**Detail Per Page:**

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| Home | * Search function important for Gallery and Catalog/Products * Elegant, upscale, classy feel with emphasis on beautiful photos |
| About Us | * Standard about us page – text, pictures |
| Showroom | * Photos and information on their showroom in Naples, FL. Photos will be provided to us as a later date. |
| Gallery | * Separated into 3 categories: Floors, Walls, & Kitchens   + Example:     - Category > Subcategory > Another Subcategory     - Name/title     - Photo of tile installed     - NO pricing information |
| Location | * Information on their Naples, FL location including photos. * Module for simple directions:   + Type in your address and hit ‘Get Directions’ – sync with Google Maps |
| Catalog/Products | * **What We Sell**: Page explaining different items sold by Sorhegui Tile – different types of tile, stone, marble, etc. All content to be provided by Sorhegui Tile. * Catalog/Products Subcategories:   + Modern     - Product Display Page: Different pages per user experience.     - Every tile in inventory has a custom tile code: Ex: GB3895       * Experience 1: Display tile photo, tile code – *for* *customers only. Does NOT display tile name (ex: GoldMine)*         + Can search tile code on site         + This experience accessible through Site Search       * Experience 2: Display Name of tile, ex: GoldMine – for *businesses outside the area looking for tile – Does NOT display tile code (ex: GB3895)*         + Does NOT list code OR manufacturer, only name – competition reasons. Don’t want to be able to Google tile code and find cheaper elsewhere.         + This experience accessible through Google search results   + Old World   + Transitional   + Elegant   + Contemporary |
| New Products | * Display new products in inventory, updated by Sorhegui Tile. Possibly a sub-category of Gallery? |
| Manufacturers | * Lists logos / names of tile manufacturers carried in inventory |
| Contact Us | * Small paragraph of text, photo of office building * Module for simple directions:   + Type in your address and hit ‘Get Directions’ – sync with Google Maps * Contact form dropdown: General Contact, Get Quote, Comments & Questions |

SEO Strategy – Keywords (Bold indicates very important keyword)

* Marble
* Tile
* Natural stone
* Porcelain tile
* Glass tile
* **Metal tile**
* Limestone
* Travertine
* Remodeling, bathrooms, kitchens, floors/flooring, pool
* Terracotta
* **Mosaics**
* Contemporary tiles
* Subway tiles
* Hand painted tiles
* Carved stones
* Borders
* Wood tiles
* **Tile Naples**
* Marble Naples
* Contemporary Tile Naples
* Tuscan Tile Naples
* Bathroom Tile
* Brick Pavers
* Ceramic Tile
* Glass Tile
* Granite
* Marble
* Outdoor Tile
* Pool Tile
* Porcelain Tile
* Quartz Tile
* Jerusalem Stone
* French Limestone
* Glass Vessel
* Glass Sink
* Liners
* Moldings
* Hand Carved Stone
* Medallions
* Glass Mosaics
* Through Body Porcelain