Professional Web Development Services

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Web Fundamentals - WDD130

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**Introduction**

I decided to develop a website that will offer professional web development services for small, medium and home-based businesses. This was motivated by the fact that there are many businesses that are yet to establish an online presence by making use of a professional website that will market their products and services. I came to the realization that there are businesses and professionals that operate in different industries around the world that have excellent products and services to offer but are unable to reach a wide potential customer base because they simply do not have a website and do not have the expertise to develop a professional and fully responsive website by themselves. In other instances, the businesses would be small, medium or home-based and would not have in-house staff or workers that are employed to develop and manage a website for the business. This would be as a result of the business not being able to hire full-time staff whose main task and responsibility would be to develop and manage a website that markets the products and services offered by the business. One of the main reasons for this would be because they simply do not have the budget to hire full-time staff that would focus on developing and managing a website for the business.

There are different kinds of businesses and professionals whose expertise is not web development such as doctors, dentists, architects, real estate brokers, builders and many others. This would be the audience that I would want to target with my website, because it would allow them to know that they can access professional web development services while they focus on their core business, which, in the end, would save them time and money.

My completed website can be found at the following URL <https://byui-dev.github.io/wdd130/personalsite/index.html>

**Goals/Objectives**

I hope to accomplish a number of things with this website which include developing a comprehensive site plan that would indicate what colors would be used for the header including the nav section, the main section of the website and the footer. The site plan is also meant to allow me to choose the fonts that I would like to use for the heading and the body of the website and also decide on the layout of the website. The wireframe is a diagrammatic representation of what the website is meant to look like once it has been completed. This is also referred to as the layout. Developing the website is meant to help me learn how long it would take to develop a website from start to finish including the initial site plan, the actual HTML and CSS code. The other objective would be learning how to adapt the actual contents of the website depending on the audience that I want to target along with the products and services that I would like to offer.

**Design Process**

The design process of the website began with a comprehensive site plan that would include the fonts and colors that are to be used in the website, while also indicating what the contents of the website would be in terms of the text and images that are to be used. A wireframe was included for the home page and the 2 subpages of the website as this is an important part of the design process because it would show the layout of each of the 3 pages that make up the website.

I also decided to have a logo displayed in the nav section along with links to the subpages of the website. I decided to make the nav section responsive by including the hover effect using CSS code, which allows me to style the website. I also decided to include a footer section, which would include links to the social media pages that I use. This is meant to allow users to click on those links and to be led directly to my social media pages. The main section contains the text and images that would allow users to learn more about the website. I felt that it was important to choose the right text and images to use in the main section of the website because this would allow the users to learn more about the services that I offer. I also felt that it was important to make the website visually appealing in order for users to have a positive experience while using it as this would motivate them to stay on the website and later use my services.

**Conclusion**

I have learned a great deal from completing this project and definitely believe that I have acquired new skills that will serve me well going forward. I have learned about the importance of planning whenever I undertake a project and how coming up with a site plan can help with this. I have also learned what a good and comprehensive site plan has to be made up of and that it should incorporate the text, colors, font and the number of pages that the website should contain. I learned that a website has to be visually appealing and that the text and background color along with the images that are used contribute towards this. I learned that another aspect that makes website visually appealing is the layout and that the CSS code that I use will go a long way in assisting me to achieve this objective. In the end, a good, visually appealing and well laid out website is highly dependent on the HTML and CSS code that I use and how this complements the site plan, including the wireframes that I have come up with before writing my code.