

**Client:** Tampa Bay Beaches ([Click Here for Website](#))

**Project:** Website Redesign

**Designer:** James Dow

**Document:** Project Analysis

## Site Intent

### The Current Website Goals

The Tampa Bay Beaches current website is being used as a hub, so visitors from all over the world can discover and plan their vacation to Tampa before they step foot out of their home. It tells the visitor what beaches are close by, events going on, local businesses, and more. It is also very helpful with location so you can plan the perfect vacation where everything you need is close by.

It also has a section for consumers looking to move into the area near a beach. It gives them an idea of what to expect, where to start, and where they can find real estate for sale near the beach. It even helps you get started with finding employment if you aren't already set in that area.

Finally, since the site is run by the Chamber of Commerce, the website has a section devoted just to that. Allowing users to login and new users to sign up. It has messages from the members, information on how to contact them and a calendar to keep people up to date on what's going on.

### The New Website Goals

The new website needs to be focused more towards the goal of vacation planning. Beaches and local business get most of their revenue around vacation season. I don't think we should get rid of either the relocation section, or the chamber of commerce section, but they should fall more into the background, especially the Chamber of Commerce section because it doesn't help the consumer much at all. Rather, it helps the client, who should already know the ins and outs of the site because they visit it more frequently.

## Competitor Analysis

### Miami Beaches

<http://www.miamibeachfl.gov/>

The Miami Beach website appears to have a large flow of traffic, but it appears to mostly be college girls specifically looking for Miami Beach. Since Miami is such a large, and popular city in the state of Florida it cuts heavily into the Tampa Beach revenue. Since most users appear to already know what they are looking for when they are searching for Miami Beach, this leaves open an opportunity to rank higher in the general Florida Beach search terms where people aren't sure where they want to go yet.

#### Traffic Rank

76,228

#### Audience Snapshot

Based on internet averages, miamibeachfl.gov is visited more frequently by females who are in the age range 55-64, have no children, and are college educated.

#### Key Terms

miami beach, miami beach fl, miami beach news, miami beach police, city of miami beach

Source: <http://www.alexa.com/siteinfo/miamibeachfl.gov#>

### Daytona Beach

<http://daytonabeach.com/whatosee.cfm>

Daytona Beach is more attracted to older women. Their website appears to get more traffic than the Tampa Bay Beaches website, but again people go into it already knowing where they want to go. This again leaves a large opportunity for Tampa Bay Beaches to help people decide who are undecided.

#### Traffic Rank

140,472

#### Audience Snapshot

*Based on internet averages, daytonabeach.com is visited more frequently by females who are in the age range 35-44 and received some college education.*

#### Key Terms

*daytona beach, daytona beach fl, Daytona, things to do in daytona beach, daytona beach florida*

Source: <http://www.alexa.com/siteinfo/daytonabeach.com#>

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## Cocoa Beach

<http://www.cocoabeach.com/index1.shtml>

Cocoa Beach attracts more families specifically the mother in the family. They have a well designed website that appeals to a female and kids. Although it may be a little more attractive in aesthetics, it does tend to be a little more confusing and busy. Like the three competitors before this one, they're consumers already know what beach they want to go to. This again leaves Tampa Bay Beaches an opportunity to reach into the general Florida Beach search key words allowing us the opportunity to help convince the confused consumer to visit Tampa Beaches.

#### Traffic Rank

209,190

#### Audience Snapshot

*Based on internet averages, cocoabeach.com is visited more frequently by females who are in the age range 35-44, have children, and received some college education.*

#### Key Terms

*cocoabeach fl, coco beach, cocoa beach, cocoa beach florida, orlando to cocoa beach*

Source: <http://www.alexa.com/siteinfo/cocoabeach.com#>

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## Target Audience

### Allison Gertrude

Allison is a 36 year old stay at home mom with an Associates of Arts degree in Liberal Studies. With her husband and 3 kids, she is looking to find the perfect beach to help her husband relax from his full time job. She is not sure where she wants to go, but her friend Terresa, who reads Melody's blogger site, suggested the West coast due to calmer waters. Melody isn't a computer genius by any means, but she understands the basic functions of a website, and can find her way around the Internet without any problems.

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### Marissa Porter

Marissa is a 40 year old writer from Atlanta, Georgia. She has a degree in communications and writes from home as a freelance writer for various news websites and blogs. She is divorced with a 10 year old daughter who is her best friend. She is in the middle of a mid-life crisis and needs to get away from her writing for a little while. She's not sure where she wants to go, but remembers how nice her last vacation to Florida was when she was in college.

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**Project:** Website Redesign

**Designer:** James Dow

**Document:** Content Audit

## Site Overview

Site Description	Whether you are planning a vacation or planning to relocate to Florida with an ocean front view, the Tampa Bay Area's beaches has what you want.
Site Goals	The Tampa Bay Beaches' current website is being used as a hub so visitors from all over the world can discover and plan their vacation.
Site Keywords	don, ce, sar, hotel, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, madera, commerce, st, pete, condos, rent, rentals, wedding, show
Site Phrases	"don ce sar hotel", "tampa bay beach weddings", "clearwater beach vacations", "clearwater beach vacation", "don ce sar", "vacation clearwater beach", "don cesar hotel tampa", "clear water beach fl", "don cesar hotel", "saint petersburg beach fl"
Mobile-First	My mobile-first approach will be to start with the content and determine what is "most important" to the targeted user. By doing this we can weed out unnecessary content design elements.

## Industry Overview

Terms	Vacation Planning, Fun for the Family, Site Seeing and Attractions, Local Businesses, Transportation, Hotel and Resorts, Weddings
Services	Vacation Planning, Attractions, Hotel Locations, Local Business Search, Local Events, Relocation Guides & Help

## User-Oriented Overview

Sample Searches	tampa bay beaches, gulf beaches, beaches in tampa, 5100 commerce street pelican bay fl, beaches in tampa florida, tampa bay beachs, tampabay beaches
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## Home Page

Page Title	Home Page - Tampa Bay Area Beaches
File Name	index.html
Navigation Text	Home
Page Topics	Featured Event, Plan Your Vacation, Thinking About Relocating?

Content's Original Location	<a href="http://www.tampabaybeaches.com/">http://www.tampabaybeaches.com/</a>
Page Keywords	tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, maderia, st, pete, condos, rent, rentals, wedding, show
Visual Notes	There is a strange white margin above the header image. See how making the header image larger or smaller effects the pages aesthetics and content because right now it is just awkward where it is trying to go in two directions.
Additional Notes	What if we had some live tweets to the side? It adds testimonials, adds life, and shows we are hip and cool.

## Visitor Page

Page Title	Planning a Vacation? - Tampa Bay Area Beaches
File Name	vacation.html
Navigation Text	Planning a Vacation?
Page Topics	Our Beaches, Attractions, Places to Stay
Content's Original Location	<a href="http://www.tampabaybeaches.com/visitors">http://www.tampabaybeaches.com/visitors</a>
Page Keywords	attractions, visitors, don, ce, sar, hotel, tampa, bay, beach, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, maderia, commerce, st, pete, show
Visual Notes	Header images aren't aligned correctly. Images and videos need to be more consistent. Take a look at the menu, something is messed up with hover background gradient.
Additional Notes	Add a vacation planning guide on this page.

## Relocation

Page Title	Relocate - Tampa Bay Area Beaches
File Name	relocate.html
Navigation Text	Relocate
Page Topics	Employment, Real Estate, Retirement
Content's Original Location	<a href="http://www.tampabaybeaches.com/relocation">http://www.tampabaybeaches.com/relocation</a>

**Page Keywords** dtampa, bay, beach, clearwater, clear, water, saint, petersburg, fl, beaches, chamber, madera, commerce, st, pete, condos, rent, rentals

**Visual Notes** Something needs to happen with the ads. Maybe find a better location for them? Maybe cross fade instead fading in and out to white?

**Additional Notes** Add the relocation Guide on this page.

## Events

**Page Title** Beach Events - Tampa Bay Area Beaches

**File Name** events.html

**Navigation Text** Beach Events

**Page Topics** Featured Event, Upcoming Events, Announcements

**Content's Original Location** [http://www.tampabaybeaches.com/Tampa\\_Bay\\_Beaches\\_Events/Featured\\_Events.aspx](http://www.tampabaybeaches.com/Tampa_Bay_Beaches_Events/Featured_Events.aspx)

**Page Keywords** attractions, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, madera, commerce, st, pete, condos, rent, rentals, wedding, show

**Visual Notes** Add more visuals. This page should be exciting and fun.

**Additional Notes** Add a spot to sign up for news letter, submit events, view/download calendar

## Contact Us

**Page Title** Contact - Tampa Bay Area Beaches

**File Name** contact.html

**Navigation Text** Contact

**Page Topics** Contact Form, Contact Information, Social Media

**Content's Original Location** <http://www.tampabaybeaches.com/contact>

**Page Keywords** don, ce, sar, hotel, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, madera, commerce, st, pete, condos, rent, rentals, wedding, show

**Visual Notes** The comment box should be below their contact information.

Additional Notes n/a

## About

Page Title About - Tampa Bay Area Beaches

File Name about.html

Navigation Text History

Page Topics History, Chamber of Commerce, Board Members

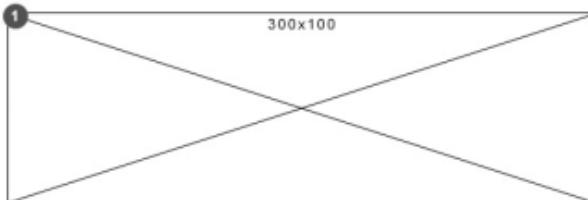
Content's Original Location <http://www.tampabaybeaches.com/chamber>

Page Keywords tampa, bay, beach, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, maderia, commerce, st, pete

Visual Notes Needs at least an image or two.

Additional Notes n/a





## Annotation

Home Page

1. Logo
2. Navigation
3. Back to Top of Page
4. Featured Events CTA
5. Welcome Section
6. Page Highlight #1
7. Page Highlight #2

## Planning a Vacation?

640x125

## Relocate

640x125

## Beach Events

640x125

## Contact

640x125

## About

640x125

## Featured Event

640x250

## Welcome to the Tampa Bay Beaches Area of Florida!

You won't want to miss our extraordinary sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. On some nights, you can even catch a rare green flash over the setting sun. What a truly magnificent way to end each and every day of your vacation!

## Plan Your Vacation

You won't want to miss our extraordinary sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. On some nights, you can even catch a rare green flash over the setting sun. What a truly magnificent way to end each and every day of your vacation!

Need help planning?

## Thinking About Relocating?

We know that there are loads of questions in any move, so we've provided some helpful information right here at your fingertips.

Thinking about relocating?

640x50

1. Previous Page Button
2. Navigation Drop Down
  - a. Reference Home Page  
Wireframe for Navigation Layout.
3. Back to Top of Page
4. Short Page Description
5. Contact Information
6. Contact Form
  - a. Maybe Divide into Three Page Steps.
7. List of the United States
8. List of Topics
  - a. Planning a Trip?
  - b. Relocating
  - c. Chamber of Commerce

## ④ Contact the Tampa Bay Area Beaches

Visitors seeking additional information for thier travel plans can contact the Tampa Bay Beaches Chamber of Commerce.

### ⑤ Chamber of Commerce

Phone: 727-360-6957  
 Email: [info@tampabaybeaches.com](mailto:info@tampabaybeaches.com)  
 Address: 6990 Gulf Boulevard,  
 St. Pete Beach, FL 33706

### ⑥ First Name\*

### Last Name\*

### Email Address\*

### Phone Number

###	###	####
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### City

### State

⑦ (choose a state) ▼

### Zip Code

### Have you visited before?

- Yes  
 No

### What is your topic?\*

⑧ Planning A Visit ▼

### Your Message\*

Your question or comment goes here...

### Sign up for our newsletters.

- Beach Travel Guide  
 Upcoming Events  
 Chamber of Commerce Newsletter

Submit

1. Previous Page Button
2. Navigation Drop Down
  - a. Reference Home Page  
Wireframe for Navigation Layout.
3. Back to Top of Page
4. Short Page Description
5. Topic #1
6. Topic #2
7. Topic #3

## ④ Planning a Vacation?

Welcome to the Tampa Bay Beaches, the most beautiful coastline Florida has to offer. From pristine, natural beaches to fantastic nightlife, there's something for everyone here.

640x250

⑤

### Attractions

The Tampa Bay Area abounds with activities to make your vacation here a fun-filled adventure! Our climate means year-round enjoyment of outdoor activities ranging from boating, cycling and fishing, to amusement parks, to just laying on the beach. For those looking for a break from the sun, there are shops, retail stores, museums and enough other activities to find something for everyone in the family.

Also check out our local beach events!  
[Click here for more information.](#)

640x250

⑥

### Places to Stay

Whatever your preferred accommodations are, you'll find exactly what you're looking for right here on the Tampa Bay Beaches.

If you're looking for a nice spot in the sun, one of the many Tampa Bay beach hotels is just for you. If you're looking for fun activities or a spa, one of our fine resorts will fit the bill. Maybe a more secluded, romantic getaway is your thing. Try a bed and breakfast. Have a LARGE party? Rent a house!

Visitors seeking additional assistance can contact the Chamber of Commerce:  
[Click here for more information.](#)

640x250

⑦

### Our Beaches

Our reach extends from St. Pete Beach to Treasure Island, and northward to Indian Rocks Beach and Clearwater Beach. The Tampa Bay Beaches Chamber of Commerce is comprised of businesses from the following Pinellas Barrier Island communities:

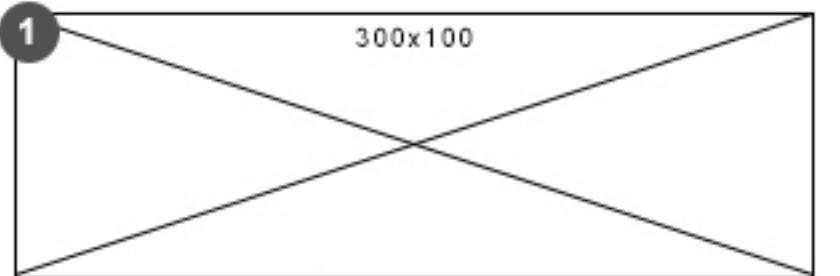
- Clearwater Beach
- Indian Rocks Beach
- Indian Shores
- Redington Shores
- North Redington Beach
- Redington Beach
- Madeira Beach
- Treasure Island
- St. Pete Beach
- Pass-a-Grille Beach
- Tierra Verde/Isla Del Sol

640x50

# Annotation

## Home Page

1. Logo
2. Navigation
3. Footer Navigation
4. Social Media Icons
5. Copyright & Contact Information
6. Featured Events CTA
7. Welcome Section
8. Page Highlight #1
9. Page Highlight #2



2 [Home](#) [Planning a Vacation?](#) [Relocate](#) [Beach Events](#) [Contact](#) [About](#)

7

## Welcome to the Tampa Bay Beaches Area of Florida!

The Tampa Bay Beaches Chamber of Commerce is proud to welcome you to tropical paradise on Florida's sunny and spectacular Gulf Coast! We are a diverse group of businesses throughout the Tampa Bay beach community that takes great pride in the place we live, work, and play - a place we are proud to call home, in beautiful Pinellas County.

6

## Featured Event

600x220

8

150x180

## Plan Your Vacation

You won't want to miss our extraordinary sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. On some nights, you can even catch a rare green flash over the setting sun. What a truly magnificent way to end each and every day of your vacation!

[Click here if you need help planning.](#)

9

150x180

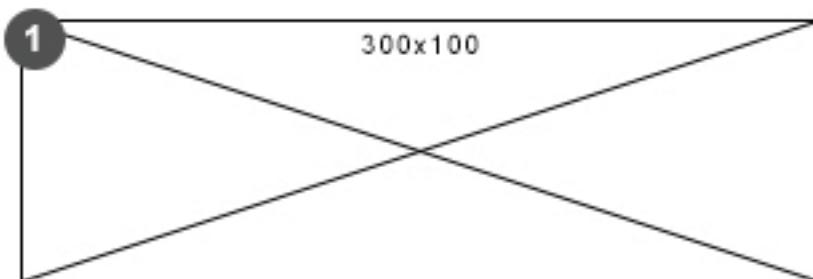
## Thinking About Relocating?

We know that there are loads of questions in any move, so we've provided some helpful information right here at your fingertips.

Thinking about relocating?  
[Click here for more information.](#)

3 [Home](#) [Planning a Vacation?](#) [Relocate](#) [Beach Events](#) [Contact](#) [About](#)





**6** **Contact the Tampa Bay Area Beaches**

Visitors seeking additional information for their travel plans can contact the Tampa Bay Beaches Chamber of Commerce.

**7** **Contact Information**

**1** First Name\*

Last Name\*

Email Address\*

Phone Number

 ####  ####  #####

**8** **Where are you from?**

**2** City

State

**9** (choose a state) ▼

Zip Code

Have you visited before?

- Yes  
 No

**10** **Do you have a question or comment?**

**3** What is your topic?\*

**11** Planning A Visit ▼

Your Message\*

Your question or comment goes here...

Sign up for our newsletters.

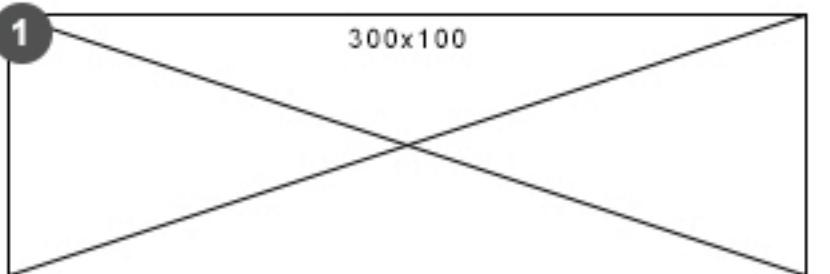
- Beach Travel Guide  
 Upcoming Events  
 Chamber of Commerce Newsletter

**Annotation**

Contact Page

1. Logo
2. Navigation
3. Footer Navigation
4. Social Media Icons
5. Copyright & Contact Information
6. Short Page Description
7. Contact Form Section #1
8. Contact Form Section #2
9. List of the United States
10. Contact Form Section #3
11. List of Topics
  - a. Planning a Trip?
  - b. Relocating
  - c. Chamber of Commerce
12. Contact Information





6

## Planning a Vacation?

Welcome to the Tampa Bay Beaches, the most beautiful coastline Florida has to offer. From pristine, natural beaches to fantastic nightlife, there's something for everyone here.

7

## Attractions

The Tampa Bay Area abounds with activities to make your vacation here a fun-filled adventure! Our climate means year-round enjoyment of outdoor activities ranging from boating, cycling and fishing, to amusement parks, to just laying on the beach. For those looking for a break from the sun, there are shops, retail stores, museums and enough other activities to find something for everyone in the family.

Also check out our local beach events!  
[Click here for more information.](#)

8

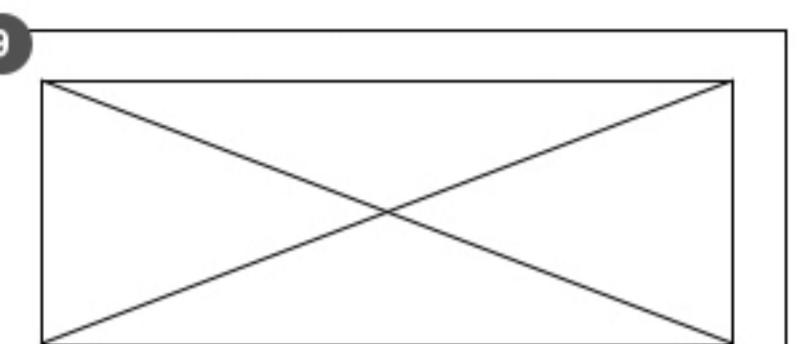
## Places to Stay

Whatever your preferred accommodations are, you'll find exactly what you're looking for right here on the Tampa Bay Beaches.

If you're looking for a nice spot in the sun, one of the many Tampa Bay beach hotels is just for you. If you're looking for fun activities or a spa, one of our fine resorts will fit the bill. Maybe a more secluded, romantic getaway is your thing. Try a bed and breakfast. Have a LARGE party? Rent a house!

Visitors seeking additional assistance with their Tampa Bay Beaches travel plans can contact the Tampa Bay Beaches Chamber of Commerce:

[Click here for more information.](#)



## Planning a Vacation?

Our reach extends from St. Pete Beach to Treasure Island, and northward to Indian Rocks Beach and Clearwater Beach. The Tampa Bay Beaches Chamber of Commerce is comprised of businesses from the following Pinellas Barrier Island communities:

- Clearwater Beach
- Indian Rocks Beach
- Indian Shores
- Redington Shores
- North Redington Beach
- Redington Beach
- Madeira Beach
- Treasure Island
- St. Pete Beach
- Pass-a-Grille Beach
- Tierra Verde/Isla Del Sol



1. Logo
2. Navigation
3. Footer Navigation
4. Social Media Icons
5. Copyright & Contact Information
6. Short Page Description
7. Topic #1
8. Topic #2
9. Sidebar/Topic #3



**Client:** Tampa Bay Beaches ([Click Here for Website](#))

**Project:** Website Redesign

**Designer:** James Dow

**Document:** Style Tile



**Tampa Bay Beaches**  
CHAMBER of COMMERCE  
*The Beach is our Business*

Possible Colors

█ █ █ █ █

Textures

This is an example of a Button

Submit Button Example Here

**Tampa Bay Beaches**  
Style Tile  
version:1

**This is an Example of a Header**  
Font: Arial #343434

**This is an Example of a Sub Head**  
Font: Arial #343434

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Arial #343434

[This is an example of a Text link »](#)

Adjectives

Warm	Fire	Romantic
Soft	Wet	Relaxing



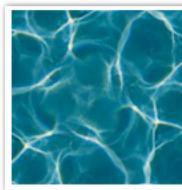
## Tampa Bay Beaches

Style Tile  
version:2

Possible Colors



Textures



## This is an Example of a Header

Font: Arial #1c3f94

### This is an Example of a Sub Head

Font: Arial #e5b63c

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NON-  
UMMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLU-  
PAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER  
SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL  
FEUGAIT NULLA FACILISI.

Font: Arial #343434

[This is an example of a Text link »](#)

This is an example of a Button

Submit Button Example Here

Adjectives

Warm      Corporate      Romantic  
Soft      Wet      Relaxing

<http://www.styletile.es>

Template by @Samanthatoy





## Home

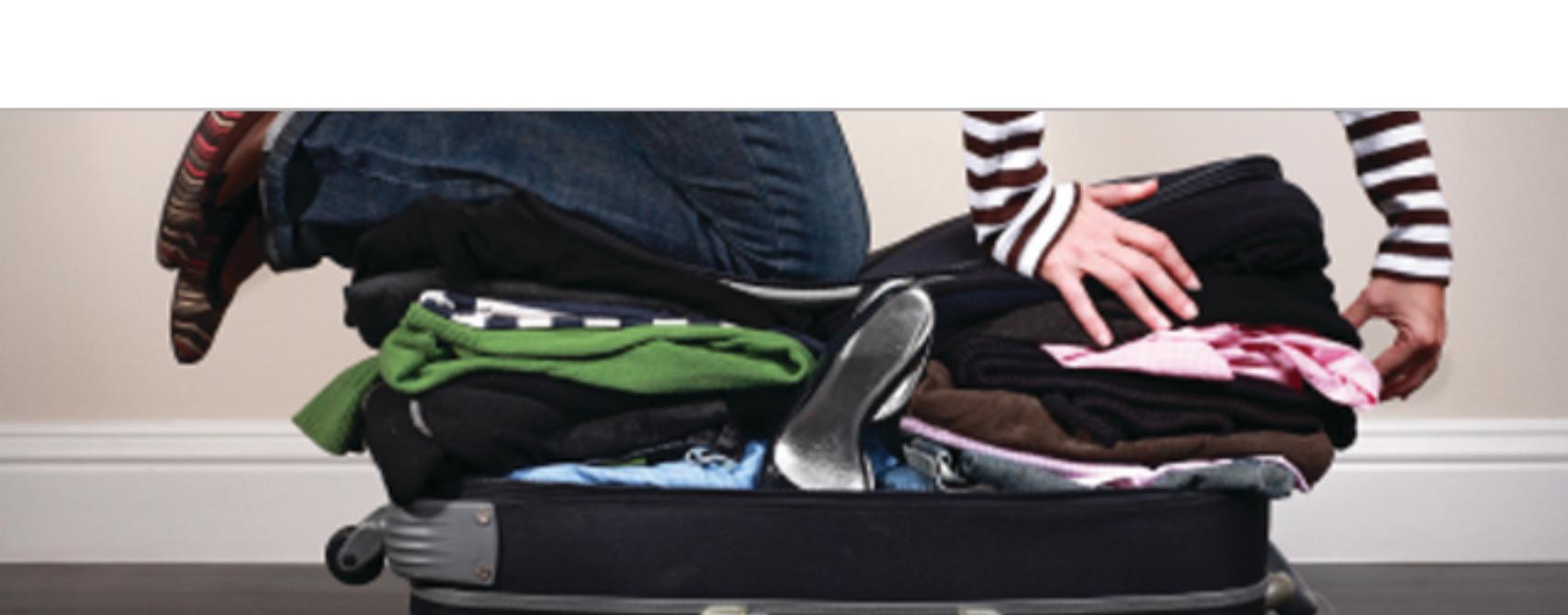
## Plan a Vacation

## Relocate to Tampa

## Beach Events

## Contact

## About



# Welcome to the Tampa Bay Beaches Area of Florida!

The Tampa Bay Beaches Chamber of Commerce is proud to welcome you to tropical paradise on Florida's sunny and spectacular Gulf Coast! We are a diverse group of businesses throughout the Tampa Bay beach community that takes great pride in the place we live, work, and play - a place we are proud to call home, in beautiful Pinellas County.



## Plan Your Vacation

You won't want to miss our beautiful sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. What a great way to end each day of your vacation!

[Start Planning](#)



## Thinking About Relocating?

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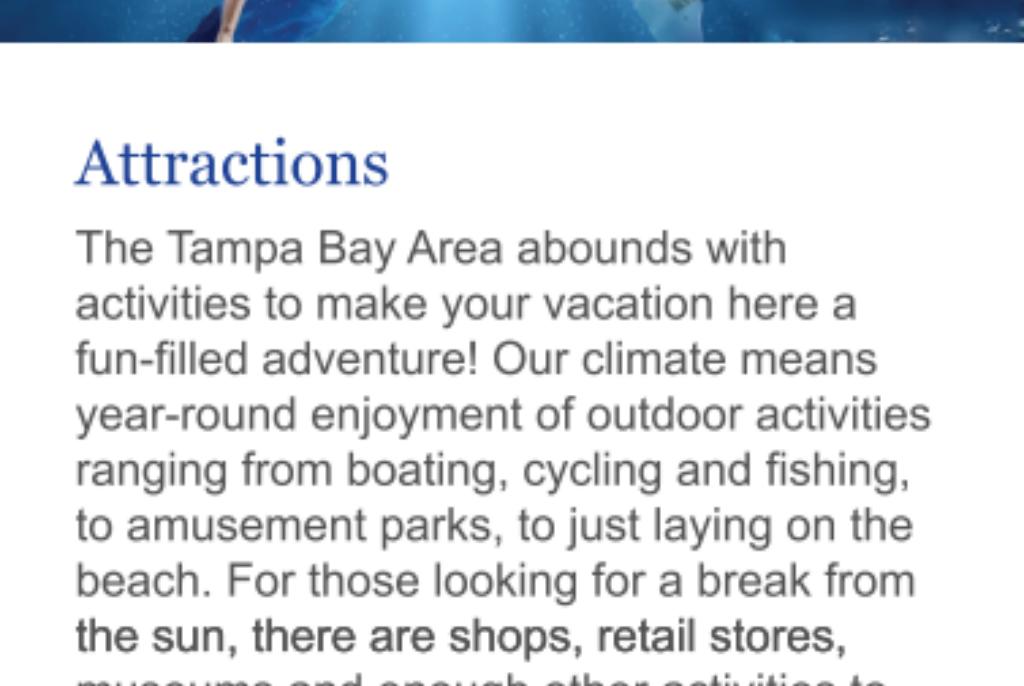
[More Information](#)

[Back to Top](#)



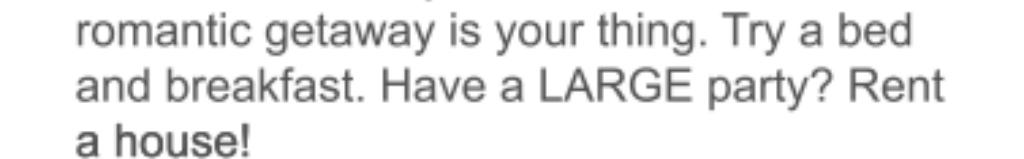
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## Attractions

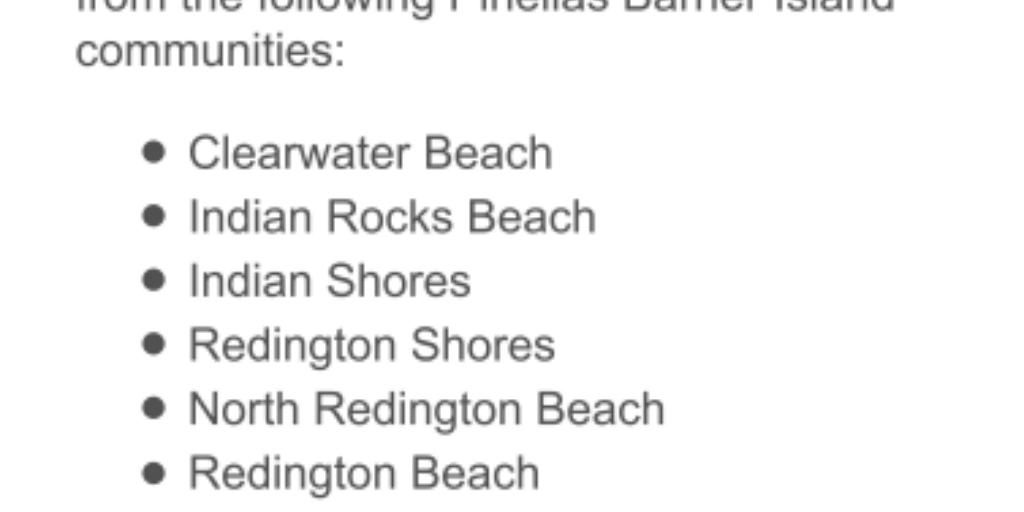
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- North Redington Beach

- Redington Beach

- Madeira Beach

- Treasure Island

- St. Pete Beach

- Pass-a-Grille Beach

- Tierra Verde/Isla Del Sol

[Back to Top](#)



# Contact the Tampa Bay Area Beaches

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## Your contact information.

First Name\*

Last Name\*

Email Address\*

Phone Number

## Where are you from?

City

State

(Choose a State)

Zip Code

Have you visited before?

- Yes  
 No

## Questions or comments?

What is your topic?\*

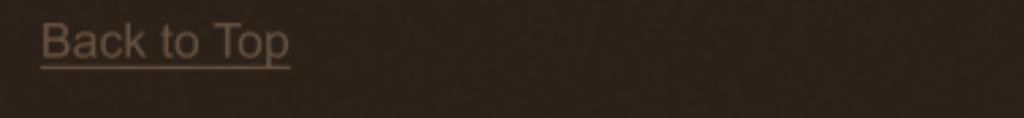
Planning a Visit

Your Message\*

Sign Up for Our Newsletter

- Beach Travel Guide  
 Upcoming Events  
 Chamber of Commerce Newsletter

[Submit](#)



## Chamber of Commerce

**Phone:** 727-360-6957

**Email:** info@tampabaybeaches.com

**Address:** 6990 Gulf Boulevard,  
St. Pete Beach, FL 33706

[View Map](#)

[Get Directions](#)

[Call Now](#)

[Email](#)

[Website](#)

[Facebook](#)

[Twitter](#)

[YouTube](#)

[Pinterest](#)

[Instagram](#)

[LinkedIn](#)

[Tumblr](#)

[Foursquare](#)

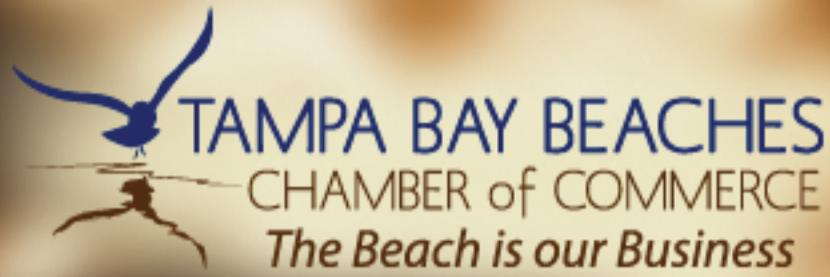
[Waze](#)

[Yelp](#)

[TripAdvisor](#)

[Zillow](#)

[Redfin](#)

[Home](#)[Plan a Vacation](#)[Relocate to Tampa](#)[Beach Events](#)[Contact](#)[About](#)

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The Tampa Bay Beaches Chamber of Commerce is proud to welcome you to tropical paradise on Florida's sunny and spectacular Gulf Coast! We are a diverse group of businesses throughout the Tampa Bay beach community that takes great pride in the place we live, work, and play - a place we are proud to call home, in beautiful Pinellas County.



### Plan Your Vacation

You won't want to miss our beautiful sunsets. Every night, the sun puts on a majestic show of colors as it dips slowly into the calm waters of the Gulf of Mexico. What a great way to end each day of your vacation!

[Start Planning](#)

### Thinking About Relocating?

Tampa Bay Area Beaches is a great place to live, work and play! We know that there are loads of questions in any move, so we've provided some helpful information right here at your fingertips for easy access.

[More Information](#)

[Home](#)

[Plan a Vacation](#)

[Relocate to Tampa](#)

[Beach Events](#)

[Contact](#)

[About](#)

## Planning a Vacation?

Welcome to the Tampa Bay Beaches, the most beautiful coastline Florida has to offer. From pristine, natural beaches to fantastic nightlife, there's something for everyone here.



### Attractions

The Tampa Bay Area abounds with activities to make your vacation here a fun-filled adventure! Our climate means year-round enjoyment of outdoor activities ranging from boating, cycling and fishing, to amusement parks, to just laying on the beach. For those looking for a break from the sun, there are shops, retail stores, museums and enough other activities to find something for everyone in the family.

### Places to Stay

Whatever your preferred accommodations are, you'll find exactly what you're looking for right here on the Tampa Bay Beaches.

If you're looking for a nice spot in the sun, one of the many Tampa Bay beach hotels is just for you. If you're looking for fun activities or a spa, one of our fine resorts will fit the bill. Maybe a more secluded, romantic getaway is your thing. Try a bed and breakfast. Have a LARGE party? Rent a house!



### Our Beaches

Our reach extends from St. Pete Beach to Treasure Island, and northward to Indian Rocks Beach and Clearwater Beach. The Tampa Bay Beaches Chamber of Commerce is comprised of businesses from the following Pinellas Barrier Island communities:

- Clearwater Beach
- Indian Rocks Beach
- Indian Shores
- Redington Shores
- North Redington Beach
- Redington Beach
- Madeira Beach
- Treasure Island
- St. Pete Beach
- Pass-a-Grille Beach
- Tierra Verde/Isla Del Sol

## Contact the Tampa Bay Area Beaches

Visitors seeking additional information for their travel plans can contact the Tampa Bay Beaches Chamber of Commerce.

### Your contact information.

First Name\*

Last Name\*

Email Address\*

Phone Number

### Where are you from?

City

State

(Choose a State)

Zip Code

Have you visited before?

- Yes  
 No

### Do you have a question or comment?

What is your topic?\*

Planning a Visit

Your Message\*

Sign Up for Our Newsletter

- Beach Travel Guide  
 Upcoming Events  
 Chamber of Commerce Newsletter

[Submit](#)



### Chamber of Commerce

**Phone:** 727-360-6957

**Email:** [info@tampabaybeaches.com](mailto:info@tampabaybeaches.com)

**Address:** 6990 Gulf Boulevard,  
St. Pete Beach, FL 33706



Chamber on Facebook



Chamber on Twitter



Chamber on YouTube



Chamber on Pinterest



# Tampa Bay Area Beaches - User Testing Survey

Congratulations! You have been selected to be an elite user tester for the Tampa Bay Area Beaches website. We are excited to have you on board. Your completion of this survey will help us improve the Tampa Bay Area Beaches' web presence.

Please review the website at the following link as you complete the survey:  
<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html>

Let's get started!

\* Required

## Home Page

**Navigate to the "Home" page. \***

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard          Easy

**What is the first thing that catches your eye? \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html>

- Logo
- Navigation
- Content
- Other:

**Please give me your initial impressions about the layout and design of this page. \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

## Plan a Vacation Page

**Navigate the "Plan a Vacation" page. \***

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard  Easy

**What is the first thing that catches your eye? \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/vacation.html>

- Logo
- Navigation
- Content
- Other:

**Please give me your initial impressions about the layout and design of this page. \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/vacation.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

## Relocate Page

**Navigate the "Relocate" page. \***

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard  Easy

**What is the first thing that catches your eye? \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/relocate.html>

- Logo
- Navigation
- Content
- Other:

**Please give me your initial impressions about the layout and design of this page. \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/relocate.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

## Beach Events Page

**Navigate the "Beach Events" page. \***

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard  Easy

**What is the first thing that catches your eye? \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/events.html>

- Logo
- Navigation
- Content
- Other:

**Please give me your initial impressions about the layout and design of this page. \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/events.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

## About Page

**Navigate the "About" page. \***

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard  Easy

**What is the first thing that catches your eye? \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/about.html>

- Logo
- Navigation
- Content
- Other:

**Please give me your initial impressions about the layout and design of this page. \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/about.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

## Contact Page

**Navigate the "Contact" page. \***

How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard          Easy

**What is the first thing that catches your eye? \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/contact.html>

- Logo
- Navigation
- Content
- Other:

**Please give me your initial impressions about the layout and design of this page. \***

<http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/contact.html>

- There are some areas of the site that I feel might be visually incomplete or unfinished.
- The site genuinely satisfies the site's intent and targeted audience.
- Somewhere between the first and second options.

## The Website Overall

**How would you rate the site navigation? \***

1 2 3 4 5 6 7 8 9 10

Bad          Good

**How would you rate the layout & design of this website? \***

1 2 3 4 5 6 7 8 9 10

Bad          Good

**Overall, what do you feel is the purpose of the site? \***

**What sex is more likely to use this website? \***

- Male

Female

**What age group is most likely to visit this site? \***

You can select one age group, or a range of age groups.

- 11 - 20 years
- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- 51 - 60 years
- 61 - 70 years
- 71 + years

**What kind of device are you using? \***

- Desktop
- Mobile
- Other:

**Do you have any additional comments?**

Never submit passwords through Google Forms.

## Tampa Bay Area Beaches - User Testing Survey (Responses)

Timestamp	What is the first thing that comes to your mind when you see the "Home" page?	Please give me impressions about the design of this page.	What is the first thing that comes to your mind when you see the "Plan a Vacation" page?	Please give me impressions about the design of this page.	What is the first thing that comes to your mind when you see the "Based Events" page?	Please give me impressions about the design of this page.	What is the first thing that comes to your mind when you see the "About Us" page?	Please give me impressions about the design of this page.	What is the first thing that comes to your mind when you see the "Contact" page?	Overall, what do you think of the user interface of this site?	What are some things you like about this website?	What are some things you don't like about this website?	
5/1/2013 18:05:04	10.Logo	Somewhere between the first and second options.	9.Content	Somewhere between the first and second options.	10.Content	The site generally satisfies the needs of its target audience.	9.Content	Somewhere between the first and second options.	9.Content	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	31 - 40 years Desktop
5/20/2013 03:12	9.Content	The fact that the content is very good and the site is well designed.	10.Content	There are some areas of the site that feel maybe too cluttered or unrefined.	10.Content	The fact that the header is different than the footer.	10.Content	There are some areas of the site that feel maybe too cluttered or unrefined.	10.Content	The fact that the header is different than the footer.	The site generally satisfies the needs of its target audience.	To increase sales in the 5 areas.	41 - 50 years Desktop
5/20/2013 04:33	10.Logo	The site generally satisfies the needs of its target audience.	10.Navigation	There are some areas of the site that feel maybe too cluttered or unrefined.	10.Logo	The site generally satisfies the needs of its target audience.	10.Content	There are some areas of the site that feel maybe too cluttered or unrefined.	10.Content	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	To attract tourists to the FL area.	31 - 40 years Laptop(15 inches)
5/20/2013 15:00:06	9.Content	There are some areas of the site that feel maybe too cluttered or unrefined.	9.Content	The site generally satisfies the needs of its target audience.	9.Content	The site generally satisfies the needs of its target audience.	9.Content	The site generally satisfies the needs of its target audience.	9.Content	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	21 - 30 years, 31 - 40 years, 41 - 50 years	Mobile
5/20/2013 15:41:38	10.Background Images	The large background image options.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	Somewhere between the first and second options.	10.Content	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	I like the logo.	21 - 30 years Laptop
5/20/2013 15:42:52	10.Logo	These are some areas of the site that feel maybe too cluttered or unrefined.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	Somewhere between the first and second options.	10.Slide Bar Pictures	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	The website was exceptional.	41 - 50 years, 51 - 60 years
5/20/2013 15:46:21	10.Logo	The site generally satisfies the needs of its target audience.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	Somewhere between the first and second options.	10.Content	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	The website was exceptional.	21 - 30 years, 31 - 40 years, 41 - 50 years
5/20/2013 16:25:18	10.photo	The site generally satisfies the needs of its target audience.	10.Content	Somewhere between the first and second options.	10.Content	The site generally satisfies the needs of its target audience.	10.Content	Somewhere between the first and second options.	10.Navigation	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	The city chamber of commerce.	31 - 40 years, 41 - 50 years
5/20/2013 16:30:01	10.schematic pleasant color	Somewhere between the first and second options.	10.Navigation	The site generally satisfies the needs of its target audience.	10.Navigation	The site generally satisfies the needs of its target audience.	10.Navigation	The site generally satisfies the needs of its target audience.	10.Navigation	The site generally satisfies the needs of its target audience.	The site generally satisfies the needs of its target audience.	A few interested in living in the area.	21 - 30 years, 31 - 40 years

Tampa Bay Area Beaches - User Testing Survey (Responses)