

THE SOME-DAILY DUDEK



SITE IDENTITY

The Some-daily Dudek

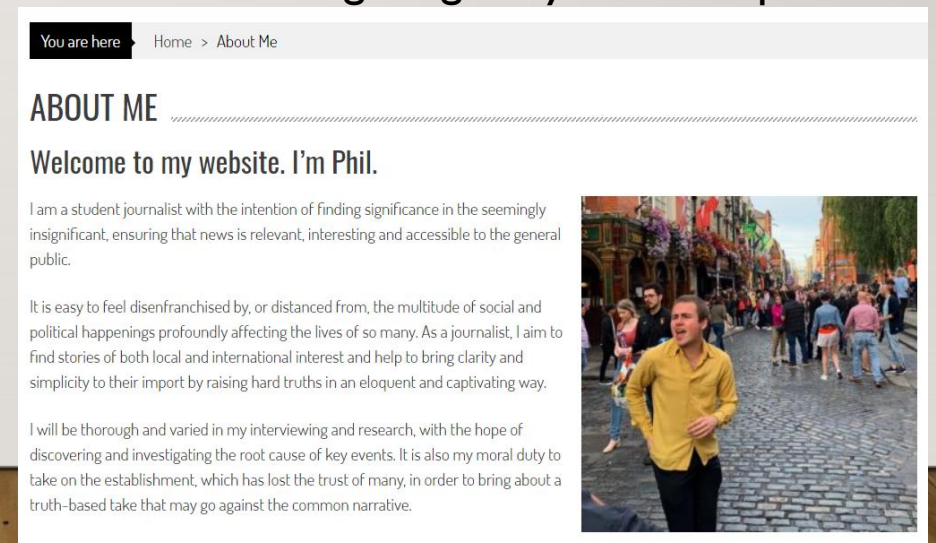
From Football to Theatre – Your Some-daily Stop for Cultural News and Reviews

- I have named my website The Some-daily Dudek because at the moment I want my website to play host to my own portfolio and to work as a professional advert for myself.
- It's an attempt at a play on the 'Daily' title of many newspapers, without extending the offer of new stories every day.
- The tagline 'From Football to Theatre – Your Some-daily Stop for Cultural News and Reviews' reflects my own interests (and therefore things that I feel as though I will write well about), as well as interests that I believe many potential readers to have.
- The tagline is very broad but leaves room for me to explore new topics if I so wish.

PAGES AND CATEGORIES

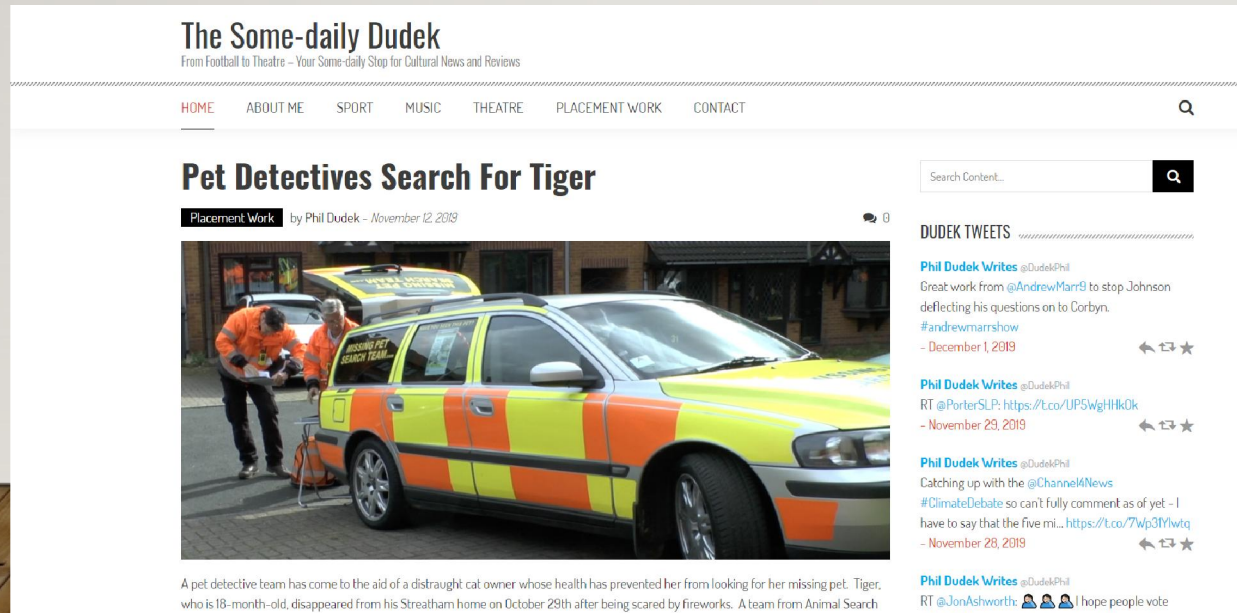


- I have three pages (Home, About Me, and Contact) and four categories (Sport, Music, Theatre and Placement Work). Music and Sport also have dropdown sub-categories as they are quite broad subjects.
- Pages offer good space for static information that I do not intend to change regularly, for example, About Me.
- I initially had a lot more categories, but decided that the menu was overloaded and overwhelming to look at.

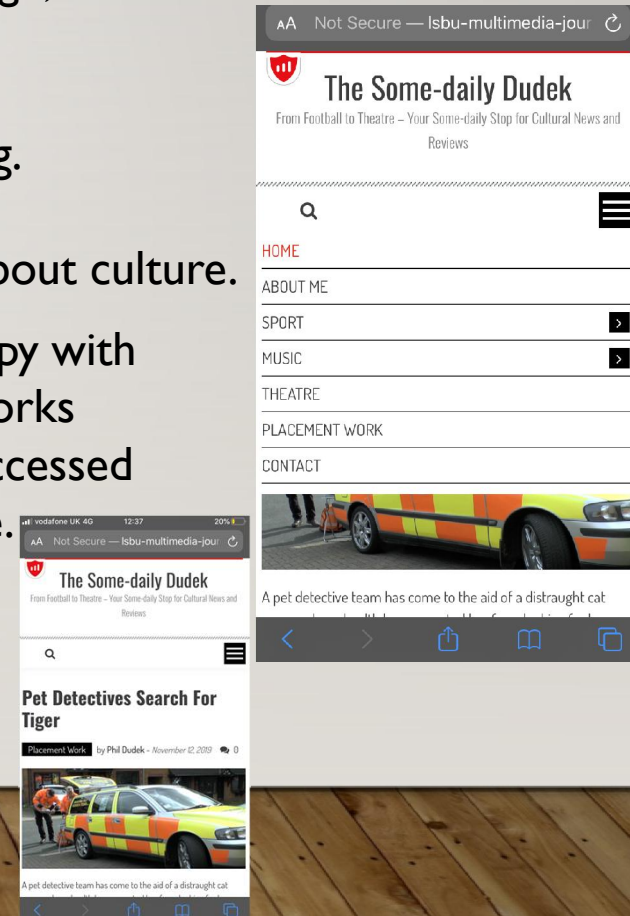


STYLE AND THEME

- I have opted to use the AccessPress Mag theme. It is a very basic, no thrills design, but for me adds simplicity and refined style.
- The colours are generally monochrome, which is tasteful and in no way dazzling.
- It could be more exciting, especially as much of my content is intended to be about culture.

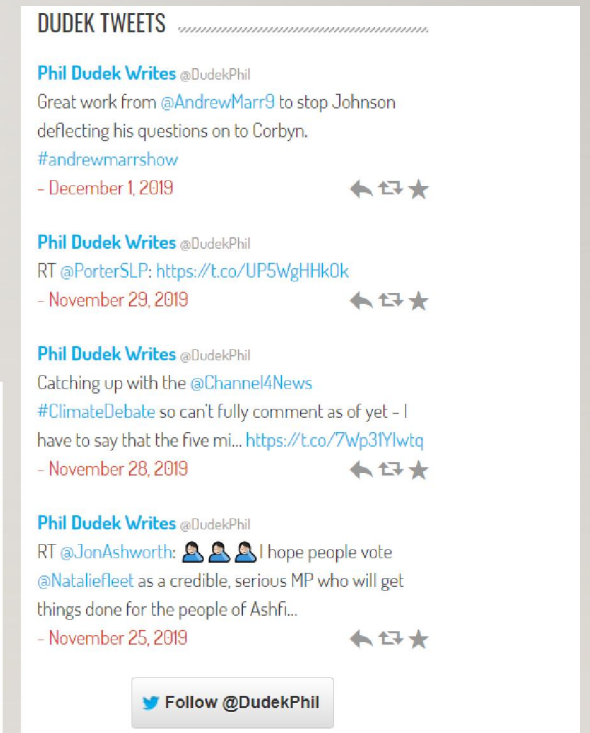


I am also very happy with how the theme works when the site is accessed by a mobile device.



WIDGETS

- I have two widgets that add extra functionality to my website, my Twitter feed and an RSS feed from BBC News.
- The Twitter feed provides space for me to share my comment on important (and perhaps unimportant matters) with visitors to my website.
- Having a follow button will also help me to grow my twitter following, something that I believe to be very important for a journalist in 2019.
- The RSS feed allows me to share current news, something that at current I do not intend to do in my own posts.
- I had also considered adding an Instagram feed, but did not deem my current Instagram to be relevant to my website.



SEO

In order to maximise SEO I have used –


- A keyphrase heavy headline.
- A keyphrase heavy intro.
- An external link to another article.
- Multiple article tags.
- A feature image with alt text.

I have also embedded a video in the article in the hope of making it more engaging.

The screenshot shows a WordPress article editor interface. At the top, the title is "Labour Party Launch Election Campaign". Below the title is a permalink: <http://www.lsbu-multimedia-journalists.co.uk/dudek/2019/10/31/labour-launch-election-campaign/> with an "Edit" button. There are "Add Media" and "Add Gallery" buttons. The editor toolbar includes options for Paragraph, Bold (B), Italic (I), Bulleted List, Numbered List, Quote, Horizontal Line, Table, Link, Unlink, Embed, Video, Audio, Image, and a "Visual" tab. The article content consists of several paragraphs: "Jeremy Corbyn launched Labour's 2019 election campaign with a speech in Battersea this morning. In an address that lasted nearly one hour, the Labour party leader - introduced as 'The next Prime Minister.' – shared the 'most radical and exciting plan to bring real change ever put before the British public.' Whilst many expect Brexit to be of importance to voters in the upcoming election, domestic policy seems to be Labour's main focus. Corbyn's announced that his party plans to give extra funding to the NHS, to build an economy around a green industrial revolution, and that he intends to scrap Universal Credit. Mr Corbyn did however reinforce what now seems to be a fully formed Brexit strategy. He confirmed that, if in government, he would negotiate a 'sensible relationship' with the EU within 6 months of being elected. The deal would then be subjected to a confirmatory vote with remain as an option. However, when the opposition leader was asked how he himself would vote in a second referendum, he avoided the question, choosing instead to champion his party's social policy. He confirmed that Brexit had 'divided people and families', but that their interests are the same regardless of how they voted in the referendum. While the crowd reacted extremely positively to a declaration of intent to bring 'rail, mail and water' into public ownership, Mr Corbyn appears to have backtracked on his intentions to [nationalise private schools](#), instead reverting to plans to remove their charitable tax status."

At the bottom of the editor, there is a video embed for "Jeremy Corbyn's speech to Labour Conference 2019" with "Watch later" and "Share" buttons.

WHAT CAN I IMPROVE?

- I can do more to improve SEO across my website.  SEO analysis
- Narrow my target audience to produce a greater quality of work for them.
- Look into other themes, which may allow me to do something a little more exciting.