**Project Information**

**Customer Details:**

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| **Full Name** | **Key Life Charters** |
| **Email** | [**mike@keylifecharters.com**](mailto:mike@keylifecharters.com) |
| **Phone Number** | **941-400-4240** |
| **Cost** |  |

**WEBSITE DESIGN BRIEF**

1. About the organization

*Please describe the organization’s name, background, its vision, mission and main message to its target audience.*

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| Key Life Charters was established in 2016. We are a family owned and operated business providing the best private boat charters on Siesta Key. Departing from Siesta Key but covering the entire Sarasota area. Allowing locals and visitors to experience our beautiful waters and surroundings by boat. We offer many options for the perfect fun or relaxing day for groups of up to 6 people. Dolphin and manatee tours, sightseeing, sandbars, snorkeling, shelling, paddleboarding, tiki bar crawls, fun fishing and sunset tours. Enjoy our beautiful and well equipped Cobalt 25SC sport deck boat. Open bow or lounging bench for sunbathers and bimini top for those preferring shade. The boat is perfectly equipped with Bluetooth for you to enjoy your own music. Plenty of cooler space with extra ice and bottled water provided. You are welcome to bring all the fun drinks or food for your day. Families, friends and special events, we will make sure the day is memorable and exactly what you hoped for. |

1. Current Website

*Please mention domain name of current website if any.*

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| https://Keylifecharters.com |

1. Website activities & objectives

*Please describe the major objectives for the site, as well as the activities you would like users to perform*

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| *New modern interactive website. We would like an interactive site with links to our tripadvisor, yelp, facebook and Instagram pages as well as google, tripadvisor and Facebooks reviews. Contact us by phone and email.*  *We are considering a booking site, likely Fareharbor, in which case we need links to book charters on all pages* |

1. Navigation Structure

*Please outline the website menu structure, divided into main menu and sub menu items. Where projects, albums, videos, people profiles and products are involved, please outline the number of items to be populated for launch.*

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| *Home Page (Main Page) Several photos. Dolphins and people enjoying activities and about us info*  *Top of the page, links to sub pages:*  *Our Charters, FAQ, Gallery, Contact Us*  *Links to each charter option with picture in each link on home page: Dolphin/wildlife tour, Sandbar Fun, Snorkeling, Shelling & Beaches, Tiki Bar Crawl, Sunset Tour*  *Within each option, would like pictures and descriptions.*  *Gallery: to have pictures in Webp format* |
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1. Website Features

*Please outline the special features required for the site. Please include reference links where possible.*

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1. Design

*Please provide a short brief on the design direction of the site. This will help us estimate photography and illustration needs for the site.*

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| *Liked the Wordpress Marl design or something like that for our site* |

1. Target Audience

*Please describe the target market segments.*

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| *Tourists vacationing on and around Siesta Key as well as locals looking for a fun day out on our waters. Celebrations such as bachelor and bachelorette parties, birthdays, honeymoons, etc* |

1. Competitor Websites

*Please outline reference websites and what you like / dislike about their sites*.

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| *Island Time Charters* [*https://islandtimecharter.com/*](https://islandtimecharter.com/)  *Suncoast Adventure Tours and Charters* [*https://suncoasttoursandcharters.com/*](https://suncoasttoursandcharters.com/)  *These are two competitors and friends. We like the look of both sites. Informative and plenty of pictures* |

1. Other Requirements

*Please outline hosting requirements, as well as any security and accessibility standards that need to be met*

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| *Website must be secure, HTTPS not HTTP*  *Move current domain name from Wix to Godaddy.*  *Designer to Code the project.*  *Post the project to Godaddy for us.*  *The project will be designed in Wordpress.*  *Install both Google Analytics and Bing tracking tags.*  *Specific meta tags*  *Upon project completion all of Google Lighthouse scores will be 95 or better. And no major issues reported in Google Lighthouse. No long LCP or FCP loading issues.*  *Use webp images throughout the entire site.*  *Unlimited revisions until the job is completed.*  *Install these Plug-ins, YOST, Fareharbor (free), Elementor plugin. Any other plugin needs to be approved by us* |