**3.2**

**Improving Productivity**

When building a web site, the author should form a plan of action, which would include

* Target audience
  + Who is your site aimed at to get maximum response?
  + The correct content for that audience
* Content of your massage
  + Relevant up to date data
  + Interesting material to hold readers attention
* The web page design
  + Easy to navigate
  + Lay out good to the eye
  + Quick loading
  + Assessable to most users
* A budget to cover
  + Domain
  + Research
  + Training
  + Support applications
  + Security

Working with documents and improving production;

* + - Keybr- [typing practice application]
    - Macros- [recorded formatting]
    - Using keyboard short cuts

**Improving Efficiency**

* Which applications to use to improve your web site and the speed at which you build
  + Using the code from successfully built sites, [templates]
  + Use a [[plications that have code ready to use, users must adapt code to suit their design and content, applications such as;
    - WordPress
    - Drupel
    - Wix
    - Ionos
* To improve efficiency with working with documents
  + Learn typewriting skills such as type speed and accuracy;
    - Templates – [reusable documents, code]
    - Editor – [word spell checker and grammar]
    - Quick access toolbar – [ there are extra tools within word]
    - Online tutorials – [learn letter writing, making animations]
    - Databases – [store addresses and other information regarding customers]
    - GitHub – [share files and swap feedback, learn from other’s experiences]