Website Brief Form:

1.  The website will be completely new

2.  I do Commercial Property Leasing of a Warehouse, of which I own.  It is 22,090 sf and has multiple flex-suites. All of the leases are five years or longer.

3.  My USP is: personal service, excellent warehouse location, great visibility, low rates per square foot, new construction, familiar hot-spot in San Antonio for over 75 years, great buzz, excellent location for entrepreneurs and businesses wanting to grow or expand their business.

Excellent demographics and well known location in Alamo Heights.

Understanding Your Customer:

4.  Target customer: male, 26- 48, entrepreneurs, younger, hipster, middle-class, $80,000 - $200,000 yearly USD, environmental friendly

5.  The warehouse is known by its location, word of mouth, history in San Antonio, TX 78209. Years of doing business at this location

6.  Target audience does not have physical handicapped but the warehouse is ADA compliant

Understanding your Competitors:

7.  Other competitive websites:  Valcore.com Southbyreality.com or Southby.com drought [property.com](http://property.com/) [loopnet.com](http://loopnet.com/) [costar.com](http://costar.com/) Craigslist.com

Understanding Your Website Requirements

1.    This is not an online business. I have signs in front and on the side of the building

2.   You created my Logo

3.  My domain name is: [clhprop.com](http://clhprop.com/)

4.   GoDaddy will Host this new website and when finished we will upload it to GoDaddy.

5.  I have images which I will provide later.  In the meantime you can add images for me, we can use them or switch them out later.

6.   I will send content later in WORD format

7.  Purpose of the Website is to:

Increase awareness of the Warehouse on Broadway. "The Varasto On Broadway"

CLH Properties LLC is the managing company.

Understanding Your Website Functionality

1.  Yes, I want to be able to update the Site with wordpress

2.  The only form will be to apply for a Certificate of Occupancy with the City of San Antonio (and I will provide this link)

3.  I will require online reservations, for "Showing" of the building to prospective tenants

4.  No database link at the time perhaps in the future

5.  Users will need to search sections of the Site

6.  The contact page should use a capita

7.   The site should be available in Spanish because I live in South Texas which is near Mexico.

Navigation

1.  Likely pages: Home page| welcome page

2.  Attributes of the warehouse & location with map

3.  Suites which are available + link to available Suites

When a Suite becomes unavailable it should be "greyed out" by me

When a Suite is available it will be prominent and in color.

4.  Demographics of the area: 8418 Broadway Street, San Antonio TX 78209

Blog

A blog should be incorporated into the Site with SEO

Identities

Like:  ?

Dislike: ?

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Do"s: clean, simple and modern transitions perhaps a single line which shoots out and images fall out of ...

keep it modern and fresh

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No online selling (yet)

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 A credit card to pay the rent would be nice, or to leave a deposit, Ernest money to secure a Suite to lease.

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Animation would be good if it has trees, or happy people, or people doing work and smiling.

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Social Media Integration:

1.  Facebook, Instagram

2.  No links yet

Web Portal - none

SEO Services:

1.  I would like a high ranking if possible

2.  Keywords: San Antonio, Commercial, business, flex spaces, Suites, manufacturing, entrepreneur, small business, start up, woodwork, mill, gun shop, flower shop,

distribution, distribution hub, dock, 78209, Alamo Heights, excellent demographics, well known, near airport, NE Loop 410, access to all highways, center of town, center of San Antonio, TX, Texas, modern, flexible, professional, caring, personal attention, team, family

3.  no

4.  not sure about a pay per click package?

Deadline:

1.  No deadline

2.  Budget has been paid

3.  I have an existing website I would like you to take "content" from:

   Varasto.org

4.  I would like the new website which you are building to look and feel completely different and modern with moving black lines ( I want lots of simple graphic movement with lines or other effects which will be dramatic!)  -a line which draw  animated halfway across the white page or other effect(s)

and deliver ? images or content or links your choice.

5.  I like 3-D stars or compex-trapezius which might move if the user mouses over it (just for fun) in black on white

perhaps a starburst which sends lines moving outward ...