

Buckeye B&B
Sam Mix and Victoria Ripepi

Top Goals

- Have a prominent reservation button on the main page to allow customers to schedule and check reservations online.
- Highlight each room with link to individual room pages on the main room page, highlighting the rates on the main room page like the Red Maple Inn's Rooms page
- Have an attraction page
- Highlight a blog page
- Have a Google maps link in the header like the Mill House home page
- Highlight testimonials and packages

Content

- Navigation with drop down tabs for expanded options
- Home page
 - Promotion of specials and packages on main page
 - An easy reservation and availability button
 - Gift certificate highlight (engage with past customers and increase future customers)
- Room page
- About page
 - Calendar page
- Attractions page
- Location page (with link in header similar to Mill House)
- Blog
 - Testimonials highlighted on the Blog
- Reservation page – linked to through button

Templates

- Main page style like the Red Maple Inn
 - Nav along top with banner
 - Scrolling central images
 - Welcome to the Inn message
 - Tour video
 - Trip advisor and highlights along Right side in same style boxes
 - Highlight secondary nav options on bottom?
 - Banner along bottom with contact info and social networking icons
- About page and attractions page same general layout
- Room page will have images of rooms with scroll-over like RMI
 - Then link to individual room pages similar to RMI, but with more scrolling images.
- Location page similar to Mill House with bulleted and sectioned directions as well as Google map prominently placed

- Blog page simple text layout similar to RMI and Mill House with reviews along right side
- Calendar/reservation template similar to those on Red Maple

Analysis

Common themes across the websites included a heavy emphasis on images and a less formal, friendly tone in the copy. The top navigation is common across most sites, with a highlighted section for packages, reservations, and testimonials. The typical design aesthetic and template was a simple type style with two or three levels of hierarchy per page, a fairly long line length, and highlighted buttons along the right side, and used a muted color palette. The contact info in many cases is repeated along a banner on the bottom of each page. Sites differ in their treatment of reservation page templates, and the way they listed local attractions.