Intro: Arpit

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Hello everyone and good <morning>

I <arpit> welcome you all to this wonderful presentation regarding our FEE project *“SEO FRIENDLY WEBSITE – THE GROCO”* . I would first introduce my group members ; Arsh , Arpan and Arshita { with hand movement and raise of hands } . though sheer effort and will we have put our entire set of abilities into this project and we hope it may please you.

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Now in a few moments my group members shall explain a few details regarding “*the groco”*  and SEO.

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But first of all what is SEO or a SEO friendly website?

Ps – I myself haven’t heard of this before starting this project { wink }

SEO stands for Search Engine Optimization . Basically we optimize our code according to the searching algorithm of search engines so as to attain a higher rank in their searches.

Why?

To attract people ofcourse ! hehe . what I mean here is that we increase the organic traffic over our site so as to increase our popularity , or just to make money. That’s exactly why almost all E-commerce websites are edited so as to be SEO friendly. So, theoretically any website can become SEO friendly, but its utmost usage can be seen in e-commerce . In this project as well we have considered our own E-commerce website *“The Groco”* as the reference site. Now Arpan will continue the presentation

Problem: Arpan

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Thank you Arpit , {smile}

So what exactly are we tackling by creating “The Groco”

Every year thousands of E-commerce websites are created in India alone! Yet whenever you try to google search a product , what do you see?

Flipkart , amazon and at most myntra . so where are the rest of them?

ARE THEY EVEN PRESENT ON THE WEB ?

Ans: *ALWAYS* {in a snape accent}

So what happened ?

Is there something wrong with them ? I mean they work too right?

That’s exactly what we are going to answer !

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For this project we have considered the following versions of these respective softwares

{speak a few }

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To answer or tackle this problem we need :

{speak all points one by one slowly with pause }

Now my friend arsh will continue with the topic

Conclusion : Arshita

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This project had taught us many things , it had been an eyeopener. As we worked together we learned the importance of hardwork , research and compatibility

This Project has been an eyeopener to all the respective members about the world of front-end engineering, e-commerce, and teamwork.

The insight illuminated about the struggle experienced by small e-commerce websites and the importance of a fully devoted workforce

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We thank the following websites for they allowed us to use their data for our project’s development. We are eternally grateful .

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That’s all for today . Hope you have a nice day! And voala you do now , hehe