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## Welcome to the Wicked and Sweet Journey!

Yesha Shah <001shahyesha@gmail.com>

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To: Contact@wickedandsweet.com

Cc:

Dear

I am truly excited to welcome you and Wicked and Sweet to the creative venture. I am privileged to be your dedicated website developer and primary contact throughout this exciting journey.

To provide you with a solid starting point, I've compiled a comprehensive package outlining the approach to crafting a captivating online presence for Wicked and Sweet. Below, you'll find a brief description of each component that I've included:

### 1. Keyword Research:

In this document, you'll discover a compilation of the most pertinent and high-performing keywords within the confectionery and candy market. These keywords are instrumental in shaping our content strategy, ensuring that your website ranks prominently in search engine results and attracts the right audience.

### 2. Information Architecture & Sitemap with Costs:

This section presents a meticulously designed blueprint of how your website's content will be organized. The sitemap outlines the hierarchy of pages and sections, offering an intuitive user experience that guides visitors through your delightful range of candies and services.

### 3. Sample Assets:

Within this document, I've outlined sample social media assets that resonate with Wicked and Sweet's unique identity and aspirations. From social media engagement to targeted promotions, these strategies are geared towards amplifying your brand presence and captivating your audience.

### 4. Design Options:

Attached are design examples that visually encapsulate your brand's essence. These samples showcase potential colour palettes, typography choices, and design elements that will contribute to a visually enchanting and pick-and-mix-themed website.

### 5. Client Information Questionnaire:

Enclosed is the client information questionnaire. This is a valuable resource that offers you the opportunity to share your insights, preferences, and aspirations. Your input will shape the foundation of our design and strategy, ensuring that every detail resonates with your vision. I have filled it in as per the information provided during the meeting but there are a few more details that I require.

Please take the time to review the attached documents at your convenience. Your feedback and thoughts are invaluable as we progress towards creating a website and strategy that faithfully represents the delightful experience you offer at Wicked and Sweet.

If you have any questions, ideas, or clarifications, I am here to collaborate closely and make this journey as smooth as possible.

Thank you for entrusting me with this exciting project. I am sorry for the 2-day delay caused by my poor health.

Warm Regards,  
Yesha

Keep on! Keeping on :)

 [Wicked and Sweet Information Questionnaire](#)

[Attachment: [Keyword Research Document](#)]

[Attachment: [Information Architecture & Sitemap](#)]

[Attachment: [Sample Assets](#)]

[Attachment: [Design Examples](#)]

[Attachment: [Client Information Questionnaire](#)] **Data population required**