

Bev's Bakery

Web Design RFP

Adrian Grimm

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URL and Hosting

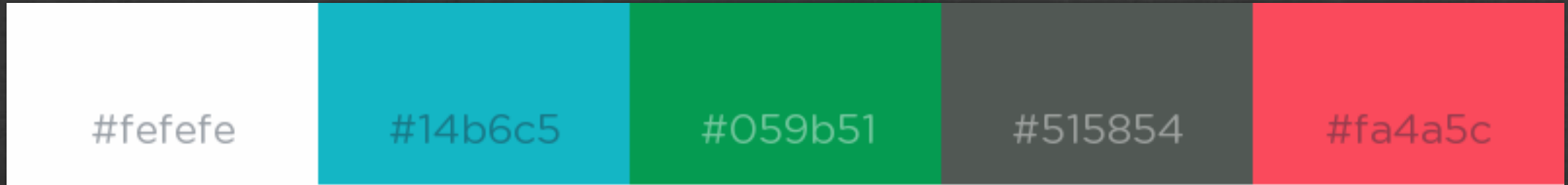
BevsBakery.com

- ❖ Available for purchase for \$8.88/yr from namecheap.com.
- ❖ A search returns a Facebook page but no other online presence.
- ❖ Simple, effective URL is easy to remember and highlights the name of the business.

Hosted on HostGator

- ❖ Monthly cost of \$10.95
- ❖ Guaranteed 99.9% Uptime
- ❖ Unmetered storage and bandwidth
- ❖ Unlimited email and FTP accounts
- ❖ Free SSL Certification
- ❖ Secure databases with password protection

Color Palette



- ❖ I chose this palette for bright and vibrant colors and stark contrast between elements.
- ❖ Blue is the most-preferred color and represents security and trust in a brand. This shade was selected for whimsical vibrance.
- ❖ Green is the second most-preferred color, easily processed by the eye, and represents tranquility and health.
- ❖ Red shows passion and urgency and is often used to stimulate the hunger impulse to promote the purchase of food, in this case baked goods.

Welcome

About Us

Cake Gallery

Today's Menu



Log In Sign Up

7390 Mainstreet • Pike, OH 47926
(440) 325-CAKE
Contact Us

Welcome to Bev's Bakery!



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Stop in today for a latte and enjoy a delicious fresh-baked cookie or a moist and rich cupcake.

Bev started this business with the help of her Granmother's recipes, and bakes all of our treats from scratch using only the finest locally-sourced ingredients.

Baked Treats

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Shooping for a special occasion ?
Check out our selection to make any day special!

Order Online



Home Page

- ❖ Each slide represents an anchored section on the home page. They are represented this way to show content.
- ❖ The navbar at the top is “sticky” and will still show as the user scrolls through the page.
- ❖ Sample images shown to represent actual content.

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A little about Bev and her bakery

For more than 25 years, Bev Bailey has been perfecting her craft. As a child, her fondest memories were of her time in the kitchen with her Grandmother. She taught Bev recipes to bake cakes from scratch. When Bev's children were young, she wanted to help raise money for their school, so she hosted a bake sale. Most of the bake sale items were made by her and the other parents absolutely raved at how delicious her baked goods were. Bev hosted these bake sales for 10 years. All the while, her parents suggested she open her own bakery, and finally, Bev's Bakery was a reality! More than only cakes, Bev's Bakery has a wide supply of cookies and cupcakes. Bev also bakes cakes and cupcakes for special occasions. Or if you're in the mood for a delectable dessert, come in and have a seat!



Website Accessibility

Accessibility is required by law and helps people with disabilities. In this website, we will ensure accessible compliance:

- ❖ Semantic HTML elements, ensuring keyboard navigation through sections on the page.
- ❖ Alt-text for all images used throughout the website.
- ❖ Color contrast set at acceptable ratio levels.
- ❖ Easily read sans-serif font families that can be enlarged without disrupting web design.
- ❖ Descriptive link text on hover.

Responsive Design

Responsive Design principles are very important. Most web users will see the website on their phone. Therefore, it is important to create web content that flows smoothly from mobile display to larger display properties.

This customer has requested the website be built with WordPress for ease of daily maintenance. WordPress already has responsive design built into its template. No further action is needed.

If the customer has special page requests that will be compiled as a static page, CSS properties will be implemented: flexbox and grid, along with responsive or resized images and the semantic HTML elements already mentioned.