**Promo Web Page for International Swimming League**

**Project description**

This is site will provide a platform for a fan promotion of the newest professional swimming competition in the world, the International Swimming League (ISL). Site will provide information about the league and teams and will hold updated news on current state of the competition.

**Project goal**

Swimming as a sport always had a very low impact on society and was usually overshadow in media by other more popular viewer sports. ISL is taking swimming on the stage where competitive swimming can be very exciting for viewers who get to see the best of the best racing each other. Goal of this site is to bring this project to even wider audience and promote this new exciting annual sport event, bring news and attention to the league. This all-combined will promote commercial growth in the sport and open new opportunities for both the ISL team and professional swimmers.

**Target Audience**

The audience of the site are swimmers from all around the globe who might be interested in following athletes from their own countries competing against some of the biggest names in the sport. However, the primary targeted audience are general sport fans who enjoy watching big sport events with professional commentators and team that is committed to bring a great show on their own screens.

**Visitor’s Motivation goals**

Motivation for visiting the site will be acquirement of information about ISL project, as well as quick access to the current state of the league.

**Information requirements**

1. About ISL project
2. Current season rosters
3. Current top swimmer ratings
4. Current team standings
5. Schedule of upcoming events