

Real or Imaginary:

This is an imaginary business. I have used this imaginary business for past class assignments. It is a mountain bike rental shop.

Site Title & Research a Domain:

The name of the company is 'Richard's Rides'. I used instantdomains.com/search and found that richardsrides.com was available. This was quite easy, however I was expecting it to be difficult. On Hostinger, it was \$0.01/first year, on Namecheap it was \$11.28/year. I found that instead of .com, a .ca website was cheaper through Hostinger for only \$9.99/year.

EXACT MATCH

richardsrides.ca **SAVE 41%**

For first year

\$ 9.99/1st yr ~~\$16.99~~

Make it yours

- ✓ .ca domains proudly display your Canadian presence.
- ✓ This domain is ideal for a personalized transportation service. It offers a unique branding opportunity for a rideshare business. ⓘ

EXACT MATCH

richardsrides.com ⓘ **SAVE 99%**

Best value for 3 year term

\$ 0.01/1st yr ~~\$19.99~~

Make it yours

- ✓ .com domains are very popular and have usually already been snapped up.
- ✓ This domain is ideal for a transportation service business. It could also suit a personal adventure or travel blog. ⓘ

Purpose & Audience:

The purpose of my business is a mountain bike rental shop that offers gear rentals and classes. The target audience is women my age with outdoor hobbies who are looking to expand their skills. I have found that many bike rental shops have outdated websites that advertise bike rentals but make it nearly impossible to find how to rent. For example, when you Google search “mountain bike rentals,” the first site that pops up is a bike shop in Langford, but they do not offer rentals at their location. I have found that a lot of these websites use big bold font and bright colours, with lots of pictures/animations. With my business and website, I want it to feel inviting and safe for beginners. I don’t want it to feel daunting, or like a ‘boy’ sport.

Site Description:

- **Content:**
 - o a page to show what bikes are available for rent
 - o a page to show what gear is available for rent
 - o classes offered
 - o suggested trails
 - o FAQ
- **Gallery**
 - o Photos of the bikes and gear that are available
 - o Images of trails in Victoria and the surrounding areas
- **Form**
 - o The fillable form will be for rentals, asking for sizing and skill level
 - o

Site Colour Scheme

Image Title:

- Modern black mountain bike resting slanted on a tree on a foggy day in the autumn. MTB ready for an autumn ride.

Author:

- Anže

License:

- Standard Adobe Stock image license

Source URL:

- https://stock.adobe.com/ca/images/modern-black-mountain-bike-resting-slanted-on-a-tree-on-a-foggy-day-in-the-autumn-mtb-ready-for-an-autumn-ride/393027833?prev_url=detail



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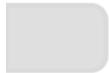
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