

Original Content Index	Original Title	H1 (Title in Content)	Needed for Cardsort (True/False)	Original Page Url	Original Root Url	Pageviews (Feb 1, 2017 - Jan 31, 2018)	Functionality and forms	Files and media	Key messages	Accuracy / In date	Content quality	Value to visitors	Value to organisation	Migration readiness
1	Home	-	FALSE	/	/	84,233	slider	IMAGES http://www.ventu	UPCOMING EVENTS TO BE AWARE OF	GOOD	OK	HIGH	LOW	REWRITE
4	FAQs	FAQs	TRUE	http://www.ventureoutdoors.org/help/	/help/	5,516		http://www.ventu	WHAT TO EXPECT, HOW TO COMPLETE COMMON ACTIONS	POOR OKAY ACCURATE RIGHT NOW BUT COULD BE AFFECTED BY THE CHANGES TO THE WEBSITE (I.E. QUESTIONS REGARDING HOW TO OR NEXT STEPS)	GOOD	MEDIUM	MEDIUM	TWEAK
5	Kayak Pittsburgh FAQ	Kayak Pittsburgh FAQ	TRUE	http://www.ventureoutdoors.org/kayak-pittsburgh-faq/	/kayak-pittsburgh-faq/	4,915		http://www.ventu	WHAT TO EXPECT AT KAYAK PGH	POOR REFERS TO START DATE FOR 2017 SEASON	GOOD	MEDIUM	MEDIUM	TWEAK
6	Online Registration Instructions	Online Registration Instru	TRUE	https://www.ventureoutdoors.org/help/online-registration-instructions/	/help/online-registration-instructions/	296			HOW TO REGISTER FOR AN ACTIVITY	POOR DOES NOT ADDRESS THE 2 TYPES OF NON-MEMBERS (THOSE WITHOUT ACCOUNTS AND FREE MEMBERS WITH ACCOUNTS) WITH UPDATES TO WEBSITE, THESE INSTRUCTIONS MIGHT NEED REVISED TO MATCH ANY CHANGES TO THE REGISTRATION PROCESS	OKAY	LOW	MEDIUM	REWRITE
7	Venture Outdoors Terms and Conditions	Venture Outdoors Terms :	TRUE	https://www.ventureoutdoors.org/terms-and-conditions/	/terms-and-conditions/	152			POLICIES AND EXPECTATIONS FOR OUTINGS	GOOD	OKAY	LOW	HIGH	MIGRATE AS IS
8	Weather FAQs	-	TRUE	http://www.ventureoutdoors.org/weather-faqs-2/	/weather-faqs-2/	56			WHAT TO EXPECT WITH VARIOUS WEATHER CONDITIONS DURING AN OUTING	GOOD	OKAY	LOW	MEDIUM	TWEAK
9	Contact	Contact	TRUE	http://www.ventureoutdoors.org/contact/	/contact/	3,040	Google Map location of main office		CONTACT INFORMATION FOR GENERAL INQUIRIES, IN-KIND DONATIONS, KAYAK PGH, MEDIA AND OUTREACH, MEMBERSHIP, PROGRAM REGISTRATION, AND VOLUNTEERING	GOOD	GOOD	MEDIUM	HIGH	MIGRATE AS IS
10	Sign up for e-news	Sign up for e-news	TRUE	http://www.ventureoutdoors.org/newsletter-signup/	/newsletter-signup/	680	e-news sign-up form (HTML)		SIGN UP FOR EMAIL NEWSLETTER	GOOD	GOOD	LOW	MEDIUM	MIGRATE AS IS
11	Member Sign In	Sign In	TRUE	https://www.ventureoutdoors.org/join-us/get-pass/sign-in/	/join-us/get-pass/sign-in/	23,943	Member Login Form (HTML)		LOGIN PAGE	GOOD	GOOD	HIGH	HIGH	MIGRATE AS IS
12	I forgot my password! Login Help	I forgot my password!	TRUE	https://www.ventureoutdoors.org/join-us/get-pass/login-help/	/join-us/get-pass/login-help/	439	Password Reset Form (HTML)		RESET PASSWORD	GOOD	GOOD	LOW	HIGH	TWEAK
13	Member Sign-Up	Member Sign-Up	TRUE	https://www.ventureoutdoors.org/join-us/get-pass?rd=1	/join-us/get-pass?rd=1	4,023	Member Sign-Up Form (Javascript) - multi step		FORM TO SIGN UP AS A MEMBER	POOR MEMBERSHIP BENEFITS INFORMATION IS CONVEYED IN IMAGES RATHER THAN TEXT MEMBERSHIP LEVELS ARE CHANGING, MAKING THIS CONTENT OUTDATED	POOR CLARITY ON MEMBER BENEFITS COULD BE IMPROVED	MEDIUM	HIGH	REWRITE
14	Cart	Cart	TRUE	https://www.ventureoutdoors.org/cart/	/cart/	892	Cart (Javascript) - multi step		VIEW / FINISH REGISTERING FOR ACTIVITY	GOOD	GOOD	LOW	LOW	MIGRATE AS IS
15	About Us	About Us	TRUE	http://www.ventureoutdoors.org/about-us/	/about-us/	2,806		http://www.ventu http://www.ventu	NON-PROFIT ORGANIZATION OFFERS OUTDOOR EXPERIENCES FOR THE PUBLIC AND PRIVATE GROUPS PARENT ORGANIZATION OF KAYAK PITTSBURGH	POOR OUT OF DATE - REFERENCES TO 2016 SEASON AND LINKS TO 2016 ANNUAL REPORT IN-TEXT REFERENCES TO OTHER PAGES WITHOUT LINKS	POOR SWITCHES BETWEEN PROGRAM, ACTIVITY, OUTING IN CONTENT	MEDIUM	MEDIUM	REWRITE
16	Our Mission	Our Mission	TRUE	http://www.ventureoutdoors.org/about-us/our-mission/	/about-us/our-mission/	1,132		http://www.ventu http://www.ventu	MISSION AND VALUES OF VENTURE OUTDOORS	GOOD		MEDIUM	MEDIUM	REWRITE
17	Our Blog	Our Blog	TRUE	http://www.ventureoutdoors.org/about-us/blog/	/about-us/blog/	613			FIRST HAND ACCOUNT OF EXPERIENCES OUTDOORS; STORIES ABOUT VOLUNTEERS	GOOD	GOOD	LOW	MEDIUM	MIGRATE AS IS
18	[blog posts]	[blog posts]	TRUE	[blog post urls -- unique to post name]	[blog post urls -- unique to post name]	#N/A			FIRST HAND ACCOUNT OF EXPERIENCES OUTDOORS; STORIES ABOUT VOLUNTEERS	GOOD	OKAY WE THINK YOU CAN ADD IN MORE STORIES ABOUT YOUR OUTREACH (YOUTH PROGRAMS, ADAPTIVE PROGRAMMING, STEWARDSHIP PROGRAMS, ETC)	LOW	MEDIUM	MIGRATE AS IS
19	Staff Archives	[blog category]	TRUE	http://www.ventureoutdoors.org/category/staff/	/category/staff/	2			POSTS ABOUT STAFF	GOOD	GOOD	LOW	LOW	MIGRATE AS IS
20	Outing Recaps Archives	[blog category]	TRUE	http://www.ventureoutdoors.org/category/outing-recaps/	/category/outing-recaps/	2			POSTS ABOUT OUTDOORS EXPERIENCES	GOOD	GOOD	LOW	LOW	MIGRATE AS IS
21	News Archives	[blog category]	TRUE	http://www.ventureoutdoors.org/category/news/	/category/news/	7			POSTS ABOUT VENTURE OUTDOORS NEWS	GOOD	GOOD	LOW	LOW	MIGRATE AS IS

VENTURE OUTDOORS STAKEHOLDER QUESTIONS

Introduction:

Thank you for taking the time out to help us collect some information about Venture Outdoors. As you may know, we are from Shift Collaborative, a creative agency based in East Liberty, and we are helping Venture Outdoors analyze their web presence. We have two of us on the call today so that one person can ask the questions while the second person takes notes.

Today, I'll ask you a series of questions about your experience with the Venture Outdoors brand and its website. This should take about 20 minutes. Please feel free to speak frankly.

We would like to record this call for our purposes of documenting all the information accurately. Shift will not give access to the recording to anyone else. Do we have your permission to record this call?

[thanks and encouragement after their answers will help them open up]

- **First, can you briefly tell me about your role [or connection] to Venture Outdoors?**

Brand Questions:

If needed: A Brand is a set of “expectations, memories, stories and relationships” that in combination drive the decision to choose a particular company, product or service. The brand relationship is triggered for its audience with color, font, symbols, and message.

1. In your opinion, how well is the Venture Outdoors brand expressed on the website?
Where could the branding be improved on the website?
2. What do you wish people knew about Venture Outdoors that you think they don't know?

Website questions:

The following questions should be answered from both your personal experiences with the website as well as from the comments you received from members, non-members, trip leaders, and other staff.

1. How frequently do you think members, non-members, and trip leaders visit the website?
What do you believe motivates them to come to the website when they do visit?
2. What are the top 2-3 tasks that you want members, non-members, and trip leaders to be able to accomplish when coming to Venture Outdoors website?

3. Are there things things that members, non-members, and trip leaders consistently have a hard time finding on the website? If yes, what?
4. What do you wish the Venture Outdoors website did that you see other sites doing?
5. When it comes to logging in, filling out forms, signing up for events, or viewing the site on a mobile device, is there any functionality on the Venture Outdoors website that you often receive complaints about?
6. What does Venture Outdoors do that should be showcased more on the website?

Time permitting: That's all the questions we have for our web and brand research. Do you have any questions or comments about this project in general that you'd like to share?



A large wooden conference table is covered with a variety of sticky notes and printed documents, organized into several categories:

- Navigation/General:** CONTACT, ABOUT, HOME, HELP, NEWS/BLOG, THE COMMUNITY (OUTREACH), YOUTH, ADAPTIVE, KAYAK PAGE, EVENTS.
- Activities & Programs:** ACTIVITIES, ACTIVITIES CALENDAR, PROGRAMS, WOODS, URBAN, WINTER, X-country SKI, Snow-shoeing, Downhill skiing / snowboarding, BANFF, MEMBER SOCIAL Events.
- Outdoor Activities:** *camping, ROCK CLIMBING, HIKING, BACK-PACKING, BIKING, Geo-Caching, Climbing Wall, *Horseback Riding, *Caving, *Downhill skiing / snowboarding.
- Water Activities:** ON THE WATER, FISHING, Kayaking, Paddling (SUP), *CANOEING, *WHITE WATER RAFTING, SURVIVAL SKILLS, *WILDERNESS MEDICINE, outdoor skills (orienteering, fire building, knot tying, etc.), *CPR and First Aid.
- Age-Related & Demographics:** AGE RELATED, VO AGAIN, SILVER & FIT, Family-friendly, MEMBER, COLLEGE, *spincast fishing.
- Support & Information:** SUPPORT, SHOP, *caving, *Horseback Riding, *Caving, *WILDERNESS MEDICINE, outdoor skills (orienteering, fire building, knot tying, etc.), *CPR and First Aid.

Each category is supported by multiple printed documents, likely representing website content or informational brochures related to the specific activity or demographic group.



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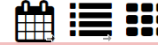
Search input field with magnifying glass icon.

- Activities
- Kayak Pittsburgh
- Shop
- About Us
- Support Us
- Membership
- News

FIND YOUR NEXT OUTDOOR ADVENTURE

SHOW ME...

CATEGORY COHORT LOCATION DIFFICULTY LEVEL



Selection switches view of the trips below

MARCH 2018						
S	M	T	W	T	F	S
28				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

EXPLORE PROGRAMS AND ACTIVITIES

- Biking
- Hiking
- Adventure Sports
- Winter Sports
- Water Sports
- Specialty
- Age-Based
- Training
- Events

RECENT NEWS & TIPS

POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE

[More News & Tips](#)

PROMOTIONS & DISCOUNTS CTA

CTA SUBHEADLINE

[CHECK OUT OUR PROMOTIONS](#)

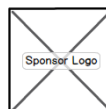


VENTURE OUTDOORS

[f](#) [t](#) [i](#) [c](#) [v](#)

KAYAK PITTSBURGH

[f](#) [t](#) [i](#) [c](#)



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- Shop
- About Us
- Support Us
- Membership
- News

FIND YOUR NEXT OUTDOOR ADVENTURE

SHOW ME...

CATEGORY COHORT LOCATION DIFFICULTY LEVEL



Selection switches view of the trips below

TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
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TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE

[VIEW MORE TRIPS](#) } Loads more trips onto this page

EXPLORE PROGRAMS AND ACTIVITIES

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- Water Sports
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- Age-Based
- Training
- Events

RECENT NEWS & TIPS

POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE
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[More News & Tips](#)

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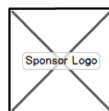
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FIND YOUR NEXT OUTDOOR ADVENTURE

SHOW ME...

CATEGORY COHORT LOCATION DIFFICULTY LEVEL



Selection switches view of the trips below

SATURDAY JUNE 23

TRIP LOCATION
TRIP TITLE
SPOTS REMAINING

TRIP LOCATION
TRIP TITLE
SPOTS REMAINING

TRIP LOCATION
TRIP TITLE
SPOTS REMAINING

SUNDAY JUNE 24

TRIP LOCATION
TRIP TITLE
SPOTS REMAINING

TRIP LOCATION
TRIP TITLE
SPOTS REMAINING

[VIEW MORE TRIPS](#) } Loads more trips onto this page

EXPLORE PROGRAMS AND ACTIVITIES

- Biking
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- Adventure Sports
- Winter Sports
- Water Sports
- Specialty
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- Events

RECENT NEWS & TIPS

POST TITLE
PUBLISH DATE

POST TITLE
PUBLISH DATE

POST TITLE
PUBLISH DATE

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PROMOTIONS & DISCOUNTS CTA

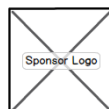
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EXPERIENCE THE FUN OF THE OUTDOORS
 From your first time to your millionth trip, our activities span every interest and experience level. We do the planning, so you can focus on enjoying the trip.

[BECOME A MEMBER](#)

Banner shown to non-members and users who are not logged into an account

FIND YOUR NEXT OUTDOOR ADVENTURE

SHOW ME...
 CATEGORY | COHORT | LOCATION | DIFFICULTY LEVEL

Calendar List Grid

Selection switches view of the trips below

TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE

[VIEW MORE TRIPS](#) Loads more trips onto this page

EXPLORE PROGRAMS AND ACTIVITIES

[Biking](#) | [Hiking](#) | [Adventure Sports](#) | [Winter Sports](#) | [Water Sports](#)
[Specialty](#) | [Age-Based](#) | [Training](#) | [Events](#)

RECENT NEWS & TIPS

POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE
----------------------------	----------------------------	----------------------------

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FIND YOUR NEXT OUTDOOR ADVENTURE

SHOW ME...

} Selection switches view of the trips below

SATURDAY JUNE 23

TRIP LOCATION
 TRIP TITLE
 SPOTS REMAINING

TRIP LOCATION
 TRIP TITLE
 SPOTS REMAINING

TRIP LOCATION
 TRIP TITLE
 SPOTS REMAINING

SUNDAY JUNE 24

TRIP LOCATION
 TRIP TITLE
 SPOTS REMAINING

TRIP LOCATION
 TRIP TITLE
 SPOTS REMAINING

[VIEW MORE TRIPS](#) } Loads more trips onto this page

EXPLORE PROGRAMS AND ACTIVITIES

[Biking](#) | [Hiking](#) | [Adventure Sports](#) | [Winter Sports](#) | [Water Sports](#)
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Banner shown to non-members and users who are not logged into an account

FIND YOUR NEXT OUTDOOR ADVENTURE

SHOW ME...
 CATEGORY | COHORT | LOCATION | DIFFICULTY LEVEL

Selection switches view of the trips below

MARCH 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

EXPLORE PROGRAMS AND ACTIVITIES

Biking | Hiking | Adventure Sports | Winter Sports | Water Sports

Specialty | Age-Based | Training | Events

RECENT NEWS & TIPS

POST TITLE
PUBLISH DATE

POST TITLE
PUBLISH DATE

POST TITLE
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Home > ADVENTURE SPORTS
ADVENTURE SPORTS

Placeholder text for introductory paragraph

PROGRAM NAME LEARN MORE	PROGRAM NAME LEARN MORE	PROGRAM NAME LEARN MORE
PROGRAM NAME LEARN MORE	PROGRAM NAME LEARN MORE	PROGRAM NAME LEARN MORE

Never Miss An Upcoming Adventure
Subscribe to Our Weekly E-Newsletter, The Compass

EXPLORE PROGRAMS AND ACTIVITIES

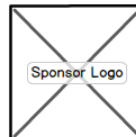
- | | | | | |
|-----------|-----------|------------------|---------------|--------------|
| Biking | Hiking | Adventure Sports | Winter Sports | Water Sports |
| Specialty | Age-Based | Training | Events | |



Placeholder text for footer paragraph

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Program Page - Venture Outdoors

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Search

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Home > ADVENTURE SPORTS > BACKPACKING

BACKPACKING

Introduce program. Describe experience and mention examples of past trips. Help the reader to understand what they can expect the experience to be like when doing this activity with Venture Outdoors.

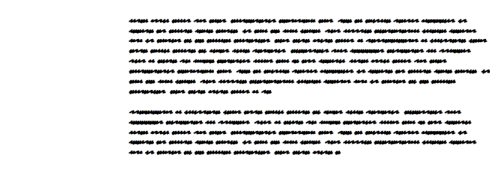
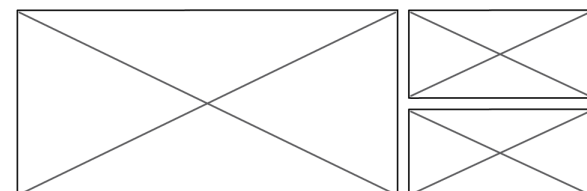



photo block

GETTING READY TO GO

WHAT SHOULD I DO BEFORE THE TRIP?

WHAT SHOULD I WEAR?

WHEN SHOULD I ARRIVE?

WHAT IF I GET LOST OR I'M LATE?

WILL THERE BE BATHROOMS?

Themes of FAQs: The most important information is what the will need to have/do before trip day. Answering these questions here helps them to feel confident that they can go on the type of trip.

WHAT TO BRING ON THE TRIP

List essential checklist items. They must click to view the checklist to see the nice to have items and to get an option to download the checklist.

CLICK HERE TO LEARN MORE

UPCOMING TRIPS

TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE	TRIP DATE LOCATION TRIP TITLE
-------------------------------------	-------------------------------------	-------------------------------------

View More Trips

Takes them back to the activity page to sort through all trips

WHAT ARE THE LEVELS OF DIFFICULTY?

RELAXED

EASY

MODERATE

ADVANCED

STENOUIOUS

It's important to understand what the levels of difficulty will mean for this particular activity type. What will I be expected to do on a moderate hike that I don't have to do on an easy hike.

WHAT ABOUT THE WEATHER

QUESTION 1

QUESTION 2

QUESTION 3

QUESTION 4

QUESTION 5

Weather is important factor, especially if you are unfamiliar with how Venture Outdoors responds to bad weather conditions for trips. However, this information can get repetitive since it's on every program page. That's why it's closer to the bottom.


"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."
LOREM IPSUM, DOLOR SIT AMET

Quote from trip leader or past attendee about this Program.

EXPLORE OTHER PROGRAMS



Other programs in same program type category

PROGRAM NAME LEARN MORE	PROGRAM NAME LEARN MORE	PROGRAM NAME LEARN MORE
----------------------------	----------------------------	----------------------------



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- News

Home > TRIP NAME
TRIP NAME

ADD TO CALENDAR SHARE ON SOCIAL

Placeholder text for trip description.

WHEN: DATE / TIME

WHERE: [LOCATION](#)

LEVEL OF DIFFICULTY: [LEVEL](#)

SPOTS LEFT: #

TRIP COST: \$0.00

REGISTER

SAVE NOW!
BECOME A MEMBER

CTA is encouraging them to sign up to be a member and save on the cost of this trip.

JOIN

SIMILAR TRIPS

Helps pull people back into the funnel of registering for a trip if they decide this is not the right trip for them.



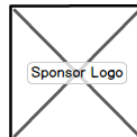
View More Trips

Takes them back to the activity page to sort through all trips

Placeholder text for footer content.

VENTURE OUTDOORS

 KAYAK PITTSBURGH



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Banner shows when a person is not a paid member

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- Activities
- Kayak Pittsburgh
- Shop
- About Us
- Support Us
- Membership
- News

Home > TRIP NAME
TRIP NAME

ADD TO CALENDAR SHARE ON SOCIAL

Placeholder text for trip description, consisting of several paragraphs of dummy text.

WHEN: DATE / TIME

WHERE: [LOCATION](#)

LEVEL OF DIFFICULTY: [LEVEL](#)

SPOTS LEFT: #

TRIP COST: \$0.00

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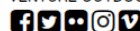
View More Trips

Takes them back to the activity page to sort through all trips

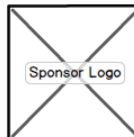


Placeholder text for footer content

VENTURE OUTDOORS



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Home > TRIP NAME
TRIP NAME

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WHEN: DATE / TIME
 WHERE: [LOCATION](#)
 LEVEL OF DIFFICULTY: [LEVEL](#)
 SPOTS LEFT: #
 TRIP COST: \$0.00

CONTRIBUTE TO VENTURE OUTDOORS

GET INVOLVED AND SUPPORT OUR MISSION

CTA is encouraging member to increase support of Venture Outdoors. Link to the Support Us page, which will outline options for volunteering and donating.

SIMILAR TRIPS

} Helps pull people back into the funnel of registering for a trip if they decide this is not the right trip for them.

◀

TRIP DATE

LOCATION

TRIP TITLE

TRIP DATE

LOCATION

TRIP TITLE

TRIP DATE

LOCATION

TRIP TITLE

▶

} Takes them back to the activity page to sort through all trips

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Trip Page - Venture Outdoors

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search

Activities | Kayak Pittsburgh | Shop | About Us | Support Us | Membership | News

Home > TRIP NAME
TRIP NAME

ADD TO CALENDAR | SHARE ON SOCIAL

Placeholder text for trip description.

Placeholder text for trip description.

WHEN: DATE / TIME
 WHERE: LOCATION
 LEVEL OF DIFFICULTY: LEVEL
 SPOTS LEFT: #
 TRIP COST: \$0.00

LEAD THIS TRIP | ASSIST ON THIS TRIP | REGISTER

For Trip Leaders, they see additional buttons when a trip still needs a Leader or Assistant Lead

TAKE THE LEAD!
 VIEW TRIPS THAT STILL NEED LEADERS & ASSISTANTS

GO

CTA is encouraging Trip Leaders to check in the dashboard on trips that still need leaders and assistants

SIMILAR TRIPS

Helps pull people back into the funnel of registering for a trip if they decide this is not the right trip for them.

TRIP DATE | LOCATION | TRIP TITLE

TRIP DATE | LOCATION | TRIP TITLE

TRIP DATE | LOCATION | TRIP TITLE

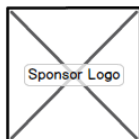
View More Trips

Takes them back to the activity page to sort through all trips



Placeholder text for footer content.

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Home > ABOUT US

ABOUT US

} Brief: Who is Venture Outdoors

Placeholder text for detailed description

} Detailed: Who is Venture Outdoors and what do you do.

X

X

} photo block

OUR MISSION

Placeholder text for mission statement

OUR VALUES

- > Item One
- > Item Two
- > Item Three
- > Item Four

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GET INVOLVED AND SUPPORT OUR MISSION

[LEARN MORE](#)

FEATURED TRIPS

} This feed can be updated by applying a Featured Trip tag to the trips

X

TRIP DATE
LOCATION
TRIP TITLE

X

TRIP DATE
LOCATION
TRIP TITLE

X

TRIP DATE
LOCATION
TRIP TITLE

[View More Trips](#)

} Takes them back to the activity page to sort through all trips

Placeholder text for footer

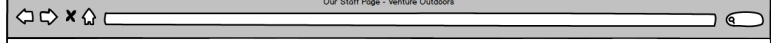
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Home > ABOUT > OUR STAFF
OUR STAFF

PLEASE CONTACT US AT 412-261-2200 FOR MORE INFORMATION. WE ARE CURRENTLY OPEN FOR BUSINESS. WE ARE CURRENTLY OPEN FOR BUSINESS. WE ARE CURRENTLY OPEN FOR BUSINESS. WE ARE CURRENTLY OPEN FOR BUSINESS. WE ARE CURRENTLY OPEN FOR BUSINESS.

	FULL NAME JOB TITLE <input type="button" value="ABOUT ME"/> <input type="button" value="CONTACT"/>		FULL NAME JOB TITLE <input type="button" value="ABOUT ME"/> <input type="button" value="CONTACT"/>
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Specialty	Age-Based	Training	Events	

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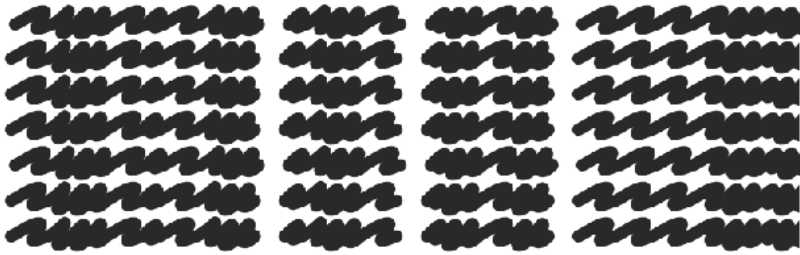
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Activities	Kayak Pittsburgh	Shop	About Us	Support Us	Membership	News
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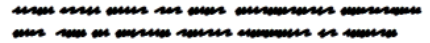
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Contact

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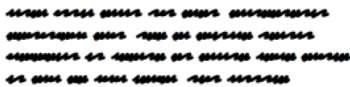


CONTACT KAYAK PGH



KAYAK PITTSBURGH LOCATIONS

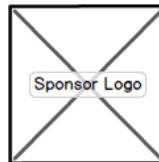
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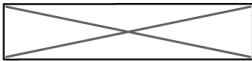


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HELP

Placeholder text for introductory paragraph.

I HAVE A QUESTION ABOUT . . .

- KAYAK PITTSBURGH
- TRIP REGISTRATION
- WEATHER
- ABOUT TRIPS

Buttons jump you down the page to that section of questions

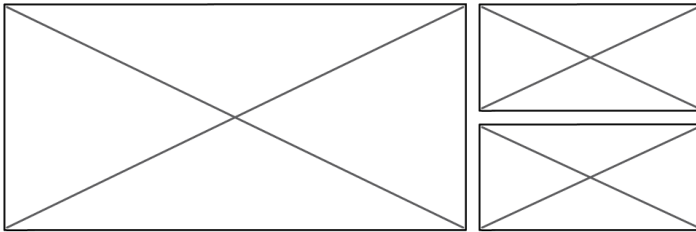


photo block

KAYAK PITTSBURGH QUESTIONS

Placeholder text for introductory paragraph.

[CLICK HERE FOR MORE ON KAYAK PITTSBURGH](#)

TRIP REGISTRATION QUESTIONS

- QUESTION 1
- QUESTION 2
- QUESTION 3
- QUESTION 4
- QUESTION 5

[BACK TO TOP](#)

Themes of FAQs

ABOUT OUR TRIPS QUESTIONS

- QUESTION 1
- QUESTION 2
- QUESTION 3
- QUESTION 4
- QUESTION 5

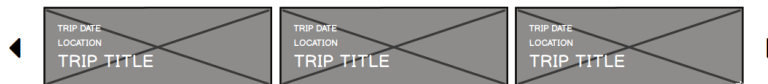
[BACK TO TOP](#)

WEATHER QUESTIONS

- QUESTION 1
- QUESTION 2
- QUESTION 3
- QUESTION 4
- QUESTION 5

[BACK TO TOP](#)

UPCOMING TRIPS



[View More Trips](#)

Takes them back to the activity page to sort through all trips



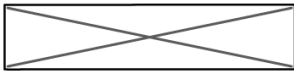
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Home > NEWS
NEWS FROM VENTURE OUTDOORS

Placeholder text for a news article snippet.

TRIP EXPERIENCES

READ

SUPPORTING THE COMMUNITY

READ

NEWS UPDATES

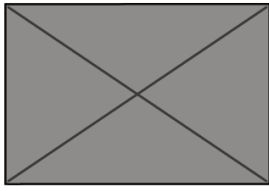
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Links to Category page for these post types

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SUBSCRIBE button

CHECK OUT OUR RECENT POSTS



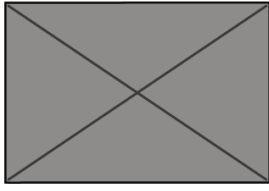
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PUBLICATION DATE AUTHOR NAME

Placeholder text for a long blog post excerpt.

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Excerpt with button that links to full post

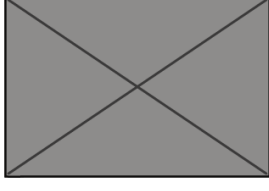


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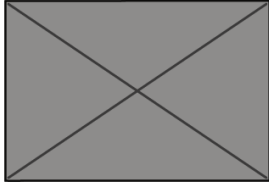


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PUBLICATION DATE AUTHOR NAME

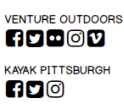
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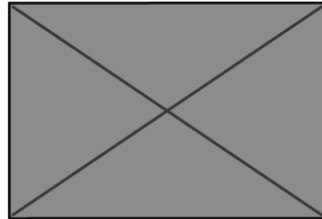


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Home > NEWS > TRIP EXPERIENCES
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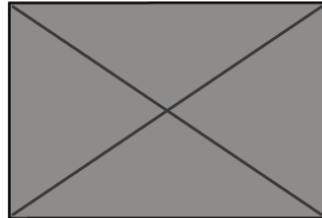
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PUBLICATION DATE AUTHOR NAME

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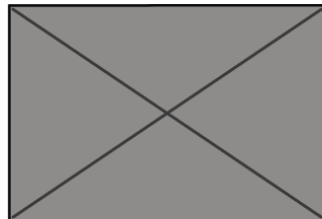


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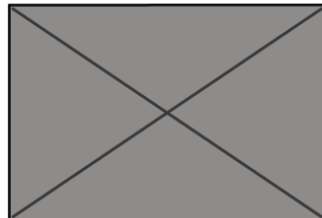


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PUBLICATION DATE AUTHOR NAME

Placeholder text for the third blog post excerpt.

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PUBLICATION DATE AUTHOR NAME

Placeholder text for the fourth blog post excerpt.

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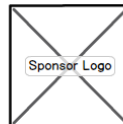
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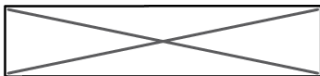
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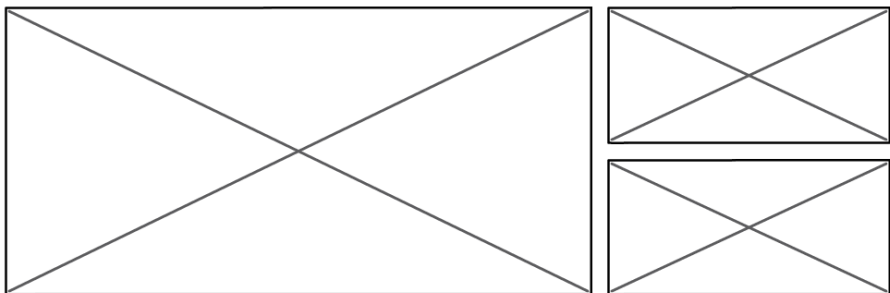
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- Shop
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- News

Home > NEWS > BLOG POST TITLE
BLOG POST TITLE

PUBLICATION DATE AUTHOR NAME

Placeholder text for the main body of the blog post, consisting of several paragraphs of dummy text.



POST SUBHEADER

Placeholder text for the first subheader section, consisting of several paragraphs of dummy text.

ANOTHER SUBHEADER

Placeholder text for the second subheader section, consisting of several paragraphs of dummy text.

RECENT NEWS & TIPS

POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE	POST TITLE PUBLISH DATE

[More News & Tips](#)



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