



“Teach only love, for that is what you are.”

-A Course in Miracles

Laurel Brown Soul Coach

Group 1: Rachel Frye & Abby Postlewaite

MIS 387

Dr. Noce

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1. Show the site and explain why you chose to develop the site in this manner and chose this template/theme

When we first made this site, we started with a theme that was already built by Wordpress. After we got into a few ruts with this theme and got stuck with only being able to make minimal changes, we decided to go with the Divi Builder. With the Divi, we had so much freedom and were able to create this website how we pictured it and how Laurel wanted it to look like. We decided to go with a watercolor blue background because we wanted something soft, calming, yet appealing. We went for the color blue because Laurel informed us that this was her favorite color. With the banner, we wanted something to catch your attention when you got to the page. This banner includes Laurel's picture and a favorite quote of hers. The banner only appears on the homepage of this website, as Laurel requested. We also chose to have the contact information on the middle of all of the pages so that it stands out being that Laurel really wants to start bringing in clients. The header font and the contact information is in a gold color to give the page a stand out color. Also, gold is the color of Laurel's business cards, so we wanted it to stay consistent with that.

Colors

Cream= #ffd0a8

Gold Title and Divider= #DDBF5F

Gold Links= #ddaa00

Gray= #595959

Fonts

Wordpress Social Media Font: Special Elite

Wordpress Content Font: Special Elite

Photoshop Banner Font: Lucida Calligraphy Italic

Photoshop Header Font: Tekton Pro Bold

2. The strengths and weaknesses of the site

Our site turned out so well and we honestly are very proud of our accomplishments. One of our strengths is that we used the Divi Builder. This allowed us to gain freedom with building the site and that is what helped us create a creative website for Laurel. With the Divi Builder, Abby was able to catch on fast being that her personal website was made with the Divi, so another strength of ours was that she had experience with the Divi. Our website grew with the Divi and as Rachel was able to learn how to use the Divi better through Abby the website grew more as a whole. Another strength of ours is that our website is simple, similar to what Laurel's old blog use to be. She wanted simple yet eye catching and we believe that we made that happen. Another strength is that with two people who worked so well together and both had really creative minds, a well constructed website was created.

We don't believe that we have any large weaknesses on the website itself, but a weakness that exists in general is the fact that we won't be around to assist Laurel 24/7 with this site. We are so

proud of our accomplishments, but we are sad that we will be turning this over to her to move forward. We know that she will be able to excel in many ways though!

3. Recommendations for Future Growth

We would like to recommend Laurel to keep up with her website and make sure that it is always current and up to date. As far as the blogs, it would be good for her to write blogs to help her website continue to grow. She doesn't necessarily have to write a blog every day, but scheduling a time such as every Monday, Wednesday and Friday would be a good idea and a good way to stay organized.

4. Suggested keywords/phrases for the site

We have already started using keywords, or tags for things such as your old posts and pictures. These keywords should be relevant to the object that they are describing, but should also be consistent with other keywords used throughout the website unless they are post specific. The main difference between post specific and site specific keywords is that the site specific words should be used on most, if not all posts and pages. These are the keywords that describe the site and are words we believe Laurel will be using already because they are the epitome of what she is trying to express through her site. Keeping these keywords consistent allows for this site to have a better chance at coming up in an organic web search.

A few post specific keywords we have used: *Addictions, BJ Thomas, Children of God, Dogs, Eyes, Greed, Ice Castles, Melissa Manchester, Music, Need, Singer, Spiritual Songs, Teddy, Terrier Mix, Tom Cruise, Villain, Voice, Zoey*

A few site specific keywords we have used: *A Course in Miracles, Faith, Friends, Happiness, He, Joy Love, Miracle, Peace, Peace of Mind, Spiritual, Unconditional Love*

5. Suggestions for Marketing the site like...

1. SEO

SEO is important for users to be able to find a website. In Laurel's case, we suggest she continue to rely on organic web searches by using keywords and phrases throughout her site as mentioned above. Linking to her website on any other web page can also help with this, including her Facebook (professional and personal), and any other personal websites that she may use.

2. SOCIAL MEDIA and why

Continue to stay involved on Facebook. You don't necessarily need to have other platforms, like we talked about, but staying super connected and involved on your Facebook and website will help you so much with contacting clients. Social media is important because people use it often and it is a fast way to connect back and forth with others.

3. Adwords

Because Laurel's website is not-for-profit, we do not suggest that she use paid services, such as Adwords. Therefore, word-of-mouth and organic SEO are her best options.

4. Ways to push users to the site

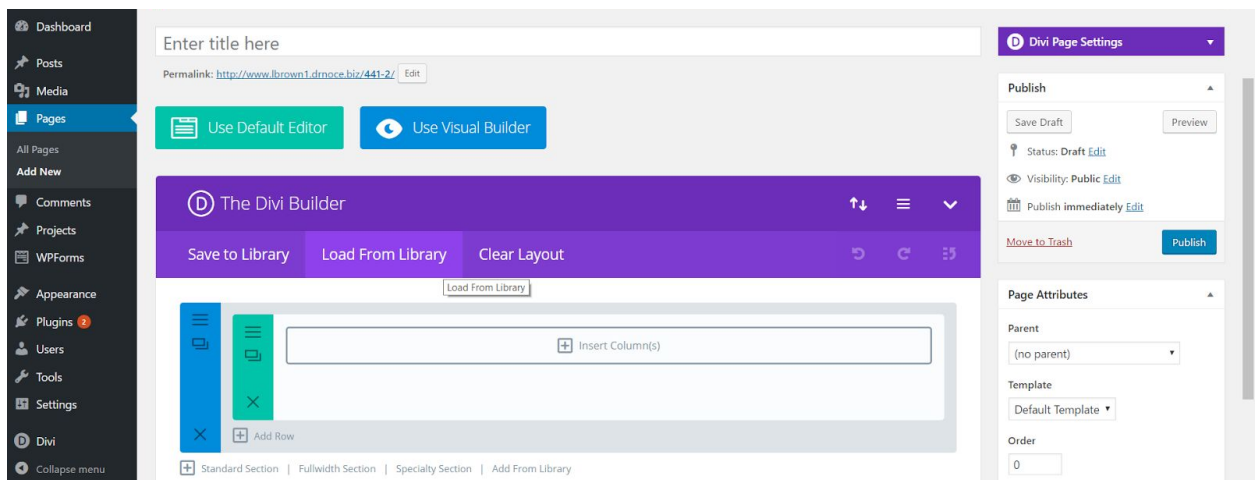
You can push people to your website through your social media which is another reason why social media is so valuable. By adding your website link to your Facebook page, people will be able to get connected to your website right away. Also, you can post about your work on your Facebook and share the link to your website often for others to see and that way they will see the post in their feed and maybe go to your site!

6. Any information about how to update the site

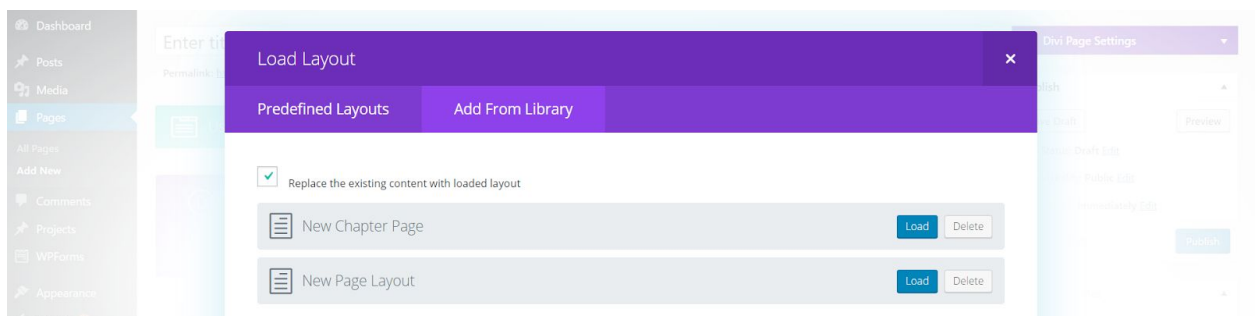
Creating a new post: Simply click the “Add New” button under posts. Be sure to add tags and set a featured image if relevant. Under Categories “Main Blog” must be selected. This is because all blog posts categorized in the Main Blog are set to be featured on the Blog page of the site. If this is not selected, it will not be featured and users may not be able to find it.

Creating a new page: If Laurel would like to add more pages to her site we have created an easy to use template for her. The “Example Page” under the pages category is currently not published and is ready for content. However, if Laurel would like to make a page from scratch, she can follow these steps.

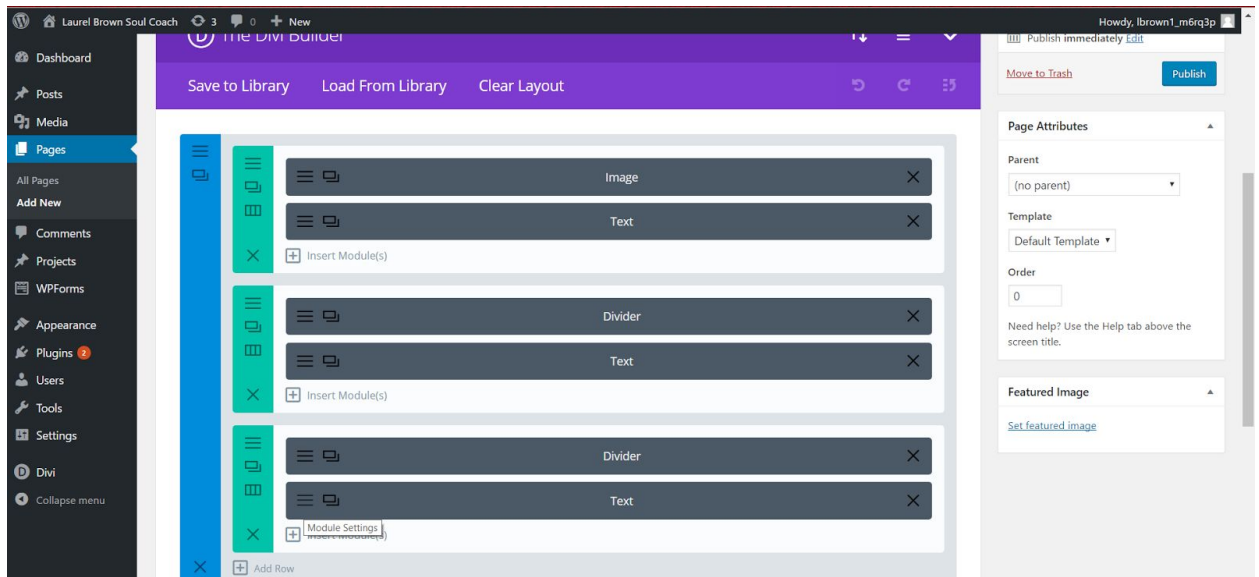
- 1) Click the “Add New” button under Pages.
- 2) Name the page, then click “Use the Divi Builder”.
- 3) Then click “Load from Library”



- 4) Then click “Add from Library”
- 5) Then click “Load” next to “New Page Layout”



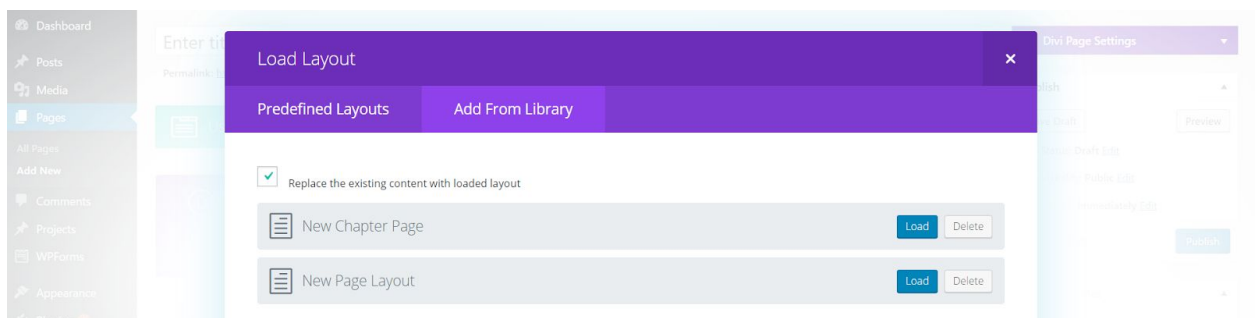
- 6) To add content to the page, click the gray lines titled “Module Settings” next to the bottom gray Text box.



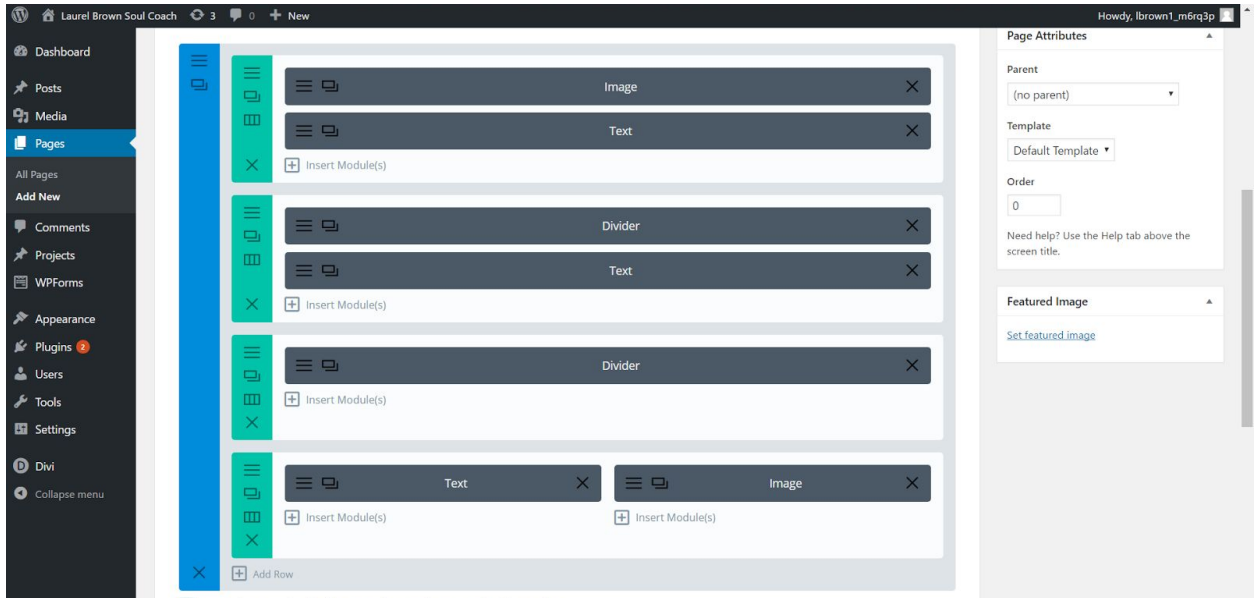
- 7) Click “Publish” on the right side.

Creating a new chapter page: We know Laurel’s book, Roots and Branches, is important to her, thus we have created an easy way for her to continue to write more chapters and publish them to her site. Each chapter will also include a picture of her growth tree on the right side of the chapter so readers are able to fill it out as they read.

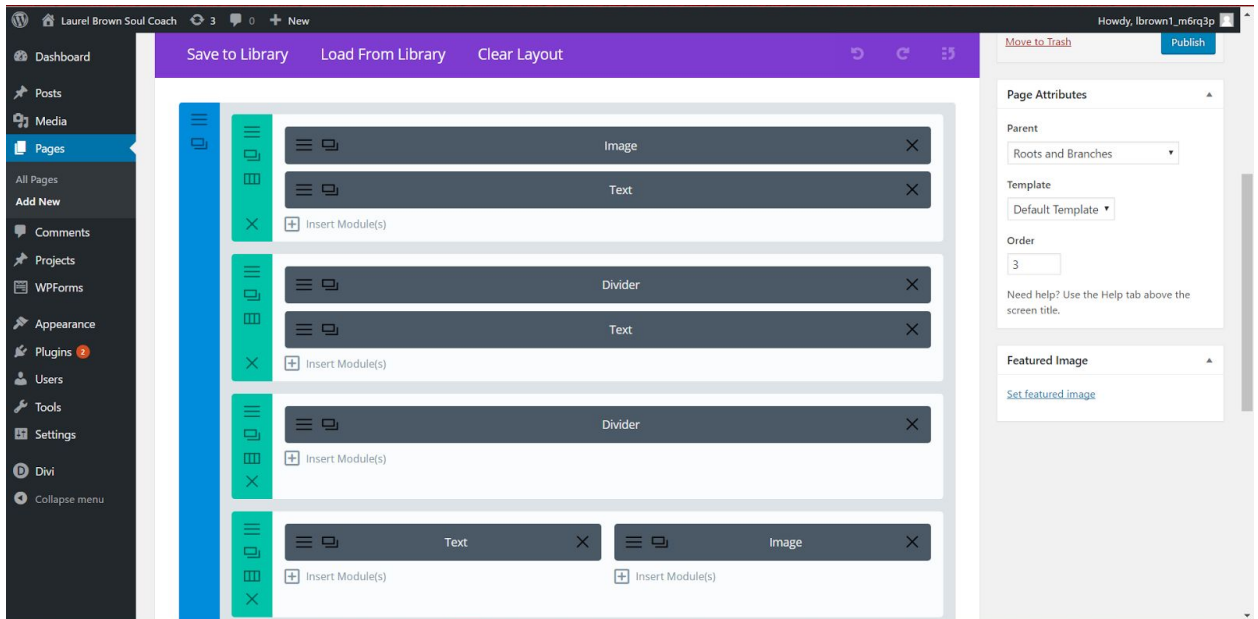
- 1) Follow steps 1-4 for Creating a new page
- 2) Then click “Load” next to “New Chapter Page”



- 3) To add content to the page, click the gray lines titled “Module Settings” next to the bottom gray Text box to the left of the Image box.

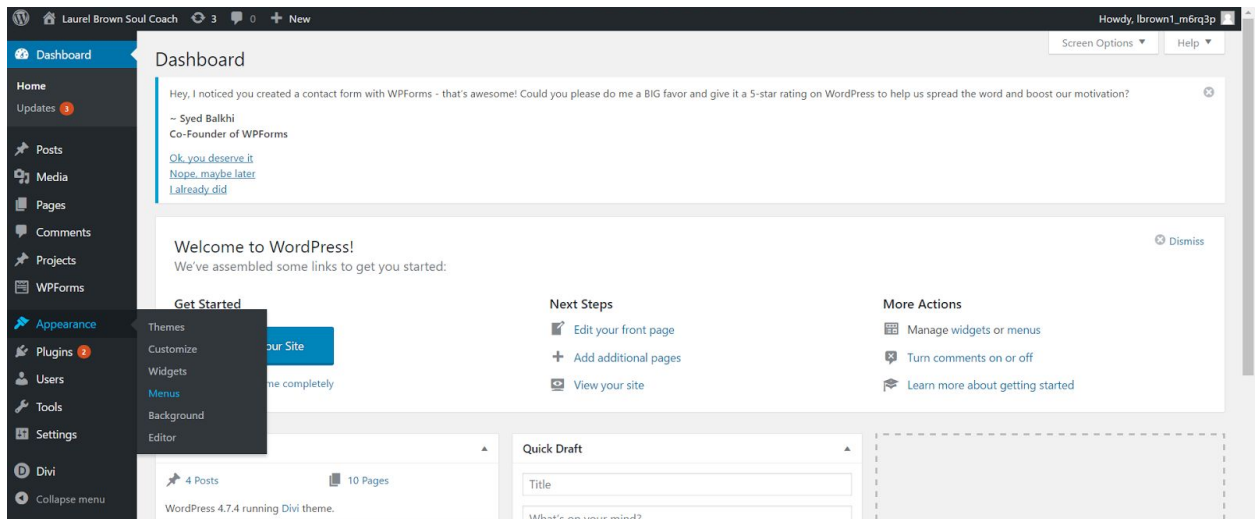


- 4) Under Page Attributes on the right, select “Roots and Branches” as the Parent and put the Order number as the chapter number.

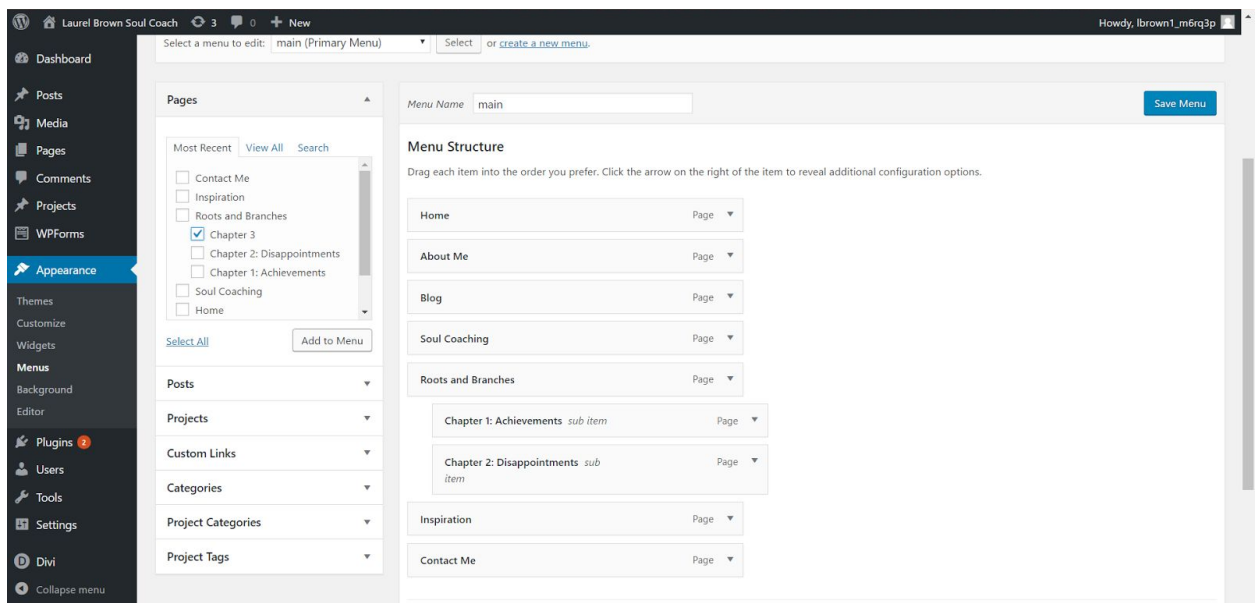


- 5) Click “Publish” on the right side.

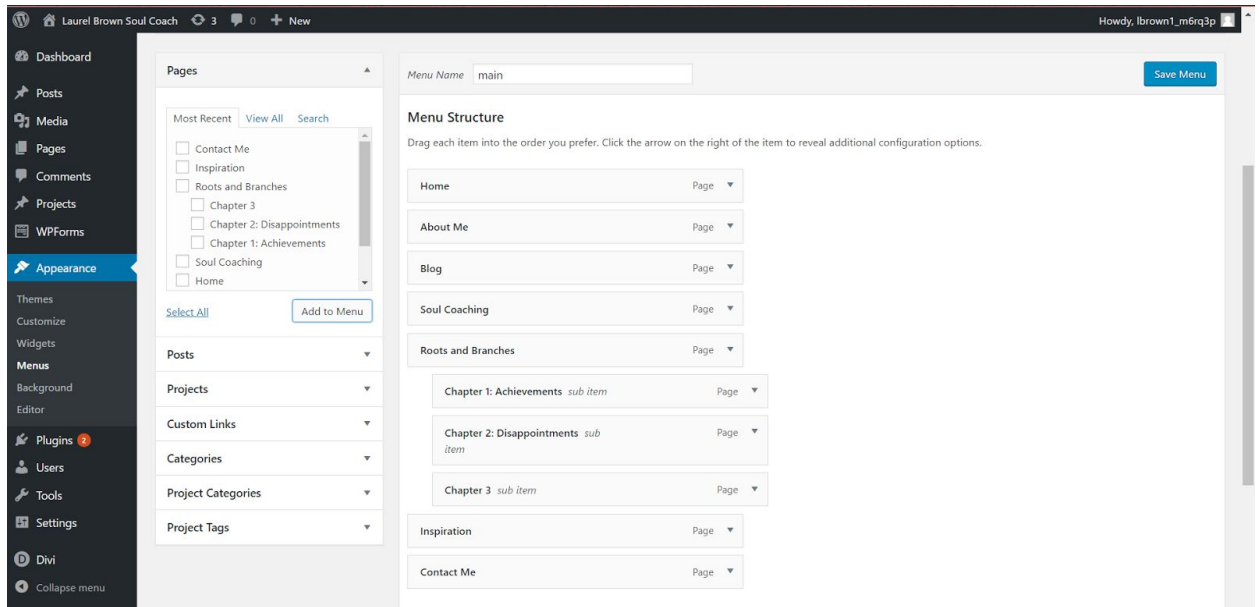
6) Now highlight the “Appearance” menu and select “Menu”.



7) Select the new chapter and click “Add to Menu”.



8) Drag the new chapter under the previous one so it becomes a sub item of Roots and Branches only.



9) Click "Save Menu".