

JONATHAN ANGELA SCOTT
— *The Big Cat People* —

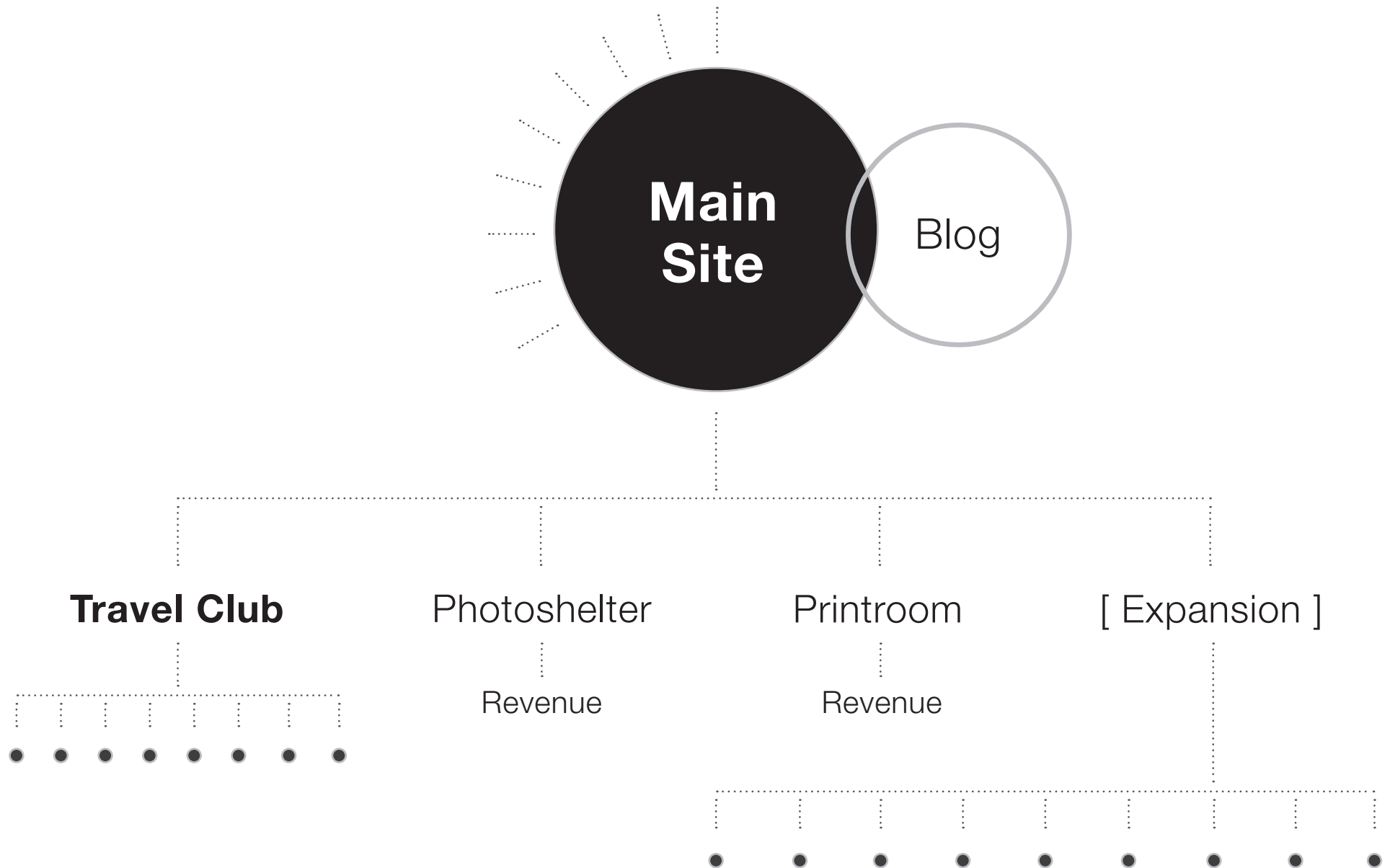
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01 Deliverables

- A fully functioning **main** website built on the “WordPress” platform and uploaded to a web hosting service (BlueHost)
- A fully functioning **blog** integrated into the main website
- A fully functioning **photoshelter** website built externally but linked to through the main site
- A fully functioning **travel club** website built on the “WordPress” platform and uploaded to a web hosting service (BlueHost)
- A user-friendly content management system (CMS) training manual for updating content and CMS training sessions

02 Structure & Sub Sites



03 Objectives

- David's evolution of design aesthetic
- Re-arrangement of site hierarchy and simplify for the end user
- Easy to promote Safaris and Events
- Increase traffic to Safaris
- Seamless database function
- Easy for Angie and Jonathan to update independently
- Travel Club integration
- Photoshelter integration
- SEO (Search Engine Optimization)
- Create template-like structure for new content (such as safaris) and provide instructions
- Generate interest in Media section - create an audience always waiting for the next media update
- The ability for growth and expansion

04 Design

- Simple, beautiful, and elegant
- Bold intro with heavy focus on imagery (slideshow) - followed by latest blog posts and latest safaris
- More focus on safaris and event workshops to generate revenue
- Backend database integration
- Photoshelter integration (for selling prints and stock)
- Travel Club integration
- Possible integration of Twitter feeds / news
- Balance between elegant and compelling

05 Features

- Link to Photoshelter
- Link to Travel Club
- Link to Printroom
- Calendar (wordpress plug-in)
- Blog with active community
- Safari and Event pages with easy sign up access
- Media section - links to current YouTube favorite videos as well as exclusive content created and uploaded by Jonathan and Angie Scott. The beginnings of a media channel.

06 Time Table

September 1st	Main site and Blog launched (1st round) – edits to images and text to be discussed
September 16th	– Edits made Main site and Blog approved and announcement made to public
September 30th	Photoshelter site launched – integration into Main site
October 28th	Re-design of Travel Club launched Facebook and Twitter fully integrated into main site (if decided) Database fully functional
November 10th	Tutorials complete (1st round)
November 24th	Tutorials complete (2nd round)

Thank you

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