

WebDes

by Joshua Watkins

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TIME SUBMITTED	14-MAY-2018 06:34 PM (UTC+0100)	WORD COUNT	1241
SUBMISSION ID	89196159	CHARACTER COUNT	3354



Prifysgol Cymru Y Drindod Dewi Sant University of Wales Trinity Saint David

Web Design & Online Marketing

Joshua Watkins – 1703043
Module Code – ACCA4005
14 / 05 / 2018



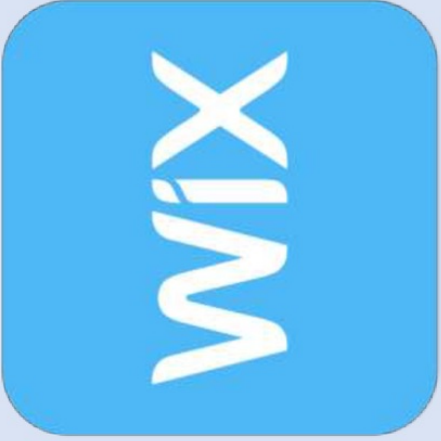
Content

- Hosting
- SME
- WebDesign & Creation
- Templates
- Customisation
- Blog Integration
- Principles
- Online Marketing
- Social
- Google Adds
- Analytics
- Referances

- Evaluation
- Layout & Design
- Responsive to Mobile
- Blog Integration
- E-Commerce
- E-Mail Marketing
- Allow non-technical

Evaluation

g this current one I will be looking over and evaluating how well current available responsive websites are.
vering topic such as layout and design along with integration of e-commerce and looking at how easy these options are for use.
sing my evaluations on Wix as this is the site I used. Although there are numerous such as squarespace.

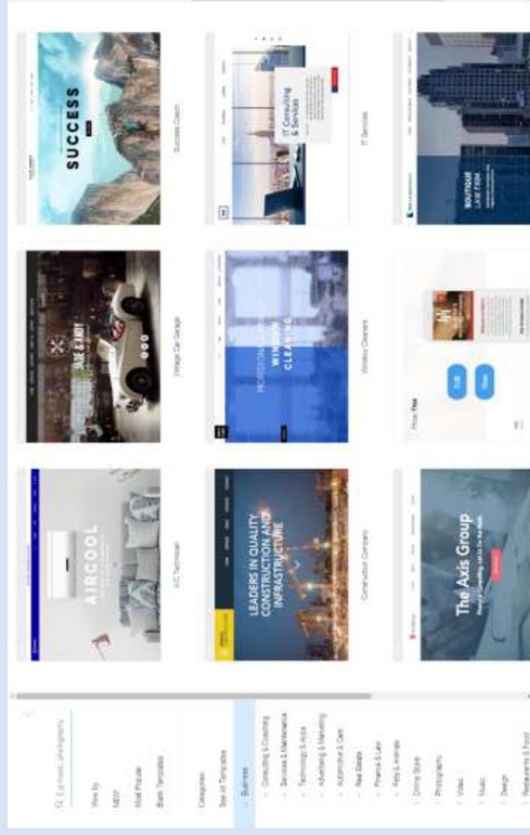


SQUARESPACE

In the slides following
options for creating
I will be covering
e-mail. Whilst also looking
I will be based on
options available such as

Layout & Design

ience required



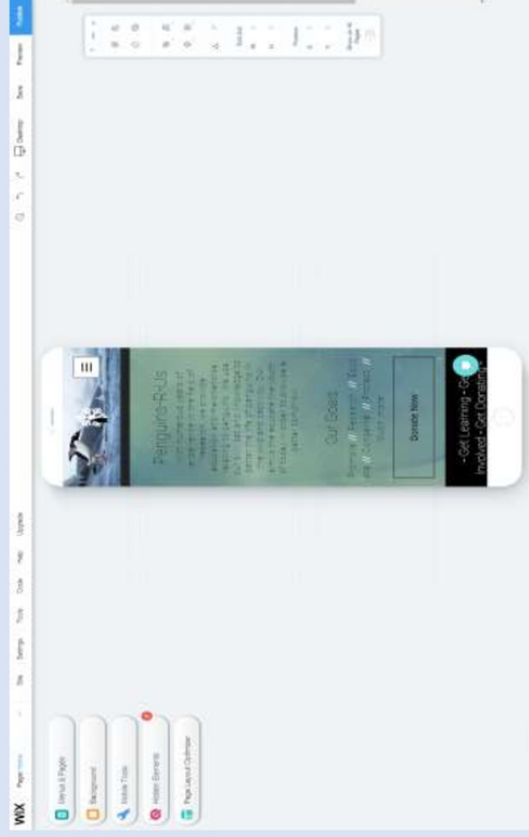
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- Simple
- Quick
- Templates
- Customisation
- No coding exper
- Professional

Responsive to Mobile Devices

ience required

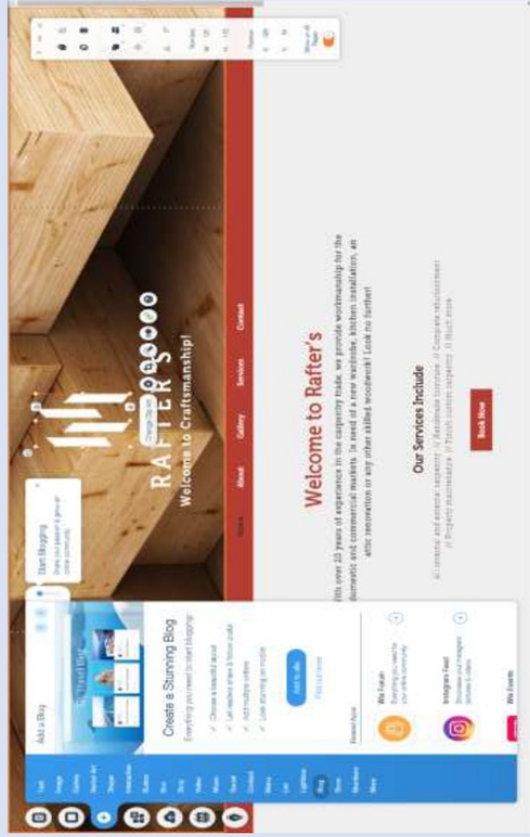
ironment



- Simple
- Quick
- Customisation
- No coding exper
- Professional
- Mock Mobile Env

Blog Integration

ience required

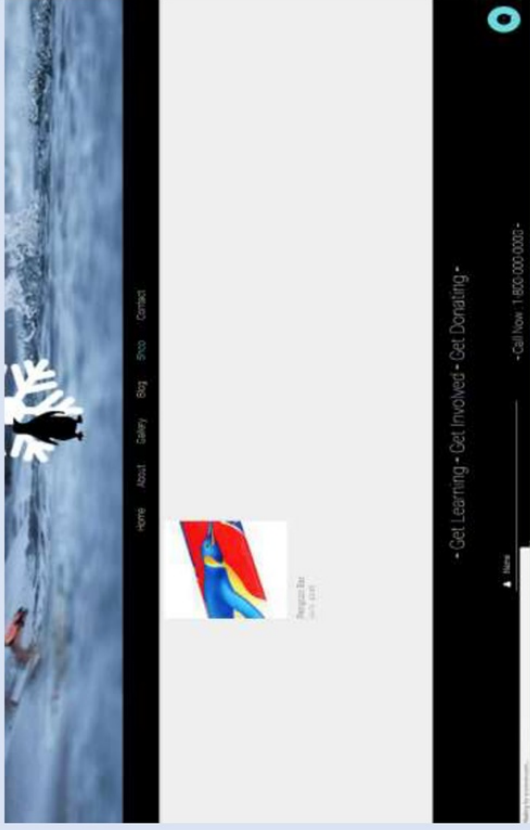


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- Simple
- Quick
- Customisation
- No coding experience
- Professional
- GUI
- Automatic
- Functional

E-Commerce Integration

ience required

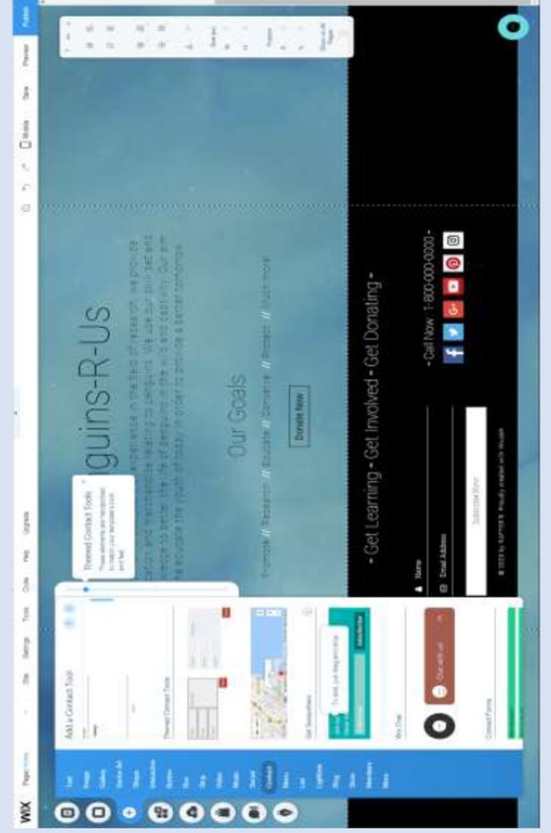


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- Simple
- Quick
- Customisation
- No coding exper
- Professional
- GUI
- Automatic
- Functional

E-Mail Marketing Integration

ience required

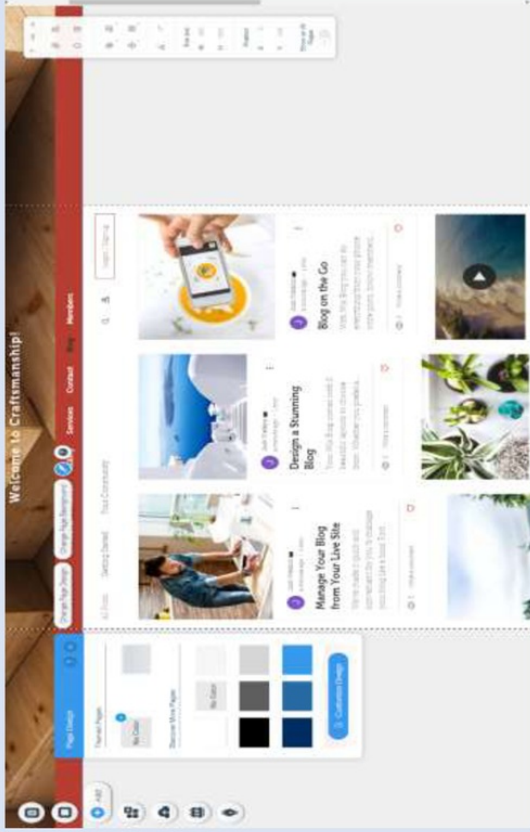


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- Simple
- Quick
- Customisation
- No coding experience
- Professional
- GUI
- Automatic
- Functional

technical personnel access to update the site
via GUI.

ience required



Allow non-

- Simple
- Quick
- Templates
- Customisation
- No coding exper
- Professional
- Intuitive

No Hosting Maintenance Required

»S

're good to go

- Hosting package
- Wix sorts it
- Once set up you
- Professional

As Reasonable as Possible (SME)

ience required

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- Simple
- Quick
- Templates
- Customisation
- No coding exper
- Professional
- Intuitive

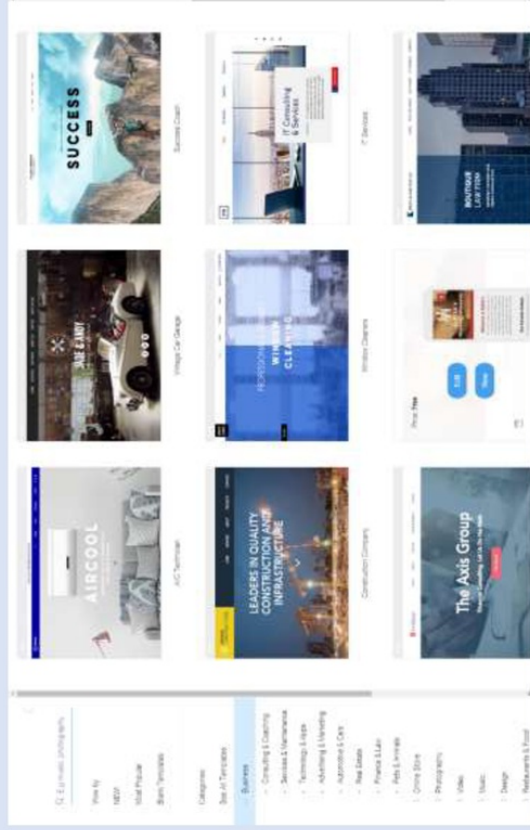
Website Design & Creation

As we will be taking a look at Wix and using it to create our own responsive website, we will first look at how the GUI can be used in order to edit templates and how this can be used to create a company in order to increase sales. This will also allow them to create an online community and branch into e-commerce, greatly increasing their customer pool.

In the following slide
website. I will docur
achieve a profesio
their online presenc
commerce, this will

Templates

lates

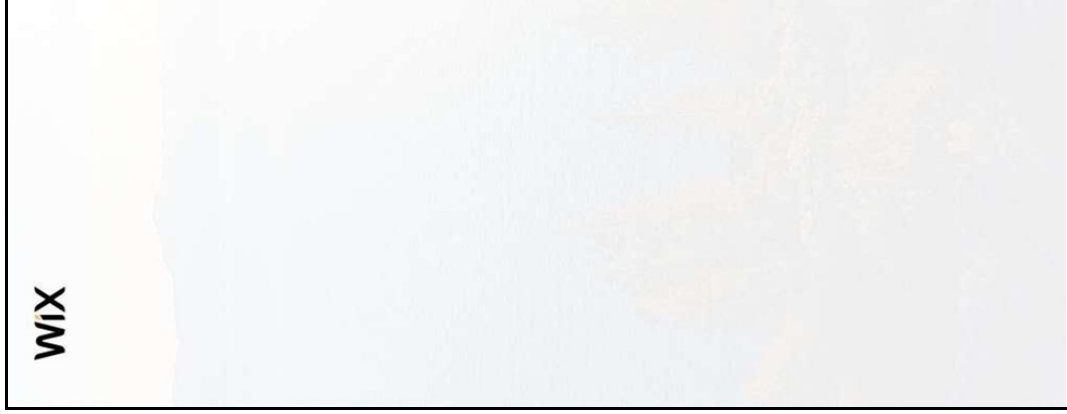


ience required

- Free / Paid Temp
- Instant
- Customisation
- No coding exper
- Professional

What kind of website do you want to create?

- Business >
- Online Store >
- Photography >
- Music >
- Designer >
- Restaurants & Food >
- Accommodation >
- Events >
- Blog >
- Beauty & Wellness >
- Portfolio & CV >
- Other >



CHOOSE HOW YOU WANT TO CREATE YOUR WEBSITE

ADI Create site for You

3 questions and automatically
igned just for you in minutes.

Start Now

Or

Create Your Website with the Wix Editor

Start with a template and make it your own, with
easy drag and drop & 1000s of design features.

Choose a Template

WIX

Let Wix a Webs

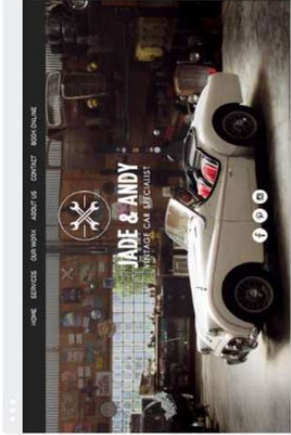
Answer a few simple
get a website desi



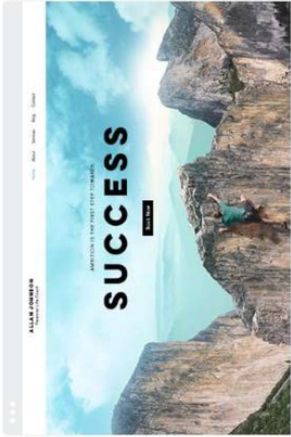
https://www.wix.com/website/builder?referral=split_page&vertical=business



A/C Technician



Vintage Car Garage



Success Coach



Construction Company

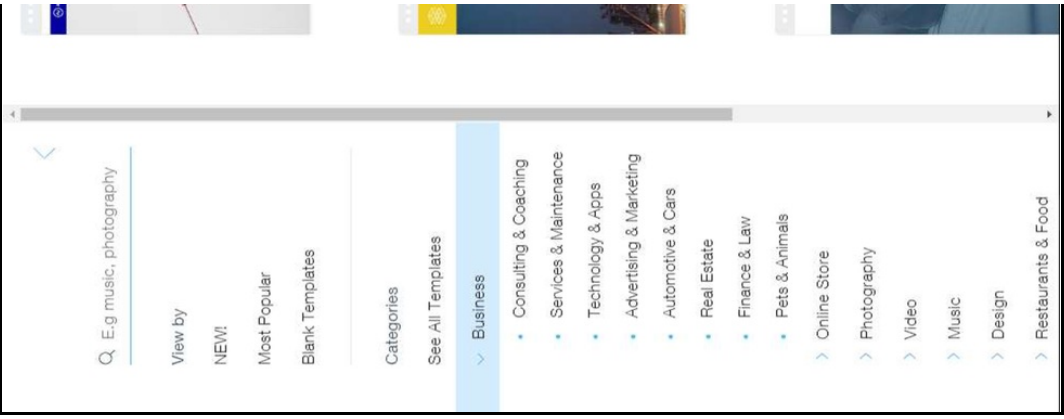


Window Cleaners



IT Services



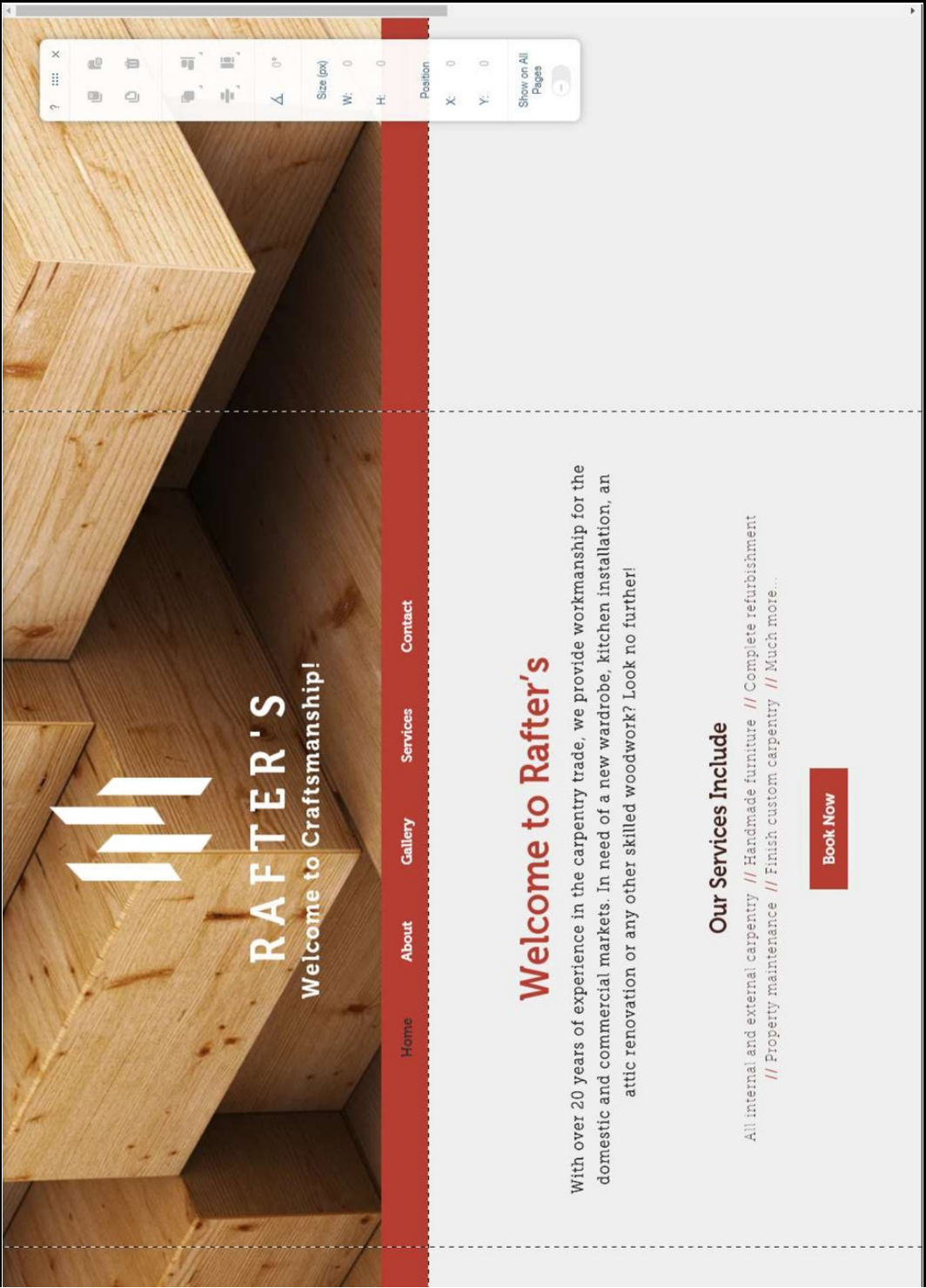


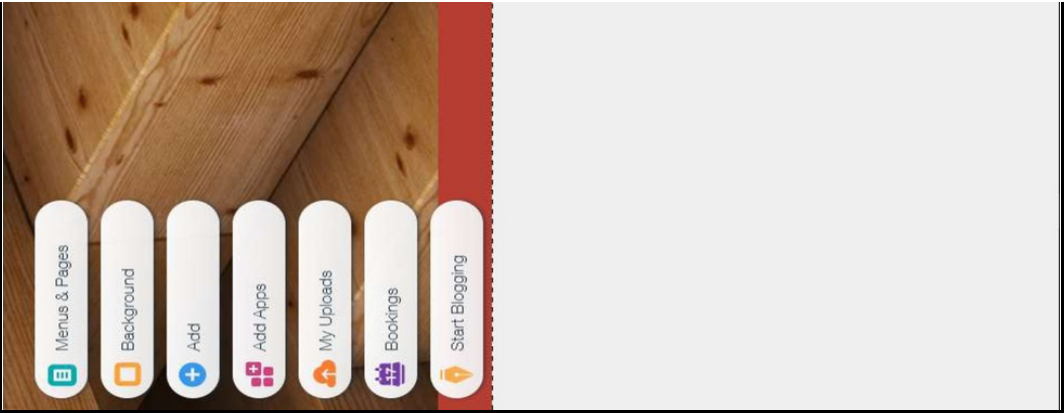
Customisation

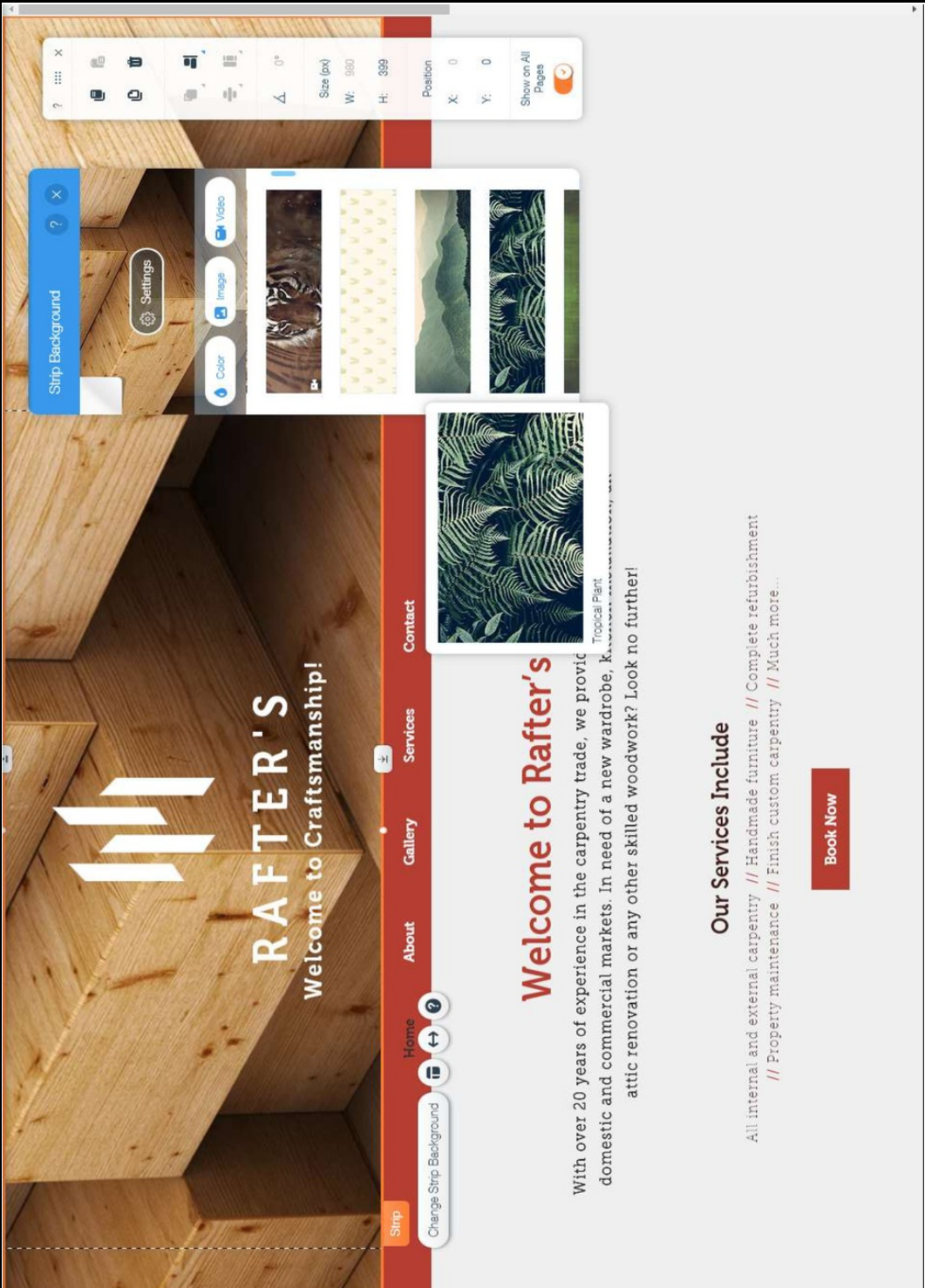
ience required

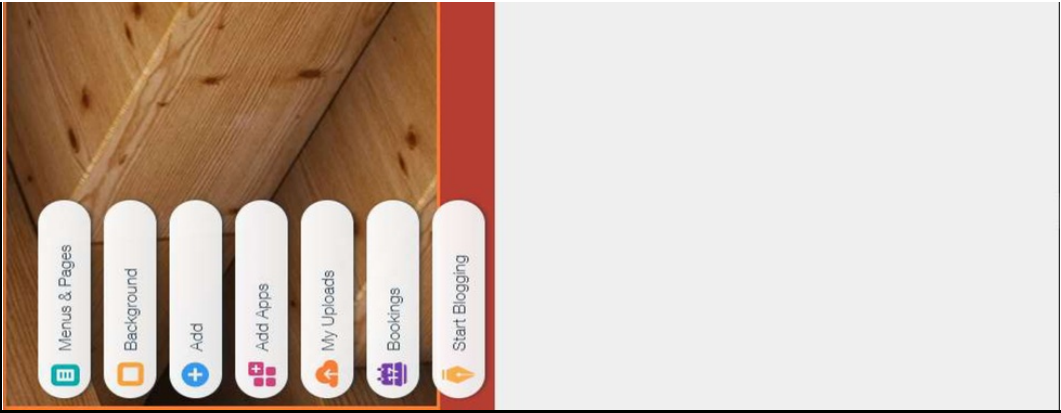


- Customisation
- No coding experience
- Professional
- Intuitive
- GUI









ingsToolsCodeHelpUpgrade

Search↶↷MobileSavePreviewPublish

?

×

Upload Images

Sort: Newest

Search

12 images in JPEG, PNG or GIF formats. Each file can be up to 15MB.

All Media





Choose Clip Art

Book Now

?

×

?

...

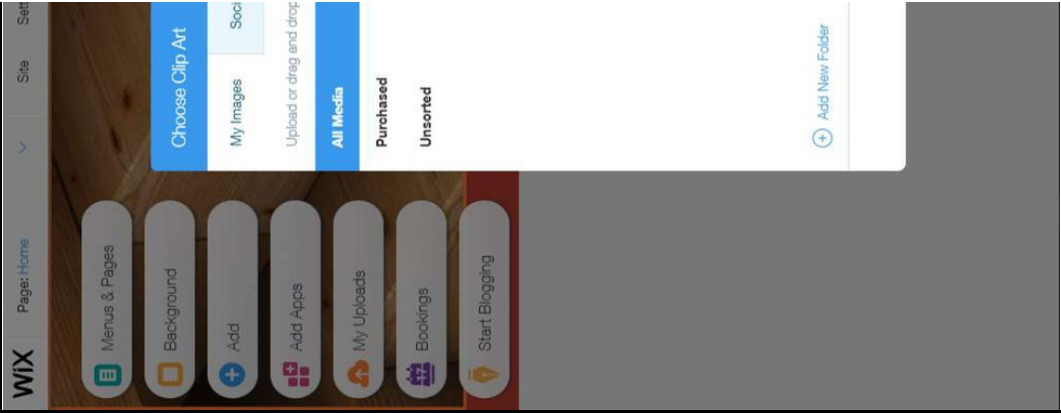
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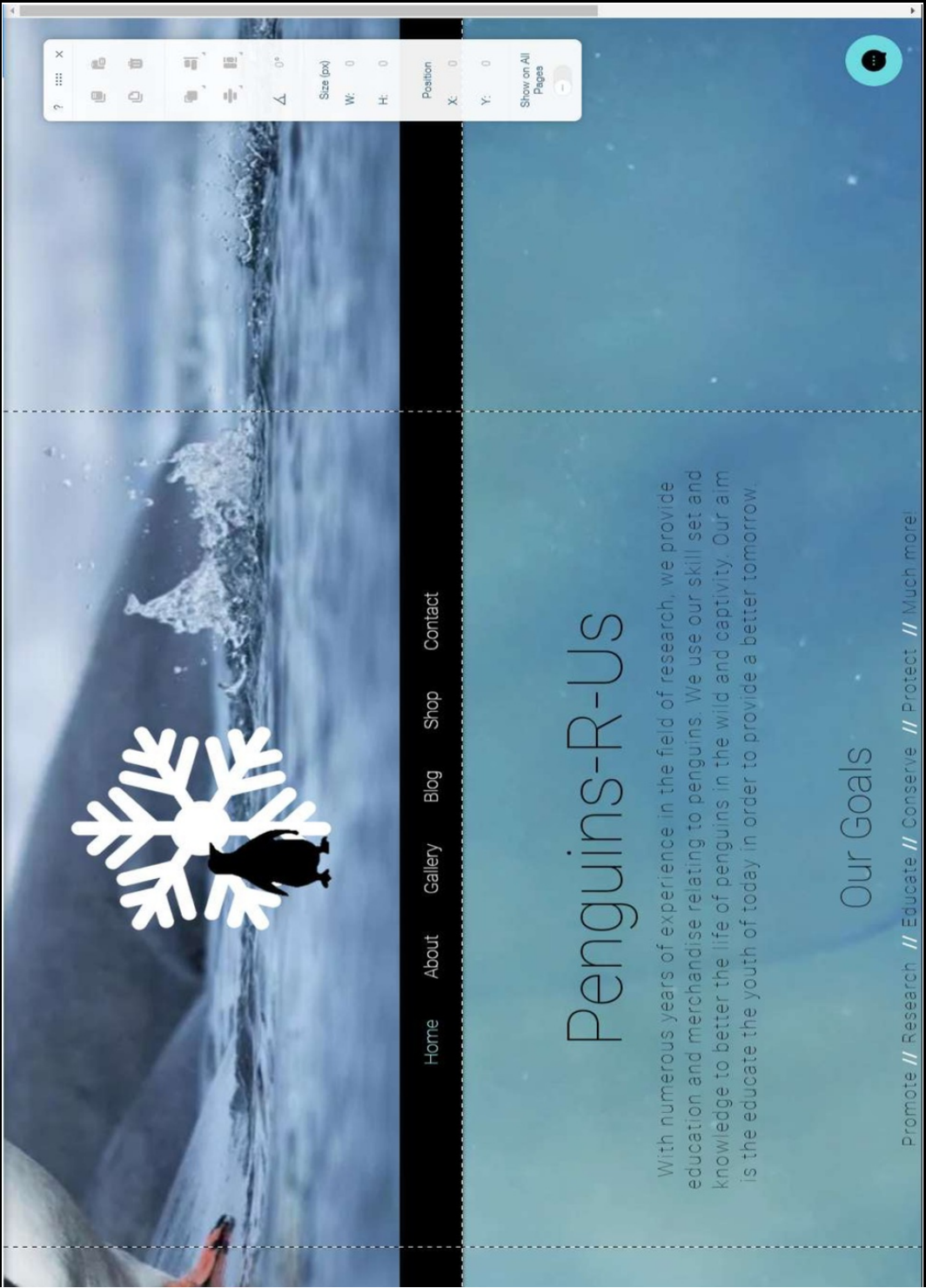


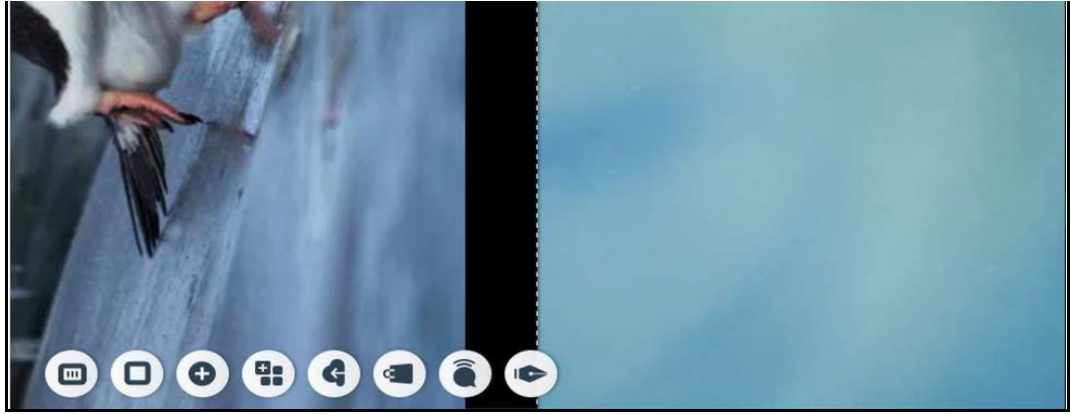
Size (px)
W: 121
H: 172

Position
X: 429
Y: 51

Show on All Pages

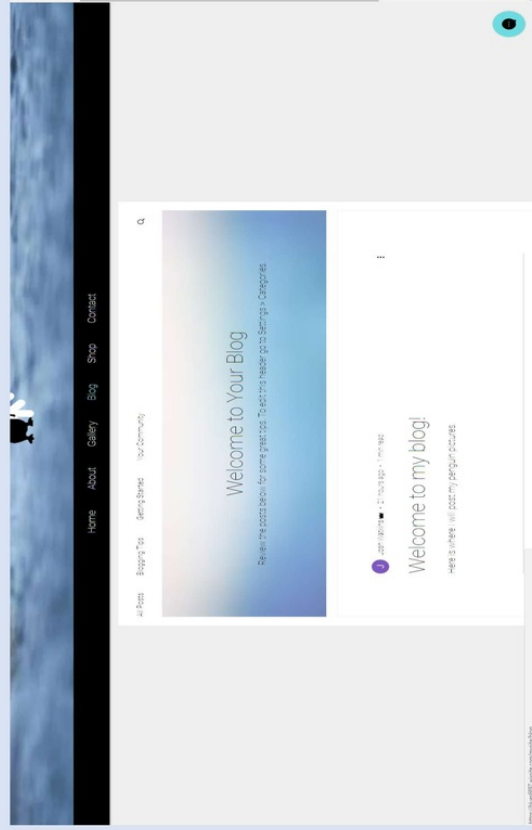






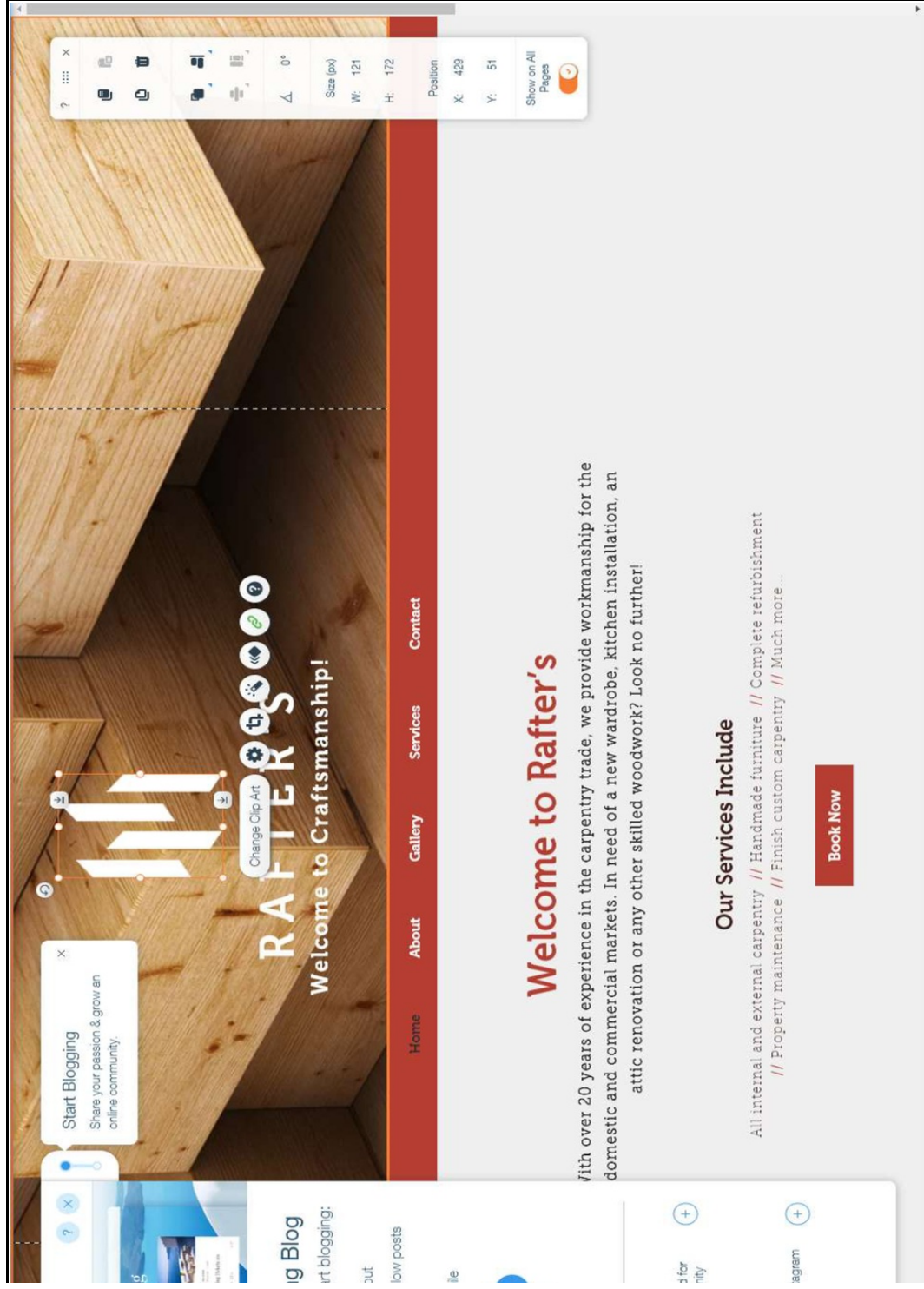
Blog Integration

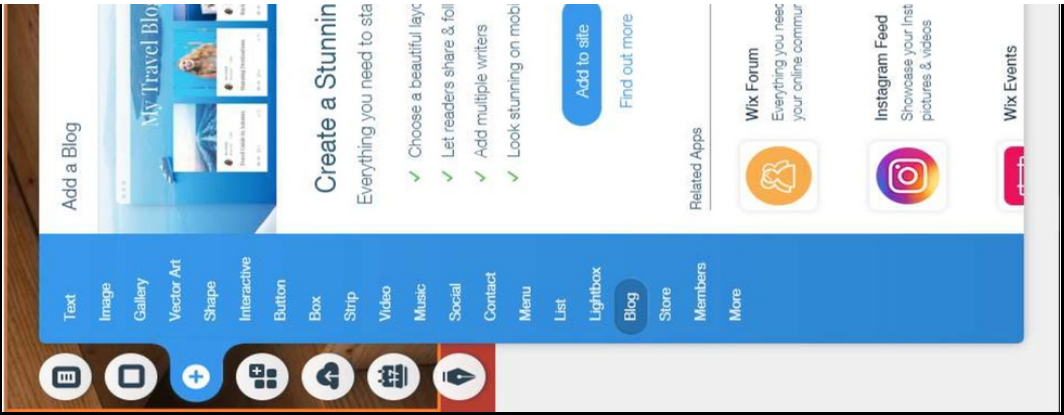
ience required

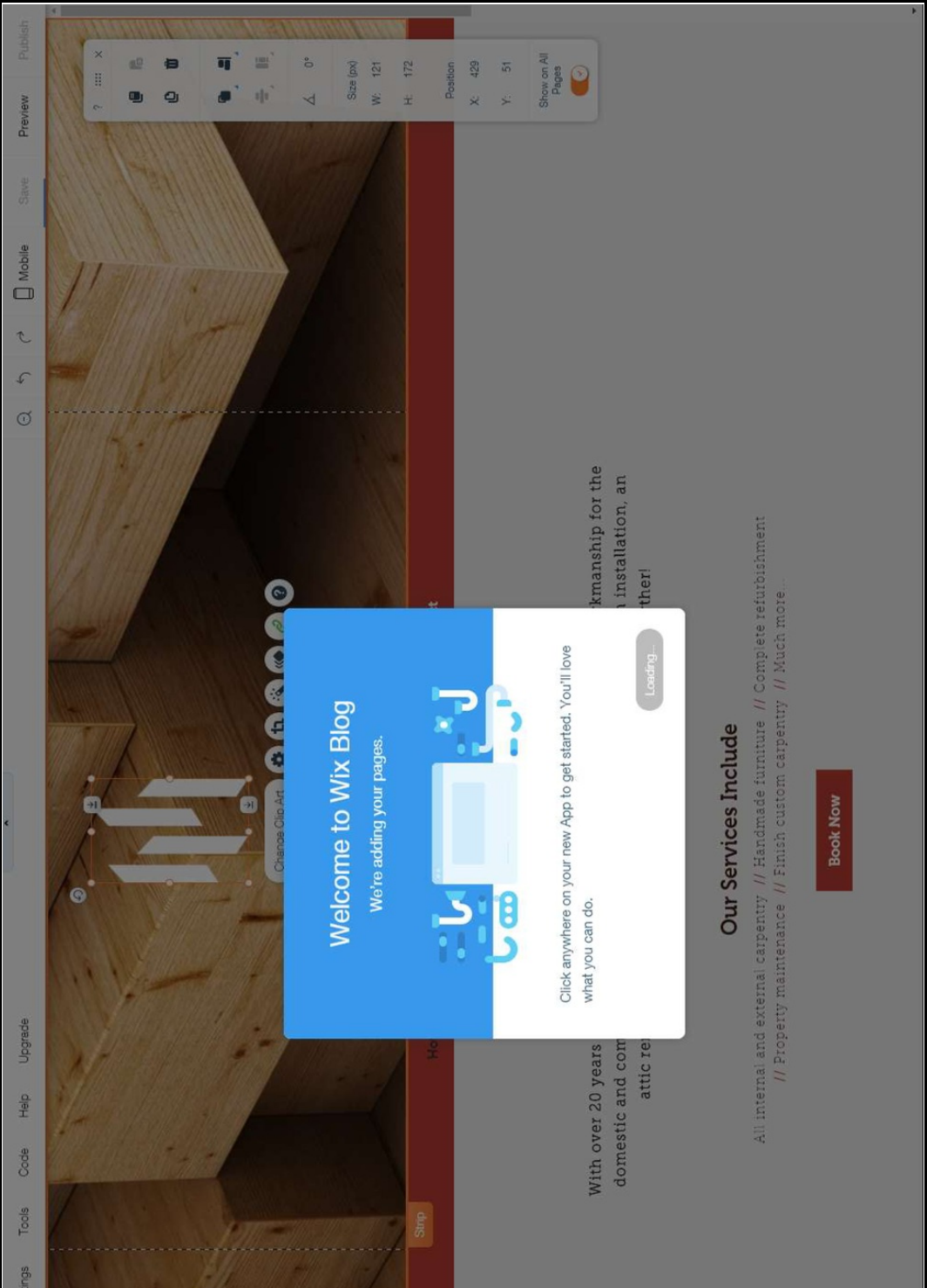


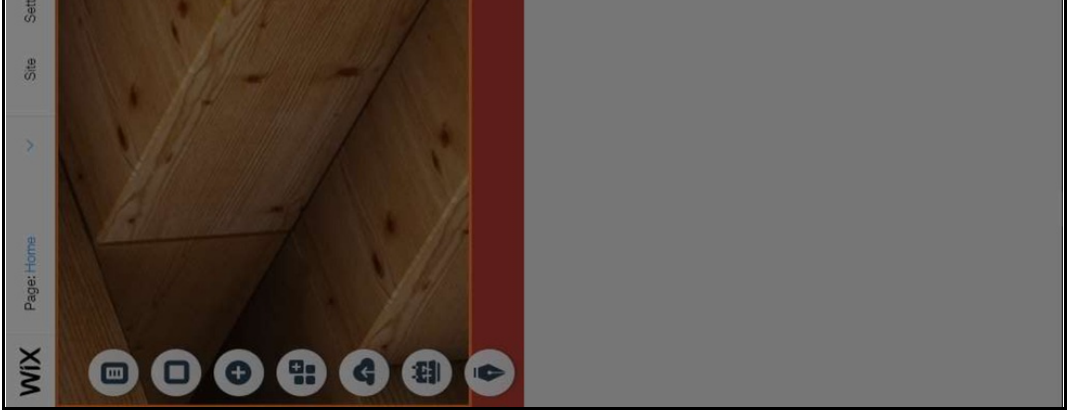
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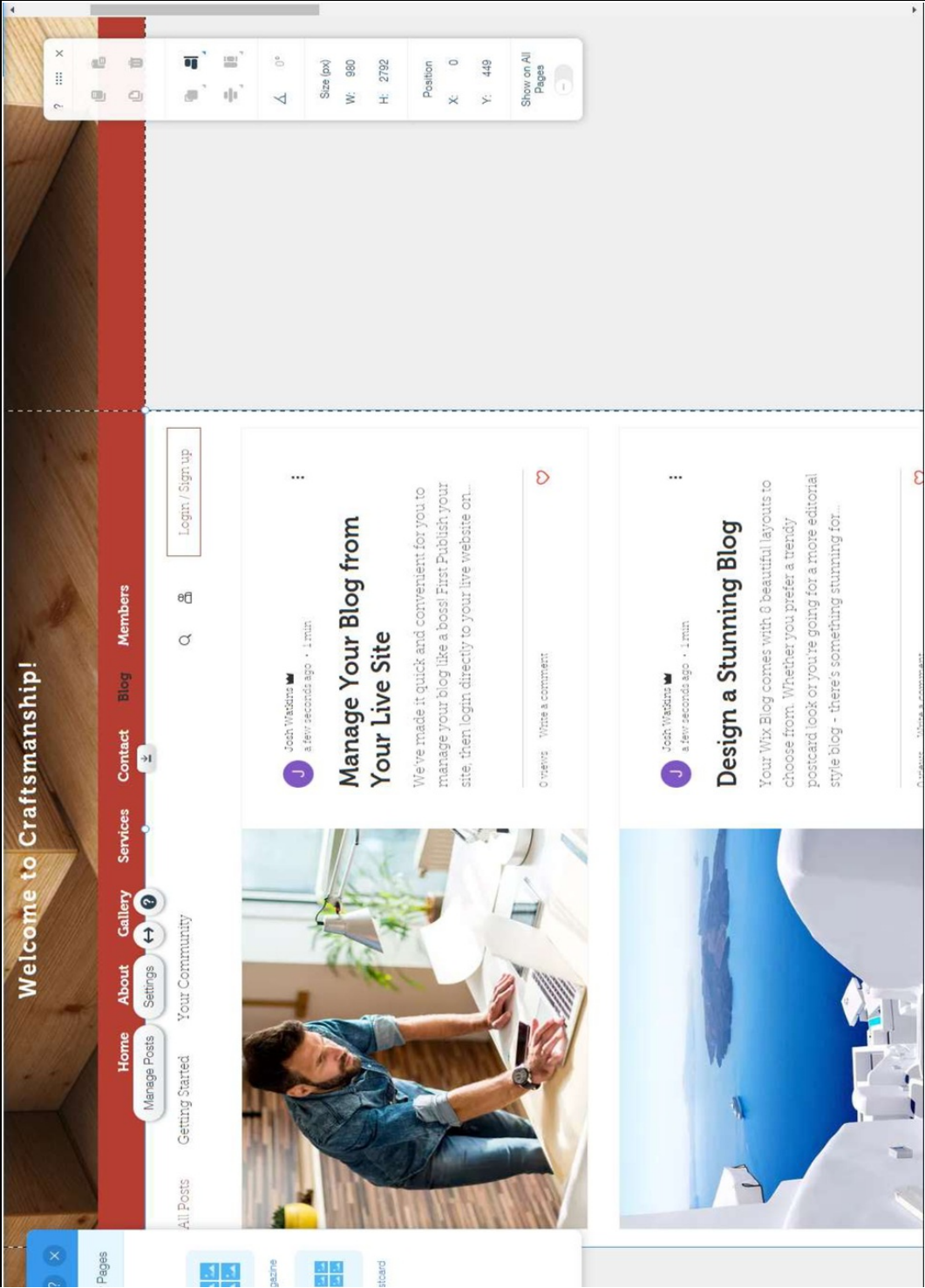
- Blog Creation
- No coding experience
- Professional
- Intuitive
- GUI

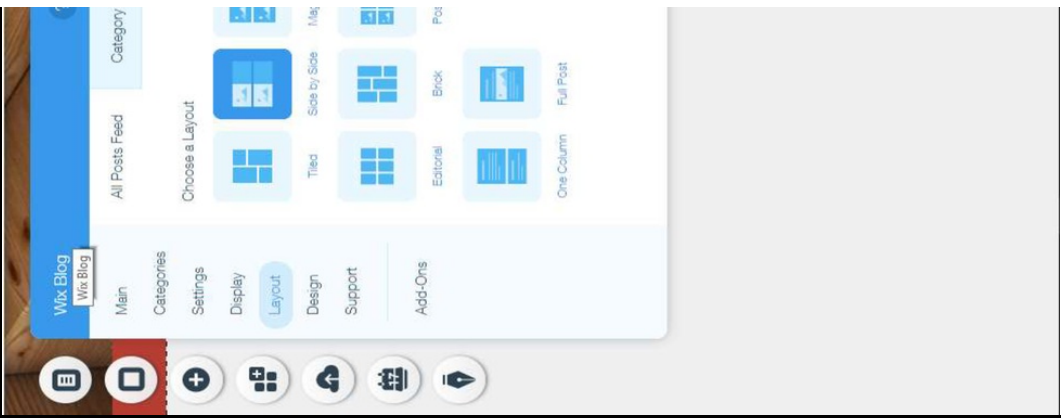














All Posts

Blogging Tips

Getting Started

Your Community

Q

W

Welcome to Your Blog

Review the posts below for some great tips. To edit this header go to Settings > Categories.

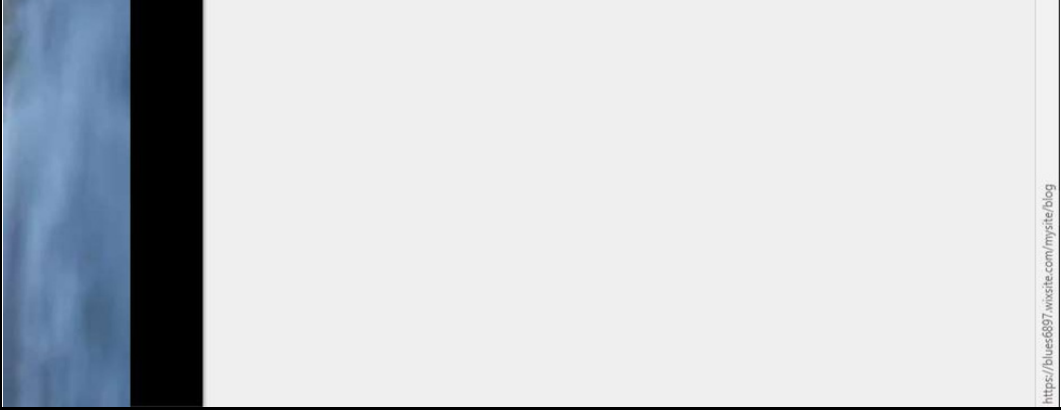
J

Josh Watkins • 21 hours ago • 1 min read

Welcome to my blog!

Here is where I will post my penguin pictures.





Wen Design Principles

ns

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- Accessibility
- Image Descriptio
- Colour Clashing

Online Marketing

As we will be taking a look at Wix and other options using it to create online marketing is very important for a business as it helps to spread the word of the company to a larger pool of customers.

In the following slide
marketing. Marketin
introducing you to c

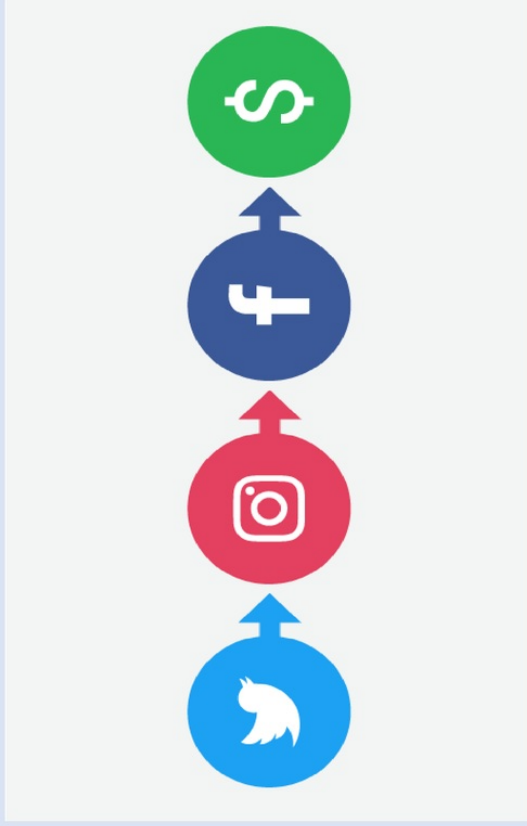
Social Media

Billion active users (2018)

on active users (2017)

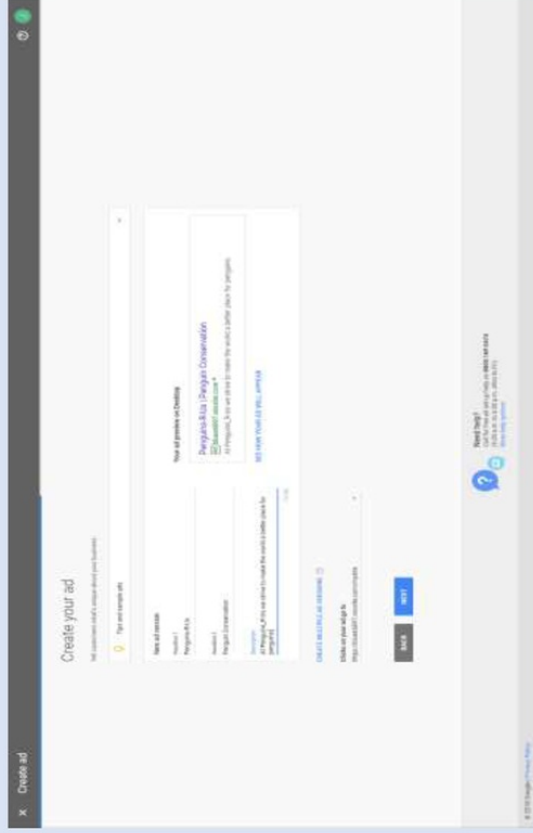
million users (2017)

million active users (2018)



- Facebook – 2.19
- Twitter – 330 Millic
- Instagram – 800 M
- Snapchat – 300 M

Google Adds



7000 view a month

- Quick
- Simple
- Effective
- Cost Efficient
- Estimated 5000 -

Analytics



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- Quick
- Simple
- Effective
- Cost Efficient

Conclusion

nowledge required

[wixsite.com/mysite](https://www.wixsite.com/mysite)

- Wix
- Suitable
- No technical knowledge
- Professional
- E-commerce
- Communication
- Social
- <https://blues6897>

FINAL GRADE

GENERAL COMMENTS

Instructor

52/100

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

GRADING FORM: UWTSD GRADING FORM

JOSHUA WATKINS

52

1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.



Citations: 0. Reference list: 0. Reference list format: 0.

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



Web builder options. Web design considerations.
Responsive. Blogging. E-commerce. E-mail

14

Marketing. Web design principles inc. Accessibility.
Online Marketing - SEO. - SM Ads and post boosts.
- Posting strategies. Google Ads. SMM. Analytics -
SM Management tools

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



Web building options. – no evaluation grid. - Blog /
E-commerce options. Web design principles.

11

4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



Website. Mobile friendly design. Blog integration. -
Blog post. E-commerce integration. E-mail
Marketing. Google Ads. - Analytics - SM
Management tools. Logo design. - Social Media
pages. - Example posts. - Post Analytics. - Vlog.
Gallery.

19

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



Good clear consistent slides. Good contact with audience. Good pace. Good use of images.

8