**Project 2: Final Project Proposal**

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**Client and Topic**

The selected topic is a website for a portfolio of your work, which will show off myweb development skills. The website will advertise my skills by giving information about my services.

Development process and engagement

To create a good portfolio, extensive research must be conducted, including searching the website design of another similar website. To create a user-friendly website, there will be a deep exploration of other websites and conduct web design research to ensure that the website has the desired layout that is appealing to the users.

**Testing**

Testing is a significant aspect of website development that must be conducted to ensure proper user functionality and design layout. The design layout will be tested using the edgebrowser, CCleaner browser, Safari, andFirefox.

The website's usability will be tested by sending the link to my friends who work from different fields. This will give an insight into how the website works on different browsers and devices.

**Business and Website Description**

*Mission Statement*

The business's mission is to enhance the business growth of the customer with creative design and development to deliver high-quality solutions that offer value and constant competitive advantage for clients across the globe.

*Business Goal*

The goal of the business is to increase the number of client months, and the specific number is 2 for every month. This will be achieved through continuous marketing of the project.

*Target Audience*

The target customer is entrepreneurs willing to skyrocket their business through web technology. The business targets all customers across the globe. The targets focused have a household of $100,000 and above. The users should have computer literacy as they will access information through the internet. The age group for the target audience is between 25-55.

*Impact of target audience on how to develop a website*

The target audience will be young literate entrepreneurs; therefore, the layout will have bright, attractive colors and be professional.

*Content*

I will be responsible for creating all the content entailing every description. All the images will showcase my professionalism.

*Updates*

First, the website will be created and hosted as news. The updating will occur when new skills are added, new testimonials are developed, and new tasks are uploaded.

**Growth and Maintenance**

The website will grow as I add a new skill set to the portfolio. Marketing the website is another thing that will enhance the website's growth. New blogs will be added a month thrice. Individual blogs will be added by creating an individual new webpage.

**Organization**

The figure below shows the organization of the website

Home

Blogs

Work

Contact

Services

Web Design

Graphic Design

Google Maps

The design of the website is easy to navigate. The topics and subtopics in the design will be available in the end product of the website design, with every section having clear information that skyrockets my skills and services (Cyberclick, 2022). The main page and the service section will outline all the services offered with a brief description of every service. The users will navigate the sections by clicking each section to see details. The bibliography about Web Developers will be viewed by clicking the section icon. The website will have a bright appearance with a professional layout.

**Web Hosting**

Many factors will be considered when Webhosting, including site speed, price, site security, and customer support. Initially, the website will be less detailed without any files or images to be downloaded, implying that less bandwidth will be required (W3C, 2016). The bandwidth consideration is expected to take place in the future, depending on the dynamic changes influenced by the market.

Since I am still a student, my favorite site for hosting my webpage will be GitHub which is faster, safe, and accessible (Novoseltseva, 2017). SSL will be the unique technology required for this site. SSL plays a significant part in securing the site and SEO ranking.

The website will require HTML and CSS. HTML will create the Skeleton of the Site and CSS style it to give the desired outlook.

I have created a GitHub Account with a User Name, Shaibu Pixel Tech; the link will be generated based on the username and the repository's name. The URL provided by the GITHUB pages will redirect the clients to my main page.

**Marketing**

The website will be advertised using different types of channels. The primary method of marketing this website is Search Engine Optimization. The research of the keyword will be done using Google.

Social media will also be used to market the website.The major ones include Facebook, Instagram, LinkedIn, Twitter, and Pinterest, which intend to generate traffic. Business Card and printing marketing materials such as posters will also be used.

**Security**

There is not much to be involved in security matters considering that there are no payment options or logins that require a password. For the time being, the website will be left open, through which clients can be informed about the services I offer. While hosting the site, I will keep my hosting details safe in case of future changes.

**References**

Cyberclick.(2022, May).*What types of online advertising exist right now? · Cyberclick*. Www.cyberclick.net. <https://www.cyberclick.net/advertising/types-of-online-advertising>

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