

Instructions for Design:

First, see attached file named "landing page concept.png". **This is most important:**

- 1) I want the layout of website to look substantially the same as this file. This file was generated from Chat GPT. This file does not have my real profile picture, books, or company name / logo. This file is just an example to show you the overall layout. All content and images should be taken from my attached files or my website at docking911.com
- 2) Header with my company logo, attached, "Captain Morgan's Boat Training & Charters, LLC
- 3) First section is about primary business which is hands-on boat training using your boat at your location in the Tampa Bay area.
- 4) Next section is my books. I attached pictures of my actual books and covers. My books can be found live on Amazon. These books should be linked to the amazon listings. When clicked it should open a new page, not change current page.
- 5) Next section will have my attached profile picture and my qualifications. You can use the same language / bullets for qualifications as seen on the concept image to the right of the person's photo.
- 6) The next section is my google reviews. You can find my business on google and use the reviews that are there. You can save the google reviews as images and have them scrolling sideways in this section.
- 7) The last section is my services and can look very similar to concept image and content.

Second, pages and forms:

- 1) I do not want online booking or an online store. I do want two different kinds of forms:
 - a. Form 1, this will be to inquire about training. There should be fields on the form for: Full name, phone, email, boat make, boat model, boat year, boat location. Name, phone and email are mandatory fields that must be filled in prior to submission.
 - b. Form 2, this will be to subscribe to future tips and news. This should have fields for full name, phone and email. This form should specifically say that it is not for training inquiries and to use the other form if they are inquiring about training.
- 2) Other pages (**see docking911.com for content**):
 - a. Services
 - b. Boating Aids (with links to product on Etsy)
 - c. Gallery

Most of my clients find me on their cell phones. The design must look just as good on cell phone as desktop.