

ASSIGNMENT 1

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Discussion Questions:

1. **Technology & Development:**

- What factors should Eco insights consider when selecting a CMS for web publishing?

- Scalability- The CMS should support future growth and increased traffic.
- Ease of use – A user friendly interface for authors and editors.
- Customization- Ability to modify themes, plugins and features.
- SEO optimization- Built in SEO tools for better ranking.
- Security – Protection against cyber threats like hacking and malware.
- Mobile Responsiveness- Ensures the site works well on all devices.
- Performance & speed- Optimised for fast loading times.
- Integration Capabilities- Compatibility with third party tools for analysis.
- Cost- Budget friendly, considering licencing, host and maintenance.

- How can the development team ensure a fast loading and high performing website.

To ensure high performance the team should:

- ✓ Optimize images- Use compressed and next gen images formats like WebP.
- ✓ Use content Delivery Network – Speeds up content delivery.
- ✓ Enable Caching- Reduces server load by storing frequently accessed data.
- ✓ Minimize HTTP request- Reducing scripts, images and fonts.
- ✓ Optimize database performance- Regularly clean up unnecessary data.
- ✓ Implement lazy loading- Loads images and videos only when needed.

2. **SEO Content strategy.**

- What SEO strategies should be implemented to improve search ranking.

To ensure such ranking, Eco sights should:

- Conduct keyword research- Target relevant keywords with high search volumes.
- Optimise On page SEO- Use meta tags, header tags and structured URLs.
- Create High Quality Content- Publish valuables, original and engaging articles.
- Improve page speed- Faster websites rank higher.

- Optimise for mobile- Google prioritizes mobile friendly websites.
- Use internal external links- Helps with navigation and credibility.
- Secure the website (HTTPS)- Secure sites rank better.

- How can structured data and metadata improve the visibility of articles.

- Structured Data- Helps search engines understand content better and display rich snippets.
- Meta Titles and descriptions-Well crafted meta descriptions improves click through rates.
- Open graph twitter cards-Optimizes content for better sharing on social media.
- Breadcrumb navigation- Enhances user experience and search engine crawling.