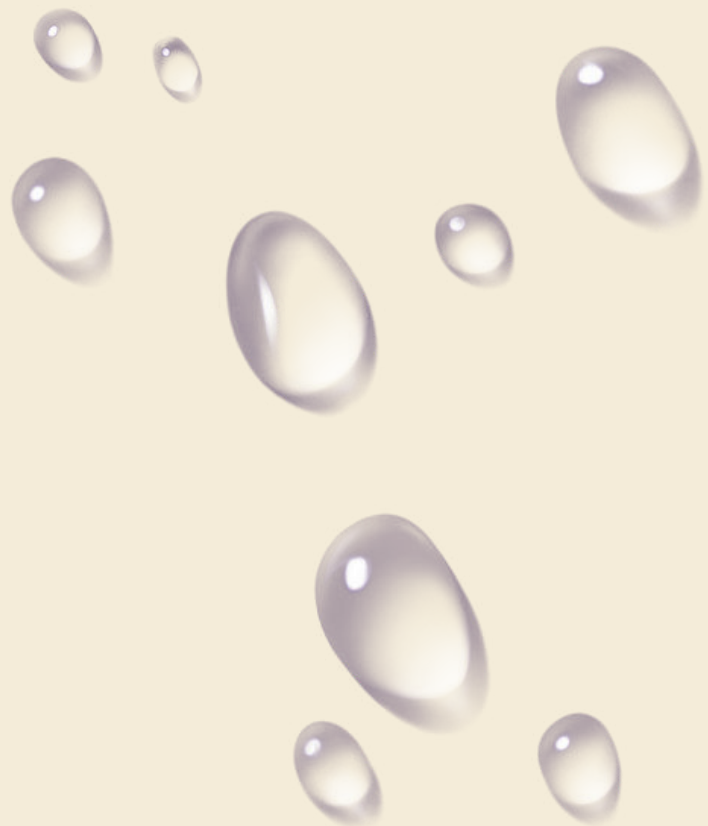


Major Project

Crit 4: Firmness



Zara Knox

Content



- **home page – very simple with prominent navigation**
- **tutorial pages ~ 9-10 in total – video, images, instructions, relevant links**
- **Your setup/getting started – text, images**
- **Safety – text, images**
- **About – text, image**



Content-Driven

=

Content-First

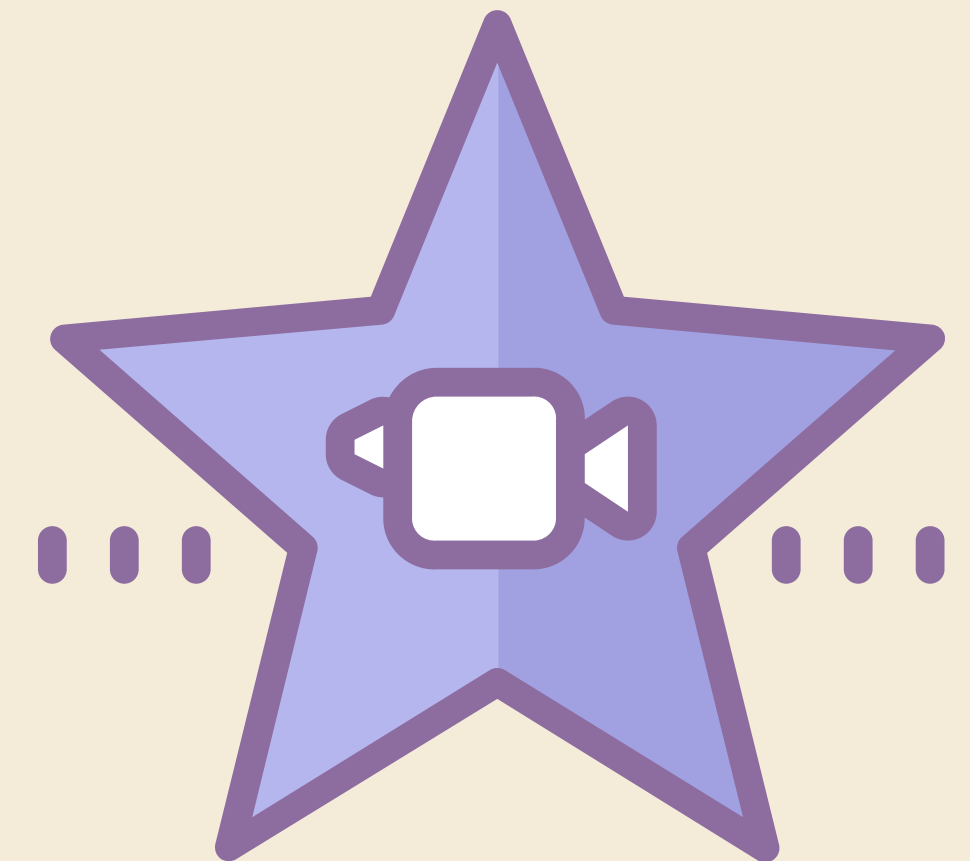
Video Content



iPhone



MoviePro app



iMovie

Setup

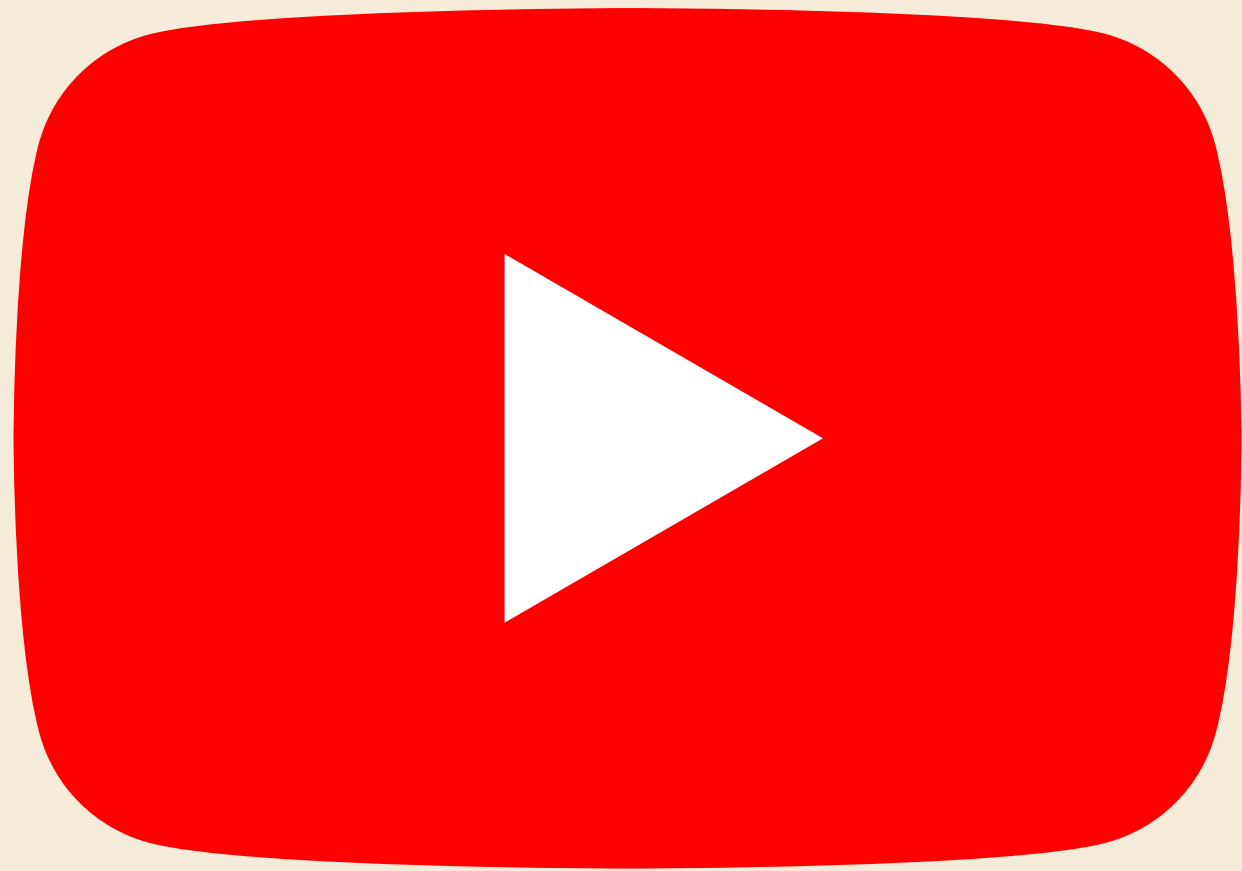
mic?

lighting?



cathyzielske.com

Publish to:



A necessary evil

vimeo

depending on options

Site Promotion



cure8uk
at least twice p/w

images,
videos with
Splice



from a personal account
around once a week

images

Technology

Domain name

cure8.uk

Clook = £15.98 for 2 years



Hosting



cheap - as low as \$1.39

storage - 30GB

Hosting

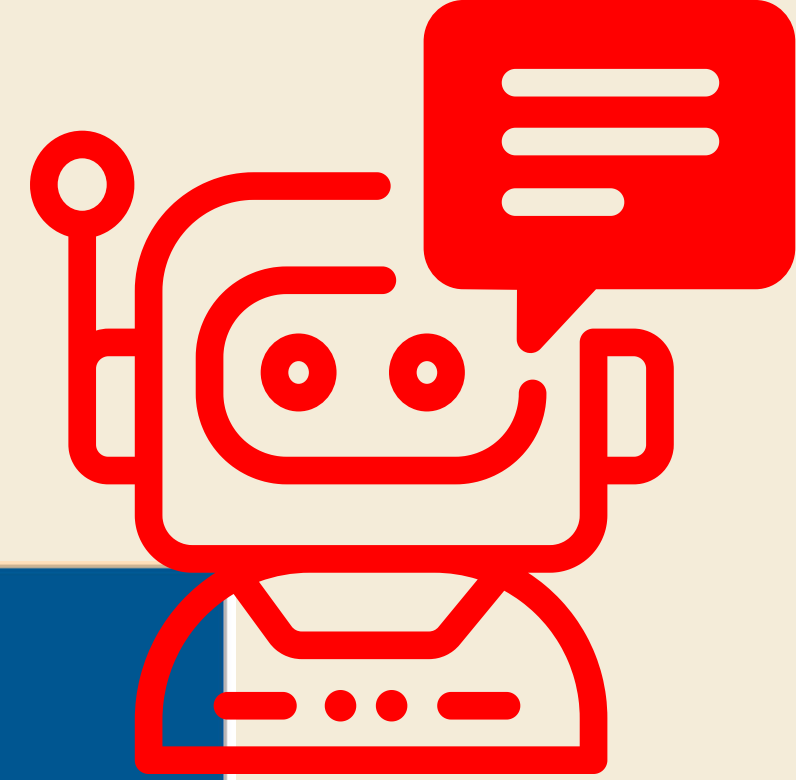


expensive - ~£25 p/a

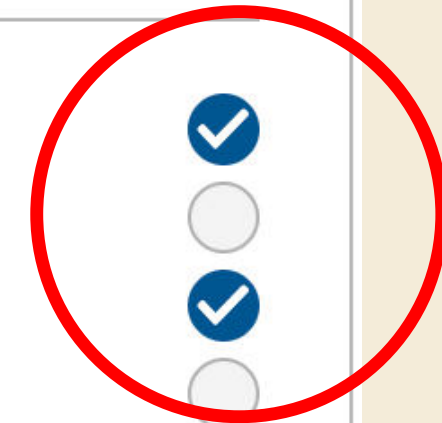
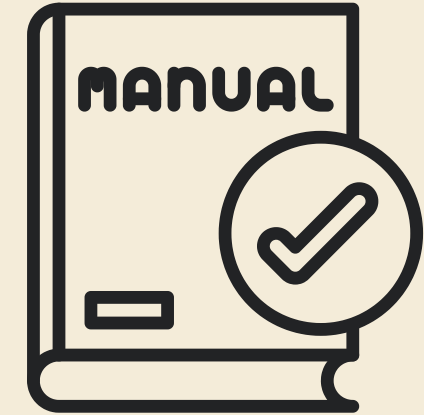
storage - 200MB

Free SSL certificate

Hosting



Cloak	vs	Hostinger
ASK VENDOR A QUESTION		ASK VENDOR A QUESTION
Available Support		Available Support
email <input checked="" type="checkbox"/>		email <input checked="" type="checkbox"/>
phone <input checked="" type="checkbox"/>		phone <input type="checkbox"/>
live support <input checked="" type="checkbox"/>		live support <input checked="" type="checkbox"/>
training <input type="checkbox"/>		training <input type="checkbox"/>
tickets <input checked="" type="checkbox"/>		tickets <input checked="" type="checkbox"/>
knowledge base <input checked="" type="checkbox"/>		knowledge base <input checked="" type="checkbox"/>



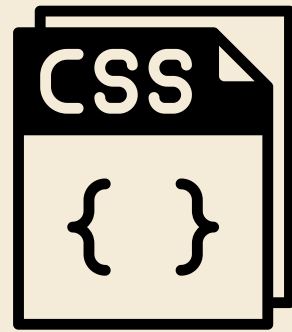
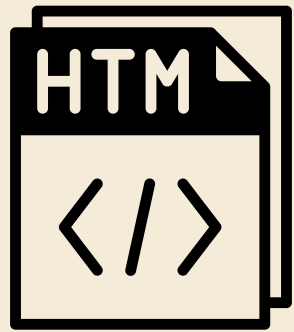
Hosting

"I was having trouble with my WordPress site and my web designer was unavailable. I contacted Clook and they took the time to help me with my site even though it was a design issue. I was highly impressed with Clook's speedy response to my queries. Thank you Clook!"

Sarah S, reviews.co.uk

I am Sarah.

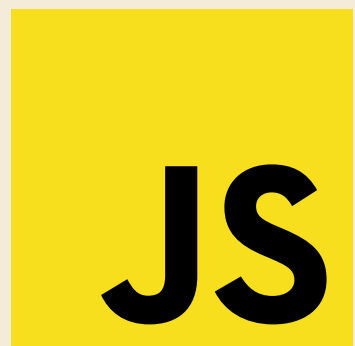
Front-end Tech



markup and styling



includes, copyright date, page titles & smartnav



if needed for interactive elements



Mobile-first

Many users, such as those browsing for creative ideas in Group B, will most likely be using a phone or tablet.

CMS

Site will be mainly static, but updates will occur periodically as I add more tutorial pages. A content management system could make this easier.



Why Wordpress?

- **open-source**
- **41% marketshare, making it a valuable tool to learn career-wise**
- **simple content management systems - freelancing**
- **access to a variety of plugins**

Wordpress plugins

- **All In One SEO or Yoast - enhanced SEO**
- **Sucuri - for protection against malware**
- **Woocommerce - should I choose to sell products online in future**
- **Site Search 360 or Ivory Search**
- **comments enabled on tutorials and contact form**

Schedule

- **mid May - mid June 2023:** content creation (video, images, site text), Wordpress learning and theme development
- **mid June - mid August:** Site build
- **mid August - early September:** testing, researching user feedback
- **early September - mid September:** adjustments where necessary
- **Social media content production and publishing to be constant throughout the duration**

Just for
fun





Thank you :)