*** Southwest***

***Software Development Team***

**Web and Database Design**

**CA2 - Due date: 23/4/2012**

**Band Website**

**Land Lovers**

**Design & Development Team:**

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# Basic company contact information

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# Purpose

To make available, **Gig listings** to fans.

To make available various **media** available fans (Audio, Video).

To provide **basic information** on the band to media.

To gain a **favourable impression** of the band.

To indirectly sell albums through 3rd part websites.  
To strengthen **brand identification**.

To provide a central hub for all band activity.

# Company description

Land Lovers are a Dublin based Quintet of pop musicians from Dublin, Ireland.

They are founding members of the Popical Island collective, which is now home to the likes of Tieranniesaur, Yeh Deadlies, Squarehead and Groom. Land Lovers play a central role in its various undertakings.

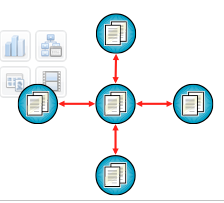
# Current website success details (and challenges)

The current website is a wordpress based template bought from http://slates.tomodoherty.ie

The current website has succeeded in providing a central hub for all band activity. However, it is not aesthetically pleasing and tends to be forgotten about.

# Site Organisation

## Hub and Spoke.



# Site and Domain Names

**Site Name on Masthead**: Land Lovers

**Domain Name**

Domain name: <http://landloversmusic.com>

Already Registered: Yes

# Personal website preferences

The website should be enjoyable to browse. Information should be readily available in as little clicks as possible, and content should be easily readable.

# Audience and prospect profile

Demographics suggest that the most likely people to browse the site are English speakers from the UK and Ireland, followed by Portuguese, Russian and Indonesian audiences. The audience are mostly between the ages of 23 to 35.

# Your design and layout interests

A layout which reflects the album artwork of the most recent release by the band would be desired. The band have used Owls as an image representing the band in the past and continue to do so, This could also be worked into the website.

# Specific page content

Required content:

Biography, News updates, Gig listings, Discography and contact details.

Extra functionality:

Song Lyrics, Integration with Tumblr for news updates, facebook like button and a downloadable press pack.

# Main keyword phrases for search engine optimization (SEO)

Land Lovers, LandLovers, Dublin, Ireland, Indie, Indie-pop, Folk, rock, alt, alternatice, popical, popical island, confidants, romance, immovable feet