

A dark blue vertical bar runs down the left side of the page. A blue arrow points to the right from this bar, containing the date.

3/28/2024

WEDE 5020

Portfolio of Evidence

Several thin, curved lines in dark blue and light grey originate from the bottom left and sweep upwards and to the right.

Lwandle Chauke
ST10380788



MODULE NAME:	MODULE CODE:
WEB DEVELOPMENT (INTRODUCTION)	WEDE5020/d/p/w

ASSESSMENT TYPE: POE (PAPER)

TOTAL MARK ALLOCATION: 300 MARKS

TOTAL HOURS: A minimum of 35 HOURS is suggested to complete this assessment.

By submitting this assignment, you acknowledge that you have read and understood all the rules as per the terms in the registration contract, in particular the assignment and assessment rules in The IIE Assessment Strategy and Policy (IIE009), the intellectual integrity and plagiarism rules in the Intellectual Integrity and Property Rights Policy (IIE023), as well as any rules and regulations published in the student portal.

INSTRUCTIONS:






- No material may be copied from original sources, even if referenced correctly, unless it is a direct quote indicated with quotation marks. No more than 10% of the assignment may consist of direct quotes.***
- Please ensure that you submit your assignment through SafeAssign.***
- Make a copy of your assignment before handing it in.***
- Assignments must be typed unless otherwise specified.***
- Follow all instructions on the PoE cover sheet.***
- This is an individual assignment.***

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Please complete the Academic Honesty Declaration below.

Please note that your assessment will not be marked, and you will receive 0% if you have not completed ALL aspects of this declaration.

Declaration

	SIGN
I have read the assessment rules provided in this declaration.	
This assessment is my own work.	
I have not copied any other student's work in this assessment.	
I have not uploaded the assessment question to any website or App offering assessment assistance.	
I have not downloaded my assessment response from a website.	

I have not used any AI tool without reviewing, re-writing, and re-working this information, and referencing any AI tools in my work.	<i>[Signature]</i>
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I have not presented the work of published sources as my own work.	<i>[Signature]</i>
I have correctly cited all my sources of information.	<i>[Signature]</i>
My referencing is technically correct, consistent, and congruent.	<i>[Signature]</i>
I have acted in an academically honest way in this assessment.	<i>[Signature]</i>

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PART 1

Week 1: Ideation and Sourcing Assets

- https://www.instagram.com/g7_classic_cars?igsh=MXhpNjB6b3V5cXgxMg%3D%3D&utm_source=qr
- https://www.tiktok.com/@g7_classic_cars? t=8kQR5QJz9Gw& r=1

Motivation for Developing Website:

I am currently working on a website development project for a vintage car rental company called G7 Classic Cars. Vintage cars have a unique charm that appeals to both nostalgic and contemporary sensibilities, making it an intriguing business. The website aims to provide a dynamic platform that offers potential customers an immersive and informative experience beyond the limitations of social media platforms.

By showcasing the fleet of vintage cars, detailing rental packages and pricing structures, and facilitating seamless booking processes, the website can significantly enhance customer engagement and satisfaction. While the company has a presence on Instagram and TikTok, these platforms offer limited space for detailed information and online transactions. The car rental services cater to various events such as matric dances, weddings, and photoshoots, providing clients with a luxurious and stylish mode of transportation for their special occasions.

Expanding the online presence beyond social media can help G7 Classic Cars capture a broader audience and enhance the customer experience. The primary goal of creating a website for G7 Classic Cars is twofold. Firstly, it aims to establish a professional online presence for

the vintage car rental business, providing potential customers with a positive and informative experience from the outset. Secondly, the website will help G7 Classic Cars expand its customer base to a wider audience while keeping up with the latest trends in online marketing.

By showcasing the latest vintage cars in high-quality images and comprehensive descriptions, the website will enable customers to access up-to-date information about rental rates, schedules, reservation options, and special package deals. With the website, G7 Classic Cars can go beyond traditional word-of-mouth by reaching out to customers in a broader area who are searching online for unique and classy vintage cars to rent for their special events.

This will help G7 Classic Cars gain a competitive edge, improve its sales, and establish itself as a trustworthy and reliable vintage car rental business. Furthermore, having a website will enhance the company's brand presence and credibility in the competitive vintage car rental market. It will enable G7 Classic Cars to establish itself as a reputable and trustworthy provider of luxury transportation services for special occasions such as weddings, matric dances, and photoshoots.

Through compelling visuals, persuasive copy, and user-friendly functionalities, the website will convey the company's commitment to excellence and professionalism, thereby resonating with its target audience and fostering long-term customer relationships. G7 Classic Cars is taking determined and assertive steps to establish a strong digital presence. We believe that a website is an essential tool for any business that wants to connect with customers in the digital age.

Our goals include increasing brand awareness and expanding our clientele through online marketing. Therefore, we have invested

considerable time, effort, and resources in developing a user-friendly and informative website that showcases the grandeur and elegance of our vintage cars. Furthermore, a website will serve as a powerful marketing tool, enabling G7 Classic Cars to reach a broader audience and expand its customer base beyond its current geographical limitations.

By leveraging search engine optimisation (SEO) techniques, social media integration, and targeted advertising campaigns, the website will attract potential customers actively seeking unique and stylish transportation options for their events. This strategic approach will not only drive traffic to the website but also generate leads and increase revenue for the business, positioning G7 Classic Cars as a market leader in the vintage car rental industry.

Objectives of Having a Website:

1. Enhance Online Presence and Brand Awareness: Develop a visually appealing and user-friendly website to showcase G7 Classic Cars' vintage car collection, rental packages, and unique selling propositions. Utilise compelling visuals, persuasive copy, and interactive features to engage visitors and leave a lasting impression.
2. Facilitate Seamless Booking Experience: Implement a secure and intuitive online reservation system that enables customers to browse available cars, select rental dates, and complete bookings effortlessly. Integrate payment processing functionality to streamline transactions and provide customers with peace of mind.
3. Build Credibility and Trust: Showcase customer testimonials, company history, and team bios to instil confidence in potential customers and demonstrate G7 Classic Cars' commitment to professionalism and customer satisfaction.
4. Expand Customer Engagement and Retention: Incorporate interactive features such as contact forms, live chat support, and social media integration to encourage customer interaction, feedback, and loyalty. Regularly update website content and promotions to keep visitors informed and engaged.
5. Increased Business Relationships: Well-positioned and contact details on a website outweigh the old method of handing out business cards.
6. Optimise for Search Engines: People may find the business online through search engines who would never know you existed otherwise. This provides you with a well-structured website that is search engine optimised.

Required Resources for Website Development:

Images:

- High-resolution photographs of vintage cars available for rental.
- Professional logo design reflecting the brand identity of G7 Classic Cars.
- Branding materials including colour scheme and visual elements consistent with the company's image.

Technical Resources:

- Domain name registration (e.g., www.g7classiccars.com)
- Web hosting services to host the website and ensure reliable performance.
- Content management system (CMS) for website maintenance and updates.

Copy:

- Detailed information about the company, its history, mission, and vision.
- Descriptions of rental packages, pricing structures, and special promotions.
- Bios and photos of team members to personalise the customer experience.
- Contact information including address, phone number, email, and social media links.
- FAQ section addressing common inquiries and concerns.

Business Offerings:

Products:

Vintage Car Rentals: G7 Classic Cars offers a curated selection of meticulously restored vintage automobiles available for rental. These timeless vehicles exude elegance and charm, providing clients with a unique and memorable transportation experience for their special events.

Services:

1. Wedding Car Rentals: G7 Classic Cars specialises in providing stunning vintage cars for weddings, adding a touch of glamour and sophistication to the bride and groom's big day. Couples can choose from various iconic vehicles to complement their wedding theme and style.
2. Matric Dance Transportation: For students attending their matric dance or prom, G7 Classic Cars offers stylish and luxurious transportation options that make a statement. From classic sedans to vintage convertibles, students can arrive in style and make a memorable entrance to their special event.
3. Photo Shoots and Film Productions: Vintage cars from G7 Classic Cars serve as stunning props for photo shoots, film productions, and other creative projects. Whether it's for a fashion shoot, a music video, or a period film, these timeless automobiles add authenticity and character to any production.
4. Special Events and Corporate Functions: G7 Classic Cars caters to a variety of special events and corporate functions, providing transportation solutions that exude sophistication and class. Whether it's a milestone birthday celebration, an anniversary dinner, or a corporate

gala, these vintage cars add a touch of elegance and nostalgia to any occasion.

By offering a diverse range of products and services, G7 Classic Cars aims to cater to the unique transportation needs of its discerning clientele, ensuring that every special occasion is elevated to unforgettable heights with the grace and elegance of vintage automobiles.

TEXT CONTENT

CAR NAMES AND DESCRIPTIONS:

1. Jaguar Mark II 1961:

The Jaguar Mark II is a classic luxury sports sedan known for its sleek and elegant design. The 1961 model features a refined exterior with smooth lines, chrome accents, and a distinctive front grille adorned with the Jaguar emblem. Powered by a range of inline-six engines, the Mark II delivers impressive performance and a smooth driving experience. The interior exudes sophistication, with sumptuous leather upholstery, wood veneer trim, and well-appointed dashboard controls. Renowned for its combination of style, comfort, and sporting prowess, the Jaguar Mark II remains a coveted choice among vintage car enthusiasts.

2. Jaguar Mark VI 1954:

The Jaguar Mark VI, introduced in 1948, represents the epitome of post-war luxury motoring. The 1954 model year showcases Jaguar's commitment to craftsmanship and refinement, with its distinguished body styling and attention to detail. Featuring a robust inline-six engine, the Mark VI offers smooth and effortless performance, making it well-suited for both city driving and long-distance touring. The interior boasts spacious seating upholstered in high-quality leather, complemented by luxurious wood trim and chrome accents. With its timeless design and reputation for reliability, the Jaguar Mark VI exemplifies the elegance and prestige of mid-20th-century British motoring.

3. Jaguar 420 1969:

The Jaguar 420, produced from 1966 to 1968, is a refined luxury saloon that combines classic Jaguar styling with modern amenities. Under the

hood, the 420 is powered by a smooth and powerful 4.2-litre inline-six engine, delivering effortless acceleration and refined cruising capabilities. Inside, the cabin offers spacious accommodation for passengers, with plush leather seats, rich wood trim, and a range of convenience features including power windows and air conditioning. With its blend of performance, comfort, and sophistication, the Jaguar 420 embodies the essence of British luxury motoring in the 1960s.

4. Mercedes Benz 220S 1959:

The Mercedes-Benz 220S, introduced in 1956, is a prestigious grand tourer renowned for its quality craftsmanship and timeless design. The 1959 model year showcases the elegance and sophistication for which Mercedes-Benz is famous. Featuring a graceful exterior with flowing lines, chrome accents, and the iconic three-pointed star hood ornament, the 220S exudes understated luxury. Powered by a robust 2.2-liter inline-six engine, the 220S offers smooth and responsive performance, making it ideal for long-distance cruising. Inside, the cabin is appointed with fine materials such as leather upholstery, wood veneer trim, and tasteful chrome detailing. With its combination of style, comfort, and engineering excellence, the Mercedes-Benz 220S represents the pinnacle of mid-century German automotive craftsmanship.

COMPANY HISTORY:

G7 Classic Cars was founded by Dakalo Manenzhe, a passionate vintage car enthusiast who embarked on a mission to share her love for classic automobiles with others. Inspired by her struggles to find affordable vintage cars for her matric dance, Dakalo recognised a gap in the market and set out to create a solution. Drawing from her personal experiences and fueled by her unwavering passion for vintage vehicles, she established G7 Classic Cars with the vision of providing accessible and memorable transportation experiences for special occasions.

Driven by a desire to make the dream of arriving in style in a vintage car a reality for others, she curated a collection of meticulously restored classic automobiles, each with its unique charm and character. What began as a personal endeavour soon blossomed into a thriving business, as word spread about the exceptional service and unforgettable experiences offered by G7 Classic Cars.

Today, G7 Classic Cars continues to uphold Dakalo's original vision, offering discerning clients the opportunity to create timeless memories with the elegance and sophistication of vintage automobiles. With a commitment to excellence and a passion for preserving automotive history, G7 Classic Cars stands as a testament to Dakalo's dedication to sharing the joy of vintage car culture with others.

VISION STATEMENT:

At G7 Classic Cars, our vision is to redefine luxury transportation by blending timeless elegance with unparalleled service. We envision a world where every special occasion is elevated to unforgettable heights with the grace and sophistication of vintage automobiles. Through our passion for preserving automotive heritage and commitment to excellence, we aim to inspire moments of joy, nostalgia, and timeless beauty for generations to come.

MISSION STATEMENT:

Our mission at G7 Classic Cars is to provide discerning clients with an exceptional transportation experience that transcends the ordinary. We are dedicated to curating a meticulously restored collection of vintage cars, each steeped in history and brimming with character. With personalised service, attention to detail, and unwavering commitment to customer satisfaction, we strive to exceed expectations and create unforgettable memories for every occasion. By sharing our passion for classic automobiles, we aim to enrich lives, evoke emotions, and leave a lasting legacy of elegance and sophistication.

CONTACT INFORMATION:

Phone numbers: 082 899 5413 and 079 933 9852

Email: Support@ishainfo.co.za

Address: 22 Bessemer Road, Johannesburg South, 2094

MEET THE TEAM:

At G7 Classic Cars, our team is dedicated to providing exceptional service and ensuring that every client's experience is nothing short of memorable. Meet the individuals who bring passion, expertise, and a personal touch to every vintage car rental:

1. **Dakalo Manenzhe - Founder and Owner:** Dakalo is the driving force behind G7 Classic Cars. With a deep passion for vintage cars and a commitment to delivering unparalleled service, she has turned her vision into a thriving business. Dakalo oversees all aspects of the company's operations, ensuring that every client receives the highest level of care and attention.
2. **Matome Manenzhe - Co-Founder:** Matome, the co-founder of G7 Classic Cars, brings decades of experience and expertise to the business. As a seasoned veteran in the automotive industry, Matome plays a crucial role in maintaining the company's fleet of vintage cars and upholding the highest standards of quality and authenticity.
3. **Professional Drivers:** Our team includes two experienced and professional drivers who are committed to providing safe, reliable, and courteous transportation services. With extensive knowledge of vintage cars and a passion for delivering exceptional customer experiences, our drivers ensure that every journey with G7 Classic Cars is smooth, enjoyable, and memorable.

Together, our dedicated team is here to make your special occasion unforgettable. Whether it's a wedding, matric dance, photo shoot, or corporate event, you can trust the G7 Classic Cars team to deliver elegance, style, and professionalism at every turn.

FREQUENTLY ASKED QUESTIONS (FAQs):

1. How far in advance should I book a vintage car rental for my event?

It's advisable to book your vintage car rental as early as possible to ensure availability, especially for popular dates such as weekends and holidays. We recommend booking at least 6-12 months in advance to secure your desired vehicle and package.

2. What types of vintage cars do you offer for rental?

At G7 Classic Cars, we offer a diverse selection of meticulously restored vintage automobiles, including classic sedans, convertibles, and luxury vehicles from iconic brands such as Mercedes and Jaguar. Explore our fleet to find the perfect car for your special occasion.

3. Can I view the vintage cars before making a booking?

Yes, we understand the importance of seeing our vintage cars in person before making a decision. We offer scheduled appointments for clients to view our fleet and discuss their rental options. Contact us to arrange a showroom visit and experience the timeless elegance of our vintage automobiles firsthand.

4. Do you provide chauffeur services with the vintage car rental?

Yes, all of our vintage car rentals come with professional chauffeur services to ensure a safe and stress-free experience for our clients. Our experienced drivers are trained to provide exceptional service and ensure that your journey is smooth and enjoyable from start to finish.

5. What is included in the vintage car rental package?

Our vintage car rental packages typically include the rental of the selected vehicle, chauffeur services, fuel, and mileage within a specified radius. Additional services such as floral decorations, red carpet treatment, and customised add-ons can be arranged upon request. Contact us for more details about our package offerings.

6. What are your payment and cancellation policies?

We require a deposit to secure your vintage car rental booking, with the remaining balance due closer to the date of your event. Our cancellation policy varies depending on the timing of the cancellation and is outlined in our terms and conditions. Please refer to your rental agreement for more information or contact us directly for assistance.

7. Do you offer insurance coverage for the vintage car rental?

Yes, we provide comprehensive insurance coverage for all of our vintage car rentals to ensure peace of mind for our clients. Our insurance policies are designed to protect both the client and the vehicle in the event of any unforeseen circumstances. Rest assured that your vintage car rental experience with us is fully covered.

8. Can I rent a vintage car for a photo shoot or film production?

Absolutely! Our vintage cars are available for photo shoots, film productions, and other creative projects. Whether you're a photographer, filmmaker, or creative director, our iconic vehicles can add authenticity and character to your project. Contact us to discuss your specific requirements and availability.

Graphics:

1. Logo

2. Navigation Icons:

Custom-designed icons for easy navigation, such as a vintage car for the home page, a calendar for booking, a question mark for FAQs, and an envelope for contact.

3. Buttons:

Stylish buttons with text like "Book Now," "Explore Catalogue" "Learn More About Us" or "Contact Us" to guide users through the website navigation.

4. Social Media Icons:

Custom-designed icons linking to the company's social media profiles, featuring vintage car motifs like steering wheels or classic car badges.

5. Vintage-Inspired Patterns:

Background patterns inspired by retro designs, such as art deco motifs, checkerboard prints, or pinstripes, add visual interest to the website's layout.

6. Photographs of Team Members

7. Branding elements: colour schemes and design elements such as borders and patterns to reflect brand identity.

ASSETS



G7 Classic Cars LOGO:

Header: height = 80px

Footer: height = 60px

Jaguar Mark II 1961:



Height = 200px

Jaguar Mark VI 1954:



Height = 200px

Jaguar 420 1969:



height = 200px

Mercedes Benz 220S 1959:



height = 200px

height = 300px width = 1100px



height = 300px width = 1100px



height = 300px width = 1100px



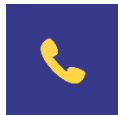
FOOTER ICONS:

height = 50px



ICONS:

height = 30px



THE TEAM:

height = 200px



height = 200px



height = 250px width = 250px



height = 250px

“SERVICES”:

height = 120px



height = 120px



height = 120px width = 100px

height = 120px

VIDEOS:

Video 1: height = 300px width = 550px

Video 2: height = 300px width = 550px

Week 2: Website Page and Content Structure

PAGE 1 - HOMEPAGE

1. Logo: The G7 Classic Cars logo is prominently displayed at the top of the page.
2. Strapline / Slogan: "Ride in Elegance, Make Memories Last."
3. Links to other pages: Navigation menu linking to About Us, Services, Car Catalogue, Testimonials, and Contact Us pages.
4. Full-width photo: High-quality image carousel showcasing the fleet of vintage cars available for rental.
5. Summary of main activities of the organisation: Brief overview of G7 Classic Cars' services, highlighting the elegance and luxury of vintage car rentals for special occasions.
6. Button that leads to the about us page
7. Logo, strapline and social media links, copyright year

PAGE 2 – ABOUT US

1. Logo and navigation menu
2. Company Overview: Introduction to G7 Classic Cars, its history, mission, and values.
3. Founder's Story: Personal narrative of the founder's inspiration and journey in establishing the business.
4. Team Members: Profiles of key team members, including the owner, drivers, and staff, highlighting their expertise.
5. Button leading to the contact us page
6. Logo, strapline and social media links, copyright year

PAGE 3 – CAR CATALOGUE

1. Logo and navigation menu

2. Introduction to the car catalogue section.
3. Grid layout showcasing individual vintage cars available for rent.
4. High-quality photos and detailed descriptions of each car.
5. Rental pricing
6. Booking button linking to the reservation system.
7. Logo, strapline and social media links, copyright year

PAGE 4 – FAQs

1. Logo and navigation menu
2. Frequently asked questions
3. Contact us button
4. Logo, strapline and social media links, copyright year

PAGE 5 – CONTACT US

1. Logo and navigation menu
2. Contact form for inquiries and booking requests.
3. Phone number and email address for direct contact.
4. Location and google maps navigation
5. Business address
6. Hours of operation.
7. Logo, strapline and social media links, copy right year

PAGE 6 – MY BOOKINGS

1. Logo and navigation
2. Booking form that includes full name, email, phone number, start date, end date and location
3. Logo, strapline, location and social media links, copyright year

PART 2

Week 1: Improvements to Part 1

1. Homepage:

- Identified a missing termination tag for the `

` element on line 25, and rectified the issue by adding the closing `` tag.
- Adjusted the spacing and indentation of the HTML code to improve readability and maintain consistency with other pages.
- Added descriptive alt attributes to images to enhance accessibility for users relying on screen readers or with images disabled.

2. Contact Us Page:

- Removed the `target="_blank"` attribute from navigation links to ensure consistency with other pages, as opening links in a new tab was not necessary for navigation.
- Enhanced accessibility by including meaningful alt attributes for images, and providing alternative text descriptions.
- Standardised the styling of the "Submit" button to match the design aesthetic of other buttons across the website.

3. Catalogue Page:

- Eliminated the `target="_blank"` attribute from navigation links to maintain a uniform browsing experience across the site.
- Improved accessibility by incorporating descriptive alt attributes for images, aiding users with disabilities or slower internet connections.

- Ensured visual consistency by adjusting the styling of the "Book Now" buttons to align with the established design scheme.

4. Booking Page:

- Consistently removed the `target="_blank"` attribute from navigation links to uphold the standardised browsing behaviour.
- Enhanced accessibility by providing informative alt attributes for images, supporting users who rely on assistive technologies.
- Maintained design cohesion by refining the appearance of the "Submit" button to match the aesthetic established for buttons elsewhere on the site.

5. About Us Page:

- Standardised the removal of the `target="_blank"` attribute from navigation links, aligning with the consistent user experience approach adopted throughout the site.
- Enhanced accessibility by adding descriptive alt attributes to images, ensuring all content is accessible to a diverse audience.
- Ensured visual harmony by adjusting the styling of the "Contact Us" button to match the established design language, fostering a cohesive user experience.
- Improved the content by refining the wording and formatting for clarity, ensuring that information is presented in a concise and understandable manner.
- Structured the headings and subheadings in a hierarchical order to adhere to best practices for web accessibility and SEO.

6. General:

- Enforced consistent styling for buttons across all pages to create a cohesive visual identity and user experience.
- Enhanced overall readability and aesthetics by refining spacing, indentation, and formatting throughout the HTML code.
- Documented all changes comprehensively in the Part 1 process document to provide a clear record of modifications for reference and transparency.

PART 3

Week 1: Improvements to Part 2:

During the improvements, I noticed that some of the images were not displaying correctly because the file paths were incorrectly specified with a backslash (`_images.G7...`) instead of a forward slash (`_images/G7...`). This issue was rectified by updating all the image paths accordingly, ensuring that all visuals are now properly displayed on the website. Additionally, I expanded the catalogue by adding more cars to the collection. The new entries include a 1956 Ford Fairlane, a BMW 8 Series 840i Gran Coupe, and a 1956 Volvo Amazon. These additions enrich the variety of classic and luxury vehicles available for rental, offering more choices for our customers to find their perfect vintage car experience.

HTML Structure:

- Ensured proper use of HTML5 semantic tags (<header>, <nav>, <main>, <footer>) for better readability and SEO.
- Added <!DOCTYPE html> declaration at the beginning of each HTML file.

Meta Tags and Title:

- Included meta tags for character set and viewport settings to ensure proper rendering on various devices.
- Set appropriate titles for each page.

CSS Integration:

- Linked an external CSS file (style.css) to each HTML page for consistent styling.
- Added inline CSS for specific background styling where needed.

Navigation and Header:

- Structured the header to include a logo image and navigation links.
- Consistently applied the same navigation structure across all pages.

Footer:

- Created a unified footer design with the company logo, slogan, address, social media links, and copyright information.
- Added icons for social media and email contact.

Specific Page Changes**Contact Us Page**

- Background Image: Added a background image with proper styling to ensure it covers the entire background without repeating.

Contact Information Section:

- Organised contact details with icons for location, phone numbers, email, and working hours.

Google Maps Embed:

- Embedded a Google Maps iframe to show the company's location.

Contact Form:

- Added a form for users to submit messages, including fields for name, email, and message.
- Styled the form for better visual appeal and usability.

FAQs Page**Content Structure:**

- Organised FAQs in an ordered list () for better readability.

- Used bold text for questions to distinguish them from the answers.

Additional Sections:

- Added a "Want to Find Out More?" section with a call-to-action button linking to the Contact Us page.
- Website Map Page

Content Overview:

- Provided an overview of the website's content with sections for each main page (Home, About Us, Catalogue, Contact Us, My Bookings, FAQs).

Background Styling:

- Used a linear gradient background for visual appeal.
- Consistent Header and Footer:
- Ensured the header and footer match the design and content of other pages.

CSS (style.css)

Global Styles:

- Applied consistent font-family, margin, and padding settings.

Header Styles:

- Styled the header to display the logo and navigation links side by side.
- Added hover effects for navigation links.

Main Content Styles:

- Styled headings and paragraphs for better readability.

- Used background colors and gradients for specific sections.

Footer Styles:

- Styled the footer to display the logo, slogan, address, and social media links in a neat layout.
- Added hover effects for social media icons.

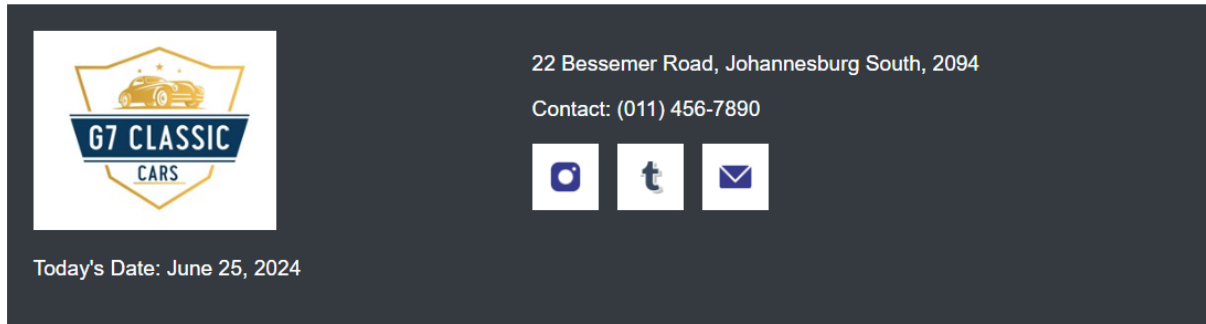
JavaScript (script.js)

Form Handling:

- Added a script to handle form submissions, preventing default form behavior and logging the form data.
- Provided a success message upon form submission and reset the form.

Week 2: Functionality

A JavaScript function was developed to retrieve the current date and format it to "Month Day, Year". This function ensures that the date displayed is always current, reflecting the user's local date and time settings.



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HTML Integration:

The HTML structure of the footer was updated to include a placeholder (``) where the dynamically generated date would be inserted by the JavaScript function. This integration ensures seamless display of the date within the existing footer layout.

```
dex.html > html > body > script
<html lang="en">
<body>
  <footer>
    <div class="footer-info">
      
      <br>
      <p>Today's Date: <span id="footer-date"></span></p>
    </div>
    <div>
      <p>22 Bessemer Road, Johannesburg South, 2094</p>
      <p>Contact: (011) 456-7890</p>
      <div class="social-links">
        <a href="https://www.instagram.com/g7_classic_cars?igsh=MXhpNjB6b3V5cXgxMg%3D%3D">
        <a href="https://www.tiktok.com/@g7_classic_cars?t=8kQR5QJz9Gw&r=1" target="_s
        <a href="mailto:Support@ishainfo.co.za" target=_self title="Send an email"><img
      </div>
    </div>
  </footer>
</body>
</html>
```

The implementation of the dynamic date display feature on the G7 Classic Cars website successfully enhances user experience by providing real-time information in the footer. This improvement aligns with the goal of making the website more interactive and user-friendly, ensuring that visitors always have access to up-to-date

information. Future enhancements may include further refinements in styling and additional dynamic features to continue improving usability and engagement.

```
});  
  
function getCurrentDate() {  
    var date = new Date();  
    var options = { year: 'numeric', month: 'long', day: 'numeric' };  
    return date.toLocaleDateString('en-US', options);  
}  
  
function updateFooterDate() {  
    var footerDateElement = document.getElementById('footer-date');  
    if (footerDateElement) {  
        footerDateElement.textContent = getCurrentDate();  
    }  
}  
  
document.addEventListener('DOMContentLoaded', function () {  
    updateFooterDate();  
});
```

Week 3: Search Engine Optimisation

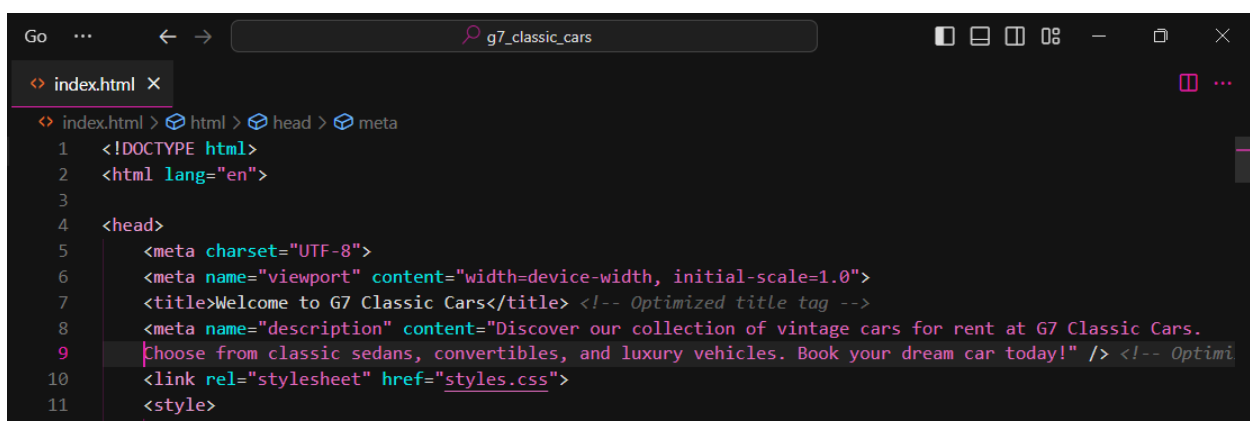
SEO Implementation Details:

1. Keyword Research and Integration:

Conducted comprehensive keyword research using tools like Google Keyword Planner and SEMrush to identify relevant keywords related to vintage car rentals and services. Integrated these keywords strategically into the website's content, including meta tags, headings, and body text, to improve organic search visibility.

2. Optimization of Meta Tags:

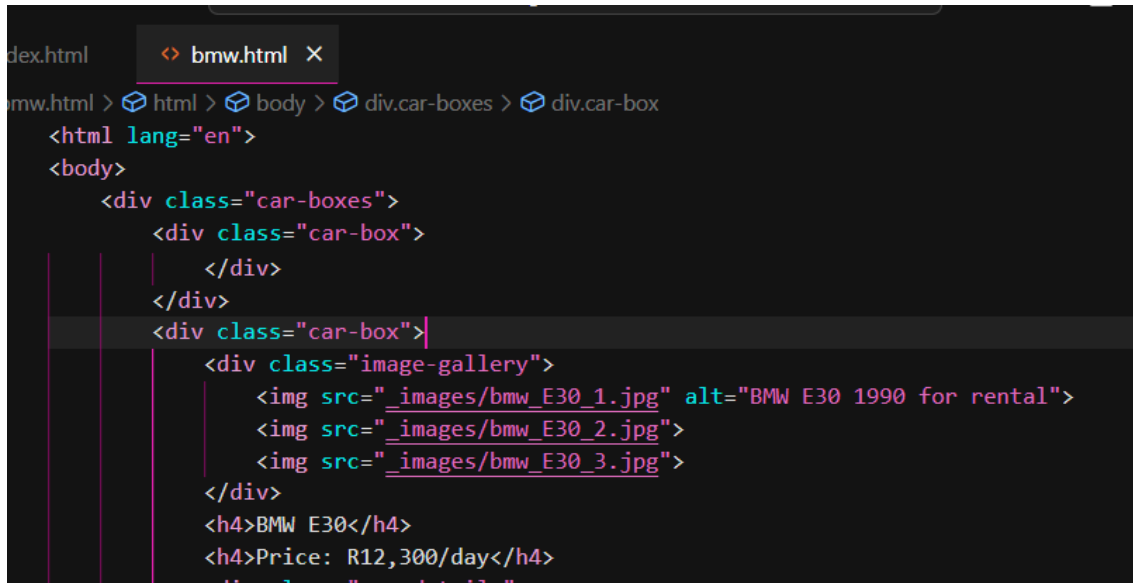
Optimized meta tags (title tags and meta descriptions) for each webpage to accurately reflect content and include targeted keywords. Ensured meta tags are within recommended character limits (approximately 50-60 characters for titles and 150-160 characters for descriptions) to enhance click-through rates (CTR) in SERPs.



```
Go ... <- -> g7_classic_cars
index.html x
index.html > html > head > meta
1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <meta charset="UTF-8">
6   <meta name="viewport" content="width=device-width, initial-scale=1.0">
7   <title>Welcome to G7 Classic Cars</title> <!-- Optimized title tag -->
8   <meta name="description" content="Discover our collection of vintage cars for rent at G7 Classic Cars.
9   Choose from classic sedans, convertibles, and luxury vehicles. Book your dream car today!" /> <!-- Optimi
10  <link rel="stylesheet" href="styles.css">
11  <style>
12  </style>
```

3. Image Optimization:

Enhanced image optimization by adding descriptive alt attributes to all images across the website. Updated image file names to include relevant keywords (e.g., "bmw e30 1990") to improve image search indexing and accessibility.



```

dex.html  < > bmw.html X
bmw.html > html > body > div.car-boxes > div.car-box
<html lang="en">
<body>
  <div class="car-boxes">
    <div class="car-box">
      </div>
    </div>
    <div class="car-box">
      <div class="image-gallery">
        
        
        
      </div>
      <h4>BMW E30</h4>
      <h4>Price: R12,300/day</h4>
      <div class="car-details">

```

4. Content Quality and Structure:

Improved content quality by creating informative, engaging, and original content that resonates with the target audience. Utilized heading tags (H1, H2, etc.) to structure content logically and incorporate primary and secondary keywords naturally throughout the text.

5. Mobile Optimization:

Ensured mobile responsiveness of the website to provide a seamless user experience across all devices. Implemented responsive design techniques such as fluid grids and flexible images to optimize performance and usability on smartphones and tablets.

6. Technical SEO Audit:

Conducted a technical SEO audit to identify and fix issues such as broken links, duplicate content, and page load speed optimization. Implemented redirects (301 redirects) where necessary to maintain SEO equity and ensure users and search engines access the most relevant content.

7. Monitoring and Analytics:

Integrated Google Analytics to monitor website traffic, user behaviour, and keyword performance regularly. Used insights from analytics to refine SEO strategies, identify new opportunities, and address any emerging issues affecting website performance.

Conclusion:

The implementation of SEO best practices on the G7 Classic Cars website has been successfully executed to enhance search engine visibility and improve user engagement. By strategically optimizing meta tags, content, images, and technical aspects, the website is now better positioned to attract organic traffic and achieve higher rankings in search results. Continuous monitoring and refinement of SEO strategies will be crucial to sustaining and further enhancing these improvements over time.

Week 4: Forms

Creating a form in contact us:

HTML:

```

<? index.html > <? bmw.html > <? contact_us.html X
<? contact_us.html > <? html > <? body > <? div.content > <? section#send-message
2  ang="en">
91
107 / class="content">
139 <section id="find-us">
141 <h1>SEND US A MESSAGE</h1>
142 </section>
143 <section id="send-message">
144 <h1>SEND US A <span class="highlight">MESSAGE</span></h1>
145 <form id="contact-form">
146 <label for="name">Your Name</label>
147 <input type="text" id="name" name="name" placeholder="Your name.." required>
148 <br><br>
149 <label for="email">Your Email</label>
150 <input type="email" id="email" name="email" placeholder="Your email.." required>
151 <br><br>
152 <label for="message">Your Message</label>
153 <textarea id="message" name="message" placeholder="Write something.." style="height:100px" required>
154 <br><br>
155 <button type="submit">SUBMIT</button>
156 </form>
157 </section>
158

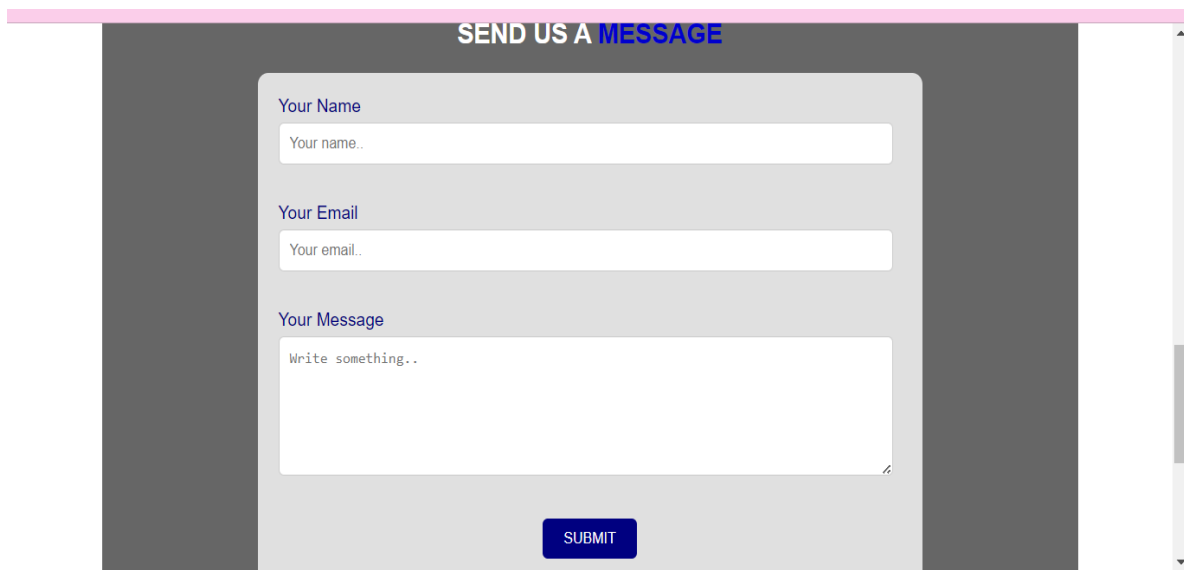
```

JavaScript:

```

}
</script>
<script>
// JavaScript for Form Validation
function validateForm() {
    var name = document.getElementById('name').value.trim();
    var email = document.getElementById('email').value.trim();
    var inquiry = document.getElementById('inquiry').value.trim();

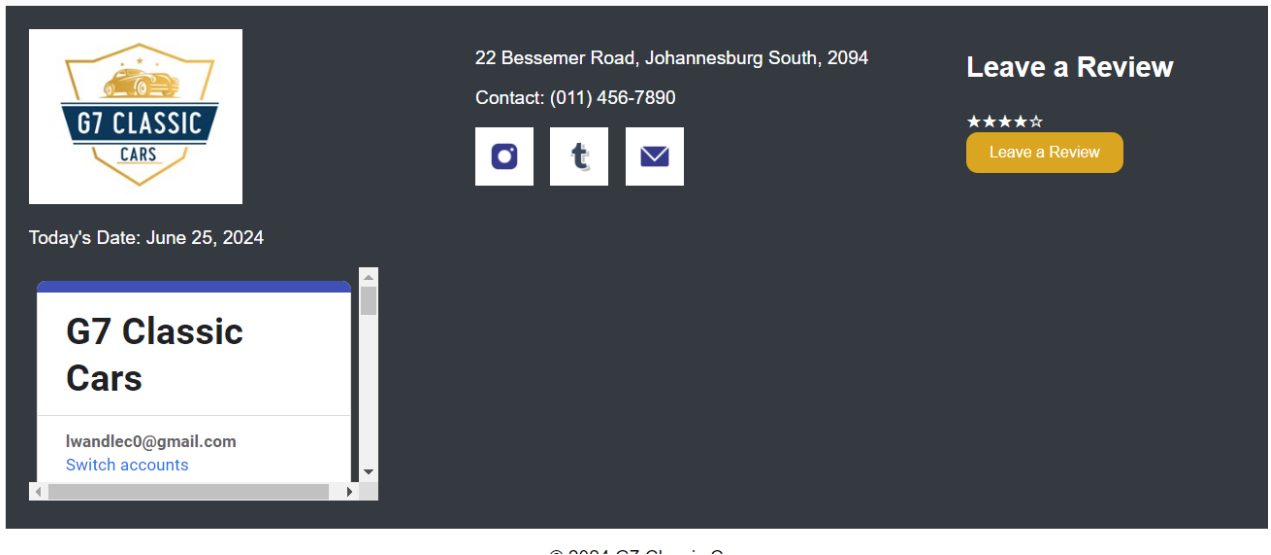
    if (name === '' || email === '' || inquiry === '') {
        alert('Please fill in all required fields.');
```

Result:

The image shows a web form titled "SEND US A MESSAGE" in blue text. The form is set against a dark gray background. It contains three input fields: "Your Name" with placeholder text "Your name..", "Your Email" with placeholder text "Your email..", and "Your Message" with placeholder text "Write something..". A blue "SUBMIT" button is located at the bottom right of the form area. A vertical scrollbar is visible on the right side of the form container.

Google Form for Newsletter Subscription**Implementation Steps:**

- Create Google Form:
- Named "Receive Newsletter".
- Fields: Email Address (required), Checkbox "Please send me your weekly newsletter".
- Embed Form on Homepage:
- Place the embedded form in the footer section of the homepage.



Form Details:

- Purpose: Collect customer inquiries and contact details.
- Fields: Name, Email, Phone, Inquiry Details.
- Submit Action: Uses mailto: to simulate email submission (non-functional for actual sending).

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