

Mid Term Expectations

Mid-Term Website Final – Your Best.

Due Sunday Night at midnight – May 6th | 100 point total rubric

- All Content – **25 points**
 - Edited for grammar and spelling
 - Engaging and informative
 - Includes 1 or 2 internal links
- Header – You final choice to represent your brand for this project – **5points**
- Bio and Photo – **5 points**
 - Complete with final editing
- Photos – **5 points**
 - Sized correctly
 - With Alt tags
- Blog Posts – **20 points**
 - 3 blog posts total (video or written)
 - Edited for grammar and spelling
 - Wrap text (left justified photos) no white space.
 - Include 1 or 2 internal links for SEO
- Videos Posts – **15 points**
 - Include proper descriptive text (YouTube similarity)
 - Add link to descriptive text
- SEO Yoast – **20 points**
 - All written pages
- Social Media – **5 points**
 - Check for posting schedules commitment
 - Content for ICA

Total possible: 100 points