

Web Development & Online Marketing

by Scott Mainwaring

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GAMING LOUD





GAMING LOUD

oud is a review website that will be covering all of the latest peripherals (mouse, keyboard, headset).

r someone that is a gaming enthusiast and loves giving his opinion when it comes to gaming peripherals.

products can increase/decrease depending on what opinions they have received.

- Gaming Licenses
- Gaming permits
- Created for gaming purposes
- Created for gaming purposes
- Sales of products
- Reviews/opinions

LOGO CREATION

Form of psychology that focuses on cognitive

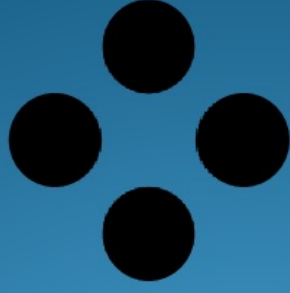
processes with the visual confusion of our everyday world by grouping objects into groups in order to simplify input. For example, our eyes see a tail, paws, legs, a body, fur, a collar, etc., our mind brings these parts together to register a cat.”

Gestalt Theory [1]

“Gestalt is a framework for understanding behaviours...”

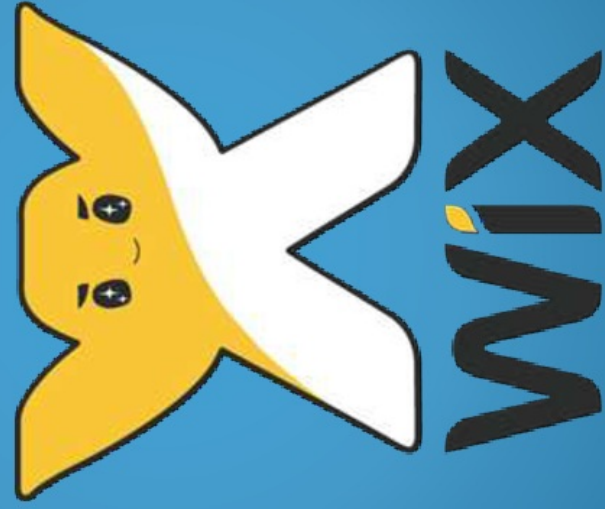
”The mind consolidates information in a holistic manner. For instance, when we hear a sound, we use our ears and nose to perceive it.”

LOGO CREATION





PLATFORM CHOICE





WHY CHOSE WIX

	SPEED	UPTIME	USABILITY	RATING
1 st	436ms	99.96%	BEST	★★★★★
11 th	510ms	99.96%	GOOD	★★★★★
11 th	546ms	99.91%	GOOD	★★★★★

<< WebsiteSetup [2]



<< Top10WebsiteBuilders [3]

NAME	DESCRIPTION	RATING	REVIEW
 Squarespace	Incredibly well designed. Beautiful themes.	★★★★★	Full Review
 Weebly	Perfect for anyone looking for something easy to use.	★★★★★	Full Review
 Wix	True drag-and-drop. Offers detailed control of websites.	★★★★★	Full Review

SiteBuilderReport [4]

WHY CHOSE WIX

100 fully customizable templates to choose from

Responsive website design

No web developing experience

Drag and drop website building

Affordable pricing for the service

Minimal maintenance required

- Over 50
- Fully res
- Require
- Easy dr
- Reason
- No host

For all of your gaming needs

GAMING LOUD

[Learn More](#)





SOME INFORMATION

Experts in Fun

Here at GamingCloud, we believe that a little bit of fun can go a really long way. Our team work hard to try and improve your gaming experience by continuously striving to find top of the range gaming peripherals at competitive prices. Contact us if you'd like to find out more about what our team of all-star does, and we'll be happy to assist you.

Razer Naga Hex V2

AFFORDABLE
COMFORTABLE
GREAT SHAPE
SOLID GRIP



LATEST REVIEWS

Check out the latest reviews on what we think the best gaming mouse are for 2018!

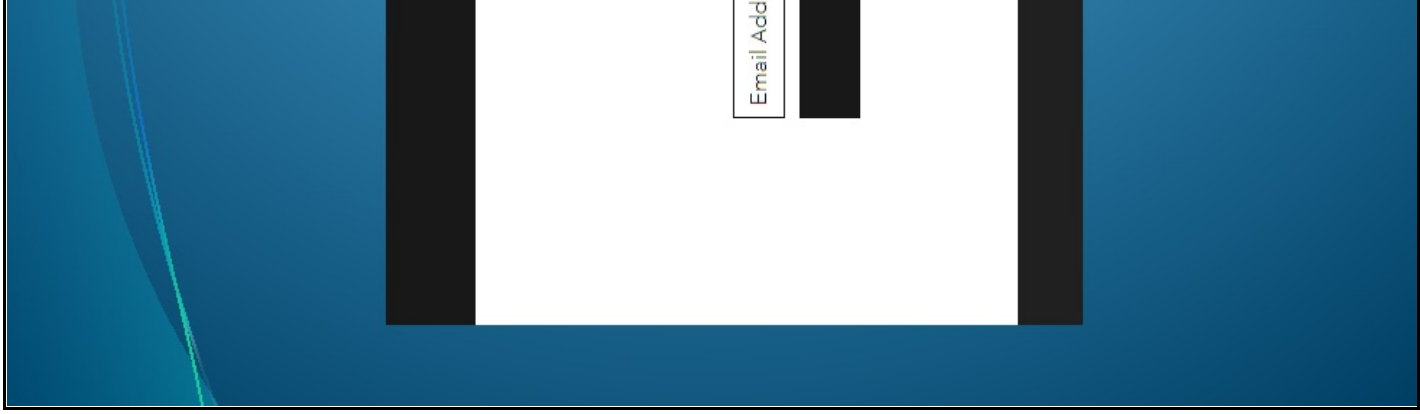
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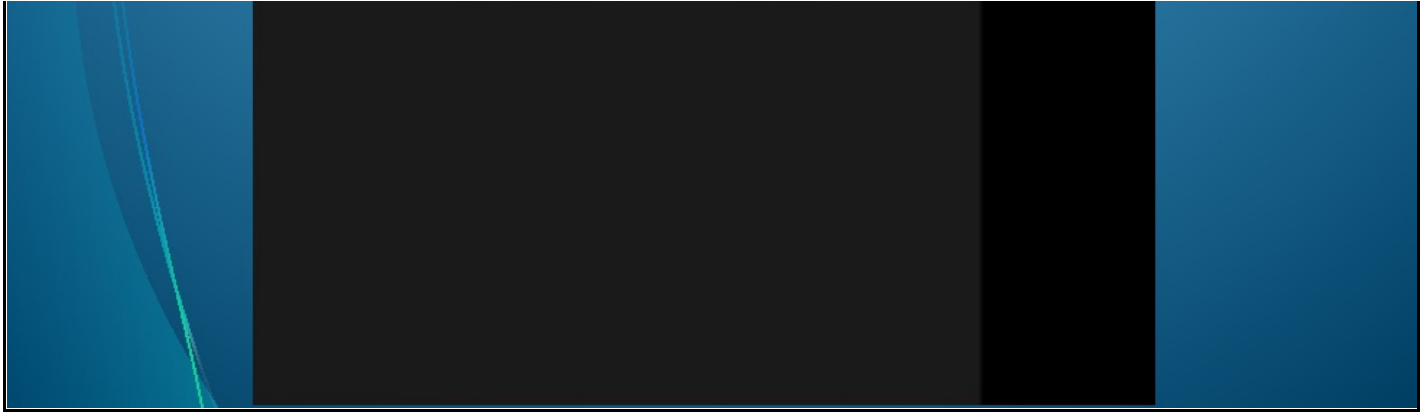
CONTACT

Thank you for your interest in GamingCloud. For any inquiries, commission requests or studio visits, please contact us today. We'll be happy to give you the information you need.

Name		Email	
Subject			
Message			
Send			

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rX Cloud Revolver S
£110.00



Logitech G900 Chaos Spectrum
£120.00



Corsair K95 RGB Platinum
£150.00

New



Hype

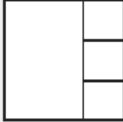
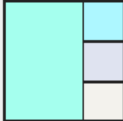
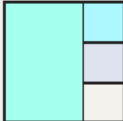
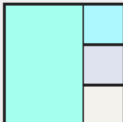
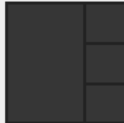
ACCESSIBILITY CHECK

ACE: the Accessible Colour Evaluator

Welcome

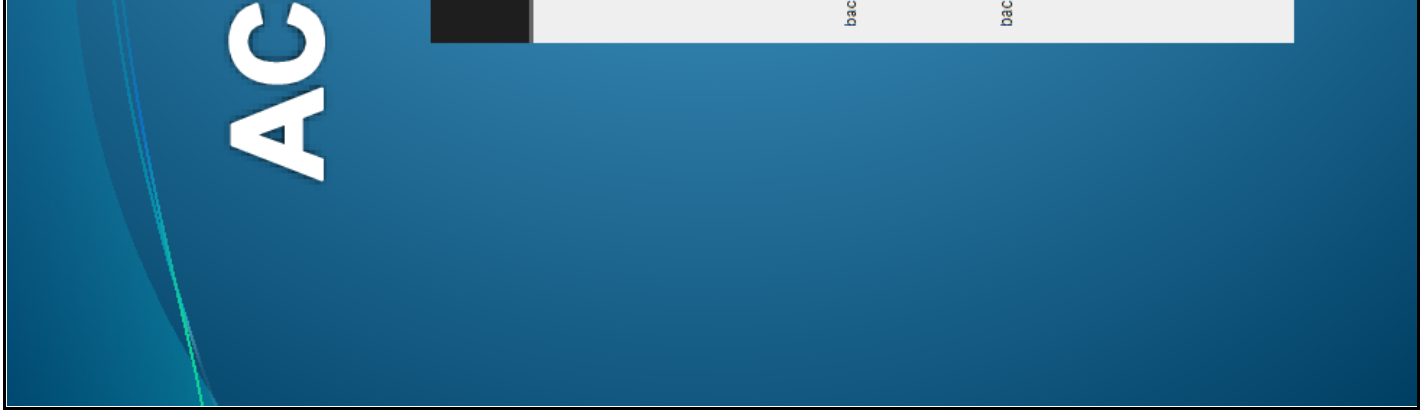
CVD info

Palette

	Page body text colour	Header/Footer text colour	Hyperlink text colour	Clicked hyperlink text colour
				
	#ffffff	#a5ffee	#a5ffee	#a5ffee
Page body background colour →		12.08 3:1 4.5:1 /:1 ✓✓	10.44 3:1 4.5:1 /:1 ✓✓	10.44 3:1 4.5:1 /:1 ✓✓
	#363636			
Header/Footer background colour →		12.08 3:1 4.5:1 7:1 ✓✓	10.44 3:1 4.5:1 7:1 ✓✓	10.44 3:1 4.5:1 7:1 ✓✓
	#363636			
Accent/Hover colour →		12.08 3:1 4.5:1 /:1 ✓✓	10.44 3:1 4.5:1 /:1 ✓✓	10.44 3:1 4.5:1 /:1 ✓✓
	#363636			

[Click to view the colours used in a visual example](#)

DaprLab [6]



USABILITY CHECK

ibility: How easy is it for users to accomplish basic first time they encounter the design?

cy: Once users have learned the design, how quickly perform tasks?

ibility: When users return to the design after a period of it, how easily can they re-establish proficiency?

How many errors do users make, how severe are these and how easily can they recover from the errors?

tion: How pleasant is it to use the design?"

Jakob Nielsen [7]

- “- **Learning** tasks the
- **Efficiency** can they p
- **Memora** not using
- **Errors:** errors, an
- **Satisfac**

ONLINE MARKETING

different ways to bring traffic to your website whether it being free.

g a social media pages

se on social media platforms

your websites SEO and get backlinks

reaways for your social media following

uencers on Instagram



Many different
paid or free

- Creating
- Advertising
- Improving
- Host giving
- Paying influence

FACEBOOK

marketers use Facebook advertising regularly, which translates to **million businesses** that use Facebook to market their

SproutSocial [6]

people who live in the United Kingdom and USA

who are aged between 18 and 40

who are interested in 'Video Games'

people who are interested in 'PC Games'

People who are 'engaged shoppers'



Potential Reach: 4,500,000 people 

Estimated daily results

Reach

1,500-6,100 

Post Engagement

61-350 

93% of man
to about 3 r
business.

- Targeted p
- People wh
- People wh
 - Peop
 - P

FACEBOOK

gaming experience? Check
out all the latest gaming
peripherals at we think of them

Preview URL

te.com/gamingcloud



31)



?=value2

is for conversion tracking. You'll see
data along with ad performance data.



GamingLoud

Sponsored · 6



Like Page

Looking for new a new gaming experience? Check out GamingLoud to see
all the latest gaming peripherals and see what we think of them



GamingLoud

Advertising/marketing



Like



Comment



Share

Learn More

Looking for new a new
out GamingLoud to see
peripherals and see wh

Website URL ⓘ

`https://scottmainy.wixsi`

Call to action ⓘ

[Learn More ▼](#)

Hide advanced options ▲

URL parameters (option:

E.g. `key1=value1&key2`

Conversion tracking

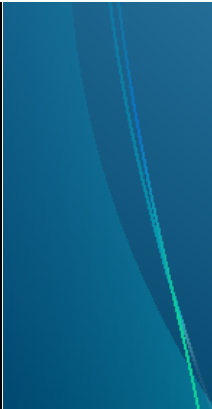
Select one or more option
the results in Ads Manage

ANKS FOR LISTENING

THA

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[Accessed:]
 - [2] Website
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 - [3] Top10W
[Accessed:]
 - [4] SiteBuild
 - [5] DaprLab
 - [6] SproutS
[marketers/](#)
 - [7] Jakob N
[to-usability/](#)

Web Development & Online Marketing

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

71 /100

Instructor

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GRADING FORM: UWTSD GRADING FORM

SCOTT MAINWARING

71

1. RESEARCH LITERATURE

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



Citations /////////////// Formatted reference list. - Could be extended. - be careful not to use too many or too

14

large block quotes.

2. KNOWLEDGE AND UNDERSTANDING

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



Design theory. E-mail Marketing. e-Commerce.
Accessibility. Colour evaluator. Usability. Online
Marketing. Social Media. - Additional platforms. Ad
campaign. - Blog/ Vlog. - Analytics. - SM
Management tools.

15

3. ANALYSIS

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



Builder selection justified. Good. – Evaluation grid.
Web design guidelines.

12

4. PRACTICAL APPLICATION

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

problems.



Logo creation. Very good. Website. E-mail
Marketing. Contact form. e-Commerce.
Accessibility. Colour evaluator. Targeted ads. Video.
Ad. - Blog/Vlog. - SM Management tool. - Analytics.

23

5. PROFESSIONAL PRACTICE

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



Good eye contact with audience. Consistent slides.
Good text size.

7