MLT 8105 Innovation and digital transformation in luxury

# Les Roches

Assignment 2

Mr. Daniel Moreno

#### Design and build a website

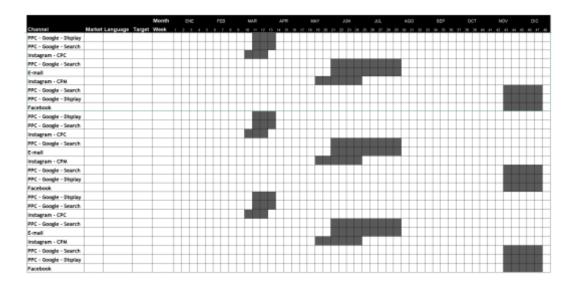


- Compart Compar

- 1. Develop the information architecture
- 2. Design prototypes for at least 2 pages, both desktop and mobile versions
- 3. Create a website in Wordpress with, at least, the 2 pages developed in the prototypes
- 4. Develop the SEO on-site strategy, including the Keyword research. Optimize your website for SEO, including all the Meta Tags
- 5. Connect the website to Google Webmaster
  Tools and Google Analytics



#### **Digital Strategies**





- 1. Design a digital media plan for the website using the template provided in the assignment, including your selected ad payment models, budgeted KPIs, allocation in schedule and some digital ad examples
- 2. Design the SEO off site strategy, including some examples of content marketing and your approach to paid and organic links



### **Details**

Create your own **teams of 4-5 members** 

Hand out date: Week 4-5

Hand in date: Weeks 14 (Until Sunday 23:59)



## Notes

• All icons by Flaticon. <a href="https://www.flaticon.com/">https://www.flaticon.com/</a>