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ADVR 3321

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## Website Writing

### **Current Website Review:**

The website for Garibaldi's Pizza has a design that, overall, needs a lot of improvement. The design of the website looks outdated and similar to simple HTML-coding websites. In addition, the pictures of the food do not look professional. As a result, the food does not look appealing. If someone was to consider going to Garibaldi's based off of the website, they would more than likely not be interested in going due to its quality.

### **New Website Design:**

I would change the homepage of the site and move the "about" information someplace else. I would change the website's background color to white instead of green. A more modern font such as Arial or Open Sans will replace the current font. I would include the name and logo of the pizza in the top left corner of the screen. In the right corner, I would place the navigation bar section. It will include the following pages: Menu, Order Online, Join the Team (hiring), Locations and About (where the importance and history of the company is explained). On the main part of the page, Garibaldi's slogan, "From our family to yours, since 1975" will be at the top of the page and below it a top quality picture of one of its pizzas. Below this, there will be a slideshow of some of the most popular items on the restaurant's menu. It will include a

professional photo of the item and the price, along with an “order now” sign placed on top of the picture.

Below this section, there will be a news section, where any new deals or sales are highlighted. Any post made under this section will include a picture and a brief description about the deal or sale. Finally, an email address sign-up page will be included in order for customers to be notified when a new sale or event is happening at Garibaldi’s. At the bottom of the page, the logos of multiple social medias (Facebook, Twitter, Instagram, YouTube) will be included in order to draw more attention to the restaurant’s social media presence. This design will bring a more modern look to the site than the current design. In addition to new fonts and colors, the arrangement of the site and its new, professional photos will help Garibaldi’s site to look more appealing. If someone were to look at the website, they may be more interested in going.