



Strategy Report

Website and Brand Development



Project Description

This proposal outlines a portfolio website catering to Sticky Inc. which is a shop that belongs to a father named David and is a mentor to his daughter Annabelle. The platform aims to showcase their skill, unique craftsmanship, and essence by offering users a visual and functional journey through a portfolio.



Website Overview

Homepage: The homepage will feature a captivating video of the artist at work, a brief introduction, featured products, and highlighted reviews.

Portfolio: A curated collection of seven pages where the artist's best works will be displayed with detailed captions. The portfolio will progress from the early creations to the latest masterpieces.

About the Artist: This section will feature a detailed biography of the artist, their journey and inspirations.

Contact & Custom Requests: There will be a form for inquiries and personalized requests.



Roles & Descriptions

Project Manager (Myself): The project manager will be responsible for managing the entire project from the beginning to the end. They will communicate with the client to ensure that the project is completed within the agreed scope and timeframe. Additionally, they will select, hire, and manage service providers, handle time and cost management, and oversee billing and payment distribution.

Web Designer: The web designer will design the visual layout of the website. They will work with the wireframe and ensure aesthetic consistency.

Web Developer: The web developer will bring the design to life on Webflow. They will ensure mobile-responsiveness.

Copy Writer/Editor: The content writer will craft compelling narratives for the artist's bio, product descriptions, and other textual content.

Graphic Designer: The graphic designer will design the brand logo and other visual elements required across the website.

Photographer: The photographer will capture high-quality photos of the products, the artist's workspace, and possibly the artist at work.

Videographer: In a 2-minute video, the videographer will capture the artist's mood and creative process in the studio. The video will include a mix of interviews and footage of the artist at work, with background music and voiceover.

Search Engine Optimization Specialist (SEO): The SEO specialist working with the website developer will ensure the website is optimized for search engines. They will implement keyword strategies, meta descriptions, and other on-page SEO practices.

Domain & Hosting Manager: The domain and hosting manager will secure the desired URL. They will set up hosting and set up the Secure Sockets Layer (SSL).



Timeline

Week 1: High-end wireframe creation using Adobe XD.

Week 2-3: Branding (Logo, color scheme)

Week 4: Content Gathering (Photography, textual content)

Week 5-7: Web design and development.

Week 8: SEO optimization, domain, and hosting setup.

Week 9: Testing and revision.

Week 10: Final launch.



Costs Breakdown

Wireframe: (Using Adobe XD): \$900; Soha K. from Upwork

Brand Creation (Logo, colors, font families, etc.): \$1,500; Danish M. from Upwork

Web Design: \$900; Jummy A. from Upwork

Copy Writer/Editor: \$3,300; Nick G. from Upwork

SEO Specialist: \$2,280; David D. from Upwork

Website Coding: \$4,500; Andrew R. from Upwork

Website Hosting: \$4,500; Craig S. from Upwork

Website Secure Sockets Layer (SSL): \$9,000; Jonathan A. from Upwork

Photography: \$3,000; Marc C. from Upwork



Closing Note

The website will be an authentic representation of Sticky's dedication, passion, and craft. We'll ensure the artist's digital presence resonates with the same quality as their candy through a meticulous process involving multiple skilled roles.



APA Bibliography

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