

Data required to build a website

The sections in red are the must have information for building out the information for the site correctly. The sections in regular black are important but not show stoppers, the information gathered will help us to engineer the site closer to customer and their customer requirements to conduct business digitally.

Business Information:

- **Business Name.** Sherman's Car Care
- **Address** 1549 hermesprota dr Sharon hill pa 19079
- **Contact information (e-mail and phone number)**
shermanscarcare@gmail.com (610) 809 4210
- **Industry.** Automotive detailing
- **Target Audience.** Would be anyone interested in automotive or marine detailing
- Business Description (5 sentences describing what the business is and what it does)
- Business Mission, Vision, and Purpose (What does the business hope to achieve, where does the business envision it will be in the perfect market conditions, and why the business is superior to its competitors)
- List and prices of all current services offered
- Business Logo

Competitors as well as their websites for research and auditing

Customer Information:

- **Name first and last.** Sherman Dowell
- **Phone number** 610 809 4210
- **Address** 31 e Lacrosse ave lansdowne pa 19050
- **Email** shermanscarcare@gmail.com
- **Background or previous work history** been in the business for 10 plus years as an owner family had a shop while growing up so been around detailing since birth
- How many years in the business? 10+
- Why they chose to do the business? Family had previous detailing shop
- What are their main objectives for their business?
- How do they plan to achieve those objectives?
- Do they currently have customers? If so how many?
- How do they normally communicate with their customers?

Website Information:

- **Tagline (A business saying that represents the objective i.e. Grow together or Teamwork makes the dreamwork) give your car the "TLC" it deserves**
- **Images to be put on the website**
- **Content Copy for the website (i.e. about, services & pricing, contact, etc.,)**
- **Form questions:**
 - **Name**
 - **Email**
 - **Phone**
 - **Service interested in**
 - **Message Box**
- **CRM:**
 - Chatbot
 - Social Media Instagram @shermanscarcare
 - Email Capture
 - Customer Lists
- If they want a blog piece add-on (we will need a separate meeting to organize the blog structure)
 - We will need blog article written and photo content
 - Title & Tags Structure

Infrastructure:

Domain Registration:

- Do they know what domain they want?
- Are they transferring a domain?

Hosting:

- Do they want C-Panel or WordPress Hosting?
 - C-Panel comes with free email for users who don't want a new professional email account
 - WordPress for users who have an email account they currently use to communicate with customers.

SSL:

- SSL is always a good thing to have but it really boils down to if they plan on doing any payments processing on their website.
- Also if they don't have it the site will appear in browsers as unsafe.

E-Mail:

- This service is really not ready for offering just yet.