

Website Development of E Web Digital

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Abstract-A website helps to boost many businesses, it improves advertising effectively, saves money on printing and distribution cost, effortless access and increased productivity. The motive of this study is concerned with coming up with a website that is easily understood by the visitors, and can lure them to become customers. We found in our analysis that developing a responsive website is not as comfortable as it sounds, it requires more focus and precision to do so.

Keywords-digital marketing website design, digital services websites, web design company, website design agency.

I. INTRODUCTION

Website development is the program or coding that enables/helps website functionality as per the owner's requirements. Web development ranges from creating plain/simple text pages to dynamic web-based applications, social-networking applications and electronic business based applications. Web development is the role/work that helps in developing a website for the Internet or an intranet that is a private network. A more elaborated list of tasks to which web development commonly refers to, may include web engineering, web designing and development, web-based content, client-side/server-side scripting, web server and network security configuration, and e-commerce development.

Web development services help your skills to increase product knowledge, maintain communication between you and potential clients, sell your products or services, generate leads for the business, and increase the popularity of your company and much more. Among web professionals, "web development" usually refers to the main non-design aspects of building web sites: writing markup and coding. Web development may use content management systems (CMS) to make content changes easier and available with basic technical skills.

While the terms "web developer" and "web designer" are often used synonymously, they do not mean the same thing. Technically, a web designer only designs website interfaces using HTML and CSS. A web developer may be involved in designing a website, but may also write web scripts in languages such as PHP. JavaScript programming is a type of web development that is generally not considered part of web design. However, a web designer may reference JavaScript libraries like jQuery to incorporate dynamic elements into a site's design.

We have used different types of languages for developing the website by deciding its future scope with attractive ideas and best designing such as: HTML, CSS, Bootstrap, JavaScript, jQuery.

1. Languages used for development of website:

1.1. Html- Hypertext Markup Language is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as Cascading Style Sheets (CSS) and scripting languages such as JavaScript.

Web browsers receive HTML documents from a web server or from local storage and render the documents into multimedia web pages. HTML describes the structure of a web page semantically and originally included cues for the appearance of the document.

1.2. CSS- Cascading Style Sheets is a style sheet language used for describing the presentation of a document written in a markup language like HTML. CSS is a cornerstone technology of the World Wide Web, alongside HTML and JavaScript.

CSS is designed to enable the separation of presentation and content, including layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple web pages to share formatting by specifying the relevant CSS in a separate .css file, and reduce complexity and repetition in the structural content.

1.3. J Query-jQuery is a JavaScript library designed to simplify HTML DOM tree traversal and manipulation, as well as event handling, CSS animation, and Ajax. It is free, open-source software using the permissive MIT License. jQuery also provides capabilities for developers to create plug-ins on top of the JavaScript library. This enables developers to create abstractions for low-level interaction and animation, advanced effects and high-

level, theme able widgets. The modular approach to the jQuery library allows the creation of powerful dynamic web pages and Web applications.

The actual purpose of jQuery is to make it much easier to use JavaScript on your website. It makes things like HTML document traversal and manipulation, event handling, animation, etc.

1.4. Bootstrap- Bootstrap is a free and open-source tool collection for creating responsive websites and web applications. It is the most popular HTML, CSS, and JavaScript framework for developing responsive, mobile-first web sites. Bootstrap is a framework to help you design websites faster and easier. It includes HTML and CSS based design templates for typography, forms, buttons, tables, navigation, modals, image carousels, etc. It also gives you support for JavaScript plugins. ...Bootstrap's responsive CSS adjusts to phones, tablets, and desktops.

1.5. JavaScript- JavaScript often abbreviated as JS, is an interpreted programming language that conforms to the ECMA Script specification. JavaScript is high-level, often just-in-time compiled, and multi-paradigm. It has curly-bracket syntax, dynamic typing, prototype-based object-orientation, and first-class functions. Although there are similarities between JavaScript and Java, including language name, syntax, and respective standard libraries, the two languages are distinct and differ greatly in design.

2. E Web MARKETING:

Digital marketing strategies may include the use of one or more online channels and techniques to increase brand awareness among consumers. Building brand awareness may involve such methods/tools as:

2.1. Search engine optimization (SEO)

Search engine optimization techniques may be used to improve the visibility of business websites and brand-related content for common industry-related search queries. The importance of SEO to increasing brand awareness is said to correlate with the growing influence of search results and search features like featured snippets, knowledge panels and local SEO on customer behaviour.

2.2. Search engine marketing (SEM)

SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness and conversions. 33% of searchers who click on paid ads do so because they directly respond to their particular search query.

2.3. Social media marketing

70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms.

Facebook, Instagram, Twitter and YouTube are listed as the top platforms currently used by social media marketing teams.

2.4. WEB MARKETING:

Web marketing is the process of using the Internet to market your business. It includes the use of social media, search engines, blogging, videos, and email. Promoting a business takes effort. There are a variety of ways to do it. Traditional advertising in newspapers, on the radio and television, direct mail, and billboards has been around for decades. Web marketing takes your message to the big wide web. With tons of people using the internet every day, there are huge opportunities to get your product or service in front of people who need or want it. Drilling down into it, web marketing takes many forms. Banner ads, email promotions, and social media posting are three of the ones you have probably heard about. They, and more, live under the "web marketing" umbrella.

2.5. Software Development

Software development is the collective processes involved in creating software programs, embodying all the stages throughout the systems development life cycle. SDLC methodologies support the design of software to meet a business need, the development of software to meet the specified design and the deployment of software to production. A methodology should also support maintenance, although that option may or may not be chosen, depending on the project in question.

II. WEBSITE DEVELOPMENT PROCESS

1. Various Steps consider in Website Development Process:

1.1. Analysis - Firstly, better understand the website requirement creation, including website Design and Website looks and feels, the Web pages uses, website content and for suggestion and discussions, a proper space available on a web site for easily approachable.

1.2. Specification – Predicated on Requisite, prepare a draft designation of Web pages to be developed include the sitemap and a flow of various process

1.3. Design & Development - Invention and Development is a significant role plays in Web Development. Graphical looks and feel according to most impressive and efficient way, Graphical elements required for design are appearing more impressive, for this use colour and image. Design of web pages, computer graphic includes navigation mock-up, template content and placeholders

1.4. Content Writing- Writing of contents is a significant part of development of web pages and plays an important and necessary step in optimization Engine, a well-defined

or easy content is utterly necessary to fall in internet site users. Content written by a more professional requires more pure, easy and accurate content.

1.5. Coding- Coding start of a Web Pages in CSS, HTML, Java scripts and other technologies of WWW (world wide web), for drawing of the graphic and text contents, we look code of web page consistently like as webpage design. Coding of a web page is loading fastly search engine and index give us rank very quickly. Every web page of a website takes a unique title, unique meta tags as keywords and descriptions. We can create links of internal with keywords of website to explore the search engine ranking and navigation. In this way improve the website quality code by using techniques and tools according to website standards.

1.6. Testing & Security- Testing as well play an important role in website development, testing is done for browser compatibility, broken links and can check the speed of loading pages, and loading speed of images.

We can also check validation of HTML code, validation of CSS, checking of spelling and build alterations to rectification of mistakes and can perform test of functional on processes of websites like payment, postal services, registration, etc., these checks as per requirement. When testing done website hosted on a web server and uploaded

1.7. Promotion- The advancements are likewise a necessary step for website to awareness of the peoples. To become more impressive, we can do website promotion that are listed below:

- E-mails
- Social media
- Web logs
- Articles
- Blog

1.8. Maintenance & Update- For better operation of the world's cyber site, monitor the website time to time. We make update periodically needed as per the requisites. Even maintenance of website is required, when any visitors keep updated. Whatever changes in the information comes from contact, any additional articles added and other links added in the website added. We offer maintenance support on the website according to time

2. Actual Implementation:

In our project, we have created the website of E web Digital, which is a small scale company of digital marketing, this website is informative as well as training based website with different types of training category. Where these website developed with the help of basic languages and bootstrap class code. The website which is developed with some ideas and reusability that may help

some fresher to look around it and may show some interest against the digital website by doing some enquiry through these one page website.

In these website we have complete information of the E web Digital website with its all important data and best designing. In these information we have inserted the data such as about us of the E web Digital, training, portfolio, services, contact us, and many more essential things of the website related.

Here the data is arranged properly by which its updating will be easier in future as the requirement or demand increase towards the website. It Contains Updated and useful data of the E web Digital company with its all detailed information.

We have used platforms like html, css, jquery and bootstrap. There are tabs and modules like home, about us, services, training, portfolio, contact us, request a quote. Some tab has its own drop-down menu in which related data is present and by clicking on them pages will be directed to that page/module. Arranging data in menu and drop-down menu format was very efficient to encapsulate data in very good manner.

In Home tab there is the information section i.e. About E web Digital In this tab there is the complete information about the E web Digital that what is the eWeb Digital, why it is used, what is the aim and objectives of these company. In About us there is the overview of the company for any new user, there is also business objectives of the website with some infrastructure.

The next tab is of Services where this tab provide different types of services related to the website or available in that company such as web development, Digital marketing, web hosting, Mobile application, and many more. In these tab it has sub menus to select the any particular page, where each page contain its own information with its advantages and disadvantages. Here each page has photograph of particular service with its detail information and future use.

In home tag there is one option or module i.e. portfolio which consist different types of website related information and images of its. After these tab there is another tab of the "Training" where in these tab there is again different types of drop-down menus available which has each pages consist of its own information. In these tab there is also another option of the Admission enquiry where when any fresher or a student who wants to join the program will enter then he will get all information about the selected course/program.

Next to it there is tab in it "Admission Enquiry" where user can fill the personal information of itself by selecting any particular course and then we can download the

syllabus pdf of particular course and can get the information of selected course. After that there is next tab “Portfolio” where it consist of the different types of website and app developed by the company where clicking on that web view we have visit the particular site.

In this page there is different tabs of the portfolio i.e. app, web and social media view through which we go to the site by these some type of view. Next tab after it is the contact us, in this tab there is all information of the company is given by which user can contact the institute/company.any new user what to visit a company then he/she can go through with the help of map which given in contact page withdirection. This will also redirect page to the footer where data is also present in footer with contact number and email address of the company through which user can contact the institute.

We can also contact E web Digital through social media app such as Facebook, Instagram, Linked in or Twitter by clicking on the symbol or link of the app which given in the footer of the website.

3. Designs and Screenshots:

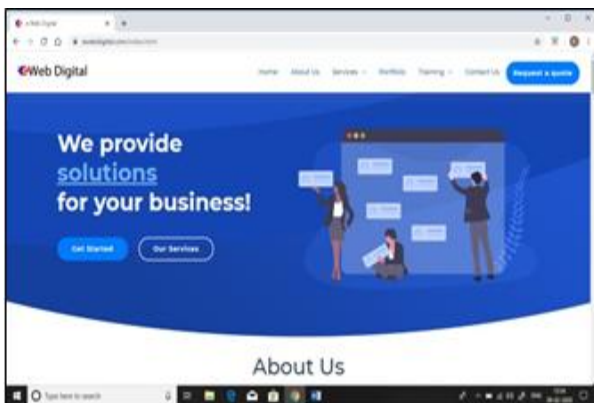


Fig no 1. Screenshot.



Fig no 2. Screenshot.

III. FUTURE SCOPE AND CONCLUSION

1. Future Scope:

In future this website can get updated as per the requirement of the user increase in digital marketing with new ideas and different marketing concept with different types of training. Career prospects are really shiny and challenging in the digital marketing domain. You got to be on top of your game.

A lot of Digital Marketing agencies came up catering to different companies for their product and brand management. Meanwhile, other training centers also introduced online and offline to train people in the digital marketing domain. Both, the above mentioned go hand-in-hand to cater to the heavy demand of the market. SEO, Google Ads, Mobile Advertisement, Web Analytics, Content and Inbound Marketing, Email and Affiliate Marketing, Video Advertising and Social Media Marketing are fields of training and courses in Digital Marketing.

What makes E-Web Digital Marketing such an exciting area for study and work is the lightening pace at which it is changing. New technologies, apps and devices can change the way we market to consumers very quickly and hence make our learning very diverse and open-ended.

2. Conclusion:

In our project we have updated a website for Mr. Parmanand Satwadhar of “E Web Digital” for their company. For creating this website we have used different scripting and programming languages like HTML, CSS, JS, JQuery and Bootstrap.

By using these languages, we learned the actual implementation of these languages and we learned how to apply these language in real life i.e. we learned real time applications of languages and how to make a website responsive with better designs and less code entanglement.

IV. ACKNOWLEDGEMENT

We would like to express our gratitude towards guide Prof. JADHAV A.K for the useful comments, remarks and for giving her valuable guidance and inspiration throughout the learning process of this report.

Furthermore, we would like to thank our HOD Prof. JADHAV P.D for making available all the facilities for the successful completion of this work and other staff members of Computer Engineering Department for their valuable help.

It is with humble gratitude & sense of indebtedness, we thank my respected and esteemed Principal Dr. B. M. Patil for his valuable guidance, suggestion and constant support which lead towards successful completion of this work.

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