What type of audience is being targeted with this site?
The website is designed primarily for current and potential customers of Gringo’s Mexican Restaurant. The audience includes local customers and people visiting the area. The language of the website is directed toward middle-aged to elderly adults.

What content (critical, complimentary, and supplementary) is needed in this site?
Because the website has a business focus, the critical content for the site will include basic restaurant information on the main page. The other critical content pages are the menu page and location page. Complimentary pages will include the history page and staff page. Supplementary contact for the site will be the events page. This page will include Gringo’s events, accommodations, and events in the area.

How will you make your website design effective?
The website will be easy to navigate and have no confusion associated with it. To keep viewers engaged, paragraphs must be concise, but entertaining. Links must remain in the same place on every single page, including the current page’s link.

What color, graphics, and text work best to attract unique visits and retain repeat visits?
The website will retain the color scheme of the Gringo’s logo, red, green, and yellow. The Gringo’s logo will be displayed on every page in the top left corner as a link to the homepage. By updating our site on a regular basis with family and restaurant activities, we can build a loyal network of customers who visit the site on a regular basis.

What type of computer technologies will be needed to complete this project?
Informational paragraphs will be written in Microsoft Word and then transferred to Microsoft Expression Web. Graphics will be edited using Photoshop. Internet Explorer, Mozilla Firefox, and other browser options will be used to upload and test the website.

What types of interact/communication formats are necessary for the site to be successful?
We will have the restaurant information (phone number, location, etc.) readily available. For those customers that are comfortable using the web as a form of communication, an email link will be located at the bottom of every page.

What advanced elements make this site unique and/or more complete than your Stage I site?
My Stage II site will include animation (cascading, etc.) and a mapped graphic. My email graphic and navigation buttons will “pop” and change text color when scrolled over. I will add an “Intro” page that will contain a flash graphic to enter the website.

What research (provide five specific examples) is needed to provide accurate, fact-based content for the topic featured in the Stage II site?
The website will include links to information about the area and any events hosted in our facility. We will not have any nutritional information because Gringo’s is a MEXICAN restaurant. No one wants to know what the nutritional value is of our food!

These websites will include:

http://www.maps.google.com
Google Maps Link for directions to the restaurant. Mileage will be included for long-distance travelers.

http://www.thewhiskeymoon.com
Link to a band that plays often at the restaurant.

http://www.okmajordev.org/historical_society.htm
The Major County Historical Society hosts events throughout the year.

This site helps bring awareness to the public about the struggles of owning a small town business.

http://digital.library.okstate.edu/encyclopedia/entries/R/RI009.html
Information about Ringwood.

**How will complex or in-depth information be organized for the Stage II site?**

Most information will be presented on the page itself and will not need extra linking; however, lengthy information that could bog down a webpage will have a link to view. Bookmarking will be used on any pages that are lengthy. Ultimately, the site will achieve Level 3 pages, but will be as simplistic as possible.

**How does writing for the Web differ from traditional print materials?**

To write effectively for the web, you must have enough information to make a webpage worthwhile, but not so much that the reader loses interest. The site must be as personable and entertaining as possible while still being primarily about business. When writing content for the site, this must be referenced constantly. Each page should focus on conveying our success and our commitment to the area, and not actually tell a “story.”

**How would you promote the Stage II site worldwide?**

Although the website is not intended for a worldwide audience (only for regional audiences), I will use metatags to create search engine results. I will also contact other regional businesses that the restaurant is associated with about the website. Through positive relations with these businesses, we can link from their websites to our own and vice versa. In addition to web promotions, advertisements for the website can be placed in regional publications. Also, the website will be promoted constantly through the restaurant itself and its other promotional materials.