**Instruction for RootsFinder Homepage Contest**

RootsFinder is a new genealogy website. It provides innovative tools for the serious genealogist in a facebook-like environment. Our target audience is women age 30-60. Please examine our current home page at RootsFinder.com. You will be creating a more professional looking homepage that appeals to this demographic. Feel free to use any part of the existing page. You may use any of the materials provided but you are not required to use everything. You may use other images as long as you have the copyright or it is public domain. For instance, it would be great to have an image of a teenager or young adult enjoying an iphone, a civil war soldier, a wagon train …

Please stay with the Material Design style and our color palette (color guidelines pdf is included).

We would like the following items:

* The header with a get started link,
* Easy to Research with the same learn more link,
* Easy to Share with the same learn more link,
* FamilySearch with a learn more link,
* Heather's Story,
* Donald Trump
* Pricing section – please include and do not change
* Footer with the same links it now has.

The homepage must be responsive so it can be viewed on mobile phones and tablets.

Here are some examples of homepages we like:

<https://www.google.com/nexus/>

<https://www.ancestry.com/dna/>

<https://www.usertesting.com/>

<https://chatbooks.com/>

<https://www.lyft.com/>

**Videos:**

You may embed either or both of these:

This one is about the web clipper: <https://www.youtube.com/watch?v=e0DDAnj9iqs>

The first minute of this video is about sharing <https://www.youtube.com/watch?v=k5ouRUlc5ws>

For Easy to Research Section:

Longer Blurb: Tired of keeping your tree on 3, 4…7 websites just to get hints? Spending tedious hours entering data? RootsFinder gives you hints from FamilySearch, FindMyPast and others without ever syncing your tree. For online records, the RootsFinder Web Clipper accurately copies data from popular genealogy websites right into your tree. For other records, RootsFinder lets you enter data to all family members at once. We make data entry 60% faster.

Short Blurb: Hints without syncing. Sixty percent faster data entry. The RootsFinder Web Clipper accurately copies data from popular genealogy websites right into your tree.

For Easy to Share Section:

Longer Blurb: Your family history should be fun and interesting to… well, your family. At RootsFinder, the good stuff—the stories and photos—aren’t lost in a pile of group sheets and pedigree charts. Share selected finds on FaceBook, Pinterest and Twitter in a format everyone relates to. Invite family members to browse Pinterest-like media walls, Facebook-like ancestor pages and newsfeeds. Use our Video Maker to turn photos into fun videos, complete narration and music.

Short Blurb: Invite. Share. Get likes and comments. RootsFinder feels like a social media website because it is. At last, you can easily share your discoveries in a format your family enjoys.

For the new FamilySearch section:

Please add a FamilySearch section.

There are two things we want to stress. **You control your tree** and RootsFinder is **Fully Integrated With Familysearch.**

Longer blurb: Use FamilySearch as a resource without syncing or letting strangers edit your pages. Now, you can download your tree from FamilySearch with its media and sources, and get free FamilySearch hints whether you sync or not. At RootsFinder we believe you should control of your tree. With our Free Forever Plan, you decide who can edit. With our Pro Plan, you also decide who can see your private tree. With either plan, only you and your invitees can see living people.

Short blurb: Download your tree from FamilySearch—or not, sync with FamilySearch—or not, or just get free FamilySearch hints. It’s up to you. At RootsFinder, you control your tree.

Needs a “learn more” button.

For the Trump section:

Please add a small Donald Trump section, include a link to his tree and to the video about his mother. His tree is located at

<https://beta.rootsfinder.com/tree/400/view?root=729-VE1E-KURU>

A video about his mother is located at <https://www.youtube.com/watch?v=tANSJ1IrFWY>

Title: **President** **Donald Trump, love him or hate him**

or some other title.

Heather’s Story:

Please include Heather’s video.

<https://www.youtube.com/watch?v=SA-YBSGTfc8>