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**INTRODUCTION**

Web design is what creates the overall look and feel when you’re using a website. It’s the process of planning and building the elements of your website, from structure and layout to images, colors, fonts and graphics.

Web design has numerous components that work together to create the finished experience of a website, including graphic design, user experience design, interface design, search engine optimization (SEO) and content creation. These elements determine how a website looks, feels and works on various devices. Check out this in-depth [guide on building a website](https://99designs.com/blog/web-digital/web-design-how-to/), if you want to learn more about the whole process.

**Q1: Why do need website**

**Credibility**

One of the main reasons you should have a website for your business is to increase your organization's credibility. Chances are there are several providers offering a similar service to yours.

**Brand**

Showcasing your brand to your prospective customers is one of the most important things that you can do. By clearly establishing who you are, what you represent and what you stand for, you increase the chances of your customers buying from you.

**Leads**

Perhaps one of the most intriguing reasons to have a website for your business is because it can increase your chances of getting leads.

**Organic Traffic**

Once you're online and have an SEO-optimized website, you have a chance of showing up in Google search results. This means that when people are searching for a product or service, there is a chance your website will show up in the results. This gives you the opportunity to drastically increase your customer base.

**Saving You Time + Customer Service**

Many businesses get calls from prospects or existing customers asking simple questions about location and hours of operation. If you miss a call, the customer is left unhappy. Calls can also distract your staff from focusing on the most important parts of your business.  **Digital Marketing**

If you plan on leveraging digital marketing to increase your leads and grow your business, you'll likely want to drive traffic to a website or landing page. To do this effectively, leverage historic traffic that has been going to your website so you can target the most qualified customers and get the best ROI on your ad spend.

**Q3: List at least five Problem that need to be solve using web design within AlQALAM University**

**Answer**

**Poorly Optimized for Mobile**

It’s not just kids who are constantly plugged in and on the go these days. Their parents are, too. This means that your website *must* be optimized for mobile devices.

Every single page of your website should automatically adapt its layout to the size of the screen that it’s being loaded on—whether it’s a laptop, a desktop, a tablet, a smartphone, or anything in between (like those larger phones that are now being called “phablets”).

Not sure if your school website is fully responsive? This is an easy one to check: Just borrow a few different devices—from your colleagues, your kids, the friendly guy you see every morning at the coffee shop, whoever—and browse on over. You may be shocked at what you see (or don’t see).

**Riddled With Mistakes**

While it’s never good to have a website up that’s loaded with typos, misspellings, and grammatical mistakes, it’s particularly bad when the perpetrator is a school website. Parents have high standards for the people who educate their kids on such things! Even if you think everything looks A-OK, get a few outside sets of eyes on your website copy to proofread it before the site goes up.

**Too Much Focus on Us**

Your school website *is* about your school, of course. But the secret to a really compelling, effective school website is to present your story (or stories) in such a way that the reader finds himself or herself there, too.

You want folks to be reading your site, nodding along, thinking, “Yes—that is exactly something my kid would say!” or “I would love for our family to be part of this community.” And the way you do this is by sharing stories about the real people at your school—your parents, students, teachers, and administrators. Everyone loves a good story.

**Unprofessional Design**

Schools can be tremendously fun places run by enthusiastic, creative people. In an effort to convey this spirit online, however, some school websites go overboard with wacky fonts, emoticons, and colors. The very best school websites are streamlined, professional, and easy to read. This means choosing one or two main colors and fonts throughout. Your school’s personality will still shine through, we promise!

**Lack of Social Proof**

If you run a good program and have been around for even a little while, you probably have dozens or even hundreds of positive comments and testimonials from happy parents. Yet far too many schools fail to feature these testimonials in a prominent way on their school websites.

**References**

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