

## Site Prototype – Transportation Logistics Systems & Cayman Express

The two general designs for the Transportation Logistics Systems & Cayman Express website are the front page and the general page.

The front page is only shown once, and it contains glittering generalities about the business and focuses on getting clients where they need to be on the website by advertising the services of TLS&CE. SEO is also very important on the front page, as it's the general hook by search engines, so we use a lot of our key terms here.

The general page is used on the entirety of the rest of the site. It's main purpose is to display content by making clever use of negative space. The prototype lacks the carousel, and instead, it's just structural images tacked into the content. This is good, as well, because it helps us view what goes wrong when the carousel isn't working or how the site should behave in terms of accessibility.

Currently, thanks to WordPress, everything is fully responsive. The original site was... not the greatest when it comes to responsive design.