Intro Page

2 buttons

1 – Becker Guitars & Ryan Martin Basses

2 – Repairs and Restorations

Home Page Becker Guitar & Ryan Martin Basses

Top Buttons Bar

• Becker Guitar Logo / Ryan Martin Bass Logo aka ‘Home Page’

• Store

• Guitar

• Bass

• Banjo /Mandolin

• Artists

• Dealers

• Search

Main feature Box

Full screen photo layout of one of the feature boxes

Hot News Text click line

Four feature Box

Four small feature boxes

Bottom Contact Bar

Simple text links at the bottom of every page

Becker Store / Phone Number / Dealer page link / Site Map / News / Facebook / YouTube / Contact Us

Feature Boxes – ideas for content

• featured custom instrument

• Artists demo of an instrument – Live or direct

• Company address – how are products are changing the world

• Photo news album – Becker goes to Bonnarroo etc

• Check out the new website – explains website

• Lesson with Becker Artist

• In the shop, building an instrument

Store Page

Sideways scroll bar

Retro / Mistress / Imperials / Rollers / Head Hunters / Castlewaves

Click on one takes you to an already filled out build your own cart with one of the above models - so it sells you the guitar on the build your own site - if you click on acoustic mistress it takes you to the build your own site with it filled out mistress / purple wood / double cavity etc.

Custom signature Models

Jon Barber Unibomber

Jake Cinnenger Carribean Retro

Its possible we may not want to offer Jake’s elaborate paint job on every guitar but it would be ideal to have these guitars also be purchased off the custom shop cart

Build Your own becker - Custom Shop

This is similar to the Apple computer shopping cart

Each item will be given its own price and choosing each feature will result in your instrument changing price

Choose Body style page

Roller / Imperial / Mistress / Hornet

Look

Retro

Jetson

Lemon Lime Unibomber

Nashville

Koko

Purple Wood

Chamber

No

Single chamber

Double Chamber

Hardware

Classic Plastic Standard

Metal

Punk Industrial

Wood carved

Pickups

3 all single coils

3 pick ups with bridge humbucker

double humbucker

Roland V pick up (Yes/No)

Case

Soft shoulder carry case

Hardcase

Both

Warranty

Standard Becker Warranty

Extended coverage Becker warranty

Guitar Page / Bass Page / Banjo/Mandolin Page

-Each page brings you to a product listing menu

Retro / Mistress / Imperials / Rollers / Head Hunters

Castlewaves / Rollers /

Floaters / Mandos

Signature Instruments on each page

-Featured instrument is on the page already

When You click on one product listing ….

photo of the instrument

Description of features

Link to any videos we have of instrument in use or artist demos

Link to the custom shop cart to buy

Artist Page

Artist videos in center

News items about artist

Product demos discussing guitars

List of artists on the right with clickable links

Signature models on the left

Dealer Page

List of Becker guitar dealers

Click for contact information

Enter zip code to find closest dealer

Result is listing with contact information