

		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 audience		
Home page title	Couples cooking class culinary school Orlando Florida Truffles and Truffles Date ideas for dating	Google Adwords / current site	Truffles Truffles, cooking, class, culinary, Orlando, cooking class, training,
About Us page title	Cooking school classes information Orlando Florida Truffles and Truffles Gourmet store location	Google Adwords / current site	cooking school, Truffles Truffles, gourmet store, Orlando, Florida, Winter Park
Classes page title	Cooking classes training courses cook Orlando Florida Truffles and Truffles Learn Culinary arts	Google Adwords / current site	cooking 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 Truffles 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 Truffles 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 Truffles Orlando Florida Winter Park	Google Adwords / current site	contact Truffles 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 words 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		

