



SITE OBJECTIVES

BRAND IDENTITY

Rosebud Bicycle Builds' goal is to provide excellent customer service through building quality, custom bikes using superior craftsmanship, repair and maintenance.

Since there are a several local bike companies in the Seattle area, Rosebud will place themselves in the market as the premiere workshop for cycling enthusiasts seeking the ultimate bicycle for their individual needs – bespoke.

BUSINESS GOALS

- o Rosebud's website will be an information-based site.
- o Provide for better visual communication between client and customer - leading to greater satisfaction as an end result.
- o To drive sales
- o Highlight their five-star rating on Yelp to emphasize their superior customer service and quality bike work through a testimonials page and spotlight slideshow.

SUCCESS METRICS

RBB will measure success primarily by the amount of new customers in addition to the amount of potential customers asking to set up a free on-site estimate.