**You Gotta Laugh Website**

**Pre Website Planning**

**Website Objectives & Goals**

Business objective: to attract traffic to the website and thereby generate revenue through

1. the selling of related advertising (to the venues, comedians and/or ticket agents)

and/or

b) re-directing traffic to existing ticket sellers or even commission on selling tickets directly

**Analysis of Top Competitors and Market Trends**

This is a crowded market and visitors have a very wide choice.

Following an analysis of competitor websites and some market research, the following were identified as the primary goals

* the landing pages must be simple, colourful and attention grabbing.
* the navigation must be very clear and simple with very few layers
* the ability to get back to the ‘home’ page must never be more than 2 clicks away
* the ability to subscribe for our newsletter must be clearly visible on all pages
* the ability to purchase tickets must be clearly visible on all pagesThis is why you need to see what’s already out there and compare them with what you have in mind.

The visitors want to see information about

* Upcoming Events a simple list of upcoming events in date order
* Venues a simple list of venues, linking to upcoming events
* Comedians a simple list of comedians, linking to their websites

**Information Layout**

Must use a very simple, clean layout

A basic attractive color

Clear navigation links

Links to relevant venue or comedian emails, their websites and/or youtube channels

**Site Map**

Internal Pages

All internal pages have a nav bar just beneath the header panel with one-click access to the home page or any first level pages (Events, Venues, Comedians, Newsletter or Contact Us). Every page also has a ‘Home’ button in the bottom, left of the footer.

Internal Pages

The ‘Photo Gallery’ and ‘YouTube’ pages will only navigate one step back to the Comedians page (from which they were directed)

External Pages

External Pages will open in a new tab within the browser and, when closed, focus will return to the internal page from which they were directed.

Internal pages are named as follows;

index.html, events.html, venues.html, comedians.html & newsletter.html

gallery{ComedianName}.html. subscribed.html, youTube.html

**Site design Mood-Board**

Identify

* Key Colors
  + color palette
* Elements
  + logo
  + clipart
  + photographs
* Styles
  + fonts/ typography
  + use of space
  + navigation style

**Colour Scheme (Blue)**

Background colour

{White}

A blue square with white dots

AI-generated content may be incorrect.Header colour

{#2196f3}

Footer colour

{#074b83}

**Logo**



**Clipart**

Events



Venues



Comedians



**Required Resources**

URL of official website for each Comedian

Image of each comedian (head & shoulders)

Collection of random images of each comedian for the Photo Gallery

Representative YouTube Video for each comedian

Short biography for each comedian

URL of Wikipedia website for each comedian

URL of official website for each Venue

Image of each venue

URL of official venue YouTube channel

**Notes**

The form to subscribe to the newsletter does NOT submit any details (yet)

The ‘Contact Us’ form should be able to open a valid email application and send an email to a valid email address which will be occasionally monitored and replied to.