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**ASSIGNMENT 1**

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.

1. **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.