

Project Design Phase-II
Technology Stack (Architecture & Stack)

Date	03 November 2023
Team ID	NM2023TMID09230
Project Name	Project – Building a Website USING Canva (Digital Marketing)

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2



Table-1 : Components & Technologies:

S.No	Component	Description	Technology
1.	Domain Name	A domain name is the online address that defines a website's unique identity on the internet. It serves as the digital signpost that users type into their web browsers to access a particular website. Think of it as the virtual equivalent of a street address for your website.	HTML,CSS,Javascript,Backend Languages
2.	Hosting Service	Select a reliable web hosting provider to store your website's files and make it accessible on the internet.	Databases,HTTP,Web Servers
3.	Content Management	A content management system (CMS) is the tool that enables website owners and administrators to easily add, edit, and update content without needing in-depth technical knowledge. With a reliable CMS in place, website owners can keep their content fresh, ensuring a seamless and dynamic user experience.	Content Management System, Front-end frameworks
4.	Web Design Layout	The web design layout of a website is the strategic arrangement of visual elements, content which plays a pivotal role in shaping the user's experience. It encompasses the way information is presented, such as the placement of text and other interactive components on the web page. A well-thought-out layout not only enhances the aesthetics of the site but also contributes to user-friendliness and effective communication.	Web -APIs,Responsive Design,Web security
5.	Navigation Menu	The navigation menu on a website serves as a road map for visitors, guiding them through the digital landscape and helping them find the content they seek. It's a crucial element that provides access to various pages, sections, or features of the site.	HTML,CSS,Javascript,Backend Languages
6.	Content	Content on a website is the heart and soul of its digital presence. It encompasses text, images, videos, and any information that conveys a message or serves a purpose. High-quality and relevant content is what captures the attention of visitors, informs, entertains, or educates them, and keeps them engaged.	Databases,HTTP,Web Servers
7.	Contact Information	Contact information on a website is a vital link between the site and its audience. It typically includes details such as email addresses, phone numbers, allowing visitors to reach out to the website owner, business, or organization	Web -APIs,Responsive Design,Web security
8.	SEO	Search Engine Optimization (SEO) is a set of strategies and practices aimed at improving a website's visibility in search engine results, primarily on platforms like Google, Bing, and Yahoo. The main goal of SEO is to increase organic (non-paid) traffic to a website by optimizing its content	Content Management System, Front-end frameworks
9.	Security Features	Security is a critical aspect of website development and operation. Implementing robust security features is essential to protect your website from various online threats. Here are some key security features to consider:	HTML,CSS,Javascript,Backend Languages
	Social Media Integration	Social media integration is the practice of incorporating social media features, content, or interactions into a website or online platform. It allows users to interact with and share content from the website on various social media platforms, enhancing user engagement and visibility.	Databases,HTTP,Web Servers
11.	Analytics	Analytics, in the context of websites and digital marketing, refers to the collection, analysis, and interpretation of data to understand user behavior, track website performance, and make informed decisions to improve online strategies.	HTML,CSS,Javascript,Backend Languages

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Content	Websites provide information, images, videos, and other media to convey a message or offer services.	Databases,HTTP,Web Servers
2.	Navigation	Effective websites have a user-friendly navigation structure, making it easy for visitors to find what they're looking for.	Web -APIs,Responsive Design,Web security
3.	Design	The visual design, layout, and aesthetics of a website can greatly impact user experience.	HTML,CSS,Javascript,Backend Languages
4.	Interactivity	Some websites offer interactive features like forms, chatbots, and forums to engage users.	Databases,HTTP,Web Servers
5.	Responsiveness	Websites should adapt to different screen sizes and devices for a seamless user experience.	Content Management System, Front-end frameworks
6	Speed	Faster-loading websites are preferred, as slow loading times can deter users.	Databases,HTTP,Web Servers
7	Security	Websites need to be secure to protect user data and privacy.	HTML,CSS,Javascript,Backend Languages
8	SEO	Websites are optimized to rank well in search engine results.	Web -APIs,Responsive Design,Web security
9	Mobile Friendly	Given the prevalence of mobile devices, many websites are designed to work well on smartphones and tablets.	Content Management System, Front-end frameworks
10	Scalability	Websites should handle varying levels of traffic and content growth.	HTML,CSS,Javascript,Backend Languages
12	Social Integration	Many websites integrate with social media platforms to promote content and engage with users.	Databases,HTTP,Web Servers