Hosted Website Builder Evaluation

Item	Information
App name:	Cargo
Link to webpage	[Cargo Home Page](#)
Price base / addons	Standard Price: $99 a year / $13 a month Adding Commerce: $165 a year / $22 a month
Custom Domain	Yes, you can either purchase a domain directly through Cargo or connect a third-party domain.
Can you move the site to a standard host?	I do not believe so.
How do clients manage their content?	Clients can be added as an editor and change any of the content they need to.
Is repeating content stored in "collections"?	No, but you can easily copy and paste entire sections and any images used are stored in a library.
Store	Yes, you can create a store.
Blog	Yes, you can create a blog but there is no blog page or feature, so you would need to create your own.
Feature List ex: calendar, membership, forms, search, galleries, video, etc	Media Galleries, Premium Fonts, Audio & Video, Image Effects
Template Selection	Offers a wide variety of templates in two categories. One is a template full of premade content and the other is a wireframe template with no premade content.
Layout control	You have pretty good control over the entire layout. It's easy to make columns and create overlayed content.
Styling Interface rate its ease of use	*1=Hardest 10=Easiest* 7
Customization rate its ease of use	*1=Hardest 10=Easiest* 7.5
Marketing Tools	They have a social sharing feature where you can pick an image and description that shows when you share your website. They also utilize Google Analytics so you can keep track of your website's stats.

Social Media Integration	You can add social media icons and link them to your social media.
3rd party app Integrations ex: typekit, mailchimp	You can use select fonts from Dinamo and Type Network for free. Also, you can copy anything you need, like a mailchimp form, directly into your code.
What is their Support like?	You can send them an email, or you can chat live with someone Monday through Friday from 10AM-6PM PST
What is their strong suit?	Their strong suit is that they provide a help section in your design panel that goes through everything you need to know about how to customize your site with their editor.
Where do you change the favicon?	In the settings (gear icon) of your admin panel.
Where do you add your logo and branding?	You can add them directly onto the pages anywhere you want them to be, and you can save your logo in the media library.
Responsive Design	Yes, it has responsive design and mobile customization as well.
Student Discounts	Cargo offers free use of the platform with no limitations to select colleges and institutions.
Real Site Examples	They have a tab on their main site called Sites In Use that showcases a variety of sites created using their platform. It's a good place to gather inspiration from.

Evaluation Area	Write a meaningful discussion.
Why you picked this app	I picked this app because it was more outside of the box when compared to other hosted website builders, and their site was very eye catching.
Initial Experience	My initial experience was really fun, and I thought it would be good to use to create certain types of aesthetic sites. Once I picked a template and a name for my site, it dropped me right into the builder. Then I spent some time just messing around and trying out some of their design features.

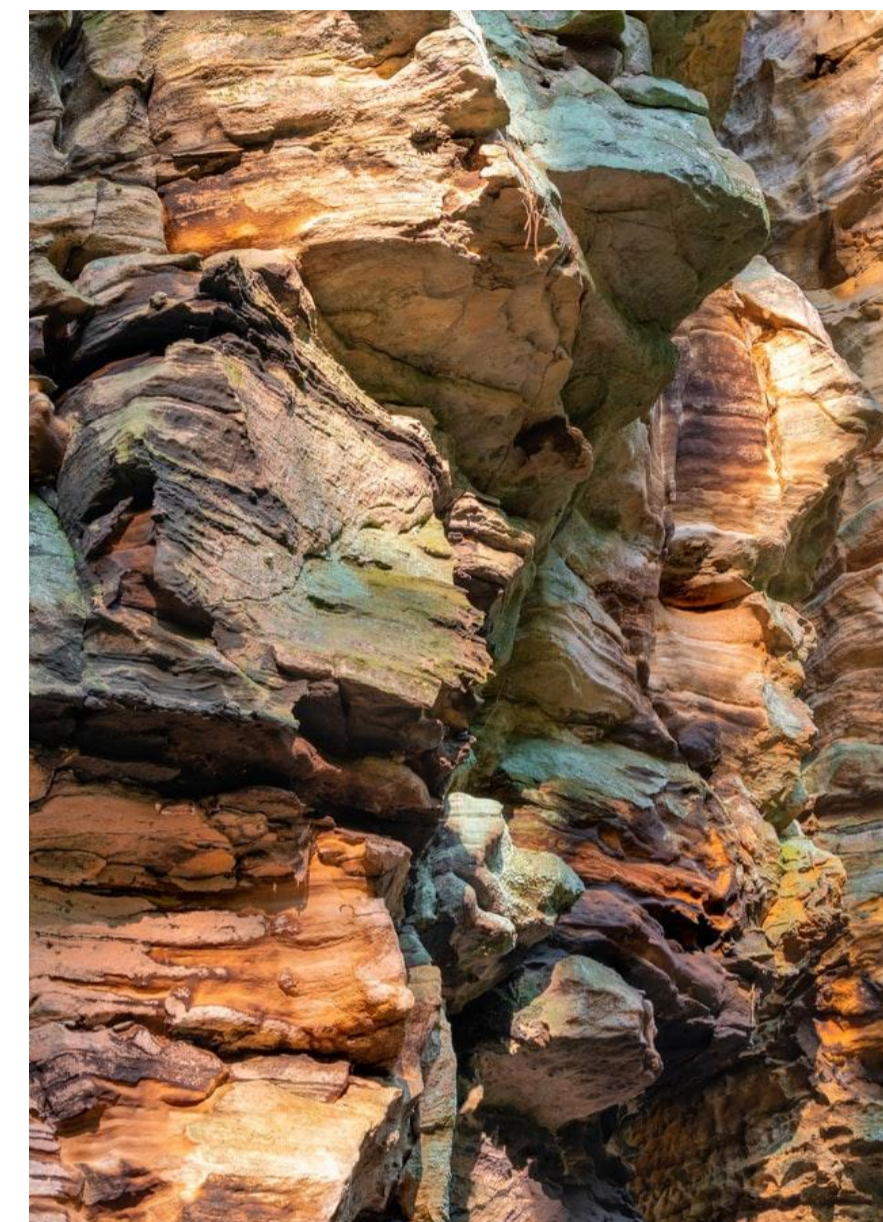|	
Learning Curve	There is a bit of a learning curve with this website builder, but once I found the help page on the design tab it was easier to understand and learn how to use their builder.
Working with Editor	Once you understand how the editor works, it is fairly simple and straightforward to use. You can also directly edit the HTML and CSS if you get stumped on how to change something within the editor.
Design options – did you have enough?	Yes, I had enough design options. I could virtually customize my site however I wanted, especially because I had direct access to the code
Your overall experience	My overall experience using Cargo was pretty enjoyable. I liked figuring out how everything worked, and they had some pretty fun design options too. For instance, you can draw lines and shapes directly onto your site, you can create marquees super easily, and they have some fun background image effects. Overall, it was fun to work with a slightly less traditional hosted website builder.
Would you be able to work with a client to plan and create the website content and design the style and use a Hosted CMS to build?	I think I would be able to use this hosted website builder with a client, but I do think the client's site would need to fall into the Cargo aesthetic, at least a little bit, for this to be the right site builder to use with them.
Other Comments	I think this is a really good website builder for people looking to create a site that doesn't look like all the other templated sites out there!

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GEOLOGY ROCKS

Welcome fellow geology enthusiasts! If you want to learn all the ins and outs of basic geology, then this is the place for you! As this website evolves, we will cover everything from identifying rocks and minerals, to learning about volcanos and how potholes form. So, check back often for new information!

Getting Started

This is a great crash course into the world of rocks and minerals. Mike Sammartano goes over all the basics of how they form, what they are composed of, and how to identify their physical properties.

Once you've watched the video, check out our ROCKS and MINERALS pages to learn about some specific examples!
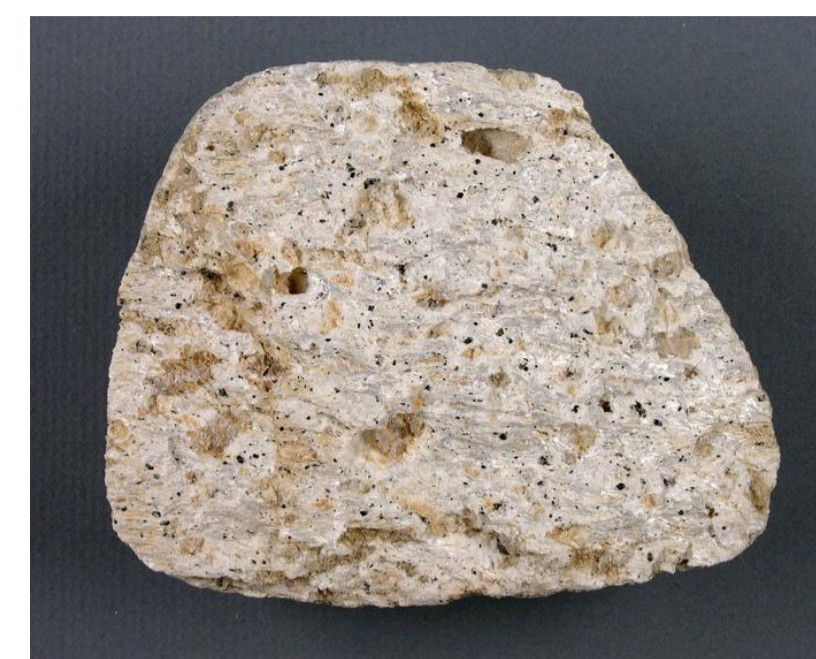

🌐 Rocks and Minerals

🕐 Watch later   ↗ Share

EXPLORING ROCKS AND MINERALS

Watch on ▶ YouTube

IDENTIFYING ROCKS

Pumice

Type: Igneous
Texture: Aphanitic and vesicular
Composition: Felsic (rhyolitic)
Color: White to light-gray or light-tan
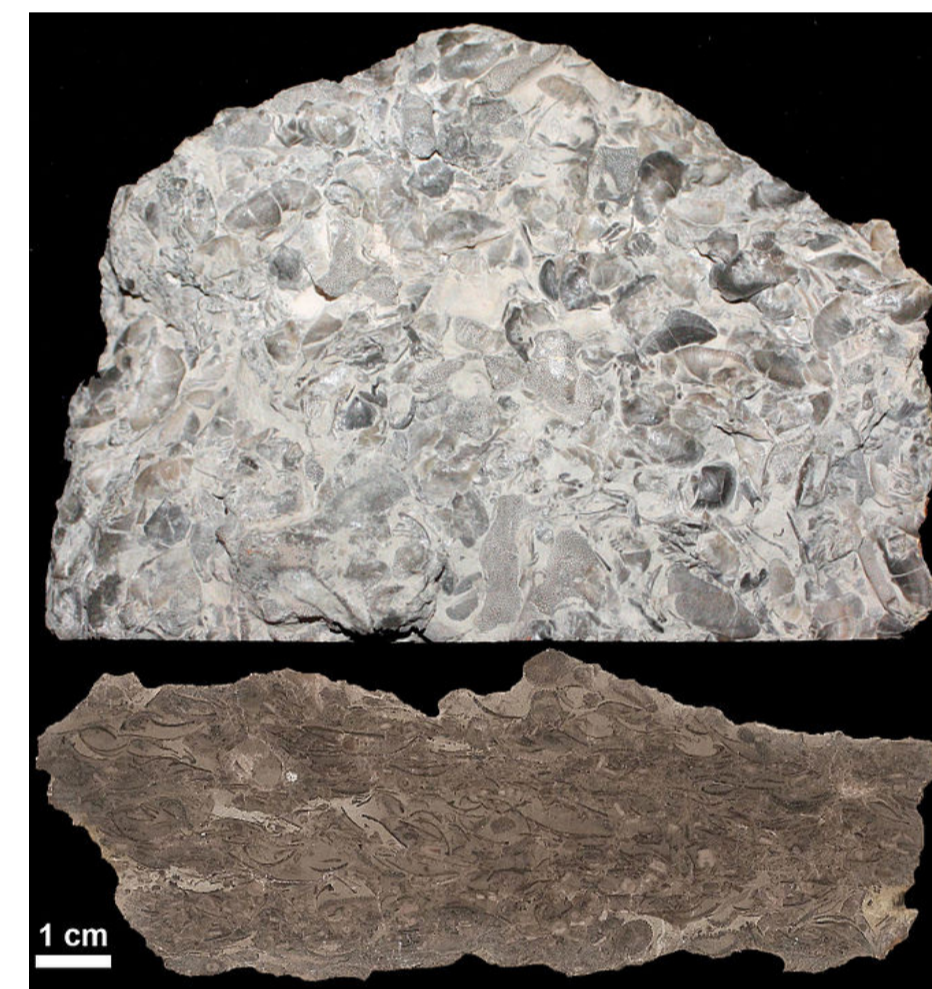**Cooling Rate:** Rapid, extrusive

Schist

Type: Metamorphic
Texture: Foliated
Grain size: Fine to medium grained
Hardness: Hard
Color: Alternating lighter and darker bands, often shiny
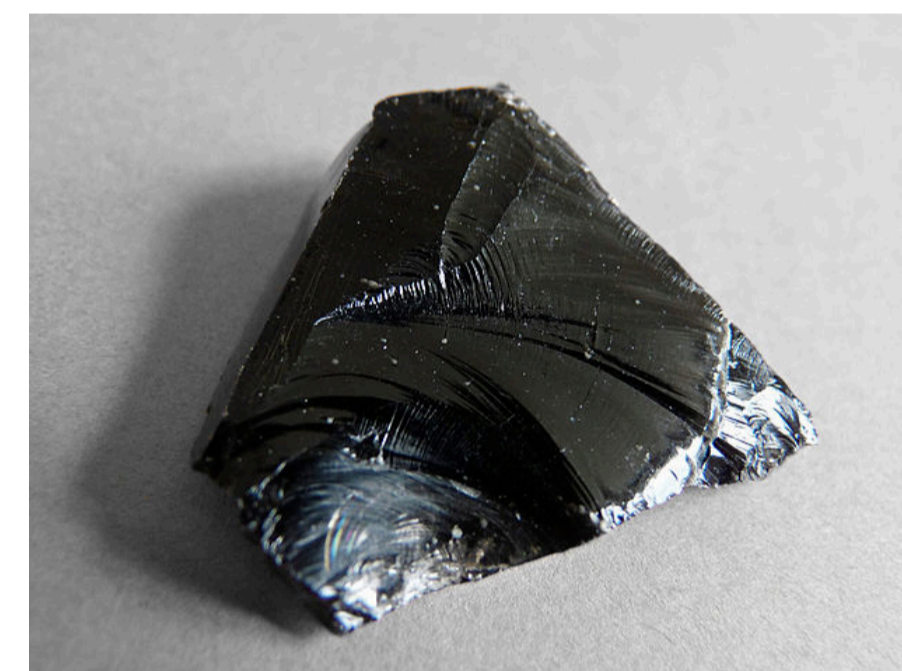

Limestone

Type: Sedimentary
Color: Yellow, white, or gray
Texture: Clastic or non-clastic
Grain size: Variable, can consist of clasts of all sizes
Hardness: Generally hard
Clasts: If clastic – broken or whole shell fragments visible; If non-clastic – chemical then crystalline and no clasts visible

Obsidian

Type: Igneous
Texture: Glassy
Composition: Felsic
Color: Black
Cooling Rate: Rapid, extrusive

Gneiss

Type: Metamorphic
Texture: Foliated
Grain size: Medium to coarse
Hardness: Hard
Color: Alternating lighter and darker sub-parallel discontinuous bands

Breccia

Type: Sedimentary
Color: Dependent on clast and matrix composition
Texture: Clastic
Grain size: Greater than 2mm
Hardness: Soft to hard
Clasts: Variable, generally harder rock types

IDENTIFYING MINERALS

Gypsum

Composition: $CaSO_4 \cdot 2H_2O$
Color: Colorless, White
Streak: White
Luster: Vitreous, Silky, Waxy
Cleavage: Perfect
Hardness: 2
Specific Gravity: 2.32

Talc

Composition: $Mg_3Si_4O_{10}(OH)_2$
Color: Green, White, Gray, Brown, Colorless
Streak: White to pale green
Luster: Pearly
Cleavage: Perfect
Hardness: 1
Specific Gravity: 2.82

Chlorite

Composition: $(Mg,Fe)_3(Si,Al)_4O_{10}(OH)_8$
Color: Shades of Green
Streak: Pale Green to Gray
Luster: Vitreous, Pearly, Dull
Cleavage: Perfect in One Direction
Hardness: 2
Specific Gravity: 2.6 – 3.4

Quartz

Composition: SiO_2
Color: Colorless, White, Gray, Pink, Green, Black
Streak: Colorless
Luster: Vitreous
Cleavage: None
Hardness: 7
Specific Gravity: 2.67

Olivine

Composition: $(Mg, Fe)_2SiO_4$
Color: Olive Green
Streak: Colorless
Luster: Vitreous
Cleavage: Poor
Hardness: 6.5
Specific Gravity: 3.3 – 3.6

Pyrite

Composition: FeS_2
Color: Brass-Yellow
Streak: Greenish-Black to Brownish-Black
Luster: Metallic
Cleavage: Indestinct
Hardness: 6 – 6.5
Specific Gravity: 4.9 – 5.2

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OUR MISSION

We strive to be a reputable resource for aspiring geologists, so that they can learn all about how geology truly rocks!

The Rock VS. A Rock

Now it's time for the ultimate brawl. Who will come out on top? Drag the rocks to find out!