

KEYWORDS/META INFO	
<b>BASIC INFO</b>	
Site description and/or main objective	Information on classes, register for classes and gift basket sales.
Home page <title></title>  Examples: <title>Apple</title> <title>Business News & Financial News - The Wall Street Journal - Wsj.com</title> <title>Starbucks Coffee Company</title>	Truffles & Trifles : Gourmet Kitchen, Cooking Classes, Foods & Gifts
Sub page's <title></title>  Examples: <title>Apple - iPad 2 - Now with iOS 5 and iCloud.</title> <title>Business News & Financial News - The Wall Street Journal - Wsj.com</title> <title>Energy Conservation  Starbucks Coffee Company   Starbucks Coffee Company</title>	Meet the Truffles & Trifles Team
	Truffles & Trifles : Learn To Cook : All Ages, Couples, Groups & Individuals
	Truffles & Trifles : Fresh Baked Goods, Pastries & Gift Baskets Available For Purchase
	Truffles & Trifles : Register For A Cooking Class Today
	Get In Touch With The Truffles & Trifles Team
<b>INDUSTRY INFO</b>	
Industry terms/buzzwords	Cooking Classes, Gourmet, Certification, Learn To Cook
Services/Information offered	Cooking classes, gift basket sales, fresh baked goods and pastries, gourmet kitchen
<b>USER-ORIENTED INFO</b>	
Sample Searches	Orlando Cooking Classes, Learn To Cook, Birthday Parties, Kids Cooking Classes
Sub-page searches	Gift Baskets, Birthday Gift Baskets, Team Building Classes, Certificate In Cooking
Key Phrases	Orlando Cooking Classes, Learn To Cook

GLOBAL NAV LINK	SUB-CATEGORY / TITLED SECTION	QUICK DESCRIPTION	ORIGINAL CONTENT PIECE	POTENTIAL USE / PLACEMENT (e.g., CTA on home page, top feature on related category page, global placement in the footer, etc.)	KEYWORDS	POTENTIAL ASSETS / TREATMENT	NOTES (Optional)
Home	N/A	Truffles & Trifles home page	01_home.png	Link back to page using footer and logo	Truffles And Trifles / Gourmet Kitchen/ Cooking Classes / Gift Baskets / Fresh Baked Goods &	Revolving main images showing up an coming classes and promoting products / CTA for	
About Us	N/A	This page will talk about the business, how it started and some background.	02_about-us.png	CTA for class schedule and shopping section	Cooking Classes / Top Five Cooking Schools / Food Network / Culinary Hall Of Fame / Marci	Photo of Marci Arthur, Photo of Storefront	
Cooking Classes	Cooking Classes	List of Schedule of classes with descriptions	03b_schedule-january.png	CTA for register now on each class listing	Cookign Classes / Learn how to cook / Fun / Groups / Couples	Side bar showing gifts and events - cancellation policy at bottom	
Cooking Classes	Policies / Gifts /Events	Cancellation Policy - Gifts - Events	03a_classes.png	Side bar starting with Gifts and events (Possible sub page depending on the number of entries) /Cancellation Policy -	Cooking Classes / Learn how to cook / Fun / Groups / Couples / Events / Gifts / Cancellation	Cancelation policy bottom of page - other info along side	
Cooking Classes	Events	Spouse cooking class	04_spouse.png	Link from main Cooking Class page	Cookign Classes / Husbands / Wives /Wife / Spouse / Couples / Date Night	Images	Less images than exisiting page
Cooking Classes	Events	Team Building Cooking Classes	05_team.png	Link from main Cooking Class page	Team Building / Coworkers / Fun / Working Together	Images	Less images than exisiting page
Cooking Classes	Events	Private Parties	06_private-parties.png	Link from main Cooking Class page	Private Parties / Girl's Nights / Couples /Date Night	Images	Less images than exisiting page
Shop	Gift Baskets	Gift Baskets	07a_baskets.png	Link from main Shopping page - Shopping Cart	Gift Baskets / Gourmet Food Baskets / Custom	Images - Gallery, Thumbnail and larger, Shopping Cart	
Shop	Gift Baskets	Gift Baskets Details	07b_basket-detail.png	Possible pop up and never leave other page	Gift Baskets / Gourmet Food Baskets / Custom	Pop up?	
ALL	Gift Certificates	Gift Certicate	08_gift-certificate.png	On all pages as call out	Gift Certificates For Cooking / Learn to cook	Button or ad type - image of gift certificate or graphic	
Contact Us	Contact Us	Contact Us	09_contact-us.png	Link in footer for contact information	Orlando Cooking School	Map w/Direction from Google	
Register	N/A	Register For Class Form	<a href="https://www.trufflesandtrifles.com/classes/classsignup.asp">https://www.trufflesandtrifles.com/classes/classsignup.asp</a>	Links from description of classes on classe schedule to this. This will be a form that will be simply yet gather more information.	Register / Register for cooking class / group registration / sign up / schedule your class today	Interactive form to gather information	