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INFO 433
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Page Tables

Name of page	*Math Adventure – About Us*
Template	*Two column text (w/ sidebar)*
URL	*math-adventure.com/about-us*
Purpose of Page	*Help parents/host understand what Math Adventure is*
Business Goal (Choose one)	Educate current audience
Audience and user tasks (choose one or more)	Learn about Math Adventure
Paths to page (inward paths)	Facebook, Twitter, Word of Mouth, Google Search, Home Page
Next steps for user (forward paths)	Register, host, or (potentially) volunteer/donate
Calls to action	"Interested in Math Adventure? Consider hosting an event at your school, or registering your child to participate in one."
Content Elements	1. Heading—"About Math Adventure" 2. Tagline/Mission Statement that gives users brief glimpse of what Math Adventure is all about 3. Intro summarizing text to follow 4. Subheading—"What is a Math Adventure?" or "How does Math Adventure work?" 5. Body text that provides a step-by-step description of what a Math Adventure event entails 6. Calls to action to register/host 7. Supporting images, such as an image of students deeply immersed in an event 8. Parent/kid testimonials (for sidebar)
Notes	The goal of the page is to garner excitement/intrigue about Math

	Adventure to the point where they'd want to host an event, or register their child for one.

Targeted keywords	Elementary math lessons and activities, elementary math programs, math adventure, math adventure Seattle
Title tag	Learn More About Math Adventure—Math Adventure Seattle
Meta description	Math Adventure blends puzzles, math, the arts, and learning into a single night of non-competitive, theme-based excitement for elementary school students.
H1	Either "About Math Adventure" or "What is Math Adventure?"

Name of page	*Hosting*
Template	*Two column text (w/ sidebar)*
URL	*math-adventure.com/hosting*
Purpose of Page	*Help potential hosts understand how to host an event at their school*
Business Goal (Choose one)	Educate current audience
Audience and user tasks (choose one or more)	Host event, contact Math Adventure, learn about Math Adventure
Paths to page (inward paths)	Home page, About Us
Next steps for user (forward paths)	Email Noelle saying that they want to host an event, check Facebook or Twitter for past events
Calls to action	"Can't wait to host an event at your school? Email us at info@math-adventure.com"
Content Elements	1. Heading—"Host a Math Adventure Event" 2. Intro summarizing text to follow 3. Subheading—"Why Host a Math Adventure Event?"

	4. Body text detailing benefits for schools that host
	5. Subheading—"Logistics"
	6. Body text explaining what is required to host, and any information Noelle would need that would make planning the event more simple
	7. Subheading—"How Can I Host an Event at My School?"
	8. Body text w/ call to action (email address to reach out to)
	9. Supporting images of students engaged in event for sidebar OR testimonials from PTA member/school detailing the impact they witnessed of the event
Notes	If you choose, the PTA member/school testimonial should strive to highlight how simple the process was to host an event, and the observed benefits. In other words, try to highlight information that would appeal to other hosts.

Targeted keywords	Elementary math puzzles, math adventure Seattle, math adventure, event scheduling, calendar, elementary school activity ideas
Title tag	How to Host an Event at Your School—Math Adventure Seattle
Meta description	Want to host a Math Adventure event at your school? Learn more about why you should, what you need, and how to do it here.
H1	Host a Math Adventure Event

Name of page	*Donate*
Template	*Two column text (w/ sidebar)*
URL	*math-adventure.com/donate*
Purpose of Page	*Have people donate money to support Math Adventure*
Business Goal (Choose one)	Serve current (future) event
Audience and user tasks (choose one or more)	Donate, learn about Math Adventure

Paths to page (inward paths)	Home page, Facebook, Twitter
Next steps for user (forward paths)	Donate, volunteer, contact via email
Calls to action	On top of the PayPal donate button, it might be worth it to include a call to action for volunteering: "Can't donate? Help us foster a love for math by volunteering instead."
Content Elements	Examples 1. Heading—"Donate" 2. PayPal Donate button 3. Intro text paragraph conveying how important donations are to Math Adventure. Incorporate something like "Help us help kids love math." 4. Subheading—"Why Donate?" 5. Body text detailing why someone should donate 6. Subheading—"How Does My Donation Help?" 7. Text detailing breakdown of how money would be used 8. PayPal Donate button 9. Supporting images or additional story of how donations helped a school/student host/participate (for sidebar)
Notes	You may want to create a "Volunteer" page. If page is short and content is kept above the fold, you may choose to place the donate button at the top or bottom (but not in both areas). If the page grows to be too long and users must scroll extensively, include donate buttons in both areas. However, try to minimize the size of the buttons so as not to seem too pushy or eager.
SEO metadata suggestions for post-production (best to create after final writing complete) Automated character counter: http://ezlocal.com/tools/meta-title-counter/	
Targeted keywords	Elementary math lessons and activities, elementary math programs, donate 501c3, math adventure, math adventure Seattle
Title tag	Donate and help us spread a love of math – Math Adventure Seattle
Meta description	We believe that all schools should have the chance to enrich their STEM and Arts curriculum with a Math Adventure event. Donate now and help us help them.
H1	Donate

Name of page	*Register*
Template	*Two column text (w/ sidebar)*
URL	*math-adventure.com/register*
Purpose of Page	*Help facilitate the registration process for events*
Business Goal (Choose one)	Serve current event
Audience and user tasks (choose one or more)	Register for an event, contact Math Adventure
Paths to page (inward paths)	Home page, About Us, direct registration link (provided by school), Facebook, Twitter
Next steps for user (forward paths)	Register for event, attend event, volunteer or host
Calls to action	Links to appropriate elementary school page e.g., "Medina Elementary School"
Content Elements	Examples 1. Heading—Register for a Math Adventure Event Today 2. Brief statement/paragraph summarizing content of page 3. Subheading—"Upcoming Events" 4. Table (or calendar) view of upcoming events. Include the date the event will be held, as well as the name of the school. 5. Subheading—"What if my school isn't listed?" 6. Include information about whether students who don't attend school can go. 7. Offer a the "Should we come to your school? Tell us!" form, or an email address they can use to contact you. 8. Image(s) of team of kids engrossed in event. 9. Parent/kid testimonials (sidebar)
Notes	
SEO metadata suggestions for post-production (best to create after final writing complete) Automated character counter: http://ezlocal.com/tools/meta-title-counter/	
Targeted	Elementary math lessons and activities, elementary math programs,

keywords	register, math adventure, math adventure Seattle
Title tag	Register your child for a Math Adventure–Math Adventure Seattle
Meta description	Ready to jump in on the fun and see what Math Adventure is all about? Register your kids today.
H1	Register for a Math Adventure Event Today