

Junjun Huang
Assignment one
Site for introducing China

Background

One new China travel agents want to open overseas market. They don't want spend a lot of budget on the advertisement.

They want me build non-profit website to introducing China, and start with nowadays since many people know the old China the history of China.

Why do it

1. First goal very simple to let more people know the the real China of nowadays
2. To open overseas market for my client and get good profit pattern

What to do

1. Use WordPress to build CMS not blog, because it's look more professional and use WordPress can help SEO.
2. About 3-4 article category and 1 video category

Overall

The target is young people someone interstate in to visit China and study or work there. The main function for the website is to show China become more fashion, more safer, more friendly and more beautiful.

There are some excellent value travel package on the website, and people can show they experience and photos in our community.