

Site Plan — NFL Weekly: No Fluff, Just Football

Purpose & Audience

The purpose of this site is to deliver fast, clean, no-fluff weekly NFL updates that give fans the essential information without ads, drama, or filler. It's built for NFL fans who want a quick, reliable summary they can read in under two minutes. The audience includes casual viewers, fantasy football players, and busy fans who want clarity—not clickbait.

Website Structure

Pages (Home + 2 Child Pages)

1. Home Page — Weekly Essentials

- Top story of the week
- Top 5 takeaways
- Quick-scan stats (scores, leaders, injuries)
- Navigation to child pages
- 2–3 relevant images

2. Child Page 1 — Team Trends & Power Rankings

- Weekly top 10 power rankings
- Trending teams (hot & cold)
- Short blurbs for each team
- 2+ team-related images

3. Child Page 2 — Week Ahead: Matchups to Watch

- 3–5 must-watch games
- Key players & storylines

- Injury watchlist
- 2+ matchup-related images

Content Plan

Homepage Content

Headline: "Your Fast, No-Fluff Weekly NFL Update"

Intro Paragraph:

"Welcome to NFL Weekly — the fastest way to get every essential headline, score, and takeaway from around the league. No drama, no hype, no 20-minute articles—just what you need to know."

Sections:

- Top Story of the Week: 3–4 sentence summary
- Top 5 Takeaways: Each 1 sentence
- Quick Stats Section:
 - * Player of the Week
 - * Game of the Week
 - * Biggest Injury
- Links to both child pages

Child Page 1 Content — Team Trends & Power Rankings

Headline: "Weekly Power Rankings & Team Trends"

- Top 10 Power Rankings with brief blurbs
- Hot Teams (3)
- Cold Teams (3)

Child Page 2 Content — Week Ahead

Headline: "Matchups to Watch This Week"

- Game Previews (3–5)
- Key players
- Why it matters
- Injury Watchlist

Logo

(Inserted above if available.)

Colors & Fonts

Primary Colors:

- #0A3D62 — Deep Navy Blue
- #D00000 — Bold Red

Secondary Colors:

- #F5F5F5 — Off White
- #2E2E2E — Charcoal Gray

Fonts:

Headers: Oswald or Anton

Body: Roboto, Inter, or Open Sans

