

- 1. Subject Name: E-Commerce (BBAA405SE2)**
- 2. Semester / Year: Semester IV**
- 3. Name of the Teacher: Pinaki Dey**
- 4. Name of the topic: Building and hosting Website,
Registering a domain name.**

Building and hosting website can be done by using the right tools, codes and resources. There are typically *Two* types of websites:

- **Static or Basic Websites:** Static websites are simple websites with one or more web pages (called HTML pages). We can build them on our computer with software like Adobe Dreamweaver / Frontpage and then upload the pages to our host's server using any FTP software (*such as FileZilla, SmartFTP, WinSCP, Cyberduck, FlashFXP, FireFTP, CommanderOne etc*). Whenever we need to make changes to our website, we will have to edit the pages on our computer and upload them again. Since they cannot be modified dynamically, such websites are called *static websites*. Static websites are cheaper than *dynamic websites* but come with limited functionality and no option for e-commerce or interactivity.
- **Dynamic Websites:** Dynamic websites contain information that changes, depending on the time of day, the viewer and other factors. They make use of both client-side and server-side scripts to create and update content.

Client-side scripts, which run on a user's computer, are mainly used for appearance and interaction purposes.

Server-side scripts, which reside on a server and are extensively used by E-commerce and social networking sites, allow users to have individual accounts and provide a customized response for each user. Dynamic websites are CMS-driven (*web Content Management System*) and allow us to directly add and edit content (i.e. text, design, photos, and videos), as well as let our visitors leave

comments and start discussions. Dynamic websites are ideal for businesses and organizations. Examples of dynamic websites include *blogs, forums, photo galleries and e-commerce sites*.

Steps to launch a Website:

1. Choose a domain name
2. Register a domain and sign up with web hosting.
3. Select Web hosting plan.
4. Setting up a website using WordPress / Joomla/ Weebly etc (through web host).
5. Customize website design, themes and structure.
6. Add important pages and content.

1. *Choose a Domain Name:* In order to build a website, the very first thing we do need is a domain name (*Example of custom web address, www.oursite.com*). The domain name is our website name and address. That address is used by visitors when they try to find the site through their web browsers. Use a “generic” domain name extension such as *.com, .net or .org* if website’s goal is international visitors. Use a “local” domain name extension such as *.de, .fr,* or *.ru* if goal is country-targeted visitors.
2. *Register a domain and sign up with web hosting:* After having a domain name, all we need is website hosting (web hosting) services. Web hosting is a service that hosts and stores our website files (content) on a secure server that is always up

and running. Without a web host, our website will not be accessible for others to read and browse.

There are basically *two* types of hosting platforms. Depending on hosting needs and what we are most comfortable with, we can choose from:

Linux Hosting, which allows running scripts written in PHP, Perl, Python and other Unix-originated languages, and usually supports PostgreSQL and MySQL databases. This is the most commonly used system today.

Windows Hosting, which allows running ASP scripts utilizing .NET and other Microsoft technologies, and supports Microsoft SQL Server and Access database.

3. *Select Web Hosting Plan*: We will typically find a wide range of services in web hosting, such as:

- a. *Free hosting*: Free web hosting services helps to host website for free or sometime advertisement- supported web hosting. It is extremely limited when compared to paid-hosting.
- b. *Shared Hosting*: *In shared hosting*: We get to share the physical server with other website owners. However, we will have our own separate account (secured with login credentials). Shared hosting is very affordable because the cost of operating the server is shared between two or other website owners.
- c. *Dedicated Hosting*: Dedicated hosting offers us an entire server for ourselves, thereby making it faster, more secure and costlier. It is the ideal

solution for larger businesses and high-traffic websites because it allows for maximum customization, configuration, installation and flexibility.

- d. *VPS Hosting (Virtual Private Server Hosting)*: In VPS hosting, every website is stored on a very powerful server that is divided into several virtual compartments. The server software is configured separately so that each unit can function independently. It should be our preferred option if we have high-security concerns but don't want to invest in a faster (but costlier) dedicated server.
 - e. *Cloud Hosting*: Cloud hosting allows multiple virtual servers (clouds) to work together to host a website or a group of websites. It offers unlimited ability to handle sudden traffic spikes. A cloud-hosted website is not limited to a single server, and the resources allocated to it can shrink or expand dynamically, depending on how much traffic we get. It's a great option for large websites, including e-commerce websites, newsletters and blogs.
4. *Setting up a Website using WordPress / Joomla / Weebly etc (through web host)*: Once we have our domain name and web hosting is ready, we need to choose and install a website building platform (also known as CMS). We may choose WordPress / Wix / Joomla / Weebly / Webflow / Jimdo etc since these all are easy to use and comes with thousands of free designs and add-ons that make our website look professional and unique.

5. *Customize Website Design, themes and Structure:* To make website alive and eye catching, all e need to do a nice and customize design by adding branding elements, theme. Most importantly, there are thousands of free and paid themes available on the web using any CMS.
6. *Add important pages and content:* From a technical point of view, a web page is just a document on the web. It's not very different from our traditional Word document apart from it having our website's branding elements such as the header and footer. Most websites will find the following pages essential:
 - a. Homepage: It's the first page that visitors see when they go to any website.
 - b. About page: A page explaining what a website is about.
 - c. Contact page: A page where visitors may contact Web-administrator.
 - d. Services page: In this services of the concerned business, for which web site is made, is displayed.
 - e. Shop page – For companies that want to launch an e-Commerce store.