Website Proposal

*Website name:* University of North Carolina Tar Heels Athletics

*Developer Name:* John Batdorff

*Rationale/Purpose:* My main purpose for creating this site is to inform fans of various sports that the University of North Carolina has historically successful and long-standing sports programs. I am a huge sports fan and I know that creating this site will be of interest to other fellow sports fans regardless of what school there are a fan of.

*Target Audience:* My target audience with this website are sports fans of the University of North Carolina and general college sports fans. This website will have pages that will interest a variety of viewers.

*Site Layout:* This website will have multiple pages, one for each of the major sports teams at the school. The main page with be a brief history of sports in general at the University of North Carolina followed by links to separate pages for various sports. There are five main sports that I plan on incorporating into this website, those being football, men’s and women’s basketball, and men’s and women’s soccer (not particularly in the that order). Each sports page will include a brief history, past accolades/national championships, famous players that graduated/played professionally. Following this will be more current information such as the coach, record in recent year, recent successes, and the overall trajectory of the program for the future. Below will be the order of the pages linked on my website.

The men’s basketball page will be by far the most popular pages that viewers will want to visit. Historically, the University of North Carolina has had one of the best basketball programs in the country and fans of both the school and college basketball will want to read about the past, present, and future of the program.

The football page will likely get the second most traffic viewer wise but likely because of general popularity for the sport. The University of North Carolina has not always had an amazing football program but they have been respectable for many years and since the rehiring of a famous football coach, the future of the football program is looking very bright. I believe that that fact alone will draw a good number of viewers.

Women’s soccer will be third based on popularity for the sport and its history at the school. While soccer is not a very popular sport in the US, fans of the sport and the school know that Carolina has had historic women’s program for decades.

The final two pages with be women’s basketball and men’s soccer. The main purpose of these two pages it to get the other side of two historic programs at the school. While these two programs may not have the history that their counterparts do, they are still very respectable and well known in their respective sport.

Lastly, dependent on how I feel upon completion of these five pages, I may add a sixth page that lists of few of the other lesser known/popular sports programs at UNC. This last page is subject to change and may or may not be included at the end (I will be letting you know when I make that decision).