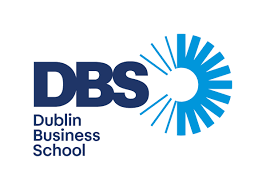
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**Wallet friendly yoga by Xena**

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Module Code: B8IT144

Module Title: B8IT144 Web Design and Development

Lecturer Name: Ronan Frawley

*Dublin, May, 2020.*

***1.Business plan***

At the moment yoga business is growing really fast. Researches show that Croatia is very popular destination for Irish tourists. So, I think that combination of that 2, (travel to Croatia and yoga) will be successful for business. People are under stress and they want to escape, relax body mind and soul.

My business is *Wallet friendly Yoga retreat by Xena*. I am offering yoga retreats in Croatia. All inclusive; body, mind and soul holidays in village Bale in Istria.

I have vision to do yoga retreats all over the world in future which will be advertised on my web page soon. Doing cooperation with domestic yoga teachers and applying my business model. Hopefully I will merge my passion and business and it will be successful.

At SWAT analyse I found that my weaknesses are: My brand is not recognizable and well-known, it’s easy to imitate it and I am working just 2 months per year. At same time threats are: tough competition, possible lower cost competition, lawsuits (injuries, accidents), international issues (Croatia, Ireland), sick leave, maternity leave, who will work? But I found as opportunities that I cancreate new product lines: yoga clothes, equipment, cooking classes, organic cosmetic, expand worldwide (Asia), growing demand, expand distribution options and all of that I can advertise at my web page.

My target niche will be ladies between late 20 and early 50 interested in yoga, healthy life, buying organic food, attending yoga classes, visiting yoga and vegan friendly events.

I will sell my “product” on my webpage. That will be main resource. As well I will offer same on Yoga events and on other Instagram influencers popular in yoga groups. Of course, promote myself on Social media platforms; Facebook, Instagram, Pinterest, Twitter, Linked in, Email marketing, collecting emails on my main page and square space, online PR (Blogging) in future etc.

**2. Web development experience**

I tried to develop simple website to provide a solution to satisfy this business case. I made consistent user interface (UI) with appropriate layout, fonts and colour scheme. For project was used HTML5, CSS and JavaScript in an appropriate way hopefully. With knowledge from DBS, navigation system was easy enough to do, it’s clear and move the visitor seamlessly through the site. Content which is provide includes information related to the business case but need update when business will grow. While building this website many issues have arisen. I used Sublime Text editor to create a site. The main issue that I run into is the huge amount of style code that gets placed in the background. It takes lots of time to structure content properly as well. If the code in the editor is not clean, styling can be a painful process. Issue is as well if pages are not linked consistently. Broken navigation leaves potential customers with no choice but to go elsewhere for their information. Detected issue was as well image size and optimisation. Large images take a long time to load and with the patience of the everyday user decreasing, by not optimizing my website images I am shooting myself in the foot.

One more thing that I had to do is cross browser compatibility and making sure that my website is being seen the same way on many different browsers such as Microsoft Explorer, Firefox, Safari, Google Chrome. I have to say that in Microsoft edge and Google Chrome works perfect, but in Internet explorer have some issues.

While building website task was correctly optimize page for the search engines otherwise websites almost never appear at the top of the search engines. I tried to fill tags with information that will tell the search engines and users what the topic of the page is, which will lead them to the page for more relevant information. As we were told at lecture first x amount of words are important for SEO as well so I tried to describe title in first paragraph but trying to avoid injecting keywords as I will be penalised for that, it looks natural. I was naming image descriptive. As well factor in SEO as they read file name. I put Alt at pictures for disabled persons and SEO. Text around media is important as well. First sentence in text should include picture description and everything around picture tells about media.

More links in and links out is better for SEO, page with higher traffic will be index better. I didn’t put too many links but there is few. Placing JavaScript at the end as well speed loading. It counts in milliseconds, but for Google that is important as well, so I placed it at the end. As well GDPR applies to my business. I am aware that I need to keep my customer’s data safe.

**3. What I learned and what I would do different now**

First thing I have learned that I need to start on time to do job correctly, not leave everything for last week. I tried to nest elements properly in Sublime text editor. As good structure is making easier finding errors and it’s easier to read codes. I did that in the middle of project and if I am doing again will definitely do that from beginning as makes life easier. I would use JavaScript more for my next project as well. There is lots of tutorial online which help as well, but takes lots of time to go throw it. It is definitely interesting job to do and I think that we just scratch the surface at course and You are preparing us for interesting journey in future. Hopefully my next web page will be easier. At least I won’t have huge pregnancy belly which definitely make this job really hard, siting and coding is pure nightmare in late pregnancy I have to say :D

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