

## Content:

Specify who will be writing the copy for your site (note that this will be you for this Lesson Task). Me

Research the keywords relevant to your website and create a list of them. These will need to be used repeatedly and strategically, and as often as possible across your website.

Plastic pollution

Sea life

Sea turtles

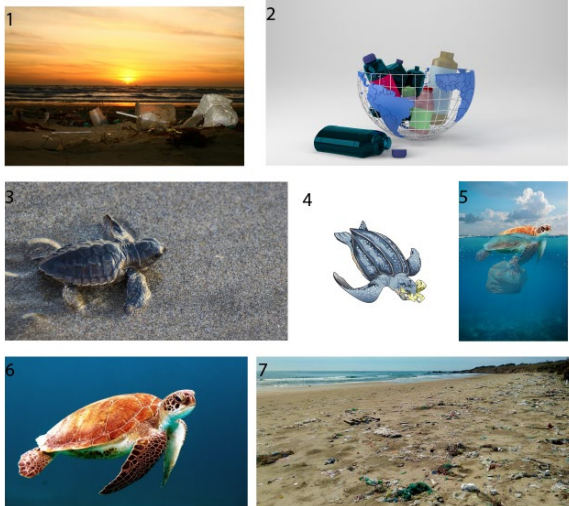
Marine Life

Plastic

Turtles

Choking on plastic

Create an image reference board of topical images that relate to your site and industry. These will guide you when choosing your images. Categorise them if necessary.



Create possible 'alternate text' for these images.

1. The plastic sunset of doom.
2. A world poisoned by plastic
3. Baby turtle crawling towards the ocean.
4. Turtle cannot see the difference between plastic and its own food.
5. Turtle carrying a plastic bag.
6. How turtles should live, healthy without plastic
7. A beach full of plastic pollutions, that will harm all sea life.

## Articles:

### How often do you propose articles/blogs for the client and who will write them?

We will generally update our articles every month, however if there is acute new information we will get that up as fast as possible.

## Social media:

### Which social media channels do you propose for marketing the website on?

Youtube, TikTok, Instagram, Facebook, Reddit.

### How many posts a week/month will you create for the client?

On social media platforms like TikTok we would produce two videos a week with new existing information, YouTube every once a week linked with the TikToks and Instagram every once a week.

### What will your content pillars be and why?

SeaCyclings main pillar will be about recycling plastic and finding a better use for it is to prevent it from hurting marine life. Therefore, we have made the name SeaCycling from sea and recycling.

## Paid advertising:

### What monthly budget will you propose for the client and why? (this can be hypothetical as this is not a real client).

Budget ca \$5000.

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Create your fictitious client	Design, layout, animation and prototyping in Figma etc.	Continue development in Webflow (site structure, building pages, layout, interactivity etc.)	Finish development (Interactivity etc.)
Client brief	Begin developing your site in Webflow (site structure, building pages, layout, interactivity etc.).	More in-depth development (interactivity etc.)	Launch (final touches, testing, evaluation, submit project, report etc.).
Planning (overview of assignment, website architecture, wireframes etc.)	+ Legg til et kort	Last design touches and adjustments, if needed.	+ Legg til et kort
Make sure your domain and web hosting are in order		+ Legg til et kort	
Research design ideas, other websites, genres and historic themes			
Begin design (idea, conceptual sketches, wireframing, begin prototyping in Figma etc.).			
+ Legg til et kort			

Pictures from the collage taken from:

<https://pixabay.com/no/photos/plastavfall-plast-s%c3%b8ppel-avfall-3576988/>

<https://pixabay.com/no/photos/milj%c3%b8-katastrofe-forurensing-giftig-4386105/>

<https://pixabay.com/no/illustrations/havskilpadde-green-turtle-skilpadde-3322226/>

<https://pixabay.com/no/photos/forurensing-s%c3%b8ppel-hav-plast-4855506/>

<https://pixabay.com/no/photos/s%c3%b8ppel-forurensing-strand-hav-4897366/>

<https://pixabay.com/no/photos/skilpadde-sv%c3%b8mme-sj%c3%b8-skilpadde-863336/>

<https://pixabay.com/no/photos/skilpadde-oliven-baby-skilpadde-s%c3%b8t-4241313/>