

Assignment 2: Team Website with SEO Features

Due 3pm on Day 4. Worth 50% of grade. Create a 5-6 page prototype of the website from your proposal (Assignment 1) with the following items found on the website.

Criteria	Marks (out of 90)
Website has clear identity and logo that links back to home page	5
Site includes a sitemap	5
Each web page has unique page title	5
Location of company or host city clearly indicated	5
First page downloads quickly - 10 seconds or less	5
Each page includes meta tags, keywords and description	5
Website includes sharing bookmarks (e.g. AddThis)	5
Website contains text with relevant keywords in headings, links, image filenames, alt text, etc.	5
Links to other website(s), which open in new window	5
Clear and easy to navigate site, site map, local links	5
Each web page contains Google analytics code	5
Text easy to read, clear font size, good contrast	5
Site has a consistent look and feel - theme	5
Site uses professional-looking graphics and photos that contain alt tags	5
Site includes CSS styles for printing	5
Website contains clear privacy policy	5
Website includes a Google interactive map	5
Newsletter sign-up with Welcome email	5