Final Web Project - Phase 1

Web Site Goal

Digital Product/Programs Personal Training Website For working out at home --> Name: “Gym @ Home”

The purpose of the site is to provide online products and online programs related to exercise and physical fitness at home. The website is intended to be a hub for men and women aspiring to transform themselves into fit, lean, strong individuals.

Describe the goal of your web site in 1-2 sentences

The goal of this site is to promote health, fitness and discipline as a lifestyle for men and women looking to improve themselves through fitness and training. The site will be a guide to working out at home for those with limited gym equipment.

What information do I need?

The intended demographic of this site is male or female ages 18 to 65, middle class people who understand the value of being in good health and being fit, physically and mentally. These people would be semi-athletic and would work from home. The site is comprised of video, images and text related to physical fitness. There will be different programs available that can purchased on the site. Visitors to the site must become members to buy any of the programs. I will have a newsletter that people can sign up for. Members purchasing programs must give their information such as name, address, email and age.

Two websites that are related to this topic are athleanx.com (<https://athleanx.com/>) and Alexander Cortez (<https://cortes.site/>). Both are personal trainers with a large following and online presence on various social media platforms.

I will find videos possibly on youtube or link to videos on youtube. I will make up my own programs, any facts I need will be general well known facts that I can find on google. I will use royalty-free images websites such as (Pixabay, Unsplash, or Pexels) for images or images free for commercial or personal use on google.

Site Map:

