WEB
DESIGN
Business
Marketing
STRATEGY

Today's Agenda

Welcome! It is time to be productive.

Attendance

- Sign the attendance sheet.

Web Design

- Start or continue developing your website.

Social Network

- Create a post on the WebGuyz Social Network recapping what you did in class today.
- Create a post on the WebGuyz Social Network discussing your future additions.

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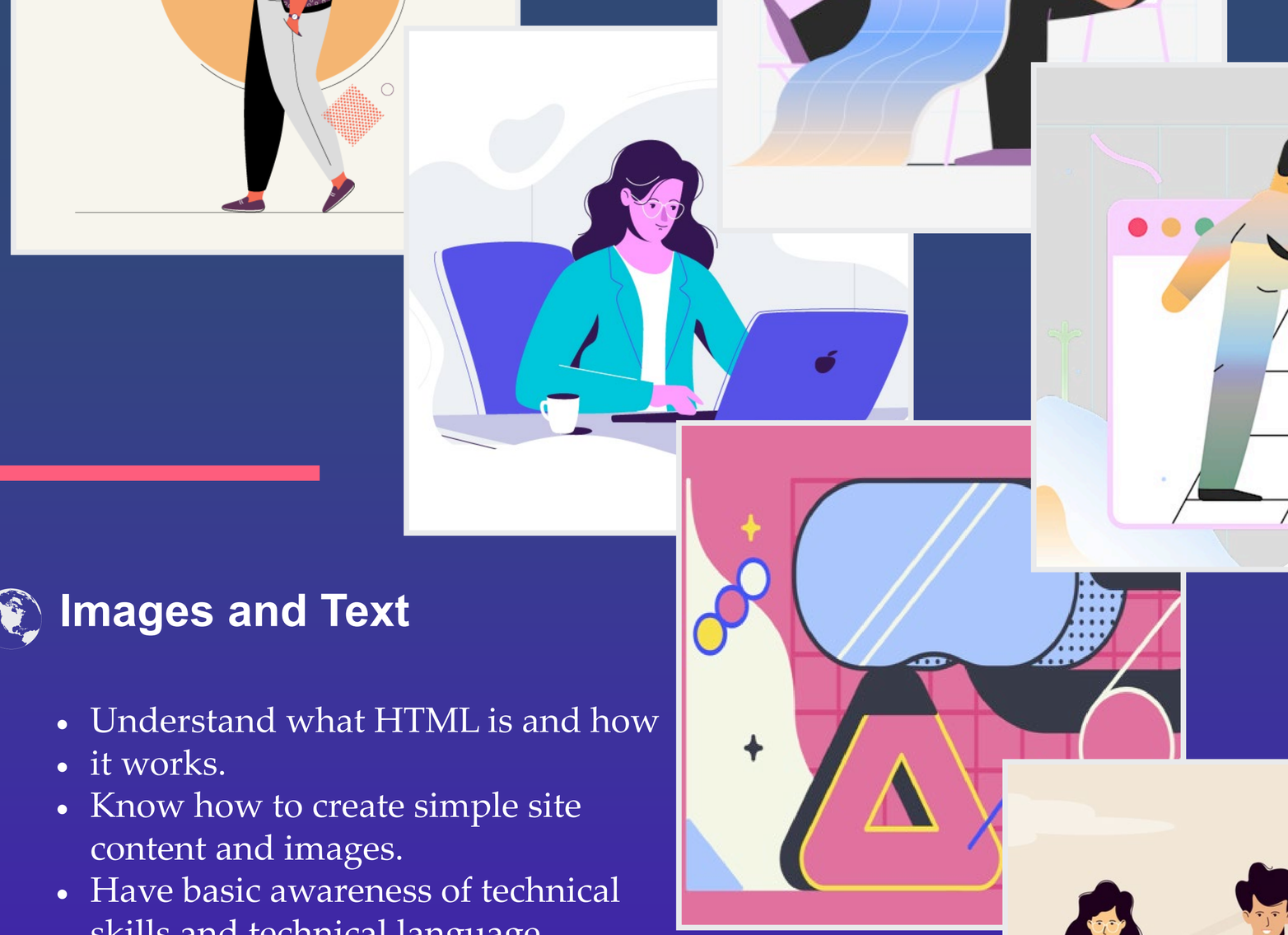
Course Objectives



Web Design

- Design a professional brand and online business.
- Understand the basics of web design and coding.
- Identify and annihilate marketing challenges.
- Collaborate in complex group projects.

Images and Text

- Understand what HTML is and how
- it works.
- Know how to create simple site content and images.
- Have basic awareness of technical skills and technical language.
- Discuss how Web Design can improve society and business.

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How to Login into WebGuyz "The Builder"

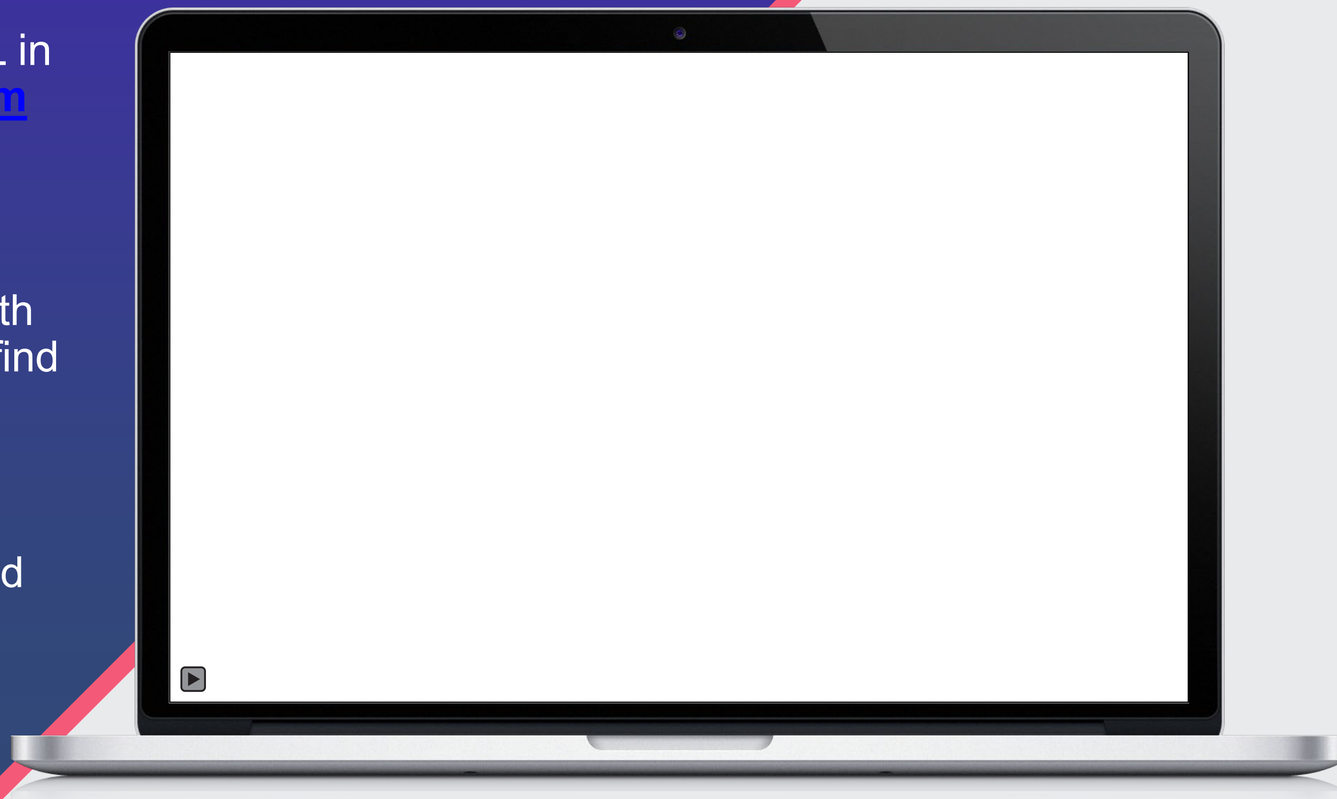
Three Easy Steps

Don’t have an account? Create one! Use your school or personal email address and get going.
If you are having trouble, ask a WebGuyz team member for assistance.

1. **Search:** First things first, go to your browser and exactly type **“WebGuyz Apps”** or the following URL in the search bar: **https://myapps.webguyzcloud.com**

2. **Click:** Once you reach the app directory page, the second step is to search for **“The Builder”** underneath the **‘Website and Code Editors’** section. When you find it, click on it.

3. **Login:** The third and last step is to **login into your account**. Now you can create your first website or find your recent project and continue building.

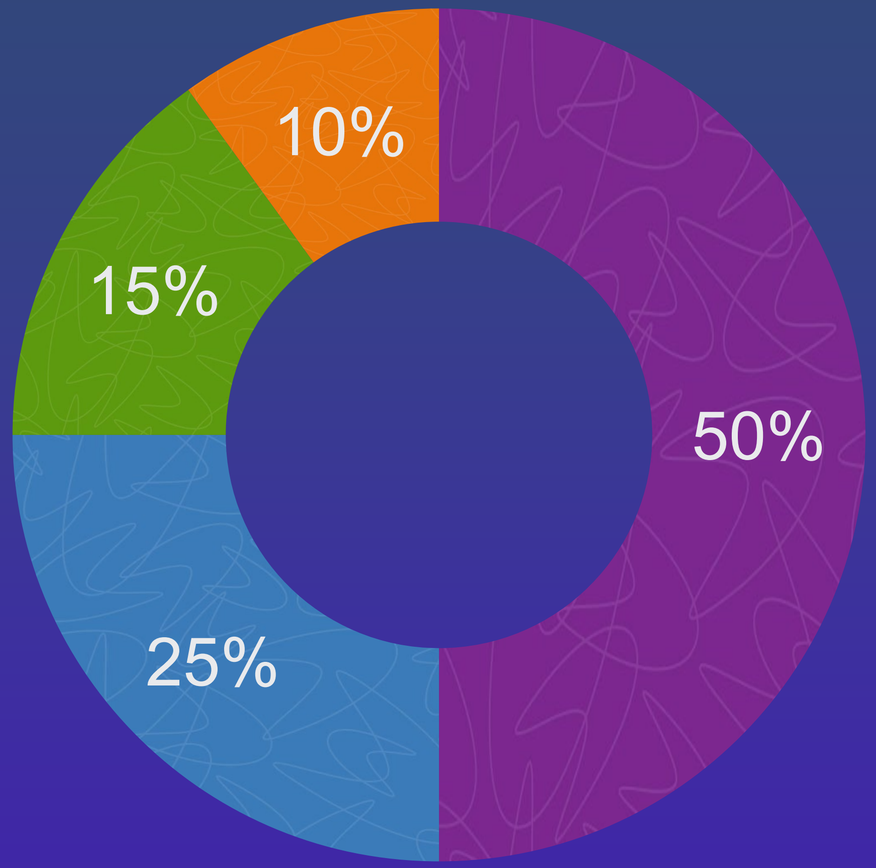


Uh-oh! Page Error

- **Problem:** The WebGuyz App Directory webpage will not load.
- Solution: If the WebGuyz App directory webpage will not load, update your browser or use a different browser.

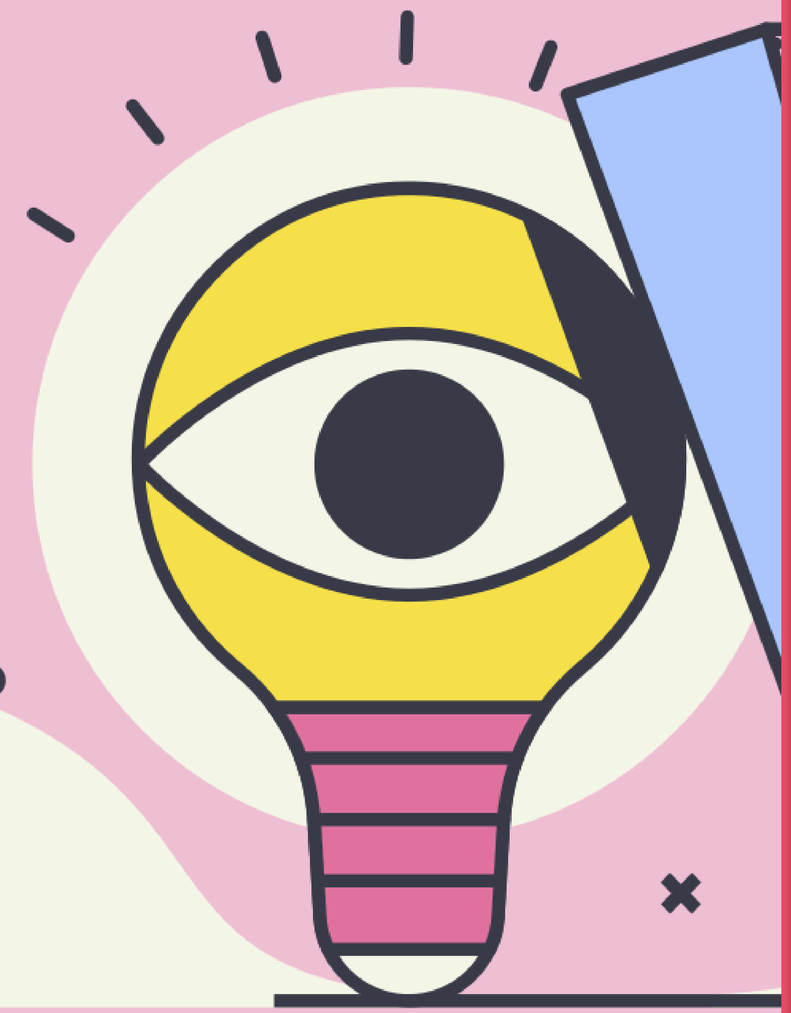
The Framework of a Website

- 50 Website Functions
- 25 Marketing and Branding
- 15 Text and Information
- 10 Content and Media



The Layers of a Website

- Navigation (Directory) Bar
- Homepage
- Service Page or Sign up Page
- Information Page or Blog Page
- Consumer Review Page or Social Media Highlights Page
- Contact Page



Marketing and Branding: Brainstorm

- **Fantasy Name Generator:** If you find it challenging to imagine a name for your company, go to **FantasyNameGenerators.com** and have a look around.
- **Namelix Generator:** If you find it challenging to imagine a name for your company, go to **Namelix.com** and have a look around.
- **Business Idea Center - Entrepreneur:** If you find it challenging to imagine a business idea, go to **Entrepreneur.com/BusinessIdeas** and have a look around.
- **Fantasy Name Generator:** If you find it challenging to imagine a name for your company, go to **FantasyNameGenerators.com** and have a look around.
- **Namelix Generator:** If you find it challenging to imagine a name for your company, go to Namelix.com and have a look around.

How to Login into the “WebGuyz Social Network”

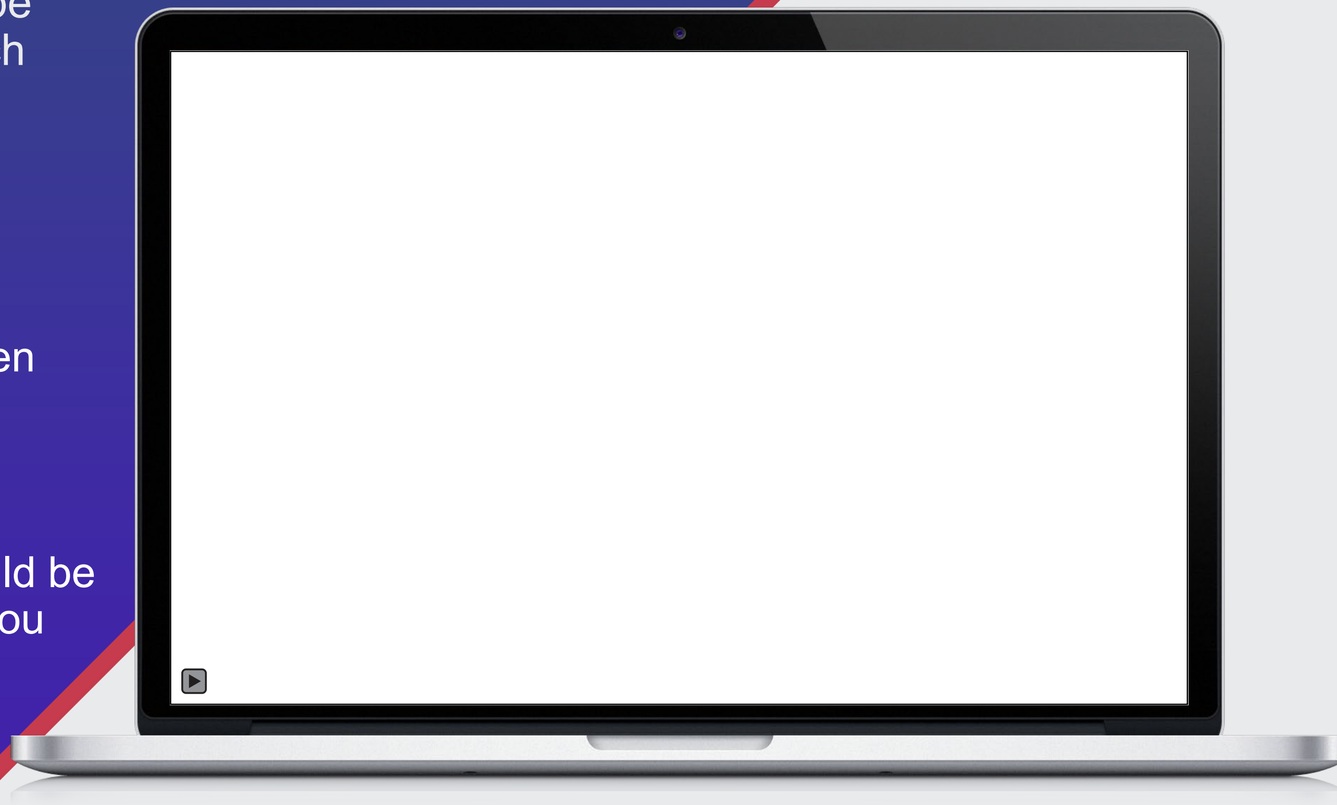
Three Easy Steps

Don’t have an account? Create one! Use your school or personal email address and get going.
If you are having trouble, ask a WebGuyz team member for assistance.

1. **Search:** First things first, go to your browser and type **“WebGuyz Apps”** or the following URL in the search bar: **https://myapps.webguyzcloud.com**

2. **Click:** Once you reach the app directory page, the second step is to search for **“WebGuyz Social Network”** underneath the **‘Class Tools’** section. When you find it, click on it.

3. **Login:** The third and last step is to **login into your account** and make at least two posts. One post should be about what you did today, and the other about what you plan to add next week.



WebGuyz Social Network Questions

You must answer each question in yellow in three to five sentences.

- What additions did you make to your website today?
- What do you plan to add to your website in the next week?
- Did you encounter any new problems today? If so, what were they?
- Do you have any questions about web design? If so, what are they?