

MLT 8105

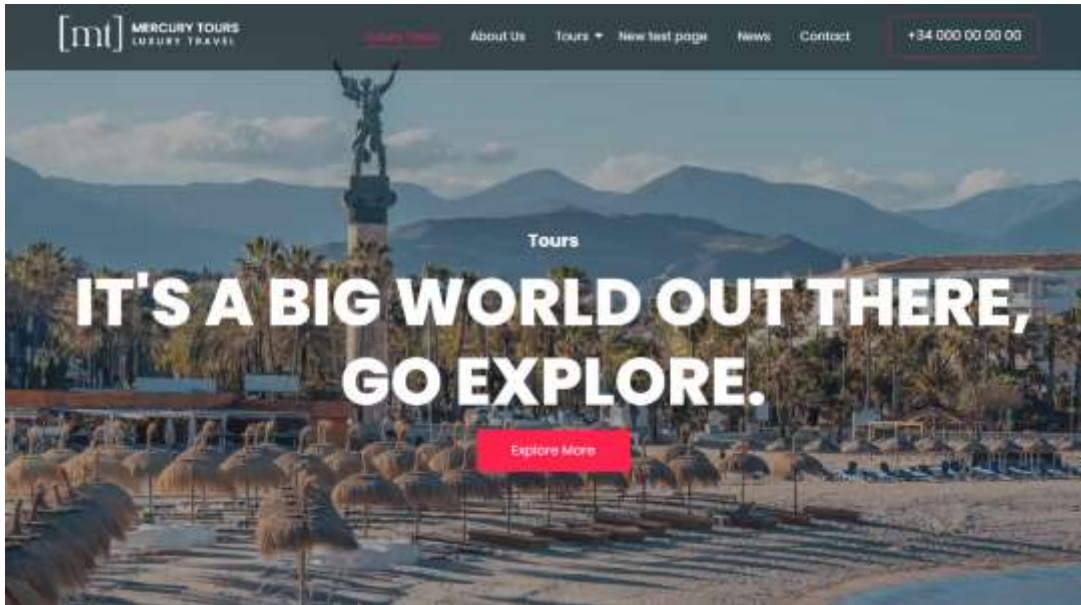
Innovation and digital transformation in luxury

# Les Roches

Assignment 2

Mr. Daniel Moreno

# Design and build a website



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





## 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. <https://www.flaticon.com/>

