

WEB DESIGNING



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Points for discussion

What is WEB DESIGNING

Factors affecting the success of a Website

WEB Development process

Importance of Promotions

Maintenance & Update



What is Web Design

- There's 4.66 Billion active users, as of January 2021
- Websites are always needed to trade/ or communicate on the internet.
- Web designing is a process to create a Whole Website from scratch.

Factors Affecting

The Success of a Website.



DESIGN

Website should be a Good Looking Website.



FUNCTIONALITY

Website should function fast,
Should contain features to make
the User experience as easy as
possible for the user

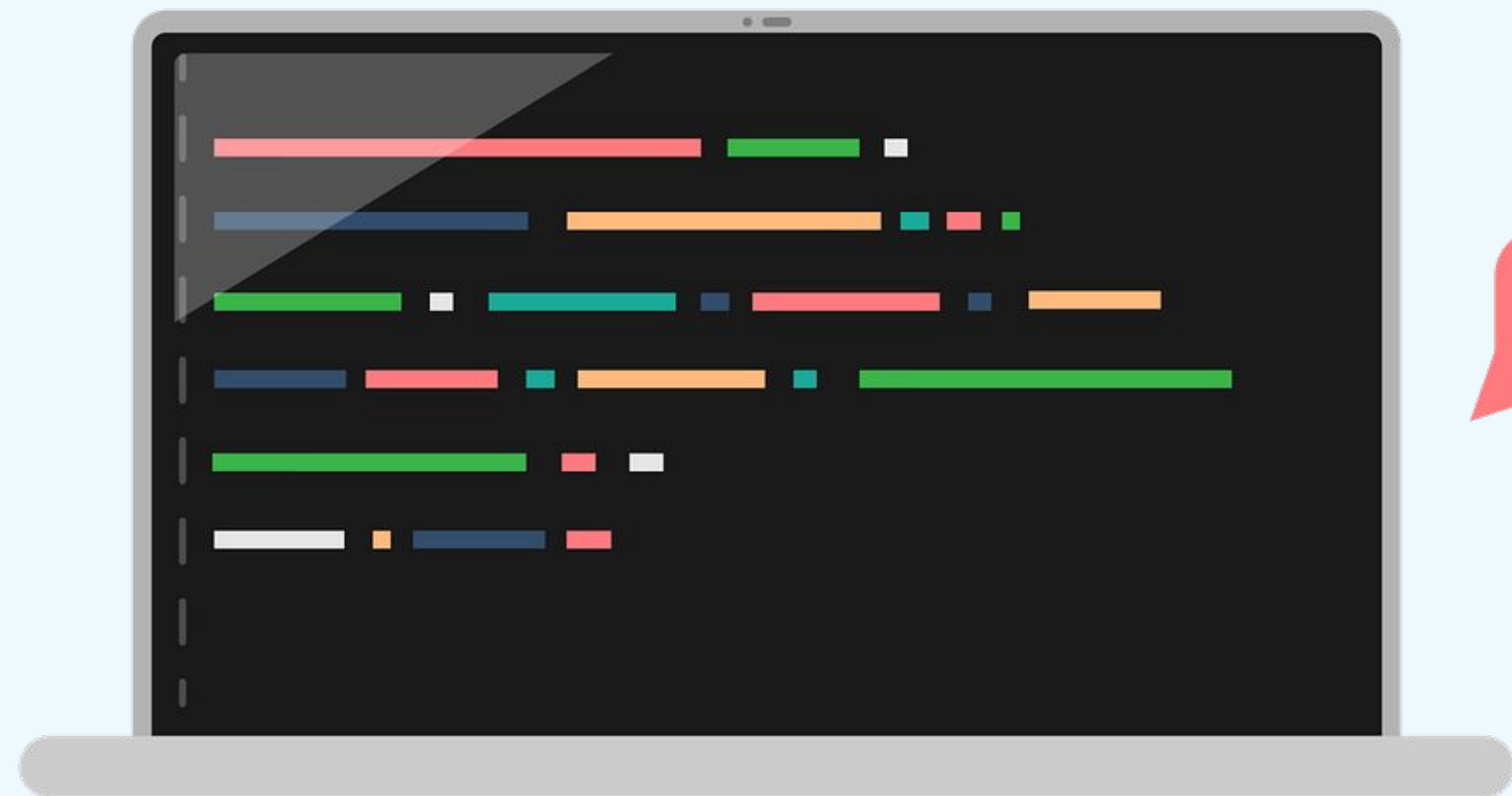


CONTENT & RESPONSIVENESS

Website should have Rich Content
& should be responsive to their
users.

WEB Development Process

From Next Slides

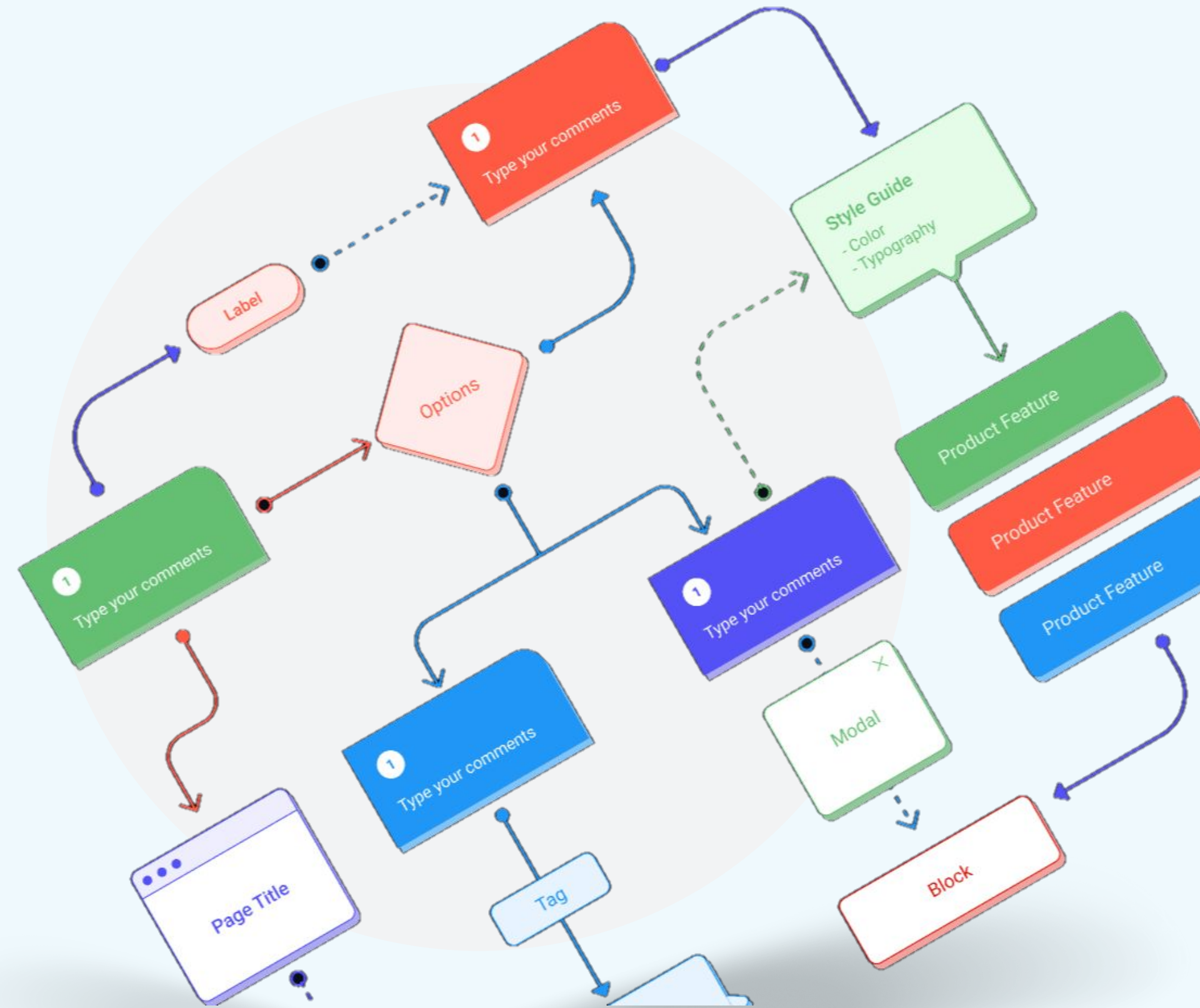


1. ANALYSIS



- First Analyze/Plan Everything before getting started
- Like Website Design, Hosting Space, Content, etc
- Discuss it with the Co-developers or Clients which we are creating the website for.

2. SPECIFICATIONS



- We need to start working on the Draft website
- Like to decide Stream of purposes / Navigations
- What Menus & Pages to add.

3. CODING



- A Programmer is needed
- Specifically a website developer
- Need to have knowledge programming languages like

HTML OR CSS

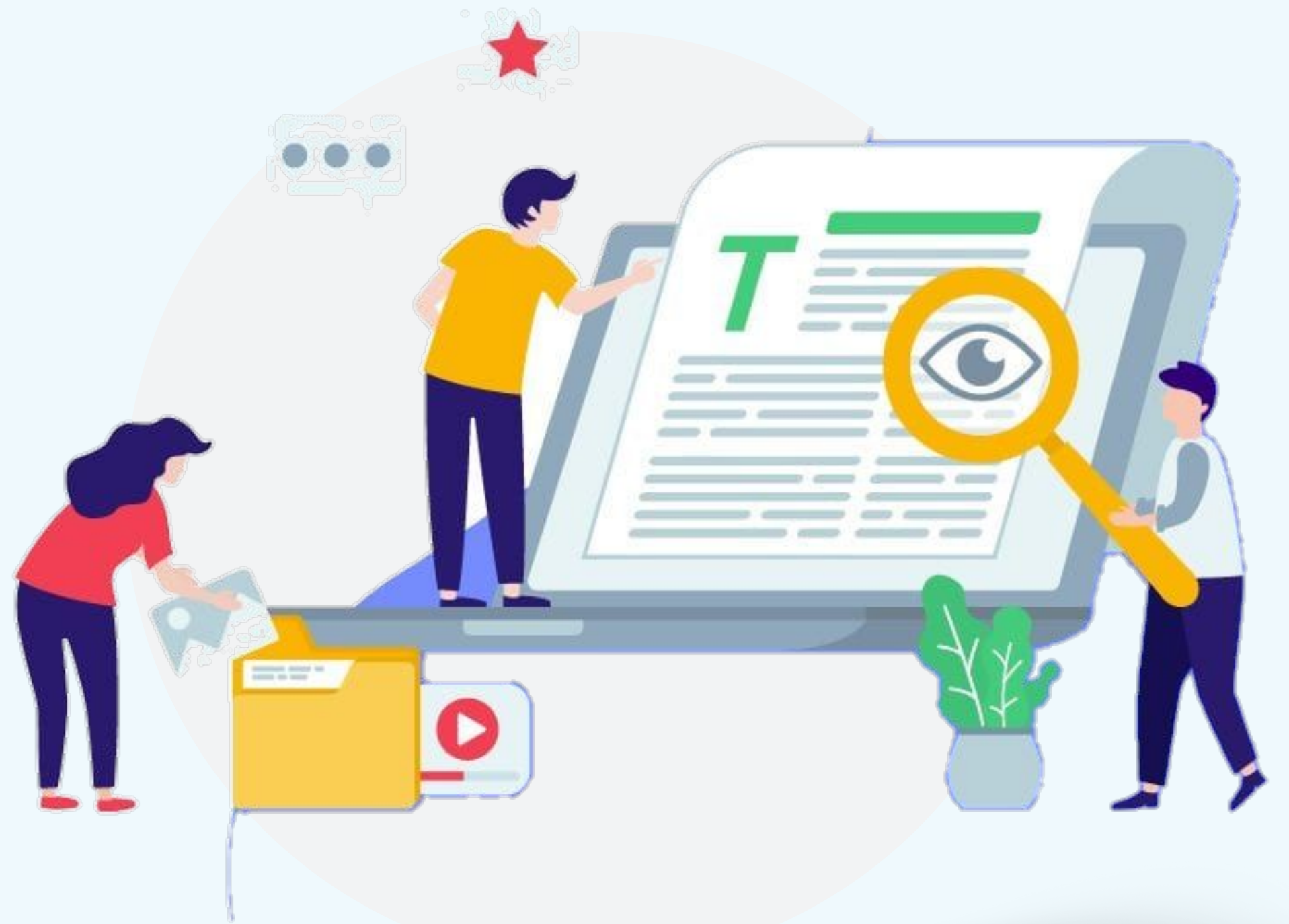
4. DESIGN



- It's a very important factor
- A Graphics designer is required
- Creating Images/Covers, Color themes, Web pages

transition effects, etc.

5. CONTENT WRITING



- To provide content to the Website
- From Headlines, titles, Sometimes articles
- It contributes a lot to the SEO i.e "Search Engine

Optimization"

6. TESTING & SECURITY



- Process to test the website for more improvements
- From small compatibility errors to errors in codes
- Surveys from close team can be taken for more
feedback on the website



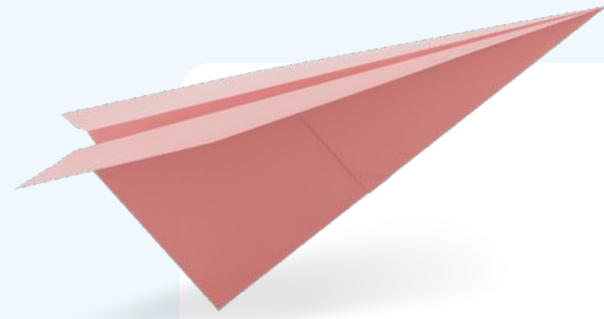
IMPORTANCE OF PROMOTIONS

- HELPS GROWING A
COMMERCIAL WEBSITE
- INITIALLY VERY IMPORTANT, TO
GET THE BEST ROI
- HELPS REACHING MORE
PEOPLE



MAINTENANCE & UPDATES

- TO KEEP THE SITE
RUNNING
- TO IMPROVE THE
USER EXPERIENCE



THANK YOU

FOR GIVING US THE TIME & OPPORTUNITY

