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AGCJ 407
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Advanced Elements
The advanced elements that make this site more complete than my Stage I site is the interaction the viewer can use. This will be especially true on the Impact on Racing Industry page. Users can pick which country they want to learn more about and a new page will open on how EIV has affected that specific place. I want the photos that are the links to the new page to change as a mouse is scrolled over them. What I want is for the photos to widen and push the others a little so it is clear which place the viewer wants to go to.

Research
I am going to use my research brief and fact sheet from AGCJ 404 to provide the information needed for accurate content featured in my Stage II site. I will also be researching to see if any new information regarding the treatments and causes of EIV are available. I need to know the cause, any new break-outs of the virus around the world, available treatments, what the racing industry is doing to control it and if the virus has changed with the changing of vaccines.

Organized
I want to keep my site simple by making links to open up other pages instead of having a lot of information on just one. This is why I am making the different links for the Impact page because it is too much information to have one page. By setting it up so the viewer can pick which country that he or she wants to learn more about, means they do not have to search through information that is not as much a concern for them. I am going to give the basic overview of articles that discuss treatments and research being done, but will provide a link to the full article so the viewer can find out all the information that they want. Research article can be confusing and difficult to read which is why I am just giving a brief overview but providing the document.

Writing
Writing for the Web differs greatly from writing for traditional print materials because I have to keep the information short and to the point because people do not spend a lot of time reading information on the computer. I also have to get it to be interesting immediately or else the viewer will go to another Web site.

Promote
I would promote my Stage II site worldwide by using common horse and racing key terms in the search under meta name in the coding. I would also use terms of popular horse racing Web sites so my page would also come up in a search. I would find out about places doing research on EIV, so I could provide a link on my page to what they are doing, which would allow for other researchers to find my site when they are finding out what their colleagues are doing. I would also advertise the site on popular horse blogs and chat rooms so the general public could be made aware of EIV and how it does not just affect the racing industry but all horse owners. I would post a comment on these sites with a link to my page and a brief sentence about the dangers of EIV, and hope owners, veterinarians and anyone else involved in the horse industry take the time to learn a little bit about the virus and become more aware of it.
# Impact on Horse Racing

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<tr>
<th>Home</th>
<th>What is EIV?</th>
<th>Research</th>
<th>Treatments</th>
<th>Impact on Racing Industry</th>
<th>AGCJ 407 ©</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States (link to new window image of US)</td>
<td>United Kingdom (link to new window image of UK)</td>
<td>Japan (link to new window image of Japan)</td>
<td>Breeding (link to new window image of mare and foal)</td>
<td>(All photos would be vertical)</td>
<td></td>
</tr>
</tbody>
</table>
United States

Text on what has happened in US regarding the virus and what being done to stop it

IMAGE OF US TRACKS AND STABLES

United Kingdom

Text on what has happened in UK regarding the virus and what being done to stop it

IMAGES OF UK TRACKS AND STABLES
Text on what has happened in Japan regarding the virus and what being done to stop it
 IMAGES OF JAPAN TRACKS AND STABLES

Text on what has happened in the breeding world regarding the virus and what being done to stop it and the impact it has on not just an individual country but world racing
 IMAGES OF MARES AND FOALS, STALLIONS
# Treatments

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**INFO ON TREATMENTS AVAILABLE**

**WHAT RESEARCH HAS BEEN FOUND ABOUT IT**

provide links to published articles about the virus

**SWITCH INFO ON RESEARCH PAGE TO THIS PAGE AND VICE VERSA**

image of horses at track  

image of horses on trailer

**EMAIL**