

The plan for George's website would be to keep it as a WordPress website due to he would like to keep it as that CMS and is familiar with it. One of the first things we would do is for the home page put a "giant" slider with captivating images to engage the users and hook them into the website. Second thing we would do is organize the content in a more efficient method for the user to browse through and pick the true information they are looking for. (ex: hours of operation, rates, specials, etc).

Organization of the website would need to be gone through to group content that more closely relates. Also removing a lot of the duplicate information that is scattered through out site that is not needed. Advertising for joining the gym would be redone a bit to look less like "spam" and more of a kind invite to join and stay a member.

The color scheme works for the website but needs a major face lift so improving it's look and feel is one of the major aesthetic features would be looked into. Graphics are included and would be modernized to today's standards to catch the users eyes in a positive way. On the list of engaging users from a graphical stand point the social icons would be redone to fit with the rest of the design of the website and entice the users to engage the gym from a social media stand point.

On a development level the site if not already will use more performance methods such as caching to improve the speed of the website and improve user experience. Videos can remain to be hosted on YouTube for ease of video implementation. Google analytics will be implemented for tracking user action and site improvements. Also cloudflare will be used to protect the site from unwanted traffic and attacks.