Content Audit

Client: St. Francis Hospital for Animals
Project: Website Redesign
Designer: Kimberly R. Anderson
Document: Content Audit
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	Necessary Information
Site Goals	This site is for an animal hospital whose goal is to help pets and their families live long, happy, and healthy lives together.
Keywords	St. Francis, animal hospital, vaccinations, veterinarian, emergency vet, pet surgery, veterinarians in Charlotte, NC
Mobile-First Design	I plan to design a mobile site with features such as basic information, online appointment requests, and contact sections. From there, I can add content such as staff photos and information, services we offer, and links to other important sites.

Title	File Name and Global Navigation	Sub-Categories or Titled Sections	Original Content Location	Ideas for Potential Placement or Visual Treatment	Page-Specific Words	Additional Notes
Home	index.html	Photo of Office, Hours of Operation, General Information	www.bestvetcharlotte.com	Photo under navigation. Hours of Operation at the bottom, General Information under the photo.	home, welcome, information, hours of operation	Put general information and hours of operation in separate borders
About Us	about_us.html	Photos of vet and lead techs with bios, photos of staff	www.bestvetcharlotte.com/about%20us.html	Photos of vet and lead techs on the left with short bios to the right. Photos of the staff in a row at the bottom with names below.	vets, veterinarians, animal doctors, vet tech, Dr. Cooper, Annette Celender, Ashley Maudlin	Make photos of vet and lead techs same size. Make staff photos smaller.
Services	services.html	Info statement, List of services offered, hours of operation	www.bestvetcharlotte.com/our%20services.html	Photo of vet working with animal under navigation, statement about services below, list of services, hours of operation listted at bottom	services, micro-chipping, vaccinations, emergency services	Sort services into a two-column table (sorted by surgical/non-surgical) to save space on page
Helpful Links	links.html	General Info Links, Dog Sites, Cat Sites, Missing Pets, Exotic Pets	www.bestvetcharlotte.com/links.html	General Info on top left, Missing Pets on top right, Photo of a dog beside "dog sites", photo of a cat beside "cat sites", photo of a snake beside "exotic pets"	dogs, cats, snakes, lost pets, exotic pets, humane society of Charlotte, NC	Sort sub-categories into equal sized blocks. Use pic of a small dog, a small cat, and a pet snake
Reviews	reviews.html	Photo of vet with pet, Recent reviews, link to leave a review	www.bestvetcharlotte.com/reviews.html	Photo under navigation, recent reviews under photo, link to leave review at bottom	reviews, ratings, rate us	Recent reviews in two columns w/o borders, centered within columns. Link to leave a review at the bottom
Forms	forms.html	New Client form, Boarding Agreement	www.bestvetcharlotte.com/forms.html	New Client form on top, Boarding Agreement on bottom	new client, boarding, pet boarding, boarding policy	New client and Boarding Agreement may work best as links to other pages. Page may be too cluttered with forms on main page.