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Part 1 — Preparation, Assets and HTML Website Structure

a) Website Choice: Include name, description and reason for choosing the organisation.

- **Name:**
    - TacticsInTechIT.

- **Description:**
    - TacticsInTechIT is a nonprofit company which is committed to provide IT troubleshooting services for both ICT (information and communication technology) assets and home appliances. In especially in disadvantaged and rural regions, this project attempts to address the significant challenges of technical decomposition and the lack of knowledge and resources to maintain such equipment. The main objective is to provide people and communities with the knowledge and resources necessary to maximize their technical assets while decreasing electronic waste to promote environmental sustainability.

- **Reason For Choosing The Organisation:**
    - In many parts of the world, including rural areas, access to reliable IT support is limited. Families often possess various technological appliances and devices but lack the means to repair them when issues arise. This can lead to the premature disposal of valuable assets, which not only puts a financial burden on families but also contributes to electronic waste, harming the environment. TacticsInTechIT seeks to bridge this gap by providing accessible and efficient IT troubleshooting services while promoting environmental consciousness.

    By establishing TacticsInTechIT, we aim to address these pressing issues through education, repair services, and community empowerment. Our organization will offer several key services:

    - ➢ **Key Features of TacticsInTechIT:**
        i. **Educational Initiatives:** The organization will organize workshops and training programs in underserved communities to educate residents on basic troubleshooting techniques for household appliances and digital devices.
        ii. **Repair Services:** Skilled technicians will be deployed to repair appliances and ICT assets, ensuring they can be used for longer periods, reducing the need for replacements.
        iii. **Environmental Responsibility:** TacticsInTechIT will emphasize the importance of responsible disposal and recycling of electronic waste, promoting eco-friendly practices.
        iv. **Community Engagement:** The organization will establish a strong community presence, building trust and long-term relationships with residents.
        v. **Job Creation:** By training and employing local technicians, TacticsInTechIT will contribute to job creation in underserved areas, addressing unemployment and poverty.

b) Website Assets: Include any sourced or created text, photos, or graphics that you intend to use.

Resource/ Asset	Sourcing Strategy	Online Tools To Prepare Resource/Asset	Explanation
1. **Text Editor**	A text editor can help with creating an organization's website in terms of the content.	Microsoft Word	A text editor such as Microsoft Word can help with writing and formatting the text content of a website so that it is easy to understand the structure in which the content will be assigned in the web pages.
2. **IDE**	A web editor that supports many languages and has many extensions and integrations for web development.	Visual Studio Code	A web editor or an IDE can help to write HTML code faster and easier by providing a code completion, syntax highlighting, error checking, code formatting, code snippets, etc. Other languages such as CSS, JavaScript, and PHP can be used with ease and efficiency.
3. **Logo**	Sourcing a logo for a website by providing a free and easy-to-use logo maker that allows to create logos from scratch or customize one of the professionally made logo templates.	Canva.com	Canva can help with explaining a logo for a website by providing users with guidance and assistance on how to design a logo that is effective and persuasive. Canva's logo maker offers features and tools that help users create logos that are memorable, unique, and appropriate for their organization and industry (Canva, 2023).
4. **Images**	Free stock site that can help with sourcing photos for a website by providing a large collection of high-quality and royalty-free images that can be downloaded and used for any project.	Pixels.com	Pexels.com offers features and tools that help users create photos that are memorable, unique, and appropriate for their organization and industry. Pexels.com also offers a variety of categories, filters, and search options to help users find the best images for their needs (Pexels, 2023).
5. **Photo Editor**	Sourcing photos for a website by providing a free and easy-to-use online tool that allows users to resize their JPG or PNG images to fit any project.	Adobe Express.com	Adobe Express - Free Image Resizer explains photos for a website by providing guidance and assistance on how to resize images in an effective and persuasive way. It can do a preview of the photos, to enhance the photos, crop, resize, rotate, etc. so the photos can fit their website layout.

c) Website Pages and Content: Containing a list of your five pages and the content to go on those pages in the order that you want it to appear.

1.1 Homepage:
- The homepage of TacticsInTechIT's website serves as the organization's virtual front door, providing visitors with an initial introduction to the organization's mission, services, and core values. The homepage may consist of:

    i. Logo.
    ii. Navigation.
    iii. Full-width photo (The company's interface).
    iv. Summary of main activities of the organization.
    v. Links to other pages.
    vi. Basic contact info.
    vii. Copyright / Year.

1.2 About Us:
- The "About Us" webpage of TacticsInTechIT provides visitors with detailed information about the organization's history, founders, core values, and its commitment to addressing critical issues in rural areas. The "About Us" webpage may contain:

    i. Logo.
    ii. Navigation.
    iii. Full-width photos (Founders of the organization).
    iv. Summary of the founders of the organization.
    v. The core values of the organization.
    vi. Links to other pages.
    vii. Basic contact info.
    viii. Copyright / Year.

1.3 Products and Services:
- The "Products and Services" webpage of TacticsInTechIT provides a comprehensive overview of the range of services offered by the organization to address IT-related issues in both household appliances and ICT assets. The "Products and Services" webpage may consist of:

    i. Logo.
    ii. Navigation.
    iii. Full-width photo (Household Appliances).
    iv. Summary of how to troubleshoot household appliances.
    v. Full-width photo (ICT Assets Repair).
    vi. Summary of how to troubleshoot ICT Assets.
    vii. The organizations **Educational Initiatives**.
    viii. The organizations **Environmental Responsibility**.
    ix. The organizations **Community Involvement**.
    x. Links to other pages.
    xi. Basic contact info.
    xii. Copyright / Year.

1.4 News:

- The "News" webpage of TacticsInTechIT is a dynamic platform that provides visitors with up-to-date information, announcements, and stories related to the organization's activities, initiatives, and community involvement. The "News" webpage may contain:

  i. Logo.
  ii. Navigation.
  iii. Full-width photo (The company's interface).
  iv. Table for workshop schedule.
  v. Community success stories
  vi. Links to other pages.
  vii. Basic contact info.
  viii. Copyright / Year.

1.5 Contact Us:

- The "Contact Us" webpage of TacticsInTechIT serves as a crucial point of interaction between the organization and its website visitors. Here's a summary of what this webpage may contain:

  i. Logo.
  ii. Navigation.
  iii. Email form input.
  iv. Full-width photo (The company's interface).
  v. Summary of how to contact the organization.
  vi. Contact form.
  vii. Email link.
  viii. Phone numbers.
  ix. Physical address of the organization.
  x. Links to other pages.
  xi. Basic contact info.
  xii. Copyright / Year.

Part 2: Functionality

- **Homepage Footer Date:**
  - I used JavaScript to ensure that there is a Last Modified date and a current date that dynamically changes instead of being hard-coded into the Homepage's footer on the webpage.
  - This footer functionality has been done through an **Internal JavaScript** which is a block of code in the Homepage's footer's html of the webpage.
  - The **Internal JavaScript** syntax is found in the **Homepage.html** line number **145 – 151**.

- **Lightbox:** A lightbox is a window overlay that appears over a webpage, blocking some of the content and dimming and disabling the rest of the background (HubSpot, 2020).

  - Three of five webpages have the lightbox function which is included through an External JavaScript which is a sub-folder called javascript_assets with a file called TacticsInIT.js that is linked with the three webpages.
  - The webpages which have the lightbox function are **Products and Services, News and Contact Us.**
  - Throughout the webpages all the images can be clicked on and overlay the content material of the three webpages.
  - The **External JavaScript** syntax is found in the **TacticsInIT.js** line number **1 – 24.**

- **Scroll To Top:**
  - I used a JavaScript to allow the user to scroll to the top by clicking on a text on the bottom left side of all webpages before the footers of all webpages.
  - Throughout the webpages all the blue **"Back To Top"** texts on the left bottom before the footers can be clicked on and scrolls to the top of any webpage selected.
  - This functionality has been implemented by an **External JavaScript** which the syntax is found in the **TacticsInIT.js** line number **27 – 28.**

Part 3: Search Engine Optimization "SEO"

1. **Keyword Research:**

   - Identifying relevant keywords related to the content.
   - Using tools like Google Keyword Planner or other keyword research tools.

2. **On-Page SEO:**

   - **Title Tags:** Ensuring each page has a unique and descriptive title tag with relevant keywords (IIE - The Independent Institute Of Education, 2012).
   - **Meta Descriptions:** Writing compelling meta descriptions that accurately represent the page's content (IIE - The Independent Institute Of Education, 2012).
   - **Header Tags (H1, H2, H3):** Using header tags to structure content and include keywords where appropriate (IIE - The Independent Institute Of Education, 2012).
   - **URL Structure:** Creating clean and readable URLs with relevant keywords (IIE - The Independent Institute Of Education, 2012).

   Here is an example of On-Page SEO from Homepage.html:

3. **Content Quality:**

   - Producing high-quality, valuable, and relevant content.
   - Including keywords naturally in your content, headings, and meta tags.
   - Regularly updating and adding fresh content to keep the site active.
   -

4. **Image Optimization:**

   - Using descriptive file names for images.
   - Adding alt text to describe images accurately for accessibility and SEO.

5. **Mobile-Friendly Design:**

    - Ensuring that the website is responsive and provides a good user experience on mobile devices.

6. **Page Speed Optimization:**

    - Compressing images and optimizing files to improve page loading speed.
    - Minimizing CSS and JavaScript files.
    - Using browser caching.

7. **Social Media Integration:**

    - Sharing the content on social media platforms to increase visibility.

8. **User Experience (UX):**

    - Prioritizing a positive user experience with clear navigation and user-friendly design.

In conclusion, regularly monitoring the website's performance using tools like Google Analytics and adjusting as needed to adapt to changing SEO trends and algorithms can prove to be efficient.

Part 4: Forms

- **Form Validation:**
  - When entering data, the browser and/or the web server will check to see that the data is in the correct format and within the constraints set by the application.
  - The **Form Validation** which is included through an **External JavaScript** which is a sub-folder called **javascript_assets** with a file called **TacticsInIT.js** that is linked with the **Contact Us.html** file.
  - From the **Contact Us** webpage on the form section which is line **66 – 77** is the forms which have validation specifically the **Name, Subject** and **Email** form.
  - The **External JavaScript** syntax is found in the **TacticsInIT.js** line number **31 – 50.**
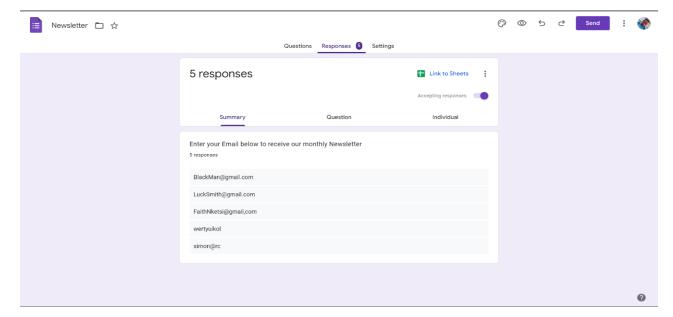
- **Emailing Form Data**
  - The HTML Contact form on the Contact page uses the basic mailto: action to send the form information in plain text to a hypothetical email address.
  - The mailto: form action is found on line number **64** on the **Contact Us.html** file.

- **Google Form:**
  - A **"Receive Newsletter" Google Form** is created on the **Footer** of the **Homepage.html** above the contents on the footer of the webpage.
  - The **Google Form** iframe code to embed the form is found on line number **124** of the **Homepage.html** footer.

    Here is a screenshot of the Google Form Responses:

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