CHARLES DARWIN UNIVERSITY

A REPORT ON

ASSIGNMENT 3 – WEBSITE DEVELOPMENT

Submitted by

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INTRODUCTION

In today's digital age, having an online presence is crucial for businesses, including marketing companies, to reach potential clients and showcase their services effectively. Our group was tasked with developing a website for a fictional marketing company as part of the PRT520 Principles of Computing Systems course at Charles Darwin University.

The primary motivation behind this project was to create an engaging and informative online platform that would serve as a digital hub for the marketing company. The website aims to provide visitors with an overview of the company's services, highlights its achievements, and establishes a professional online identity.

Through this project, we aspired to develop a user-friendly and visually appealing website that would effectively communicate the marketing company's expertise, portfolio, and unique value proposition. By showcasing the company's capabilities and successful case studies, the website aims to attract potential clients and establish the marketing firm as a reputable and trusted partner in the industry.

Moreover, the website serves as a valuable resource for clients and stakeholders, offering insights into the company's core team, frequently asked questions, and a regularly updated blog section. This comprehensive online presence not only promotes the marketing company's services but also fosters transparency, trust, and ongoing engagement with its audience.

Overall, the development of this marketing company website allowed us to apply our web development skills, collaborate as a team, and gain practical experience in creating a professional online presence for a business entity.

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MOTIVATION

In the highly competitive landscape of marketing and advertising, establishing a strong online presence is paramount for companies to attract and retain clients. With the ever-increasing reliance on digital platforms, potential clients often turn to the internet to research and evaluate marketing firms before making a decision. Therefore, having a well-designed and informative website can be a game-changer for a marketing company, setting it apart from competitors and showcasing its expertise and capabilities.

The primary motivation behind developing this website for a fictional marketing company was to create a comprehensive digital platform that would serve as a virtual storefront, allowing the company to:

1. Showcase its services: The website provides a detailed overview of the various marketing services offered by the company, such as digital marketing, branding, content creation, and advertising campaigns. This transparency helps potential clients understand the company's capabilities and determine if they align with their specific needs.

2. Highlight achievements and portfolio: By featuring successful case studies, client testimonials, and accolades, the website establishes the company's credibility and expertise in the marketing industry. This approach not only showcases the company's track record but also inspires confidence in potential clients.

3. Foster trust and establish brand identity: A professionally designed website with consistent branding elements, such as color schemes, typography, and visual elements, helps to reinforce the company's brand identity and instill trust in visitors. This cohesive online presence contributes to the overall perception of the company as a reputable and reliable choice.

4. Provide accessibility and engagement: The website serves as a central hub for potential clients to easily access information, submit inquiries, and engage with the company through various channels, such as contact forms, social media links, and a regularly updated blog section.

5. Stay competitive: In an increasingly digital world, having a strong online presence is no longer an option but a necessity for businesses to remain competitive. The website positions the marketing company as a modern and forward-thinking entity, capable of adapting to the ever-evolving digital landscape.

Table of responsibilities

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| Group Member | Pages developed |
| Rohit Shrestha ( roll no :372134) | Index.html , about.html , services.html,blog1.html |
| Zenith Sharma (Roll No: 371125) | Index.html , contacts.html,coreteam.html,blog.html |
| Shem Ramadam (Roll No: 373783) | Index.html,faq.html,portfolio.html,blog2.html |

Website Structure and Pages

1.Index page:  
2.about page:  
3.services page:

4.contacts page:  
5.faq page:  
6.coreTeam page:

7.blog page:

Challenges and learning

Conclusion

References