Auckland Cavy Care

www.aucklandcavycare.org

# Brand Styles:

* Comfortea – Heading Font
* Carter One – Body font

# Site Color Theme:



# Site Map:

|  |  |
| --- | --- |
| **Page** | **Description** |
| **Homepage** |  |
| **Adoption** |  |
| **Adoption / Why adopt** |  |
| **Adoption / Adoption process** |  |
| **Adoption / For adoption** | List of animals for adoption (directly fed from “Shelter Manager”) |
| **Fostering** | Information on fostering |
| **Spay and Neuter** | Information on the spaying and neutering process |
| **The Ranch** | Page for boarding  Includes a booking form and calendar |
| **C&C Cages** | Info on C&C cages (also available for sale in the shop) |
| **SHOP** | eCommerce page.  sewing items, calendars when we have them and gorgeous Guineas shampoos , and stay put bowls  (Shopify?) |
| **FAQs** | FAQ page |
| **Quick Links** | Page for links to other resources etc |
| **Education Centre** | To come Auckland Cavy Care Rescue Education Centre We are just working on  a plan to start some education talks for kids “Companions for Life” where kids can get close up with animals and learn more about responsible pet ownership.- our concept is small groups of kids or scouts groups |
| **Contact Us** | Contact page |
| **G-Force Membership** | Page for “How you can help us” |

# Site Features:

|  |  |
| --- | --- |
| **Component** | **Description** |
| **Navigation Menu** | Menu for navigating key areas of the site |
| **Hero Banner** | Prominent imagery with a clear call to action |
| **Pre-Footer funnel** | Secondary calls to action below the fold |
| **Social Feed** | Social Media update feed (facebook, Instagram etc) |
| **\*eCommerce Shop** | Integrate Shopify (or similar) platform for buying products |
| **Adoption** | Integrate adoption via Shelter Manager |
| **Boarding** | *need more info* |
| **Adoption Application Form** | Form for applying to adopt from Auckland Cavy Care |
| **Foster Application Form** | Form for enrolling to foster for Auckland Cavy Care |
| **Booking Form** | Form for booking your pet in to stay with us while you’re on vacation |
| **Contact Us Form** | Form for general enquiries |
| **FAQ Accordion** | FAQ content |
| **Footer** | Including a menu for navigating, social links, contact info, etc |

**Content changes**

Information on boarding page – can maybe be done via shelter manager?

Adoption status for animals – also via shelter manager

Target demo

Young couples 20 – 30yrs – Adoption

Families (e.g. people with children) or people that have had animals in the past – Fostering

Notes

Use facebook marketplace integrate with site