

Business and Customer Goals Worksheet
Premier Woodworks

Company

Name: Premier Woodworks

Describe the business: Custom carpentry business in Bend Oregon, serving the community for over 20 years.

Business

1. What is the purpose of this site?
 - Advertising services to increase prospective client calls and revenue.
2. What are the goals (short-term and long-term)
 1. Enable prospective clients to make an appointment to see John
 2. Enable prospective clients to see finished pieces
 3. Enable prospective clients to see services he offers
 4. To help him get enough clients so he can maintain income and increase profits
 5. Enable prospective clients to see what other clients had to say about this work
 6. Making his business a brand in the market
 7. Differentiate his services from his competitors
3. 5 metrics based on the goals:
 1. Put phone number and address on every page of the site
 2. 80% of people that enter the site, call for appointment
 3. Provide a link to photo galleries of products on each page
 4. Provide a link to services offered on each page of the website
 5. On each page, show a testimonials section where past clients talk about his work and service

Customers

4. Who are your intended customers?
 1. People living in Central Oregon. His biggest strength is know-how, design, materials.
 2. 50 miles from Bend
 3. This would be ppl who don't know of him
 4. No job is too small: custom cabinet, china hutch, desk;
 5. Also can redo full kitchens in mansions.
5. Why would they come to your site?
 1. Find the phone number
 2. Find the address
 3. Find out what other people are saying about his work
 4. Showing the quality of work with pictures
 5. Explain what makes him different from competitors
 6. Find out about rates: Call us for quotes
 7. Time guarantee – delivery on time. An assurance of getting what you paid for
6. 5 metrics based on the customer goals:
 1. Provide his phone number and address in the header and footer on each page;
 2. Provide a testimonials section that can be seen from each page;
 3. Provide delivery on time guarantee that can be seen from each page;
 4. Provide a gallery of photos of his work one click from home page; Detailed information

two clicks away.

5. In the About Us page (which is 1-click away from each webpage on the site), provide information on what makes him different and better from his competition.

PREMIER WOODWORKS cluster assignment: When I asked my client what type of content would you like to see on the site? I got a plethora of ideas that I took down on a yellow Post-It notes.

The main categories (in bold type) are as follows with the individual ideas bullet-listed underneath:

About John

- Picture of John with his dogs. This was mainly to convey how accessible he is;
- Portrait of John
- How long how John been doing woodworking projects for the people of Bend, Ore.
- Range of clients and jobs that he has had since he has been in the business at his current location for over 20 years.

Services

- Services he offers;
- How to get a free quote
- Description of how long it takes for him to deliver a project
- Special licensing or training he has
- Description of his Delivery Guarantee

Testimonials

- Who his clients are
- What they have to say about his work
- Testimonials

Contact Information

- Phone Number
- Location and Phone Number
- Contact Us page
- Location and time serving the community

Photos

- Pictures of the products he has done in the past
- Pictures of kitchens he has done over or built from scratch
- Pictures of cabinets in the kitchens he has worked on
- Pictures of kitchen stools
- Pictures of bathrooms he has remodeled or built from scratch
- Pictures of bathroom cabinets
- Pictures of bathroom drawers within the sink fixture
- Pictures of living rooms he has done over or refurbished
- Pictures of mantels he has added to a room;
- Pictures of entertainment units he has built