

Top Stone, Inc.	
	Keywords/Meta Info
BASIC INFO	
Site description/Main Objective	cooking lessons orlando fl, cooking class orlando fl, cooking class, cooking lessons, team building, gift baskets
Home page <title> </title>	Truffles and Trifles - Home
Sub pages <title> </title>	Truffles and Trifles - About Us
	Truffles and Trifles - Cooking Classes
	Truffles and Trifles - Private Parties
	Top Stone, Inc. - Shop
	Top Stone, Inc. - Register
INDUSTRY INFO	
Industry Terms/buzzwords	cooking classes orlando, cooking lessons, cooking class, team building, gift baskets
Services/information offered	cooking classes, team building, private parties, gift baskets, baked goods, pastries, custom cakes, custom cookies, custom cupcakes, desserts
USER-ORIENTED INFO	
Sample Searches	orlando cooking classes, orlando cooking lessons, cooking class, gift baskets
Theme and Content	cooking class orlando, team building, private cooking parties, gift baskets, baked goods,
Sub-page Searches	cooking class, couples cooking class, group event, private parties, childrens parties, team building, gift basket, baked goods, custom cakes, gourmet cookies, gourmet desserts, truffles, tortes, strussels, breads, designer cupcakes, birthday cakes,
Key Phrases	cooking class orlando, cooking lessons orlando, couples cooking, group events, gift baskets

Global Nav Link	Sub-category/Titled Section	Quick Description	Original Content Piece	Potential Use/Placement	Keywords	Potential Assets/Treatment	Notes
Home	Welcome to Truffles and Trifles!	A paragraph about Truffles and Trifles and what they have to offer.	No original piece	Paragraph placed in main content area of page.	Truffles and Trifles, cooking class orlando, gift baskets,	Text with a large to medium sized image	Paragraph will need to be written and a good resolution image will need to be used.
Home	Check out our class schedule and register today! (CTA)	Text and link/button going to class schedule	No CTA on original site	CTA will be placed next to the intro paragraph	cooking class, class schedule, register	A catchy saying to draw attention and nicely designed button or link.	Button/link will need to be designed.
About Us	Company Info	brief description about the company	About us page	Used in the same manner	Truffles and Trifles, gourmet, chef classes, culinary treasures	text only	
About Us	Contact Us	Contact information	Contact Us page	Will be placed below about us section	Orlando fl, contact, address,	text and possibly a map	
Cooking Classes	Unleash the chef in you!	Information about cooking classes	Cooking Classes page	Information will placed in main content area	chef, class information, cooking classes	text	
Cooking Classes	Class Schedule	Calendar of scheduled classes	class schedule link	Information will be organized into a monthly calendar display	calendar, class schedule,	calendar and text	
Private Parties	Team Building	Paragraph about team building events	team building page	placed in main content area of page	team building, corporate groups,	text and images	
Private Parties	Group Events	Paragraph about group events	private parties page	placed below team building content	group events, private parties, childrens birthdays	text and images	
Private Parties	Spouse Programs	Paragraph about spouse programs	spouse programs page	placed below group event content	couples class, spouse program,	text	
Shop	Gift Baskets & Goodies	Product display page	Gift baskets page and fresh baked goods page	products will be organized and displayed in categories, gift baskets, cakes, cookies, etc	gift baskets, cookies, cakes, pastries, cupcakes, desserts, gourmet desserts, custom cakes,	text and images	
Register	Register Today!	Registration page for classes	Register page	placed in main content area of page	register, sign-up,	form and text	

Truffles and Trifles

2 Ready to unleash your inner chef?
Book a cooking class today!

2a

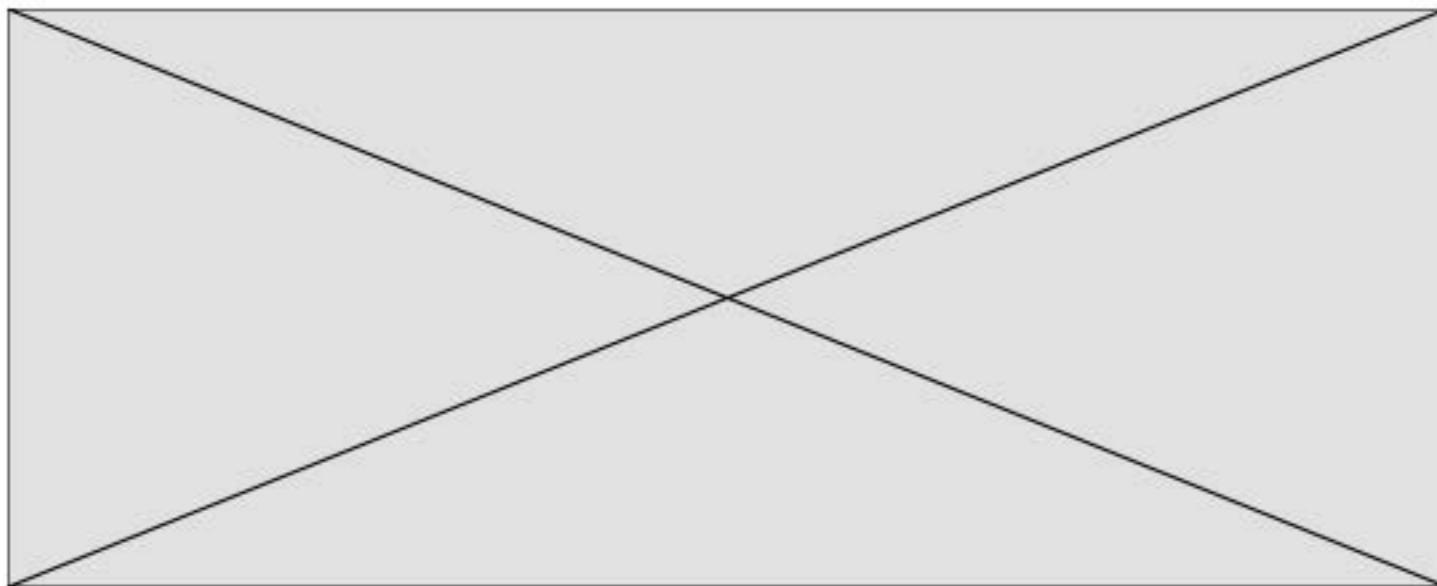
REGISTER

3

[HOME](#) [ABOUT US](#) [COOKING CLASSES](#) [PRIVATE PARTIES](#) [SHOP](#) [REGISTER](#)

4 Welcome to Truffles and Trifles!

5



6

Truffles and Trifles started 24 years ago as a dream to share love of cooking and learn how to make being in the kitchen fun. Now, 24 years later, Truffles and Trifles is the largest, most successful cooking school in the Southeast and was recently named one of the top five cooking schools in the country by the Food Network. Come and enjoy a unique experience with your friends and schedule a private party, or let us host a team-building event for your corporation.

We are more than just a cooking school. We are also a gourmet shop filled with culinary treasures. We carry foods from around the world. From Droste cocoa, Belgium chocolate for cooking, Neilsen Massey vanillas, Badia olive oil, and hundreds of food treasures to make your culinary heart delighted. We also have the latest in kitchen equipment and gadgets to make cooking even more fun.

Looking for a unique gift? Our gourmet gift baskets are customized to your needs and elegantly prepared with unique food items from around the world. There are hundreds of treasures from which to choose, including our fresh-made cookies! Truffles and Trifles can deliver your basket, wrapped in imported papers and tied with festive bows, around the corner or around the world.

We invite you to browse around our site or come on in and have a wonderful experience celebrating food!

7

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Key

1 Logo. Links to home page.

2 CTA text

2a CTA button

3 Main Navigation

4 Page Heading

5 Main img

6 Intro paragraph

7 Footer

Truffles and Trifles

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REGISTER

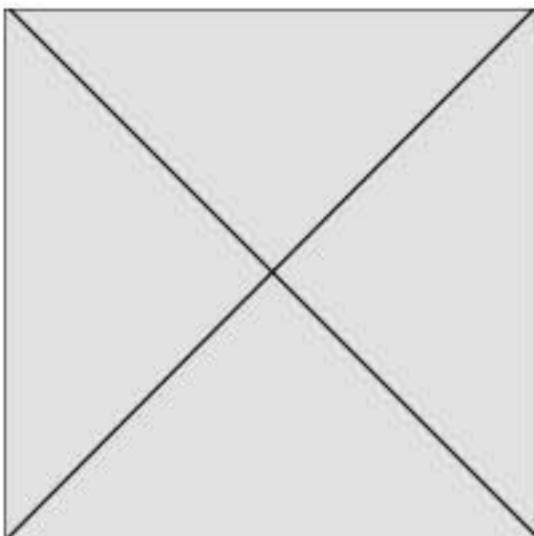
3

HOME ABOUT US COOKING CLASSES PRIVATE PARTIES SHOP REGISTER

4 Shop

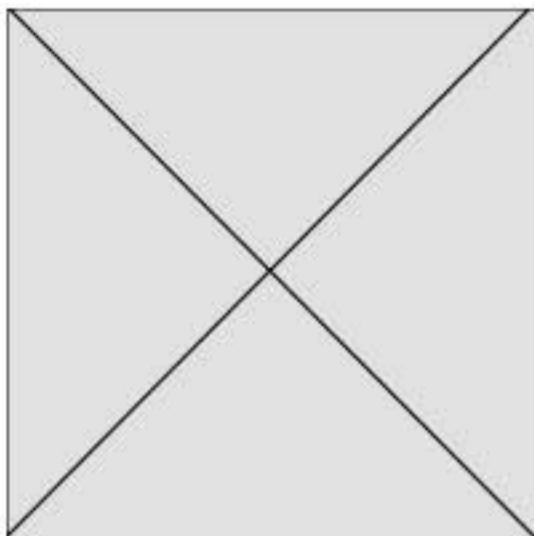
5 Gift Baskets

6

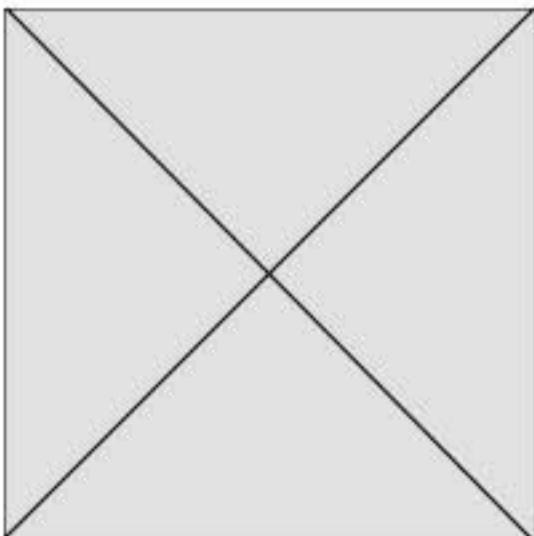


6a Gift Basket #1
\$39.95

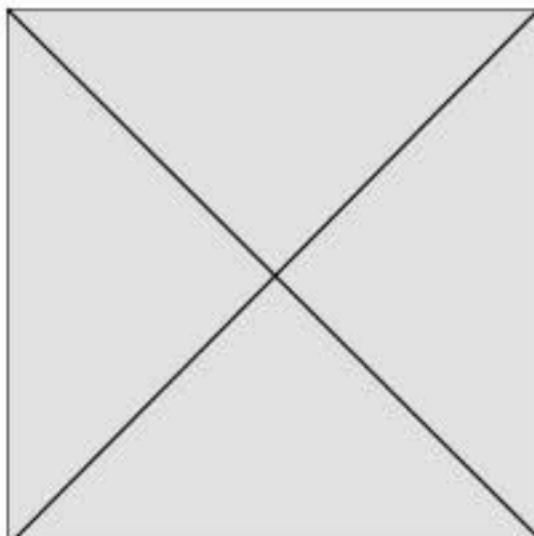
Baked Goods



Gift Basket #2
\$39.95



Gift Basket #3
\$39.95



Gift Basket #4
\$39.95

7

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- 5 Sub-heading product link
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6b Last Name:

6c Daytime Phone:

6d Email Address:

Cooking Class Info

6e Choose Your Class:

6f

Number of Attendees:

6g First and Last Names of Attendees (Other than you):

6h

Register for Additional Classes? Y N

Credit Card Info

6i Credit Card Number:

6j Security Code:

6k Expiration Date:

6l Name on Credit Card:

6m Billing Address:

6n City:

6o State:

6p Zip:

6q

Submit

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- 6j Security code input
- 6k Expiration date input
- 6l Name on credit card input
- 6m Billing address input
- 6n City input
- 6o State input
- 6p Zip input
- 6q Submit form button
- 7 Footer

1

Truffles and Trifles

2

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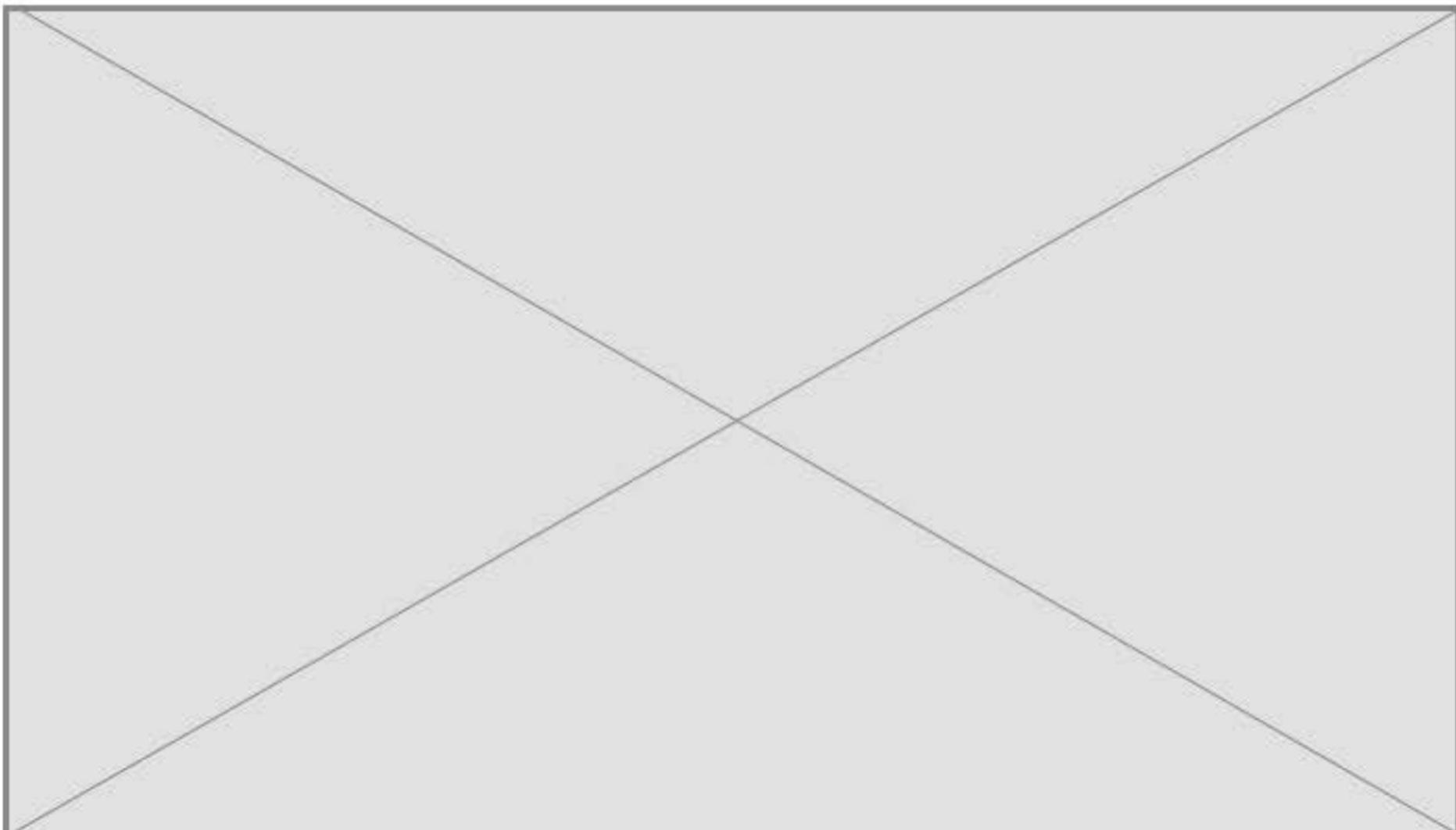
[REGISTER](#)

3

[HOME](#) [ABOUT US](#) [COOKING CLASSES](#) [PRIVATE PARTIES](#) [SHOP](#) [REGISTER](#)

⁴Welcome to Truffles and Trifles!

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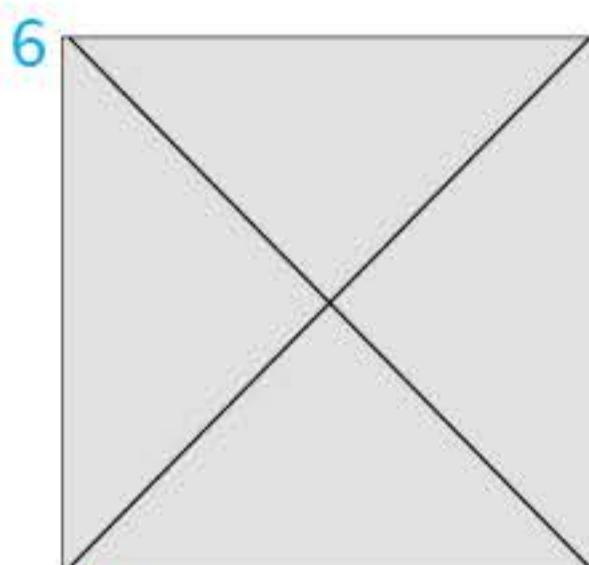
[REGISTER](#)

3

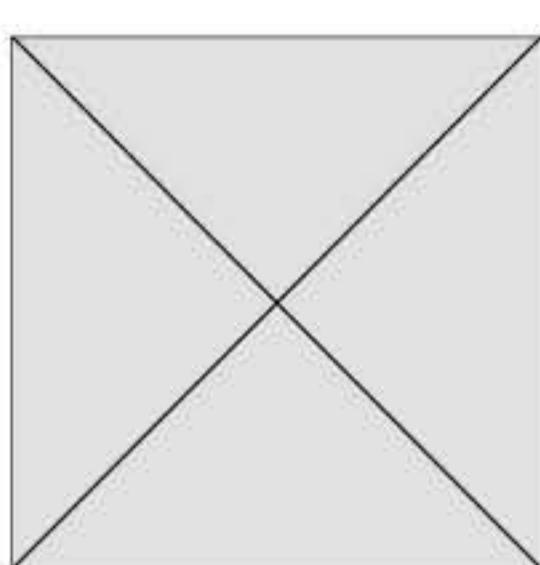
[HOME](#) [ABOUT US](#) [COOKING CLASSES](#) [PRIVATE PARTIES](#) [SHOP](#) [REGISTER](#)

4 Shop

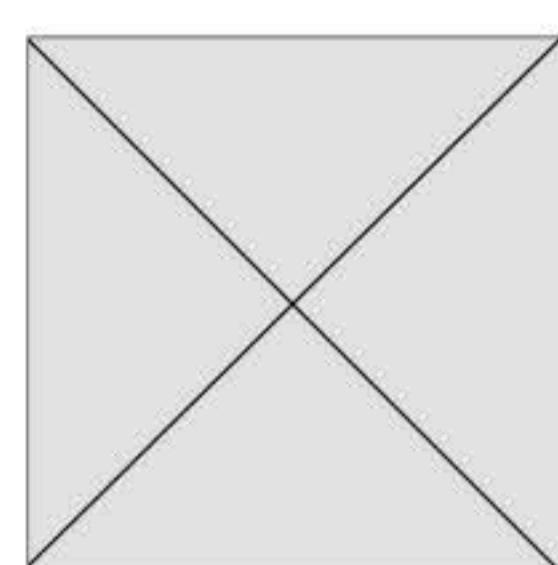
5 [Gift Baskets](#)



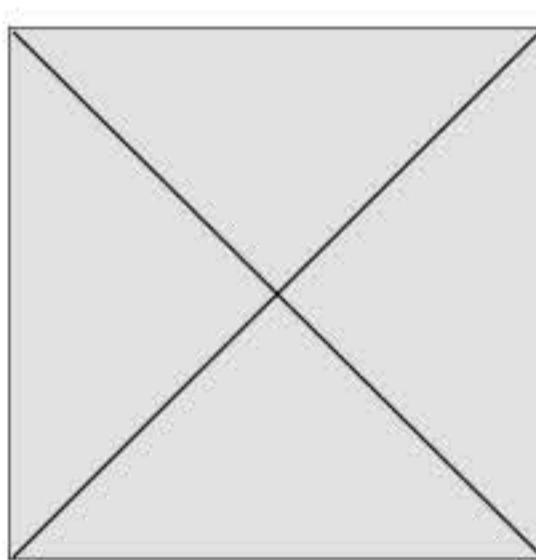
6a [Gift Basket #1](#)
\$39.95



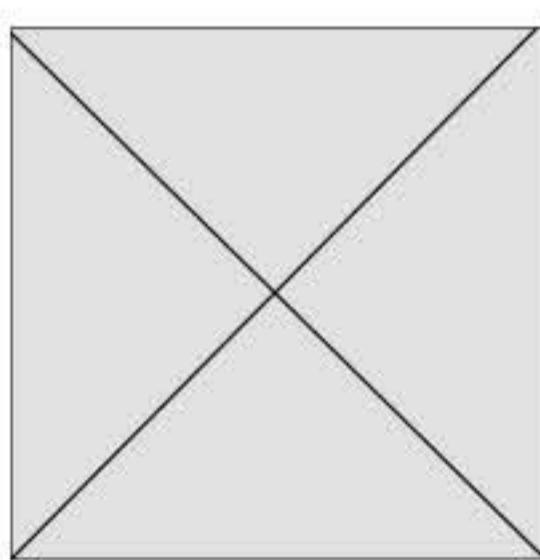
[Gift Basket #2](#)
\$39.95



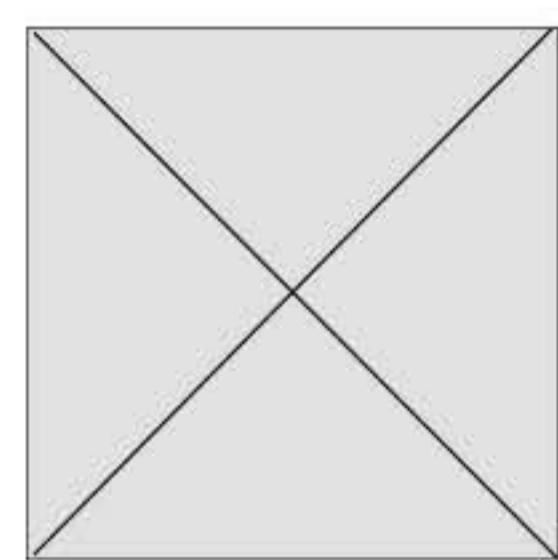
[Gift Basket #3](#)
\$39.95



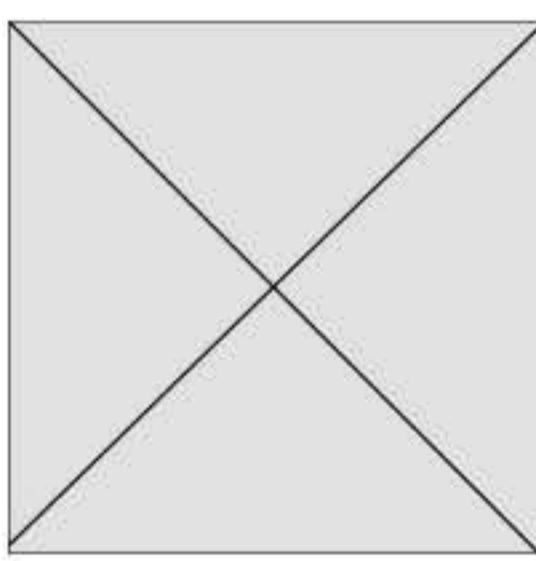
[Gift Basket #4](#)
\$39.95



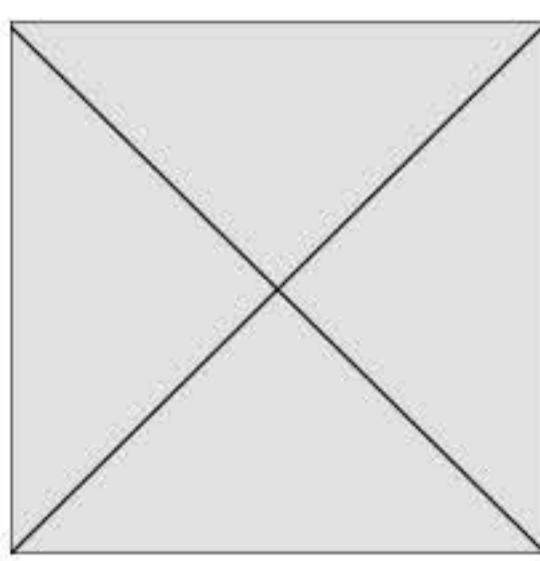
[Gift Basket #5](#)
\$39.95



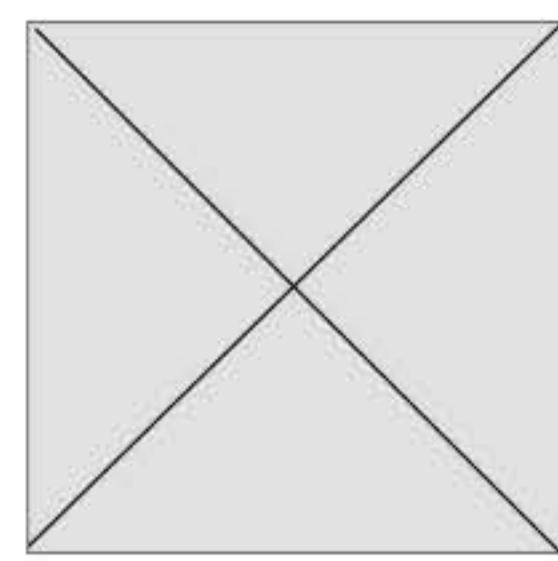
[Gift Basket #6](#)
\$39.95



[Gift Basket #7](#)
\$39.95



[Gift Basket #8](#)
\$39.95



[Gift Basket #9](#)
\$39.95

7

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- 6a Product info
- 7 Footer

1

Truffles and Trifles

2

Ready to unleash your inner chef?
Book a cooking class today!

2a

[REGISTER](#)

3

[HOME](#) [ABOUT US](#) [COOKING CLASSES](#) [PRIVATE PARTIES](#) [SHOP](#) [REGISTER](#)

4

Register

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Please tell us which class or classes you'd like to take. Sign up friends and family as well, or give a class as a gift!

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Contact Info

6a

First Name:

6b

Last Name:

6c

Daytime Phone:

6d

Email Address:

Cooking Class Info

6e

Choose Your Class:

6f

Number of Attendees:

6g

First and Last Names of Attendees (Other than you):

6h

Register for Additional Classes?

Y N

Credit Card Info

6i

Credit Card Number:

6j

Security Code:

6k

Expiration Date:

6l

Name on Credit Card:

6m

Billing Address:

6n

City:

6o

State:

6p

Zip:

6q

[Submit](#)

7

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- 6o State input
- 6p Zip input
- 6q Submit form button
- 7 Footer



Truffles and Trifles-Re-design

Style Tile
version:1

Possible Colors



Textures



This is an Example of a Header

Font: Lucida Calligraphy #004204

This is an Example of a Sub Head

Font: Geneva #4c2f14

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font:Lucida Sans #000000

This is an example of a [Text link](#) »

This is an example of a Button

Submit Button Example Here

Adjectives

Gourmet Fine Fresh

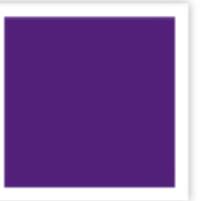
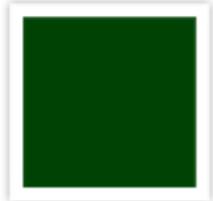
Delicious Tasty Savory



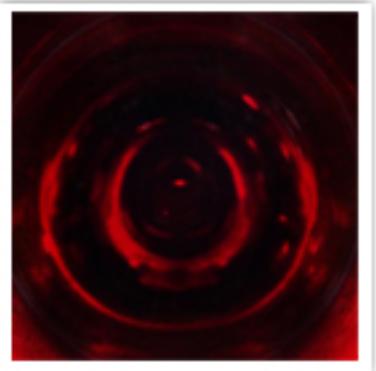
Truffles and Trifles-Re-design

Style Tile
version:2

Possible Colors



Textures



This is an Example of a Header

Font: Zapfino #580909

This is an Example of a Sub Head

Font: Perpetua #004204

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Bookman Old Style #000000

This is an example of a [Text link »](#)

This is an example of a Button

Submit Button Example Here

Adjectives

Gourmet Fine Fresh
Delicious Tasty Savory

Truffles & Trifles

A Fine Gourmet Kitchen Shop

COOKING CLASSES • GOURMET FOODS • GIFTS

Ready to unleash your inner chef?

Book a cooking class today!

REGISTER

HOME ABOUT US COOKING CLASSES PRIVATE PARTIES SHOP REGISTER

About Us

Our founder, Marci Arthur, is an outgoing dynamic cooking personality making celebrity appearances both locally and nationally. Marci has accumulated a host of accolades for her cooking skills. Her witty sense of humor and charm add spice to every Marci encounter. Marci and her staff of classically trained chefs insure that every cooking class is a memorable experience.

This spring, the Orlando Sentinel inaugurated its first Culinary Hall of Fame to recognize those who have made significant contributions to how Central Florida eats, drinks, and dines. From all over Central Florida, only 10 were chosen for the Sentinel's first Culinary Hall of Fame. Quoting from the paper, "Long before there was a Food Network, Orlando's amateur cooks looked to Marci Arthur for tips and techniques on the preparation of all things culinary – and a lot of advice on nonfood subjects, too." The article was published in the Orlando Sentinel's "Culinary Hall of Fame" on Wednesday, January 23, 2008. We at Truffles and Trifles consider it a tremendous honor to be chosen for the first Culinary Hall of Fame.

Truffles and Trifles makes it easy and convenient to place your orders. Order online or come in and see us!

711 West Smith Street

Orlando, FL 32804

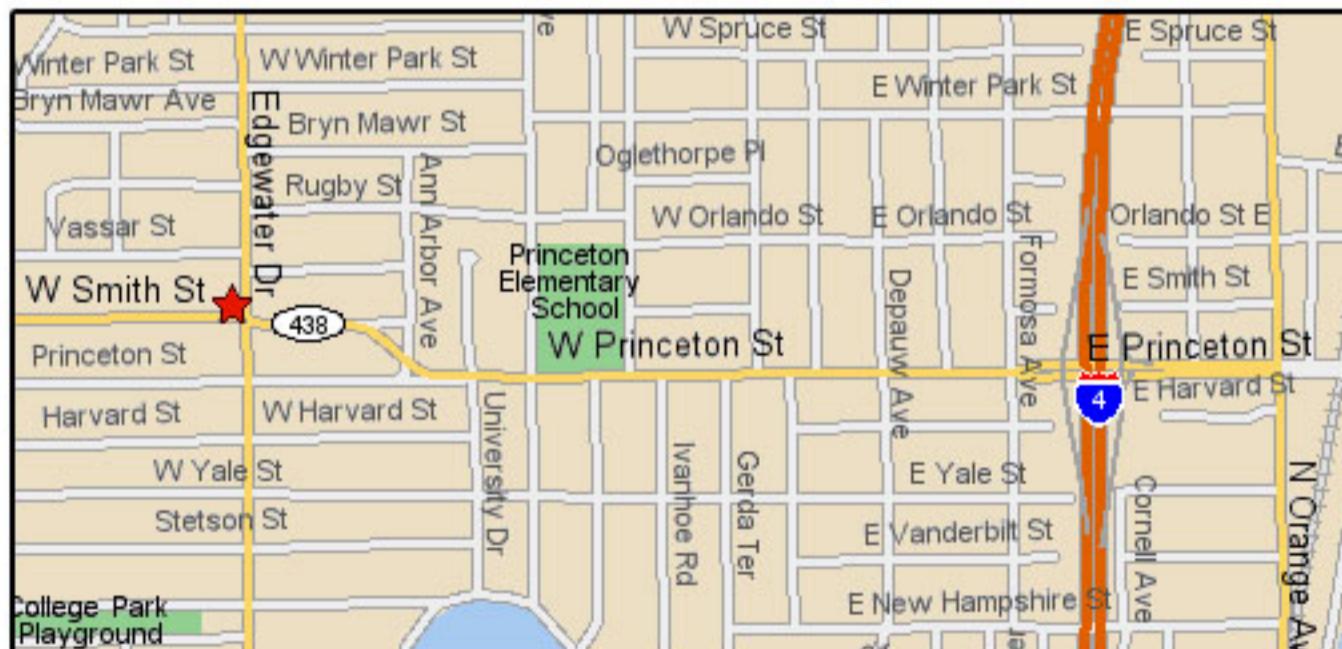
Tel: 407-648-0838

Fax: 407-426-6862

Email: info@trufflesandtrifles.com

Open 10:00 a.m. to 5:00 p.m. Mon-Fri, Sat 10:30 a.m. - 3:00 p.m.

On class days we reopen at 6:00 p.m.



To find us, take I-4 to Downtown Orlando and exit at Princeton Street, Exit 85. Go west on Princeton. Princeton becomes Smith Street westbound. Follow Smith through the stoplight at Edgewater. We are the second building on the right. The building is raspberry-plum pink trimmed with chocolate and a chocolate awning with Truffles and Trifles on the awning. There is plenty of parking behind the building.

Truffles & Trifles

A Fine Gourmet Kitchen Shop

COOKING CLASSES • GOURMET FOODS • GIFTS

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HOME ABOUT US COOKING CLASSES PRIVATE PARTIES SHOP REGISTER

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Contact Info

First Name:

Last Name:

Daytime Phone:

Email Address:

Cooking Class Info

Choose Your Class:



Number of Attendees:

First and Last Names of
Attendees (Other than you):

Register for Additional Classes? Y N

Credit Card Info

Credit Card Number:

Security Code:

Expiration Date:

Name on Credit Card:

Billing Address:

City:

State:

Zip:

Submit

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[HOME](#) [ABOUT US](#) [COOKING CLASSES](#) [PRIVATE PARTIES](#) [SHOP](#) [REGISTER](#)

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Choose Your Class:

Number of Attendees:

First and Last Names of
Attendees (Other than you):

Register for Additional Classes?

Y N

Credit Card Info

Credit Card Number:

Security Code:

Expiration Date:

Name on Credit Card:

Billing Address:

City:

State:

Zip:

Submit

Licensing

All assets used in this project were provided by the client except for the calendar icons used on the Cooking Classes page. Those icons were designed by the designer for the client.