



Page Total : 16 (with a separate page for each blog post)

Home Page - Newsletter pop up that will display as soon as someone lands on the homepage with notification options that will add emails to specific mailing lists automatically. First section with either a video of Tennessee weather or headshot of Mike, main sponsorship in prominent location with a CTA to download the app, 24/7 LIVE stream, radar map, 7 day and current forecast that shows users location, 7 Platinum sponsor locations with ability to rotate ads, area for Witcher's Pictures that rotates through with a link to the main gallery, CTA to subscribe to YouTube, latest 3 blog posts with a link to main blog page. Adding a popup for severe weather alerts.

Weather

- Daily Forecast** - Combining One Minute with Witcher, the Extended Forecast, and possible smaller location forecasts onto one page with anchor links for the app so that users can still link to each and be taken to the respective video.
- SkyCams** - Clickable map of areas where skycams are located with popup videos for each location which will also include a time-lapse for each location. (Will hide upon launch until a stable network is set up.)
- Map Room** - Different images of weather maps for East Tennessee.
- Witcher Weather Watchers** - About WWW and what all it entails and information on how to join with a link to join.
- Witcher's Pictures** - Gallery with images of weather that have been sent in through the app which will be manually uploaded to the site.

Education

- Blog** - Blog post grid with filtering options and read more links that will link to each full blog post.
- Witcher Weather 101** - Educational YouTube videos for teachers to utilize in classrooms with CTA to inquire about a school visit that links to the School Visits page.
- School Visits** - Examples of what a school visit would look like with an online form for school visit inquiries.

Store - Shopify store embed.

Sponsor Deals - Highlight sponsors and offer deals and discounts to attract more people to this page.

Contact

- About eastTNweather** - Bio and images introducing Mike Witcher and what got you into weather forecasting and starting your business, why viewers should trust you with their weather updates, and any other information you would like to add.
- Advertise** - Online form for ad inquiries.
- Radio Stations** - List of radio stations that broadcast eastTNweather.

Donate - Kofi form embed to buy a coffee for eastTNweather.

Watch Live - 24/7 LIVE stream.

NOTES

- Considering we are adding a few new pages, I've re-structured the menu to create more organization and declutter the amount of main menu items.
- I've added the option for quick links to the footer. Even though the menu will be visible anytime a user is scrolling up, these quick links offer an easier route to find sub pages in the menu. We can utilize the quick links for the most visited pages.
- Each page will include one ad placement area for Google AdSense.

FOOTER