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, maderia, 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 unecessary 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

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	http://www.tampabaybeaches.com/
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	http://www.tampabaybeaches.com/visitors
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	http://www.tampabaybeaches.com/relocation

Page Keywords	dtampa, bay, beach, clearwater, clear, water, saint, petersburg, fl, beaches, chamber, maderia, 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
Page Keywords	attractions, tampa, bay, beach, weddings, clearwater, vacations, vacation, clear, water, saint, petersburg, fl, beaches, chamber, maderia, 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, maderia, 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