

## Theme Explanation

The WordPress theme I chose to use for the Chalets and Caviar website is version 1.0.5 of a theme called Travel Base. The Travel Base theme works well for the Chalets and Caviar website since it allows for a basic layout with a few simple default widgets, which you can add using a website building plugin, called Elementor, to add more elements to the basic default web page setup, with a high degree of specificity. Upon first activating the theme I eliminated many of the default elements since I wanted to create a relatively unique website layout, with elements formatted to the unique desires of the Chalets and Caviar company. This enables the Chalets and Caviar website to provide a smooth, visually pleasing experience, which exudes luxury, so the client will be convinced to further look into either renting or buying a chalet. Thus, essentially I eliminated all the default content widgets of the theme, such as a categories and a calendar widget, so I could have total freedom to establish the layout and styling of the content to fit the specific requirements for the website. After eliminating the main content widgets of the theme, I was still able to utilize the footer and header sections of the theme to further enhance the website. Therefore, the basic layout of the theme provided a lot of room for me to make alterations for the purpose of making the theme ideally suited to the Chalets and Caviar website.

I created a simple but effective footer containing the copyright date, and a basic footer nav menu, by using a menu widget in the footer section of the theme. I left the footer as very basic in order to not distract from the main areas of the website.

For the header of the theme I inserted four images which are of the chalets and the surrounding mountain landscape. My goal was to use the large size of the theme's header's image as an immediate attention grabber, to draw people's curiosity to the website, so the clients will be enticed by the beauty of the theme's header's images to browse further down the web page. The theme's header also allows for a logo and icon to make the website more recognizable by clients. In addition, the tagline allows for clients to quickly make the connection Chalets and Caviar establishes. The connection they establish is connecting the idea of luxury with the idea of the rusticness of the Rocky Mountains. This allows for the client to quickly take note of the purpose and goal of the Chalets and Caviar website through the tagline and header images.

On the home page of the Chalets and Caviar website the main header found on all the other web pages of the website is replaced by a header unique to the home page. This header contains two slides with enlarged buttons, with the purpose of drawing the client to the button, so the client will quickly click the button to either go to the For Sale or For Rent web pages, where information regarding each chalet is listed. Each slide is translucent allowing for the background image of the Aspen Ski and Snowboard Resort to be slightly visible, further enticing the client to go to Aspen. The slide automatically change every few seconds, so the client will have the option to immediately be directed to either the For Sale or For Rent web page. Therefore, the theme is useful for providing a home page which allows for a header slider to immediately point the clients towards the For Rent and For Sale web pages, where hopefully the chalet listings will entice the

clients to either rent or buy a chalet.

The theme allows you to provide a background image uniformly throughout the website. I created a background image of the Aspen Ski and Snowboard Resort in the Winter to remind the clients of the beauty and excitement of Aspen on every web page, in order to further persuade the client to go to Aspen to pursue the beauty and excitement described by the background image. Thus, the background image the theme enables is very useful to provide uniformity throughout the Chalets and Caviar website in terms of persuading the clients on every web page to come and view Aspen's incredible scenery for themselves, while staying at one of the luxurious chalets of Chalets and Caviar.

In conclusion, I used the theme of Travel Base to use the header elements and background image to draw the client immediately into what the main purpose of the website is supposed to be. Also, I used the theme of Travel Base for its simplicity, allowing for me to develop the website using the Elementor website plugin, to meet the exact requirements set out by the owners of Chalets and Caviar.