

KEYWORD WORKSHEET

Site Main Objective:	Greatly increase the sales, scope and recognition of Hunt Graphic custom vinyl, graphics, banners, and other products and services through a comprehensive website re-design and keyword implementation project.
Primary Navigation:	Business - <title></title> - <meta></meta>
Home Page <title></title>	Hunt Graphic Home Vinyl & Digital Graphics Trailers, Quads & Bikes
Specialty Vinyl <title></title>	Hunt Graphic Specialty Vinyl Custom Cut Vinyl & Spec Racing Vinyl
Graphics & Wraps <title></title>	Hunt Graphic Custom Graphics & Wraps Bikes, Quads & Trailers
Custom Banners <title></title>	Hunt Graphic Custom Banners Magnetic, Static Cling, ID Stickers
More Cool Stuff <title></title>	Hunt Graphic More Cool Stuff Clients, Team Sponsors, T-Shirts
Contact & Quotes <title></title>	Hunt Graphic Contact Us Get Quotes Email Us Call Hunt Graphic
Industry Information:	Industry Terms, Buzz-Words, & Services
Industry Terms:	Custom Racing Graphics for Moto-X, ATV, Quads and Bikes. Car, Boat and Trailer Graphics and Wraps. Custom Lettering & Vinyl Graphics. Custom Magnetic Banners and Static Cling Banners. Racing Vinyl and Graphics. Custom Auto Truck Boat Decals.
Industry Services:	Auto Trailer Moto-X ATV Boat Bikes Quad Truck and Racing Vinyl, Graphics and Wraps. Custom Magnetic and Static Cling Banners. ID Badges. Vinyl & digital graphics. We "PRINT" color onto vinyl for a more aerodynamic graphic design. ATV Moto-X Racing Sponsorship.
User Information:	Sample Searches, Theme , Sub-Navi Searches, Key Phrases
Sample Searches:	Custom racing graphics and wraps. Custom cut vinyl. Custom magnetic banners. Static cling banners. Moto-X decals and stickers. Boat graphics and decals.
Theme and Content:	Moto-X, ATV and Quad racing enthusiast. Custom racing vinyl and graphics. Premiere auto, boat and ATV graphics and design. Experienced magnetic and static cling banner designers. ATV and Moto-X racing sponsorship and support.
Sub-Navi Search Terms:	Trailer graphics, Golden Eagle Arrow Wraps, Graphics application instruction, Custom quotes. Banners magnetic, static cling and ID badges. Purchase custom graphics online. Hunt Graphic client list. Moto-X team sponsorship.
Key Phrases:	Custom Racing Graphics for Moto-X, ATV, Quads and Bikes. Car, Boat and Trailer Graphics and Wraps. Custom Lettering & Vinyl Graphics. Custom Magnetic Banners and Static Cling Banners. Racing Vinyl and Graphics. Custom Auto Truck Boat Decals. KTM, Suzuki, Kawasaki, Honda, Gasgas, Cobra, Polini, Conti, Yamaha.

CONTENT WORKSHEET							
Entire Site:	Every aspect of site design needs to be modified. Fonts, Colors, Backgrounds, Logos, Consistency, Navigation, Site-wide/Single Page Keyword Implementation, Elimination of info. Some pages may still be consolidated or eliminated. Un-buried hard to find links. Create a partner links/brands links/partner links central location.						
Primary Navigation	Sub-Navigation Titles	Brief Page Description	Original Content Piece	Potential Use/ Placement	Page Specific Keywords	Potential Assets/Treatments	Notes
Home Page <title>	N/A	Landing page with much better Navigation and IA. Direct message regarding products and services. Much stronger CTA towards contacting business.	http://www.huntgraphic.com/index.htm ----- HGX Moto-X Logo, Who is Text, Contact Info, Email Links, Brand Logos, Pay-Pal Verified Image,	HGX Moto-X Logo-Yes. Who is Text-shorten to fit part of page. Contact Info-list all on front page. Email Links-possible as bottom line or side bar. Brand Logos-partial list of best sellers on front page. Pay-Pal Verified Image-Elude to the e-commerce possibilities. Purchase product online.	Custom Racing Graphics for Moto-X ATV Quads Bikes Car Boat and Trailer Graphics and Wraps Custom Vinyl Graphics Magnetic Banners Static Cling Banners Racing Vinyl Graphics Custom Auto Truck Boat Decals	Clean up Logo for Header use. About us area placed on home page. Easy Contact options. Bring up brands and logos mid-page placement. Short description/links to products and services page. Requires complete navigation rebuild.	Privacy Statement to be placed in footer of all pages.----- LINK - http://www.huntgraphic.com/HGX%20STORE.htm is Hunt Graphic Store. Buried in website and stumbled across it. LINK- http://www.huntgraphic.com/WEEKLY%20SPECIAL.htm <just found this link also!---- Consolidate to one shopping page as a near future project after initial rebuild completion.
Specialty Vinyl <title>	Custom Cut Vinyl	Information about custom vinyl treatments and applications. Commercial applications.	http://www.huntgraphic.com/custom_cut_vinyl.htm ----- Page Logo, Image of Race Car, Table Product/Pricing, Static Cling for Solo I & II Table, Magnetic for Solo and Auto Cross Table	Clean Up Logo. Use This, or Another Appropriate Image. Eliminate all Tables, Update and clean up page. Organize into Three Sections.	Custom Lettering, Vinyl Graphics, Racing Vinyl Graphics, Auto, Trailer, Moto-X, ATV, Boat, Bikes, Quad, Truck and Racing Vinyl, Print Color Onto Vinyl	Clean up logo. Find multiple supporting images.Potential to combine with Custom Cut Vinyl to create one page if not enough info for stand Sloane Spec Race Page.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
	Spec Racer Vinyl	No text information for page. Details of product and pricing only.	http://www.huntgraphic.com/spec_racer_vinyl.htm ----- Page Logo, Image of Race Car, Pricing Table	Clean Up Logo. Use This, or Another Appropriate Image. Eliminate current Table. Clean Up Page.	<i>Need to research. No info provided by current site.</i>	Potential to combine with Custom Cut Vinyl to create one page if not enough info for stand Sloane Spec Race Page.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
Graphics & Wraps <title>	Trailer Graphics	This page offers a lot of options for Trailer graphics. Condense images and limit text. Encourage discovery within site and with business.	http://www.huntgraphic.com/trailer_graphics.htm ----- Page Logo. Many images. Lots of text. Plenty of images. Product and Pricing Tables. Application Fluid Info. Trailer Sizes and Uses.	Page Logo. Cut images and create organized collage. Condense text. Eliminate Tables and use better lists. Be Sure to link and discuss "Graphics Application Instruction".	Trailer Graphics Wraps Custom Lettering & Vinyl Graphics, Custom Auto Truck Boat Decals, KTM, Suzuki, Kawasaki, Honda, Gasgas, Cobra, Polini, Conti, Yamaha	Clean U logo. Choose appropriate images and clean up in photo shop. Create link. Image or button for "Graphics Application Instruction"	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar Create Obvious "Escape Hatch") All Pages
	Boat Graphics Buffalo	Several links and information on Boat Graphics, Lettering and more. Organize links, possible images as assets.	http://www.boatgraphicsbuffalo.com/ ----- boat graphics buffalo.com. Mostly products and links. About us text at bottom of page. Logos available, check links if not. Racing Seminar link/registration.	Different URL, A Division of Hunt Racing. Note this and organize other links with products. Contact info brought to top. Retrieve product logos and organize with links.	Custom Boat Graphics, Boat Wraps, Boat Maintenance, Boat Racing Seminars, Boat Racing Rules, Boat Performance Products, Boat Graphics and Accessories	Start URL and email collection point. Bring About Us info to top. Find product logos match with links. Boats services more than graphics and design. Requires more research. 2nd level link. Possible links list in sidebar or footer.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
	Bikes & Quad Graphics	Some text to reference. Focus on bikes and quads. Focus on manufacturers and try to shorten page.	http://www.huntgraphic.com/moto.htm ----- Relevant information(?) at bottom of page. Boxes with non-essential text and some with and some without links. Focus of page is	Primarily an image gallery. A couple of Ads and link to joining "Team" Hunt Graphic as a sponsor. 2nd level link to shop page.	Dirt Bikes Moto-X Quads ATV Graphics Wraps KTM, Suzuki, Kawasaki, Honda, Gasgas, Cobra, Polini, Conti, Yamaha	Create image gallery with caption. Any with Links organize separately. CTA joining Team Hunt Graphic. Explore manufacturers links and resources. Possible use elsewhere in site.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
	Gold Eagle Arrow Wraps	Introduction as distributor of Golden Eagle Arrow Wraps. Little product information. No images so will need to go to manufacturer website.	http://www.huntgraphic.com/goldeagle.htm ----- Missing page logo. Organize text. Product images 2 levels deep with pricing. Pay-Pal Buy Now Button. Heavy use of tables.	Add page logo. Organize text. Highlight "NOTICE:DEALERS,...". Bring product images from 2 levels down to 1 level down. Possible drop down product viewing to accommodate all products. Lose the tables.	"Gold Eagle" Arrow Wraps, High Performance Vinyl Wraps, Carbon or Aluminum Golden Eagle Arrow Wraps, Lightweight Vinyl Wraps,	Clean up page logo. Highlight NOTICE TO DEALERS message. Bring product information and images up a level. May require creative page layout and possible drop down boxes.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar Create Obvious "Escape Hatch") All Pages
	Graphics Application Instructions	Application instructions take up too much space. Condense information, add images. Offer as down-loadable .pdf possibly.	http://www.huntgraphic.com/application_instructions.htm ----- Page logo. Dry Method and Wet Method instructions provided.	Link to this page at the bottom of every Graphics page. Split page and simplify bullets for easy reading. Ad links to download one or both of the application instructions .pdf to print.	Graphic Application Instructions,Custom Racing Graphics for Moto-X, ATV, Quads and Bikes. Car, Boat and Trailer Graphics and Wraps	Create Graphics Application icon for appropriate pages. Cut page in half. 2 column layout. Create down-loadable .pdf files. This will be a mostly text page. Add "request more information" form for further inquiries.	Printable Graphics Application Instruction. Create Obvious "Escape Hatch") All Pages
Custom Banners <title>	Magnetic Banners - Static Cling Banners - ID Badges	Since all three products fit well on one page and assets are limited I am condensing this from 3 to 1 sub-page. 3 sections, each focusing as applicable.	http://www.huntgraphic.com/magnetic.htm ----- Page Logo. Images lacking. Heavy use of tables. Magnetic banners for solo and tow vehicles. 98% text. 2% unusable images.	Needs Assets. Organize and condense. Possibly ordered lists or complimentary BG? eliminate tables. Prioritize, bring magnetic banners for vehicles to top.	Custom Magnetic and Static Cling Banners, ID Badges, Magnetic Solo and Tow Vehicle Magnets, Strong, Flexible, Durable, Weather Resistant, Advertising Banners, I.D. Stickers, Tool Chest Stickers	Clean up page logo. Find assets, images. Search site for more assets. Prioritize information. See Hunt Graphic. Find out about the importance of this product line and what other images they may have.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar Create Obvious "Escape Hatch") All Pages
More Cool Stuff <title>	Meet Our Clients	Not a very long list and no links. Should be able to list as sidebar feature.	http://www.huntgraphic.com/clients.htm	N/A	N/A	N/A	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
	Moto-X Sponsorships	Create photo gallery and links when appropriate. Be sure to link to Team Hunt Graphic and pull that info to the main page.	http://www.huntgraphic.com/SPONSOR_TEAMS.htm ----- Images. Some with links. Hidden link to Join Team Hun Graphic. Sponsor and brands limited.	CTA: Join Tam Hunt Graphic. Image gallery with captions. Create Partners page if needed for linked companies.	ATV Moto-X Racing Sponsorship, Sponsorship Opportunities, KTM, Suzuki, Kawasaki, Honda, Gasgas, Cobra, Polini, Conti, Yamaha	Clean up and add page logo. Create a CTA: Join Team Hunt Graphic. create sidebar or area around footer for links to partners, stories or other.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
	Custom T-Shirts	Good images. Will detail in an obvious place on page. May create a link via (Custom T-Shirts) Sidebar for other pages also.	http://www.huntgraphic.com/shirts.htm ----- Shirt images. A little dirty. Product information is provided with images. Product explanation of not having 100% cotton. Needed? Pricing and view art page here. Direct to SHOP page after near future e-commerce update.	Images usable after clean up. Good product information. Eliminate NO 100% COTTON text. Highlight embroidered feature.	Crew Shirts, Racing Shirts, T-Shirts, Free Shipping, Shirts Include Free Shipping, Shirt with Team Name, Team Shirts, Embroidered Shirts	Clean up page logo and place. Clean up images. Eliminate un-needed information. Bring features to front. Direct to SHOP page after the next site update focusing on usable e-commerce.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages
Contact & Quotes <title>	N/A	Contact form with request for more information on project or product being sought. All contact info is available here. Google maps. Hours of operation. Phone. Ect.	http://www.huntgraphic.com/custom_quote1.htm ----- Page logo. Contact form. Not a complete contact page. Poor UI.	Page logo. Update contact form. Simplify. Possibly 2 forms. Provide all contact info... Address, phone, email, fax, google maps, Capcha. Relevant images if any. Keep simple.	Contact Hunt Graphic, Call About Custom Vinyl and Graphics, Email Hunt Graphics, Free Graphics and Vinyl Wrap Quotes, Learn More About Vinyl and Graphic Design, Team Sponsorship Information	Page logo clean up. New contact forms. Easy to find contact details. Add Google maps.	(Meet Our Clients) Sidebar (Custom T-Shirt) Sidebar (Create Obvious "Escape Hatch") All Pages