

| Top Stone, Inc. | | |
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| | 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 | |
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| 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 be 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 | | |
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