

	KEYWORDS AND META INFORMATION
Site Main Objective	Orlando culinary school, culinary school, cooking classes, couples cooking class orlando, cooking groups
Home Page <title>	Home/contact us
About Us <title>	About us
Cooking Classes <title>	Team building, group events, spouse programs, cancellation policy, schedule
Private Parties <title>	Private parties, children parties
Shop <title>	Gift baskets, gift certificates, fresh baked goods and pastries
Newsletter <title>	Newsletter, recipes
INDUSTRY INFORMATION	
Industry terms/buzzwords	Culinary school, truffles, orlando, culinary school reviews, school, cooking, groups, culinary
Services/Information offered	Couples cooking class, cooking classes, newsletter, recipes, cooking groups, couple cooking class orlando, basket of truffles, pastries, fresh baked goods, private parties, gift certificates, gift baskets
USER INFORMATION	
Sample Searches	Culinary school, truffles, baked goods, baked pastries, cooking classes,
Theme and Content	Fresh baked goods, fresh baked pastries, couple cooking classes, group events, gift baskets, baked goods and pastries, private parties
Sub-page searches	gift certificates, private parties, children parties, schedule, cooking classes, team building, class schedule, children parties, private parties, newsletter, recipes
Key Phrases	Truffles and trifles, culinary school orlando, best culinary school orlando, cooking classes, couple cooking classes

# Truffles and Trifles

Global Nav Link	Sub Category/Titled Section	Quick Description	Original Content Piece	Potential Use/Placement	Keywords	Potential Assets/Treatment	Notes
Home Page	Company logo	Large main logo with an accompanying description of the company	logo.jpg	Logo next to the navigation bar	Truffles and Trifles, culinary school, cooking classes	Attention grabber once someone is on the site	I think the logo needs to be revamped and consistent throughout each sub-page.
Home Page	Contact info	Address, phone, email	Text	This will go under the logo	truffles and trifles, email, address, phone	Provides information to get in contact with the business	
Home Page	Business hours	Business hours	Text	This will go under the contact info	business hours, truffles and trifles	Allows user to know when to contact and/or visit	
Home Page	Map & directions	Map and directions to get there	Text and map.jpg	The directions will be above the map box underneath the contact info	directions, maps, googlemaps	Gives more details about how to get to the business	
About Us	Company Info	Gives the history of the company	02_about-us.png	A few paragraphs underneath title of page along with navigation on the side	cooking classes, couple cooking classes, food network, culinary school orlando, culinary school, baked goods, baked pastries	Gives the customers information about what the company is about and the history of its successes	

Cooking Classes	Group events	Description of group events	Text and class photos	Underneath the title there will be paragraph for group events	group events, cooking classes	Lets users know that the company provides group events including spouse programs and team building	There will be only one set of photos to show the setting of the classroom and interaction of those who have participated in the past
Cooking Classes	Spouse programs	Description of spouse program	Text	Paragraph underneath the group events	couple cooking classes, cooking classes, group events, date night	Gives couples an option to engage with each other and learn cooking techniques. Great idea for date night	
Cooking Classes	Team building	Description of team building events	Text	Paragraph underneath spouse programs	team building, cooking classes, group events	Gives companys meeting place that also creates a team building exercise to see how well the group will interact with other	
Cooking Classes	Cancellation policy	Description of cancellation policy	Text	paragraph underneath team building	cancellation, cancellation policy, policies, schedule	Lets customers know the policy if they do cancel and what fees will be involved. It also gives tips about making reservations in groups or individually.	
Cooking Classes	Schedule	The schedule of classes	Link	Link to the schedule of classes	schedule, calendar, schedule of classes, cooking classes, couple cooking classes, team building, group events	Provides customers with a schedule to know when classes are available.	

Private Parties	Private parties	Description of private parties	06_private-parties.png	Paragraph underneath the title	private parties, cancellation policy, cooking classes	This gives a great option to customers if they are planning something special	
Private Parties	Children parties	Description of children parties	Text	Paragraph underneath private parties	children parties, cancellation policy	This gives another great option to customers if they would like to have a party for their children	
Shop	Gift baskets	List of available gift baskets	07a_baskets.png	List of gift baskets with links to full description of each basket	gift baskets, holidays, gift, baskets, basket of truffles, baked goods, baked pastries	This gives the customer option to purchase a basket for themselves or as a gift for someone	
Shop	Gift certificates	Form to order gift certificates	08_gift-certificate.png	Form to order gift certificates will be on right hand side of both gift baskets page and also fresh baked goods page	gift certificates, gift, cooking classes, couple cooking classes, order, baked goods, baked pastries, holiday,	Gift certificates provide an alternative option for those who would like to purchase goods as a gift for someone but not quite sure about which goods to get.	
Shop	Fresh baked good and pastries	List of all good and parties available for purchase	baked-goods.png	list of baked goods available on its own page	pastries, goods, baked goods, baked pastries, phone, contact us	This gives the customer the option to purchase particular goods.	
Newsletter	Newsletter	Current newsletter with events and great useful information	newsletter.png	Current newsletter will be placed underneath the title with global navigation on the left hand side	newsletter, recipes, classes, cooking, cooking classes, tips, pastries, fresh goods, baked goods, baked pastries	The newsletter gives tips for cooking, recipes, class information and also lets users know what is special for that particular time frame.	

Newslett er	Recipes	List of recipes	link	link to more recipes will be located on the right hand side of newsletter	recipes, pastries, goods, baked,	This gives the customer a list of recipes so that they will be able to recreate a dish of their choice right within their kitchen.	
----------------	---------	-----------------	------	--	-------------------------------------	--	--