Project Development Phase

**CODE-LAYOUT, READABILITY AND REUSABILITY**

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| PROJECT | HOW TO CREATE A GOOGLE ADS COMPAIGN FOR YOUR BRAND |

**Code Layout:**

1. Consistent Indentation: Use consistent and clear indentation (e.g., tabs or spaces) to structure your code. Follow industry-standard conventions for your chosen programming language.

2. Whitespace: Use whitespace judiciously to separate code blocks and make your code more readable. Avoid excessive or inconsistent use of whitespace.

3. Naming Conventions: Follow a consistent naming convention for variables, functions, classes, and other code elements. Use meaningful and descriptive names to make your code self-documenting.

4. Comments: Include comments to explain complex logic, algorithmic steps, or any non-obvious code. Make sure comments are concise, relevant, and up-to-date.

5. Code Organization: Organize your code into logical modules or files. Use directories and packages to structure your project. Maintain a clear directory structure.

6. Consistency: Adhere to a consistent coding style and formatting throughout your project. Use linters or code formatting tools to enforce code consistency.

**Readability:**

1. Descriptive Function and Variable Names: Choose descriptive and meaningful names for functions and variables. A well-named function should indicate its purpose, and variable names should be self-explanatory.

2. Limit Line Length: Keep lines of code to a reasonable length (e.g., 80-120 characters) to improve readability. Break long lines into multiple lines when necessary.

3. Avoid Deep Nesting: Minimize deep nesting of loops and conditionals. Deeply nested code can become difficult to read and understand.

4. Modularization: Divide your code into small, manageable functions or methods with a single responsibility. This promotes code reuse and makes it easier to understand.

5. Use Design Patterns: Apply design patterns to solve common problems in a standardized and readable way. Well-known design patterns enhance code understandability.

6. Consistent Coding Style: Maintain a consistent coding style for your team or project. Agree on conventions for formatting, naming, and documentation.

**Reusability:**

1. Functions and Libraries: Create functions and libraries that encapsulate common functionality. This allows you to reuse code across different parts of the system.

2. Parameterization: Design functions and modules with parameters that make them adaptable to various use cases. Avoid hardcoding values that could change.

3. Encapsulation: Encapsulate code in classes and objects, promoting code reuse through inheritance and composition.

4. Library and Module Management: Utilize external libraries and modules for common tasks whenever possible. Libraries like jQuery, Axios, or NumPy can save development time and improve reusability.

5. Version Control and Packaging: Use version control systems (e.g., Git) to manage your codebase. Package your code into reusable components, libraries, or microservices when applicable.

6. API Design: If your system exposes APIs or services, design them with reusability in mind. Follow RESTful principles or other best practices for API design.

7. Documentation: Document your code, APIs, and libraries comprehensively. Good documentation facilitates code reuse by explaining how to use your code effectively.