Final Project Proposal

CMST 386 | Annie Walker

**Client And Topic**

This proposal will detail my website with old and new design work, providing services for future business and projects/presentations into a business of myself, such as freelancing or a contractor. The website will be a proof of showcase of my portfolio with much different content, including information on events updates, showcases, and interactive blogs.

**Development Process and Engagement**

I am making this website for myself to help create a better website for future clients. To better understand how to build a good website, learn the ins and outs of making the website correctly. The development and engagement of the website will have a good amount of research conducted, including data and analyzing similar websites to cultivate this website successfully. Exploring other websites and designs will help create a simple, efficient, and user-friendly layout while displaying my unique style and personality. With the development of the website, there will be checkups, updates on programs, and notifications on specific items for the product to produce excellent quality work.

**Testing**

There will be immense testing upon and before launching a website to make it meet my ability's high standards. The website will be tested on multitudes of web browsers such as safari, google chrome, Firefox, and Microsoft Edge to explore maximum support of the website functionality. The test will pursue significant loading time, ensuring the pictures load correctly and navigate effectively and efficiently.

**Description**

Any typical customer can come through to have any unique design that comes to mind—starting from a personal business to growing a corporation, from desktop computer to mobile device. There will be a dropbox for specific paperwork and samples for efficient communication. Thecompany aims to create a unique and exciting personal and professional business brand to bring an interactive digital design for web and print, from growing small brands with prominent personalities to successful business entrepreneurs that ultimately stand out. The purpose of the website is to perform a skill of the trade. The intended audience will be general for places with a design of aspects, from a tiny mom-and-pop store to the tallest corporate business. The website will offer logos to the most prominent banners, branding, etc. most content will be created from scratch, but much research will be conducted. The content will be updated periodically or annually depending on how things are with the schedule of life. All sections will have updates occasionally, the principal/home area will have a general picture with a welcoming statement, and testimonials will show recent reviews every two weeks. Within the blog section will FAQ and updates on future events and showcases that update every month or every other month.

As for impact for target audiences, the young and old, a modern, sleek, simple design with warm, bold, easy on eyes colors. Also, I want to be welcoming and professional as possible. I want to work with people in and out of the area. The design will be of my unique style but still have a business casual feel. Having this type of style will have a significant effect on bringing in more customers and making word-of mouth-marketable.

**Growth and Maintenance**

The website will grow with the everchanging additions of services as new skill sets are being acquired. Further work will be added over time and be accessible with an interactive portfolio within a simple design style. Each service will have some detailed acquirements on each page, making more addition easy to add. I will not anticipate frequently updating despite seasonal themes and new work. All written content will be transcribed by me, which includes descriptions of services and skillsets and blog updates. All Images within the website will be updated periodically with new work created with new clientele by me. A headshot will be completed by myself as an amateur photographer.

**Organization**

There will be a diagram detailing the hybrid of the website. A simple navigation bar will provide easy navigation to the topic of interest. It is an attached pdf.

This diagram is a mockup of how the website will be set up. The website will be fully organized within each section to be easy on the eyes and easy to find. The website navigation will have a quick, easy sidebar to get to specific subsections on a page. Such as the services page will have a possibly a sidebar for all the services of merchandise and product that will snap to that specific subject.

**Security**

The website will not have e-commerce, payment, or password site protections. The website will be solely an information and portfolio display website that will provide a service of visual arts display. The website, at first, will be used as a display website for potential customers. as it grows for web and print, e-commerce will be provided. Now, site security is the utmost priority, and there will be no accounts to be made available. Within completing a security request, there will be forms to create orders through secure email processing.

**Web Hosting**

There will be three simple strict factors of web hosting: site security, site speed, and customer speed. All three elements are essential, but the most important is site security and secondly, customer support. Having much-needed bandwidth is needed when loading pictures and connecting with customer support.

My domain (anniemaedesigns.net) will be the primary host for owning the domain. This website has HTML and CSS along with JavaScript and maybe PHP. Anamaedesign.net is available through godaddy.com as of this proposal. This domain is public throughout all domains on the website of Network Solutions (<http://www.netsol.com>). In the future, the web hosting will have a pre-order feature for the clients so they order online. There will be an order form for the clients to get a specific order made. If they have trouble, they call customer service or the actual store to walk to the procedure to make the order; when payment has been made, the client makes a pickup or delivery when the order is complete.

**Marketing**

The website will be promoted through a variety of my social media channels. Optimization will be heavily marketed tactically through search engines. A keyword will have massive conduction within the search engine and similar tools for a long-chain keyword. This will help deal with competitors and use the website's backlinks to stand out. Social media has a massive role as a marketing beneficiary. Social media, such as Facebook, Instagram, Twitter, Pinterest, etc., help generate site traffic. Even Freelance marking websites like Upwork and Behance will be used to help bring traffic to the website lifting it to new heights. Furthermore, printing business cards and presentation packets of the work and pricing will significantly help. The page's titles will be used more effectively to ensure that the information for the audience can be found and utilized for them.