Website Proposal Plan

Create a website proposal based on the requirements for the final website project, the main purpose of which is that you learn to conduct good project planning, including development of website marketing strategies (e.g., search-engine optimization) and identifying performance and security risks.

Write the proposal as an HTML5 Compliant document and host on your web site as the file **proposal.html** in your root folder without a subfolder. After it is completed and ready for grading, submit your Project Proposal URL for this assignment on LEO in the correct folder. You should stay away from pre-made templates. This is your opportunity to start from scratch.

As part of proper project planning, best practices dictate the use of a proposal for establishing the requirements of a website design. Therefore, students will submit a website design proposal. Proposal topics must be approved by the instructor and then you will create a full-functioning website.

Information on the Final Website project

Here is additional information on the Final website project which you will need to consider when creating the website proposal. It is important to think about what will comprise the 10 pages - colors, fonts, images, target audience, content for pages, etc. Each criteria in the grading rubric should be carefully considered when creating this proposal in order to achieve the highest grade. The final website project must contain a minimum of *10* newly created HTML5 web pages (not including files, such as .txt, .js, or .css). If you use another author's work, you are also required to include a references page. Your website must be original work created during this term and cannot have been previously created for any other purpose, including pages created in previous assignments for this course. Your project can be a website designed for your workplace, nonprofit/volunteer work, or another business/organization, real or fictitious. Hopefully, the project will be something of benefit that you can take away from this course.

Examples of student projects include, but are not limited to, the following:

- a website for your department at work
- a website for your entire company
- a website for your favorite non-profit organization
- a website for a home-based business you run

Client and Topic:

Which of the following describes the website you'll you be creating?

- a website for your department at work or   your entire company
- a website for your favorite nonprofit organization
- a website for a home-based business you run
- a website for a business someone else owns

When writing your proposal, please maintain the order in which these questions are written and answer all questions for each topic.

Development Process and Engagement:

- Are you making the site for a client (someone other than yourself)?
  - If so, how will you involve them in the development process?

Testing

- What will you do to test this website prior to launch?

Description

- Please describe the business.
- Please describe the purpose website?
- Who is the intended Audience (in detail - do not begin with anyone who...) ?
  - What impact will that have on how you develop the site?
- What unique content (text, images, etc.) will you offer?
- What content will you get from other sources?
- How frequently will your content need to be updated?

Growth Potential and Maintenance

- Do you see this as a site that could continue to grow and evolve over time?
- Are there things you can do that will make it easier to maintain?
  - How much maintenance will be required?
  - What will that involve?

Organization

- How will your content be organized?
- What sub-topics will you cover?
  What pages do you envision having in your website?
- Please include a site map, diagram or flow chart. Not sure where to start? Here are two online tools that make it easy: http://www.diagram.ly/ -or- http://www.gliffy.com.
- Describe the page layout and navigation you're considering.

Web Hosting

- What criteria will you use to select a web host? (no selection of a host - information only on making the choice)
- What special technology will you be looking for? (shopping cart, SSL, etc.)
- What scripting languages will you want supported?
- Please find an available domain name that would work for the website you're planning

Marketing

- How will you market this website?
- What SEO (Search Engine Optimization) elements can you cover in the site planning and building process?

Security

- Do you plan an e-commerce component?
- Will content on the site be password protected?
- Will you need user account creation?
- Will there be a user forum?
- How will you secure the site?

Ready for grading?

Check your work online after uploading the assignment to ensure the assignment link works! If you cannot see the assignment when clicking on the link you supplied, neither can I and I won't be able to grade it.

Once you have completed the exercise you must **submit the URL to the Assignment Folder**. Your submission must include the full URL of the index.html and gallery pages (i.e. **http://YourName.github.com/cmst386/proposal.html**). Again make sure it is working as well as all images included, this is a best practice.

If any of the above materials are missing from your submission, your exercise will be considered incomplete and will result in point deductions.

So please view your work on the web prior to submitting.