

# FINAL PROJECT PROPOSAL

CMST 386 | Breanna Boer | 11.10.22

## Client and Topic

The topic for this proposal will be for a fictitious clothing company that specializes in recreational wear. This website will entail clothing items for both men and women, shoes, outdoor equipment, travel products and more. This website will feature several pages including a checkout page, mission page, contact page, blog, and more.

## Development Process and Engagement

I am basing my website on a fictitious company. I will be making a website for a pretend client. I will be researching other clothing websites and outdoor products to get some creative ideas. I will be conducting SEO research based on high-ranking keywords for pay-per click advertising and organic traffic. I will also perform some research on the best recreational products and items used by travel bloggers.

## Testing

Testing will be conducted by using three different types of website browsers including Chrome, Safari, and Microsoft Edge. To check the responsive design for both mobile and desktop, I will be using iOS devices including Apple iPhone, iPad, and a MacBook Air. I will also be testing using a windows PC with a 32inch curved monitor for compatibility across multiple operating systems. I will be checking the speed, responsiveness, SEO, etc. by using Google's Search Console, Google's Page Speed Insights.

## Website Description

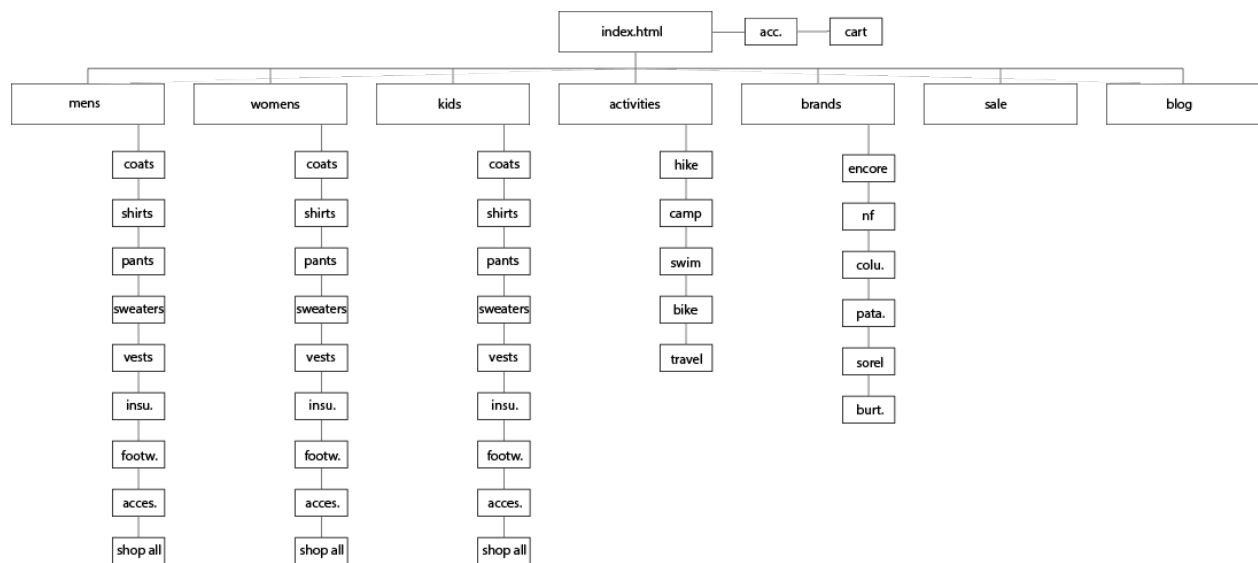
The purpose of the website is to sell recreational products to customers. The overall goal of the website is to gain and retain customers for the outdoor products. The website will showcase all the products made from the company and have customers buy the products right from the website. The intended audience for the website are outdoor enthusiasts who enjoy the outdoors and participate in outdoor activities such as hiking, travelling, camping, swimming and more. The target audience is going to be mostly males with a typical age around 45+, Caucasian, are more likely to live in the South Atlantic region and have a high income level of \$100,000 plus. The impact of the identification of the target audience will help me in the development of the website to cater towards a more masculine design of the website. The website will contain content from external resources such as images of gear, or products. I will contribute to the text of the website and overall cohesiveness of the site. The content will need to be updated frequently with as new products will be made and for each Season.

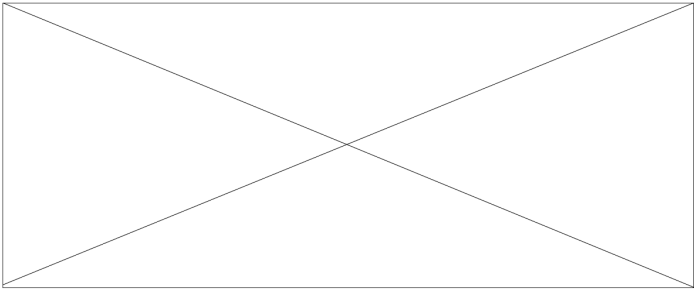
## Growth and Maintenance

The growth of the website will continue to grow and evolve over time as the industry for recreational wear changes with new products being released and new merchandise will be featured. There will be no set design, as art is continually changing. While developing the website, I want to keep things simple and clean with images and content. This will help improve the speed and performance of the site. To maintain the site, it will need to be frequently updated as new merch drops and seasons change. Frequently updating the site with plugins, security, and backups will also be a regular maintenance routine. The frequency of these updates will happen on a weekly basis.

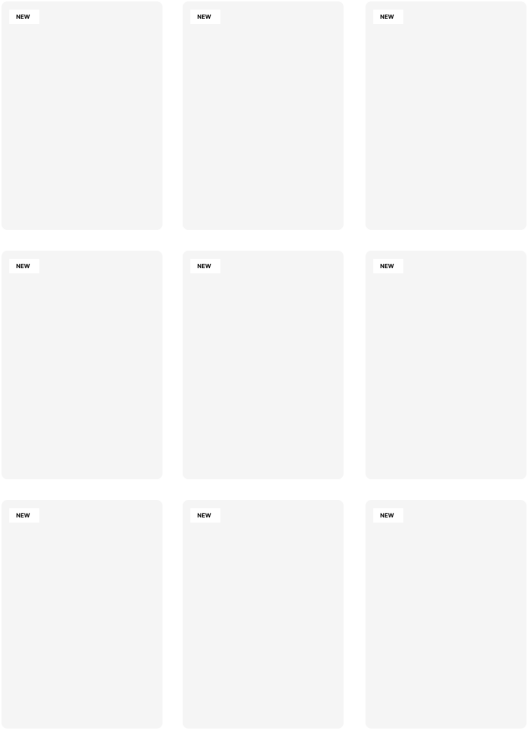
## Organization

The content will be organized with a landing page and then a header that will have listed a Men's page, Women's page, Kid's page, Camp page, Hiking page, Deals page, and more. There will be a few subpages that will include the different types of gear, equipment, clothing, shoes etc. These subpages will coexist under the main pages and will also be in the footer section of the site. The type of page layout I am considering is the hybrid layout. Users will be able to see right up front the home page and be able to navigate through the website via pages and subpages that will lead them through the site and explore more categories and subcategories.





Explore Our New Collection



VIEW ALL →

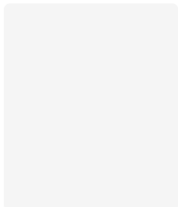
• BACK

HOME / MEN / MEN'S TOPS

Men's Tops

(3,456 products)

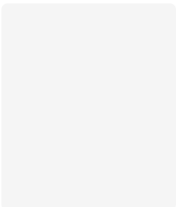
SORT BY ▾



Title of Product

\$22 USD

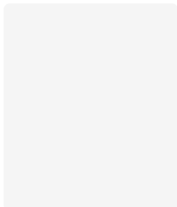
SELECT



Title of Product

\$22 USD

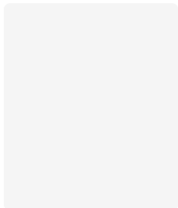
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Title of Product

\$22 USD

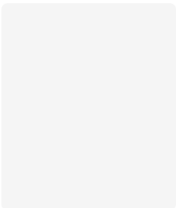
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Title of Product

\$22 USD

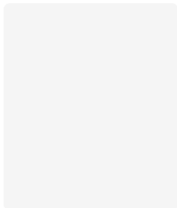
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Title of Product

\$22 USD

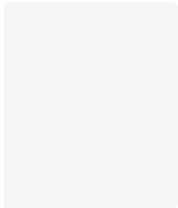
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Title of Product

\$22 USD

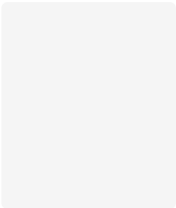
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Title of Product

\$22 USD

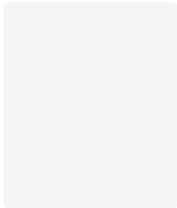
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Title of Product

\$22 USD

SELECT



Title of Product

\$22 USD

SELECT

LOAD MORE

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Enter Email Address

SIGN UP



## **Security**

The site will not include any ecommerce components. There will be content that will need to be password protected. This would include a profile for the user to track orders, saved payments, favorites, saved items for later, and more. The website will have a need for users to create accounts if they want to come back for shopping in the future. If not, there will be a guest checkout experience as well. Some steps that I can take to help secure my website is frequently updating the software, use encryption, scheduling regular backups, using CAPTCHA plugin, and enable a HTTPS with an SSL certificate to encrypt the data on the website.

## **Web Hosting**

Some factors that I am considering when looking for a web hosting service is the reliability of the servers, their customer service, the costs for hosting, if backups are available, storage, the security of a hosting service and resources for getting started. One thing that will be necessary for the site for a special technology will be an SSL certificate. This will help with the protection of the data and will enhance the performance of my website. The site will require CSS, HTML, and JavaScript. These programs will be used for a high functioning site that will be creative, functional, and interactive. The domain name that I have chosen for the site will be [encoreoutdoor.com](http://encoreoutdoor.com). As of Friday, the 11<sup>th</sup> 2022, the domain name is available.

## **Marketing**

The website will be marketed through social media, word of mouth, email marketing, google ads and print advertising. Some SEO elements that I will incorporate is using the appropriate html tags so my site will be easy to find, using relevant keywords and meta description. I will use Semrush and keywords everywhere as my SEO tools for research and developing the SEO.

## References

*Domain Name Search Results - Network Solutions*. <https://www.networksolutions.com/domain-name-registration/domain-name-search-results.jsp>.

Chagpar, Salar. "7 Steps to Keep Your Website Safe." *BDC.ca*, 1 Aug. 2022, <https://www.bdc.ca/en/articles-tools/blog/7-website-security-steps-business>.