

BASIC INFORMATION	
Site's Main Objective	Big State Drug is a local pharmacy website that also features a grill
Keywords	Pharmacy, tx pharmacy, pharmacy irving tx, bigstate, old fashioned soda fountain, pharmacy delivery, pharmacy hours, irving pharmacy, pharmacy cards, soda counter, medi-cal pharmacy, pharmacy gift, pharmacist compounding, pharmacy items, order pharmacy, home pharmacy services, aids pharmacy, burgers irving tx, old fashioned soda fountain supplies, ivring tx, compounding pharmacys, soda fountain service, pharmacy order, pharmacy deliveries, pharmacists compounding, irwing tx, medical
Homepage	Big State Drug – Irving Texas
Sub Page(s)	Big State Drug – About – Why you should choose us Big State Drug – Menu – Current Grill Menu Big State Drug – Contact – Contact us / place an order Big State Drug – Location – Where we are located Big State Drug – Social – Become our friend on facebook
INDUSTRY INFORMATION	
Industry Terms	Compound, Dosage Form, Dose, Drug Substance, Effectiveness, FDA, Safety, Risk, Supplement
Services Offered	Filling perscriptions, Assisting customers, Making Burgers, Creating Milkshakes, Deliveries.
USER-ORIENTED INFORMATION	
SAMPLE SEARCH	Pharmacy in Irvine TX, Medical equipment near me, cheap perscriptions, small business pharmacy, local pharmacy, soda fountain near me, Good burger near me, Good food in Irvine TX
Sub Page Searches	Local pharmacy, Refill perscriptions, Soda fountain TX,
Key Phrases	Local pharmacy Irvine TX, Refill Perscriptions, Local soda fountain, Cheap burger.
MOBILE FIRST	
Design Approach	Will keep a clean and simple approach to appeal to the mobile market. Will create a simple UI for easy use. Will do testing on an iPhone 5

ABOUT – WHO WE ARE	
Description	Describe background information and history of pharmacy
Content	Picture of the staff with description of them and what we do
Placement	Center of the page
Keywords	About, Location, Information, Hours
MENU	
Description	List of menu items and prices
Content	List of menu items and prices also fax info to send in order ahead of time
Placement	Center of the menu page along with pictures representing food item
Keywords	Menu, burgers, soda, fries, soda fountain
CONTACT US	
Description	Describe available ways to contact staff
Content	Address, Phone, Email Address
Placement	Center of the page with contact info
Keywords	Contact, Phone, Email, Address
LOCATION	
Description	Map of location from google maps
Content	Google map of location along with address info. Staff picture
Placement	Center of page with google map to the left of short paragraph
Keywords	Location, Address, Directions
Social Media	
Description	Way to contact and socialize with us
Content	Follow on Twitter and become friends on Facebook
Placement	Center of page with follow link and become friends link side by side
Keywords	Twitter, Facebook. Follow, Friends