Cheers Michigan Walk Through – Stephen Shaffer

There are currently over one hundred different breweries in the state of Michigan. My website is based on some of the popular microbreweries in the area. Beers from Michigan that are likely to be found at the local grocery store. My website will be an introduction and guide to the craft beer movement in Michigan and include popular breweries across the state worth checking out. My target audience is anyone over the age of 21 that is interested in learning more about the Michigan craft beer movement.

The design of the website is mimics what you would see at a typical brewpub that sells and brews craft beers. The background image is made up of brick. The content of the page and page navigation is made to look like a chalkboard. The chalkboard is very common in craft beer bars. The selections of what is available often change throughout the season, and what is currently available is usually displayed on a large chalkboard within the bar.

**Home Page** – Includes a guide to the content within the website. There is the “On Tap” section which is where a site visitor will find “mi brew news”. This area contains current news about Michigan breweries, and interesting content about Michigan beer.

**Beer 101** - This page has anchored links to explain some of the different types of beer often brewed in Michigan. Examples of beers covered are wheat, ales, porters, and stouts. After the description there is a guide to food pairings for each type of beer. Along with a table of information for each beer type that includes the name of the beer, which brewery it is available at, alcohol by volume, and international bitterness ratings.

**Breweries** - This page has short descriptions about the breweries covered within the site. The description includes the brewery logo, historical information, and links their external website and location information.

**Festivals** - This page has information about beer festivals in the state of Michigan for each month of the year including a link to the festival homepage.

**Contact** - The contact page allows site visitors to request further information about Michigan beers and breweries. Additionally, the site visitor can sign up for future newsletters from the website.