

# La Rusticana d'Orsa

Website Redesign by WeBridge

# Home Page

## Home Page - current

- Redesign homepage, including assessing flash for additional fees
- Est. time: 3 hours



## Home Page - Now

- Added Flash with 4-5 images
- Adding new images to 4-pc. header
- Sign-in (canceled)
- Est. time: na



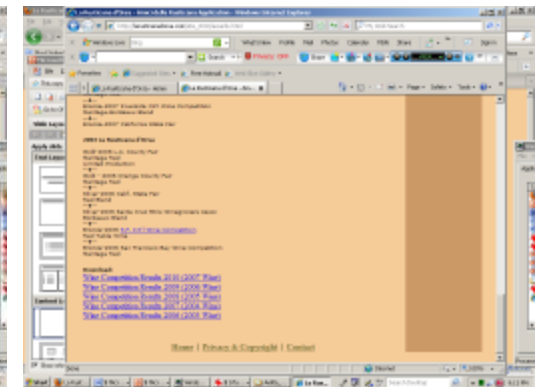
# Website Frame

## Frame –current and recommendations

- Awards page – shorten while creating new page
- Add sign-in
- Est. time = 10 hours

## Frame – now + additions

- Added Read More and awards page with links and downloads
- Cultural Statement
- Sign-in cancelled
- Est. time =



# Constant Contact

## Current relationship with CC

- Trial account
- Deciding how to use account for both marketing and events
- Est. time = 8 hours



## Relationship now with CC

- Join Our Mailing list icon linked to CC account
- Clarity on CC benefits and limitations
- Clarity on how to use CC account vs. contact us page sent to Sara
- Still assessing CC Events features
- Est. time =



# Menu tabs and site menu

## Tabs and menu - current

- Menu tabs modification
- Menu tab programming needed revisions for easy future-changes
- No site menu currently on site
- Firefox browser causing menu overlap
- Est. time = 5 hours



## Tabs and menu - now

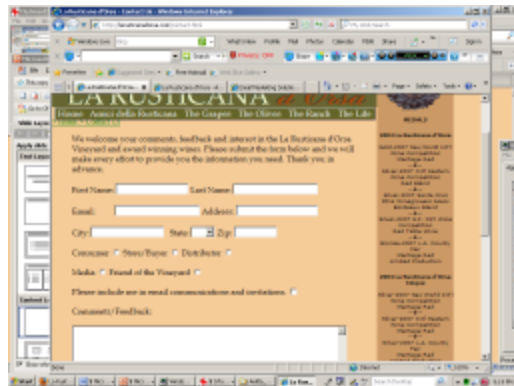
- Revised menu tabs and sub-tabs multiple times including fleur de lis icons
- Revised programming to improve future changeability and clicking functionality
- Added simplicity and clarity to site by this process and moving pages around or deleting them
- Added site map per Larry's comments to have a map for project clarity
- Working on fixing Firefox browser overlap
- Est. time =



# Contact Us

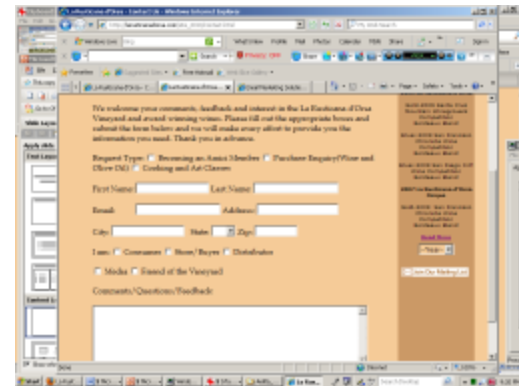
## Contact us page - current

- Contact us enquiry page
- Assessing how to use this page with constant contact marketing tool
- Est. time = 6 hours



## Contact Us page –now

- Modified page to include wine/olive oil purchase and class enquiry
- Creating links throughout site to improve marketing features
- Testing and verifying link to Sara's email
- Est. time =



# Amici della Rusticana section

## Amici page - current

- Discussed cleaning up this section but was not part of initial quote.
- Included application page which was main area of concern
- Est. time = na



## Amici - now

- Removed benefits and application page which freed up section for future use
- Added 2010 events for temporary fix
- Modified green button icon and linked button to contact us page
- Created archive page with newsletters which was moved to Events section





# Wine Section

## Wine –current and recommendations

- Wanted to put in up-to-date pictures of wine bottles/labels
- Est. time = na

## Wine - now

- Wine and Olive oil menu tab have been combined
- Wine page will now include Cinque and Red Wine table labels
- Deleted where to buy page
- Adding links to contact us page for purchase enquiries
- Adding Tasting Notes links
- Est. time = na





# Olive Oil Section

## Olive Oil – current menu

- Talked about keeping orchard page structure
- Possibly adding current Olive Oil images
- Est. time = na

## Olive Oil - now

- Olive Oil menu tab combined with Wine tab: Wine and Olive Oil
- Deleted where to buy section
- Kept Orchard page format and decreased the size of the images
- Creating links to page for purchase enquiry
- Sold Out text under Olive Oil seal



# The Ranch section

## The Ranch menu tab - current

- Assessed cleaning up Casa Subasio
- Gardens section wasn't discussed much
- Est. time = na

## The Ranch - now

- Changed menu sub-tab name of Casa Subasio.



# The Life section

## The Life menu tab - current

- Assessed cleaning recipes page including making Franca story more prominent
- Taking out The Book page
- Adding link so users can enquire about cooking classes
- Est. time = na

## Events - now

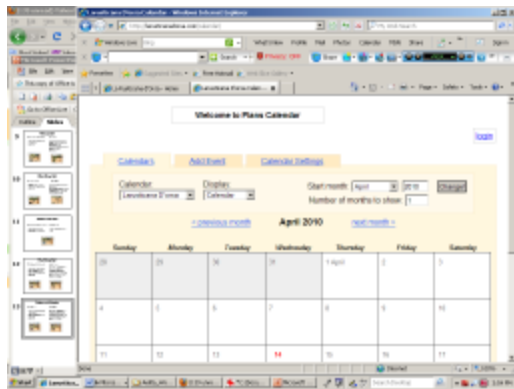
- New image of Franca and other images with more prominence coming
- Changing page to cooking and adding recipes page, like awards page
- Adding art class email from Dan into page
- Moved Archive newsletters from Amici page
- Adding link for class enquiries



# Gallery and Calendar

## The Calendar

- Assessed using Constant Contact events features at \$15/mo
- Briefly trained Sara on entering data
- Appears this Verio service won't be used
- Est. time = 3



## The Gallery

- Enabled Gallery feature of Verio hosting service
- Been helpful to stage pictures for easy access to client and programming team
- Doesn't have many features to improve appearance, including color.
- Appears it won't be made for public viewing
- Est. hours: 10

