



ASSIGNMENT 1

JANUARY 2022 SEMESTER

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| SUBJECT CODE | : | CWE300 |
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| SUBJECT TITLE | : | WEB ECONOMY |
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| LEVEL | : | BACHELOR |
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| STUDENT'S NAME | : | NIRMAL PANDEY |
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| MATRIC NO. | : | C30101190029 |
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| PROGRAMME | : | BICT (HONS) |
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| ACADEMIC FACILITATOR | : | SHYAM ADHIKARI |
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| LEARNING CENTRE | : | VIRINCHI, NEPAL |
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INSTRUCTIONS TO STUDENTS

- 1) This assignment consists of **TWO (2)** questions. Answer **ALL** questions.
- 2) Plagiarism in all forms is forbidden. Students who submit plagiarised assignment will be penalised.
- 3) Your assignment will be examined based on the followings
 - a complete working solution.
 - ability of using methods available in the learning materials.
- 4) This assignment carries a **30%** weightage toward final grade.

THERE ARE TWO [2] PAGES OF QUESTIONS, INCLUDING THIS PAGE.

INSTRUCTION. Answer ALL questions. [Total : 30 Marks]

Question 1

Internet has brought a lot of changes and impacted many aspects of our lives today.

- a) Choose an aspect of our lives and use a real life example to explain how the internet has changed our lives.

Answer

Users and usage of the Internet are growing and diversifying around the world as it evolves. Internet access has become a daily activity for a huge portion of the population of Internet users. However, there is less clarity on how the internet has changed other parts of society. It's critical to comprehend the implications of the Internet's widespread adoption and widespread use on people's lives. The Internet has influenced the shift in society away from organizations and toward individualized networking, either directly or indirectly. This shift is occurring not only at the interpersonal level, but also at the organizational, and international levels.

There are many aspect of our lives where internet has directly or indirectly affected such as communications, educations, businesses, entertainment, socializing and much more.

On choosing one of the aspects, I am going to elaborate about the influence of internet in Business in day to day lives.

Due to the internet, businesses now have access to an information infrastructure that exceeds that of any huge organization. Indeed, the Internet enables businesses to engage with individuals or trading partners in the same way that a major corporation can. The increasing number of research activities focusing on this topic around the world reflects the importance of the Internet to businesses.

First of all, one of the most major advantages internet provides is the ability to reach and market to large audiences. Businesses can use content marketing to drive qualified traffic to their website by providing material that their target audience desires. The use of search traffic to introduce a company to a new audience is very beneficial. If a company does not want to spend time tracking down search traffic, they can purchase prominent status in the search results, effectively purchasing segments of that audience. The audience is looking for specific terms linked to the

company, which results in highly qualified traffic. In addition, a corporation can acquire online ads on high-traffic websites, engage viewers on social media platforms, and improve website traffic through influencers and public relations.

Furthermore, the advantages of social media for organizations are numerous. Some businesses rely entirely on social media to expand their customer base. Followers are frequently the focus of social media networks. Once you've built up a loyal audience, your company can focus on keeping them engaged while providing new products and services. The ability to reach this audience instantaneously is a big benefit that was not feasible before the internet. It is also feasible to establish a social media following without spending any money. Investing time and effort into creating and sharing relevant content to your brand and market will help you build a following and expand your consumer base. Besides, in the business world, automation is a key internet-driven development. Businesses save money and make their operations easier and more effective by being able to automate tasks that formerly required a personnel. Depending on the business model and objectives, everything from basic accountancy to customer service can be automated to some extent.

To conclude, Implementation of internet in our daily lives are numerous. On concerning with our day to day life, Internet has definitely ameliorate various sector such as communications, educations, businesses, entertainment, socializing, etc and also makes our life easier.

[10 Marks]

- b) Describe **FIVE (5)** benefits that the internet has brought to the above aspect of our lives.

Answer:

In the above aspects, I have chosen about Business sector and elaborate it based on its real time examples. On concerning with this aspects, some of the advantages of the internet in this sector are as follows:

➤ **Access to a high-speed internet connection as well as mobile internet**

For the business, the high-speed revolution was a game-changer. Suddenly, enterprises in a variety of industries have the bandwidth capability to improve their customers' experiences.

➤ **Most up-to-date marketing strategies for reaching more customers**

Because of the internet and digital marketing, the way you promote your products and services has altered. With the use of Internet marketing, you can reach a wider audience with your company. Business websites, social networking, email marketing, and paid online advertising are all modern methods for getting your information to the right people.

➤ **Improving customer service**

Internet has brought customer service to a whole new level. Today, your customers can address a wide range of problems in real time, regardless of their location, and this directly benefits your business.

➤ **Cost savings**

One of the most major advantages of the Internet for businesses is its cost-effectiveness. Days before the Internet, corporate communication was limited to mail, phone talks, or face-to-face meetings, all of which were costly methods of reaching out to potential customers. Since the arrival of high-speed Internet connection, business communication has changed tremendously.

➤ **Business automation**

For businesses of all sizes, business automation is a powerful internet-driven trend. Being able to automate daily tasks saves you money and time in the long run. Your company's operations and processes become more straightforward and efficient.

[5 Marks]

[Total : 15 Marks]

Question 2

Look for a website of your choice. Identify and describe **THREE (3)** criteria (or features) that the website has which could generate high traffic for it. Provide and explain **TWO (2)** areas that the website can improve and implement in order to contribute to the generation of high traffic. You may provide some snapshots of the website to support your points.

Answer

In this evolving era of technology, there are ample number of websites around the world. Some of them receive high traffic, but some do not because of its design, contents, and other criteria.

Some of the criteria that the websites could generate high number of traffic are as follows:

1. Server Response time

The response time of a server is crucial to the performance of a website. When a website takes a long time to load, visitors become upset. They may opt to leave the site permanently. It's possible that some of them will never return. In consequence, this has a negative influence on businesses.

A variety of things influence the response time of servers. They're complex machines with high-end technology and a wide range of uses, so its response times are frequently affected by external factors such as power failures, request overload, DoS attacks, bandwidth constraints, and many other aspects.

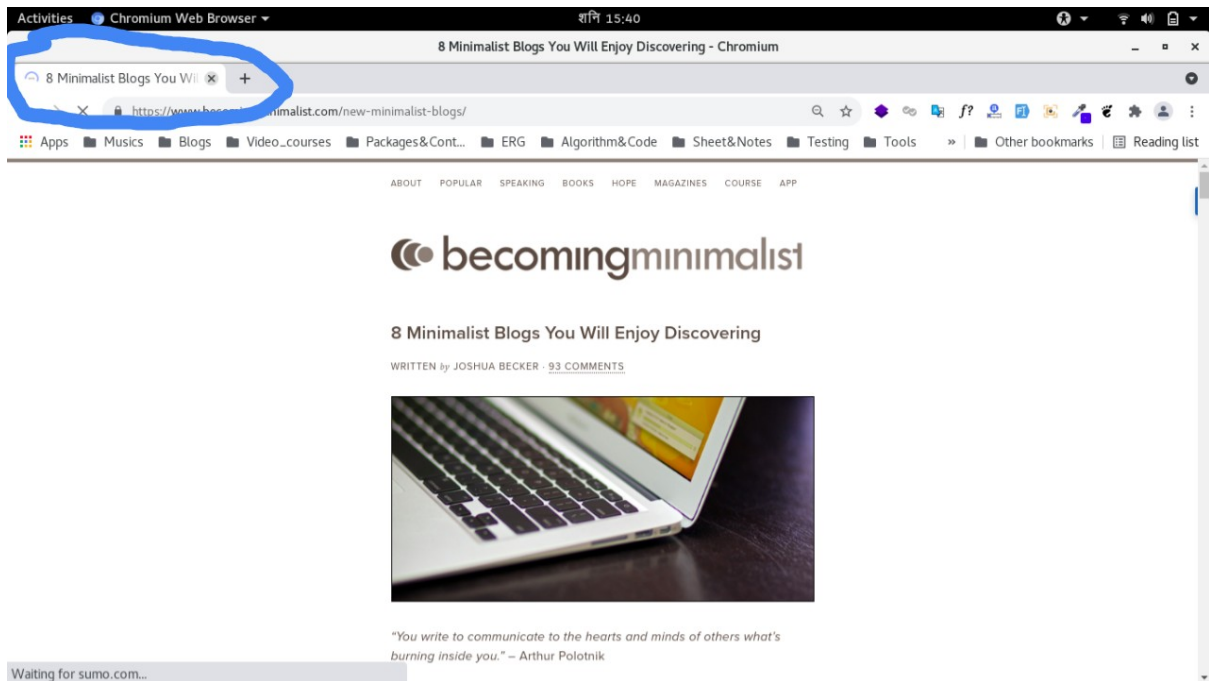


Image : Loading page for longer time

2.High quality content

This is another essential part for attracting a large number of visitors to your website. Basic content may be generated by anyone, but high-quality content needs substantial research, preparation, and strategic execution. High-quality, relevant website content encourages visitors to stay on a website longer, resulting in greater traffic. You should also aim for content that answers their concerns or is valuable in some other way, identifying and resolving your visitors' pain points. That answers their queries or that is helpful in other ways is what you should aim for; uncovering your users' pain points and answering them.

3. Register for daily, weekly or monthly basis articles

When a user is actually interested in your website, they sign up with their email address to be notified when new articles of their choosing are released. Users will be interested in reading such relevant articles if websites publish their content over a set period of time and if it is properly handled. When a person receives an email from the register that is relevant to their category, they are more likely to return to that website to read the new content, resulting in an increase in website traffic.

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Some of the two areas that the website can improve and implement in order to contribute to the generation of high traffic:

1. Improving website response time

Some of the ways to improve response time are:

➤ **Cache as much as possible**

By temporarily storing web pages locally, caching allows you to save bandwidth and enhance overall website speed. When someone visits your site, they will see the cached version unless the site has changed since the last cache.

➤ **Compress images and optimize files**

You might be surprised to learn that photo files make up 60% of the bytes loaded on average every page, much outnumbering JavaScript, CSS, and video. One of the most efficient ways for optimizing photos and increasing their loading speed is to compress image files before uploading them to your site.

- Optimize database queries

Instead of running unnecessary queries in the background, which may slow down the system's performance, optimizing database searches allows us to retrieve just the information we need.

2. Creating high quality content

Some of the ways of creating high quality content are:

- Make Topics Unique by Adding Your Own Perspective

In fact , we're always paraphrasing content of other websites. But what makes it unique and worth reading is our own perspective.

- Do Thorough Research to Maintain Trust and Authority

It is more crucial than ever to make sure your contents are reliable, which means you will need to conduct extensive research and gather facts to support your conclusions so as to make it more trustworthy. This will also you get more number of visitors in your websites.

- See the trending topic and create a backlog of content ideas

Evaluate your competitors' content to see what they're putting out. You can use applications like BuzzSumo and ExplodingTopics to help you find popular topics. Start filling in your editorial calendar as you make your topic list so you don't have to scramble for a new idea at the last minute.

In this way, we can improve and implement the websites so as to contribute to the generation of high traffic

[15 Marks]

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