I will be building my website to promote Day Show Cattle Co. Day Show Cattle Co. is a family owned and operated show cattle producing ranch located in Meadow, Texas.

**What type of audience is being targeted with this site?**
This site will target 4-H/FFA families interested in exhibiting steer and or heifer projects and the County Agents and Ag teachers that help them with these projects. Another main audience will be seedstock producers looking for replacement females or semen for use in their individual herds. The level of education will vary greatly across the audience of the site and therefore all of the information presented should be easy to read and understand. The target audience of this site will be primarily those steer/heifer exhibitors located in the West Texas area but would also like to attract attention across the states of Texas and Oklahoma. There is some demand from other states but the main customer base is located in these two states.

**What content is needed in this site?**
Important information that needs to be presented in this site would include a description of the services that Day Show Cattle Co. offers, contact and location information, information on the cattle they have for sale as well as the cattle that they have sold in the past. This can be achieved through several pages including one for each category:
- Contact Information
- Past Winners
- Herd Bulls

**How will I make my web site design effective?**
My web site design will be effective by being very organized and appealing. There will be a menu bar at the top of every page making it easy to navigate through the site as well as a constant color pattern to keep things consistent. All graphics will be at a 72 resolution and will be small enough for efficient load times.

**What color, graphics and text work best to attract unique visits and retain repeat visits.**
The text and colors should be easy to read. It is also important to have a high contrast between text color and background color so that the text is readable and that it will print well. To attract unique visits I will use graphics that are unique to the ranch and its diversity. Since the family not only raises cattle but also has a successful cotton farming operation I will incorporate pictures of that enterprise as well to grab the attention of West Texas families who associate with farming and ranching as a lifestyle. To retain repeat visits I will continually update information as it becomes available and exchange old graphics for new ones.

**How does writing for the Web site differ from traditional print materials?**
I feel that web sites with more graphics and clear concise text are more effective than sites with lots of text and paragraphs. Most people on the web are looking for fast accurate information. Traditional print materials have the luxury of containing more text but websites should present basic information in the most effective way possible.
What type of computer technologies will be needed to complete this project?

For my website I will write my site with Microsoft FrontPage and I will design graphics with Photoshop.

What types of interaction/communication formats are necessary for the site to be successful?

A major focus of my website is to increase awareness of the Day Show Cattle Co. as a major force in the show cattle industry. A key component of this is easy access to their information and location. To achieve this I will have an entire page detailing all of the contact information for the two gentlemen who run all operations. This page will also include links to email the Day Family and a map to the ranch.

How will you promote the site worldwide?

This business primarily depends on customers in Texas and Oklahoma. They really have no goals or see any profitability in expanding their reach beyond the United States due to the breed composition of their herd. Other countries across the world are using very different breed types than are being utilized in the United States for show calf production and therefore this website has no goal of being promoted worldwide. Although our target audience is in the United States, the website will be available to other countries across the world by adding meta tags in the header so that the site is found by many search engines.
Flash animated image.
Colors will be navy and red to coordinate with company logo.
Visitors will be able to click on pictures for enlarged image.
Hoo Doo Prince

Information

Sniper

Information

Visitors will be able to click on pictures for enlarged image.
2000-2003
2004-2005
2006

Links to pages with pictures of winners.
There will be 3 of these pages featuring pictures of winners. There will be a separate page for each of the three categories on the winners.html page.
Ricky, Cindy & Autumn
Route 1 ~ Box 79A
Meadow, Texas 79345
(806) 585-6566, home
(806) 638-0160, cell
email: rickyday@dayshowcattle.com

Rusty & Katie Jo
Route 1 ~ Box 79
Meadow, Texas 79345
(806) 585-6357, home
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email: rusty@dayshowcattle.com
katie@dayshowcattle.com

Day Ranch is located west of Meadow off of Highway 211. We are 45 minutes from Lubbock, and 20 minutes from Brownfield and Levelland.

This map leads you to us, but if you need further directions, please contact us and we'll gladly provide you with such.