

## Site Plan – Web Design

### 1) General Information – just the basics

Your Hosting Service:

Your Website Idea:

Service or product that will be sold: concrete services

Proposed topics (at least three but you can list more) that your website will cover

1. **estimates**
2. **ideas**
3. **designs**

Current URL (or desired URL):

**Bestinconcrete.com**

### 2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

Home owners, older couples

### 3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

Fix anything in their house/on their property that involves concrete. Best rates, fast service, and high-quality results.

What do you offer that is different from your competition?

Fast service

How do(will) customers use your site? What are their goals?

**to sign up for estimates & get design ideas for their homes**

### 4) Perception

What do you want to project about your company, your department, your project?

That we provide high quality, honest, and the best service in the Oregon area.

List adjectives describing how you want visitors to perceive your website.

Clean, crisp, and user friendly.

List URLs of sites you like. What do you like about these sites?

[bestinconcrete.com](http://bestinconcrete.com)  
[best-inconcrete.com](http://best-inconcrete.com)  
[bestinconcrete.org](http://bestinconcrete.org)

**I like that it's the company name, and it's easy to type in. it's pretty user friendly as well.**

## **5) Content**

Do you have existing content for the site or will you create new content? Who will write the new content?

Yes I have some content for the website.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

**Yes I have the visuals all ready**

## **6) Technology**

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.  
I don't think I will be using any.

Any required database functionality (dynamic content generation, personalization, login...)?

no

Need for secured transactions? (like online shopping)

yes

Any additional programming requirements? (like search functionality)

no

## **7) Marketing**

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

Online: yelp & search engines

Offline: cards

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

## **8) Updating**

How do you plan to keep the content on the site current and updated?

Updating the designs offered

How often should content change on your site?

Probably annually

Who is responsible for updating and providing content?

I would update, but I would be provided information by my uncle.

What software will they use to keep the site updated?

Gethub desktop