PROJECT 1
Blog Site

VALUE

This project is worth 45**%** of your final grade.

DUE DATE

July 28th, 2011 - 1pm

Description

Create a highly targeted Blog site using SEO, Web Standards, Web Content Copywriting and Web Presence Optimization best practices with the goal of ranking as high as possible in the Search Engines. This is an individual project.

INSTRUCTIONS

1. Choose as specific a topic as possible to write your blog about. The topic can be anything you are interested in (keep it clean).
    a. Be sure to choose a topic that you can specify a location for(example: Web Development in Barrie)
    b. Be sure that it is a topic that you are going to be comfortable writing regular blog posts about.
2. Develop a list of approximately 10 keyword phrases that are most important to your topic – focus on long-tail (highly specific keywords primarily).
3. Using your keyword phrases, choose a simple taxonomy / categorization structure in which to organize your blog posts – create at least 5 unique categories.
4. Create your site using XHTML on your webdesign3.georgianc.on.ca student account creating a simple and concise IA navigation based on your categorization above.
5. Over the course of the next 12 weeks, post at least 10 unique blog posts to your site using Best practices taught throughout the course. Each category above must have at least one blog post. Target your keyword phrases as much as possible.
6. Make the site as visually appealing and professional as you can but the primary focus will be on content and site structure.

TAKE IT FURTHER

1. Create the site in a CMS (Wordpress is your best bet).
2. Add Social Sharing elements to your site.
3. Add widgets such as tag clouds, popular posts, etc. to a sidebar or other structural element of the site.
4. Create the site using HTML 5.
5. Add interesting illustrations or images to your site to add to the content in the blog.
6. Anything else you can think of that is related to the content of this course.

SUBMITTING YOUR WORK

Please post your file(s) or a URL to the assignment on Blackboard. This assignment may involve a variety of file formats such as PDF, HTML, or image files. All work must be in a digital format.