

IBM NAAN MUDHALVAN

Cloud Application Development- Group1

Project 1: Personal Blog on IBMCloudStaticWeb Apps

Phase 2 : Innovation

1.Creating Content:

Content Writing: Write high-quality, engaging, and informative content. Use clear, concise, and captivating language.

Incorporate storytelling elements to make your posts relatable. Add multimedia content such as images, videos, maps, and infographics to enhance the reader's experience.

Keyword Research: Identify relevant keywords that can help your content rank well in search engines.

Use tools like Google Keyword Planner to find high-traffic, low-competition keywords

2.Website design:

User Experience (UX) Enhancements : Implement a user-friendly navigation menu that allows users to easily find content categories, recent posts, and popular destinations. Add a search feature to help users quickly locate specific travel topics or destinations.

Responsive Design and Mobile Optimization: Ensure that your website is fully responsive, so it looks and works well on various devices, including smartphones and tablets. Optimize page load times to improve the mobile user experience

3.IBM Cloud Setup: -

IBM Cloud Account: If you don't have one already, create an IBM Cloud account. This will serve as the hosting platform for your blog.

Static Web App Creation: Set up a Static Web App on IBM Cloud. This will be the environment where your blog will be deployed.

4. Content Planning:

Define Your Audience: Understand your target audience's interests, demographics, and travel preferences.

Set Clear Goals: Determine what you want to achieve with your travel blog, whether it's sharing experiences, promoting destinations, or monetization.

5.Functional Testing:

User Registration and Login: Ensure that the registration and login processes work correctly, allowing users to create accounts and access personalized features.

Navigation and Links: Test the navigation menus and internal links to verify that users can easily move around the website.

Search Functionality: Test the search feature to confirm that it returns relevant results for various queries.

Content Display: Verify that blog posts, images, and other content elements display correctly across different devices and browsers.