

# **Stormy Willow Soap Co.**

stormywillowsoap.com



1029 Milky Way Lane, Ashland VA 23005

E-Business Proposal for Stormy Willow Soap Co.  
Jessica Wright  
May 5, 2021

Presented to: Julius Roberts,  
Investor Relations

# CONFIDENTIALITY AGREEMENT

The undersigned reader of the Stormy Willow Soap Co. business plan acknowledges that all information provided throughout this document is strictly confidential and agrees not to disclose any information therein without the express written consent of Jessica Wright.

Additionally, this business plan document will be immediately returned to Jessica Wright at any time upon request.

This document is a business plan and does not offer nor imply an offer of any securities.

## APPLICABLE LAW

This contract shall be governed by the laws of Hanover County in the state of Virginia and any applicable Federal Law.

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Signature

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Printed Name

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# EXECUTIVE SUMMARY

Stormy Willow Soap Co. is a business located in Ashland, Virginia, selling self-care products created with goat milk from ethically raised saanen and alpine goats. The company was created out of a combined love for animals and taking time to care for one's self. Stormy Willow Soap Co. would benefit from the use of a responsive website (created using Wix) to allow customers from not only the local area, but all over America to learn about the benefits of goat milk on skin and to experience these benefits themselves with the use of Stormy Willow Soap Co.'s products.

# COMPANY BACKGROUND

Stormy Willow Soap Co. was born out of Jessica's love for animals, self-care, and kind and ethical agriculture. Milk in general is proven to help remove dead skin cells and stimulate new cell growth. According to Dr. Purvisha Patel, a board certified dermatologist, "goat milk contains fatty acids that help repair the skin barrier, probiotics to encourage the growth of normal skin flora, and vitamin A to help gently exfoliate." Stormy Willow Goat Co. utilizes ethical and sustainable practices to raise, care for, and milk saanen and alpine goats in order to create soaps, lip balms, facial masks, and candles.

## USER DEMOGRAPHICS

The primary target audience of Stormy Willow Soap Co. is busy American women between the ages of 25-55. These women may be busy in their professions or within their home and family life, and need a way to de-stress and take time for themselves when the busyness gets to be too much. Our hope is that the Stormy Willow Soap Co. products give them a chance to slow down, live simply, and do something for themselves in between their responsibilities.

## USABILITY REQUIREMENTS

This website will be created with mobile compatibility, as according to a 2019 AdColony survey, 56% of American consumers do their online shopping from a mobile device. Only 28% of those surveyed planned to do online shopping from a laptop or desktop and 16% would use a tablet. The website will need to be responsive to the screen size of the device being used in order to accommodate the varying screen sizes customers use to shop online.

# KEYWORD ANALYSIS

Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)	Competition (indexed value)
best goat milk soap	100 – 1K	High	\$0.67	\$1.87	100
goat milk	10K – 100K	High	\$0.60	\$1.81	100
goat milk benefits	1K – 10K	Low	\$0.07	\$0.63	27
goat milk body lotion	100 – 1K	High	\$0.68	\$1.95	100
goat milk body wash	100 – 1K	High	\$0.66	\$2.00	100
goat milk cleanser	100 – 1K	High	\$0.26	\$1.21	100
Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)	Competition (indexed value)
goat milk cream	100 – 1K	High	\$0.62	\$1.50	100
goat milk for skin	100 – 1K	High	\$0.41	\$1.44	100
goat milk hand soap	100 – 1K	High	\$0.71	\$1.55	100
goat milk lotion	1K – 10K	High	\$0.48	\$1.21	100
goat milk moisturizer	100 – 1K	High	\$0.65	\$2.19	100
goat milk products	100 – 1K	High	\$0.50	\$2.00	100
Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)	Competition (indexed value)
goat milk shower gel	10 – 100	High	\$0.66	\$2.41	100
goat milk soap benefits	1K – 10K	High	\$0.42	\$1.24	100
goat milk soap near me	1K – 10K	High	\$0.76	\$1.71	100
goat soap	1K – 10K	High	\$0.69	\$1.71	100
look after yourself	100 – 1K	Low	–	–	10
milk lotion	100 – 1K	High	\$0.82	\$2.54	100
Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)	Competition (indexed value)
milk soap	100 – 1K	High	\$0.61	\$1.38	100
natural goat milk soap	100 – 1K	High	\$0.79	\$2.73	100
practical self care	100 – 1K	High	\$0.77	\$2.00	72
self care company	100 – 1K	Medium	\$0.74	\$1.90	51
self care time	100 – 1K	Low	–	–	1
simple self care	10 – 100	Medium	–	–	57

As you can see from the list above, all of the keywords I have chosen relate to goat milk shower products (the products I will be focusing on) and self-care (what my products' purpose is). The goat milk shower product keywords are important as they are what I am offering, but they are not enough on their own due to the high competition for related search terms. The only keyword relating to the products that does not have a high competition rating is "goat milk benefits", so I think it will be important to include the benefits goat milk has for skin to best optimize my business in search engines. I will also be optimizing for keywords relating to self-care due to these keywords having just as many average monthly searches as keywords relating to goat milk products, but a lower competition rating.

# KEYWORD DISTRIBUTION

Keyword distribution along website structure

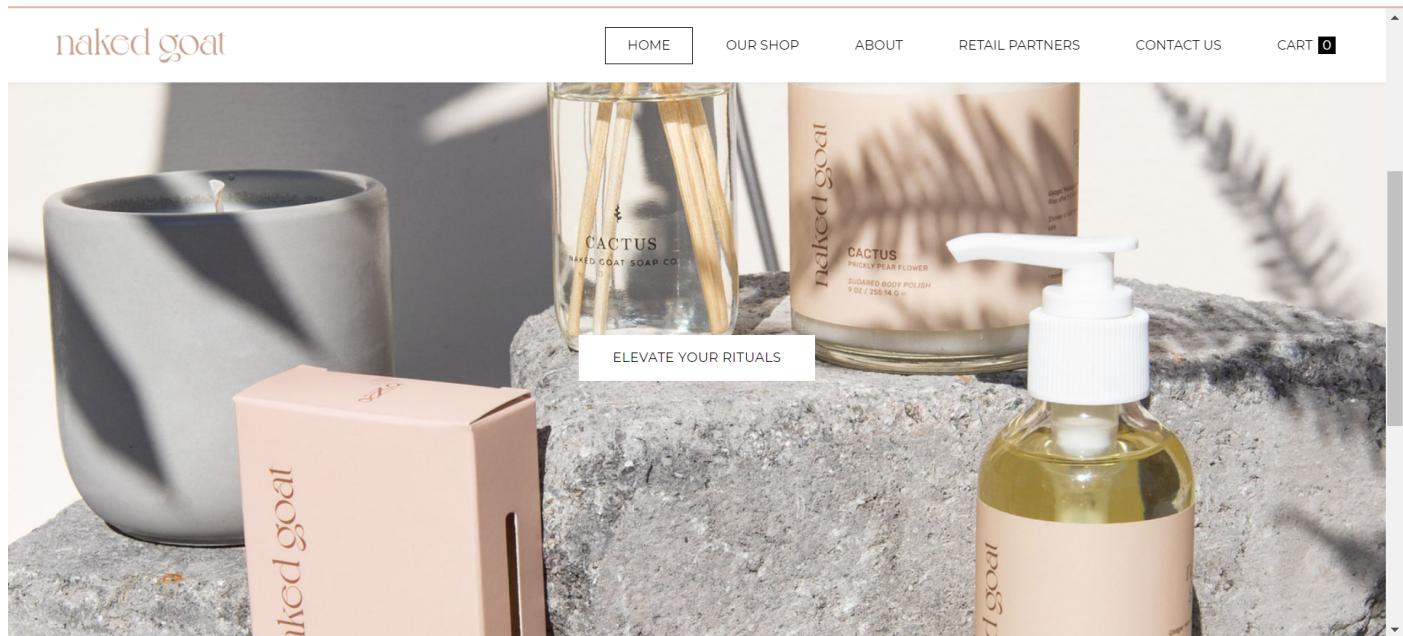
myproducts.com	Keywords	URL
HOME	goat milk soap, Ashland, Virginia, goat milk products, goat milk for skin, simple	stormywillowsoap.com
main structure		
About	goat milk, self care company, goat milk products, goat milk soap near me, our story	/our-story
Goat Milk Benefits	goat milk benefits, goat milk for skin, goat milk soap benefits, look after your	/skin-benefits
Shop	goat milk products, goat milk shower products, goat milk soap products, self-care	/store
Soap	goat milk soap, goat milk hand soap, goat soap, milk soap, natural goat milk	/store/soap
Shower Gel	goat milk shower gel, goat milk body wash, goat milk for skin	/store/shower-gel
Lotion	goat milk lotion, goat milk cream, milk lotion	/store/lotion
Cleanser	goat milk cleanser, skincare	/store/cleanser
Moisturizer	goat milk moisturizer, self-care time	/store/moisturizer
Contact Us	goat milk soap, selfcare company, Ashland, Virginia, Contact	/contact-us

<title>	65 <meta-description>	156 <h1>
STORMY WILLOW	56 Goat milk soap products crafted in Ashland, Virginia	95 goat milk soap products for better self-care
About Stormy Willow	27 The story of how Stormy Willow Soap Co. got their start	90 Our Story
Benefits of goat milk	48 Learn about the benefits that goat milk products can provide	124 Benefits of Goat Milk Soap Products
Shop Stormy Willow	32 Browse the growing collection of goat milk self-care products	95 Shop Stormy Willow Soap Products
Stormy Willow Soap	38 Goat Milk Soap created in Ashland, Virginia by the owners	83 Goat Milk Soap by Stormy Willow Soap Co.
Stormy Willow Soap	44 Goat Milk Shower Gel created in Ashland, Virginia by the owners	89 Goat Milk Shower Gel by Stormy Willow Soap Co.
Stormy Willow Soap	40 Goat Milk Lotion created in Ashland, Virginia by the owners	85 Goat Milk Lotion by Stormy Willow Soap Co.
Stormy Willow Soap	42 Goat Milk Cleanser created in Ashland, Virginia by the owners	87 Goat Milk Cleanser by Stormy Willow Soap Co.
Stormy Willow Soap	45 Goat Milk Moisturizer created in Ashland, Virginia by the owners	90 Goat Milk Moisturizer by Stormy Willow Soap Co.
Contact Stormy Willow	29 Get in contact with the owners of Stormy Willow Soap Co.	97 Contact Us

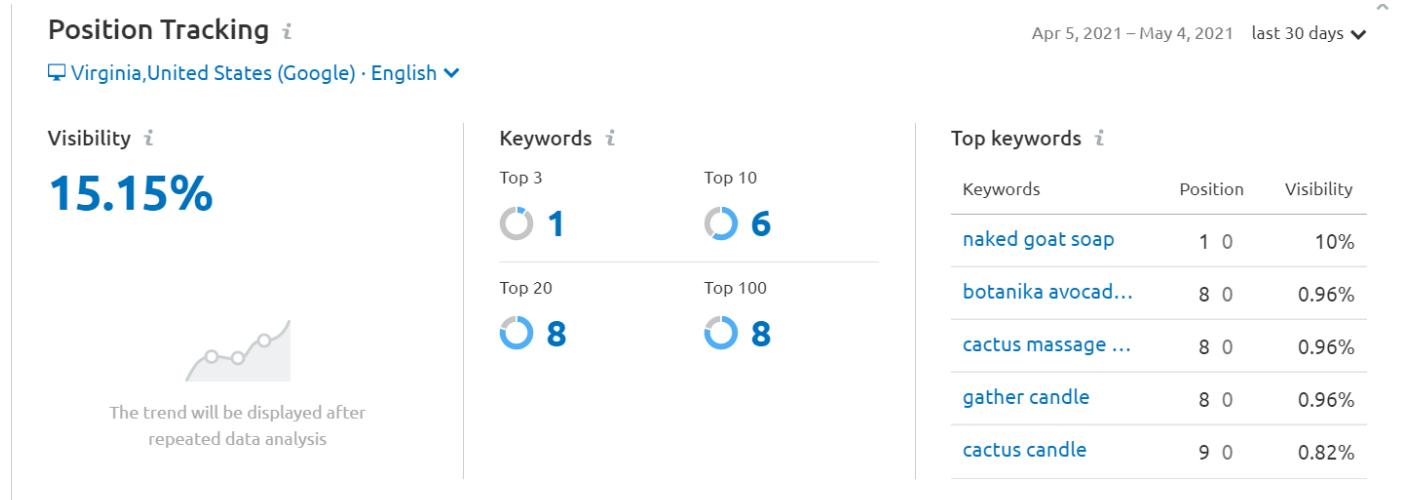
Most of the webpages include keywords such as “goat milk soap” or “goat milk products”, but I expanded on the individual product keywords within the shop content pages, included keywords relating to self-care and skincare within the about pages, and included to location the business is based in as keywords in the home, about, and contact pages.

# COMPETITION ANALYSIS

## Naked Goat Soap Co.



Naked Goat Soap Co. is a company that creates self-care products by hand in Mechanicsville, Virginia. The company was created after the owner discovered the skin benefits of milk and wished to incorporate the minerals and vitamins unique to goat milk into her own skincare routine. The company sells body products including bar soap, body polish, body oil, perfume, etc. as well as home products such as candles and diffusers. The majority of their marketing includes social marketing techniques, utilizing Facebook and Instagram social media accounts to connect with their customer market and promote their products. Using the SEMrush SEO dashboard, I checked their top keywords which differ from mine. Their number one keyword is the name of their business, and the four underneath it are specific products they carry. Three of these products are ones that we do not offer, as they are home products, and one is specified to a scent of soap they carry, which is a specific keyword that would be beneficial to go back and optimize for.



# USER PERSONAS



**Kelsey Whitlow, 28**  
Registered Nurse

Kelsey works the night shift 36 hours a week in the hospital as a registered nurse, and spends the rest of her time trying to get her sleeping habits under control and taking care of her daily chores and responsibilities. Kelsey wants to be able to take some time to relax and take care of herself, but has very little time to be able to do that.

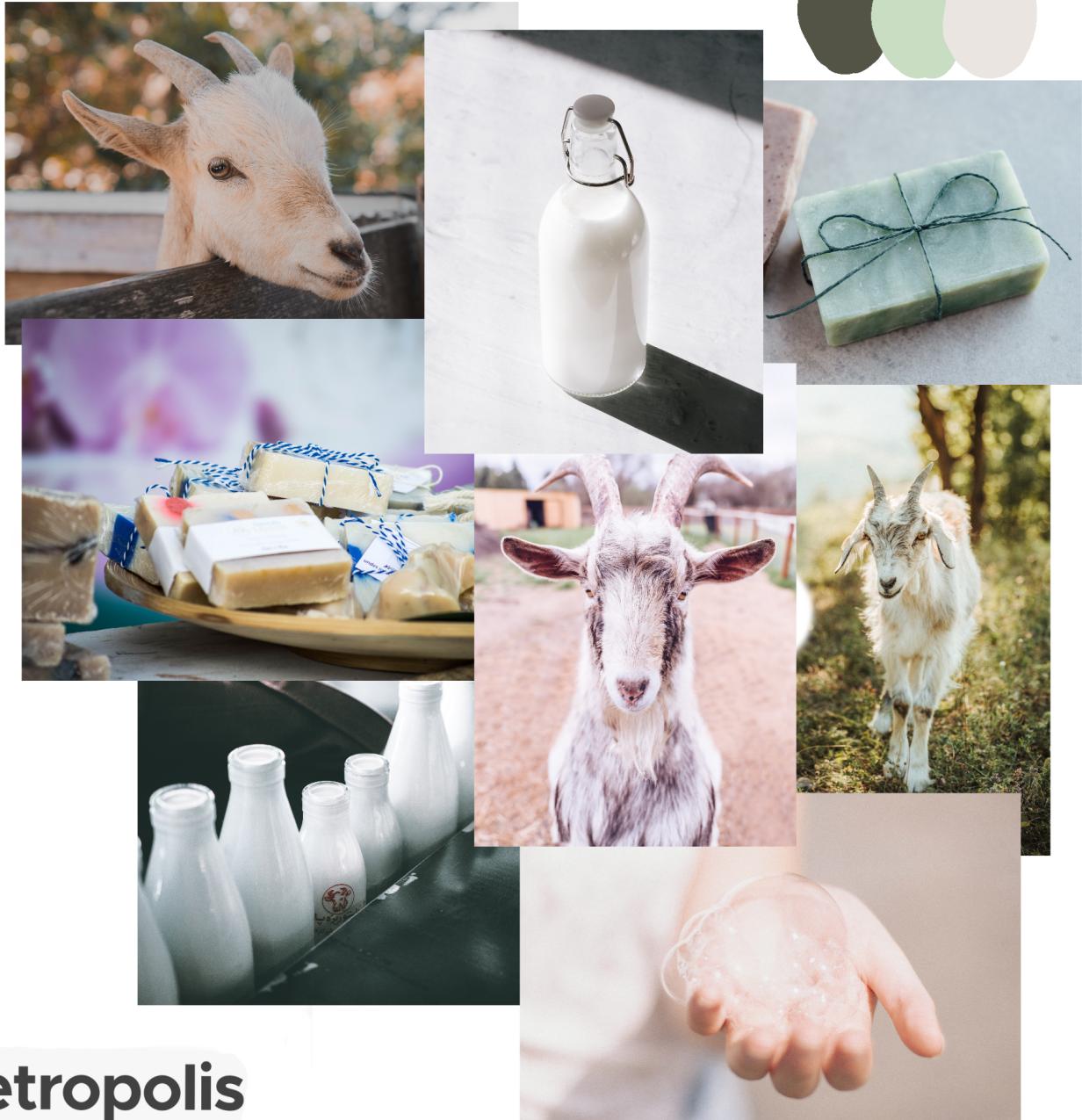
## Jennifer Brown, 44

Stay at Home Mom

Jennifer quit her job to be a full time mom when she had children a few years ago. Now, it seems that most of her days are spent living for her children, and she wants to be able to do something for herself every now and then, too.



# MOOD BOARD



**Metropolis**

Geometrical open source sans serif font family

# PROJECT MANAGEMENT

For the purposes of the site's creation, I would implement the waterfall project management methodology. The waterfall methodology is straightforward and progress is more easily measured. This site would not contain too many requirements, and while user satisfaction and ease of use is always important for any project, it would not be most efficient to get customer feedback before an online shop is fully ready (such as in an agile methodology).

## SEO PLAN

The first step to my search engine optimization (SEO) plan would be to make a list of keywords to optimize for. First, I would start on Google Keyword Planner to create an initial list of keywords, then perform competition analysis to compare the keywords they are optimizing for against my own. I would then refine my own keywords to make sure I'm not potentially missing out on any of my target audience. The keywords would have to be revisited every so often due to more competition coming on the market or the competition changing their keywords, new keywords being searched for by our target market, and the changing algorithms of search engines, so I would plan to revisit keywords every four months. Another important aspect of SEO are backlinks. In order to improve backlink ratings, I would be sure to link back to my website on applicable webpages (enough to hopefully gain more attention to my site, but not enough that it's seen as black hat SEO and therefore harmful to my SEO efforts. When conducting competition analysis, I noticed on SEMrush that Naked Goat Soap Co.'s top backlinks are from blog posts. One method I would like to try is sending samples of our products to bloggers, whether they have their own website or are on social media, so that they can review the products on their platforms. The backlinks from these reviews would help with SEO efforts while their reviews, if positive, could help marketing efforts. In addition to these main strategies, I will need to keep my content relevant, interesting, and up to date for users while emphasizing what makes my products different from the competitors'.

# MARKETING/ADVERTISING

As stated in the SEO planning section, I would like to send samples to bloggers and social media influencers in exchange for them to post an honest review on their platforms as part of both my SEO as well as my marketing and advertising strategy. In addition to this, I would also like to utilize my own social media pages on facebook and instagram to interact with customers, gauge customer satisfaction, and make overall communication with our market easier and more accessible. I would also sponsor important relevant posts on these social media sites, but would rely more on organic results within search engines themselves.

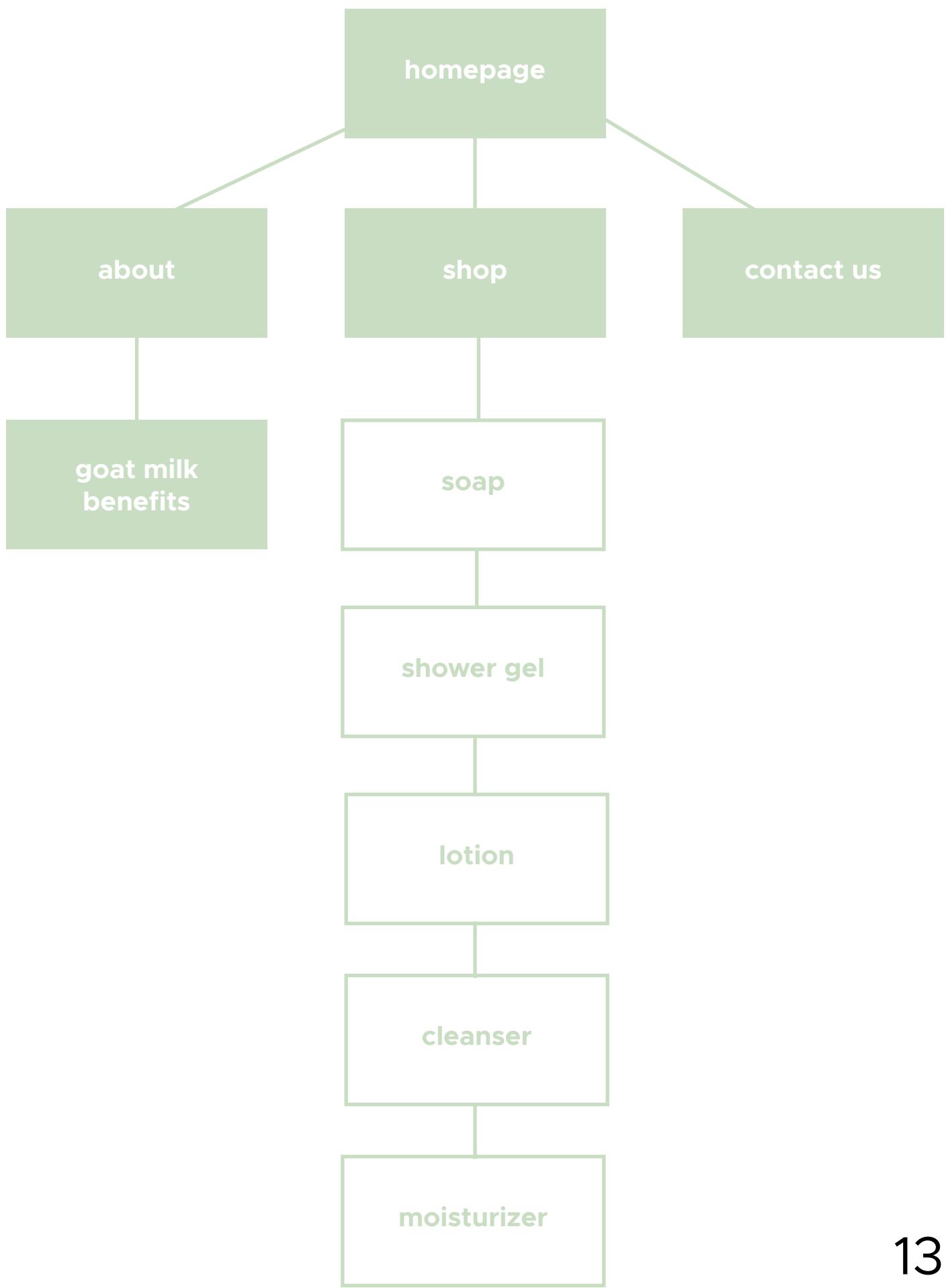
## HOSTING

The simplest way for me to host my website would be to use an all-in-one website builder such as Wix. For \$27 a month, Wix's Business Unlimited plan includes secure online payments, customer accounts, 24/7 customer care, 35 GB of storage space, and 10 hours of video. Wix also allows you to embed external sites and tools as well as additional CSS code and customer code into the website. Wix storefronts use Wix Payments, which accept secure online payments with credit/debit cards, iDeal, and PayNow by Klarna. The only drawback of this is that Wix Payments does charge processing fees that vary by payment method. For example, when using a credit/debit card, the processing fee is 2.9% of the transaction amount plus 0.30 USD. However, because Wix comes with every feature needed for this website, I believe the pros of using it outweigh this con.

## SECURITY

Security is built within every Wix website. The security measures Wix provides are an SSL certificate to maintain secure and private connections, level 1 PCI compliant to keep visitor transactions private, ISO 27001 and 27018 certificates for handling personal information, TLS 1.2 to keep all transactions private, DDoS protection for reliable website hosting, 24/7 website security monitoring, an option for 2-step verification to prevent unauthorized entries, centralized website security for up to date security, and GDPR and CCPA privacy regulations.

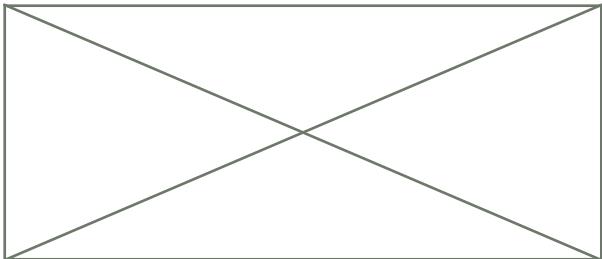
# SITEMAP



# WIREFRAMES

This wireframe represents a landing page. At the top left is a small square placeholder for an image. To its right is a horizontal navigation bar containing the links "Home", "About", "Shop" (which is highlighted in green), and "Contact". Below the navigation is a large, empty rectangular area intended for a main image or hero content. At the bottom of the page is a copyright notice: "Copyright 2021 Stormy Willow Soap Co".

This wireframe shows a layout with a sidebar on the left and a main content area on the right. The sidebar contains a single rectangular placeholder. The main content area features a horizontal navigation bar with "Home", "About", "Shop" (highlighted in green), and "Contact". Below the navigation is a large block of Latin placeholder text. To the right of the main content area is a large square placeholder for an image.



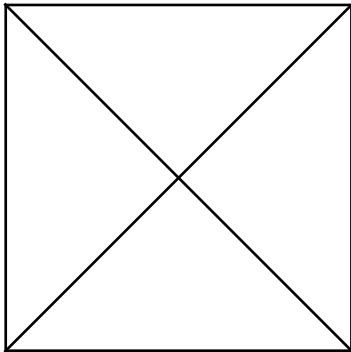
## Benefits of Goat Milk Soap...

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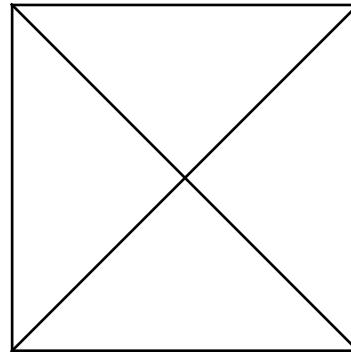
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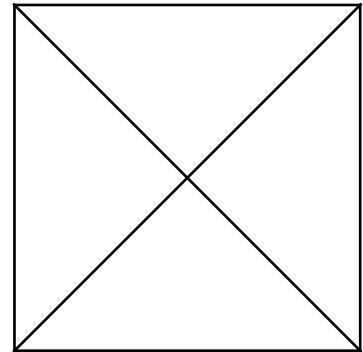
Copyright 2021 Stormy Willow Soap Co



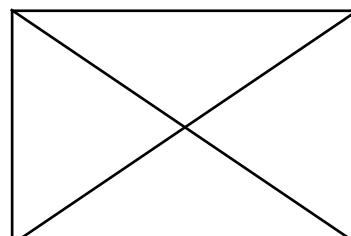
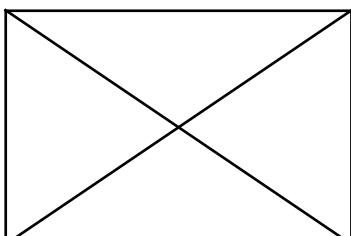
Soap  
\$\$

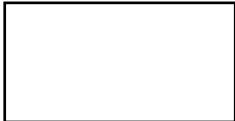


Shower Gel  
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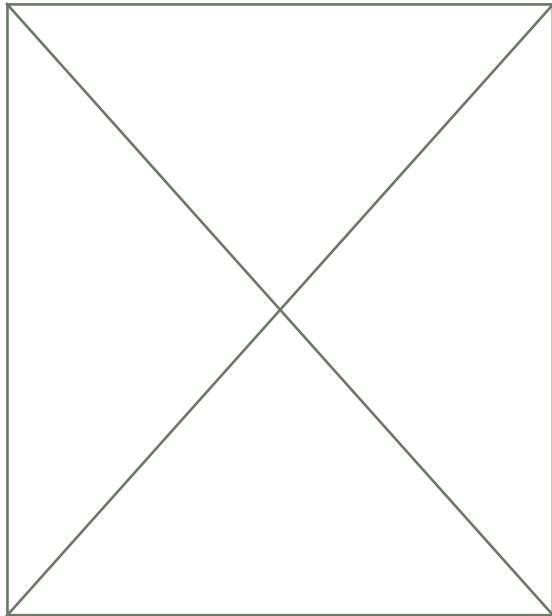


Lotion  
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[Home](#) [About](#) [Shop](#) [Contact](#)



Soap

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Quantity:

[ADD TO CART](#)

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[Home](#) [About](#) [Shop](#) [Contact](#)

Name:

E-Mail:

Message:

(XXX) XXX-XXXX

[contact@stormywillowsoap.com](mailto:contact@stormywillowsoap.com)



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# Homepage Mock-up



[Home](#) [About](#) [Shop](#) [Contact](#)

Stormy Willow Soap Co  
homegrown self-care products

[Shop Now](#)

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