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**COURSE: ICS 222**

**TITLE: ASSIGNMENT 2**

**Steps taken in order to create a website for a company.**

1. **Goal identification**: Where I work with the client to determine what goals the new website needs to fulfil.

I will also use the following tools in the website goal identification stage

* Audience personas
* Creative brief
* Competitor analyses
* Brand attributes

**2.Scope definition**: Once I know the site's goals, I can define the scope of the project. This includes what web pages and features the site requires to fulfil the goal, and the timeline for building those out.

I will use the following tools **for scope definition**

* [A contract](https://webflow.com/blog/how-a-design-contract-can-help-you-manage-clients)
* Gantt chart (or other timeline visualization)

**3.Sitemap and wireframe creation**: With the scope well-defined, I can start digging into the sitemap, defining how the content and features we defined in scope definition will interrelate.

I will use the following tools **for sitemapping and wireframing**

* Pen/pencil and paper
* Sketch
* Webflow

**4.Content creation**: Now that I have a bigger picture of the site in mind, I can start creating content for the individual pages, always keeping search engine optimization (SEO) in mind to help keep pages focused on a single topic.

Some content creation tools

* Google Docs
* Webflow CMS (content management system)

Handy SEO tools

* Google Keyword Planner
* Google Trends

**5.Visual elements**: With the site architecture and some content in place, I can start working on the visual brand. Depending on the client, this may already be well-defined, but I might also be defining the visual style from the ground up.

Tools for visual elements

* The usual suspects (Sketch, Illustrator, Photoshop, etc.)
* Visual style guides

**6.Testing**: By now, I’ll have all my pages and defined how they display to the site visitor, so it's time to make sure it all works. Combining manual browsing of the site on a variety of devices with automated site crawlers to identify everything from user experience issues to simple broken links.

**Website testing tools**

* [W3C Link Checker](https://validator.w3.org/checklink)
* [SEO Spider](https://www.screamingfrog.co.uk/)

**7.Launch**: Once its working beautifully, it's time to launch my site.

An XML sitemap

An SSL certificate