



Website Planning

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What are your website goals?



TO BUILD AWARENESS AND
CONSIDERATION FOR NEW MEXICO
ARTISANS.



TO CAPTURE LEADS FOR BUILDING
EMAIL DATABASE AND SOCIAL
INTEREST.



TO DRIVE TRAFFIC & CAPTURE
LEADS FOR FEATURED NEW MEXICO
ARTISAN PRODUCTS & SERVICES.

Who are your ideal readers/customers?

01

What keeps them up at night?

Discovering new local products, services, and experiences that are unique, handmade, and sustainably sourced.

02

What problems will you solve for them?

Learning more about local artisans and the story behind their products and services.
How local artisans are an integral part of the community.

03

What questions do they want answered from you?

Why the product or service is quality and good for their lifestyle.
Why the product is unique & special.
Where they can buy the product.
How they can experience

04

What kind of photos do they like?

Photos that are authentic and showcase the artisan and product from multiple perspectives.

05

What are they looking for?

Good quality, the ability to help the local community, and contribute to sustainable practices.

What pages do you need on your website?



Home



About



Featured Artisans



Directory



News & Events



Advertise



Contact

Colors, fonts, styles, pictures

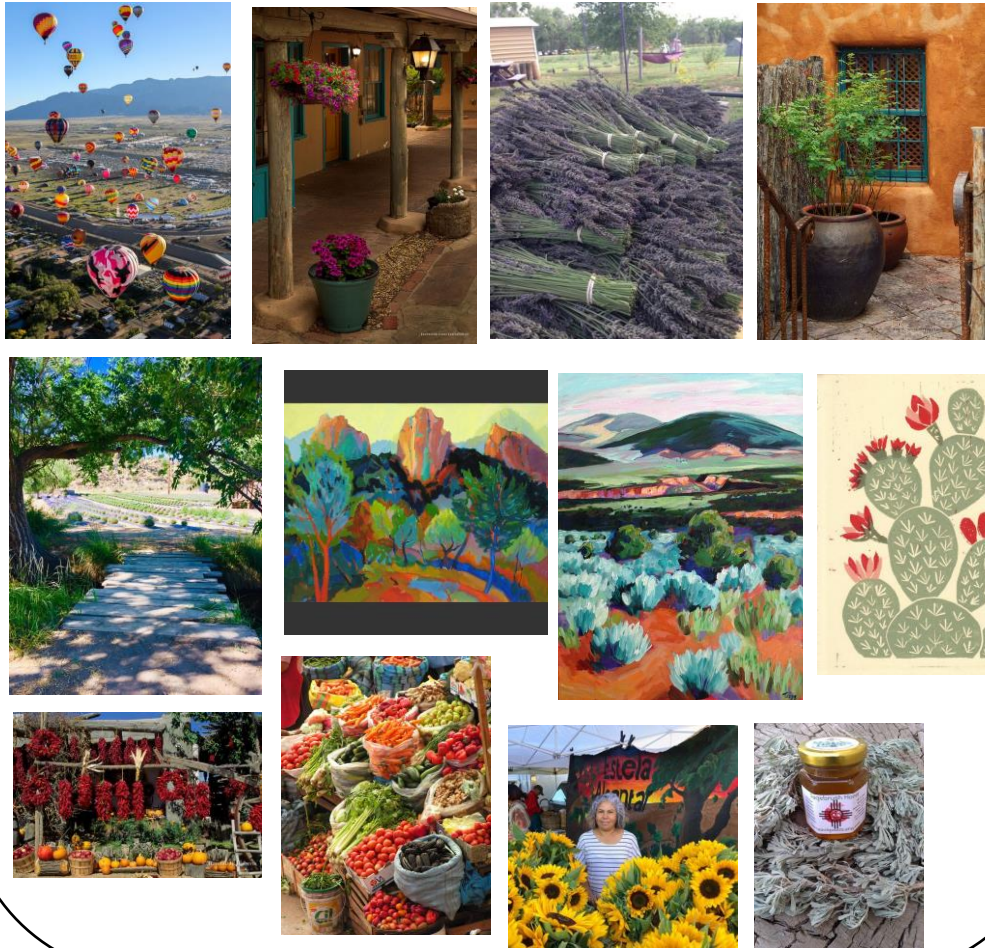
Colors:



Styles:



Photos:



Font: Average Sans

Whereas a common understanding of these rights and freedoms is

Regular 400 at 36px
No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

What are your website 'must haves'?



For starters, the site must have content for each main page and a few featured artisans to showcase the website startup idea and build from there.

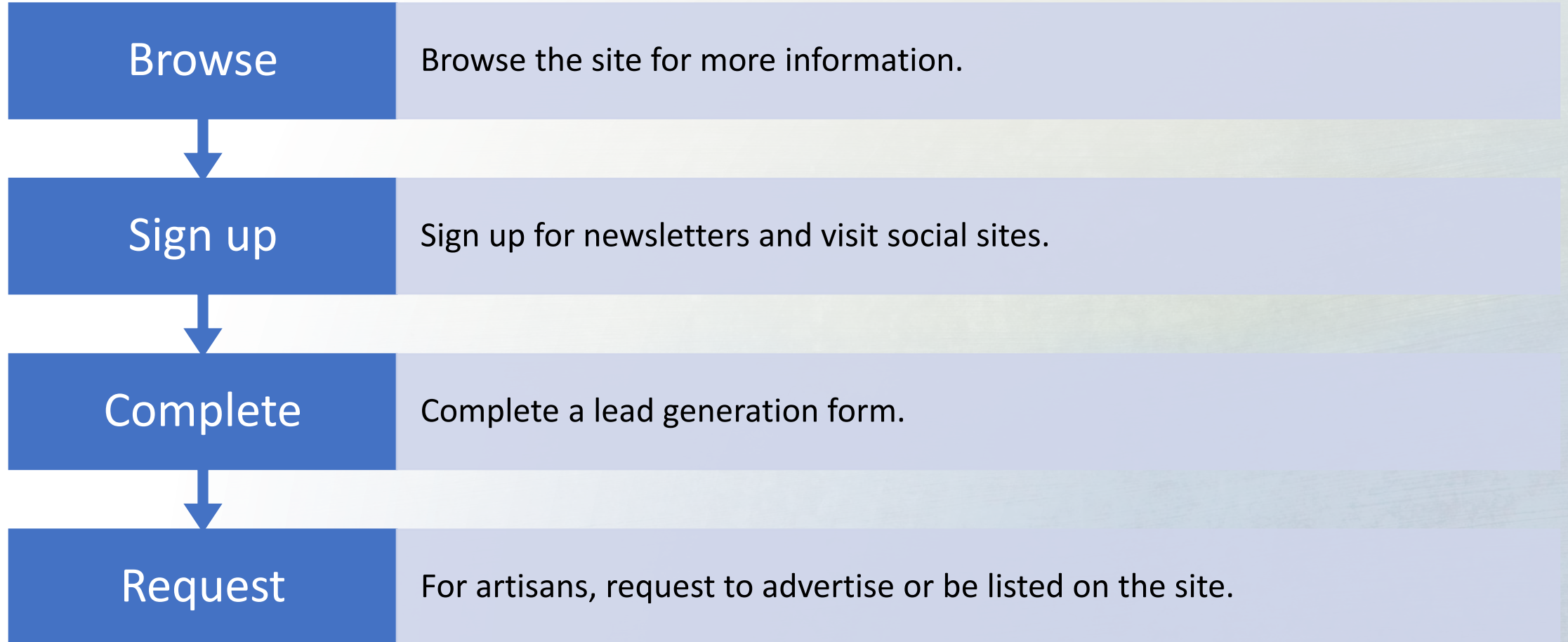


Should you have a search icon in the navigation?
There will be a search icon.



Do you want to sell online?
Eventually we will want to sell online by helping the artisans sell their products for a minimal fee.

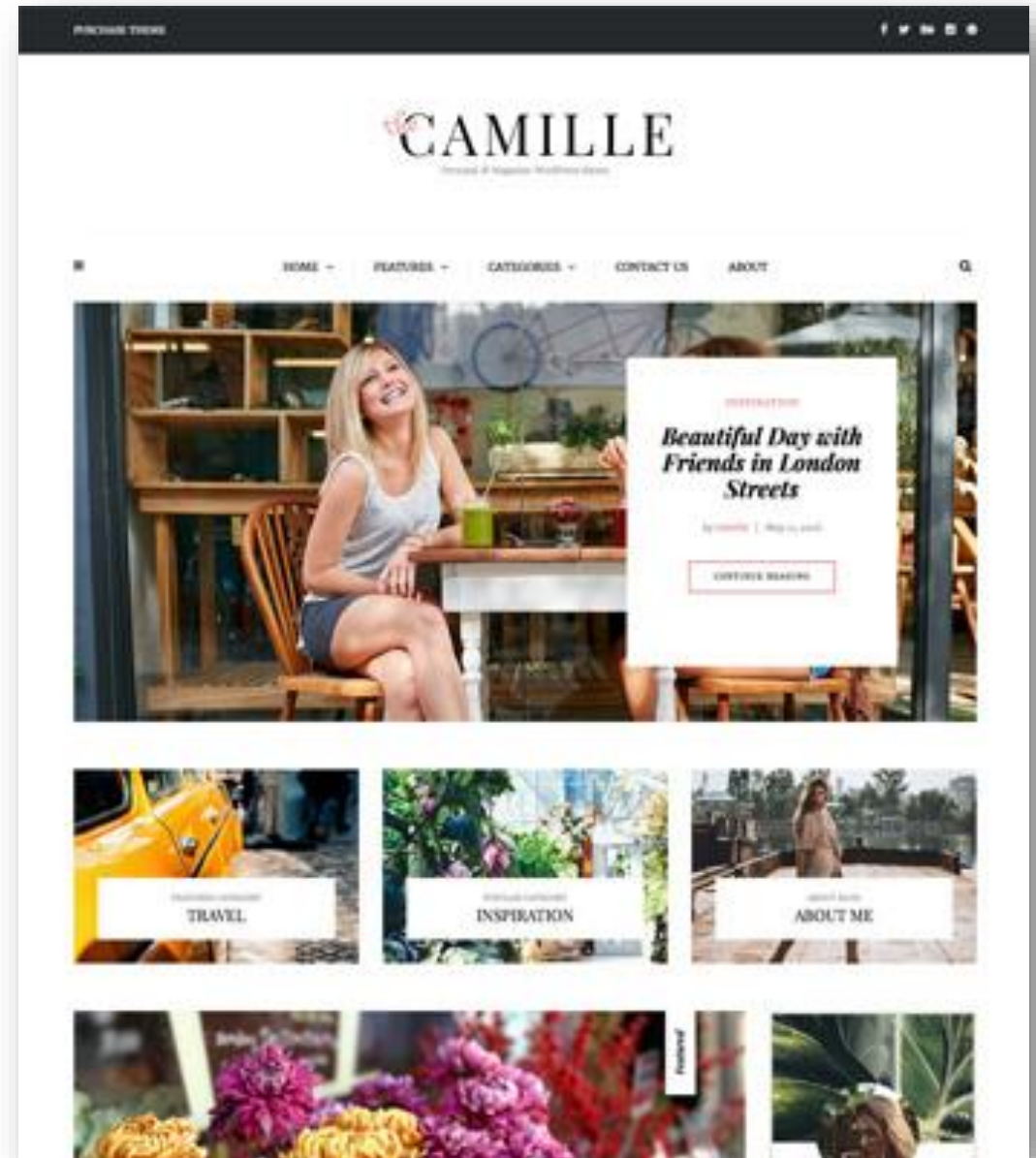
What do you want your site visitors to do:



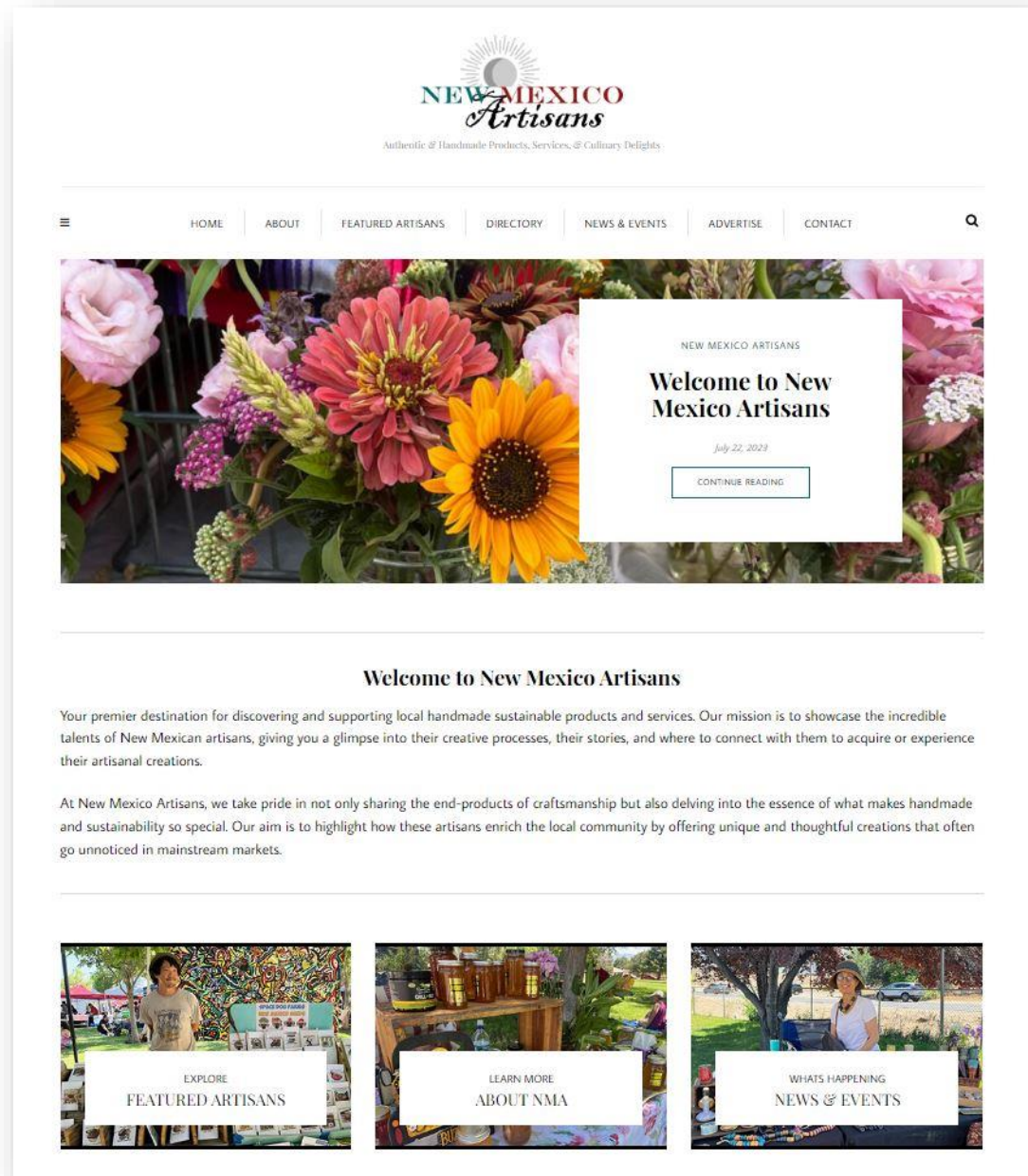
CMS Template

I chose WordPress as the CMS
and Camille – Premium
Responsive WordPress Blogging
Theme.

<http://wp.creannncy.com/camille/camille-1/>



Home Page Example



Website - Site Map

Home	About	Featured Artisans	Directory	News & Events	Advertise	Contact
Featured Posts	Intro Content	Featured Posts	Intro Content	Intro Content	Intro Content	Intro Content
Intro Content			Artisan Directory Categorized By Topic	Upcoming Events	Package 1	Contact Form
Other Featured Items			May Link to FA Custom Page		Package 2	
Other Top Picks					Package 3	

Website Reporting Dashboard

The website will start off with a WordPress Analytics plugin (MonsterInsights) that connects to the GA4 account and has a built-in dashboard for birds-eye view stats.

The report users will be the owner of the website and any writers who are hired so they can see the reach of their posts.

The metrics and dimensions that this start-up business will focus on are basic KPI's such as, New Users, Returning Users, Top Users By Age, Users by City, Sessions, Engaged Sessions, Conversions (form submission & newsletter sign-up), Events (page view & file download), Top 3 Channels, Top 3 Landing Pages.

We will run this report by visiting our GA4 account or using the MonsterInsights dashboard, reviewing the data, and putting it into an Excel spreadsheet on a monthly basis to keep track of website traffic growth.

