



2350 Spring Rd,
Ste. 30, PMB 239
Smyrna, GA 30080

Phone: (404) 323-3649
E-mail: lgroup2@charter.net

Version .1

WEB SITE DESIGN PLAN

Townsend Consulting

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Phase 1: The purpose of the Site:

The Townsend Consulting site will be used to seek out, recruit and secure the best and the brightest talent allowing them to be matched with companies Townsend Consulting works with. It will allow organizations to post job opportunities when enlisting Townsend Consulting assistance in executive search and contract services.

Phase 2: Expected Outcome of the Web Site

Attract new applications and companies to utilize the experience for talent recruitment Townsend Consulting provides, while providing a pleasant user experience. The web site will be expected for use in locating employment by providing a way to view current opportunities.

Phase 3: Target Market

The target audience for this web site is the professionals seeking a new job opportunity due to job loss or change in career. Townsend Consulting will also target companies looking for talented, ethical, results oriented consultants and internal employees.

Phase 4: Managing Content

- Intro Page - Initially displayed with the user enters the URL. The company name and logo will be displayed with the company motto. The user would click to enter the site.
- Home – General information about the services Townsend Consulting offers, after a welcome has been expressed.
- About Us – Overview of Townsend Consulting and the leadership
- Contact – Will display how a visitor to the site can reach a representative of Townsend Consulting
- Employment Opportunities – Display an array of job openings from various companies

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Modification Log

Date	Initials	Description	Version
11/20/2008	ALL	Initial Creation	.1