

Page Number: 2.0
Page Name: Destinations
File Name: 02.0_destinations.html

Approved by: _____ Date: _____

Primary Navigation (from site map):

- 1.0 Home Page
- 2.0 Destinations
- 3.0 Gear and Guides
- 4.0 Outdoor Tips and Resources
- 5.0 Trail Logs
- 6.0 About Us
- 7.0 Contact Us
- 8.0 Search

Secondary Navigation (from site map):

- My Trails Login
- Sponsored Trips

- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Link to featured area
- Form button for search results
- Links to 10 most popular parks
- Links to 10 most popular trails
- Links to recommended areas

Primary Content:

- Advertising (banner ad)
- Featured area (rotating article with picture)
- Multiple search type for locating trails and parks
 - Clickable map
 - Search by name
 - Search region
 - Search by area type (coastal, desert, mountain, etc.)
 - Search by ability level
 - Search by tripactivities (day hike, rock climbing, canoeing, etc.)
 - Search by proximity to metropolitan areas.
- Top 10 most popular parks/trails
- Recommended parks/areas by ability level

Secondary Content:

- Cross sell related books
- Cross sell related maps
- Cross sell related gear
- Cross sell related permits

Tertiary Content:

- News headlines regarding trail closures (due to fire, weather, etc.)

Footer:

1.0 Home Page	5.0 Trail Logs	6.3 Terms of Use
2.0 Destinations	6.0 About Us	6.5 Privacy Policy
3.0 Gear and Guides	7.0 Contact Us	6.6 Copyright
4.0 Outdoor Tips and Resources	8.0 Search	

Maintenance:

Featured area article rotated bi-monthly.
Top 10 trails and news flashes updated as necessary. All other content static.

Comments / Queries:

This page should provide a moderate amount of information including general park information and allow user to access specific trail information pages.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Find trail
- Find route
- List geographic destination names
- List of terrain descriptions
- List of activities
- List of most popular parks
- List of most popular trails

Description (used for page meta tag):

Primary Navigation (from site map):

- 1.0 Home Page
- 2.0 Destinations
- 3.0 Gear and Guides
- 4.0 Outdoor Tips and Resources
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- 8.0 Search

Secondary Navigation (from site map):

- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Links to trails
- Links to permits

Primary Content:

- Advertising (banner ad)
- Featured photo
- Text description of park
- Terrain notes
- Special interests in this park
- Number of trails
- List of trails
- Link to special permits
- Road conditions
- Map showing general geographical area

Secondary Content:

- Cross sell related books
- Cross sell related maps
- Cross sell related gear
- Cross sell related permits

Tertiary Content:

- List popular surrounding parks

Maintenance:

Evergreen
Review for possible update biannually.

Comments / Queries:

This page should provide a moderate amount of information including general park information and allow user to access specific trail information pages.

Set in friendly informational tone..

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Park name
- Park features
- Suggested gear
- Terrain keywords
- Special interest keywords
- List of trails in park
- Geographic region in state (e.g. northern, central, sierras)

Description (used for page meta tag):

Page Number: 2.1.2
Page Name: Trail Template
File Name: 02.1.2_trail.html

Approved by: _____ Date: _____

Primary Navigation (from site map):

- 1.0 Home Page
- 2.0 Destinations
- 3.0 Gear and Guides
- 4.0 Outdoor Tips and Resources
- 5.0 Trail Logs
- 6.0 About Us
- 7.0 Contact Us
- 8.0 Search

Secondary Navigation (from site map):

- Add to My Trails
- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Link to trail review template
- Link to write a review template
- Link to trail junctions template

Primary Content:

- Advertising (banner ad)
- Featured photo
- Text description of trail
- Terrain notes
- Special interests on this trail
- Number of reviews from users
- Link to reviews
- Link to write a review
- Link to trail junction pages
- Map showing general geographical area

Secondary Content:

- Cross sell related books
- Cross sell related maps
- Cross sell related gear
- Cross sell related permits

Tertiary Content:

- List popular surrounding trails

Maintenance:

Evergreen
Review for possible update biannually.

Comments / Queries:

This page should provide a general overview of a single park to allow users to decide if they want to research it further.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Trail name
- Trail features
- Suggested gear

Description (used for page meta tag):

Footer:	1.0 Home Page	5.0 Trail Logs	6.3 Terms of Use
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Primary Navigation (from site map):

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Secondary Navigation (from site map):

- Add a trail (Destinations)
- Edit my trails

- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Link to to trail template

Primary Content:

- Advertising (banner ad)

- Miscellaneous wilderness image

- Link list of saved trails with short descriptions - including location

Secondary Content:

- Cross sell related books
- Cross sell related maps
- Cross sell related gear
- Cross sell related permits

- Suggest other trails based on saved trails

Tertiary Content:

Maintenance:

Dynamic
Update after user inputs more info.

Comments / Queries:

This page is meant to be a short-cut for users. They can archive trail info for later use of compile trails for a trip. Either way, they do not have to navigate to the trail from the Home Page to find it again.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Trail names
- Parks the trail is associated with
- My Trails, Trails
- Destinations

Description (used for page meta tag):

Page Number: 3.1
Page Name: Product Template - Books
File Name: 03.1_book.html

Approved by: _____ Date: _____

Primary Navigation (from site map):

- 1.0 Home Page
- 2.0 Destinations
- 3.0 Gear and Guides
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- 8.0 Search

Secondary Navigation (from site map):

- See reviews
- Post a review
- Buy used

- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Link to shopping cart template

Primary Content:

- Advertising (banner ad)

- Book name

- Author

- Publisher

- Cost

- Publisher

- ISBN

- Number of pages

- Description

- Image of book cover

- Table of contents

- Add to shopping cart

Secondary Content:

- Cross sell related books

Tertiary Content:

- Customer service

Maintenance:

Monthly
Add, delete and modify individual product records in database.

Comments / Queries:

This page should provide enough information about a single book to allow users to decide if they want to purchase it or not.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Name of book
- Subject matter
- Author
- Publisher
- Region
- Cost

Description (used for page meta tag):

Footer:

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Secondary Navigation (from site map):

- See reviews
- Post a review
- Buy used

- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Link to shopping cart template

Primary Content:

- Advertising (banner ad)
- Image sample of actual map
- Region covered
- Description
- Specifications
- Cost
- Image of scenery or nearby landmark
- Add to shopping cart

Secondary Content:

- Cross sell related maps

Tertiary Content:

- Customer service

Maintenance:

Monthly
Add, delete and modify individual product records in database.

Comments / Queries:

This page should provide enough information about a single map to allow users to decide if they want to purchase it or not.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Name of region covered
- Type of map
- Cost
- Scale
- Material
- Size

Description (used for page meta tag):

Primary Navigation (from site map):

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Secondary Navigation (from site map):

- See reviews
- Post a review
- Buy used

- Terms of use
- Privacy policy
- Copyright

Required Links
(list of links from primary content area):

- Link to shopping cart template

Primary Content:

- Advertising (banner ad)

- Name of product

- Image of product

- Description of product

- Color

- Size

- Weight

- Cost

- Add to shopping cart

Secondary Content:

- Cross sell related gear

Tertiary Content:

- Customer service

Maintenance:

Monthly
Add, delete and modify individual product records in database.

Comments / Queries:

This page should provide enough information about a single product to allow users to decide if they want to purchase it or not.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Product name
- Activity associated with product
- Weather conditions
- Material composition
- Cost
- Color
- Size
- Weight

Description (used for page meta tag):

Page Number: 8.0
Page Name: Search
File Name: 08.0_search.html

Approved by: _____ Date: _____

Primary Navigation (from site map):

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- 8.0 Search

Secondary Navigation (from site map):

- Terms of use
- Privacy policy
- Copyright

**Required Links
(list of links from primary content area):**

- Form button for search results

Primary Content:

- Advertising (banner ad)
- Brief description of this screens function
- Text entry field to search for a term
- Options to filter search on specific areas:
 - This entire site
 - 2.0 Destinations
 - 2.1 Parks
 - 2.1.2 Trails
 - 3.0 Gear and Guides
 - 4.0 Outdoor Tips and Resources
 - 5.0 Trail Logs
 - 6.0 About Us
 - 7.0 Contact Us

Secondary Content:

- Cross sells based on search criteria:
 - related books
 - related maps
 - related gear
 - related permits

Tertiary Content:

- Search tips

Maintenance:

Daily automated update of search database:
Site is routinely automatically searched for keywords for addition to a keyword database. User searches from this page are then performed against that database.

Comments / Queries:

This page should provide a comprehensive search functionality to allow user to search for various information including about us.

Set in friendly informational tone.

Page Title (used for page title html tag):

Keywords (used for page meta tag):

- Find
- Locator
- Search

Description (used for page meta tag):

Footer:

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