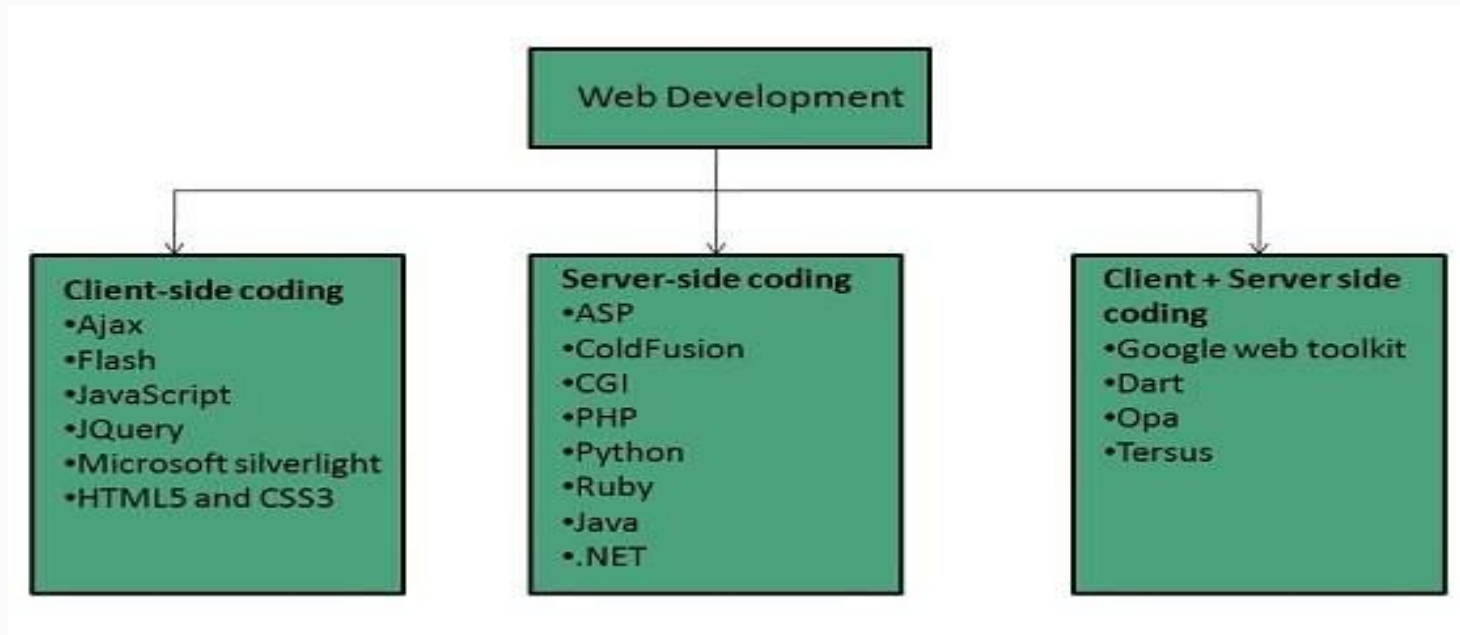


WEB Development



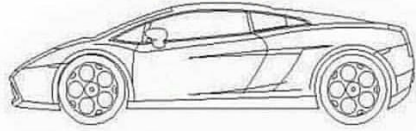
WEB DEVELOPMENT CLASSIFICATION



TOOLS

- **HTML** - Structure
- **CSS BOOTSTRAP** - Design
- **JAVASCRIPT** - Behaviour
- **PHP** - Backend
- **MySQL** - Database

HTML



HTML+CSS



HTML+CSS+PHP



@ITSREALROHIT

HTML+CSS+PHP+MYSQL



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THIS IS HOW TO VISUALISE
HTML CSS PHP MYSQL

TYPES OF WEBSITES

- BLOGS (TECHCRUNCH , TECHGIG)
- INTERNET FORUMS (XDA Developers ,slack)
- PORTFOLIO
- E-commerce (Amazon , flipkart)
- Social Media (Facebook , Instagram)

DOMAINS

(your name/company name).domain

Domain	Meaning
.com	Commercial Business
.edu	Education
.gov	U.S. government agency
.int	International Entity
.mil	U.S. military
.net	Networking organization
.org	Non profit organization

S.N.	Hosting Description
1.	Shared Hosting In shared hosting, the hosting company puts thousand of website on the same physical server. Each customer has their own allocation of physical web space and a set of bandwidth limit. As all websites share same physical memory, MYSQL server and Apache server, one website on the server experiencing high traffic load will affect performance of all websites on the server.
2.	Virtual Private Server (VPS) It is also known as Virtual Dedicated Server. It is a server which is partitioned into smaller servers. In this customer is given their own partition, which is installed with its own operating system. Unlike shared hosting, VPS doesn't share memory or processor time rather it allocates certain amount of memory and CPU to use which means that any problem on a VPS partition on the same drive will not affect other VPS customers.
3.	Dedicated Server In this kind of hosting, single dedicated server is setup for just one customer. It is commonly used by the businesses that need the power, control and security that a dedicated server offers.
4.	Reseller Hosting A reseller acts as a middle man and sells hosting space of someone else's server.
5.	Grid Hosting Instead of utilizing one server, Grid Hosting spreads resources over a large number of servers. It is quite stable and flexible. The servers can be added or taken away from the grid without crashing the system.

SEO **Search Engine Optimization** refers to set of activities that are performed to increase number of desirable visitors who come to your site via search engine.

BLACK HAT TECHNIQUES



- Duplicate Content
- Keyword Stuffing
- Link Farming
- Cloaking Text &/or Links
- Re-Directing to Another Site or Page
- Blog Comment Spam

WHITE HAT TECHNIQUES



- Fresh, Relevant Content
- Linking to / Getting Links from Relevant Industry Sources
- Optimized Image Labels
- Relevant Page Titles & Tags
- Natural Keyword Density

MONETIZATION

Website monetization refers to making money from the website. It is done by converting existing traffic to a particular website into revenue.

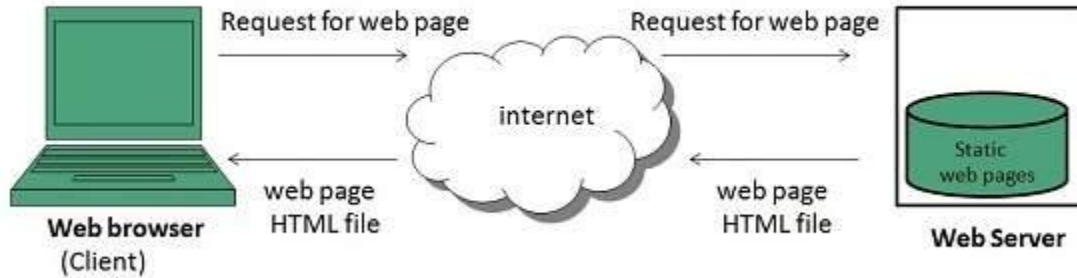
1. **Display Advertising**
2. **Affiliate Marketing**
3. **Lead generation**
4. **Email rental**



WORLD WIDE WEB



DYNAMIC WEBPAGE



STATIC WEBPAGE

