

Applied Business Project 3 – Website Development

You MUST use the template file posted on D2L for your report

You must download the original template file posted on D2L and add your answers to this ABP-3 report template. If you create your own report file, there will be a 5-point deduction!

You MUST Submit your ABP-3 report as a PDF-formatted file

If you do not submit report as a PDF document, there will be a 10-point deduction!

Name: **Alajmi, Qutaiba (UA Email Address)**

Project: **ABP-3 Website Development`**

E-Teaity Statement: By submitting this assignment for grading, I state or affirm the work submitted is my own work and that I did not allow another student to copy my work. I understand copying can include directly giving another student a copy of my solution or simply leaving written or electronic copies of my work where another student may find them.

Task 1: Website hosting and Design Methodology

1.1. The website development tool used to develop your website

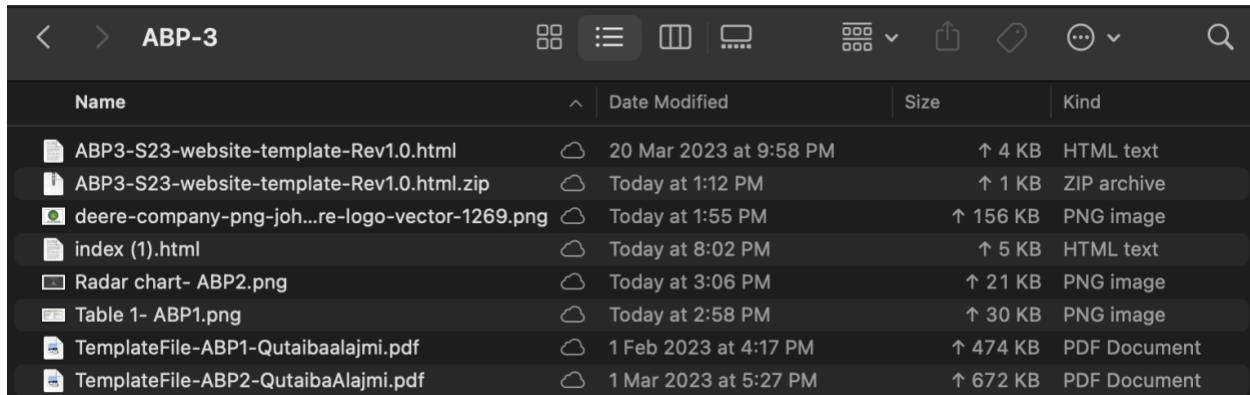
Dreamweaver

1.2. What computing platform you used to develop your website

macOS

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1.3. A screenshot image of the ABP3 project folder



Name	Date Modified	Size	Kind
ABP3-S23-website-template-Rev1.0.html	20 Mar 2023 at 9:58 PM	↑ 4 KB	HTML text
ABP3-S23-website-template-Rev1.0.html.zip	Today at 1:12 PM	↑ 1 KB	ZIP archive
deere-company-png-joh...re-logo-vector-1269.png	Today at 1:55 PM	↑ 156 KB	PNG image
index (1).html	Today at 8:02 PM	↑ 5 KB	HTML text
Radar chart- ABP2.png	Today at 3:06 PM	↑ 21 KB	PNG image
Table 1- ABP1.png	Today at 2:58 PM	↑ 30 KB	PNG image
TemplateFile-ABP1-Qutaibaalajmi.pdf	1 Feb 2023 at 4:17 PM	↑ 474 KB	PDF Document
TemplateFile-ABP2-QutaibaAlajmi.pdf	1 Mar 2023 at 5:27 PM	↑ 672 KB	PDF Document

Task 2: Web-based Marketing Strategy

2.1. Product and adword (word or phrase)

Tractors and agriculture

2.2. AdWord selection criteria discussion

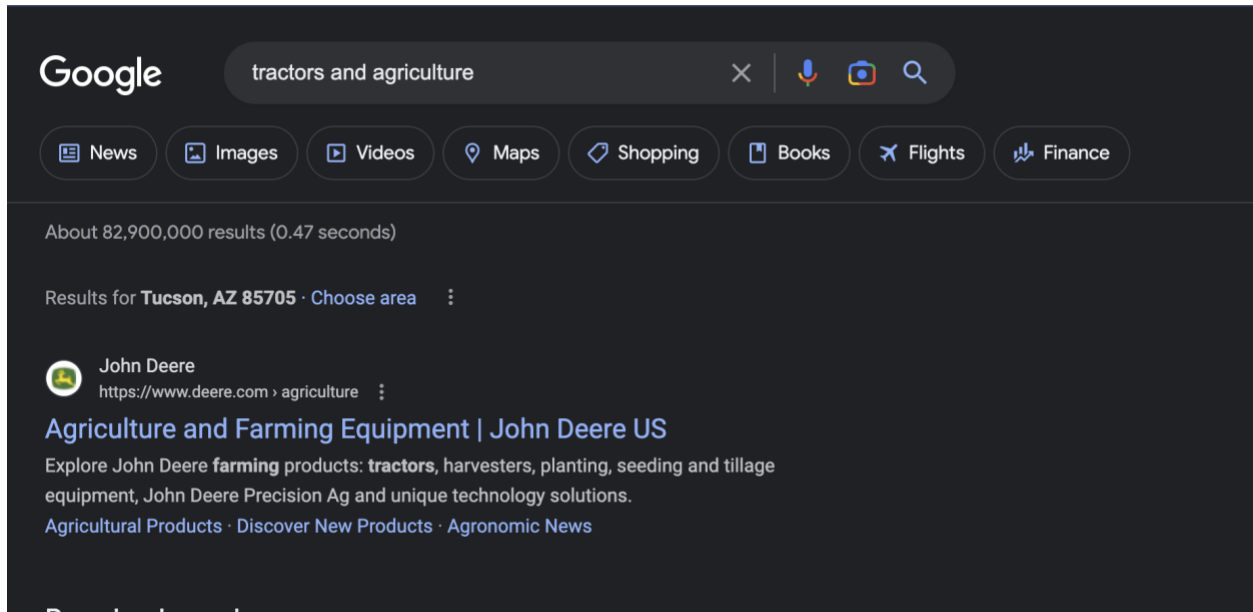
Deere & Company is a large company with roots in several industries, however they are known within the farming industry. Using the AdWord “agriculture” minimizes the search results to companies within the farming sector. Pairing the AdWord with one of their products makes it very easy for the company to land at the top of your search results.

2.3. Assessment of the effectiveness of your proposed AdWord

The AdWord proved effective, all of the results from the search engine were related to agriculture, and the companies that were a result of the search were within the same industry as Deere & Company. Moreover, the first result that showed was Deere & Company. This shows to prove the effectiveness of the AdWord chosen, as it presented all companies related to agriculture.

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2.4. Screenshot of the top organic search result reported by Google for your AdWord



Task 3: Universal Design and Accessibility

3.1. "Language Missing" Analysis

3.1(a)

Incorrect: `<html>`

Correct: `<html lang="en">`

3.1(b)

Writing for the web should be done with the needs of the intended audience in mind, starting with simpler language in the opening paragraphs and moving up in complexity as necessary.

3.2. "Missing Alternate Text" Analysis

3.3(a) Incorrect: ``

Correct: ``

3.3(b)

People with impairments such as vision, hearing, touch and transformability can benefit greatly from the "alt" as it can provide assistance to help people with these impairments.

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Task 4: Insert images of each major section of your Website

4.1 Image for Header (Row 1)

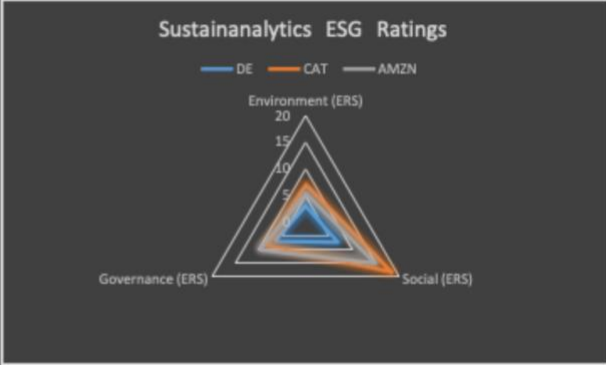


4.2 Image for Corporate Governance (rows 2 - 4)

Corporate Governance																							
<p>Deere & Company has a sales website. The company uses their website to market and sell either new products, or preowned. Deere & Company specializes in farm and heavy construction machinery. Leading producer of forestry, construction, and agricultural machinery is Deere & Company. They would probably combine lead generating, sales, and utility website to engage customers. A sales website would let customers browse and buy Deere & Company's equipment, a lead generation website would gather information from potential customers, and a utility website may offer tools or services to help farmers and construction workers improve their work.</p>	<table border="1"> <thead> <tr> <th colspan="2" style="background-color: #d9ead3;">Deere & Company Corporate governance</th> </tr> </thead> <tbody> <tr> <td>Company's Legal company name</td> <td>Deere & Company</td> </tr> <tr> <td>Company's trading exchange and ticker symbol</td> <td>NYSE: DE</td> </tr> <tr> <td>Company's primary website URL</td> <td>https://www.deere.com</td> </tr> <tr> <td>Company's Headquarter location</td> <td>Moline, IL 612656</td> </tr> <tr> <td>Company CEO and their title</td> <td>John C. May 2: Chairman, Pres & CEO</td> </tr> <tr> <td>Company's fiscal year end</td> <td>10/31/2022</td> </tr> <tr> <td>Company's full time employees</td> <td>82,200</td> </tr> <tr> <td>Industry sector</td> <td>Industrial</td> </tr> <tr> <td>Industry classification</td> <td>Farm & Heavy Construction Machinery</td> </tr> <tr> <td>ESG risk score</td> <td>17</td> </tr> </tbody> </table>	Deere & Company Corporate governance		Company's Legal company name	Deere & Company	Company's trading exchange and ticker symbol	NYSE: DE	Company's primary website URL	https://www.deere.com	Company's Headquarter location	Moline, IL 612656	Company CEO and their title	John C. May 2: Chairman, Pres & CEO	Company's fiscal year end	10/31/2022	Company's full time employees	82,200	Industry sector	Industrial	Industry classification	Farm & Heavy Construction Machinery	ESG risk score	17
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<p>Sources: finance.yahoo.com/quote/DE/profile?p=DE thrive.design/there-are-4-types-of-websites-which-one-do-you-need/</p>	<p>Source : https://finance.yahoo.com/quote/DE?p=DE</p>																						

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4.3 Image for Corporate ESG Analysis (rows 5 – 7)

Corporate ESG Strategy Analysis	
<p>The customer-facing website of Deere & Company demonstrates the company's dedication to environmental (ESG) issues. It provides information regarding the company's social responsibility and sustainability initiatives, however it might be more thorough when it comes to outlining its ESG strategy and development. It should also do more to emphasize how the business's goods and services meet ESG concerns and provide clients with environmentally friendly options. In terms of the level of depth and the extent to which it presents the company's ESG strategy and progress, there is room for improvement overall.</p>	 <p>Sustainalytics ESG Ratings</p> <p>— DE — CAT — AMZN</p> <p>Environment (ERS)</p> <p>20</p> <p>15</p> <p>10</p> <p>5</p> <p>0</p> <p>Governance (ERS)</p> <p>Social (ERS)</p>
Sources: deere.com/en/our-company/sustainability/	Source: https://finance.yahoo.com

4.4 Image for Copyright Statement (row 8)

This website is the original work of and copyright of 2023 by website designer.
All registered trademarks are property of their respective owners.

Task 5: HTML source code of your “index.html” website

<insert your index.html source code here>

(Note that your website source code will be several pages long (3-5 pages or about 250 lines) and may be double spaced and have other inconsistent formatting. This is acceptable and is why this task is located at the end of your assignment report.)

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<meta http-equiv="content-type" content="text/html; charset=utf-8">
```

```
</head>
```

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```
<body> <tb></tb>
```

```
<table width="1239" border="12" style="width: 1254px; height: 1500px;">
```

```
<tbody>
```

```
<tr>
```

```
<td style="background-color: #ff6600;" width="616">
```

```
<center>
```

```
<h1><strong><span style="color: white">Deere & Company</span></strong></h1>
```

```
<h2><span style="color: white">NYSE</span></h2>
```

```
<h2><span style="color: white">DE</span></h2></center>
```

```
</td>
```

```
<td style="height: 200px;" width="600">
```

```
<center>
```

```
<h3>&nbsp;</h3>
```

```
<h3>&nbsp;</h3>
```

```
<h3></h3>
```

```
<h3 style="height: 117px;">Source: <a href="pluspng.com/img-png/deere-company-png-john-deere-  
logo-vector-1269.png">pluspng.com/img-png/deere-company-png-john-deere-logo-vector-  
1269.png</a></h3>
```

```
</center>
```

```
</td>
```

```
</tr>
```

```
<tr>
```

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```
<td colspan="2" style="background-color: #3366ff;" height="50">
```

```
<h1>
```

```
<center style="background-color: #3366ff;"> <span style="color: white;">Corporate
```

```
Governance </span> </center>
```

```
</h1>
```

```
</td>
```

```
</tr>
```

```
<tr>
```

```
<td style="text-align: center;" height="250">
```

```
<div><strong>Deere & Company has a sales website. The company uses their website to market and sell either new products, or preowned. Deere & Company specializes in farm and heavy construction machinery. Leading producer of forestry, construction, and agricultural machinery is Deere & Company. They would probably combine lead generating, sales, and utility website to engage customers. A sales website would let customers browse and buy Deere & Company's equipment, a lead generation website would gather information from potential customers, and a utility website may offer tools or services to help farmers and construction workers improve their work.</strong></div>
```

```
<h2>&nbsp;</h2></td>
```

```
<td>
```

```
<center>
```

```
<h3></h3>
```

```
</center>
```

```
</td>
```

```
</tr>
```

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<tr>

<td style="text-align: center;" height="50">

<h3>Sources: finance.yahoo.com/quote/DE/profile?p=DE</h3>

<p>thrive.design/there-are-4-types-of-websites-which-one-do-you-need/</p></td>

<td>

<h3>Source : https://finance.yahoo.com/quote/DE?p=DE</h3>

</td>

</tr>

<tr>

<td colspan="2" style="background-color: #3366ff;" height="50">

<h1>

<center> Corporate ESG Strategy Analysis

</center>

</h1>

</td>

</tr>

<tr>

<td style="text-align: center" height="250">

<div>

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<h2>The customer-facing website of Deere & Company demonstrates the company's dedication to environmental (ESG) issues. It provides information regarding the company's social responsibility and sustainability initiatives, however it might be more thorough when it comes to outlining its ESG strategy and development. It should also do more to emphasize how the business's goods and services meet ESG concerns and provide clients with environmentally friendly options. In terms of the level of depth and the extent to which it presents the company's ESG strategy and progress, there is room for improvement overall.</h2>

</div>

<h2> </h2>

</td>

<td>

<center>

<h3></h3>

</center>

</td>

</tr>

<tr>

<td height="50">

<h3>Sources: deere.com/en/our-company/sustainability/</h3>

</td>

<td>

<h3>Source: https://finance.yahoo.com</h3>

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```
</td>
</tr>
<tr>
<td colspan="2" style="background-color: #ff6600;" height="16">
<center>
<p><em><strong><span style="color: white">This website is the original work of and copyright of 2023
by website designer. </span></strong></em></p>
<p><em><strong><span style="color: white">All registered trademarks are property of their
respective owners.</span></strong></em></p>
</center>
</td>
</tr>
</tbody>
</table>
</body>
</html>
```