

Veronika Fileva

WEB160: Sentences and List Items

0.0

Name: Index Page

Keywords: Web Design, UX Design, Graphic Design, website, website redesign, responsive design, user experience, usability, Web Designer, freelance web designer, Website developer, Front end web developer, web developer, web development, web design agency, user experience research, UX, good user experience, web design company, usability testing, web design services, online marketing, eCommerce web design, web design agency.

Title: Web and UX Design by Veronika

Description: A welcome page with general information about the website, site owner and the main categories of information.

Meta-Description: Web and UX Design by Veronika is a Seattle based web design company which provides web design services such as: responsive website design and development, website redesign, usability testing, user experience research and more.

Sentences and List items:

Headline: Welcome to Web and UX Designs by Veronika!

Paragraph: High quality website designs and excellent user experience.

1.0

Name: About

Keywords: Web Designer, UX Designer, Usability specialist, online marketing, designer, ux, ui, front end web developer, content management systems, html, css, jQuery, Photoshop, Illustrator, PHP, SQL, Javascript, languages, SEO, education, skills, freelance, freelancer, background, hobby, Veronika Fileva, Veronika, Veronika Monohan.

Title: About Web and UX Design by Veronika

Description: Page with bio information about the site owner's skills, education and background.

Meta-Description: Veronika is a Seattle based Web and UX Designer. She provides a variety of freelance services such as website design and development, responsive web design, logo design, newsletter design, branding, usability research and usability testing.

Sentences and List items:

Headline: About Veronika

Paragraph: Hello! I am an enthusiastic Web and UX Designer living in Seattle. My job is to help businesses become successful online by designing and building excellent web

and mobile user experiences. Coming from a Marketing background, I always keep the customer's needs in mind and start each project with research.

In addition to building websites, I enjoy working on graphic design projects like logos, gifs and vector images.

Besides my web development and design work, I am a passionate traveller. I proudly visited almost fifty countries.

2.0

Name: Classes

Keywords: Seattle Central College, SCC, Web Design, Web Design Associate's Degree, Web Authoring, Writing for the web, Web Apps, Usability Research, PHP, Javascript, jQuery, HTML, CSS, Bootstrap, SCSS, ITC, WEB, CMS, SEO, Web Development, Photoshop, Illustrator.

Title: Veronika's Web Design Coursework for Seattle Central College

Description: Page with some info about the SCC classes taken by the site owner, and links to the class projects.

Meta-Description: Veronika's coursework for the Web Design Associate's Degree Program at Seattle Central College.

Sentences and List items:

Headline: Class Projects for Seattle Central College

Paragraph: During my journey as a Web Design student at Seattle Central College, I worked on exciting class projects including web development, programming, graphic design and user experience design. For each class we created special staging areas with links to the accomplished assignments. Take a look and see the progress I made during my study process.

2.1

Name: WEB160

Keywords: WEB 105, Writing for the Web, copywrite, copywriting, copywriter, user-friendly web content, user friendly website, SEO content, SEO, search engine optimisation.

Title: WEB160: Writing for the Web. Creating user friendly online content.

Description: The page will have a short description of what the specific class is about and a link to the class staging area/ projects /final project.

Meta-description: Veronika's coursework for WEB160 at Seattle Central College including creating user-friendly website texts, SEO and copywriting.

Sentences and List items:

Headline: WEB160: Writing for the Web

Paragraph: In Writing for the Web I learnt how to create user-centered texts which are easily human-readable and search engine optimized.

2.2

Name: WEB110

Keywords: Web Authoring, HTML, CSS, website, responsive design, web design concepts, web design basics, first steps in web design, front end web development.

Title: WEB110: Web Authoring. Web Design basics, intro to HTML and CSS.

Description: The page will have a short description of what the specific class is about and a link to the class staging area/ projects /final project.

Meta-description: Veronika's coursework for WEB110 at Seattle Central College: first steps in Web Authoring, HTML and CSS basics.

Sentences and List items:

Headline: WEB110: Web Authoring I

Paragraph: The focus in Web Authoring I were the basics of creating and launching a well structured web site by using HTML, CSS and FTP.

2.3

Name: ITC240

Keywords: ITC 240, Web Apps I, PHP, includes, database, login, contact form, get, post, PHP function, header, footer, web application.

Title: ITC240: Web Applications. First steps in PHP.

Description: The page will have a short description of what the specific class is about and a link to the class staging area/ projects /final project.

Meta-description: Veronika's coursework for ITC240 at Seattle Central College: PHP projects with admin login, customized daily page, databases.

Sentences and List items:

Headline: ITC240: Web Apps I

Paragraph: In Web Apps I I learnt the basics of programming using a server-side scripting language PHP, used to create dynamic web pages, logins, forms and many other useful website elements.

2.4

Name: WEB202

Keywords: User Interface, UI, User Experience, UX, UI Design, UX Design, online store, eCommerce website, portfolio piece, shopping cart design, shopping cart, online shopping, online store, usability testing, paper prototypes.

Title: WEB202: User Interface & Experience (UI/UX) Design for the Web. Creating an ecommerce website design.

Description: The page will have a short description of what the specific class is about and a link to the class staging area/ projects /final project.

Meta-description: Veronika's coursework for WEB202 at Seattle Central College: an online store protosite with focus on User Experience Design and the documented process of creating it.

Sentences and List items:

Headline: WEB202: User Centered Web Design

Paragraph: In User Centered Web Design I mastered the process of building a website, based on the perspective of the end user. We went thoroughly through the process of client research, creating user personas, paper prototyping and usability testing. Based on the results from that process we built an eCommerce website.

The 2.n pages will be as many as the number of the classes taken and will grow.

3.0

Name: Services

Keywords: Web Design, Logo Design, Branding, online marketing, usability research, usability testing, web development, SEO, Wordpress, CMS, redlines, Graphic design, UX research, UX design, responsive design.

Title: Web and UX Design Services for your business

Description: A page with a list of all provided services. There will be an image and a short paragraph about each one, which will be linking to a page with more information about the service.

Meta-description: Freelance services provided by Veronika in the field of Web design, UX design and Graphic design such as: logo design, branding, SEO, usability testing, web development, website design, copywriting, user research, redlines, website redesign.

Sentences and List items - Gateway Page:

Headline1: Services

Paragraph: I provide customised services for businesses, individuals and nonprofits in the field of Web Design, UX Design and Graphic Design.

Headline2: Web Development and Design Services

Paragraph: When creating a new website I always have the end user in mind. I use the industry standard tools for building well structured websites as HTML, CSS, jQuery, Javascript, PHP, SASS, MySQL. I start every project from scratch, because I believe that each business and customer is unique and has specific needs.

Here are some of the main Web Design and Development services I provide:

- Custom Website Design
- Responsive Website Design
- Website redesign

- eCommerce Web Design
- Mobile Website Design
- Website Maintainance
- Custom Wordpress Design
- CMS and SEO services

Headline3: UX Design Services

Paragraph: Good user experience often makes end customers choose one website over the other. I help businesses use this fact to their advantage by creating excellent customer experience. I can offer customised UX solutions depending on your business specifics.

Headline4: Graphic Design Services

Paragraph: I can create a large variety of Graphic Design products for your business or special event using Adobe software as Photoshop and Illustrator. The main categories are:

- Business branding materials - logo, business cards and more.
- Custom designs - wedding and baby shower invitations, table cards, party items.

3.1

Name: Web Design

Keywords: seattle web design services, seattle web development services, website redesign, responsive web design, mobile, iPad, desktop, laptop, SEO, CMS, custom content management systems, Wordpress, user interface design, eCommerce, seattle online marketing, website, website design, seattle web design, online store.

Title: Web Design Services

Description: The page will have a list of all web design services with an image and short description of the service.

Meta-description: Web and UX Design by Veronika provides your business with web design services as: website development and redesign, responsive web design, SEO, custom content management systems and website maintenance.

Headline1: Web Design Services

Paragraph: Web and UX Design by Veronika can build your brand new website or update and redesign your old website. In our work we follow the principles of responsive user centered Web Design.

Headline2: Web Development

Paragraph: Web and UX Design by Veronika can build your brand new website using industry standard tools as HTML, CSS, Javascript, JQuery, PHP, MySQL and more.

Headline3: New Website Design

Paragraph: Looking for a website to make your business grow? We can build from scratch your brand new website.

Headline4: Website Redesign

Paragraph: Having an old website which you want to modify? We can redesign it so it express better your company message.

Headline5: Responsive Web Design

Paragraph: Your site doesn't look the way you want it on different screens? We can make it responsive and good looking on mobile, iPad, tablet and desktops.

Headline6: Website Maintainance

Paragraph: We can take care of your website after it's launched, and update it with new materials so it keeps your clients informed about all news from your business.

Headline7: Search Engine Optimization

Paragraph: We can come up with a SEO strategy, which will make your website more visible to search engines and potential customers.

Sentences and List items:

Headline: Web Development and Design Services

Paragraph: An easy to use website can increase the success of your business. This is why when I build a new website I always keep your customers in mind and try to create an user experience they will enjoy. I apply the industry standard tools for building well structured websites as HTML, CSS, jQuery, Javascript, PHP, SASS, MySQL. I can also help you setup your custom CMS like Wordpress. You can find some samples of my work in my portfolio.

Here are some of the main Web Design and Development services I provide:

- Custom Website Design - I believe that each business and customer is unique and has specific needs and work to understand yours at its best.
- Responsive Website Design - I make your website look good on any size of screen from mobile to desktop. If your clients mostly visit your website from their mobile devices, it is best to apply the modern mobile first approach.

- Website redesign - If you have an old website which is no longer up to date and need changes, I can help you redesign it so it matches your business goals again.
- Website Maintenance - I can maintain your website so that your customers have always the most recent information about your business.
- eCommerce Web Design - If your business needs an online store, I can design it so that your customers have the best online shopping experience.
- CMS and SEO services - I can help you setup your own content management system such as a Wordpress website or make your website easily searchable so that your future customers find you quickly.

3.2

Name: UX

Keywords: user experience, seattle user experience services, user experience design, ux, usability, usability research, ux consulting seattle, usability testing, usability consulting, user research, usability testing and validation, user friendly website, user friendly business solutions.

Title: User Experience Design

Description: The page will have a list of all UX services with an image and short description of the service.

Meta-description: Web and UX design by Veronika helps your business improve its user experience by doing user research, usability testing and validation and ux design solutions.

Headline1: UX Design Services

Paragraph: Web and UX Design by Veronika can improve the user experience of your website visitors by usability testing and research, and providing UX design solutions.

Headline2: Usability Testing and Research

Paragraph: Web and UX Design by Veronika can perform a usability testing of your website based on criterias as task success rate, time on task, use of search and navigation, data entry, errors rate, error messaging and recovery, clicks to successful task, back buttons usage, confusion moments, cues recognition, conversion rate, brand image rating, and many others depending on your business.

Headline3: UX Design Prototypes

Paragraph: Web and UX Design by Veronika is specialized in prototyping of websites and mobile apps.

Sentences and List items:

Headline1: UX Design Services

Paragraph: Good user experience often makes end customers choose one website over the other. I help businesses use this fact to their advantage by creating excellent online customer experience. I can offer customised UX solutions depending on your business specifics. Some of them are:

- Usability Testing - If you want to improve your existing website, the usability testing can give you more information about the user experience of your customers. The testing can be customized according to your business specific criterias. Some commonly tested metrics are:
 - general customer satisfaction of the website
 - task success rate
 - time on task
 - use of search and navigation
 - data entry
 - errors rate
 - error messaging and recovery
 - clicks to successful task
 - back buttons usage
 - confusion moments
 - cues recognition
 - conversion rate
 - brand image rating.

After the testing we will have the information which parts of the website are functioning well and which need to be improved. This way we can create the best UX design for your website.

- Usability Research
- Website/App Prototyping - If you want to build a new website or app, I can assist you with its interaction design. The prototyping process helps create a more logical and simplified flow of the information and the tasks your clients need to perform.

3.3

Name: Graphic Design

Keywords: seattle graphic design, seattle design services, seattle branding, web branding, seattle logo design, logo design, brochure design, flyers design, graphic design services, business branding, packaging design, business card design, poster design, illustrations, Veronika's creative designs, redlines.

Title: Graphic Design Services

Description: The page will have a list of all graphic design services with an image and short description of the service.

Meta-description: Seattle graphic design services for your business including branding, logo design, brochure design, flyers design, packaging design, redlines, illustrations.

Headline1: Graphic Design Services

Paragraph: Web and UX Design by Veronika can design your brand new logo and create print marketing materials for your business using Adobe Photoshop and Illustrator.

Headline2: Logo Design

Paragraph: We can create logo design and concept for your brand new company or redesign your previous logo.

Headline3: Design of corporate materials

Paragraph: We can take care of your corporate materials, business cards, brochures, posters and others.

Headline 4: Labels and packaging design

Paragraph: We can design your product packaging and labels.

Headline 5: Visual design and redlines

Paragraph: We can develop the visual concept for your internet based solutions or turn your design to redlines.

Sentences and List items:

Headline1: Graphic Design Services

Paragraph: Using Adobe software as Photoshop and Illustrator, I can create a large variety of Graphic Design products for your business or special event. The main categories are:

Headline2: Business branding materials.

Paragraph: Good branding can make your business stand out. I enjoy working closely with businesses on building their brand. You can see some samples of my work in my portfolio.

These are the some of the most popular business branding services I provide:

- Logo Design
- Business cards Design
- Company Flyers
- Trifolds
- Posters
- Product Package Design

- Labels

I know that every business is unique and I will be happy to create any other Graphic Design materials you need.

Headline3: Custom designs.

Paragraph: Often people need professionally created print materials for special events in life like weddings, family occasions and more. To the custom designs I have been working on belong some of the most fun Graphic Design endeavours I had taken part in. I will be happy to be part of your special event and make it look even more special. These are some of the projects I have done so far:

- Wedding invitations and table cards
- Baby shower invitations
- Birthday invitation
- Family cards
- Corporate parties posters and flyers

4.0

Name: Portfolio

Keywords: portfolio, work, samples, designer, web designer, work samples, projects, class projects, client projects, proto sites, branding, ux solutions, skills, Veronika, designs by Veronika, example.

Title: Veronika's Portfolio

Description: The page will have a list of portfolio items. Each one will have a title with a short description of the project and an image of the website's index page. Each item will be linking to the actual website or protosite.

Meta-description: In Veronika's portfolio you can see samples of Veronika's work including Web and UX Design coursework for SCC and client's projects.

Headline: Portfolio

Paragraph: No text.

(Here I will have a gallery of pictures which are linking to my projects. On top of each picture there will be the title of the project.)

5.0

Name: Blog

Keywords: web design news, usability, user experience, improve user experience, user friendly content, user friendly website, latest web projects, latest ux projects, portfolio, SEO tricks, copywriting best practices, Web Designer life, photography, pictures, logo design, branding, online marketing tips, responsive design, responsive navigation, tutorials.

Title: Designer's news from the Web, UX and Graphic industry

Description: A news feed page with a list of interesting posts related to recent events and projects or news related to Web and UX Design.

Meta-description: A newsfeed with information about Veronika's latest projects and short articles with useful tips for business owners on how to make their websites user friendly and improve their online performance.

6.0

Name: Contact

Keywords: Veronika, contact, mail, email, phone, facebook, linkedin, instagram, media, contact me, contact info, address, location, Seattle, contact form, call, contact Veronika, contact web designer.

Title: Contact Web and UX Designs by Veronika

Description: The page will have a contact form, a short cheerful paragraph and links to social media pages.

Meta-description: Contact Web and UX Designs by Veronika for any web design, ux design and graphic design services.