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WLAB2: Website Project Proposal

Quick Project Notes:

* ***Website Idea:*** Personal Training Website ***Page containing tables***: Compares the different programs offered in sequential order. In other words, ranking the programs based on what they offer. ***Page containing forms***: Will have a coaching questionnaire that can be submitted ***About Page:*** Will contain contact information

The final project for this course states that we create a standalone website. My proposal for said project is a personal training/fitness coaching website. My name is Jalen Bond, and I plan to name the website, “BNB Fitness Training.” This is a working title, however, the meaning behind the title is that fitness is a mental game as well as a physical one. The mind and body are bonded (or connected) together when it comes to activating muscles. It is also a play on words, being that my last name is Bond, and I am a certified personal trainer.

I created this website because it serves as a bridge between me & future clients. The following I create through word-of-mouth and social media engagement can be sent to this website. Once there, they can view the services I have to offer, and can decide if they want to move forward with me on their fitness journey. Having this website makes it easier on me to evaluate who is serious about taking their fitness to the next level, and who is just talking about it. Often in the fitness industry, there are several people that romanticize the idea of having someone train them. Others don’t need a trainer, but rather a person to hold them accountable as they go along their journey. Some people do not want a trainer at all. Instead, they want someone to create a structured program that can be followed. All services can be in one convenient location with a personal trainer website.

The website will have 3 pages. The first page will be the general home landing page. From here you can navigate to the other pages on the site.

The second page will have the featured training programs that are being offered to potential clients. This will have the look and feel of an eCommerce store. Each program offered, will summarize what is included in the purchase. There will also be a comparison table of the different programs. Similar to how when you shop for different software packages online, and the website compares the features of the basic, premium, and platinum packages.

The third page will be the “About Me” page. Clients will have access to my contact information. If there are questions or concerns, this is the landing page for that information. The general outline would appear as:

* TITLE
  + Home
  + Services
  + About Me