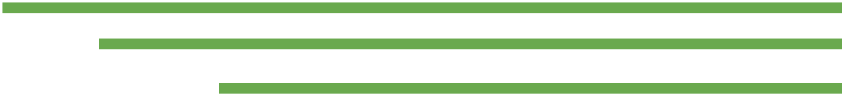




Detected



Index



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Creative Brief

Project Summary -

The Detected site will be based on search engine optimization - a better way to get known by a lot of users via search engines. This site will explain how to improve the view of a site through search engines like Google, Bing, etc. It will also explain how to get on the front of the most search results. It will explain search engines, meta tags, the technology used nowadays.

Pages -

Home - introduction to the site and giving an overview of what the user will encounter in this site (image on the right).

- The topic is just a brief description. On the right column there will links to catch the viewer's eye to go the other pages.

Detected engines - includes thorough information of the most popular search engines right now (images for each description).

- The topic will be mainly Google, Bing and Yahoo. On the right column there will be links to the sites and how it looks when search results come up.

Open Directory - includes information on how to manually improve search results for your site. Explains the differences between a web/ open directory as well (images on how to submit your site).

- The topic is open directories and explaining how they work. On the right there will be links to Google directory and dmoz.

Contact - contains a form to submit comments/questions to the author.

Credits - citing any text or images used for the site.

Creative Brief

Audience -

Web design students and/or adults 19+ who need to learn about websites and search engine optimization.



Marc - shop owner
age: 32
location: Hollywood, FL

Marc has recently opened up his shop Fix'd for fixing computers, iPods, etc. He wants to get out there but cannot find a way to help his site be on Google, where he knows people will research for shops like his. He ends up at the Detected site where he studies all the ways to help his site be on the front and gathers the right information to launch his Fix'd website.

Perception Tone -

informative and thorough.

Design



The design for Detected is very simple, the use of the drop down rounded box just adds a different touch, almost like a hanging wall. The use of the a vertical logo is just so the eye of the viewer moves around. The colors go well together, a very subtle lime green with a very dark brown (almost black) and the use of white for the font. It is complementary to each other.

The use of the signal bar goes along with the Detected theme - when detecting or searching for something, there is usually a signal which indicates high or low results. Detected gives the user the highest signal level for results.

The banner is done with the Century Gothic font. The menu is done with Arial. Both Sans Serif just to keep it uniformed.

Throughout the site, the H1 tags are Arial and then it goes into a Serif font.

Styles



HTML & CSS Generated Styles:

Font Name(s):.... Century Gothic
Georgia

Font Size(s):..... 12 pixels
14 pixels
16 pixels

Font Color(s):..... #356520
#000000

Background Color: #FFFFFF

Raster Image Styles:

Font Name(s):.... Century Gothic

Font Size:..... 24 pixels
13.5 pixels

Font Color(s):.... #FFFFFF

Image Colors:.... #FFFFFF
#1B0F0F
#74BF58

Color Palette:



Explanation



A navigation map and wireframes are not included because Wordpress is powered by PHP which only includes one main page (index.php) where the content falls under. There is also the index.php One creates the pages/blog entries within the Wordpress website - the dashboard. There is no way to really control the HTML of these pages, because there truly isn't. It is all PHP. That is why one cannot really show the progress of the site within with a navigation map or wireframes.

Technology



Sidebar Login: Sidebar-Login has both a widget and a template tag to allow you to have a login form in the sidebar of your wordpress powered blog. It lets users login, and then redirects them back to the page they logged in from rather than the backend, it also shows error messages.

Author: jolley_small

- I'm using it on the sidebar
- <http://wordpress.org/extend/plugins/sidebar-login/>

Contact Form 7: Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

Author: takayukister

- I'm using it on the "Tips" page
- <http://wordpress.org/extend/plugins/contact-form-7/>

All in One SEO Pack: Optimizes your WordPress blog for Search Engines (Search Engine Optimization).

Author: hallsofmontezuma

- <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Credits

Text:

Desplechin, Judith "Search Engines and Directories." Juude Info. Web. November 15. <<http://juude.info/search-engines.php>>

Desplechin, Judith "SEO - Back Links." Juude Info. Web. December 1. <<http://juude.info/seo-back-links.php>>

Male, Bianca. "10 Basic SEO Tips To Get You Started." Business Insider. Jan 13 2010. Web. December 1 2010. <<http://www.businessinsider.com/10-basic-seo-tips-everyone-should-know-2010-1#>>

"Search engine optimization." Wikipedia. December 3 2010. Web. November 20. <http://en.wikipedia.org/wiki/Search_engine_optimization>

Images:

Coehlo, Everaldo. Find, Magnifying glass, Search, Zoom icon. c. 2010. IconFinder. <http://www.iconfinder.com/icondetails/17955/128/find_magnifying_glass_search_zoom_icon>

Iconshock. Optimization, Seo icon. c. 2010. IconFinder. <http://www.iconfinder.com/icondetails/44809/128/seo_optimization_icon>

OZinOH. Google. June 24 2007. Flickr Creative Commons. <<http://www.flickr.com/photos/75905404@N00/653910873/>>

Stockbyte. Portrait of a young couple sitting at a table and working on a computer together. Getty Images. <<http://www.gettyimages.com/detail/skd229621sdc/Stockbyte>>

Tux, Kyo. Notepad, Notes, Paper icon. c. 2010. IconFinder. <http://www.iconfinder.com/icondetails/32599/128/notepad_notes_paper_icon>

Webdesigner Depot. Hyperlink icon. c. 2010. IconFinder. <http://www.iconfinder.com/icondetails/10451/128/hyperlink_icon>