

Website Development: The Nested Owl



CALIFORNIA STATE UNIVERSITY
Stanislaus



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Background: The Nested Owl



- The Nested Owl was established in 2016 by Linda Thurman and her Husband John
- The Nested Owl is a friendly environment, a place with new, used handmade Gifts and Collectibles.
- This shop has a Christian theme around the shop with items throughout the store.
- The shop is filled with beautiful home decor, unique gifts for your special someone.
- The motto is “Give A Gift Worth Giving”
- She believes that she has one opportunity to impress, impact move someone life to become a regular customer.



Current Online Business Platform-Yelp



tacos, cheap dinner, Max's San Francisco, CA

Restaurants Home Services Auto Services More

For Businesses Write a Review



Location & Hours



121 N Maple Ave
Manteca, CA 95336

Mon	Closed
Tue	11:00 AM - 6:00 PM
Wed	11:00 AM - 6:00 PM Open now
Thu	11:00 AM - 6:00 PM
Fri	11:00 AM - 6:00 PM
Sat	10:30 AM - 5:30 PM
Sun	Closed

(209) 676-0735

[Get Directions](#)

121 N Maple Ave Manteca, CA 95336

You Might Also Consider

Sponsored

Abe's Discount Plumbing Supplies
18.0 miles

We Recommend Kohler Plumbing Fixtures & Faucets for the Finest Quality in Every... [read more](#)

Ciccarelli Jewelers
 12.0 miles

Current Online Business Platform-Facebook



Facebook navigation bar: Search Facebook, Home, Shop, Community, Notifications (2), Profile (Jashan).

Cover Photo: Interior view of a shop with shelves of collectibles, including mugs, plates, and framed signs. One sign reads "GOOD HOMES HAVE STICKY FLOORS DIRTY Ovens AND HAPPY EATS". Another sign says "DO WHAT YOU LOVE".

Profile: **The Nested Owl Gifts & Collectibles Shop** (5 stars, 4 reviews) - Collectibles shop. [Send Message](#)

Hi! Please let us know how we can help.

Navigation: [Home](#) [About](#) [Photos](#) [Reviews](#) [More](#)

Like, Search, and More options.

Ask The Nested Owl Gifts & Collectibles Shop

- Can you recommend something for me? [Ask](#)
- How much do your products cost? [Ask](#)
- Can someone assist me? [Ask](#)
- What's popular at the moment? [Ask](#)

Type a question [Ask](#)

Create Post

- [Photo/video](#)
- [Check In](#)
- [Tag friends](#)

The Nested Owl Gifts & Collectibles Shop
20 September 2016 · [View](#)

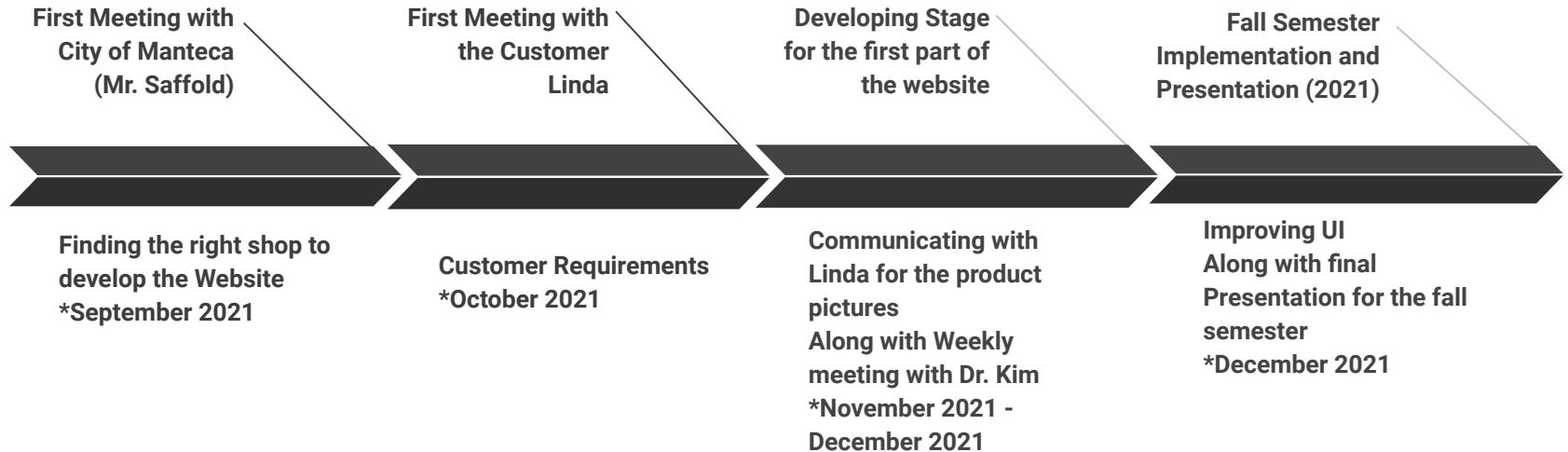
Customer Requirements



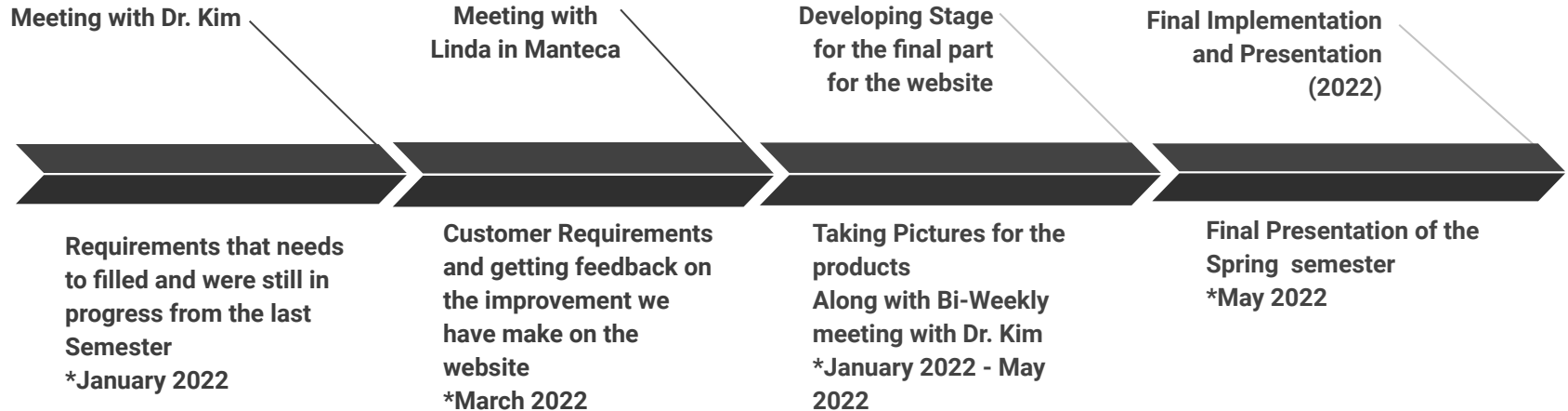
- Developing a website to sell Products Online
- Make it easier for the customer to have an option of purchasing online and in person
- Ability to have the product shipped or picked up at curbside
- Background page going over the history of the shop
- Shop can sell products online even when the the shop is closed (Covid Era)
- Having all the social media on the website which makes it easier for the Customer to not scroll around looking for it



Development Events (2021)



Development Events (2022)





Methodology

- Wordpress hosted on Bluehost
- Digital shop theme (a child theme of eCommerce Plus)
- WooCommerce extension. Made handling inventory and the ecommerce side of the website easier.
- Elementor extension. Allowed us to utilize pre-existing widgets.
- Yoast SEO extension. Ability to analyze and get recommendations to create better descriptions and keyphrases to make products and shop more discoverable.

Methodology

Yoast SEO

SEO
Readability
Schema
Social

Analysis results ⓘ

^ Problems (1)

- **Not enough content:** [Please add some content to enable a good analysis.](#)

^ Good results (6)

- **Flesch Reading Ease:** The copy scores 77.9 in the test, which is considered fairly easy to read. Good job!
- **Passive voice:** You're using enough active voice. That's great!
- **Consecutive sentences:** There is enough variety in your sentences. That's great!
- **Subheading distribution:** You are not using any subheadings, but your text is short enough and probably doesn't need them.
- **Paragraph length:** None of the paragraphs are too long. Great job!
- **Sentence length:** Great!

● SEO analysis

[+ Add synonyms](#)
[+ Add related keyphrase](#)

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?

[Go Premium!](#)

Analysis results

^ Problems (5)

- **Outbound links:** No outbound links appear in this page. [Add some!](#)
- **Internal links:** No internal links appear in this page. [Make sure to add some!](#)
- **Keyphrase length:** No focus keyphrase was set for this page. [Set a keyphrase in order to calculate your SEO score.](#)
- **Meta description length:** No meta description has been specified. Search engines will display copy from the page instead. [Make sure to write one!](#)
- **Text length:** The text contains 2 words. This is far below the recommended minimum of 300 words. [Add more content.](#)

^ Improvements (1)

- **Image Keyphrase:** Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)

^ Good results (2)

- **Images:** Good job!
- **SEO title width:** Good job!



Demo

Webpage walkthrough

<https://csustanswdev1.net/nestedowl/>

Selling process and customer shopping demonstration

<https://csustanswdev1.net/nestedowl/wp-admin/>



What's left or can be enhanced

- More products and descriptive pictures for categories and products.
- More features to make the website more maintainable.
- Search engine optimization for website and products.
- Better fitting youtube video in home page.
- Any addition features that the shop owner, Linda, might want added after final presentation.



What we learned from this project

- Getting customer requirements from client.
- Providing a solution for client.
- Creating an ecommerce website.
- UI, UX, and wireframe designing.
- Full development cycle.



Thank you! Question?

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