**Client and Topic:**

The “a website for a business someone else owns” fits with what website I will be creating. I will be creating a website for my wife’s small beauty salon business she owns.

**Development Process and Engagement:**

Since I am creating a website for my wife, I am doing this somewhat for myself and for a client. I will involve her by getting her thoughts on color, design, and most of the cosmetic side of things. I will conduct research through Google to try and see what businesses of the same field have on their websites.

**Testing:**

Prior to launching the website, comprehensive testing procedures will be implemented to ensure its functionality and adherence to client requirements. This will involve functional testing of all features, cross-browser compatibility checks using Google Chrome, Microsoft Edge, and Firefox, responsive design testing across various devices, performance evaluations to optimize loading speed, content review for accuracy and relevance, user acceptance testing for usability feedback, security assessments to address vulnerabilities, and accessibility testing to ensure compliance with WCAG standards. Through these measures, the website will be thoroughly vetted to ensure a seamless user experience and successful fulfillment of client objectives.

**Description:**

The beauty salon owned by my wife specializes in providing premium beauty services such as permanent make-up application, skin care, waxing, and eyebrow treatments, aimed at enhancing clients’ natural features and boosting their confidence. The business’s primary goal is to offer top-notch services while fostering positive relationships within the local community. The website serves as a digital hub to showcase the salon’s offerings, facilitate easy appointment scheduling, and provide essential information to potential clients. The target audience primarily consists of woman aged 18 to 65, including professionals, students, stay-at-home moms, and retirees, who are interested in beauty treatments and self-care. They are likely to access information through various devices, including smartphones and desktop computers. Identifying this audience will influence the website’s design, content, and functionality, ensuring it meets their preferences and needs. Unique content created for the website includes before-and-after photos, testimonials, informative articles, and personalized messages from my wife. Regular updates to the website’s content, including promotions and blog posts will be conducted at least bi-monthly to help keep clients informed about new services or changes in business operations.

**Growth and Maintenance:**

To ensure the website’s ongoing growth and relevance, continuous updates to design, content, and functionality will be necessary, incorporating new services, improved user experience, and technological advancements. During development, employing a CMS, organizing files systematically, and using consistent coding practices can ease future maintenance. Maintenance tasks include regular content updates, customer inquiry management, and data backups, with frequencies varying based on business needs and technological changes.

**Organization:**

The website’s content will be organized in a logical and intuitive manner to facilitate easy navigation and access to information for visitors. Sub-topics included on the website will encompass services offered, information about the business and my wife’s professional background, client testimonials, before-and-after galleries showcasing work, an appointment booking system, blog or articles section for beauty tips and trends, frequently asked questions (FAQs), and contact details for inquiries and appointments. Pages to be included in the website will consist of a homepage introducing the business and its offerings, services pages detailing available treatments, an about us page providing background information on the salon and my wife, a gallery page, a blog or articles page for informative content, an appointment booking page for scheduling, a contact page with contact information, and possibly a testimonials page featuring client feedback and reviews.

**Security:**

The website will likely not include an e-commerce component as it primarily focuses on services rather than physical products. Content on the website will not be password-protected as the information provided, such as services offered, contact details, and blog posts, is intended for public access to attract potential clients and provide valuable resources. Therefore, there is no need for users to create accounts. However, specific steps can be taken as the website designer and developer to enhance security. These include implementing HTTPS encryption to protect data transmission, regularly updating CMS and plugins to patch security vulnerabilities, using strong and unique passwords for admin accounts, and enabling firewalls and security plugins to prevent unauthorized access.

**Web Hosting:**

When selecting a web host for the website, several key criteria will guide my decision-making process. Reliability and uptime are paramount, as the website’s accessibility to visitors hinges on the host’s ability to maintain consistent server performance with minimal downtimes. Performance and speed are also critical factors, necessitating ample server resources to ensure fast loading times and smooth user experience, especially during peak traffic periods. Scalability is another consideration, with the chosen host needing to offer flexible hosting plans capable of accommodating future growth without sacrificing performance or uptime. Security features are essential for safeguarding the website and its data against potential threats, making robust security measures such as firewalls, malware scanning, and regular backups a must-have.

In terms of necessary technologies for the website, SSL encryption is indispensable for securing data transmission and establishing trust with visitors, particularly if sensitive information is collected or online transactions are processed. Since this website will have no type of transactions for goods or services, this is all just hypothetical. Additionally, if the website intends to eventually incorporate e-commerce functionality in the future, a robust shopping cart system will be essential for facilitating online purchases and managing orders efficiently. Regarding programming and scripting languages, support for HTML, CSS, and JavaScript is essential for front-end development to help us create visually appealing and interactive user interfaces.

**Marketing:**

The website can be marketed through various online and offline channels to maximize its visibility and attract potential clients. Online marketing strategies may include social media marketing to engage with and attract followers on platforms like Instagram, Facebook, and Pinterest. Offline marketing tactics could involve distributing flyers, handing out business cards, and just word-of-mouth. In terms of SEO elements, several strategies can be implemented based on the website planning and building process. This includes optimizing on-page elements such as meta titles, descriptions, and headings with relevant keywords related to beauty services, permanent makeup, and all the other services my wife offers. Creating high-quality, relevant content such as blog posts, articles, and client testimonials can help establish the website’s authority and relevance in search engine rankings.