

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
2	<title>Truffles and Trifles</title>	Truffles and Trifles	http://www.trufflesandtrifles.com/	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us, be sure to check out our fresh baked goods.	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner	Home page for logo and navigation
3						

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1	Page Title	Page Name	URL	Links	Keywords	Purpose
4	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	About Us	http://www.trufflesandtrifles.com/about_us.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner	About the company, when they started and basically what they offer.
5				Cooking Classes Unleash the Chef i		
6				Register online for a class		
7				Gift Baskets for All Occasions		
8						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
9	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Cooking Classes	http://www.trufflesandtrifles.com/classes/	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,		The types of classes they offer, the class schedule, their cancellation policy
10				Click Here for Current Class Schedule		
11				Gift certificates		
12				A perfect gift for any occasion.		
13				Click Here for Latest Class Schedule		
14				click here for current class schedule		
15						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
16	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Spouse Programs	http://www.trufflesandtrifles.com/spouse.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner">	To inform visitors of the details of the spouse program, description of their kitchens, with photos.
17						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
18	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Team Building	http://www.trufflesandtrifles.com/team.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner	To inform companies interested in team building of their program. Describes their kitchen.
19						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>			About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner	To inform visitors they can book private parties, rehearsal dinners, birthdays, anniversaries, holiday parties. Discusses cancellations, has childrens party picture.
20		Private Parties	http://www.trufflesandtrifles.com/PrivateParties.html			
21						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
22	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Children's Parties	http://www.trufflesandtrifles.com/PrivateParties.html		cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner" />	To inform visitors they can book private parties, rehearsal dinners, birthdays, anniversaries, holiday parties. Discusses cancellations, has children's party picture.
23						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
24	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Gift Baskets	http://www.trufflesandtrifles.com/baskets.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner	Gift baskets for any occasion, call to order, example basket sizes with pricing comments.
25				info@trufflesandtrifles.com		
26				Multiple links for gift baskets		
27						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
28	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Gift Certificates	https://www.trufflesandtrifles.com/giftcertificate.htm	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner" />	To order gift certificate using encrypted secure form
29				Need help finding the card ID number?		
30						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
31	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Newsletter	http://www.trufflesandtrifles.com/newsletter.asp	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner">	Upcoming classes, hints, recipes.
32				More Recipes		
33						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
34	<title>Truffles News</title>	Baked Goods	http://www.trufflesandtruffles.com/bakedgoods.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	Missing	Showcases their cakes, cupcakes, breads, desserts with multiple pictures of them.
35				Multiple other links to products		Showcases their cakes, cupcakes, breads, desserts with multiple pictures of them.
36						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
37	<title>Truffles News</title>	Goods and Pastries	http://www.trufflesandtruffles.com/bakedgoods.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	Missing	Showcases their cakes, cupcakes, breads, desserts with multiple pictures of them.
38				Multiple other links to products		
39						

	A	B	C	D	E	F
1	Page Title	Page Name	URL	Links	Keywords	Purpose
40	<title>Truffles and Trifles - Cooking School Classes Gift Baskets and Gourmet Store in Orlando Florida</title>	Contact Us	http://www.trufflesandtrifles.com/contact_us.html	About us, news, cooking class, spouse, team building, private parties, childrens parties, gift baskets, gift certificate, newsletter, fresh baked, goods & pastries, contact us,	cooking, school, orlando, gift, baskets, gourmet, classes, orlando, florida, FL, winter park, college park, gift baskets, holiday, business, culinary, corporate, team, spouse, menus, dessert, dinner">	Address, email address and phone number to make ordering easy., newsletter email sign up, map
41				info@trufflesandtrifles.com		

	G	H	I
1	Assets	Recommended Action	
	01_home.pr	Update logo, Add Sign up form for cooking classes and possibly some written content.	
2			
3			

	G	H	I
1	Assets	Recommended Action	
4	02_about-us	Move unnecessary content to pages more suitable.	
5	n You!		
6			
7			
8			

	G	H	I
1	Assets	Recommended Action	
		<p>Add a class calendar of events on the page, arrange content so it is more presentable perhaps in columns add links for spouse program and team building to this page.</p>	
9	03a_classes		
10	les		
11			
12			
13	es		
14	s		
15			

	G	H	I
1	Assets	Recommended Action	
		Take this page out of main navigation, make it a link from classes page, arrange photos in a gallery.	
16	04_spouse.		
17			

	G	H	I
1	Assets	Recommended Action	
		Remove this from the main navigation and link to it from classes page. Use corp. team building buzzwords in the keywords for this	
18	05_team.pn	page.	
19			

	G	H	I
1	Assets	Recommended Action	
		<p>Arrange pictures into gallery, remove blue outline around pictures, add content for the childrens parties as that link comes to this same page. Add more party keywords delete unrelated keywords.</p>	
20	06_private-r		
21			

[illegible]

	G	H	I
1	Assets	Recommended Action	
		<p>Arrange baskets in different way, add pertinent keywords remove those that are not. Make content not so large as it is now.</p>	
24	07a_basket		
25			
26			
27			

	G	H	I
1	Assets	Recommended Action	
28	08_gift-certifi	Make this page part of a submenu from Gift baskets possibly	
29			
30			

	G	H	I
1	Assets	Recommended Action	
31	none	Make this page a submenu or put on a sidebar, make content more presentabl e.	
32			
33			

	G	H	I
1	Assets	Recommended Action	
		Correct title of page, get assets, arrange pictures in separate galleries, arrange products in separate sections eliminate needless links.	
34	Missing		
35			
36			

	G	H	I
1	Assets	Recommended Action	
37	Missing	Eliminate this page altogether as it is the same as Baked Goods.	
38			
39			

	G	H	I
1	Assets	Recommended Action	
		Take out blinking world wide shipping. Arrange content map and sign up in a more organized	
40	09_contact-	fashion.	
41			