



PARLEZ CREATIVE

WEBSITE PROJECT



THE COMPANY

PARLEZ CREATIVE

THE PROJECT

Website Design for jamesketchell.net



OUR STORY

Founded in France with roots in Africa, we are a full-service digital agency specialising in website development, content creation, social media and SEO.

We use a combination of digital strategies to improve brands online reputation and drive traffic to their website to increase conversions.

THE COMPANY

JAMES KETCHELL

James is a motivational speaker, adventurer and author. He is best known for undertaking epic challenges. James regularly speaks at corporate events and schools where he provides insight into his adventures and the challenges he faced.

THE PROJECT

- Design a fully responsive website
- Create a single platform for visitors to stay up to date & engage with James
- Define clear calls to action for visitors to engage with the website
- Utilise the website to enhance James' online profile
- Perform initial website optimisation

THE PROCESS

-  **STRATEGY**
Desired outcomes - how to achieve
-  **DESIGN**
Theme, user journey, focal points
-  **CONTENT**
Implement new content, rich media, calls to action
-  **SEO**
Keyword research, on-page optimisation





THE PROCESS +



STRATEGY

Determine the desired outcomes of the project;

- How do we want visitors to engage with the site; what actions should they take; book James, buy a book, subscribe, other?
- What do we want visitors to take from the site; to understand what James does, how they can stay up to date with his movements?
- Who is the target audience; general public, event managers, corporations?
- What does James want from the site?



DESIGN

Craft a website based on desired outcomes;

- What is the desired user journey; landing page > more about James; speaker/adventurer/author > conversion; book to speak/buy book/subscribe
- Look & feel; the site needs to represent James as a speaker; professional, presentable, slick, good communicator



CONTENT

Inform users & encourage engagement;

- Rich and up to date media
- Current information; events, adventures, 'giving back', updates
- Direct visitors to key pages through calls to action & content
- Answer the question; 'what does James speak about?'



SEO

Initial search engine optimisation;

- Perform keyword research to analyse what terms people use relating to the services James offers
- Create & implement optimised title tags, meta descriptions, image alt tags, heading tags
- Provide content suggestions based on search data



CONTACT

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