E-Commerce Website Project

Students will create a website to conduct virtual business exchange.

Standard: Information Technology VII Web development and Design: Design, develop, test, implement, and evaluate web solutions.

Essential Question: Using a marketing plan, how do I create an internet-based business?

Business III E-Commerce
Santa Rosa Academy
Ms. Aspengren

Create a T-Chart comparing the differences

Brick and Mortar Vs. Internet Shopping

Critique 2 websites and generalize if each site is offering what customer directives say they are looking for in an online shopping experience.

1. Is it easy to find product details and info?

2. What security measures does the website provide for your personal information?

3. Can I easily buy products without giving extra information other then what's needed?

4. Can I easily find shipping costs and times?

5. Am I prompted to take a survey at anytime while I'm on the site?

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Distinguish the differences between web hosting providers by investigating important components of each one.

Question	Web Host/Server Name:	Web Host/Server Name:	Web Host/Server Name:
1. Will host provide statistics/ analytics of site visits free of charge?			
2. Does the server have an easy to use interface for uploading content?			
3. Is high-level security built in to the server?			
4. Is quality technical support readily available?			
5. Is reliable, dependable hosting assured?			
6. Are advanced website features supported?			
7. Are pricing structures clear? What is the price?			

Determine what E-Commerce site you want to create

You will begin to create your own virtual E-Commerce site.

Choose one of the following to focus on as we continue to learn how to create web presence:

Create a site for a business you envision yourself running some day. What goods or services would you be selling? Who would your target market be?

Create a site for the business plan you and your group from last year created. If you don't still have your plan see me, I may still have it. What goods or services would you be selling? Who would your target market be?

Create a site for the Ranger Station using the marketing plan you wrote first semester.

*Write a Goal Statement for your E-Commerce site:

Search Engine Optimization Activity

1. Research and write down the definition of Search Engine Optimization:

2. How can you use Search Engine Optimization to market and reach your intended customers?

Other Marketing Strategies for your website

In groups of 4, you will create a Keynote presentation with 5 slides minimum explaining the following (Be sure to use visuals along with words to describe what each one is):

Reciprocal linking

Online product catalog

Ordering system/shopping cart

Merchant account payment processing for online purchases

Customer communications – perhaps the most important of all

Website Creation

Now that you've determined the type of E-Commerce site you want to create and what Web Server/Host you will use it's time to start working!!

Your E-Commerce site must include the following, but feel free to add additional elements as you see fit and as time permits:

1. Each page must include the logo and slogan
2. The home page should have a link to some form of multi-media: a video or audio commercial
3. Your site should have the following pages
   a. Home
   b. About Us
   c. Product with product catalog and pricing
   d. Check Out/Cart
   e. Helpful Links
   f. Contact Us
   g. FAQ: should include how to contact us, return policy, security, etc.
4. A page for customers to take an on-line survey with a promo code given if they do the survey for a discount at checkout.

5. Each page should have a clear description of no more then 250 key words and if possible built in Meta Tags for Search Engine Optimization.
6. Each page should be aesthetically pleasing and flow well for viewers.
7. The site should be user friendly and the information customers want should be easily found.

Title : E-Commerce Website Rubric

4	3	2	1
Purpose			
Our Website has a purpose and a message that addresses an important issue. Every component of our wiki supports the purpose.	Our website has a purpose. Every component of our website supports the purpose.	Our website is generally about a topic. Every component of our website relates to the topic, but some components have a superficial relationship to the topic.	Our website seems to be about more than one topic.
Information			
Our website provides extensive, thorough information about all sides of the issue.	Our website provides adequate information about at least two sides of the issue.	The information in our website has a few significant gaps and seems a bit one-sided.	The information in our website has many gaps and presents only one side of the issue.
Interpretation			
We connect the information in our website to different subjects and to the real world. We use the information from our research to make inferences and draw original conclusions about our site's topics.	We connect the information in our website to other topics and ideas. We draw our conclusions from our research.	We try to connect the information in our website to other topics, but some of our connections are superficial. We try to draw conclusions, but our conclusions are not always based on our research.	We rarely connect the information in our website to other topics. The information in our website is repeated or paraphrased from other sources. We do not try to draw original conclusions.
Sources			
We gather information for our website from a wide variety of primary and reliable secondary sources, such as print sources, Web sites, interviews, observation, databases, and surveys.	We gather information for our website from several reliable sources.	We gather information from several sources, but a few of them may be unreliable.	We gather our information from one or two sources, or we do not use any sources.
Citations			

4	3	2	1
We correctly cite all sources for our information, including direct quotes and paraphrasing, when appropriate.	We cite all sources for our information, including direct quotes and paraphrasing, when appropriate. We make a few minor errors in our citations.	We cite some of our sources, but we make some errors in our citations.	We do not cite our sources, or we make numerous errors in our citations.
Multimedia			
We use high-quality multimedia components, such as graphics, sound, animation, and video, to enhance the message of our website. Multimedia components work correctly and are integrated effectively throughout our website.	We use multimedia throughout our website to support our message.	We use multimedia throughout our website, but sometimes it detracts from our message.	We do not use multimedia in our website.
Copyright			
We follow copyright laws for all content in our website.	We follow copyright laws for all content in our website, but we make some minor errors.	We do not follow copyright laws for some content on our website.	We do not follow copyright laws with most of the content on our website.
Creativity			
We present information in our website in fresh, original ways that enhance our message. We effectively use language, organization, and Web features in unique and surprising ways to communicate and persuade our audience to take our message seriously.	We effectively use language, organization, and Web features in original ways to communicate our message.	We try to use language, organization, and Web features in unique and surprising ways to communicate our message, but some of our attempts detract from our message.	We make no effort to communicate our message in original ways.
Audience			

4	3	2	1
We design our website to appeal to a specific audience, and we use language and rhetorical devices to appeal to that audience. We anticipate our audience's questions and concerns, and give them information they need to understand and accept our message.	We think about our audience while we design our website, and we address any questions or concerns they might have.	We try to think about our audience while we design our website, and we answer some of the questions they might have.	We do not think about our audience while we design our website. We only include information that is easy to find or interesting to us.
Collaboration			
We use effective decision-making and persuasive strategies to reach consensus on major components of our site. We encourage each other to express individuality in meaningful ways related to the purpose of the site. We respect each other's work by offering support and constructive criticism, and by agreeing on what changes should be made to the site before we make any changes.	We work together to reach consensus on the major components of our site. We agree on any changes that should be made to the site before we make any changes.	We try to work together to reach consensus about our website's content, but some people have more input than others.	Our site is mostly the work of a few people, and other group members have very little input.
Site Organization			

4	3	2	1
Our website's information is divided logically into pages concerning different subjects, with appropriate amounts of content that expand and enhance our ideas. Sections of information are broken down into an appropriate number of subpages. Links guide users through the website in an intuitive way, and a link to the home page is always available.	Our website's information is divided logically into pages concerning different subjects, with appropriate amounts of content. Links guide users through our site, and each page has a link to the home page.	Our website's information is divided into pages that are generally about different subjects. Links guide users through our site, but sometimes the links are hard to find, and returning to the home page is sometimes difficult.	The pages in our website seem to be about random subjects. Some of our pages have links, but readers can easily get lost or stuck in one place in our site.
Page Organization			
Each page in our website thoroughly addresses an important topic related to our purpose. The most important information appears first on the page. We effectively use headings, subheadings, fonts, and Web features, such as anchors, lines, and boxes, to help readers find what they are looking for.	Each page in our website addresses a topic related to our purpose. We effectively use headings, subheadings, fonts, and Web features to help readers find what they are looking for.	Each page in our website is usually about one topic. We use some headings and Web features, but readers sometimes have difficulty finding what they are looking for.	Our pages are confusing and poorly organized.
Links to Outside Sources			

4	3	2	1
All links on our website work and add important information related to our site's message. All linked sites are appropriate for our audience, and we provide a description of what is available on each site.	All links on our site work and relate to the topic of our site. All linked sites are appropriate for our audience.	The links on our site all relate to the topic of our site, but a few of them do not work.	We have no links on our website, or our links are inappropriate, do not work, or are unrelated to the topic.
Language			
We use powerful, concrete, and accurate words on our website. We use a minimum of technical terms and include definitions, when appropriate.	We use accurate words on our website and define technical terms, when necessary.	Some of our word choices are inaccurate, or we use too many technical words.	Our word choices are predictable and often inaccurate.
Conventions			
We have no errors in sentences, spelling, capitalization, grammar, or punctuation.	We check our writing for accuracy in spelling, capitalization, grammar, and punctuation, and we do not have any errors that would confuse readers	We check our writing for accuracy in spelling, capitalization, grammar, and punctuation, but we have some errors that may confuse readers.	We do not check our writing for accuracy in spelling, capitalization, grammar, and punctuation, and we have many errors that will confuse readers.