ST10339718-JADEEL KISTEN

**GREEENAGE ORPHANAGE**

Orphanages are vital to society because they provide a safe and secure environment for children who have been abandoned, neglected, or orphaned. These children frequently lack care and have nowhere to turn, but orphanages can provide them with food, shelter, education, and healthcare.

Orphanages provide a stable home environment for children who have experienced trauma and instability in their lives, which is one of their most significant advantages. This stability contributes to the children's sense of security and belonging, which is critical for their emotional and psychological well-being. Furthermore, professional caregivers and staff in orphanages can provide a high level of care, love, and support to the children, which can benefit their physical and emotional health.

Orphanages also provide children with educational opportunities, which are critical for their future success. Many orphanages have their own schools or provide children with access to education at nearby schools. Education can assist children in breaking free from the cycle of poverty and becoming self-sufficient members of society. Orphanages can also provide vocational training and life skills classes to help children gain the skills they need to support themselves.

Furthermore, orphanages can provide medical care and support to children who would not otherwise have access to healthcare. Many of the children who enter orphanages are malnourished, have been abused or neglected, or have underlying medical conditions that necessitate specialized care. Orphanages can provide medical care and counselling to assist children in healing from physical and emotional scars.

Finally, orphanages play an important role in providing a stable and nurturing environment for children who have been abandoned, neglected, or orphaned. They provide essential services such as food, shelter, education, and healthcare, all of which are critical for children's growth and development. Orphanages play a critical role in ensuring that vulnerable children have the opportunity to thrive and become productive members of society.

Here at the Greenage Orphanage, we tick all the boxes when it comes to developing the future generation.

**References:**

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| Homepage | islamic-relief.org.za |
| About us | sakinderhuis.org |
| Our mission | openarmshome.com |
| Get involved | doorofhope.co.za |
| Contact us | tlc.org.za |
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**Changes made from Part 2 to Part 3:**

-Created logo for website. Lines 23-27 of hompage.html .

-Added back image on homepage.html lines 11-19 and throughout entire website.

-Added fact button for facts about orphans and orphanages around the world and linked through java script. (lines 47-49)

-Slideshow created and linked through java script.(lines 51-57)

-Google forms created in footer of hompage.html (line 64)

-Added sentences on homepage.html (line 45)

-Added sentences to About Us page. (line 34)

-Added detail explanation of programs on projects.html (line 35)

-Added sentences to donate page and html forms. (line 35-61)

-Added information to contact page. (lines 35-55)

-Added 3 more pictures to gallery.

-Numerous and major CSS improvements.

-Changed html structure to make website more appealing.

-Removed redundant code from CSS pages.

-Enhanced functionality and user-experience throughout website.

-Made website more visually appealing.

-Incorparated slideshow and facts to catch readers attention and create a more interactive experience.

-Enhanced CSS modifications to make images and background look user-friendly.

-Added java scripts to make website look more dynamic and professional.

-Modifications to CSS to make website responsive on different devices.

-Incorporated copyright to the footer of all html pages.

-Pictures added under Images Folder.

-Improved styles and fonts.

-Change in colour scheme.

-Website is highly responsive.

**Explanation of SEO best practices and implementation**

SEO, or Search Engine Optimization, is a crucial aspect of digital marketing that focuses on enhancing a website's visibility and organic search rankings on search engine result pages (SERPs). Implementing SEO best practices can significantly impact a website's traffic, online presence, and ultimately its success.

Firstly, the foundation of SEO lies in thorough keyword research. Identifying relevant keywords and incorporating them strategically throughout website content, meta tags, and headings allows search engines to understand the site's relevance and rank it accordingly. Additionally, optimizing website URLs, titles, and meta descriptions with targeted keywords can entice users to click through to the website from the SERPs.

Another vital practice is to create high-quality and valuable content. Producing informative, engaging, and unique content not only attracts and retains users but also encourages them to share and link back to the website. These backlinks from reputable sources act as signals of trustworthiness to search engines, thereby boosting the website's authority and ranking.

Moreover, optimizing website structure and navigation is essential for user experience and search engine crawlers. A well-organized site with clear hierarchical structure and intuitive navigation allows users to find information easily and search engines to crawl and index pages efficiently. Implementing XML sitemaps and optimizing robots.txt files further assist search engines in understanding and accessing website content.

Furthermore, website speed and mobile optimization are critical factors in SEO. Ensuring fast-loading pages and responsive design enhances user experience, as well as aligns with search engines' emphasis on mobile-friendly websites. Mobile-friendly sites have higher chances of ranking well, considering the increasing number of mobile searches.

Lastly, monitoring and analyzing website performance are vital for continuous improvement. Tools like Google Analytics provide valuable insights into user behavior, traffic sources, and conversions. Regularly analyzing data allows website owners to identify areas for improvement, adapt strategies, and stay up to date with evolving SEO trends and algorithm changes.

In conclusion, implementing SEO best practices is essential for maximizing a website's visibility and organic search rankings. Thorough keyword research, high-quality content creation, website optimization, mobile responsiveness, and continuous monitoring are all crucial components of a successful SEO strategy. By following these practices and adapting to industry changes, businesses can effectively enhance their online presence, drive organic traffic, and achieve their marketing objectives.