Ryan King

Professor Molmud

WEBD 127

March 29, 2021

**Statement of Work**

**Project Name: Escrow Personnel Trainer**

**Description:**

This website will help train new and current Escrow Assistants. Escrow Assistants need to eventually know how to execute all tasks masterfully before promoting to an Escrow Officer position. This training site will walk Escrow Assistants step-by-step through each task needed to close out a purchase of a home or a refinance transaction. This website is intended to be informative and enhance current skills.

**Client (fictional): Seymore Profits**

**Site Requirements:**

To get the site requirements, I had to imagine how I would like to use and access the site myself. As an Escrow Officer in real life, I know what it takes to know how to complete a refinance or sale transaction from start to finish and how to share. At the same time, I need to make sure the modules are broken down to progressive steps and that they are easy to digest. The site will need to have a resource page and links to site like INDEED or GLASS CEILING for those looking for a new job within the Escrow business.

**SEO Qualities / Issues:**

To increase SEO quality, I’ll be sure to use ‘alt tags’ with my imagery. I will work to create a sitemap in XML. I will also write effective title and meta tags. To help optimize all these items, I will use a SEO tool to help meet all criteria.

**Tools**:

I plan to use the following tools or variants of:

1. SEO Tool – MOZPro.com
2. Speed Test – uptrends.com
3. Accessibility Training – WebAIM.org
4. Organization & Time Management – Trello.com

**Testing Method:**

Aside from running testing programs online. I do want to have live testers help develop and test my navigation through card sorting. For usability, I would like to test users either their eye closed or also with the sound off to see what issues arise while using the accessibility apps on their phones. I will be taking feedback to update the site for enhancement.

**Documentation**:

I will release a user guide, and I may update procedures pending submissions of better practices that improve stated processes. I will have a ‘contact me’ email to send all comments on the website.

**Webhosting**:

The webhost I have decided to use is Bluehost. It comes highly recommended and has just as a low hosting fees as its competitors. I will be creating the website using my own HTML/CSS/JavaScript codes. This will give me full reign to fully optimize the website as I see fit.