

Personal blogs are becoming increasingly popular in Ghana and the world at large. There are many popular blogging websites in Ghana. Many of these bloggers focus mainly on their own pocket rather than getting quality and informative news for their followers. These has made some bloggers becoming increasingly unpopular among some section of Ghanaians especially celebrities who are always complaining about false news being spread about them by these bloggers. There are only a few of these bloggers who post information about personal finance and how to get scholarship opportunities in Ghana. Due to this, I would want to develop a personal website which focuses on articles and news on personal finance, especially for the youth. My proposed website will also post information about scholarship opportunities for higher education in Ghana and abroad. The main goal of this project is to take personal finance education in Ghana to the next level through the web.

I believe most people in Ghana still don't know the basics of finance even the youth who have some form of formal education about finance. Additionally, most of the youth are not able to further their education due to lack of information about what to do and when to do it. This project seeks to help the upcoming youth on information about tertiary education and where to get scholarship opportunities for brilliant but needy students. Many people also don't know how to manage their personal finances. They do not know how much to save, where to save and how much to spend. This project will seek to bridge the gap on the problems elaborated above.

The main features of the website will include the following:

Landing page: This is where most of the content of the website will be. The landing page will feature the most recent articles and news.

Personal finance page: This page will also be mainly about personal finance, how to save and invest wisely, sticking to personal budgets and all the tips and tricks about personal finance.

Tertiary section: This is where all information about happenings in tertiary institutions will be. It will include information about admissions, how to gain admissions and exploring available scholarship opportunities in the various tertiary institutions.

Scholarship section: This page will include information about scholarship opportunities in Ghana and other countries for students to explore.

Contact us: This section will display my contact details where people can contact me for help about personal finance, various scholarship opportunities and how to gain admission into any of the tertiary institutions in Ghana.

There are numerous personal blogging websites in Ghana. The popular ones amongst them are ameyawdebrah, kwadwosheldon, ghpage among others. Educationghana is also another website that mostly posts information about education in Ghana. These websites mostly talk about articles and news about celebrities and news that are trending. The unfortunate part is that these bloggers mostly post false information to generate traffic to their websites. Using ameyawdebrah as a case study, this website only deals with news about musicians, media personalities, actors and actresses and politicians. It focuses on feeding its followers with up-to-date information and news about popular celebrities and any information about entertainment in Ghana. Kwadwosheldon, ghpage, and ghbase also focus on the same niche as ameyawdebrah.

Educationghana however focuses on providing informative content to its followers about education in Ghana. They post news from basic to tertiary education and any news that is related to education. Some of their content however is misleading and not accurate.

References:

<https://educationghana.net/>

<https://ameyawdebrah.com/>

<https://kwadwosheldon.com/>

<https://www.ghpage.com/>

<https://www.ghbase.com/>