WEBSITE DESIGNING & DEVELOPMENT

Business Website

A website or site is a virtual location on the World Wide Web. It contains several Web Pages and data files that Internet users can access through a browser. Explorer, for example, is a browser. Firefox, Chrome, and Safari are also browsers.

Every website has its own unique URL, i.e., website address. If you type that address at the top of your browser, the homepage of your target website will appear.

Importance

- A website gives 24 X 7 online presence to the business/ brand
- Website is one of the fastest modes of exchanging information
- A website associated with the business adds credibility to it
- Selling online cuts costs of the brick and mortar stores which involves large operating cost
- As the site is available all the over the world expansion becomes very easy
- Multiple analytic tools help in narrowing down the one who our typical client is
- All the Google and Facebook of the world gives us power to reach out our customer with even more accuracy and reliability as compared with the traditional offline advertising methods
- Website is an easier way to give services to the client
- Website is a great way to acquire new customers and provide place that potential investors can also be referred to

Popular Types of Website

- eCommerce Website
- Business Website
- Entertainment Website
- Portfolio Website
- Media Website
- Brochure Website
- Nonprofit Website
- Educational Website
- Infopreneur Website
- Personal Website

- Web Portal
- Wiki or community Forum Website

How to build a website

- First of all, decide the purpose of your website
- Choose a web content management software
- Choose a web host
- Choose a Template and pluggins for your website
- Organise your website
- Develop your website content
- Populate and maintain your website

Building Online Store & web Persuasions

Now that we have picked a platform, committed to a product and worked on winning over a target audience, we can focus on creating and launching our store. By creating an organized approach to launching our online store, we will set up our store for long-term, scalable success.

- **Find an Ecommerce Website Builder**- First of all we have to find our perfect ecommerce website builder; it is online software which lets us build our own online store, without needing any advanced tech skills, coding knowledge, or a dozen computer screens. All you need is an internet connection. Basis the size of the store we are building we need to choose the software to build our online store. And before finalizing the software we must test these software, we want to find a platform that's not only easy to use, but offers everything you require. Once we've decided what we need, we will spend some time looking over our comparison chart to find a builder that ticks all our boxes.
- **Choose a Plan**- Secondly, we need to choose the best plan, while choosing the plan we must ensure the following:
    - How many products do we plan on selling?
    - What is our budget to buy a plan?
    - Be clear on the features we need
    - Do we have an option of building an online store for free?
    - Can we upgrade, if required, in future?
    - What is the website down time, while upgrading?
- **Finalize a Domain Name**- A good domain name is key to launching a successful online store. It builds trust among the customers and helps establish our brand. So, choose a unique and memorable name and check if it is available within our decided budget.

- **Picking up a Template**- Now is the time to pick our ecommerce template, we can make our site look good without being a design expert or touching any code. While picking up a template as yourself the following question:
  - What features do we want in our online store?
  - How you want to style your home page?
  - How you want your customers to move around your stores?
- **Customizing ecommerce template**- Customizing the template is easy, and we can change just about anything. This includes the following elements:
  - Text Size and Font
  - Color Scheme
  - Images
  - Positioning of Products
  - Features
  - Embedding Social Media
- **Adding Products**- while adding product to our store we need to add the Name, Price, category, Dimensions (In case of Physical Product), Image and product description Different ecommerce website builders have different limits on The number of products we can upload, The number of options for each product (the same product but in a different size or color), The number of product variants (a combination of two options: for example, a White shirt in small size). We need to make sure that we check these limits for each builder and finalize our builder basis the need of our business.
- **Set up payment methods**- while setting up payment options we need to know the following:
  - All the available payment option
  - Best payment options as per your business
  - How to make all the payment secure at your platform
  - Cost of the available payment options
- Sort out your shipping settings.
- Preview, test… and publish your online store

CASE DISCUSSIONS

ASSIGNMENTS

Q&A ROUND