

A single sentence containing an overall site description and/or main objective

St. Francis website redesign will help create a clean, professional feel while still maintaining a friendly, small business feel.

Well-crafted <title> content for each of the six (6) pages

Welcome to St. Francis, Visiting for the first time, Our Staff, Services we provide, Links out, Satisfied Customers

Industry specific keywords and phrases

Veterinary services, Vaccinations, Emergency Services, Therapy, Animal boarding

User-oriented keywords and phrases

Southpark, Dilworth, Myers park, Cotswold, Veterinary, Animal Hospital, Animal Boarding, Animal Therapy

Mobile-first design approach

The mobile version will focus on providing information location and contact information to allow for a quick and easy way to connect with the hospital.

Additionally, after determining the six (6) pages the re-design will focus on, identify the following for each:

**Home page:** (also live link)

<http://www.bestvetcharlotte.com/>

Description:

Contains the welcome text, an 'hours of operation', a photo set, and a contact phone number.

Set up:

Instead on center aligning everything it's all going to be shifted to the left, and shrank a bit to provide a visual hierarchy.

Keywords:

Welcome, Home, animal hospital, hours of operation

Titles on the page:

Welcome!

**First time visitors page:**

[bestvetcharlotte.com/first\\_visit.html](http://bestvetcharlotte.com/first_visit.html)

Live link:

<http://www.bestvetcharlotte.com/your%20first%20visit.html>

Description:

Containing a brief description of what an owner will need for a first time visit with their pets; including forms, payment options, and animal carriers.

Set up:

Again, left-align and shrink text. Forms will be changed to image thumb-sized icons and listed on the right side, payment options also in a floating right side box.

Keywords:

New customer, appointment, payment, payment options, carriers

Titles on the page:

Accepted forms of payment, Forms, Your first visit

### **Our Staff:**

bestvetcharlotte.com/about\_us.html

live link:

<http://www.bestvetcharlotte.com/about%20us.html>

Description:

Pictures of the staff with a brief description of who they are.

Keywords:

Doctor, nurse, pharmacist.

### **Services:**

bestvetcharlotte.com/services.html

live link:

<http://www.bestvetcharlotte.com/our%20services.html>

Description:

A list of of services provided by the vet, including the two new services just added with a description of what they are.

Keywords:

services, vaccinations, repair, therapy

### **Links out:**

bestvetcharlotte.com/links.html

live link:

<http://www.bestvetcharlotte.com/links.html>

Description:

Links out to various websites filled with pet information that an owner might need

Keywords:

Cat, dog, general

Set-up:

Two, aligned, columns. One for cats/dogs, the other for missing/general links.

### **Satisfied Customers:**

bestvetcharlotte.com/customers.html

Description:

A page with pictures of customers holding their pets.

Titles on page:

A healthy pet is a happy pet(working title)

Set-up:

4-8 pictures of varying sizes with different animals/owners.

Note:

For the mobile version this will just show one image that changes upon refreshing.