

E-Commerce Domain – Click Camera - Website Design

Prepared by

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Introduction:

Overview:

My project is based on the topic of E-commerce website which means it is an internet commerce or electronic commerce which refers to selling and buying of various goods. The major benefit of this site is customers can buy the products without visiting any shop or any person. Nowadays online shopping has become very easy only due to this e-commerce websites. My project is a normal and simple website for buying women wears. My site consists of various kinds of women wears with a reasonable price and with ample amount of designs.

Purpose:

There are many advantages which can be achieved through this e-commerce website.

- 1.Reduce Geographical Limitations- Due to this we customers need not to be restrict themselves within a geographical boundary, we can shop from anywhere and anywhere in the world.
- 2.No travel time and cost- Since person can shop from anywhere in the world the time and the cost required for travelling can be reduced to a greater amount.
- 3.Available for 24*7- The physical shops will be closed after sometime but the online shopping sites are available for 24 hours, so there is no time restrictions for shopping.
- 4.Locate the products at a faster rate- We can locate the products which we need in a nick of time, we don't need to search for the product. Customers can navigate through only the relevant products not the unwanted products which will save their time to a greater extent.

This were few points due to which many people can prefer with online shopping. This are some of the major benefits which makes the ecommerce a popular means of shopping.

LITERATURE SURVEY:

Existing problem:

The major problem with ecommerce website is duplicate contents. Products in e-commerce sites are presented in categories and sub-categories that generate multiple URLs pointing to practically the same product page. Depending on how your e-commerce website is structured, ugly, and non-readable URLs are generated for each instance of a product page. If these instances get indexed by search engines, they will be treated as internal duplicate content or meta-data - which could get your website penalized in search results.

Proposed Solution :

- 1.Areas that may create duplicate content such as category pages, sub-category pages, tags and archives can be excluded from indexing through the /robots.txt Robots Exclusion Protocol
- 2.Reviews, comments and shopping carts in e-commerce sites usually create new URLs depending on how your website is structured. These pages as well as other duplicate pages generated can be excluded from being indexed by using the canonical tag or have only a single canonicalized version of the page at your website's root
- 3.New URLs generated that make links point to a seemingly duplicate content can be embedded with the nofollow attribute

Block Diagram:



Software Requirements:

1. WordPress- I have Chosen the Neve Theme.
2. Plugins- I have used WooCommerce,Elementar.

Experimental Analysis:

During working on this project,I have analysed that many of the people are using Online shopping websites for ordering various products.There are many pros and cons of ecommerce websites.

Experimental Results:

1) Home Page:



CLICK CAMERA

A camera that can reach beyond imagination

Home Shop About Contact

CAMERAS LENSES VIDEO TRIPODS AUDIO LIGHTING SCOPES & OPTICS

SAVE BIG

Biggest Online Camera Store

Shop Now



Exclusive Cameras



Sony Alpha 1

Full-frame Interchangeable Lens Mirrorless Camera

Pre-Order



Fujifilm GFX100S

102MP Medium Format Camera

Pre-Order

Featured Products



Canon EOS 5D Mark IV

[Shop Now](#)



Popular Brands



CANON



SONY



FUJIFILM



NIKON



PANASONIC

Shop by Category



Cameras

DSLR
Mirrorless
Medium Format
Point & Shoot
Instant
Specialty



Lenses

SLR Lenses
Mirrorless Lenses
Rangefinder Lenses
Medium Format Lenses
Special Effect Lenses
Digital Cine Lenses



Video

Action Cameras
Drones
Camcorders



Ane Marie - Testimonials



I am very happy with all my purchases since I have been shopping on the Click Camera website. I never had to return any of my items. I buy for myself, any member of my family and friends. I like how I can zoom in to see the photos of the item that I am purchasing from all angles. This helps very much with the decision making if I will really make the purchase. Description of the product as well. I like how I can track my items while it's in transit to me. The convenience of shopping online is the best. I just love Click Camera. I recommend Click Camera to anyone that I come in contact with and they're looking to make a purchase.

 CANON

 SONY

 FUJIFILM

 NIKON

About my Shop



CLICK CAMERA

A camera that can reach beyond imagination

Phone: (+91) 1234567890. Email: support@clickcamera.com

Neve powered by WordPress

2) Shop Page:



CLICK CAMERA

A camera that can reach beyond imagination

[Home](#) [Shop](#) [About](#) [Contact](#) 

[CAMERAS](#) [LENSES](#) [VIDEO](#) [TRIPODS](#) [AUDIO](#) [LIGHTING](#) [SCOPES & OPTICS](#)

[Home](#) » [Shop](#)

Showing all 3 results

Default sorting



Canon Camera

₹30,000.00



Panasonic LUMIX GH5 4K Mirrorless Camera
(Body Only)

₹70,000.00



Sony Alpha a7 III 24.2MP Full Frame
Mirrorless Digital Camera (Body Only)

₹60,000.00

About my Shop



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Phone: (+91) 1234567890. Email: support@clickcamera.com

Neve powered by WordPress

3) Product Page:



CLICK CAMERA

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[Home](#) [Shop](#) [About](#) [Contact](#)

[CAMERAS](#) [LENSES](#) [VIDEO](#) [TRIPODS](#) [AUDIO](#) [LIGHTING](#) [SCOPES & OPTICS](#)

[Home](#) » [cameras](#) » [Panasonic LUMIX GH5 4K Mirrorless Camera \(Body Only\)](#)



Panasonic LUMIX GH5 4K Mirrorless Camera (Body Only)

₹70,000.00

1

ADD TO BASKET

Category: cameras

[Description](#) [Reviews \(0\)](#)

Product Highlights

- 20.3MP digital Micro Four Thirds sensor
- Venus Engine 10 image processor
- 6K 30 fps / 4K 60 fps photo burst
- Internal recording at 4K60/50p and 4K30/25p/24p
- Large OLED LVF (3,680k-dot)
- Bluetooth 4.2 and Wi-Fi 5GHz
- Variable video frame rates
- 5-axis photo/video Dual I.S. 2.0 up to 5 stops
- LUMIX 480 fps DFD focusing system

Related products



Sony Alpha a7 III 24.2MP Full Frame Mirrorless Digital Camera (Body Only)


₹60,000.00



Canon Camera

₹30,000.00

4) Contact:




CLICK CAMERA
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Home Shop About Contact

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GET IN TOUCH


Contact



Send us a Message


Send an email using this form and we will get back to you!

 (+91) 1234567890

 support@clickcamera.com

Send Message

About my Shop




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Neve powered by WordPress

5) Cart:





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Home Shop About Contact 

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Cart

Product	Price	Quantity	Subtotal
 Sony Alpha a7 III 24.2MP Full Frame Mirrorless Digital Camera (Body Only)	₹60,000.00	1 	₹60,000.00

Basket totals

Subtotal	₹60,000.00
Shipping	Free shipping
	Shipping to a, a 500050, Uttarakhand.
	Change address 
Total	₹60,000.00

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Neve powered by WordPress

6) Checkout:



Checkout

Billing details

Have a coupon?

First name *

a

Last name *

b

Company name (optional)

Country / Region *

India

Street address *

a

Apartment, suite, unit, etc. (optional)

Town / City *

a

State *

Telangana

Pin code *

500050

Phone *

1234567890

Email address *

abc@gmail.com

☐ Deliver to a different address?

Order notes (optional)

Notes about your order, e.g. special notes for delivery.

Product

Subtotal

Sony Alpha a7 III 24.2MP Full Frame Mirrorless Digital Camera (Body Only) × 1

₹60,000.00

Subtotal

₹60,000.00

Shipping

Free shipping

Total

₹60,000.00

Cash on delivery

Pay with cash upon delivery.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

PLACE ORDER

About my Shop



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7) Order Placed:



Order received

Thank you. Your order has been received.

ORDER NUMBER: 507 DATE: February 2, 2021 TOTAL: ₹60,000.00 PAYMENT METHOD: Cash on delivery

Pay with cash upon delivery.

Order details

Product	Total
Sony Alpha a7 III 24.2MP Full Frame Mirrorless Digital Camera (Body Only) × 1	₹60,000.00
Subtotal:	₹60,000.00
Shipping:	Free shipping
Payment method:	Cash on delivery
Total:	₹60,000.00

About my Shop



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Advantages:

1. Easy to Showcase Bestsellers
2. Personalized online experience
3. Sell Internationally
4. Easier to encourage impulsive buys

Disadvantages:

1. E-commerce is highly competitive
2. Customers can be impatient
3. Shipping times can be lengthy
4. There is no trials before purchase

Applications:

Various applications of E-commerce websites are grocery supplies, internet bookshops, shopping sites for dress, etc made the life easier for buying various products without travelling or visiting the shop from anywhere. Cash Payments, tax payments, bill payments have also become easier due to these e-commerce sites.

Conclusion:

So with this I conclude that e-commerce websites is the best place for various online shopping's and payments.

Future Scope:

In future E-commerce experience will become more personalized, it will include lot more relevant contents and will shift towards better service and elevate the shopping experience.