

Lisa - Project Requirements

Business	Professional pet sitter
Contact person	Lisa Rankin
Email	lrankin069@gmail.com
Phone	
About the business	Pet services / waking / sitting
Target market	Pet owners in the Cambridge area
Competition	Pet care services in the Cambridge area

Describe your current web presence (website / social media / blogging):

- <https://lisa-pet.services/>

Lisa has a basic website that needs to be revamped, she needs a new logo and full branding for her business. She's active on Facebook and twitter, but would like to use Instagram as well

Can you provide few keywords that describe your business (put yourself in the shoes of your potential client, what would you "Google" to find your business)? These keywords could potentially be used as "categories" and "tags" for your blog:

Lisa's keywords:

- Dog Walker
- Pet sitter
- Cat sitter
- Pet house sitter
- Pet Care
- Pet Services
- Dog Care
- Cat Care
- In Home Pet Care
- Vacation Pet Care
- Cambridge
- Ayr

- Flamborough
- Branchton
- Preston
- Hespeler
- Galt
- Glenmorris
- Sheffield
- North Dumphries

Detailed Project Requirements:

Please provide as much detail as you can:

1. Graphic Design / Logo needed

Preferred colours, look and feel?	Friendly, approachable, soft colours, favorite is orange
	<ul style="list-style-type: none"> ● Logo ● Banners for social media (Facebook, Twitter, other?) ● Business card

2. Website Content

Briefly describe your content (pages, portfolio projects, blog posts)

Any items to add to the website?
Yes, new revamped content. Lisa would like to add "wedding package" as a service

3. Website Layout / style

Lisa likes the one pager theme as she doesn't have much content at this point - original theme currently configured is "Twenty Seventeen" (free, included within the \$60/year plan):

<https://wordpress.com/theme/twentyseventeen>

4. Blogging

Do you currently blog? Describe your blogging requirements (if applicable)

- Lisa would like to start blogging once a week, she has recipes to share and tips about pet care

5. Social Media

Are you active on Social Media? If yes, provide the links

SM platform	Link
LinkedIn	
Facebook	https://www.facebook.com/TwoWestiesBrand/
Instagram	Would like to get an account
Pinterest	
Twitter	https://twitter.com/services_lisa
Other (specify)	

6. Photography

Do you need to use/purchase stock images? Do you own stock images?

Unsplash.com
 Lisa has her own images of her clients
 She would like to get pictures of her with her pets

Please list 3-5 competitor websites that you absolutely like, and describe what you like about them

<https://www.skallywags.ca/>

Lisa likes the clean look and grid layout for the services

Please list 3-5 competitor websites that you dislike, and describe what you do not like about them

More info:

- <https://wordpress.com/pricing/> (Premium account)
- <https://wordpress.com/themes> (themes)