		Ideas From	Page Specific Keywords
Objective	The newly redesigned site needs to be far more efficient with an intelligent information architecture (IA), attractive user interface (UI), and a keyword strategy that reaches our target		
Home page title	audience Couples cooking class culinary school Orlando Forida   Truffles and Trifles   Date ideas for dating	Google Adwords / current site	Trifles Truffles, cooking, class, culinary, Orlando, cooking class, training,
About Us page title	Cooking school classes information Orlando Floria   Truffles and Trifles   Gourmet store location	Google Adwords / current site	cooking school, Trifles Truffles, gourmet store, Orlando, Florida, Winter Park
Classes page title	Cooking classes training courses cook Orlando Florida   Truffles and Trifles   Learn Culinary arts	Google Adwords / current site	coking techniques, learn to cook, Orlando, Winter Park, Florida, grilling, Thai, private cooking instruction, lessons, training, cook, culinary
Schedule page title	Cooking class schedule book culinary course   Truffles and Trifles   Orlando Florida couples training dates	Google Adwords / current site	schedule cooking class, Orlando, Winter Park, Florida, FL, culinary schedule, learn to cook, local cooking training
Spouse Programs page title	Spouse cooking programs class courses dating ideas   Truffles and Trifles   Orlando Florida Winter Park	Google Adwords / current site	spouse programs, couples, dates, dating, date ideas, couples cooking, culinary couples, couples training, cook, fun classes
Contact / Book class page title	Request cooking class schedule culinary training   Truffles and Trifles   Orlando Floria Winter Park	Google Adwords / current site	contact Trifles Truffles, contact, FL, Florida, Orlando, Winter Park, Call Us, local cooking class
Industry specific key words and phrases	Cooking, Cooking class, culinary, culinary school, couples programs, cooking school, training, courses, cook, chef, pastry, lessons	Google Adwords / current site	
User oriented key wrods and phrases	date ideas, couples classes, couples programs, cooking classes, cooking lessons, cooking training, cook, training, lessons	Google Adwords / current site	
Mobile First Design Approach	As with the current trends due to the massive increase of mobile devices, we must make the site with mobile browsing in mind. The site will be responsive in three different screen sizes, a desktop, a tablet size, and a mobile phone size. We have to assume that only a portion will see the site from a desktop so mobile first makes sense. Plus I'm targeting couples and people dating. Popular dating sites have apps that people use on phones and other mobile devices. Once people find a date, they may look up ideas from their phone, so it is essential that they have a good UX, user experience so they don't move on almost immediately to another mobile friendly site.		
Global Navigation Link Text	Home, About Us, Classes, Class Schedules, Couples Programs, Contact / Request Class		

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Page Name	Titled Sections	Page content description	Original Content URL's	Content element placement	Potential assets / visual treatments							
				Content element placement I'm going to keep this page very clean and open. I don't want to								
				crowd content on this page and I don't even want to give up too								
				much information since I want a								
				visitor to visit the other pages.								
	Clabal Naviantina			However, I may have a call to action to book a class and lead								
	Global Navigation, High level			them to the form page in case that's the only reason one is								
	information about	This will have very basic information because I don't want to crowd the home page with content. It will also contain the global		visiting. I will also have the phone number on the home page since								
Home	company's very basic offerings	crowd the home page with content. It will also contain the global navigation and possibly more This will talk about the company's history, past successes, possibly future plans if I can figure out what they are, and talk	http://www.trufflesandtrifles.com/	digging to find it is annoying	Logo for company							
		possibly future plans if I can figure out what they are, and talk		I would suggest some basic	Some pictures of							
		sites or companies that reference them, since about 20		content for this page. Some general information about the	the location if possible, or maybe							
About Us	Who we are, What	something do link to them, and they're mentioned on at least on 'dating site'	http://www.trufflesandtrifles.	company's past and current	staff if I can find							
About Os	we oller, willy us		COMPADOUL_US.REMI	endeavors Have a bulleted or ordered list describing some of the great	that							
		This page will describe the different types of classes offered and go into some details of the different foods people can learn to		describing some of the great classes, this helps break up	Some pictures of							
Classes	Class types	go into some details of the different foods people can learn to cook and why they should	http://www.trufflesandtrifles.com/classes/	paragraph monotony	food dishes Maybe a picture of							
					a clock to suggest time is running out							
					to book some							
					classes, edited to show some sort of							
		This will be a schedule of the upcoming classes. They have a			urgency also a							
		populated table of classes and it shows whether it's books or not. If the class isn't sold out, it shows the price of the class. I will	http://www.trufflesandtrifles	Have a suggesting Call to action	potential asset could be the							
Class Schedules	Schedule of	need to find out what to do with that. Do I use real information?	com/classes/classes.asp?	type heading "Book Now, we sell out fast!"	shedule they now							
olass ochequies	UM0000	in the class limit soul out, it shows in price of the class. I will need to find out what to do with that. Do I use real information? Can I embed something? Or do I put up mock info? This will describe why it's such a great, hands on, original date. This part should be easy. So many people go on the typical	non-romanie-vanually	our idat:	nave							
	Why it's a great	dates, that they're looking for creative ideas. Or for current										
	date idea, what	couples, it's a great way to have some fun together doing something they don't usually do. Even married couples can get a	http://www.to-48	Possibly have some colorful	pictures of men							
Couples Programs	you will learn together	something they don't usually do. Even married couples can get a babysitter, put on the apron, and have some fun. This will be a basic form to request info, or if possible request a	http://www.trufflesandtrifles.com/spouse. html		and women cooking together							
		This will be a basic form to request info, or if possible request a class. I see their current way to book a class is to call so maybe		Possibly place a map of the area with a star on their location, like								
	Section to request	class. I see their current way to book a class is to call, so maybe they don't want that. So I'm not sure if scheduling a class date		with a star on their location, like from Google at the bottom of the	Potential asset							
Contact / Request	request a class	will be on the form, but they could at least request a class date and have someone get back to them about it. I also might put a	http://www.trufflesandtrifles.	page. This will also contain the address, phone number, email,	could be utilizing some fields they							
Class	appointment	map there, like they currently have.	com/contact_us.html	and any other contact info.	have currently							 
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