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Developing a web strategy

Choosing A goal

The primary web goals of most organizations fall into four broad categories:

- ❖ Inform or entertain the audience
- ❖ Influence the audience
- ❖ Sell products or services
- ❖ Facilitate offline relationships

Inform or entertain the audience organizations that aim to inform an audience or entertain people in some way, to earn revenue, many sell advertising. Online magazines, newspapers, and video sites usually adopt this goal. **Infomediary** focuses on informing visitors and empowering them aggregated information about products from different suppliers. **E-marketplaces** facilitate that transactions by bringing together buyers and sellers, often from all over the world.

e-marketplaces are often classified based on the buyers and sellers they serve.

Business to consumer(B2C) Bizrate and Expedia, in which many suppliers post their wares and consumers can compare them on pricing and features.

Business to Business(B2B) AliBaba, retailer who needs to restock the inventory for a product and compare wholesale prices.

Consumer to consumer(C2C) eBay, individual sellers can post their wares, and shoppers use the search tools to find what they want.

consumer to Business(C2B) relationships, in which consumers sell products or services online to business.

Influence the audience companies that are not actually selling directly to the public online hope to influence their audience in subtle ways. For instance, political blogs.

Sell products or services selling is the primary goal of organizations whose websites live and die by e-commerce transactions. Amazon. The check out

process on these sites is critical to customer satisfaction. It must include several payment options.

Facilitate offline relationships for companies such as Royal Bank and Hyatt Hotels, the website's goal is to facilitate extend offline relationships. Colleges and universities websites are also examples.

NAMING THE WEBSITE

Selecting a name for the website is the first step if it hasn't been taken yet. **the uniform resource locator(URL)** is the unique global address for a web page or other resource on the internet

Every device connected to the net, has a unique numerical IP address, such as 10.181.25.56. these IP address are not human friendly, so the internet's designers added the **Domain Name System (DNS)** the hierarchical naming system that maps a more memorable URL.

Components of a URL

Hypertext transfer protocol(http://), which specifies that the resource is a web page containing code the browser can interpret and display.

File transfer protocol (ftp://), which indicates that the resource is a file to be transferred.

The last string of letters is the **top-level domain**, and this can indicate the type of organization or country code.

Internet Corporation for Assigned Names and Numbers (ICANN) is the nonprofit organization charged overseeing the net's naming system.

Cybersquatting in which someone registers a domain name that is a company's trademark, hoping to resell it to the company at an exorbitant profit.

Typosquatting registering a replica site with a misspelling in the trademark name that users might easily mistake for the real thing and enter personal information and passwords for the squatter's fraudulent use, hoping the CEO will pay a ransom to get the name back.

Building the Website

The best designed website is the one that achieves its goals.

- ❖ **Flat architecture:** for small sites, with a home page linking to 4 or 5 additional pages.
- ❖ **Hierarchical architecture:** for larger sites, in which the top-level home page contains links to second -level pages, which then link to further relevant pages.
- ❖ **Multi-dimensional architecture:** recognizes that information can be categorized in many ways, multiple paths.
- ❖ **Sequential architecture:** is useful in some settings, particularly when designers want the visitor to proceed **step by step** through a transaction, survey, or learning module.

Usability refers to the ease with which a person can accomplish a goal using some tool.

designers use color manage the use`s attention, drawing on principles of visual perception. Bright red.

Usability test are critical to help designers improve the site for the people who actually use it, not the ones who design it.

Web accessibility refers to how easily people with disabilities can access and use web resources.

The web Accessibility Initiative (WAI) develops guidelines for web accessibility that are widely regarded international standards.

Assistive technologies to help people with disabilities in using the web such as, mouse foot pedals, screen readers, Braille displays, head-mounted pointers, joysticks, and speech-to-text translators.

Software development strategies for the web

Web browser the software application that retrieves, interprets, and displays web resources.

Hypertext markup language (HTML), which specifies the web page's format and helps put it into reader-friendly output. The language uses tags in angle brackets that browsers can interpret.

Javascript is a very popular language used to add interactivity to web pages written in HTML.

AJAX is a mix of technologies that builds on javascript and enlivens the web even more, adding instant intelligence drawn from live data to create interactive displays.

World wide web consortium (W3C) is an international body that establishes and publishes standards for programming languages used to create software for the web.

Content management systems encompass a large group of software products that help manage digital content in collaborative environments.

Cascading style sheets (CSS) control the fonts and colors to appear when an editor identifies some text as a page heading.