

bike
Boys *Rentals*

**VS Web Design Services Partner with Bike Boys Rentals**

April 29, 2021

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Prepared For:

April 29, 2021
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Confidentiality Statement

VS WEB DESIGN SERVICES, an outside consulting firm, are excited to work with BIKE BOYS RENTALS and help further the future of the business.

This agreement is to acknowledge that the information provided to BIKE BOYS RENTALS in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without the express written permission of VS WEB DESIGN SERVICES.

It also acknowledges by the reader of this business plan that the information and designs in the business plan, other than information that is in the public domain, may cause serious harm or damage to BIKE BOYS RENTALS if not kept in the strictest confidence.

It is also of importance to keep all information provided to BIKE BOYS RENTALS relating to business and/or marketing plans, discussions, research, graphic designs, and marketing related programs and processes under development in strict confidence as well.

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Executive Summary

Bike Boys Rentals was founded in Arlington, VA in 2019. Bike Boys serves the DMV area with bike rentals, bike purchases, bike accessories, recommendations, and repairs. With bikes made from recycled bike parts and tires, Bike Boys offers an environmentally friendlier option in bike riding communities. Bike Boys mission is to help the environment one pedal at a time. They have stores in Arlington, Alexandria, Washington D.C, Maryland, and Delaware. Bike Boys envisions growing along the eastern coast and plans to expand to the western coast; however, the company lacks an online presence.

VS Web Design services is an outside tech consulting firm that helps growing businesses with marketing and website application development and maintenance. VS Web Design Services is excited at the opportunity to work with Bike Boys Rentals to strengthen their online brand. VS Web Design Services plans to assist Bike Boys Rentals in updating their website by improving their user experience, organizing content, and creating a social media presence. The goals of VS Web Design Services are to build a strong relationship with Bike Boys Rentals and help with their e-commerce website and future projects.

The project will involve 4 phases of production: The Concept Phase, Design Phase, Technical Phase, and the Test Phase. VS Web Design Services plans to use an agile and scrum methods of project management. Each phase, or sprint, will be discussed with Bike Boys Rentals. The Concept Phase will consist of contracts, user-design process, and brainstorming the websites design. The Design Phase will consist of designing templates, mood boards, wireframes, and prototypes. The Technical Phase will consist of initial programming, server set up, and certificates. This phase will also consist of creating an online presence for Bike Boys through Google Ads and social media. The last phase, the Test Phase, will consist of testing the user experience of the site, the interface, and the launching of the site.

In summary, VS Web Design Services goal is to assist Bike Boys Rentals in designing an e-commerce website and creating an online presence for the business. This will result in Bike Boys Rentals being able to expand their business along the east and west coast.



Company Background

Bike Boys is a bike rental company that opened their first store in Arlington, Virginia 2019. Since then, they have opened stores in Washington DC, Alexandria, Maryland, and Delaware. As of 2021, Bike Boys have over 25 stores along the east coast. The business is family owned. Arthur and Nick James co-founded the company with the goal of cycling to help reduce air pollution and, with their bikes being made from recycled material, offer an environmentally friendlier bike riding option. They began their business with renting bikes, but has since expanded to selling bikes to adults, children, beginners, professionals, and the physically or mentally impaired. They also sell helmets, bells, bike apparel, and offer recommendations for trails in the area. They are now looking to expand their business to the west coast.

Arthur and Nick make their own bikes from recycled metals and tires. Their manufacturing house is located in Arlington, Virginia, but they are easily able to ship parts to their other stores across the east coast. They also ship to customers across the country. Most of the orders come through as phone calls despite Bike Boys having a website. Unfortunately, their website is not updated. Bike Boys wants to continue to expand and spread their message, however, they do not have a strong online presence or brand. VS Web Design Services plans to help build a professional online presence and brand.



Audience User Demographics

VS Web Design Services plans to assist Bike Boys in building an online presence. As of right now, their website is not updated and does not present the products and services Bike Boys have to offer. With Bike Boys being a bike rental and bike accessory store, the target audience are those who bike on a regular basis and or those who work out and can be persuaded into biking. The general audience would be young adults, ages ranging from 25-35. Bike Boys would also reach out to older crowds (55-65) and younger crowds (15-20), since they provide bikes for all ages. VS Web Design Services received data from Bike Boys yearly customers and looked at the demographics of the areas in which their businesses are located. The average customer, from 2019 to 2020, were young active adults. This was expected. Bike Boys shops are located either in cities or outside cities with the majority of residents ranging from 25-45 years old. As a result, the general audience would be athletic young adults.

To target the audience, Bike Boys needs a stronger social media presence. Currently, the business only has a website. Along with updating their website, VS Web Design Services is working to expand their two-wheel message of offering an environmentally friendlier option to bike riding on Facebook, Instagram, Twitter, and Snapchat. Since the audience and user demographics showed that Bike Boys attracts a younger crowd, using social media as a marketing strategy would result in growing an online presence and gaining new customers.



Usability Requirements

The devices that will be used will be an e-commerce website. The website will be used to sell and rent bikes, sell bike accessories, show the locations of other stores, contact information, about page, and provide an overall brand for the Bike Boys company. The website will be used to provide trails in the area of the user. Bike Boys provides recommendations of trails in the area along with the type of accessories and bikes that should be used on the trail. The website can also be used to buy accessories and contact the store for help. The user can contact the store and schedule bike repairs.

VS Web Design Services is developing an e-commerce website because after reviewing Bike Boys website, VS Web Design Services realized that Bike Boys were able to provide more than what they were offering. They were failing to advertise their inventory on bike accessories, their other locations, and who they were. There was a lack of branding. VS Web Design Services goal is to have Bike Boys be a strong brand, instead of another generic bike shop. To start branding the store, VS Web Design Services felt it was important to start with organizing Bike Boys content and building a more professional website. Next, VS Web Design Services will create plans to utilize social media as a marketing strategy. Having a presence on social media would result in reaching a wide range of audiences. VS Web Design Services would utilize Instagram, Facebook, and Twitter. The other special usability requirements for Bike Boys e-commerce website would be acceptability, learnability, performance, and information scent.

Accessibility is important because Bike Boys website and stores should be accessible to all. The recommendation feature on the website should be able to help a user in the city just as much as a user in the country. Next, learnability. The website should be easy to use and work well for all ages. The Bike Boys general audience are young adults, but they also reach an older crowd. If the website is hard to use, then Bike Boys could lose potential customers. The website has to be able to capture every customers expectation. The website should also have the usability requirement of performance. It should allow for users to purchase items. If the user is unable to perform the task of buying an item this could lead to a frustrated customer and a lost sale. Lastly, the website should have information scent. Everything on the website should be easy for the user to find. The goal in user experience is to not make the user think. The website should be clear, easy to understand, and relevant content.



Keyword Analysis

VS Web Design Services used [WordStream Free Keyword Tool](#) to compile a list of keywords that they intend to optimize. The top 10 keywords that were generated were:

- Bicycle accessories (390)
- Bike rental near me (260)
- Buy bicycle (170)
- Bicycle rental (140)
- Renting a bike (140)
- Buy bicycle online (70)
- Different types of bikes (20)
- Secondhand bike for sale (10)
- Bike recommendations (10)
- Used bike shop dc (10)

These are VS Web Design Services top 10 keywords research terms. The numbers in the parentheses represent the approximate search volume number of monthly searches for the given keyword idea on google.com or google.com partners. VS Web Design Services chose these words because these keywords would be the terms that most likely yield Bike Boys as the search result. Bike Boys is a bike rental store that sells, rents, and repairs bikes in the D.C metropolitan area, among other locations. They also sell bike accessories and provide recommendations on bikes and nearby trails. Since “bicycle accessories” and “bike rental near me” is the most searched of the 10, Bike Boys should advertise their accessories and location more than their other products. Bike Boys should also optimize the “rental” aspect of their business since “Bike rental” is searched frequently as well as “bike buying”.



Keyword Distribution

bikeboys.com	keywords	URL	clicks	cost-to-description	cost
HOME	bike, arlington, virginia, store	bikeboys.com	Save the environment and buy or rent from Bike Boys in Arlington, VA.	68 Bike Boys works hard to help the environment. We sell and rent used bikes and bikes	170 Bike Boys
main structure					
Need a Bike?	bike types, stores, buy, rent	/need-bike/	At Bike Boys, we sell bikes for purchase and rent.	50 At Bike Boys we sell bikes, but we also rent our bikes out for up to a week. Need a	90 Need a Bike?
Buy Skill Level	buy bikes, selling,	/need-bike-buy-skill-level	We provide bikes for beginners, intermediate, and expert bikers.	64 If you're buying a bike, let us know your skill level and we'll match you with what w	101 Buying a Bike
Beginner	beginner, new biker, starter	/need-bike-buy-skill-level/beginner	Beginner bikes for beginners who are buying.	44 If you're new to biking, take a look at our beginners section.	63 Beginner Biker
Intermediate	involved biker, skilled biker	/need-bike-buy-skill-level/intermediate	Intermediate bikes for intermediates who are buying.	52 If you're beginning to love biking, take a look at our intermediate section.	77 Intermediate Biker
Expert	expert, avid biker	/need-bike-buy-skill-level/expert	Expert bikes for Experts who are buying.	40 If you're an stranger to biking, take a look at our expert section.	68 Expert Biker
Rent Skill Level	rent bikes, renting,	/need-bike-rent-skill-level	Bike rentals for beginners, intermediates, and experts.	55 We rent up to a week at Bike Boys. Let us know your skill level and we can rent the	105 Renting a Bike
Beginner	beginner, new biker, starter	/need-bike-rent-skill-level/beginner	Beginner bikes for beginners who are renting.	45 If you're new to biking and want to try it out, take a look at our beginner rentals.	85 Beginner Biker
Intermediate	involved biker, skilled biker	/need-bike-rent-skill-level/intermediate	Intermediate bikes for intermediates who are renting.	53 If you're more of a casual biker, take look at our intermediate rentals.	73 Intermediate Biker
Expert	expert, avid biker	/need-bike-rent-skill-level/expert	Expert bikes for Experts who are renting.	41 If you're ready to challenge yourself, take a look at our expert rentals.	74 Expert Biker
Getting Rid of Your Bike?	bike, selling	/sell-bike/	Throw your bikes away to Bike Boys.	35 Don't throw your bikes away! Bike Boys will take your bike, fix it up, and sell it. Or	123 We'll Take Your Old Bikes
We'll Take Your Bike	selling bike, get rid of bike	/sell-bike-hike-your-bike	Bike Boys takes bikes people don't want.	40 If you have a bike you don't want, give it to Bike Boys. We'll use it.	70 What Condition is Your Bike In?
Used	not great shape, old bike	/sell-bike-hike-your-bike/used	The bike your giving away is used.	34 If your bike is used, no worries we'll fix it up or use its parts.	66 Used
Good Condition	good bike, works well	/sell-bike-hike-your-bike/good	The bike your giving away is in good condition.	47 If your bike is in good great condition, we'll take it.	56 Good Condition
Brand New	brand new bike,	/sell-bike-hike-your-bike/new	The bike your giving away is brand new.	39 If your bike is in great condition we'll clean it and resell it.	65 Brand New
Biking Accessories	bike clothes, bike accessories	/biking-accessories/	Look for the bike accessories you need.	39 At Bike Boys, we also sell bike accessories. You can buy them in store, online,	104 Biking Accessories
Type of Accessories	bike clothes, helmet, gloves	/biking-accessories/what-are-you-looking-for	What bike accessories are you looking for.	42 We sell a wide variety of accessories, from helmets and bike shorts to water bottl	103 What Are You Looking For?
Clothing	bike gloves, bike shoes, bike shorts	/biking-accessories/what-are-you-looking-for/clothing	Find biking clothes, such as gloves, shoes, shorts, etc.	56 If you're looking for clothes, we sell bike shorts, shirt gloves and sweatshirts. We als	158 Clothing
Helmet	bike helmets, bike hats	/biking-accessories/what-are-you-looking-for/helmet	Find different types of helmets to wear.	41 We have a wide selection of helmets. You can come into the store you get a free l	137 Helmet
Extras	water bottles, sunglasses	/biking-accessories/what-are-you-looking-for/extras	Find extra accessories for you and your bike.	45 We also have sunglasses, waterbottles, toys, and bike baskets. We try and meet all y	107 Extras
Find Me A Trail	find a trail near me, biking trails nearby	/find-a-trail/	Find a bike trail near you.	28 Bike Boys receive recommendations from all over on trails that are perfect for biki	164 Find Me a Biking Trail
Trail Level	trail level, difficulty	/find-a-trail/level	Find a bike trail near you based on the level of difficulty.	63 There are a variety of trails that can match anyone's speed level. If you are a begini	197 Level of Difficulty
Easy	walking trail, casual trail, easy trail, slow trail	/find-a-trail/level/easy	Find an easy bike trail near you.	33 If you are just starting out biking and would like to take it slow, take a look at our ei	185 Easy Level
Medium	medium biking trail	/find-a-trail/level/medium	Find a medium level bike trail near you.	40 If you are more comfortable on the bike, you can check out our medium level route	171 Medium Level
Hard	hard biking trail, treacherous	/find-a-trail/level/hard	Find a hard level bike trail near you.	38 If you're an expert rider and want to challenge yourself, take a look at our hard lev	168 Hard Level
Bike Repairs	bike repairs, fix bike,	/bike-repairs/	Bike repairs for when your bike needs fixing.	45 At Bike Boys we like helping the community and repairing broken bikes. If you have	147 Bike Repairs
Type of Repair	fix bike	/bike-repairs/type-of-repair	Type of repairs on your bike.	30 We fix any type of bike problem. There is no bike injury too big for Bike Boys.	79 Type of Repair
Gear/Chain Troubles	bike gear, bike chain	/bike-repairs/type-of-repair/gear-chain-trouble	Bike Boys can help with gear and chain troubles with your bike.	64 We can fix your bike if there are gear or chain troubles. It's common for them to be	108 Gear & Chain
Tire/Wheel Problems	bike wheels, bike tires, low pressure	/bike-repairs/type-of-repair/tire-wheel-problem	Bike boys can help with bike tires and wheel problem.	54 We can fix tires and wheels. It's common for tire and wheels to lose air or become i	93 Tire & Wheels
Breaks	bike breaks, break troubles	/bike-repairs/type-of-repair/breaks	Bike boys can help with bike break repairs.	43 We can fix breaks. We wouldn't want any rider getting injured from a faulty break.	149 Breaks
Contact	contact, owners	/contact/	Contact the owners or the store.	32 Come me the owners, Arthur and Nick James.	43 Contact
Meet The Owners	owners, workers	/contact/owners	The contact info of the owners and the store.	45 Arthur and Nick James began Bike Boys in Arlington, Virginia 2018. Contact them i	87 Meet the Owners
contact info	owners contact info, number, email, contact	/contact/owners/contact-info	The owners phone number and the companies email.	49 Email Bike Boys, or give us a call if you have any questions or comments.	73 Contact Information

Linked is the Bike Boys [Keyword Distribution List](#).

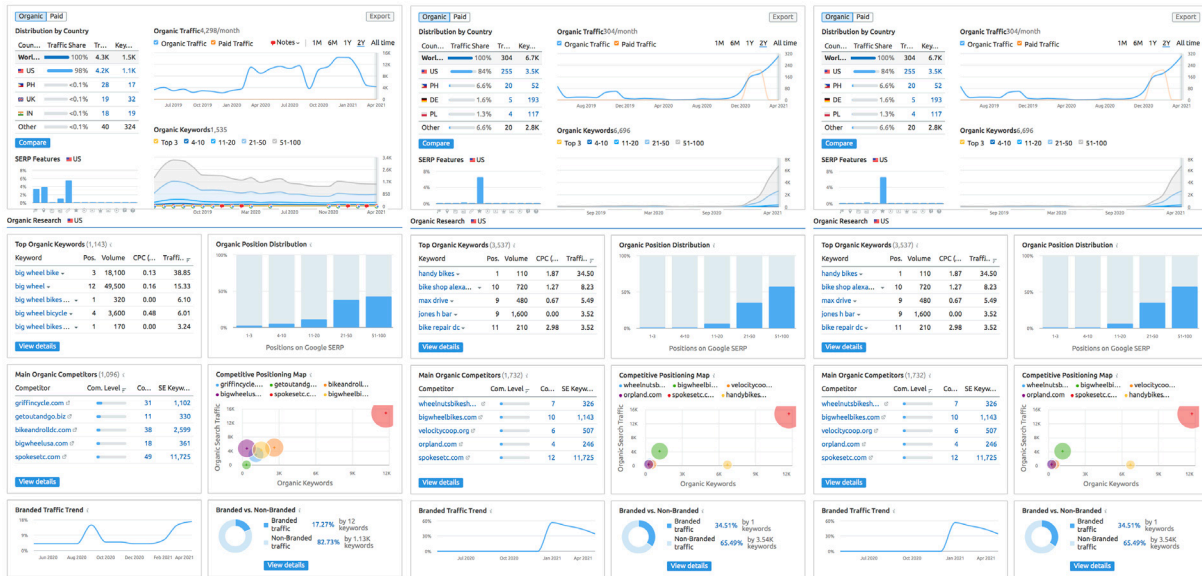


Competition Analysis

[Big Wheel Bikes](#), [Handy Bikes](#), and [Trek Bicycle](#) are bike businesses that are similar to Bike Boys. Big Wheel Bikes sells used bikes, allows customers to rent bikes, and offers bike repairs. They don't sell bike accessories. Their branding is well done. They are well known in the DMV area and have great reviews from customers. However, despite having a large market, they don't have a strong social media presence. Handy Bikes also offers bikes, bike rentals, and repairs in the Metropolitan area. They offer cycling apparel and accessories as well. A customer can also trade in an old bike for a new one. Hardy Bikes brands well too. They have a strong logo and website, but they lack a social media presence as well. Bike Boys last competitor would be Trek Bicycle. They offer route recommendations, rentals, repairs, bike trade-ins, and apparel. They also have a strong social media presence with #GoByBike tagged on their Instagram photos. Their branding is very well done, and their website has a strong UX design. Of the three, Trek Bicycle is Bike Boys biggest competitor since both stores are selling similar products and services. The main tool they all use is an e-commerce style website. Using an e-commerce website allows for customers to buy and sell products and services online. They all have a shopping cart system that allows for secure check out and authorized transactions. A customer can either use PayPal or credit card payments. The businesses also use stock images of the store and recognizable icons to navigate the user through their site.

As for keywords, Big Wheel Bikes top keywords were "big wheel bikes" (1900), "wheel bikes" (320), and "bike rental Alexandria, VA" (90). Handy Bikes top keywords were "bike rental near me" (260), "renting a bike" (170), and "rent a mountain bike" (110). Trek Bicycle top keywords were "trek bikes" (20) and "custom trek" (10). Despite being Bike Boys biggest competitor, Trek Bicycle had the least traffic/visitor popularity. Big Wheel Bikes had the most link popularity with their name being searched, directly, around 1900 times in a month. Handy Bikes had strong link popularity and traffic, but not as strong as Big Wheel Bikes.

As for website analytics, below are images of Big Wheel Bikes, Handy Bikes, and Trek Bikes website traffic, usage of organic keywords, their top organic keywords, their competitors, and branded vs. non-branded traffic. Brand traffic is important because it refers to any website traffic that comes from visitors who type in keywords that include any reference to the company's brand, such as the businesses name.



Information from [SEMrush](#).

Big Wheel Bikes has the most distribution in the United States. They have the most website traffic between the months of April to July and then October to January. As for keywords, their most popular are “big wheel bike”, “big wheel”, “big wheel bike Bethesda”, and “big wheel bicycle”. Their main competitors include Griffin Cycle, Get Out and Go, and Bike and Roll DC. They also have 17.27% of branded traffic.

Handy Bikes has the most distribution in the United States as well. They have the most website traffic between December and April. There was a drastic decrease in 2020 between December and April. As for keywords, their most popular are “handy bikes”, “bike shop Alexandria”, and “max drive”. Their main competitors are Wheel Nuts Bike Shop, Big Wheel Bikes, and Velocity Coop. They also have 34.51% of brand traffic.

Trek Bicycles has only 37% of distribution in the United States. They have a pretty steady website traffic throughout the year. It gradually increases between December and April. As for keywords, their most popular are “trek bikes”, “mountain bike”, “trek”, and “road bike”. Their main competitors are Bicycle Blue Book, Bike Exchange, and Trek Bikes Florida. They also have 69.12% of brand traffic.



User Personas

Goals/Tasks


- Learn how to ride a bike
- Fix her brothers bike
- Find trails to ride on

Frustrations/Pains

- Not looking for mainstream bike rentals
- Can't find affordable/eco friendly rentals

Bio

Betty is 15 and would like to learn how to ride a bike. She doesn't want to commit to a bike just yet, but she would like some practice. She's tried practicing on her brothers bike, but his bike was old and the wheels were broken. She was able to get her brothers bike repaired at Bike Boys and rent a bike for a week to learn how to ride herself. She also got a great deal since it was her first purchase. She also liked how Bike Boy's bikes are from recycled bike parts and tires. She may want a bike of her own and ride on trails with her dad.



Betty Beginner
F, Student, 15, Arlington VA

Personality

Active	●●●●●
Introvert	●●●○●
Extrovert	●●○●●
Athletic	●●●●○
Energetic	●●●●○
Outgoing	●●●○●
Healthy	●●●●○

Preferred Channels

Ads	●●●●○
Social Media	●●●○●
Websites	●●○●●
PR	●○●○●

Goals/Tasks


- Find new trails
- Gear is out of place on bike
- Need new helmet

Frustrations/Pains

- Bike stores are too expensive
- Bad experience with bike repair shops

Bio

Eddy is looking for intense trails and to fix up his bike. Eddy is an avid biker and has needed many repairs. He hasn't had the best experience. Some bike shops charge him unreasonably and others fail to fix the problem. He wants a good bike repair for a reasonable cost. He is also looking for new bike accessories and good trails in the DC and Maryland area. Trails that are fast paced and meant for bike riders.



Eddy Eager
M, Government Worker, 38, Washington DC

Personality

Active	●●●●●
Introvert	●●●○●
Extrovert	●●○●●
Athletic	●●●●●
Energetic	●●○●●
Outgoing	●●○●●
Healthy	●●●●●

Preferred Channels

Ads	●●●●●
Social Media	●●●●○
Websites	●●●●○
PR	●●○●○

Goals/Tasks


- Find scenic bike routes
- Sell old bike for a new one
- Wants a better bike seat

Frustrations/Pains

- Can't find trails for a calm bike ride
- Bike seat is very uncomfortable and gives back pain

Bio

Cassie enjoys her morning walks, but she wants to add afternoon bike rides to her daily routine. She lives in a busy part of NOVA and doesn't know any trails that aren't alongside a busy road. She also has an old bike and wants to swap it for a new one. Bike Boys has helped with fixing her bikes before, but now she would like them to recommend a new bike and trails in the area. Cassie is active, but she would like to keep her rides at a slow pace. She would also like some new bike accessories to go with her new bike.



Cassie Casual
F, Freelancer, 65, Falls Church VA

Personality

Active	●●●●○
Introvert	●○●●○
Extrovert	●●●●○
Athletic	●●●●○
Energetic	●●●●○
Outgoing	●●●●○
Healthy	●●●●●

Preferred Channels

Ads	●●●●○
Social Media	●●●●○
Websites	●●●●○
PR	●●○●○

For a closer look, here is the link to [User Personas](#).



Project Management Methodology

Choosing the correct methodology is important because it defines how VS Web Design Services will work with helping Bike Boys Rentals. VS Web Design Services will first have to consider how complex the project will be as well as the rigidity or flexibility of the project. The goal of the project is simple; it's to help expand Bike Boys business through developing their website. Bike Boys is allowing for creative freedom and flexibility; however, they would like to keep the feel of a small home-grown business rather than a corporate aesthetic. Bike Boys needs are simple as well. They are looking for a well-designed website that displays the services and products they have to offer. Because of the simplicity and flexibility that VS Web Design Services will be working alongside, the best project management methodology would be Agile.

Agile offers a flexible, iterative design, and build process. The process of planning, executing, and evaluating as VS Web Design Services develops Bike Boys Rentals website, allows for the owners of Bike Boys to provide input throughout the design process. Agile also allows for VS Web Design Services to successfully communicate with Bike Boys to ensure that the finish product is what both companies envision.

VS Web Design Services would also use the methodology of Scrum, which is a particular Agile methodology. Scrum consists of stages called "sprints". Each stage, or sprint, requires testing. This allows for mistakes to be identified early enough to change. Typically, scrum is used when an end product is unknown or unclear. VS Web Design Services has a clear image of how the Bike Boys website is to look, but since the owners of Bike Boys would like to be involved in the process, Scrum would be the best methodology to use. With each sprint, VS Web Design Services can present their product to Bike Boys to receive input and correct any mistakes.

Agile project management and Scrum also provides clear roles within the team. There are product owners, sprint/scrums masters, and the development team. This is helpful to VS Web Design Services and beneficial to Bike Boys Rentals. The product owner in VS Web Design Services would be in charge with gathering information on Bike Boys company goals, customers, and creating user stories. This is helpful since Bike Boys has a wide audience they would like to reach. The sprint/scrums master is important because they shield the team from external distractions and creates daily meetings. This is helpful because Bike Boys does not want to be similar to corporate bike rental companies. The sprint /scrums master will help in not having VS Web Design Services become influenced by other companies. They will also help with staying organized with daily meetings and check-ins. Lastly, the development team is important because they will be developing the functionality of the product. They will be using the information gathered on Bike Boys and collaborate with the owners to create the finished product.

By breaking up into phases, Agile methodology and Scrum provides the open collaboration, flexible planning, and constant evaluating that is requested by the owners of Bike Boys Rentals to VS Web Design Services.

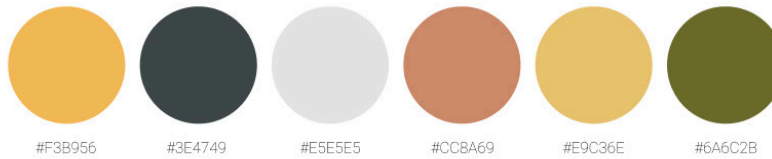


Mood Board

Logo



Color Palette



#F3B956

#3E4749

#E5E5E5

#CC8A69

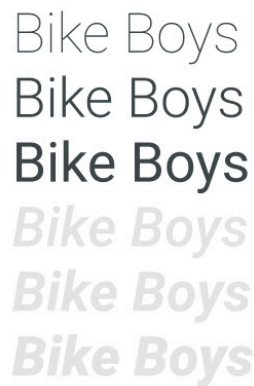
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#6A6C2B

Alt Logos



Font Styles



Submark



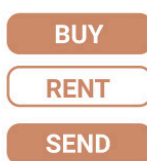
Helpful Website Links

Big Wheel Bikes
<http://bigwheelbikes.com>

Handy Bikes
<https://www.handybikesdc.com>

Trek Bicycle
https://www.trekbikes.com/us/en_US/retail/arlington_clarendon/

Buttons



Images



For a closer look, here is the link to the [Mood Board](#).



Search Engine Optimization Plan

VS Web Design Services is determined in making sure Bike Boys Rentals users have a great experience while on the website. To ensure website dominance and boost Search Engine Optimization (SEO), VS Web Design Services will use effective SEO techniques to drive organic traffic. Posts and content will be easy to read on the Bike Boys site. Writing quality content, shorter paragraphs, bullet points, images, and having white space will make the website less overwhelming and provide the user with quick and relevant information. Bike Boys website will also make use of bucket bridges. These are words or phrases that add value to content and attract more people. For example, “Don’t throw Your Bike Away! Give it to Us!” rather than “Throw Away Bikes”. Using more interesting words and phrases will keep the visitors on the page longer, reduce bounce rate, and improve the overall user experience. One of the most important SEO strategies is improving user experience on the web pages. Poor usability leads to an awkward user experience and loss of users and a high bounce rate. To improve user experience, usability testing will be performed throughout the process of creating Bike Boys website. Another strategy that will be used is increasing website speed. A fast-loading site can make or break a website. VS Web Design Service will use long-tail keywords. Long-tail keywords are keywords that contain three or more words. Examples for Bike Boys Rentals would be, “recommendation for bike trails”, “eco-friendly bikes for sale”, and “where to sell my used bike”. Social media will also be a big part in SEO optimization. Through Instagram, Facebook, and Twitter, Bike Boys Rentals will create a presence for themselves on social media platforms. Users are more likely to visit a website that they’ve heard of, and social media can help Bike Boys Rentals get their name out to the public.

In short, for an SEO strategy, VS Web Design Services plans to conduct keyword research, and then from that research create content to target the most popular keywords. For Bike Boys Rentals, the most popular keywords were “Bicycle accessories”, “Bike rental near me”, “Buy bicycle”, and “Bicycle rental”. Then, VS Web Design Services will add multimedia formats. Adding images and graphics can break up long walls of text and helps keep users engaged and on the page. Next, will be optimizing the page speed. This would be done by making sure images are compressed and reducing the number of redirects. Lastly, optimizing the internal linking structure will allow Google to go through the website and take note of the keywords and content that is present.



Online Marketing/Advertising

To grow Bike Boys business, VS Web Design Services will utilize Search Engine Marketing (SEM). It is one of the most effective ways to promote a product and grow a business. VS Web Design Services would use paid advertisements as well as free advertisements to promote Bike Boys business. Bike Boys will participate in Google Ads. This is an online advertising platform developed by Google, where advertisers bid to display brief advertisements to web users. It places ads in the results of search engines and on non-search websites. This type of system is based partly on keywords. This means that Bike Boys would need effective and strong keywords for Google to place Bike Boys ads in places that are relevant. Despite having to pay for this type of marketing, this would be effective since Bike Boys is selling products and services that many other businesses also sell. As for advertisements that are free, Bike Boys will also utilize the social media channels for online marketing. Channels such as Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat, and now TikTok, can bring in consistent sales and grab the interest of new customers. Advertising on social media channels is beneficial because it provides quick return on investment, consistent sales from day one of advertising, and customer retention. Customer retention is important for an e-commerce site. Advertising on social media can result in building relationships with the customer. On Instagram, Bike Boys advertises their products with #bikeboysrentals, and then posts their followers using their products with #bikeboysinmotion. Customers can also follow Bike Boys on Facebook and Twitter to get updates on new trails that Bike Boys recommends or get in contact with regular customers for advice on what to buy. Customers can also follow Bike Boys on Snapchat to watch daily stories of new products in store or their process in fixing bikes. Connecting with the customers also aligns with Bike Boys goal in growing as a business but keeping the family feel. Also, using social media allows for quick feedback. Bike Boys will use their social media to ask for feedback on customers experiences and ways to improve experiences. Using social media as an online marketing tool allows for free advertising and a growth in fanbase.

VS Web Design Services also plans to partner with complementary brands to cross-promote. Big Wheel Bikes is one of the larger bike rental businesses in the DMV area and has a similar target audience to Bike Boys. However, they do not have a very strong social media presence. Bike Boys plans to partner with Big Wheel Bikes. With Bike Boys social media presence, Big Wheel Bikes will gain new customers, and by using Big Wheel Bikes name popularity, Bike Boys will gain new customers and possibly new partnerships with similar businesses.

In summary, Bike Boys will use online marketing and advertising strategies, such as google ads, social media, and cross-promoting to create an online presence and promote their business to a wider audience.



Hosting

Since VS Web Design Services will be working with a business it would be too costly and unnecessary to use a colocation website host. Instead, VS Web Design Services will have Bike Boys use a shared website hosting. Shared web hosting service is a web hosting service where many websites reside on one web server connected to the internet. Since the overall cost of the server maintenance is spread over many customers, the cost of this is cheap. Some of the best shared hosting websites include, GoDaddy, HostGator, Hostwinds, and A2 Web Hosting. Bike Boys is still in the early stages of growing as a business, because of this, VS Web Design Services will be working with GoDaddy. GoDaddy provides features for e-commerce as well. Bike Boys is a small business that plans to sell services and products online. GoDaddy provides professional store designs, marketing tools, and award-winning 24/7 support.

Bike Boys will be an e-commerce website. GoDaddy provides a shopping cart system and a clean way to display the services and products on sale. The system also collects payments simply and provides customer service. Unfortunately, GoDaddy's online shopping cart software only gives the ability to accept payments via PayPal. To have Bike Boys website have the ability to accept credit card payments, an additional setup is required along with an SSL certificate. This certificate protects a customers' sensitive information such as name, address, password, and credit card number. It protects this information by encrypting the data during transmission from the customers computer to the web server. Bike Boys will also need to get a merchant bank account. This is a bank account specifically established for businesses to make and accept payments. Merchant accounts allow, for instance, a business to accept credit cards or other forms of electronic payments. In short, online payments will be handled through either secure PayPal or credit card transactions. To address the danger of information being stolen, VS Web Design Services will require that Bike Boys acquire Digital Certificates from a "Certificate Authority". These are trusted organizations that verify a website, so the customer knows they're communicating with a trusted website. Credit card authorization will be handled in the typical manner. Authorized transaction will be a purchase that is approved by the customer's bank. If the card is expired, there aren't enough funds, or the card is counterfeit, the transaction will be declined.

To help with faster load times and minimize traffic spikes, VS Web Design Services will use content distribution networks (CDN). These are highly distributed platforms of servers that helps minimize delays in loading web page content. Bike Boys is a bike rental store that has many competitors. Having a slow website or a poor performing website will result in the loss of users. Using CDN's will help make Bike Boys website better performing. Since Bike Boys is an e-commerce site, VS Web Design Services would use an owned media distribution channel. Owned media involves websites, mobile sites, blog sites, and social media channels. Bike Boys is a website that will be using social media channels.

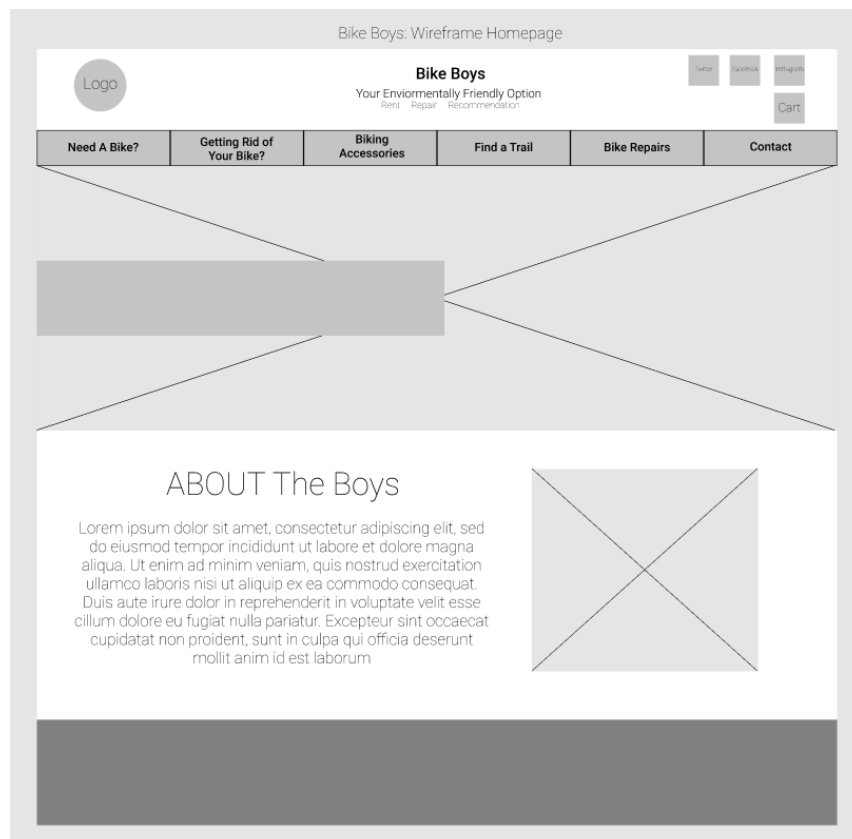
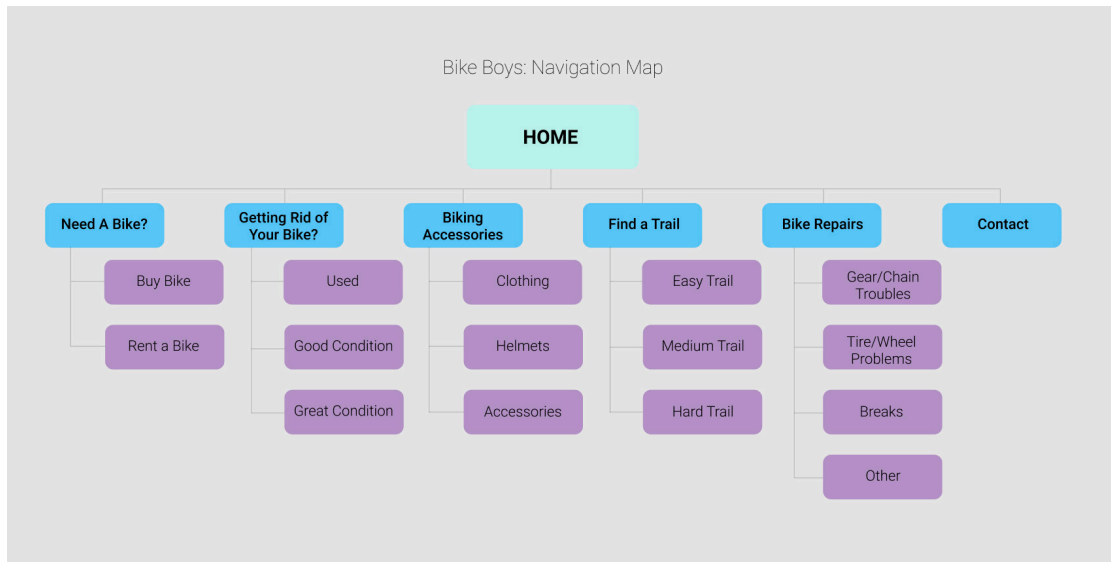


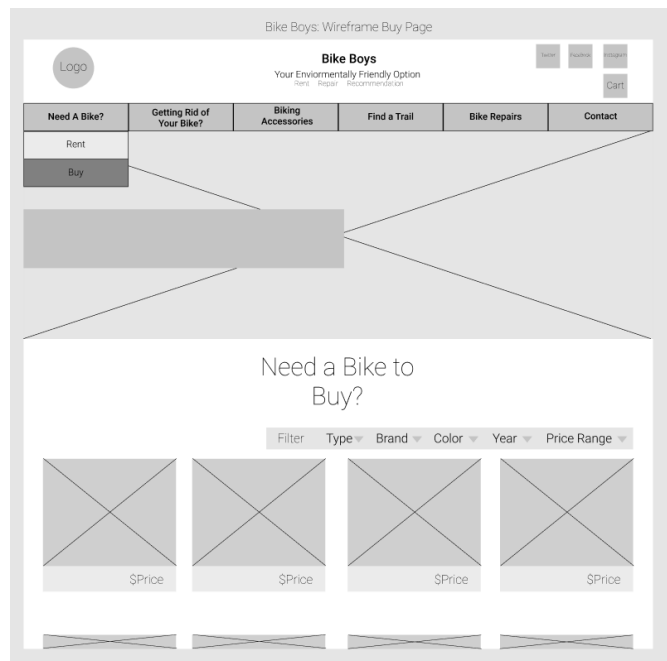
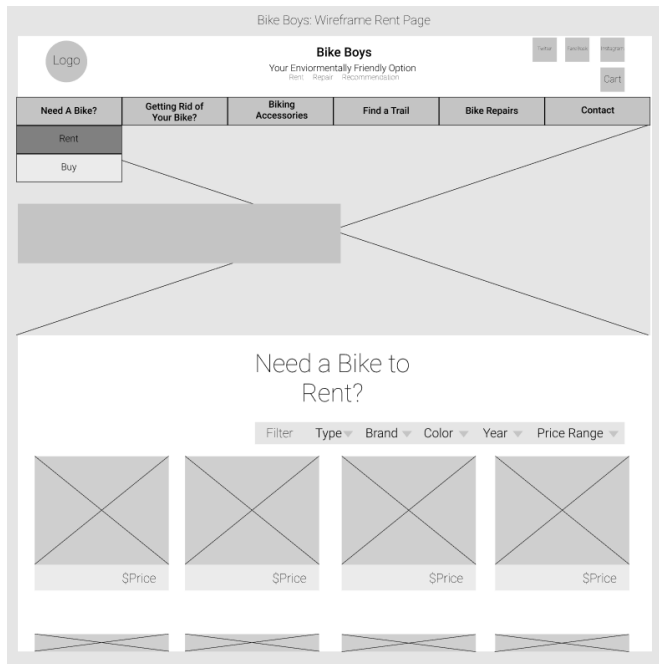
Security

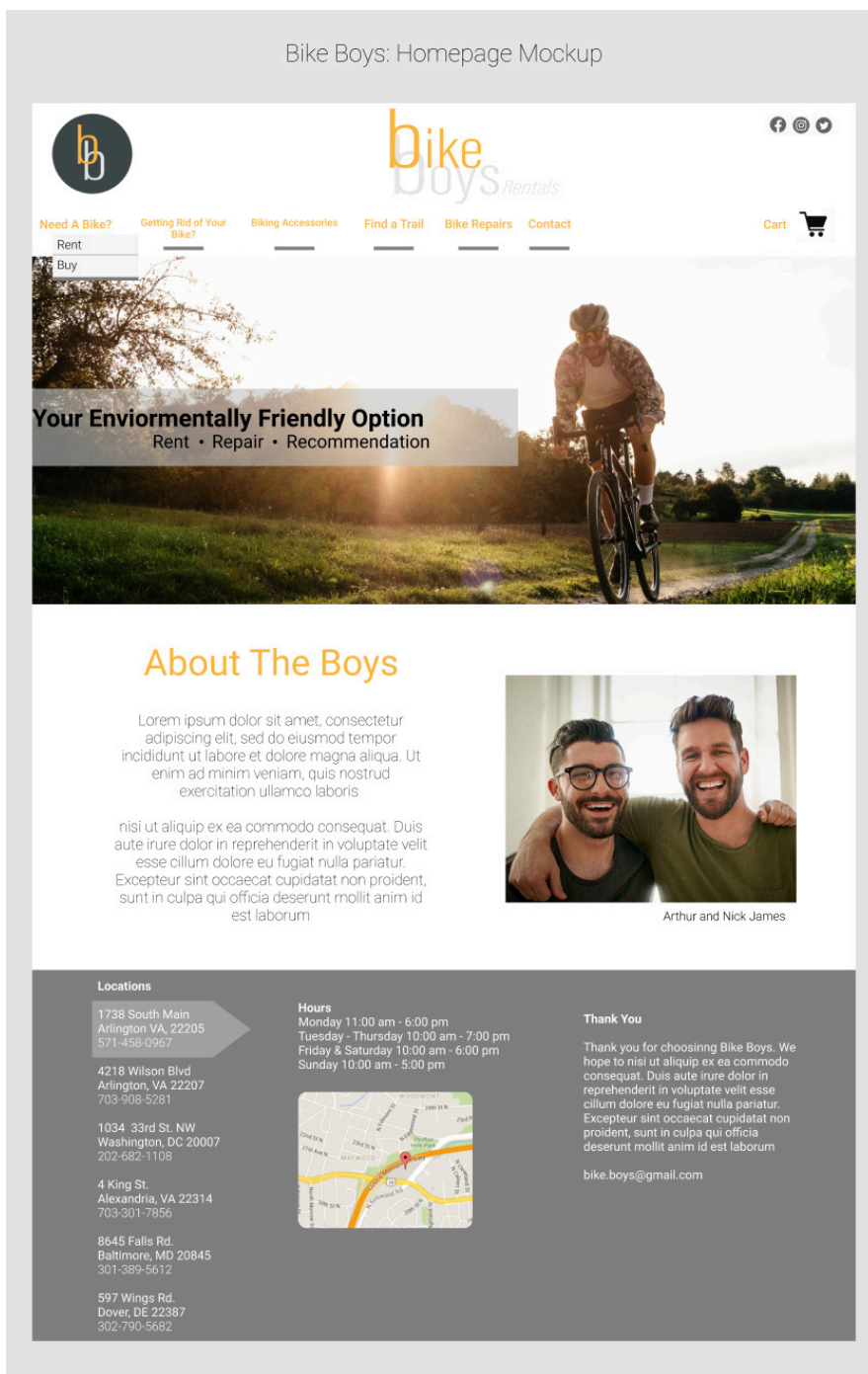
Since Bike Boys Rentals will have an e-commerce site, security is crucial. VS Web Design Services will ensure that Bike Boys has a secure e-commerce platform. To make sure the website is secure, VS Web Design Services will choose a secure e-commerce platform. GoDaddy is a secure e-commerce platform that offers safe shopping cart software. The next step is to implement a digital certificate. Since the website is an e-commerce site, it will be best to install a Secure Sockets Layer (SSL) certificate on the server. SSL certificates are necessary for securing online transactions. These certificates authenticate the identity of users and encrypts data both on the store and in transit. These certificates will be bought through VeriSign, which provides secure SSL/TSL certificates. SSL provides secure connectivity between the end-user systems and the businesses e-commerce website. Having the padlock icon and “HTTPS” authentication in the address bar is important and essential as well for keeping personal details and credit card information safe. The point is to make the customers feel safe and secure, instead of afraid and leave the site. Customers and users are more likely to do business with a company where they feel their transactions are secure. VS Web Design Services would also look into installing a Payment Card Industry Data Security Standard (PCI DSS). This is an industry standard that also ensures credit card information that is collected online is being transmitted and stored in a secure manner.



Website Structure







For a closer look, here is the link to the [Website Structure](#).



Other

VS Web Design Services provides the [Scope of Work](#) for Bike Boys Rentals. This Scope of Work consists of an outline of the project, the Work Plan and Milestone of the project, detailed breakdown of the project's costs, Terms and Conditions, and Designers and Clients signature.