Dog Grooming Website Plan

# Your Name:

Skylar Bachman

# Name of the Dog Grooming Business:

Groom to Gold

# Ideas for your website

Determine the type of information the website will provide.

Idea 1:

The main purpose for the website will be to generate business for the groomer, so the focus of the website will be about the grooming process/ why grooming is important.

Idea 2:

A very important part of the website will be the pricing information (it should be clear and visible, but not the main focus).

Idea 3:

Another very important part of the website will be a contact/schedule section, as the purpose is to bring in clients.

Idea 4:

A “fun” portion of the website may be a gallery featuring different dog breeds/hairstyles.

Idea 5:

It will also be important to feature an about section for the specific dog groomer.

# Website Plan

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| Topic | Questions | Answers |
| Purpose of Website | What is the purpose and goal of the website? | To advertise the service, bring in clients, and make the business look professional and proper. |
| Target Audience | Describe the target audience (age, gender, demographics) | Any person with a dog should be welcome, leading demographics to be less about age or gender, and target people who may be interested in getting their dog groomed. |
| Graphics | What graphics will you use on the website? | Pictures of dogs, pictures of cats, business logo, pictures of shop/space. (with a focus on cleanliness and professionalism) |
| Color | What colors will you use within the site to enhance the purpose and brand? | Orange / turquoise are brand colours. Additional colours may be added depending on need, but only as an accent to brand colours. |
| Accessibility | How will the website accommodate people with disabilities? | While specifics are difficult to say at this stage, one focus will be on readability (large text, concise paragraphs) with another focus on easily findable information. |
| Project Timeline | Identify the project timeline | The project should be complete by 12/10/2023, with a specific halfway point on 10/22/2023 to check progress. |

# Wireframe

Sketch the wireframe for the home page below.

Image Banner with logo

Navigation area

Text Area

Text Area

Footer

# Site map

Create a site map for the website below.

Contact

About

Gallery

Pricing

Index

(main page)