

A Campaign Website

Me and my partner are creating a campaign website for Jerry Toussaint (a candidate for S.A. President) to support his campaign. The main purpose of this website is to spread information about him as a candidate. Where we will have sections of different information. Such as about him and personal information related to him. A page with issues collage have and some explanation about why they exist, and another page will be with information of ideas that he has regarding making college better place for students. Two more pages about endorsement and donate respectively.

Furthermore about audience, our web audience would be the voters who are looking for the right candidate in this case the students of his college. As mentioned, students who are looking for the right candidate for S.A. President would like to know about Jerry, and we will keep the website easy to navigate so they can easily find all the information they will need. The level of technology would be high in this case if not intermediate. As a students of a university the skill level of our audience would be quite high in terms of getting information through a website.

Adding more to it about the impact of our website. We are building this website in the first place to have a positive impact on the voters for the candidate Jerry Toussaint. And this website will be a very important step in terms of achieving the mission. It will alert students about the problem that needs to be fixed in college and the ideas he have to solve them. Also rather than talking to each and every students about his goals and ideas to solve the problem, building a website for it is a smarter approach. As this is not a business website so we're not making a direct financial impact but we will have donation page where students who would like to donate can help him with the campaign. Of course campaign website is not the cheapest option here but it is one of the smartest and best option here. Online exposure helps as well with spreading the ideas and goals. In terms of content, as mentioned already, we will have all the reasons and information about why is Jerry Toussaint is a better candidate to become S.A. President. Content of this website will changes on based of campaign time period.

In conclusion, to insure a good usability, we will make sure the website is easy to navigate, and a user-centered design where our users will be able to find all information they are looking for easily. To optimize our website for SEO we will use better keywords and focus on our title and meta tags.