

# Strategy

## Our main objective:

Our main objective is to get a maximum of answers to a survey on wine and social media launched by Dr Busty Reynolds.

To achieve this objective, we have to create a landing page to promote this large-scale survey and therefore, we have to focus on:

- Search Engine Optimization
- Social media and community
- Responsiveness
- Functionality and usability
- Appearance
- Content

## Search engine optimization

SEO is very important to optimize and to generate traffic and visibility to our website. Search engines users are more likely to choose one of the top suggestions in the results page so in order to gain visitors we need to rank as higher as possible.

- Title: Page titles have to be descriptive and brief, they have to precisely describe what the content of the page is about
- Description: We are going to create a meta tag description. The description will “advertise” our website in order to make the reader click on it and visit it
- Keywords: We are going to use our keywords frequently and appropriately
- Avoiding the 404 Page error: All our links will be related to some pages of our website

## *Our keywords:*

- Wine
- Wine survey
- Wine taste
- Frenchvinists
- Frenchvinists survey
- 

## Social media and community

Because of the public targeted for this survey: social media and wine lovers, it is essential to have a high presence on social media. In this perspective, we are going to position ourselves on Facebook, the most popular one but also the one with the most “shares”, with almost 1 billion active users per day.

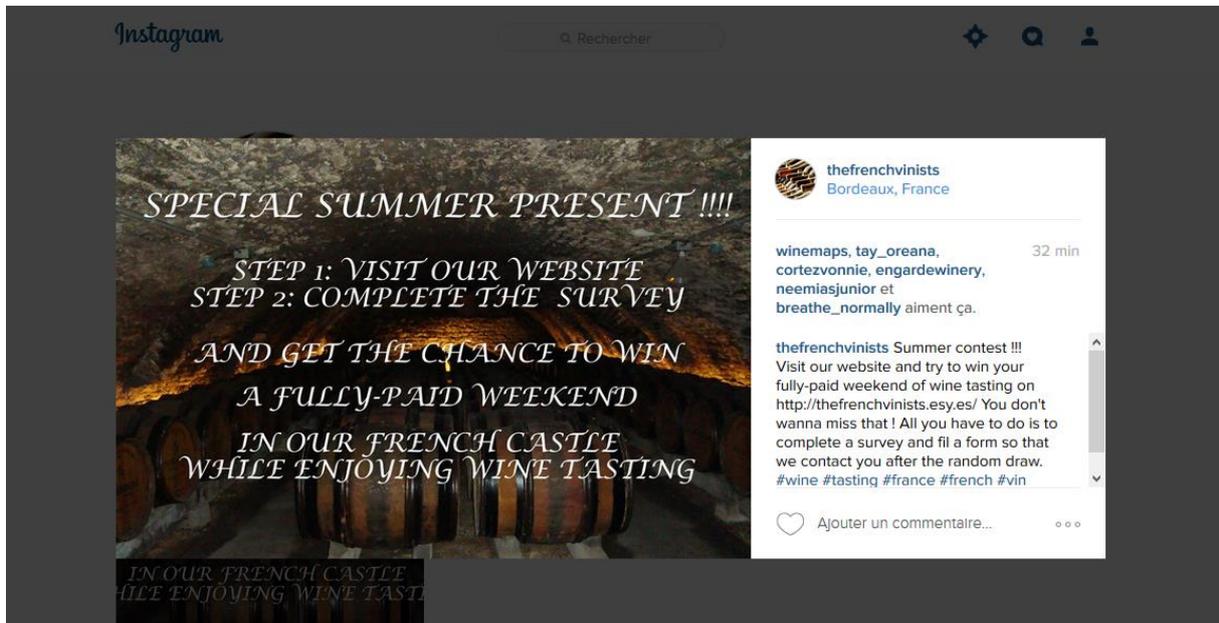
Having a presence on Facebook will allow us to be seen by a majority of wine fans who are always for something regarding their hobbies (in this case, wine).



We also will be on Twitter **and Instagram**. Twitter is the second most used social media. In our case, it's interesting to use Twitter because it's a social media that enables people to share easily and therefore it will increase the visibility of our landing page. Twitter will enable us to send short messages regarding a situation we have just experienced. For instance if we have discovered a great bottle during a dinner for instance, we can instantly share it with our community.



Finally, we have decided to use Instagram. On Instagram, the engagement is 58 times more important than on Facebook. Moreover, people only remember 20% of what they read but they remember 80% of what they see. For these reasons, Instagram seem to be appropriate for the promotion of our landing page on Wine and social media.



Moreover pictures is essential when we want to talk about wine. If a wine has a special design, sharing this design is essential. Moreover people tend to forget names but remember pictures. Having the picture of the wine in mind will help them finding it when they will be looking for it.

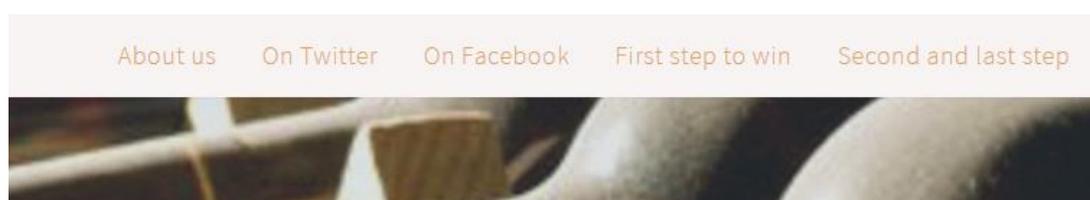
All in all, the cross-use of those social media will help us deliver the most accurate content we can provide to our community. And with this content, people might be eager to answer our survey as they see how professional and effective the work done is.

### Responsiveness

We are going to make our website responsive using an htm5up template to make pages visible and looking great for all users no matter the size of the screen they are on.

### Functionality and usability

- Cross-platform compatibility: Content will be displayed differently according to the browser used that's why we are going to test our website with Google, Internet Explorer, Firefox and Safari.
- Fast-loading pages
- Simplicity of our design and layout
- Clear navigation bar with 5 main items (7 items maximum: Magic number of Miller)



Clear navigation bar with 5 main items

## Appearance

To create an attractive landing page, we have followed Web Content Accessibility Guidelines in order to enable people to distinguish for- and background colours. Our landing page is therefore readable and legible.



## Color Hunter

### Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color:  [lighten](#) | [darken](#)

Background color:  [lighten](#) | [darken](#)

Contrast Ratio: **7.64:1**

#### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: **am normal text**

#### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: **am large text**

## Contrast Checker