Title: M&J Gunsmithing

Developer Information: Michael Peters

Rationale/focus: The purpose of my website is to advertise a gun store in the local area with a degreed gunsmith on staff. The site will include the base prices for gunsmithing services as well as items available at the store for purchase.

Target audience: The target audience for my website includes current gun owners and people that are interested in purchasing firearms and accessories. My website will also target people who are In need of an experienced gunsmith to repair or service their firearms.

Site Outline:

**Home page**- The homepage will provide general Information about the business to include store location and hours of operation. It will have at least one picture and four links to other pages.

**Gunsmith Services**- This page will provide information about the gunsmith, including experience and certifications, as well as a list of base prices for a variety of common services provided. There will be links to all four pages at the top.

**Merchandise**- This page will showcase a wide variety of the most popular Items that the store has for sale. Each item will have a picture and a detailed description, along with a name and a price. There will be links to all four pages at the top.

**Contact**- This page will include the address, phone number, fax number, and email address. The email address will be a link that will open an email, allowing customers to quickly communicate with the store. There will be links to all four pages at the top.

Notes: At the bottom of each page, a copyright will be included. The website will also include a legal disclaimer clearly informing all potential customers that they must be 21 to purchase firearms and 18 to purchase ammunition. I will have to find all the pictures I want to include in my website and download them into a folder or link to them. Each list will be a detailed list with breaks in them.