

Internal Stakeholders

- **Business Owner:** Leads project direction, approves design, and ensures alignment with business goals.
- **Marketing Consultant:** Provides SEO and branding insights to improve visibility.
- **Website Developer:** Creates, designs, and maintains site functionality.
- **Staff/Employees:** Supports client interactions and manages inquiries from the website.

External Stakeholders

- **Potential Clients:** Primary audience; seeks service details and contact options.
- **Existing Clients:** Engages with the site for updates, referrals, or information.
- **Local Community:** Potential customers; seeks services or referrals.
- **Competitors:** Benchmarks services and site quality against market standards.

Core Stakeholders

- **Business Owner:** Central decision-maker and quality controller.
- **Website Developer:** Key to executing and maintaining a successful design.
- **Potential Clients:** Their needs shape the site's content, layout, and usability.

