Responsive Site Planning Document

# Theme

The theme for this assignment will be a travel website for Virginia Beach, VA.

# Wireframes

The wireframes were completed in draw.io and are in a pdf

# Keywords

Prompt: For the above website I am looking for SEO keywords that would drive traffic to the site (this was completed after the copy)

Edited list of keywords:

* Virginia Beach family vacation
* Virginia Beach oceanfront
* Virginia Beach things to do
* Virginia Beach restaurants
* Virginia Beach activities for kids
* Virginia Beach oceanfront dining
* Virginia Beach seafood restaurants
* Virginia Beach Mexican food
* Virginia Beach travel tips
* What to pack for Virginia Beach
* Best family activities in Virginia Beach
* Tips for visiting Virginia Beach with kids

# Copy

## Homepage

Prompt: I need to create copy for a website. The copy should be at an 8th grade level. Write 250 words for the home page of a website about Virginia Beach Virginia beachfront focusing on the natural beauty of the ocean and the benefits of visiting with your family.

Edited copy: Welcome to Virginia Beach, where the ocean meets the shore in one of the most beautiful places on the East Coast. With soft, golden sand and waves that sparkle in the sunlight, this beachfront is the perfect destination for families who want to relax, explore, and enjoy time together.

Every day at the beach offers something special. Watch the sunrise over the water, breathe in the fresh sea air, and listen to the calming sound of the waves. Walk along the shore and feel the cool water touch your feet as you collect seashells and enjoy the peaceful view.

Virginia Beach is a great place for families of all sizes and ages. Children can play in the sand, jump in the waves, play at the oceanfront playgrounds, or fly kites under the open sky. Parents can relax nearby or join in the fun. It’s a chance to unplug from busy schedules and connect with each other in a natural, joyful setting.

The area also has nature trails, parks, and quiet spots where you can see local wildlife like dolphins, seabirds, and crabs. Pack a picnic, take a bike ride, or just sit together and enjoy the view.

A visit to Virginia Beach is more than a vacation—it’s a time to slow down, be present, and make memories that will last forever. Come experience the beauty of the ocean, the warmth of the sun, and the joy of spending time with the ones you love.

Plan your family’s trip today!

## Attractions

Prompt: Now I need 250 words of copy at an 8th grade level focusing on the attractions of the area. These should be general things to do. Include swimming, surfing, hiking, walking on the boardwalk, oceanfront dining.

Edited copy: There’s never a dull moment in Virginia Beach! Whether you’re looking for outdoor fun, exciting activities, or relaxing spots to unwind, there’s something here for everyone. Families, friends, and visitors of all ages can enjoy everything this beautiful oceanfront city has to offer.

Start your day with a swim in the refreshing ocean. The water is clean, cool, and perfect for splashing around or floating in the waves. If you're feeling adventurous, try surfing! There are places along the beach where you can rent a board or take a beginner lesson. It’s a fun way to enjoy the ocean and try something new.

If watersports aren’t for you, spend the day in the sand and sun with a good book and a cold drink.

After some time in the water, explore the famous Virginia Beach Boardwalk. This wide, three-mile path is great for walking, biking, and people-watching. Along the way, you’ll see street performers, live music, and fun shops to check out.

If you love nature, there are nearby parks and trails perfect for hiking. Walk through forests, spot birds and other animals, and enjoy the peaceful side of Virginia Beach. It’s a great way to see a different part of the area.

When it’s time to eat, try one of the many oceanfront restaurants. Dine with a view of the waves, and enjoy fresh seafood, burgers, or pizza with your family.

Whether you're in the water, on the trails, or just relaxing by the ocean, Virginia Beach is full of fun things to do. Come explore and enjoy every moment!

## Food

Prompt: Write 250 words of copy at an 8th grade level on the food available in Virginia Beach. Focus on these main categories - ice cream, seafood like Ocean 27, oceanfront dining at the oceanfront hotels where you can eat outside and enjoy the sound of the waves while you eat, mexican restaurants including Las Palmas and the Sidestreet Tavern, pizza at Mellow Mushroom and ZZAS. Mention that the restaurants serve a wide range of diets (not sure if that's the right word) including vegan, vegetarian, and gluten-free options

Edited copy: Virginia Beach is not just known for its ocean views—it’s also a great place to eat! Whether you're in the mood for something sweet, fresh seafood, or a fun family dinner, there’s something here for everyone.

Cool off with a tasty ice cream cone from one of the many beachside shops. Nothing feels better after a day in the sun than your favorite scoop while walking along the boardwalk. A Dairy Queen is located at 17th Street right off the boardwalk for those who have a specific treat in mind.

Seafood lovers will enjoy fresh, local dishes at spots like **Ocean 27**, where you can eat outside with a view of the ocean. Many of the oceanfront hotels also have restaurants where you can sit on the patio, enjoy a nice meal, and listen to the waves as you eat. It’s a relaxing and unforgettable experience.

If you’re craving Mexican food, check out **Las Palmas** or **Sidestreet Tavern**. Both offer bold flavors, friendly service, and outdoor seating for those warm beach evenings.

Pizza fans will love **Mellow Mushroom** and **ZZAS**, where you can grab a slice or a whole pie with tons of toppings to choose from.

Virginia Beach restaurants also serve a wide range of diets. Whether you’re **vegan, vegetarian, or gluten-free**, you’ll find plenty of delicious options that fit your needs. Most places are happy to make meals that work for you.

So come hungry and explore the flavors of Virginia Beach. From seafood to pizza and everything in between, your next favorite meal is waiting by the ocean!

## Things to Do

Prompt: Write 250 words at an 8th grade level about specific activities to do in Virginia Beach. Some of these should be a bulleted list. Include renting a surrey to pedal up and down the boardwalk, visiting the aquarium, swimming in the ocean, renting surfing gear, playing mini putt, viewing the King Neptune statue, attending a concert on the oceanfront

Prompt 2: That's 235. Please add 15 more. Add relaxing by the pool

Edited copy: There’s so much to do in Virginia Beach, and it’s easy to fill your day with fun, adventure, and great memories. Whether you’re visiting with family or friends, there are activities for all ages right by the ocean.

Start your morning by renting a **surrey bike**—a fun four-wheeled bicycle you can ride with your whole group. Pedal up and down the boardwalk, take in the views, and enjoy the ocean breeze. It's a great way to start your day with laughter and fresh air.

You can also:

* **Swim in the ocean** and splash in the waves
* **Rent a cabana or beach chairs** and relax on the sand
* **Rent a surfboard or boogie board** and learn to ride like the pros
* **Visit the Virginia Aquarium & Marine Science Center** to see sea turtles, sharks, and even touch stingrays
* **Play a round of mini putt** at one of the colorful courses near the beach
* **Take pictures at the King Neptune statue**, a 34-foot-tall ocean god that’s perfect for your vacation photos
* **Attend a live concert** at the oceanfront with music, dancing, and family fun
* **Relax by the pool** at your hotel or resort and soak up the sun

Many of these activities are just steps from the beach, so it’s easy to go from one to the next. You can spend the whole day exploring and never run out of things to do.

Whether you love the ocean, wildlife, sports, music, or just relaxing in the sun, Virginia Beach has something for everyone. Come make amazing memories at the coast!

## Travel Tips

Prompt: Write 250 words of copy at an 8th grade level about travel tips when visiting Virginia Beach VA. Travel Tips should include bringing sunscreen, plenty of water and a cooler, snacks for beach days, Towels and umbrellas, aloe for after sun, more than one swimsuit, and clothes that go from beach to a night out

Edited copy: Getting ready for your trip to Virginia Beach? Here are some helpful travel tips to make your visit easy, fun, and safe!

First, always bring plenty of **sunscreen**. The sun at the beach can be strong, and sunscreen helps protect your skin from burns. Don’t forget to reapply it throughout the day, especially after swimming.

Bring **lots of water** to stay hydrated. It’s easy to get thirsty in the sun and while being active. Having a **cooler** with drinks and **snacks** will keep you energized for all your beach adventures. Healthy snacks like fruit, nuts, or granola bars are great for kids and adults.

Make sure you pack **towels** and **umbrellas** for shade. The beach can get hot, and an umbrella gives you a cool spot to rest. Towels are a must for drying off after swimming or lying on the sand.

It’s smart to bring some **aloe or after-sun lotion** to soothe your skin if you get a little too much sun. Aloe helps cool and heal your skin fast.

Don’t forget to pack **more than one swimsuit** so you always have a dry one ready. Changing into a fresh suit feels great after a long day in the water.

For families, pack extra clothes and toys for kids to keep them busy and comfortable. Small beach toys, hats, and sunscreen made just for kids are lifesavers.

Virginia Beach has easy transportation options. You can walk or bike along the boardwalk, and there are buses and shuttles to help you get around without a car.

Finally, bring clothes that work for both the beach and a night out. Lightweight dresses, shorts, and casual shirts make it easy to go from sand to dinner without a hassle.

Follow these tips for a safe, fun, and relaxing Virginia Beach trip!

# Colors

The color palette was created in Coolors and then imported into Adobe Color to check accessibility.

A screenshot of a color palette

AI-generated content may be incorrect.

# Fonts

<link rel="preconnect" href="https://fonts.googleapis.com">

<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>

<link href="https://fonts.googleapis.com/css2?family=Henny+Penny&family=Quicksand:wght@300..700&display=swap" rel="stylesheet">

Header – Henny Penny

.henny-penny-regular {

font-family: "Henny Penny", system-ui;

font-weight: 400;

font-style: normal;

}

Paragraph – Quicksand

*// <weight>: Use a value from 300 to 700 // <uniquifier>: Use a unique and descriptive class name*

.quicksand-<uniquifier> {

font-family: "Quicksand", sans-serif;

font-optical-sizing: auto;

font-weight: <weight>;

font-style: normal;

}