

NEXUS HIVE WEBSITE DEVELOPMENT

Nexus Hive is a Company specialized in Web Development, IT Support, Graphic Design, Digital Marketing and Print Services. It's a startup Company currently with less than five staff and often out sources staff from time to time on project basis. Nexus Hive Founder is looking to increase brand awareness, improve its online presence with a modern and mobile responsive website, increase sales, generate leads and enquiries through organic and paid listings. This website will should give Nexus Hive a competitive advantage. But more than that, it should user friendly as these are the main objective of the project.

Expected features:

1. Logo

The logo helps a company get distinguished much easier than words. Integrating a logo on the website helps visitors easily know they are at the right place while browsing.

2. Tagline

To State a company's overall purpose and objective. It will help highlight a company's brand to the public.

3. Phone number

A phone number and other contacts with an option link to click and call.

4. Top Navigation

A fixed top navigation, it is the first thing on the page that visitors will see in the first seconds of loading. It is essentially a showroom to your website as it provides basic information about the site. It Should include Logo branded, Home, Our services, Our Projects, Our Story, Contact and the social media icons.

5. Image or Slider

The above the fold is much like the top half of a folded newspaper. This is where visitors will focus much of their concentration on the site.

6. Reviews and Testimonials

This is what helps people decide to stay longer and continue browsing the site to include clients.

7. Quality Content

This can be typography, text, graphics, video, and anything that can capture the imagination of your visitors.

8. Main Feature

Main feature should include further details on the offering/services

9. Internal Links

For easy surfing of the website so that user can move back and forth on the website.

10. Footer Navigation

The footer navigation should include the contact form, brief about us, contact us, get a quote.

To include important information such as a copyright notice, links to relevant resources such as your about us, blogs, news, and other pages. To also help visitors easily navigate to the privacy policy page, the FAQs page, and other sections of your site.

11. Social Media Buttons

This key to any marketing effort in today's digital commerce and it's a good way to stay in touch with users on a social media platform as well.

12. Business Hours

This will keep many visitors from going being misled/misguided.

13. Mobile Responsive

To make sure the site is mobile and tablet friendly.

14. Contrasting Colors

To improve the look and feel of the website.

3. Market Survey

- a. I appreciate the look and feel of this site <https://amginvestmentsltd.com/> it provides a dynamic responsive design easy to navigate similarly to how I want my layout to be. The look and feel of the website interactive, the one-page layout also is beautiful such that users wont necessarily have to move to another location/link and it provides easy display of services.
- b. I liked the layout section for featured projects <http://designers.org/> which is in line with mine idea this will allow potential client of our creativity and commitment to produce exceptional work.
- c. I enjoyed the section layout for our clients <https://www.blackdot.co.zm/> I would like to improve on that on my site to show credibility the users/market.

REFERENCES

1. AMG Investments Limited <https://amginvestmentsltd.com/> Date: 10/19/2020, Time: 03:30AM CAT
2. Squarespace <https://www.squarespace.com/> Date: 10/20/2020, Time: 09:15PM CAT
3. Small Business Trends <https://smallbiztrends.com/2020/09/website-features-list.html> Date: 10/21/2020, Time: 04:00AM CAT.
4. Dummies, Learning Made Easy <https://www.dummies.com/>
5. Desingers.org <http://designers.org/> Date: 10/20/2020, Time: 04:00PM CAT
6. Black Dot <https://www.blackdot.co.zm/> Date: 10/21/2020, Time: 10:30AM