Web Search and Rationale

## Title: Cookerup

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## Keywords: Ex. *Website,ingredients,recipe,nodejs,mysql, HTML 5*

## Abstract

*The recipe website online are cluttered and full of adds. A new solution is needed. There is potential in this space as technology progresses more people are turning to the Internet for there cooking needs. Create a website with nodejs, and mysql that users can post there recipes to. There is room for monetization in this as well , where companies can sponsor posts to show up on the home screen.*

## Business/Technological Purpose**>**

*The website will allow users to post recipes to it. They can view other posts by navigating the categories or searching*

## Our Contribution:

*The website is clean. It is not cluttered and easy to use. The sponsored posts make it very simple to make money without compromising the clean look.*

## Market Analysis

*There are many websites like this online. However there advertisements are cluttered and there websites are messy. This makes it difficult to quickly find a recipe. Focus on the user not the money. If you do that money will follow.*

## Competitors

Allrecipes, Foodnetwork.ca

## Conclusion

# *Focus on a clean design. Make it easy to use. In line monetization.*

## References:

[1]http://allrecipes.com/recipes/

[2] http://www.foodnetwork.ca/recipes/