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Subject's Name: Web Design

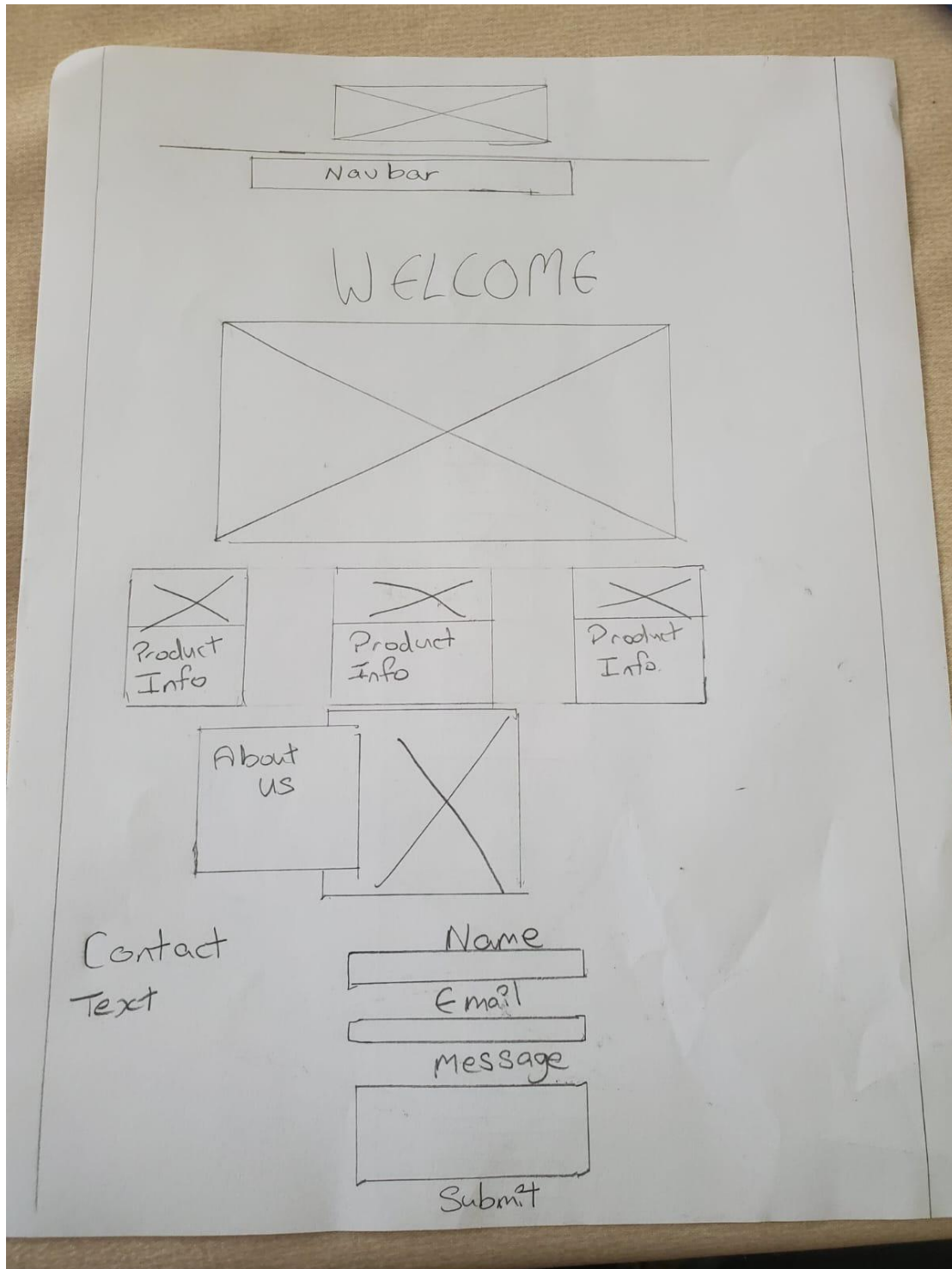
Date: 7/6/2022

### Cryon's Clothing Store Launch Report


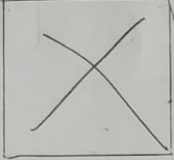
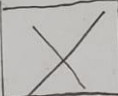
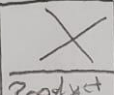
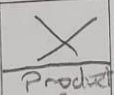

I hope that you are doing great during these serious times. I would firstly like to thank you for being please with my hard work and I am striving to be even better and to further help develop our business. After some time has passed I concluded creating a business website of my choice. More specifically an e-commerce clothing website called, 'Cyron's clothing store'. For some time I have been thinking about creating this business but due to lack of space(personal building space), I have not gotten a chance to. However, I believe that if I develop an e-commerce store I would be able to make my sales a lot easier as people would not need to travel to my business place, they can easily order the clothes that they want online and it would ship straight to their door. The business will start locally in Trinidad, then Tobago, and will eventually expand globally. The reason we cannot instantly start globally is due to no collaboration with shipping. I would need some time to write some reports and collaborate with the shipping services and the bank so we can further expand across the globe.

I have created a wireframe for the website as shown below so you can have a quick idea of how I planned it out before I started the development process(coding).

### DESKTOP VIEW



**MOBILE VIEW**


Navbar
Welcome

 Product info
 Product Info
 Product Info
About us
contact

Text Name <input type="text"/> Email <input type="text"/> Message <input type="text"/> Submit

The Appendix Table is also there so you can see a summary of the data used to develop the e-commerce store. I do hope that you are, please.

**From this point, I have listed some useful information for you so you can understand how websites and their services work. If you have any concerns or you are confused about any of the information you can feel free to contact me at any point.**

#### Task A: Web Hosting Options

- **What is Website Hosting and their Services**

A web hosting service is a sort of Internet hosting service that provides clients with the tools they need to build and maintain websites and makes them available in the World Wide Web. Sometimes, organizations that offer web hosting services are referred to as web hosts. To host your website, you can choose from a range of web hosting services. Before signing up for web hosting services, it is critical to understand what type of service your website requires, the type of server you or your business requires, your budget, and the services offered by the web host.

*The following hosting options are available:*

- Website Builders
- Shared Hosting
- Dedicated Hosting
- Collocated Hosting

#### **Website Builders**

Website builder services are a type of hosting service that caters to the needs of beginners who need to host a website but lack the necessary technical skills and knowledge. Website builder services typically offer an online browser-based interface for building your website, as well as hosting the website for you with no additional setup.

#### **Shared Hosting**

In a shared hosting environment, you and other website owners each have a server. This includes sharing the physical server as well as the software platforms on the server. Shared hosting services are inexpensive because the cost of running the server is split

between you and the other owners. However, there are some drawbacks, such as being slower.

### **Dedicated Hosting**

You have the full web server to yourself while using dedicated hosting. As you don't have to share the server's resources with any other website owners, this enables speedier performance. The expense of server operation will be solely your responsibility as a result of this, though. This is a fantastic option for websites that need a high level of security or a lot of system resources.

### **Collocated Hosting**

You would buy your server and have it housed at a web host's facilities in this form of hosting. The server itself will be your responsibility. You have complete control over the web server with this kind of hosting service, which is a benefit. Any scripts or programs you require can be installed.

- **Comparison between web hosting options**

A website's creation used to be much more difficult. It took a lot of time and work, a ton of imagination, and substantial coding expertise. You may, if you have the funds, employ a web designer to complete the task for you. However, if you cannot afford to, you're essentially left with nothing. Today, creating your website is simpler and more affordable than ever owing to the growth of website builders.

*There are a few options we must look for when creating a website, such as reliability, bandwidth, security, and support*

### **The use of Website Builders**

Using a website builder can be great if you do not understand or have little to no experience in coding. If you are also not good at designing, web builders are great for creating either a simple or complex website template for you that you can easily adjust to your liking. However, not all websites are reliable. They lack, security, they are slow and customer support

can take a very long time. There are, however, a few Web builders like Weebly and WordPress that do offer amazing services. It provides limitless hosting capacity. With the help of this program, you can easily construct a website that seems expensive. There are no restrictions on the number of pages you can include on your website. If you want to make some more money, you may even sell things online through your website. Weebly is also fast and very secure with really fast support that replies within a few hours.

### **The use of Shared Servers**

The term "bandwidth" in the hosting business refers to the volume of traffic consumed monthly by services like cloud hosting and dedicated servers. Most service providers estimate the volume of data a business transfers into and out of the network each month for a particular server to determine a client's bandwidth requirements. The majority of web hosts will promote their shared plans as having "unlimited" bandwidth and storage space. However, this site hosting package will always have a cap. That is to say, you cannot utilize the "infinite" space all at once. You can start with an arbitrary number and then add more. However, the site host alone decides how much you may use at any one time. Inquire with your host about the "soft limit," than base your choice on the amount of traffic you are currently experiencing.

The user experience for your website's visitors will improve the better it performs. A shared hosting plan will always have a limited amount of resources, so you can never be sure of how well your site will operate. Consider a scenario in which traffic to your website is around average. On the shared server, another user performs a Search Engine Optimization(SEO) campaign and notices a significant increase in traffic. The performance of your website will be impacted as the shared server uses additional resources to handle that user's requests. Your web pages will take longer to load as a result, which will frustrate your thousands of visitors. Some shared hosting companies may even punish you or charge you more for using more bandwidth if it is your website that has seen an uncharacteristic spike in traffic.

Shared hosting is less secure than a dedicated hosting plan because of its fundamental "mechanism". It's because your website will be hosted on a server that many other websites share. The server could fail as a result of one malicious script executing on it. What types of websites are housed on your shared server is something you will never know. Affordability is

one of the biggest reasons why so many professionals and small businesses choose shared web hosting plans. Many web hosts offer “cheap” prices for shared hosting plans, but they will typically come at a cost – poor performance. Still, many web hosts will be able to offer you reliable shared hosting plans at reasonable prices.

### **The user of Dedicated Hosting**

Dedicated-hosting is the best option if you have a website that gets a lot of traffic. You may be able to get real "unlimited" bandwidth and storage space from some web servers. You won't ever need to be concerned about another user's traffic if you have a dedicated web hosting package. Your website will have sole access to the server, so you may get any volume of traffic without having to worry about downtime. Dedicated hosting is the best option for you if you have a good amount of traffic and want to provide your guests with a pleasant experience. Select dedicated hosting if you want complete control over the server resources. On the other hand, you'll select dedicated web hosting if you want additional resources for a huge website. To administer such an account, however, you need to be technically knowledgeable and experienced. It supports a variety of programming languages and lets you run nearly any kind of software. In other words, you might alter the setting to suit your requirements. The webmaster may occasionally additionally receive the root access code for their dedicated server. The use of dedicated web hosting has a variety of benefits. But the price is exorbitant. Minor technical difficulties are often fixed without charge, but if the server has any serious issues, you can have to pay the web host on an hourly basis. Simply put, dedicated web hosting is for high-end consumers that have a sizable website supported by a sizable company.

The hosting option you select will entirely be determined by your requirements, financial constraints, server, and website requirements, and desired level of control. Make more study and consult those who are extremely technical and knowledgeable to make a sensible selection. Always make wise decisions since they will decide your level of success online.



## **Website Hosting Recommendation**

One of the most cost-effective shared hosting companies available right now is Hostinger. Hostinger had more than 10 million users by May 2014. The user base grew to 29 million users by January 2017. In a little more than a decade, such an increase is rather remarkable. And the business promises a huge number of unrestricted free services. But are all those added benefits limitless and cost-free? The benefits of using Hostinger Unlimited or free services are useless if your website cannot remain up. They have quick loading times, excellent customer service, and more. I highly recommend that we use Hostinger as our hosting service because it is great and I guarantee you would love it.

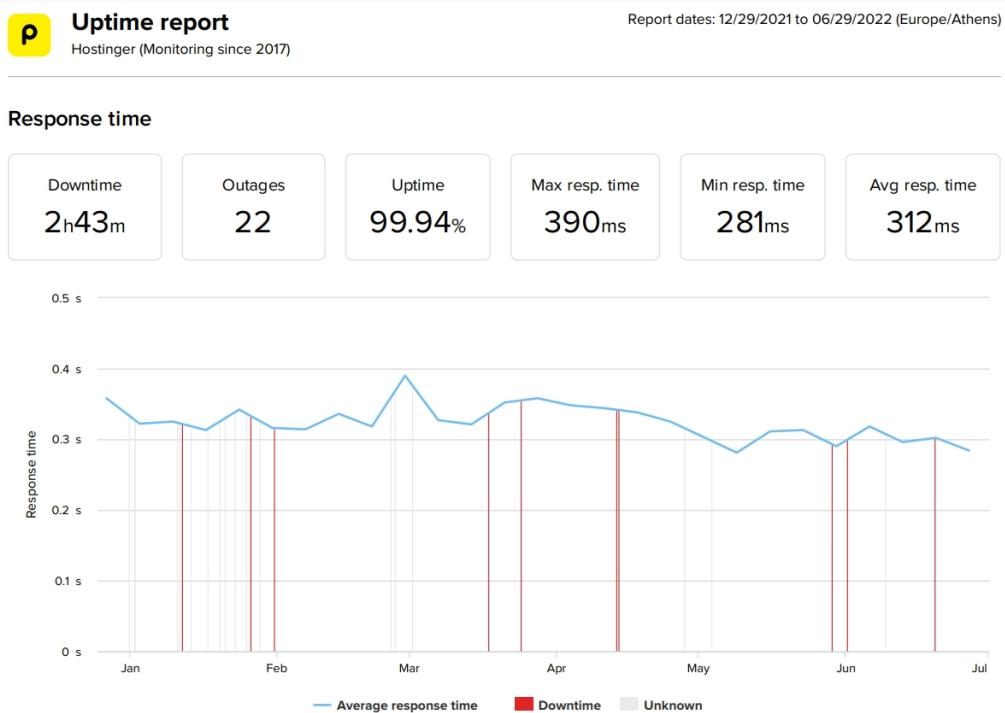
### **1. Fast Page Load Time - 312 ms**

A website's user experience depends heavily on how quickly pages load. Have you ever tried to access a website only to be forced to wait for what seems like eons for it to load? Everybody has. In addition, a website will lose 30% or more of its visitors if it takes longer than three seconds to load. Servers for Hostinger are located in the USA, Asia, and Europe (UK). According to reports, each is linked to a 1000 Mbps connection, which guarantees consistent loading times.

### **2) Excellent Uptime 99.94%**

The most crucial factor to consider when choosing a web host is uptime. Over the past six months, Hostinger has maintained an uptime of 99.94 percent on average with only a little over 2.5 hours of downtime. They experienced 22 outages in all, the worst of which occurred in January when uptime was barely 99.70 percent on average. The remaining factors caused

Hostinger's uptime to vary between 99.96 and 100.0%.



The following is 6 months' average uptime:

- 99.96 percent as of June 2022
- In May 2022, 99.99%
- In April 2022, 99.99%
- In March 2022: 100%
- in February 2022: 100%
- In January 2022, 99.70%

### **3) 30 Days money-back guaranteed**

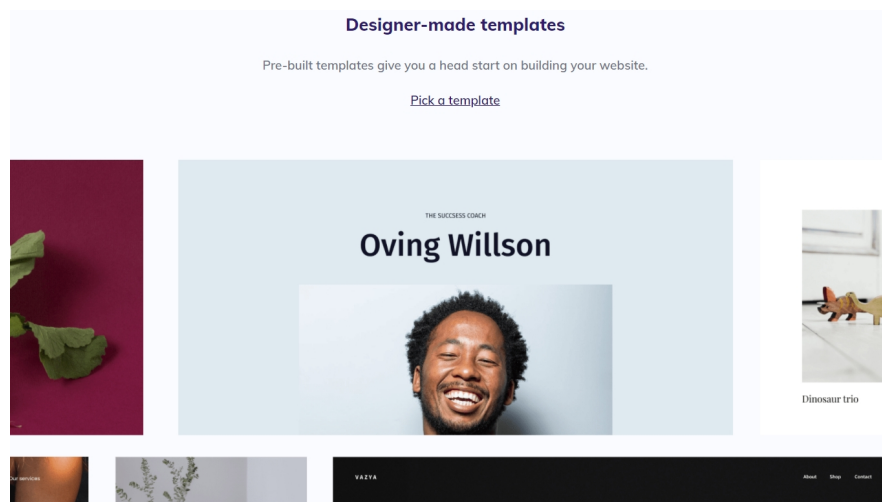
Numerous payment methods, including Visa, Paypal, Mastercard, Discover, Bitcoin, Maestro, American Express, and JCB, are available with Hostinger. Additionally, they provide a 30-day money-back guarantee. If the performance or experience is subpar, you may test them out and get your money back. According to Hostinger's Return Policy, not all items are refundable, and certain products have unique refund conditions. We'll reserve the specifics for the list of disadvantages below.

### **4) Customer service in several languages**

A web host's customer service may make or destroy them. You might lose out on a lot of purchases if your website is down for whatever reason and you can't contact customer service right away. Hostinger doesn't let you down. The business offers live chat, a multilingual customer care staff, and Intercom has been incorporated as their primary support system. However, you can only access live chat if you are registered with a Hostinger account. Although we appreciate that Hostinger offers live chat, it would be more logical if they made it available to everyone. The live chat is really simple to access. As soon as you log in, an icon appears in the bottom right corner of the page.

## **5. Free Website Builder and Domain Name**

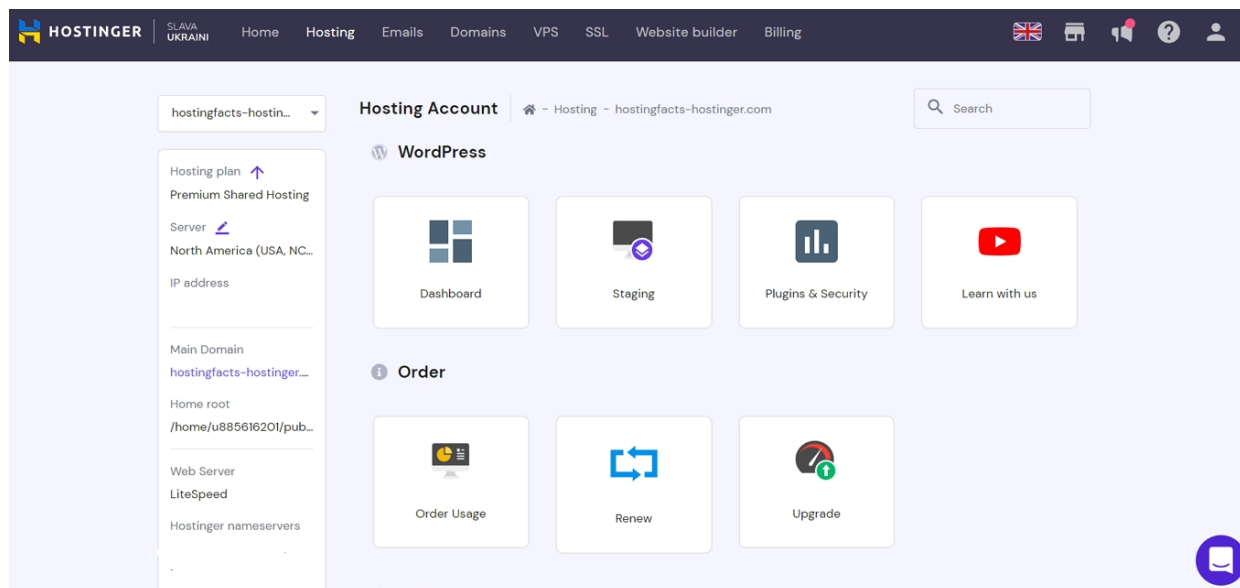
Hostinger offers a free website builder called Zyro as part of whatever plan you select. Additionally, there are a huge variety of templates to pick from.



Using the Hostinger website builder, you may change any element on your site after selecting a template. You may also get free domain names with the Premium and Business web hosting plans in addition to the website builder, which can help you save some money over time. If you want more domains, the cost will be higher (beginning at \$8.99/year).

## 6. User-Friendly Interface

You can discover everything you want on Hostinger's sleek, user-friendly design. As a result, you can manage your domains, watch logins, change payment information, and keep an eye on emails all from your dashboard. Although the control panel isn't a standard cPanel, the huge icons make it easy to locate the exact item you need at any given time.



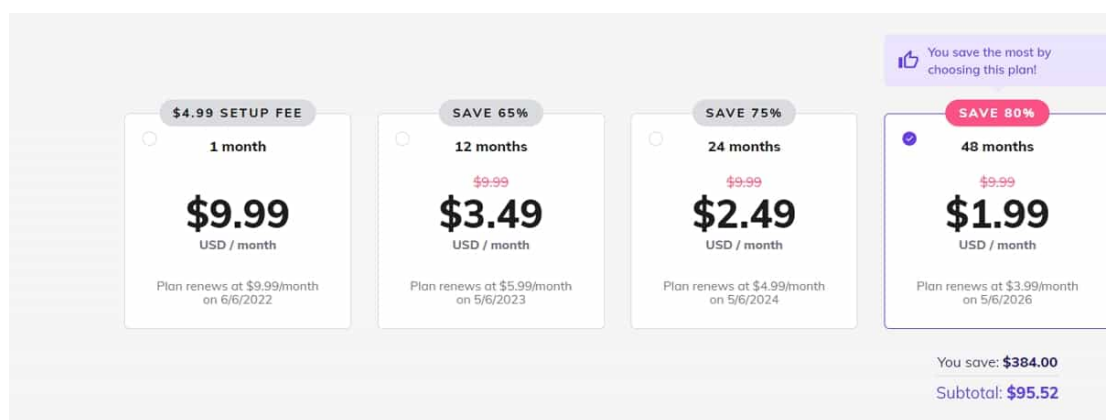
Although some more experienced users might miss cPanel, this version is excellent for novices who are still getting used to it and need to get a website up and running.

## 7) Features Without Limits on the Premium and Business Plans

You will have free access to an unlimited number of email addresses when you subscribe to one of the top two Hostinger services. There is no need for speculation regarding spam filters, use, and other issues because those accounts can be managed directly from the control panel. Emails sent to a customer's domain may be forwarded, autoresponders can be set up, and accounts can be enabled or disabled. Most plans provide limitless databases and bandwidth; the "Single Web Hosting" plan is the only exception. With the latter, you are restricted to a single MySQL database, 100 GB of bandwidth, and 10 GB of storage space.

## 8. Industry-Standard Pricing Scams That Are Still Reasonably Priced

Many web hosting businesses exaggerate their pricing while promoting their services. One of them is Hostinger, but they are more open about it than most others. For instance, you must sign a 48-month contract with Hostinger to benefit from the fantastic \$1.99 per month bargain for Single Shared hosting. The cost of your renewal will increase to \$3.99/month after those four years. It's an extraordinarily fantastic offer if you're prepared to stay with the same web host for four years. In comparison to most other hosts, it might help you save quite a bit.



In most cases, a low price indicates that there have been quality sacrifices, but in the case of Hostinger, the service they give is rather good when compared to most web hosting service providers.

The information below is a summary rating of HostStinger

Speed: **312 ms** (January 2022 to June 2022)

UPTIME: **99.94%** (January 2022 to June 2022)

SUPPORT:	24/7 Live Chat, Knowledge Base, Ticketing
APPS:	WordPress, Joomla, PrestaShop, OpenCart, and Drupal
FEATURES:	100 GB Bandwidth, 30 GB Storage, Website Builder, 1 Email Account, Free SSL Security, 30-Day Money-Back Guarantee, Backups, 99.9% Uptime Guarantee, Cloudflare, and more.
HOSTING PLANS:	Shared, Cloud, and VPS
SITE TRANSFER:	Single Free Site Transfer
PRICING:	<a href="#">Starting at \$1.99/mo</a> (renews at \$3.99/mo)

Task B: Content Management Systems(CMS)

- **What is a CMS?**

A content management system, or CMS for short, is software that enables non-technical individuals to easily generate, manage, and alter content for websites. A content management system, or CMS, is a program that makes it possible to create a website without having to start from the beginning with the coding (or even know how to code at all). The content management system takes care of all the fundamental infrastructure work for you rather than having you develop your system for constructing web pages, storing pictures, and other features so that you can concentrate on more user-facing aspects of your website. Beyond websites, content management systems are also available for other uses, such as document management.

- **Benefits and drawbacks of CMS**

#### **Advantages of a CMS:**

Information editing is kept distinct from the site's design and operation, and a typical CMS allows non-technically educated people to add, format, and update content on a website without interfering with its design and code. Based on their jobs, each user can be given selected access rights (for example, you may choose to allow some users to only add and edit their content while giving others universal access). Content may be changed quickly, and the turnaround time for site updates is often significantly faster when utilizing a CMS.

The administration interface makes it simple to edit basic site components such as menus, headers, footers, and sidebars. A CMS is SEO-friendly; they have grown to offer bespoke page names and metadata, as well as changeable URLs; and helpful plugins are also available (like automated XML site map submits). You may get a CMS-based site up and running in no time, depending on the degree of customization necessary for a theme. The basic CMS framework is available for free (of course, quantity and quality of content and customizations may add cost).

#### **Draw Backs**

A CMS presents a greater security risk if it is not maintained and updated often. Although the majority of CMSs frequently issue updates, changes, and patches, widely used content management systems tend to attract more hackers than websites that don't use one or websites with hard-coded code. If your website is not maintained, your hosting firm may shut it down because a security flaw on your website might endanger other websites on the server. Today, hosting firms do this out routinely. The upkeep of content management systems may become costly since software must be upgraded and maintained by experienced specialists. The CMS



must be learned. It takes time to learn how to use a new tool or resource, just as with any other new tool or resource. Depending on how at ease you are with computers, this will change. The manpower needed to update your website must be set aside. Many business owners set up a content management system (CMS) intending to update their material, but time and other obligations prevent updates from being made, leaving the website out of date. Realistically, would outsourcing web updates to your web hosting business be beneficial to you?

A content management system could make sense if you want to constantly update your website. There will be a learning curve to getting used to the system at first. A strategy must be established to guarantee that you or your team update the website often. This is because although it may just take a few minutes to post the information, it takes time for someone to write, proofread, and resize the photographs. The fact that many businesses choose a CMS system but seldom utilize it is frequently due to a failure to plan for upgrades and set aside the necessary labor. A static HTML website will be simpler to maintain and host if you are not planning to routinely update your website. While HTML websites are less resource-hungry and can be migrated reasonably simply if you ever wish to change web providers, a CMS will need a lot of resources for updates and repairs. Additionally, it is simpler to locate an HTML programmer than it is to locate a developer to repair a CMS system if anything goes wrong.

- Comparison between different CMS options

The first thing that comes to mind when choosing a CMS system for your requirements is the associated price. Although all three of these CMS are free and operate flawlessly, you can still easily download them from the official websites and get started using them. The true cost, though, is one that you must bear afterward. The CMS platforms have certain additional charges that you must take into account to operate them effectively. The additional expenses that you will incur are as follows:

**Domain name:** Your website's domain name gives away the web address. The price of purchasing and maintaining the domain is roughly \$15 a year.

**Web hosting:** Your website's location is designated by the web hosting set-up. Additionally, you receive access via web hosting from the visitor. The monthly fee for easy web hosting is \$3.

Since the CMS systems are free to install, the cost of a domain name and web hosting is practically the same for all three. There are other options available, though, if you require some sophisticated capabilities with the CMS.

A few CMS systems are listed below.:

- WordPress: The price of the plugins ranges from \$0 to \$200.

- Drupal: Plugins typically cost between \$0 and \$10.
- Joomla: The cost of a \$0 to \$70 plugin is included.
- The prices for the various themes vary as well.
- WordPress: Prices for themes range from \$0 to \$250.
- Drupal: The costs for the themes range from \$0 to \$80.
- Joomla: The cost of Joomla ranges from \$0 to \$200.

The key benefit of using these CMSs is that you don't need to have extensive prior knowledge. Depending on how sophisticated you want your site to be, everything is up to you. Utilizing WordPress is significantly simpler. It also includes a ton of features and specially created styles for your website.

Additionally, a lot of hosting businesses offer managed WordPress hosting, which assists you by removing the need for server technical setup. At the same time, installation is not too difficult. You may get the entire set from hosting firms. WordPress is a wonderful platform for website modification as well. There are simple choices for modifying your site's appearance, changing the colors, and altering its style in the user-friendly WordPress interface. There are also appealing backdrops and a variety of graphic components. On the other side, Joomla and Drupal require some creating skills for simple use with HTML and PHP. You may utilize your developing talents to create a unique website with a variety of cutting-edge appearances. For Drupal and Joomla, there aren't a lot of add-ons available. The readily available ones are not very sophisticated. You may hire a developer to give your Joomla and Drupal CMS a customized design. There are no plugins for building your future, therefore you will need to do it yourself.

### **Choice of Designs:**

Choosing a decent CMS system also involves deciding on the design. Users and readers alike like websites that look good. Each of the three CMS systems has its unique design tools.

The WordPress CMS system has a huge selection of themes that the series enjoys. Each theme offers both premium and free versions.

You must visit the official WordPress.org theme directory to enable those. From 10,000 free WordPress themes, you may choose. There are a ton of free themes available online.

The cost of the themes, which have lovely graphics, ranges from \$10 to \$250. There is no dearth of themes and designs for WordPress.

The design possibilities for Drupal and Joomla are not as varied as those for WordPress. However, the themes are also useful for creating a website that looks excellent.

The options in Drupal and Joomla are constrained. Additionally, the pricing levels include beautiful theme designs. There are several possibilities available with the premium themes.

### **Security and updates:**

Of all the CMS systems, security is the one that receives the most attention. Every two months, upgrades for the WordPress version are released. The majority of site upgrades, however, are modest in size and are intended to address minor problems and concerns. The more significant alterations occur every two to one year.

Updates are checked by Joomla every 10 to 40 days. The modifications are rather minor. The larger changes, however, happen just once a year or much less frequently. With a set of release schedules for upgrades and bug fixes, Drupal functions properly. Once a month, there is a significant security update. Twice a year, there is a significant update with the main versions.

- **CMS Recommendation**

### **WORDPRESS**

I would *highly* recommend that we use WordPress as it is easy and very affordable. WordPress's absence of expenses is a compelling reason to use it. They will not charge you more if your website receives more traffic than you anticipated. WordPress is not only free, but it is also open-source, allowing us to change or improve the source code to customize the function and design of our website. It controls the CMS market. WordPress is not only the most popular

CMS, but it also exceeds its competitors. According to W3Techs, 59.5 percent of websites that utilize content management systems use WordPress (CMS).

We can use WordPress as soon as you install it. There are also no settings required except for personalizing your theme and the plug-ins that interest us. The installation includes the bulk of the functionality you desire, such as the inclusion of social network feeds, comments, and so on. WordPress is SEO-friendly right out of the gate. WordPress-powered websites frequently outperform non-WordPress-powered websites in key search engines such as Google and Bing. This is due to the CMS's structure, which makes it easy for search engine spiders to crawl. In actuality, Google's Matt Cutts personally endorsed WordPress in 2009. WordPress's versatility cannot be taken for granted. WordPress is adjustable enough to fulfill all demands, whether you're using it for a small corporate website, a personal blog, or an e-commerce website, owing to its extensions and plugins.

Another aspect contributing to WordPress's success is the security safeguards taken by its founders to retain user confidence. The WordPress team changes both the CMS and the plug-ins that operate with it regularly. We should, of course, exercise caution and only download plugins from reputable sources, preferably when logged in directly to WordPress. You may modify the appearance of your WordPress theme with a customized theme. You may buy one of the numerous premium themes produced by third parties or utilize one of the many it provides. You may also add and enhance a few features to modify how the website functions and behaves. Google penalizes sites that are not mobile-friendly by ranking them lower in search results. We don't need to entirely revamp our website to make it readable on tablets and smartphones because most WordPress themes are responsive by default. For non-responsive themes, WordPress additionally provides the option to view webpages in "mobile view."

Another feature that contributes to WordPress's popularity is its ease of use. The CMS is incredibly user-friendly and straightforward to grasp for newcomers. The site is also quite easy to use. There is a wealth of knowledge accessible online; a fast Google search for "WordPress + the difficulty you're having" will almost certainly yield lessons and recommendations to help you resolve your problem. Even better, the forums they provide allow individuals to help one another, building a vibrant community.

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