

JAYANTHI's Final Project Report

IDENTITY2020 WEBSITE

Objective:

A website for one of my events in my college. I was a developer for this event and I developed it. Hope you all like it.

Introduction :

In today's competitive world, marketing is crucial for every business. Websites and Digital marketing ensure steady presence in the online world and opens doors to global consumers for any business. People are becoming more and more tech savvy and gadget freaks. The thirst of accessing information online is increasing the number of internet users everyday.

With the Digital movement across the globe, India's economy is also thriving. This happened to be more, by collating the previous efforts with the Make in India and Digital India initiatives, due to which IT and software industries started flourishing. This created immense scope not only for the web developing companies in India but also brought revolution in the digital marketing services in India. With more and more small and medium businesses increasingly looking for online solutions for marketing, the scope of website development industry in India is completely unstoppable and looks to bloom in future as well...

Design and Implementation:

A business website is an integral part of a larger marketing plan. It is therefore

important to understand the role it must play. A business website is usually the cornerstone of an online marketing plan, providing a presence for your business. It's the online equivalent of owning a high street shop or prominent once. On many occasions it is the centre of a business' universe and is generally the place where other marketing activity is attempting to drive .

Business' website strategy and how we engage a visitor are the deciding factors in the daily battle with competitors both large and small. It is vital that you understand the strategies behind your business website and are absolutely clear what functions it must perform. Depending on the nature of a business, the website may be the lifeblood of sales activity, or simply an information hub. Small business websites must include a website marketing strategy and website content strategy.

Conclusion:

Lets have a look at my website!