Stage II

What advanced elements make this site unique and/or more complete than your Stage I site?
For my Stage II website, I will use flash and java script elements. I will also improve on my current graphics and add some form of animation or video. My plan is to also improve upon some of my current features, such as buttons and links.

What research (provide five specific examples) is needed to provide accurate, fact-based content for the topic featured in the Stage II site?
My current information is from a research brief and fact sheet I wrote during the fall about equine performance supplements. I plan to use more sources from scientific journals for additional information. I will also use information from equine journals that are not empirical sources, such as Eqqus. I will also have links to websites where you will be able to purchase supplements and obtain information on specific supplements.

How will complex or in-depth information be organized for the Stage II site?
I will keep my information as organized and simple to read as possible by using lists and shorter paragraphs. My website will be in three-levels. Viewers will be able to branch off of the advantages and dangers pages to other pages will more detailed information about specific problems or examples of supplements working. There will also be a FAQ page with book marks to allow viewers to click on their question and immediately be taken to the answer.

How does writing for the Web differ from traditional print materials?
When writing for the web you have to be conscious about how something looks on your computer may not be how it looks on someone else’s computer. With the wide audience you have online, you also have to make sure material can be read and comprehended by multiple different age levels.

How would you promote the Stage II site worldwide?
To promote my website worldwide, I would be sure to use metafiles allowing for search engines to pick up my website. I would include both the correct and incorrect spellings of words that might be used in a search.
Brief introduction about equine supplements and a little of information about the page

Links to research brief and fact sheet.

Link to my e-mail
Equine Performance Supplements

Information about advantages of equine supplements with link to page listing where to buy supplements and where to find information about a specific supplement.

Picture goes here!

Links to research brief and fact sheet.

Link to my e-mail
List of websites of where to buy supplements, and where to find more information on a specific supplement.
Information about the dangers of using supplements with a link to the next page listing specific side effects from various ingredients contained in most supplements.
This page will contain a list of ingredients allowing the viewer to click on each and a bookmark will scroll down the page to allow them to find the information quicker.

Links to research brief and fact sheet.

Link to my e-mail
This page will contain questions frequently asked by horse owners about supplements. This page will also use bookmarks to allow the viewer to find the information quicker.