Purpose of Website

The main objective of the website, instructionists.com, is to generate awareness of my curriculum development and instructional design skills resulting in freelance contracts averaging $10,000 per month. In order to accomplish the objective, the website will establish me as a professional in this area by providing my current and background information, showcasing my skills, and establishing me as an expert in the field.

In order to establish my professional credentials, the website will have a quick narrative of my background which will reflect my resume.   It will include my past work history as well as my certifications in both technology and education. It will also contain my academic background.

The website will also showcase my skills as a curriculum and instructional designer.   I will show screenshots of samples of my work as well as active links to internal copies of completed projects (with my clients' permission).   I will also include samples of unique scripts and designs that could be used in a prospect's courses.

I will also use the website to establish myself as an expert in the field. I will have a blog on the website with posts that will also be linked from various social media sites that have instructional and curriculum design discussions. I will be active in these discussions as well as posting to the blog.   The blog will not only be textual, but contain videos as well.

The WordPress based website will use the responsive website design model which will allow the website to perform and look good on all platforms including computer, mobile and tablet and be independent of screen resolution of the viewing device.