

Assignment 2: Team Website with SEO Features

Create a prototype of the website from your proposal (Assignment 1) with the following items found on the website.

| Criteria | Marks (out of 90) |
|--|-------------------|
| Website has clear identity and logo that links back to home page | 5 |
| Site includes a sitemap | 5 |
| Each web page has unique page title | 5 |
| Location of company or host city clearly indicated | 5 |
| First page downloads quickly - 10 seconds or less | 5 |
| Each page includes meta tags, keywords and description | 5 |
| Website includes sharing bookmarks (e.g. AddThis) | 5 |
| Website contains text with relevant keywords in headings, links, image filenames, alt text, etc. | 5 |
| Links to other website(s), which open in new window | 5 |
| Clear and easy to navigate site, site map, local links | 5 |
| Each web page contains Google analytics code | 5 |
| Text easy to read, clear font size, good contrast | 5 |
| Site has a consistent look and feel - theme | 5 |
| Site uses professional-looking graphics and photos that contain alt tags | 5 |
| Site includes CSS styles for printing | 5 |
| Website contains clear privacy policy | 5 |
| Website includes a Google interactive map | 5 |
| Newsletter sign-up with Welcome email | 5 |