What type of audience is being targeted with this site?
Moondance Ranch website targets people in their 40’s, 50’s, and 60’s, with interests in either a lifestyle change and alternative lifestyles relative to agriculture. The site is also geared towards women who are looking for change in their own lives and have interests in agriculture, cattle, or horses. The meta tags and keywords will also bring in cattle producers, horse people, and other new agrarians looking for ways to expand their own knowledge and ideas for growth.

What content (critical, complementary, and supplementary) is needed in this site?
A short overview of my personal journey moving from the inner city to a rural area, acquiring property, livestock, and going back to school to learn about agriculture should contain compelling writing and interesting photographs/graphics. The home page layout and introductory paragraph are critical to keeping the first time visitor. Complementary content on the second level pages will include efficient summaries about my livestock, horticultural efforts, and education experience supported by colorful photography and graphics. Supplementary content will be the links to interesting and authoritative sources for more information, and eventually an area in the site for motivational/inspiration columns that I write, with articles from other authors in the same vein. and all related to a lifestyle centered around agriculture and living close to nature.

How will you make your website design effective?
I will keep a common theme and “look” on all of my pages and keep the content simple, easy to load, and easy to navigate. There will be a unique flash animation on the home/welcome page and complimentary background colors will change as you move to the next page level. I will change the arrangement of the presentation tables and rows to break up monotony. There will be a common link on all pages for visitors to make comments on the data form if they have an idea about what they are reading or seeing on a particular page and want quick access to expressing their opinion. This will ensure that I get feedback needed to improve the site.

What color, graphics, and text work best to attract unique visits and retain repeat visits?
Colors that contrast and make text easy to read and colors that are calming and peaceful will reflect the concept of the site. The graphics will be minimal and clean. Text will be short and to the point in arial and times roman fonts, with some headings in a contemporary script font that is used in the Moondance Ranch logo banner.

What type of computer technologies will be needed to complete this project?
Microsoft Front Page will be needed for the design and composition, Flash for my home page animation and Adobe Creative Suites 2 Premium (with Illustrator, Photoshop, and InDesign programs) will be used for graphic enhancement, and photograph manipulation. The site will be tested in a variety of browsers to determine compatibility for visitors.

What types of interaction/communication formats are necessary for the site to be successful?
An e-mail link to my personal web address will be on every page. A data form page with links throughout the site will provide connection to visitors, and create a database for newsletters/announcements to be mailed to past visitors, designed to bring them back.

How will you promote the site worldwide?
Through targeted keywords in meta tags and through contacting sites put up by people around the world who have a similar urban/agrarian metamorphosis story to share and would be interested in putting a link to their site on my own in return for mentioning and linking to Moondance Ranch.
Welcome to Moondance Ranch, a place where my dream to be a cowgirl and farmer is becoming a reality. Going from cats & dogs to cows and horses has been one of the most amazing endeavors of my life. For you urbanites who want to grow your photos & text, this is the place for you. The child pages will have different photo banners relevant to the subject of the page. Content will consist of brief text describing the subject and will utilize colorful photographs and graphics. Both the parent and child navigation bars will link the visitor to all pages in the site, and the home link will be available on all pages.