

TOPIC: WEBSITES

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○ Sub-topics:

1. Categories of websites
2. Factors to consider while designing and implementing websites

Factors to consider while designing and implementing websites (E-commerce websites)

- **Note:** An e-commerce website is classified under dynamic websites not static websites.
- **Question:** outline the differences between static websites and dynamic websites

○ Differences between static and dynamic websites

Feature	Static Website	Dynamic Website
Interactivity	Contains static web content therefore not interactive with the end-user	Contains dynamic web content that is interactive with the end-user.
Attractiveness	Less attractive	Highly attractive
Security	Less secure	More secure -(back-end infrastructure requires security controls to safeguard the centralized data and information)
Components	Front-end component	Back-end component + front end component

Continuation....

Factors to consider while designing and implementing websites (Ecommerce websites)

- Targeted audiences
- Ease of navigation
- Attractiveness (Aesthetics):the look and feel of the website.
- Efficiency / Response time
- Security
- Usability: a well designed and implemented website is usable by the average user

- Continuation.....
- Web Content: the web content on the website must be relevant, compelling and engaging otherwise the website will not meet the targeted audiences expectations.
- Website maintenance: the implemented website should be easy to maintain.
- User-friendliness of the selected web authoring tool

- **Research questions:**
 1. Discuss **four** forms of website maintenance
 2. Giving appropriate examples, discuss **five** categories of web sites.