

# Website Analysis and Design Proposal for Washington Crawfish Company

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# BRIEF WEBSITE ANALYSIS

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## SEO Practices

Before we get started, I wanted to do a quick analysis of your website to see what we can focus on as far as usability practices. In general, when comparing your website to other locally sourced crawfish websites, yours is by far the easiest to navigate through and the most visually appealing. As far as competition goes, it is limited for this area. This is great for your company, as it gives endless possibilities for growth. With that said, we need to make sure that people can find your company when searching certain keyword phrases such as "crawfish locally sourced," "Washington crawfish," "crawfish live near me." I have not had a chance to research the exact keywords which the audience might be using but when using these keywords, your company does not currently show up.

There are a few different reasons for not ranking on Google. The biggest reason, using organic search methods, is that the website is lacking content. Using keyword software, we can research which keywords the audience is likely to use to find your website and strategically (and sparingly not to spam) use them in the content of your website. This will help your website to show up in a basic and organic search. Other key factors for not ranking can include the lack of NAP information (name, address, phone number), lack of site map in the footer, lack of other Google plugins, and lack of meta data (title, header, and meta description which matches key phrases used by the audience). I am not sure which options you have in WordPress, but this should be fairly easy to look in to.

## Landing Page

The goal of the landing page is to reduce bounce rates while motivating the audience to continue to click through the website. The information about your company should be extremely clear – hitting some of the audience "pain points." This can include what your company does, what they are selling, how they can access your product, what the product is, and a brief bio about the company (who, what, why, when, how). The landing page should load quickly and display this information above the fold of the website, reducing the amount of time the audience needs to spend searching for this information.

Currently, there is a large image carousel displayed on the landing page. Although images do help to provoke emotion, this kind of image display does increase the page load time which can increase the bounce rate of the audience (users who exit the webpage). The content, answering the pain points of the audience, is found below the images and is lacking in depth. Increasing the quality of the images and limiting it to less images, adding

more content to the page, and moving the important content to the top of the page will help the audience to connect with the business while motivating them to continue to scroll through the website.

To help increase searchability of the website and ease of use for the audience, I would also recommend adding a footer to the website. This information should include:

1. **Email signup** for a newsletter or promotions (increasing your access to free marketing)
2. **Social media links** (to increase brand awareness and reach, improve trust with the audience, and connect with the audience more frequently)
3. **Site map** (to allow the audience to easily navigate and find exactly what they are looking for on the website and the help Google index the pages which helps to increase your ranking on Google)
4. **Terms of use/ copyright/ privacy policy** (explain the general rules and guidelines for the use of the site and product, protect the website from plagiarism, and explain how the visitors' information will be protected – this will help build trust with the audience and increase the likelihood of conversion)
5. **Contact** (By creating an area that is straightforward for the audience to contact you if they have any questions bounce rates will be reduced and the information will help you to rank higher in Google for local searches).

## Navigation & Page Build

Creating parent categories will help to organize the information in a way that is easy to navigate through. This can be done using a keyword tool such as Google AdWords to help research commonly searched terms that relate to your business. This will result in an increase of ranking on Google. Navigation labels should help answer the needs of the customers. Why are they visiting your website? We don't want to over complicate the navigation or overwhelm the audience by creating too many clicks or using terms that the audience doesn't understand, so this research will be vital to reducing bounce rates of the audience and increasing clicks on Google in a search.

Using the navigation buttons which you already have, we can break this down into 5 simple categories. The goal is to create an intuitive navigation system for the audience so that they aren't having to search through multiple categories to find what they are looking for. The more they have to search, the more likely they are to become frustrated and leave the website. Luckily, your site is already relatively simple because you specialize in just one great product. The information which the audience will be looking for, in addition to shop tab, is a more in-depth description and information about the company. They will be looking to create an emotional connection with the company, as it is considered small

business, which we can use to our advantage. I would suggest reorganizing the navigation to something like this:

1. **Home** (the home button should be easy to find, even if the logo of the company also takes the audience back to the landing page, they should never have to search for this).
2. **About** (remove crawfish and gallery, merging images and information into the following navigation buttons)
  - a. What is a crawfish? (Being a Washington based company, some people might not even know the answer to this. This information can include what a crawfish is and can even expand into the uses of it. We want to create a *fear of missing out* feeling here and explain to the audience why they need this product in their life).
  - b. Meet the family. (Being a small business and locally owned, we can use this information to help the audience connect with the business on a more personal and emotional level).
  - c. The process (This information should explain the fishing process, that it is locally sourced and direct from the fisherman, and any sustainability practices).
3. **How to buy**
  - a. Shop online.
  - b. Inquire for wholesale. (Even if you are not doing wholesale yet, this tab should be added to show potential growth. It shows that your company is growing on a larger scale, building trust with the audience. This page doesn't need to be built out and can even say coming soon).
4. **More Information**
  - a. FAQ (This section of the website is often the go-to area for new audience members who want to learn more about the business or for those who need a bit of extra persuasion to purchase your product. This page will enable you to deal with specific inquiries your customers may have, improving overall experience with the audience and increasing the chances of the audience reaching conversion. This can also help to increase online visibility on Google by using researched keywords. Questions can include:
    - i. How is the product shipped?
    - ii. Is the product live?
    - iii. Are there any shipping restrictions or do you sell nationwide?
    - iv. How long is the shipping timeframe? Are there shipping options?
    - v. Why buy from us?
    - vi. Environmental information

b. Resources

**5. Contact**

This tab should be easy to find so visitors can easily get in touch or ask a question if needed. I think we can build this page out more to make it more inviting and personable, making it less intimidating for the audience to contact you.

- i. Is there a direct phone number or is email the only method of contacting? Having multiple ways to contact with motivate the audience to get in touch and improves overall usability of the site by building more trust with the audience.
- ii. Social media links can also be included here, to help the give the audience a way to engage with the business outside of the website.
- iii. Create categories to help organize the information, even it is limited, it will help to add more depth to the page and personalize it. Include every method of contact that your company uses as you can't be sure how the customer may want to contact you.
  1. Contact us introduction (1-2 sentences to help personalize the page)
  2. Direct contact: email / phone
  3. Contact form
  4. Reach out to us on social media
  5. FAQ link

# EXECUTIVE SUMMARY

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## The Client

Washington Crawfish Company is a small, family-owned business, founded in 2015. They focus on bringing a locally sourced, fresh product directly to the customer's table. They are looking to expand their online presence in a way that will engage more with their audience and help them to stand out from the competition. Building their online presence will include a full website analysis to outline the scope of the project, high fidelity wireframe mockups, implementing SEO tactics, help with planning and editing content creation, and a full build out of the website.

## The Challenges

1. The client does have a website, however when using commonly used keywords to find the website, the company does not show up on a local search level. To find the website, the customer would need to know the name of the company prior to searching.
2. The website is laid out in a way that is clean and professional. However, it does lack key usability techniques including page load time and the organization of the navigation.
3. The website is lacking content including information that can answer any "pain points" that a potential customer may have. This makes the goal of conversion less likely and increases the likelihood of bounce rates on the page.

## Solution Overview

My vision is to provide your company, Washington Crawfish Company, with a variety of different tools to help you not only engage with current customers but also attract new ones. Through strategic content strategy, keyword research, and search engine optimization, I will not only help potential customers to find your website but motivate those on the website to reach full conversion (or sale). Finding the route of these challenges, will allow me to find a solution that should be long lasting, creating a dramatic change for your company.

# SCOPE OF WORK

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## Project Description

I will be working closely with you to find out exactly who the client and company is at the heart of the business. I will find out future goals, current goals, what works, what doesn't work, preferred color pallets and so on. Through this, I will be able to create not only a brand but an identity for your business.

### *Agreement on Deliverables*

1. Research and Consulting | includes research of brand, business, target audience, and best SEO and user experience practices for your specific business
2. High Fidelity Wireframes | includes full color mockups of 8-10 page website design and deliverables with 3 major editing sessions
3. Website Build | includes full website build on currently used platform

All design files will be delivered PDF formats with an original copy as CMYK format. All text files will be delivered as digital PDF files.

## Concept and process

### Research and Consulting | 15 hours

We will start with a research brief. Starting from the ground up, I will start with your story. I want to know who you are, who the business is, and how it grew to be what it is today. I want to know what makes your business unique and what makes it you. This initial meeting will help me to understand your goals and intentions for the company. From here I will begin to explore your target audience and other demographics of potential new customers. I will research the local competition and focus on what can be for your company.

This is the most important part of the journey! Not only do I want to get to know the heart of your company, but I want to focus on what we can accomplish together in the future. Here we will also talk about an initial consultation for content, website strategies, design concepts, and color pallets.



# SCOPE OF WORK CONT.

## Website Design | 45-60 hours total

After the initial consultation, together we have set forth a strong branding element for your company. From here we can start planning the design of your website – another way to talk to your customers all day long! Because of the nature of the site, we want it to be simple and elegant. Too much information will overwhelm your clients and not enough could leave them to jump to another website. Our main focus will be the navigation and organization of the website, creating something that will make it easier for customers to reach conversion and learn about your brand. The budget set forth is for a (10) page website with a goal of spending less than 6 hours per page. Some pages may take more time, while others will be set up for future construction such as the wholesale page.

To start this process, I will take what we have talked about in our initial meeting and put together wireframes for your website. After choosing your preferred layout, we will move into the mockup and design phase. This will include creating the initial mockups for your website which will visually show you the colors and typography – the aesthetics. Through this we will be able to start seeing the function of the website come to life- the colors and typography chosen will add to the usability of the website. We will have three client reviews budgeted but the design will not be finalized until you have accepted it.

## Website Build | 25 hours

The scope for the website design is for the mockups only. After the design has been completed and accepted, the website will be built using the current platform, WordPress. While I expect that there will be minor tweaks along the way, at this point of the design, any major changes in the design will be billed for accordingly. The client is expected to provide high quality images to JHVD at no additional cost, for use throughout the website.

## Timeline

With just over 90-hour budgeted for this project, the timeline set forth will be within 90 days of the signed contract. The timeline may be subject to change if the scope of the project grows in any way and depending on the time spend on editing the website at the clients request.