Introductions Website

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INTRODUCTION

I have titled this website “Introductions”. In week 5 we were assigned the task of developing an elevator pitch. This inspired me to ponder the thought of producing new customer contacts. I have been in some form of business for over 50 years and have always found the most difficult aspect has been cold calling. I have noticed that most first encounter introductions seem to be most effective when they are brief. Strong customer relationships have developed from elevator pitches and ‘me in 30 second’ presentations. If we have a good website, we can sometimes get good reactions by sending a new acquaintance there for a visit. But that might be like handing someone a ten-page resume. Those resumes often get tossed aside without even a glance. It then occurred to me that when I have an opportunity to meet a potential customer, I can always hand them a card. That card can be an introduction to the second step of a customer relationship. That, in turn, can send them to the company’s main website. I sell a lot of business cards in my current business, and I believe that this website is not only a second chance to introduce my company, but this is also an opportunity to sell business cards. So, my audience is anyone who dislikes cold calling as much as I do. The URL to reach my website is: <https://signguy76.github.io/wdd130/introduction/index.html>

GOALS/OBJECTIVES

Ultimately, I hope to be able to use this website to gather new clientele. As I started this, I thought it was a feasible idea to promote the development of websites for my customers. I think it can be more than that. I see the potential of companies looking at this mode of introduction as viable. With that thought in mind, I could sell subscriptions to small two or three-page websites. As I developed this website, I realized that there will be a significant change in verbiage here. That is why we have been taught the skill of editing. As I mentioned in my introduction, this is also an opportunity for me to sell business cards.

DESIGN PROCESS

This website came together with only a few changes to the site plan. Originally the home page only had three images on it. After searching for an image with the basic shape of the wireframe, I couldn’t find anything that was complimentary to the page. The photo I had chosen was pretty much square in nature. I ran it that way at first. The more I looked at it, the less I liked the presentation. Since I am promoting the idea of using QR codes on business cards, I thought this was a good way to use the white space and present the use of QR codes. I tied that code to a fictitious website that represents the location of a customer’s main website. **This is not a complete site or page (as I noted in the submission comments**.**)** I also did not include the social media sites shown on the footer. I do not have any accounts with them so felt it inappropriate. I also removed the ‘contact us’ from the header as I don’t yet have contact information for this entity and the logo was moved to the left of the page. There were also some changes to the first child page. I added a second photo to the top because it gave me an opportunity to introduce the concept of a parallel between elevator pitches and small websites. The lower photo on the site plan showed the text next it. That didn’t look right. There was too much text to look good next to the picture. I wanted the site to be subtle in nature and chose very calm colors. I considered using elaborate photos or artwork with stark colors but felt in the concept of an elevator pitch it would be like meeting an over-zealous guy in the elevator wearing an overbearing shark-skin suit. I have never liked FAQ pages on websites and don’t know why I chose to use one except it is an effective way to share information.

CONCLUSION

At the completion of this project, I have learned the importance of using a site plan. It isn’t logical to try and choose fonts, colors, and layout on the fly. That does not mean that changes can’t occur in the build process. In fact, you may find that what is in your mind as you set up the site plan may be very different when you see it. I learned that more is not necessarily better. One of the comments made by my instructor was that I was making the grid layout too difficult. He shared a better approach and it worked with less code. Repetition is a good thing. I mean repetition in the use of commands and layout terms. Practice, practice, practice will help me to remember how to build websites. I look forward to WDD230 and a deeper dive.