Forever Young Genealogy

Final Website Report

A logo with a tree and infinity symbol

AI-generated content may be incorrect.

Jill Young | WDD130-A2 | April 8, 2025

# Introduction

The Forever Young Genealogy website is intended to be the business front of Forever Young Genealogy, a genealogy research and document retrieval service with a focus on Utah based family history.

This website is primarily targeted towards individuals and families interested in exploring their Utah ancestry but who may lack the time, resources, or expertise to conduct the research themselves. This includes those living outside of Utah, busy professionals, individuals who have “brick wall” research, and those seeking professional assistance in navigating Utah's genealogical records and repositories. The website also aims to reach those looking for document retrieval services specific to Utah.

<https://f4vryoung.github.io/wdd130/ForeverYoung/index.html>

## Objectives

The Forever Young Genealogy website will establish the online presence for Forever Young Genealogy. It will detail the services offered, highlight expertise in Utah records, and provide a platform for potential clients to contact a genealogist for consultations and research requests. The website aims to attract clients seeking professional assistance with their Utah family history research.

## Design Process

The website was designed to be a platform for potential clients to learn about the services provided, meet the genealogist, and make initial contact for a consultation or to answer questions. The main page needed to be attractive and appealing while providing a summary of information. The logo was designed to incorporate a family tree and the infinity symbol. The colors were chosen to match the tones of old documents and photographs. The images were selected to appeal to family history clients. The font played on the logo design with its use of leaves and branches. The subpages give the client the opportunity to delve deeper into the services provided and learn about the company and the genealogist. The layout was chosen for each page to highlight the important content.

The design looks essentially how I imagined it, but better than I expected. I was able to implement all the elements I learned to make it look and perform as I hoped.

## Conclusion

I learned a lot about website design, application of graphic design elements, programming elements (especially the use of grids) and how to make everything work together. I think that combining with my expertise in family history research, being able to contact potential clients by designing my own website makes it possible for me to bring some of my own personal touches to it.