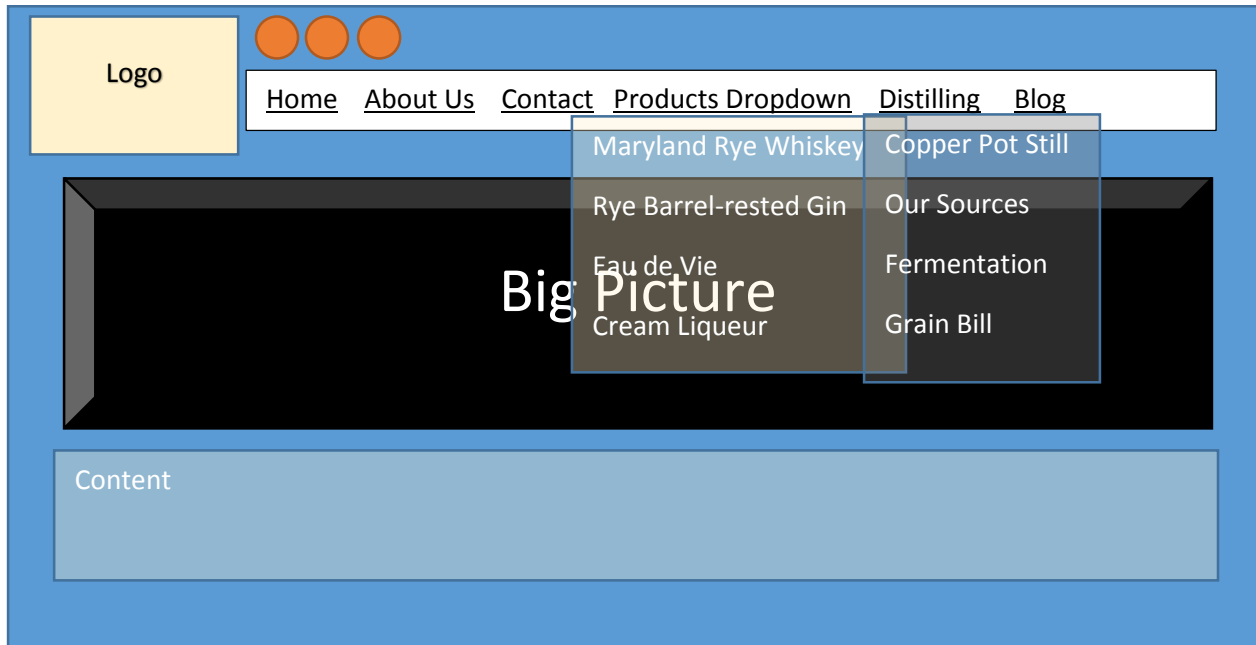


Thanks for the time yesterday, gents. I just wanted to get a few things down:

- Statement of Work, Scope of Project, or whatever.
  - Always get one of these for any project. You don't ever want a client to have you by the balls because you said, "I'll build you a website for \$5,000" and they say "OK" and then when you deliver it, you say "Ok here it is! 250 hours of work. Pay me." And then they say "But it doesn't have a [shopping cart, enough inbound links, a contact form, etc.]." Are you guys expecting pay from this?
  - ASAP - We want an index page which shows our logo, menu texts, and content as follows:



- Title Tag of the homepage should be "Baltimore Whiskey Company | Craft Maryland Rye and Spirits"
- Theme should be a black-backgrounded responsive theme.
- Canonical redirects – whatever is needed to be done to the .htaccess file to insure that we have it set up correctly for SEO purposes. To have direct access to the .htaccess file you'll either need FTP access to the database, or will need to get my GoDaddy user/password to mess with it. Users on any browser should see in their browser: "http://www.thebaltimorewhiskeycompany.com"
- 404 "Page Missing" redirects – the website should send users who go to a bogus page on the site (like <http://thebaltimorewhiskeycompany.com/Gran-Turismo>) should see a 404 missing page that has the same look and feel as the site, not a GoDaddy canned 404 sheet
- Favicon.ico – update our Favicon.ico to make sense. Max and I will keep veto power, but will not need to approve this guy.

All that above I really think is possible this weekend, or by Monday.

- Sitemap – I don't know if Google still thinks this is current, but if the search engine results even hint at a sitemap being a good idea, then we want to make that happen. I would count on WordPress having something for this.

- Static Pages vs. Blog Pages #1 - folder structure – subject to debate, if you can bring me the research. I would actually prefer the blog to reside within a subdirectory (not to be confused with a subdomain), e.g. <http://www.thebaltimorewhiskeycompany.com/blog>. Depending on what direction we go with on blog posts, we will likely want the blog post folder structures to go according to “Category”, which is a WordPress parameter on each post. URLs would then end up being <http://www.thebaltimorewhiskeycompany.com/blog/fermentation/january-cold-and-mash-temperature>. The static pages should reside in the root directory: <http://www.thebaltimorewhiskeycompany.com/about-us>.
- Static Pages vs. Blog Pages #2 – Blog entries should be done using the Posts Wordpress Functionality, while the static pages should be made using Pages. For now, don’t spend much time working out the details of formatting Posts/Pages webpages.
- Robots.txt – I forgot about this guy, but it tells Google how often to crawl pages. The whole thing would bear some reading into. We should not have it crawl too often, but the blog pages should be crawled often.