**Detail Per Page:**

|  |  |
| --- | --- |
| 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