# Fish Bettr Site Plan

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## WDD 130

## Overview

### Purpose

I’m building a simple website to help people fish better. It gives tips for beginners, shows what gear to use, where to fish, and what bait works best for different fish. I made it because when I started fishing, I had no idea what I was doing, and I wanted something easy to follow. This site is made for anyone who just wants to catch more fish without being overwhelmed.

### Audience

Beginning and advanced fishermen/women

## Branding

### Website Logo

## Style Guide

### Color Palette

|  |  |  |  |
| --- | --- | --- | --- |
| **Primary** | **Secondary** | **Accent 1** | **Accent 2** |
| #1F3A5F | #4CA1AF | #A7D7E7 | #F7F6F3 |

### Typography

#### Heading Font: [Raleway]

#### Paragraph Font: [Open Sans]

### Navigation

[Home] [Beginner Guide] [Gear & Tips]

**Content**

## 🧭 Site Layout (Top Navigation)

## ✅ 1. Home Page – “Helping People Want to Fish”

### ****Hero Section****

**Headline:** “Fishing Starts Here — Simple, Fun, and for Everyone.”  
**Subtext:** Whether you’ve never held a rod or just need a push, we’re here to help you get hooked (literally).

**CTA Button:** Start Fishing Now

### ****Why Fishing?****

* ✅ Relaxing & peaceful
* ✅ Great for families, friends, or solo adventures
* ✅ No expensive gear needed
* ✅ A hobby you can do for life

### ****Get Started Fast****

**Step 1:** Get basic gear  
**Step 2:** Learn how to cast  
**Step 3:** Catch your first fish

**CTA Buttons:**

* Visit Beginner Guide →
* See Gear Tips →

### ****Footer****

Quick Links | Contact | Socials  
© 2025 Helping People Want to Fish

## ✅ 2. Page: Beginner Guide (/beginner-guide)

**Title:** “Start Fishing in 3 Easy Steps”

### ****Intro Text:****

Don’t overthink it — just follow these steps and you'll be fishing in no time.

### ****Step 1: Gear Up****

* Rod & reel combo (Walmart or Amazon ~$30)
* Line, hooks, bobbers
* Bait (worms, corn, or soft plastics)

### ****Step 2: Learn the Basics****

* How to set up your rod
* How to tie a simple knot
* How to cast your line  
  (Video or images go here)

### ****Step 3: Go Catch One****

* Try a local lake or pond
* Fish near rocks or docks
* Be patient — fishing is supposed to be slow!

**CTA:**  
🎥 Watch How-To Videos (optional)

## ✅ 3. Page: Gear & Tips (/gear-and-tips)

**Title:** “What You Actually Need (and What You Don’t)”

### ****Beginner Fishing Kit****

* Spinning rod & reel ($30)
* 6–10 lb fishing line
* Hooks (size 6–10)
* Bobbers & split shot weights
* Live bait or simple lures

### ****Tips for New Fishers****

* Fish early morning or late afternoon
* Use real bait for better results
* Be still — fish are easily scared
* Keep expectations low, fun high

### ****Mistakes to Avoid****

* Don’t buy expensive gear right away
* Don’t cast too hard
* Don’t fish in crowded spots when starting out

### ****Quote Box:****

“You won’t catch something every time — but every time you’ll catch peace.”

**Wireframes**

### Home

