

| BASIC INFORMATION | |
|----------------------------|--|
| Site's Main Objective | Fat Wreck Chords is an independent record label featuring punk rock musicians. |
| Keywords | fat, snuff, chords, banner, box set, nofx, coaster, records, echords, japanese, hoodie, skulls, mp3s, fat wreck, Records, record label, independent record label, record label information, record companies |
| Home Page <title> </title> | Fat Wreck Chords |
| Sub Pages <title> </title> | Fat Wreck Chords - News Fat Wreck Chords - Tours Fat Wreck Chords - Records Fat Wreck Chords - MP3s Fat Wreck Chords - Bands Fat Wreck Chords - Gallery Fat Wreck Chords - Community |
| INDUSTRY INFORMATON | |
| Industry Terms | independent record label, record label, music, mp3s, vinyl, records, band, punk, rock, merchandise |
| Services Offered | purchase mp3s, vinyl, and CDs, merchandise, band information, tour information, community information |
| MOBILE FIRST | |
| Design Approach | Website should be cleanly coded and layout should be a bit simpler so that the site will cater to multiple platforms. Testing will be done on an iphone, android, and PC/Mac. |
| FAT WRECK CHORDS - NEWS | |
| Sub-Section | News |
| Description | New information involving bands, music, merch. and other record label related topics. |
| Content | Blog-like informational page with updates about the site or related topics. |
| Placement | Full Page |
| Keywords | Fat Wreck Chords, News, music, bands, mp3s, merchandise, vinyl |
| Notes | Twitter feed should be displayed in a side bar. |
| FAT WRECK CHORDS - TOURS | |
| Sub-Section | Bands on tour |
| Description | Tour dates for featured bands |
| Content | A list of bands on tour and tour dates. |
| Placement | Entire body |
| Keywords | tour, tour dates, bands, music, on tour, punk, rock |
| Notes | |
| FAT WRECK CHORDS - RECORDS | |
| Sub-Section | Buy Vinyl and CDs |
| Description | Purchase vinyl records and CD's |
| Content | Information for purchasing vinyl and CDs to be shipped. |
| Placement | links to purchasing information for vinyl and CDs |
| Keywords | records, vinyl, purchase, music, punk, rock, vinyl records, CDs |
| Notes | side bar with genre catagories |
| FAT WRECK CHORDS - MP3s | |
| Sub-Section | Buy MP3s |
| Description | Purchase MP3s files. |
| Content | Links to MP3 files that can be purchased. |
| Placement | Main body will have song/album info and side bar will have catagories |
| Keywords | mp3, flac, music, download, buy, bands, punk |
| Notes | |
| FAT WRECK CHORDS - BANDS | |
| Sub-Section | Bands |
| Description | Bands who are under Fat Wreck Chords |
| Content | A list of all the Bands/Musicians who are associated with Fat Wreck Chords. |
| Placement | Entire body |
| Keywords | punk, rock, music, bands, |
| Notes | |
| FAT WRECK CHORDS - GALLERY | |

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| Sub-Section | Images and Videos |
| Description | Images and videos of bands, shows, and more. |
| Content | Image and video gallery with content from band shoots and from shows. |
| Placement | Gallery will be within the body of the site in a grid-like format. It will consist of 2 categories: Images and Videos. |
| Keywords | images, gallery, videos, bands, music, photoshoots, concert, live, punk, rock |
| Notes | |
| FAT WRECK CHORDS - COMM. | |
| Sub-Section | Community and forum |
| Description | A place for fans to discuss and share thoughts on bands, music, merchandise, and shows. |
| Content | Forum page |
| Placement | Entire body |
| Keywords | music, forum, community, information |
| Notes | |