FROM: JAMES DUNSTAN

SUBJECT: GREENMEADOW GOLF CLUB WEB SITE REFRESH

DATE: APRIL 2, 2014

Work Outline

Site Template

Change button styles, and menus to bring them up to date. Colour changes to theme – improve on the green tones.

Home Page

Main animation -
1/ remove overlay pics
2/ possibly change text on note banner

Bottom Section -
1/ Add News bar (left side) - maybe scrolling
2/ Remove the 6 link boxes
3/ New text and images (can be links to main sections) to be added to bottom section.

The Course
New Photos - Bodie / purchase online / Nick Fowler
Action shots, footage, scenery
Refresh the text - Guys in pro shop can provide some new text.

Bars and Restaurants
Change the banner - font is wrong. Remove image of dinner - acquire new food photos.

<u>Wedding Page</u>
Text is too dense - make into two pages - summary with photos on first page. Carls' animation and detailed text to go on second page.
Carl needs to change the background colour on his animation for it to match the theme of the website.

All photos to be changed - Wedding photographer will have others we can use. We can also purchase small, feature images (rings, cakes, flowers) from stock photography site if they are suitable.
Banner animation to be replaced - images are too old.

Optional items

<u>Pro Shop page layout</u>

At the moment, the pro shop page consists of a single large image. This is not good for search engine results, as text needs to be readable by search engine 'spiders'. Search engines, like google cannot read text that is contained in an image / photo.   I expect this would take about 4 / 5 hours to complete.

<u>Chiropractor page improvements</u>
 This page needs to be laid out properly. The logo does not fit in well with the colour scheme of the site, and the side menu is missing. More descriptive text is needed on this page. The photo is of the outside of the club house - better to have a photo of the chiropractors' room.
Probably 1 or 2 hours work for this.

<u>Training</u>
Carl has stated that the current text editor in the admin system for the web site, is not very easy to use for creating good quality pages. I will be trying to find a better text editor plugin to use on the site, but some training may be required for Carl / Nic, so that they can get the best out of the system.

Improving Search Rankings for the Web Site

<u>Directory submission</u>
The Greenmeadow web site needs to be submitted to online business directories, such as hotfrog and FreeIndex. Submitting the web site and description of the club onto as many of these directories as possible will help to improve Google search rankings.

Social Media submission

The golf club already has a Facebook page, which is great - but it would be beneficial to the search rankings, if we submitted news items to all of the major social networking sites - Digg, LinkedIn, Stumbleupon, Twitter etc.

This will require a few hours per month, for at least 4 months.