Web Page Development

**Company Description:**
Service Provider website

**Short Project Name:**
Research analyze and improve website to increase revenue.

**Project Description and Deliverables:**
We need to have students with experience/education in retail, marketing, web design, e-commerce, and SEO. We would like the students on our team to:
1. Write a business plan to monetize the website.
2. Develop a plan and strategy for an upgraded website which increases website traffic.
3. Analyze website and suggest any changes that would make it more user-friendly and useful to visitors.
4. Create website offerings in these four areas: Consulting for the Wal-Mart Supplier process; Inventor Services, Training, Database for vendor networking.

Key Deliverables
1. Improved website navigation and content quality.
2. Improved SEO.
3. Identify income producing opportunities create process to implement them.
4. Create opportunities for vendor support and networking.

**Company Description:**
Website Building Company. This company drives traffic to websites through search engines, and optimizes websites over time.

**Short Project Name:**
Site Build Project Manager

**Project Description and Deliverables:**
We builds 20-30 websites at a time. Students could learn how to plan websites, research keywords, work with clients, and understand how Google and other search engines work to impact businesses and their profits. Our clients need websites built. Some websites are lead generation websites, and those sites are built inside of Wordpress, the #1 website building platform in the world by far. Over 20% of all websites that are built are created inside of Wordpress. Students would become extremely familiar with Wordpress. Other clients need e-Commerce websites built. We build those websites inside of Magento, a very powerful open-source e-Commerce platform. Students would become very familiar with Magento. Once websites are launched, there are a number of critical steps to take to ensure that search engines find, crawl, and index the entire site. All of these skills are critical in the world of business, regardless of the industry or chosen field.

**Company Description:**
Providing an on-line news aggregation site for a specialty community since 1998.
**Short Project Name:**
Major revamp of web site

**Project Description and Deliverables:**
Update / innovate our website by creating a new design, linking it with blogs and social media sites, and enhancing the overall user experience. Key enhancements include making the site more dynamic from a graphical standpoint, enhancing the search capability, determining better ways to provide advertising on the site, incorporating social media into the site, and better link the site with all major specialty community related content that a user may want to access.

**Key Deliverables**
- Design template for a new website
- Determine social media / blogs integration
- Determine best ways to monetize the site
- Prototype the new site
- Go live with new site