



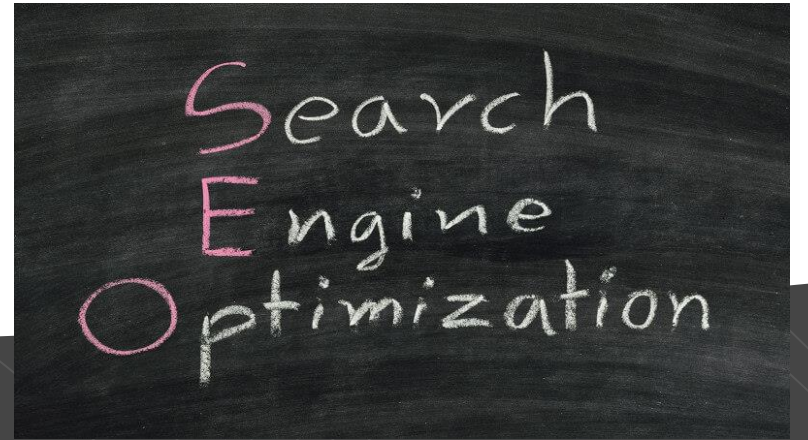
WordPress Website

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Points

- I'm using my website in order to attract future employers, giving them an example of the various type of work I have done during my journalism course.
- I aimed to design my website so that it looks professional but at the same time it is easy to navigate through the different menus I have created.
- I use photographs on my site as this is more likely to increase the SEO which stands for Search Engine Optimization. This is because stories with photographs have a higher chance of appearing on Search Engines like Google.
- I have also used the BBC News update plug in to enhance the fact that my site is for news stories and various other types of news so that I can target the right audience.
- I have also used Sidebars and tabs in order to orgaize my work making it easier for people who visit my site to find all the stories that they want to read with ease.

Search Engine Optimization



- Search Engine Optimization (SEO) is an important factor when creating your own WordPress site as the more hits that your website gets the more people are likely to view it and even visit the site. The main Search Engine out there is Google, which is one of the most used to search for stories, articles and various other things.

Social Media – Twitter

- I have chosen to use Twitter as the social media for my site as using social media has become a growing trend in recent years with technological advances. This means that I can attract a wider audience on my site that'll read my stories. Especially, younger people as they are the majority of people who access the news via different social media platforms which include Facebook, Twitter and Snapchat.

