Introduction

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My website is named **Paco English,** and is meant to help the individual along with the learning of the English language. With lessons adapted to each level of understanding.

Audience

Learning a new language is a process that requires times, patience and perseverance. It can also be exciting and fun!

Reason why this website has lessons and activities adapted to all ages.

The URL of the website is: https://pacochristian.github.io/wdd130-2/pacoenglish/index.html

Objective

English is the most commonly spoken language in the world. It is the official language in a total of 67 different countries; one out of five people can speak or at least understand it. English increases your chances of getting a good job in a multinational company within your home country or of finding work abroad; learning it can help you meet new people. English is a particularly important language online with more than half the content on the internet written in English. It is one of the most important languages for business. With English you can study all over the world. You can have access to multiple cultures. This is why the **Paco English** website is meant for.

Being able to speak it is not just about being able to communicate with native English speakers, it is the most common second language in the world. If you want to speak to someone from another country the chances are that you will both speak English in order to communicate.

*My goal for the website is to allow everyone to have the opportunity of getting doors opened in their lives with the English language.*

Design process

Knowing that my website is one of the most important aspects of my brand’s online presence, and it was important for me to design it right.

Thinking about the audience, I tried to match the images to his attention, because the user experience is improved by using images as they help to present information in a more digestible way as well as contribute to the storytelling. Knowing that 60% of the population are visual learners, I thought to give the visitors the power to visualize my services. I also thought to make a good typography for the good view and readability. The navigation to help the users look for what they need and encourage them to stay, purse the content and have a positive user experience.

Conclusion

This project has help me understand that in business, the online presence is essential. In this day and age, some businesses still don’t realize that a majority of their customers will visit their website before making a purchase. I have learned that having a strong presence, particularly a website, can generate more revenue.

The other thing this project has helped me understand is that, without a website, people may question my legitimacy as a business. So having a website is an opportunity to make a great first impression and give people comfort that it is a real business. This skill will help me make new companies visible anywhere in the world.