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WEBSITE DEVELOPMENT

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YOU WERE GIVEN SOME QUESTIONS....

1. Do you know the basic requirements of website development?
2. Do you know the steps of developing a website?
3. I understand the key components of website development process.
4. I feel confident in managing the website.
5. Only the Information Technology Experts can manage the website. (F)
6. Website development is well managed by the organization's key players/staff. (T)
7. Employees are engaged in the process of developing the website. (T)
8. Developing basic knowledge and expertise is the most important contributing factor to staff for effective website development. (T)

Welcome!

1. Importance of Website Development
2. Hands on Demonstration : Website Development Process for beginners
 - a. Domain
 - b. Hosting
 - c. Installing Content Management System (WordPress)
 - d. Create Website
 - a. Plugin
 - b. Appearance
 - c. Themes
 - d. Content Management
 - e. Templates
3. Current Challenges
4. Confidentiality
5. Website Marketing
6. Budgeting and Cost Analysis
7. Technical Tools
8. Case Study

PARTICIPATE AND ASK QUESTIONS

IMPORTANCE OF WEBSITE DEVELOPMENT

Website Benefits





HANDS ON DEMONSTRATION: WEBSITE DEVELOPMENT FOR BEGINNERS

- a. Domain-
 - i. Choosing right domain
 - ii. Pricing
- b. Hosting
 - i. Hosting Plan
 - ii. Pricing
 - iii. Managing Hosting plan
- c. Installing Content Management System (WordPress)
 - i. Installation Process
- b. Create Website
 - i. Plugin : Choosing right plugin, deleting unnecessary plugins
 - ii. Appearance: Choosing right appearance
 - iii. Themes: Selecting themes
 - iv. Content Management: Managing Contents
 - v. Templates: Choosing right templates for your organization



CURRENT CHALLENGES

- 1. Accessibility
 - Various backgrounds, abilities and disabilities
- 2. Compatibility
 - Browser compatibility
- 3. Navigability
 - Easily find the information they are looking for
- 4. Readability
 - Focus on readability for all users
- 5. Usability
 - no restrictions on users

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Confidentiality

- Understand the Process
- Documentation
- Review

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Multicultural
Coalition

WEBSITE MARKETING



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BUDGETING

Basics

- Domain Name
- Hosting

Software

- CMS
- Blog
- Landing Page
- Analytics

Content and Design

- Wireframes
- Image & Custom Graphics
- Mobile/responsive design
- SEO Strategy and redirects
- Copy writing
- Copy Editing
- Advanced Customization
- Style Sheets and templates

Testing

- UX Testing

Existing Content Migration

- Blog Migration
- Website and Landing Page



Summary

Basics	\$200
Software	\$400
Content	\$800
Testing	\$100
Existing Content Migration	\$200

Total	\$1700
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WEB APPLICATION TOOLS



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CASE STUDY

1. Flexibility
2. Cost Analysis
3. Technical Upgrade

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QUESTIONS