Project Report

Responsive Design: Responsive design is a way to put together a website so that it automatically scales its content and elements to match the **screen size** on which it is viewed. It keeps images from being larger than the screen width and prevents visitors on mobile devices from needing to do extra work to read your content.

Responsive website design also replaces the previous need to design a dedicated mobile website for smartphone users. Now, instead of designing multiple websites for different screen sizes, you can design just one website that scales up or down automatically to match the device it's being viewed on.

Importance and benefits of responsive designs:

1. *Improved user experience:* User experience is crucial to website owners. You want people to like your site, and you want it to be easy to use to convince them to come back. If someone visits your website on a mobile device, and it takes forever to load or your pictures do not have the proper resolution, it can make your company appear unprofessional.

2. *Flexibility:* When you have a website with responsive design, you can make changes quickly and easily. You do not need to worry about making changes on two websites. This flexibility is a huge advantage when you just want to make a quick design tweak or fix a typo on your site—you only have to do it once.

3. **Cost Effective:** Maintaining separate sites for your mobile and non-mobile audiences can get expensive. By using responsive design, you can save money by eliminating the cost of paying for a mobile site. You will only need to invest in a single site design to appeal to all visitors and all devices.

4. **Search engine optimization gains :** Search engine optimization, or SEO, is a strategy used by many companies to help boost themselves in Google's search page rankings. The closer you are to the top, the better the chance potential customers will find you. Responsive design can help with SEO because Google, as mentioned, gives preference to websites that are mobile-friendly. In combination with other SEO factors, responsiveness can help give you a big boost in search engine results.

5. **Ease of management:** Most businesses, especially smaller ones, don't have a lot of time to update or refresh the way their website looks. But rather than having to hire a designer to handle every aspect of your website, responsive design allows you to make the changes yourself, quickly and easily. Additionally, with just one website, other elements of your marketing will be much easier to manage. You'll never have to wonder if you should link the mobile or desktop site on a social media update, or question whether or not all of your redirect links will be working to get the right visitors to the right site. Responsiveness takes much of the stress out of managing a business website.

SEO : Search engine optimization is the process of making your website appealing to search engines. There is no point to having a website if people can't find it. The main focus of your SEO efforts should initially be onsite SEO which pertains to the content on your website. Offsite SEO incorporates sites that link back to yours, thus giving it authority. These concepts are the building blocks you need to create a great website that can be easily found.

Onsite SEO: Onsite SEO is done by adjusting certain components of the site so that the intent of your content can be clearly understood by search engines. In return for this careful thought, search engines reward websites with higher rankings on the search index. There are several key components of onsite SEO that are the foundation for improving page rank in your specific industry.

Offsite SEO: Offsite SEO is the concept of having other sites link back to yours, indicating that you are an authority in your industry. The Google search engine algorithm places a decent amount of weight on authority for a site. This can come from the site having been around and active for a long period or time, or from outside engagement. Waiting around for you site to get old is not a good strategy.

Implementation of SEO in project:

In my project I used both SEO onsite and offsite. For onsite I frequently used keywords like Munamii cekery(brand name), Cakes, Cupcakes as title of items. I used images of cupcakes and wedding cakes for onsite SEO. News section and home page picture of Cake are part onsite SEO. Brand name and brand logo is itself self-explanatory about the company and its products in the project. User can easily search on google and other searching platforms with the keywords

For offsite SEO I linked my website with company's social media platform like Instagram and Facebook vice versa. These pages also have information about company and its products.