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Class: WDD 130 b5.

Title: Web 4 you.

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Web 4 you.

The subject of this website is to offer web services for design and give maintenance to a web site and give advice about digital marketing strategies and about the services that the web would be able to offer to the customers.

The targeted audience are small and family business that wants to give the next step by having an attractive web presence and to offer important advantages for their customers.

URL: <https://fckolob.github.io/WDD130/web4you/index.html>

The goal of this website is to get the attention of small and family business by showing them the advantages of having a web presence and online services. It tries to accomplish this by showing examples in the very website of how can looks a new web site for a small and family business, also showing samples of e-commerce pages and different kind of designs that can capture the essence of the local business and creates a feeling of closeness between the company and their customers, something very important and appreciated in small communities and small cities or towns. Even in these places every one has a smartphone and has the habit to search for products and services in the web.

The pages of the web site are: the homepage with the title “At the distance of a click”, a child page with the title “Samples” and a child page with the title “Marketing and services”. There is also a link to the site plan page in the footer.

For the design I tried to choose appealing images about the experience of the users of websites and about the relationship that can be developed between the business and their community, meaning their customers. I choose a scrollable gallery for the home page, I added a hover effect for being more visually appealing and to show a message for the potential contractors, encouraging them to show to the people what they have to offer. I also added text that is easy to read about the purpose of the web site and what I have to offer to the customers, the paragraphs are left align and has a font and a color that creates a good contrast with the background color.

For the samples page, I choose to use five modal images that the user can zoom by clicking it. The modal image number five when clicked, show a message to the potential contractors encouraging them to do a great thing for their own business by having a good web page.

For the marketing and services page, I choose to use three boxes with images and text that detail different services that the potential contractors would be able to offer to their customers by their web page. The images vanish when hoovered and show a message encouraging the potential contractors to help their people by offering them all these advantages of online services.

I learned a lot of layout and components and styling and also how to do wireframes and a effective site plan and how to structure a web site and make it visual appealing and easy readable and easy to understand by the user, also how to make it responsive for have a good appearance in any kind of device