

## Site Plan Content

1. **Basic Organization:** This website will be used to advertise the following:
  - a. Guitars
  - b. Guitar Equipment
  - c. Accessories
  - d. Bass Guitars
  - e. Community Forums
  - f. Articles
  - g. Tour Dates
  - h. Professional Content

The goal is to reach musicians of all ages and skill level and create a community where you can shop for your guitar, learn tips and tricks, and communicate with other musicians about their thoughts on playing. It is important for site clarity that everything we want the site to do will be organized into multiple pages that will link to each other. Mixing two types of products on one page would be confusing for users. These pages will be easy to access with a clear navigation bar at the top of the page.

2. **Guitars and Basses:** The first major purpose of the site is to advertise guitars and basses. This will be what most people come to the site to do. In order to make this feature of the site functional and useful for visitors we will implement a set of search functions. A search bar will allow users to track down the exact product they are looking for quickly and easily. We will implement easy to use filter sets too. These filter sets will allow the user to filter what they are looking for by number of strings, color, brand, and more. Other sites similar to ours do a good job of listing guitar specs and features but can sometimes be hard to understand what it all means. To avoid this potential issue, we will make sure that we do a good job to explain what the different features of a guitar mean, what it does, and why/how important it is. The site will also keep track of what products could work well with a guitar. This includes other types of products such as pedals, picks, amps, etc. that are common to see with the guitar being researched. This will give clarity as to why certain products work well with others rather than force the user to figure it out themselves, though that option is open to them if they wish to customize their setup. Pages for other products will function similarly to the guitars and basses page. Equipment and accessories such as amplifiers, pedals, stands, straps, picks, and more will be organized in a similar manner and contain filters of their own.
3. **Community, Articles, and Forums:** The goal of creating a community will come in the form of forums and articles. It is easy enough to find a site to sell instruments and do no more but this site has a goal similar to what the site Ultimate-Guitar does. They have tablature and chord sheets and a large community that discusses guitars and all things about them. Our site wants to combine these aspects into one. The implementation of forums discussing specific topics as well as articles that explain things from playing techniques to lists of fun songs to play will help develop this community idea more. Moderation will also be awarded to members who uphold high standards and have a positive attitude on the discussion boards. This will ensure that any type of constant negativity from one user to another is caught and corrected to make sure that the

community is still enjoying their time on our site. Articles will be published covering wide arrays of topics as well. To cater towards the beginner guitarists, a simple tips and tricks or perhaps an article listing good beginner songs to learn could be very beneficial for beginning members. High level techniques could be explained in other articles for the more advanced musicians too. The article system when coupled with the forums will allow community members of all skill levels to find what they are looking for and work together to achieve their goals. Another thing we want to implement into the website is to track tour dates of professional artists and bands. While some community members will be on our site to learn and won't be as interested in the high level professional content, some members will be interested. To accommodate everyone, we will be listing tour dates of upcoming notable bands as well as content that is created by or with professional musicians. This will allow the more advanced musicians in our community to push their skills even further by learning advanced techniques from the professionals themselves.

4. **Main Link Topic Names:** The navigation bar on the index page will contain these names for primary links to the main topics of my site:
  - a. Guitars
  - b. Bases
  - c. Equipment
  - d. Accessories
  - e. Forums
  - f. Aricles/Advice