Jonathan Reznik CIS50

Travel Website

NOTE: Based on the comment from assignment 5 I’ve changed the site name to a simper and shorter one it is now [www.travelideas.com](http://www.travelideas.com)

Assignment 8 start

Site structure is a combination of linear/hierarchical structures which attempts to blend the styles of broad and deep web site to include a bit of both. Given general time constraints though both the breadth and depth of the site will include some severe limitations in terms of page count, which is not necessarily a bad thing either since each page can include quite a lot on it.

Home Page

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Landing Page 1

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Landing Page 2

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Tips for travel

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Travel Log 1

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Travel Log 4

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Travel Log 3

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Travel Log 2

NOTES

Every page contains links to home page, as well as Landing page 1 (sample itinerary) and 2 (traveler tips)

Landing Page 1 – links to the 4 different travel logs, and possibly other URLs for destinations that are listed but not included in the site build out (due to time constraints)

Landing Page 2 – will provide some travel tips as well as links to popular sites about that topi as well.

Site Navigation will include a nav bar with quick access to Home Page, Travel Tips, a Random Travel Log

Within Travel Logs is a linear structure travel log1 links to 2, and 2 for 3, and 3 for 4, and 4 to beginning

Navigational buttons to include icons

Question/Answer

1. Testing will include a review of site content and functionality (later usability too).
   1. This will be done by proofing content and checking all links are working properly. (Printing each page)
   2. Also loading the page in order to ensure graphics are presented correctly on different screen sizes (iphone and ipad and laptop, for example)
   3. Beta or Staging may or may not be possible with the web server here
   4. If possible to ask others to test the site, then usability tests will help to reduce usability problems or issues like confusion or not getting around to all the available content.
2. Hosing the site
   1. In order to meet the needs for services of static and dynamic content and since the SMC class web server is publishing there for now but if needing to the hosting at InMotion is probably where I would go for site hosting.
   2. Registration of Domain name ([www.travelideas.com](http://www.travelideas.com) would be done through a registrar that licenses the use of the site name and ensures they have proper contact information for the changes to administration of host providers, and more associated site The name itself is going to always depend on its availability and may have a fee associated for the site name.
   3. Another note about hosting is that it is possible with advertisements to host a site for free, generally dynamic hosts in a web address space cost some monthly amount.
3. Techniques for advertising website
   1. Determine keywords and descriptions to reflect the purpose of the website for improved search engine optimization. \*Use of meta tags
   2. Traditional and nontraditional (online) marketing techniques
      1. Make use of services offered by directories or indexed search and by advertising thru social media or other value add services
      2. Use of traditional methods like business cards, brochures, etc. as well as industry groups and targeted online or trad’l advertising.

Assignment 8 end