

# Website plan



**ASSIGN  
BUSTER**

----- Website Plan

----- cake shop 1220HSL (Information Systems for Services Industries) Table content Introduction This website plan is a blueprint for the website which includes background, goals, analysis of competitor websites and some other important issues in creating a website. The website is a cake shop called icake, the cake shop which offers purchase online, new advance preview, Member Services, Design cake yourself.

Background to the business and business goals \* Founded in 2005, our business is about innovating and creating distinctive flavors to satisfy your palate. \* In recent years, we have opened several new stores, 20 varieties of cakes available to meet the needs of different consumer groups \* Organizes promotional activities, participate in community public service, advertising on popular websites, to gain public recognition, and increase awareness to achieve the maximum business profit

Goals of the website, how these fit into goals of the business The web is not just a marketing tool - it's a business tool as well. While it is perfectly okay to have an Internet billboard that simply contains contact information. Even the smallest local business can utilize the power of the Internet to be more efficient and to build revenue. \* Build trust with prospects \* Grow the client base \* Strengthen customerloyalty\* Get the jump on competitors Develop and stay " Top of Mind" \* Extend your reach \* Diversify: add new streams of income \* Through the purchase online, We will delivered fresh and delicious cakes to your home or office, so people who busy with work or hold parties at home can be able to enjoy our cake \* Advertising in the top website to let more people know \* Website membership application and coupons can

attract more customers to shop Analysis of competitor websites strengths| weaknesses| Do not often update their websites \* Payment complexPages load slowlyDo not attract customers to visit the websiteDo link with other websitesWithout Search engine| Can easy to find the products \* Search engine is easy to use \* The detailed about classification and description of goods| Our websites should learn the benefits of competitors and avoid their weaknesses, while also make the content is easy to understand, search engine is easy to use, purchase online products, the operation is convenient and simple, update faster. Target audience / market for website and use environments Suitable for people who works in office, students, housewife, companies and families parties \* Age from 10 to 50 \* Customer who likes the Internet \* Customer who likes stay at home, busy at work/study and do not like cooking People can use their mobile visit website and booking. An incredible advantage of using cell phone internet is that customer can gain the freedom of being able to work anywhere, not just from the office or from home. As long as there is an internet facility, they can use their mobile to browse, download. The number of people accessing websites of their mobile phones is increasingly rapidly.

They can be given a much better user experience by following these guidelines: 1. Reduce the amount of content 2. Single column layouts work best 3. Present that navigation differently 4. Minimise text entry 5. Decide whether you need more than 1 mobile site 6. Design for touchscreen and non-touchscreen users User tasks-specific breakdown \* Set tasks that are essential to the new site's success, such as: Buying products Paying bills

Contacting the client \* When online, people read very differently than when they're reading a book or magazine.

On the Internet people try not to read until they feel they've found what they are looking for, until they reach the content they need. Up to that point they scan, looking for keywords. There are several ways to try and reduce the problem: 1. Reduce the word count of each page (ideally by half) 2. Try to remove/minimise instruction text 3. Highlight key words 4. Use lists/bullet points where possible 5. Break up text using clear sub-headings 6. Try to start each page/paragraph with the conclusion, so that users can decide whether to read the page/paragraph early 7. Use images instead of words where possible People are often in a hurry. This means that owner may only have between 10 and 30 seconds to capture your visitor's attention. To minimize the load time, keep graphics small. Compress them where possible. Use flashy technology JavaScript, Flash, Streaming Audio/Video, etc. sparingly and only if it is important to owners' presentation. Make it want to attract the people that will bring traffic to website. Sell a product on the website, owners will need to be able to accept secure credit card payments. They can apply for a merchant account, which charges a per-transaction fee, or use a free payment service like PayPal.

Information and tools Basic E-commerce Tools \* A Shopping Cart service allows visitors to select items for purchase, calculates shipping costs and any other costs and discounts, such as coupons or promotions, and then passes the total to your credit card merchant account for payment. GoogleCheckout is a combination of a merchant account and a single-item shopping cart. This is the easiest way to get started with an online store by selling single items.

Just sign up for Google Checkout and you can make Buy Now buttons that you can just paste into your web page. Mailing List - It is important to collect the names and email addresses on visitors to website so you can stay in touch with them to invite them back to the website and also market other offers to them. If website host does not include a mailing list service, a dedicated email list service like AWeber. com or GetResponse. com, also can get a hosting service that includes a mailing list like Site Build It. They manage the collection of names and the list, send out emails, give you the stats on how many were read, and remove any invalid addresses. They keep the list safe, and the list is money. Accepting credit cards is a must for online commerce. Paypal it's pretty easy to setup. With Paypal, people don't have to rent or purchase any equipment because they take the orders for you and then send your revenue directly to your bank account. They take a small percentage of every order you receive. This is much more convenient than having to apply for a business license, rent out the equipment and handle all the orders yourself. PayPal makes it quick and easy

Storyboard \* Home page  
 —Background photo of cake, headline and links to inside pages \* About us-  
 Photo, text \* Products-Photo of cake, classify, price Purchase online-Still  
 photo, text \* Membership-Text \* Contact us-Location of Google maps, phone,  
 address, E-mail

Figure 1: Diagram of storyboard Page templates \* Home  
 page—background photo of cake, headline and links to inside pages \* About  
 us-company introduction \* Products-photo of Various types of cakes  
 (wedding / birthday / festival / celebration) \* Purchase online-How to Order,  
 How receipt, How to Check Out, Delivery range \* Membership - Personal  
 Home, My information, Delivery Address, My Vouchers \* Contact us-phone,  
 email, address

Figure 2: Diagram of page templates

IMAGE IMAGE MINI LINK MINI LINK HOT HOT image image search search  
Contact us Contact us membership membership Purchase online Purchase  
online products products Home page Home page image image LOGO LOGO  
About us About us Website content owners and authors \* Products, Purchase  
online, Membership — information and organizing department \* Why choose  
us — marketing department Process analysis and update process and  
schedule \* Enable relationships with visitors: 1. Contact Forms protect email  
address on site and also provides a more structured format for visitors to  
contact or ask questions. 2.

Q ; A - A powerful way to establish trust and provide information to visitors,  
and also it helps to bring visitors to site. 3. Build Mailing List - Offer a free  
newsletter or free report of useful information in exchange for the visitors'  
email address so it can promote to them in the future. \* Website  
Maintenance involves: 1. Keeping website up-to-date:? Content editing can  
be accomplished with updated information, such as special offers, product  
changes, pricing changes, new product and services announcements,  
employee information changes and all those things that keep visitors  
properly informed. . Maintaining & managing site:? Using newest  
technologies, we can monitor site and make changes that improve site  
performance for faster download and improved content spread. 3. Secure &  
Protect your site :? Server side programming used for form processing,  
database management, search and display functions, shopping carts etc.  
require regular update to implement fixes for security holes discovered from  
time to time. We should manage ASP, PHP and Perl codes for all sorts of  
applications. 4. Re-structure site contents :?

Using site access statistics like how many visitors the site has, and what they look at while visiting, we should re-structure the site contents and navigation elements for increased business. \* Most maintenance jobs include the following: 1. Modification and Addition of Website Content ? 2. Image Manipulation and Addition (client supplied images) ? 3. Newsletter & email list maintenance? 4. Shopping cart product updates? 5. Update announcements, articles, etc. ? 6. Replace images i. e. pictures & graphics? 7. Adding/removing pages? 8.

PDF creation and uploading How you will get people to your website \* The 'Big 3' – Google, Yahoo and MSN Live also offer ads for sale. These are called Pay-Per-Click ads, or PPC. People can buy PPC ad space on other websites and also on the search results pages. When people do a search with these search engines, the paid ads appear at the top and to the right of the search results, and these ads also appear on websites that have added content ad code to their pages. \* Affiliate Marketing – Recommending the products and services of others.

This little-known aspect of e-commerce involves placing specially coded links on your site that take the visitor to the online store of another company. \* The Ultimate Guide to Google Adwords is the best overall introduction and guide to the Google advertising program, and is focused on promoting owners' website. \* Yahoo Cash for Idiots is an excellent introduction to using the Yahoo Search Marketing ad program for promoting your own products or the products of others. References Mal Warwick Associates , “ <http://www.malwarwick.com/learning-resources/articles/10-ways-to-get-more.html>” , Reference 2011 Projectsmart , “ [<https://assignbuster.com/website-plan/>](http://www.projectsmart.co.uk/work-</a></p></div><div data-bbox=)

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