IWED5112: WEB DEVELOPMENT Part 3. Akhona Ndlovu

Motivations P1

Building a strong online presence in today's online-driven society is the driving force behind the creation of the Urban Coffee Hub website.

• Establish a focal point for consumer interaction, brand identity representation, and company information sharing.

• Encourage an online community that reflects the warm, imaginative atmosphere of the actual coffee shop.

Objectives P1

The following are the main goals of creating an Urban Coffee Hub website:

1. Boost Brand Awareness: Make the brand simple to find online.

2. Customer Acquisition: Draw in new clients from nearby and distant regions.

3. Customer Retention: To keep devoted consumers interested, provide them events, deals, and added information.

4. Sales and Revenue Growth: To increase revenue, allow online orders and promotions.

5. Information Access: Provide a trustworthy resource for details about menu items, locations, hours, and exclusive offers.

List of Resources P1

The following materials are required to build an interesting and useful website:

• Branding Resources:

• High-resolution logo;

• Brand colour scheme (earthy tones like brown, beige, and green);

• Fonts that complement the brand's aesthetic

• Graphics:

• Exceptional photos of coffee, interior design, baristas, and pastries

• Lifestyle photography that captures the spirit of social situations and young professionals

 • Copy of the content:

• Contact details;

 • Event and blog updates;

 • Menu item descriptions;

 • Technical Assets:

• Name of domain (for example, www.urbancoffeehub.com);

• Hosting provider

• CMS (such as Squarespace and WordPress)

User Persona P1

Name: Thandi M.

Age: 27

Occupation: Marketing Executive

Location: Johannesburg, South Africa

Lifestyle:

• Appreciates artisanal coffee, strong Wi-Fi, and visually appealing environments;

 • Works remotely half the week; active on Instagram and keeps up with regional fashion trends looks for peaceful areas to work intently and places to hang around with friends.

Objectives:

 • Locate a regular coffee shop where you may work and mingle.

• Find sustainable, local brands.

 Pain points include:

• Finding consistent service and atmosphere is difficult

; • Dislikes loud, crowded cafés

Refinements and improvements from part 2:

None because I was satisfied with my work and I did not get negative feedback hence why I would not know what to change.

Implementation of JavaScript

Feature implemented:

Automatic Date using JavaScript

Purpose:

To show the current date dynamically on the webpage which on my header Home page so that it is always there and does not need to be updated manually.

Implementation of Responsiveness for mobile

To make the website responsive for smartphones especially in portrait mode, I used a combination of relative units and media queries in my CSS.

Implementation of SEO

1. Meta description and title tag

Added a meta description in the section and added.

Why it matters: Search engine results display the title and meta description, which raises visibility and click-through rates.

2. Using Heading Tags Correctly

The logical content hierarchy was achieved by employing to structure headings.

Why it matters: Headings improve readability and relevancy by directing readers and search engines through the material.

3. Clear and Detailed URLs

The action taken was to substitute URLs.

Why it matters: Improved SEO ranking results from readable URLs that aid users and search engines in understanding the subject matter of the material.

4. Responsive Design for Mobile

What was done: The layout was modified for mobile displays using CSS media queries.

Why it matters: Because Google employs mobile-first indexing, designs that are optimised for mobile devices perform better in search results.

5. Internal Linking

Using pertinent anchor text, such as brewing methods, links were created between the pages.

Why it matters: Enhances user engagement and aids search engines in finding and indexing sites more efficiently.

6. Submission of Sitemaps

The sitemap.xml file was created and sent to Google Search Console.

Why it matters: Guarantees that Google finds and effectively indexes every page of the website.

10. Enhancement of Performance

Images were compressed, and CSS and JS were minified.

Why it matters: Pages that load more quickly enhance user experience and lower bounce rates, both of which have a beneficial effect on SE.

Going Live Steps

Describe FTP and the Uploading and Testing Procedures.

Definition:

Over a TCP/IP-based network (such as the Internet), files can be sent between a client and server using the standard network protocol known as FTP (File Transfer Protocol).

Step 1: Complete Examination

• Test all HTML, CSS, and JS on various devices and browsers.

• Check for issues in HTML and CSS with the W3C Validator.

• Use Chrome Developer Tools (Mobile view) to verify responsiveness.

Step 2: Optimise and Minify Files

• To speed up load times, minify JavaScript and CSS.

Images should be compressed for performance.

Step 3: Select a Web Hosting Company

• Choose a host (for free, try GitHub Pages, Bluehost, or Hostinger).

Step 4: Use FTP to access hosting

• Set up an FTP client (like FileZilla) and launch it.

• Enter the following information to connect host, username, password, and port.

Step 5: Provide Files

• Upload all your site's files (HTML, CSS, JS, and graphics) to the root directory or /public_html/.

Step 6: Set Permissions

• Set correct permissions for folders (755) and files (644), especially if you use PHP.

Step 7: Test Live Site

• Visit the domain in your browser (e.g., https://yourdomain.com).

• Test all forms, links, and responsiveness again on the live version.

Step 8: Submit Site to Search Engines

• Use tools like Google Search Console and Bing Webmaster Tools to submit your sitemap and URL for indexing.

Referencing list:

1. Gluten free muffin

[Photograph] Available at: https://www.google.com/search?q=gluten+free+muffin [Accessed 14 April 2025].

2. Iced coffee

[Photograph] Available at: https://www.google.com/search?q=iced+coffee [Accessed 14 April 2025].

3. Hot beverages alcohol

[Photograph] Available at: https://www.google.com/search?q=hot+beverages+alcohol [Accessed 14 April 2025].

4. Urban Coffee Hub logo

[Image] Available at: https://www.google.com/search?tbm=isch&q=urban+coffee+hub+logo [Accessed 14 April 2025].

5. HOT Beverages

[Photograph] Available at: https://www.google.com/search?q=HOT+Beverages
   [Accessed 14 April 2025].

6. Coffee shops

[Image] Available at: https://www.google.com/search?tbm=isch&q=coffee+shops
   [Accessed 14 April 2025].

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In-Text Citation Examples:

• A variety of gluten-free options are now available (Gluten free muffin, 2025).

• Iced coffee is a popular summer beverage (Iced coffee, 2025).

• Some hot beverages incorporate alcohol, enhancing their warming effect (Hot
  beverages alcohol, 2025).

• The Urban Coffee Hub logo features prominently in their brand identity (Urban
  Coffee Hub logo, 2025).

• There is growing demand for a wider range of hot beverages (HOT Beverages,
2025). •• Many modern coffee shops cater to student lifestyles (Coffee shops, 2025).