

Silvia Furia

Web 160: Writing for the Web

Assignment 1: Pick Your Site

Client: **Metropolitan Pilates**

URL: www.metropolitanpilates.com

Redesign of my business website, Metropolitan Pilates. Over 14 months ago, I worked with a designer and a developer on a redesign of the Metropolitan Pilates site. After the project was completed I decided to enter the web design program at SCCC with the goal of redesigning the site at a later date.

The current Metropolitan Pilates site has many shortcomings. The site was designed by a print designer with minimal web experience. There's no searchable text on the home page and the site does not rank well when you search "pilates in seattle". When copy for the website was first written (for version 1 in 2003), the goal was to introduce Pilates as "intelligent exercise" and to showcase the studio. By now, most people know quite a bit about Pilates as many studios have opened in the greater Seattle area. So, the main goal of the rewrite is to sell our services.