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# David's Barbeque Redesign

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# Business Overview

- Local barbeque joint in Arlington, TX
  - Multi-generational DFW barbeque legacy
  - High quality food at a reasonable price
  - Homey, familiar feeling
  - Family-owned business
  - Simple, timeless, excellent food
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# Value Proposition

- David's provides locals a place to gather and enjoy delicious food together.
  - The restaurant provides a unique opportunity for people nationwide to engage with local Texas charm.
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## Core values

- Community ties
- History
- Inclusivity
- Affordability
- Good food

## Advantages

- Long history in the DFW area
  - Long-term perfected recipes
  - Strong earned media in reviews and word-of-mouth
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# David's since 1910 Barbecue



[Home](#) [Our Story](#) [Menu](#) [Catering](#) [Contact](#) [Links](#)

*The Original  
Texas Barbecue  
Since 1910*



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## Advantages of new site:

- About page is one of the high priority items so people will be likely to read our story
  - Emphasis is placed on the community calendar to encourage ties to the community
  - Easy, user friendly online ordering makes it simpler than ever to get David's delivered to your door
  - Sign up for updates keeps David's customers informed and connected
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# Intended audience

- Special attention to mobile users so they can order food or look at the menu
  - People who are active participants or otherwise invested in the community
  - People who love local history and good food
  - Families looking for an affordable meal that all can share
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# Credibility cues

- Our story page
    - Address and contact information listed in multiple areas
    - Privacy policy
    - Calendar events are unlikely to be fake
    - Link to yelp reviews on our story page
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# SEO

- Included proper descriptions
  - Prioritised information in `<h1>` tags and made a class for less important similarly styled information
  - Ideally would submit sitemap to Google
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# Iterations of index.php

- People outside of texas:
    - Merch
    - Three block highlight
    - Calendar
  
  - People who have input event code:
    - Calendar
    - Three block highlight
    - Merch
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## Lunch Menu

Available from 11am central to 2pm central, goal to encourage working people to order their lunch from David's

## Coupon element

Changes based on coupon codes that have been input, goal to target people based on the events they attend and to keep people engaged and coming back to find new deals

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# Promo codes

no code		Try our vegan products!
ahsfan	Arlington historical society	Buy a shirt and \$2 go to the Arlington historical society with code ahs2
school10	school event	Get 10% off 2 pounds of barbeque with code school10

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@David's\_Barbeque

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Styrofoam takes 500 years to biodegrade, at David's we don't want to contribute that much waste to landfills. That's why we use biodegradable takeout containers! [#sustainability](#)  
[#dontbetrashy](#)



**NEW VEGAN PRODUCT**



## **Jackfruit pulled pork**

Our new vegan jackfruit pulled pork has all of the tender, juicy goodness of regular pork, with none of the meat. Try it with our classic barbeque sauce, or eat it plain.

[Order now](#)

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