# Goals

The CrazeeIvan PZ Emporium is a website intended to promote and educate the Project Zomboid community on the suite of tools and mods that I have created over the last ~5 years. It offers 5 distinct HTML pages to the user:

1. A home/landing page to greet the user and explain the purpose of the site
2. A mods page to show a catalogue of the Project Zomboid mods I have created
3. A tools page to show a catalogue of the Project Zomboid tools I have created
4. A shop page to allow the user to tip me for my work or to commission a whole mod
5. An about page with links to my social media profiles and a small blurb about me

The shop isn’t integrated with any payment processor yet and the mods/tools page contain placeholder text for the tools & mods page, as they will be part of the live site rather than this academic version.

# Interactive features

The website offers several interactive features as required by the FIT assignment (SD-TA-003), such as:

1. Add items to the cart with notifications
2. Remove items one at a time
3. Clear the entire cart
4. The Cart “Call to action” shows an item count
5. A pop-up dialog to simulate checkout
6. Active navigation highlighting based on the current page
7. Several animated buttons on the “about” page

# Search engine optimisation

3 approaches to consider for search engine optimisation (SEO) are:

1. On-page & Semantic SEO  
   This approach calls for including description meta tags & descriptions built into the HTML of the PZ-Emporium HTML to ensure the site is properly indexed and described in search engine web crawlers. Semantic HTML is the use of proper heading hierarchy i.e. (H1, H2, H3) and individual sections for content i.e. <article>, <section>, <nav>, etc. Utilising proper keywords relevant to the website (Such as project zomboid, modding, tools, CrazeeIvan) naturally in headings, paragraphs and body content further enhances this approach. Finally, proper image alt text and internal linking help to optimise the crawlability of the site.
2. Technical & Structured Data SEO  
   Implementing an XML sitemap e.g. sitemap.xml and a robots.txt offer a map that a crawler/robot that frequently used by search engines to examine the content of the website further improving the search engine optimisation.
3. Content Authority & Link building  
   The content authority and link buidling approach requires correctly cross-linking my website to other official and high-ranking websites adding additional credibility and increases referral traffic to my website. Sharing the website via relevant social media e.g. Project Zomboid Reddit, the official PZ discord server and forums, and within server communities that I am already a member, helps drive engagement with the site which further increases credibility and has a circular impact on search engine optimisation.

# Wireframes

