Web design and development practices

Inroduction

The Web design and development patterns, the reappraisal of the wed design and what are the engineerings we are used and the besides the reappraisal about the effectual web site design patterns, and the is the good pattern. And here besides discuss the Security in the web site design in the E-commerce web sites. And besides include the what type of security mechanism are in the E-commerce web site.

In the concluding portion develop an enlightening web site, and that website provide a speedy and easy entree to our recommendations.

WEB PAGE DESIGN:

Web page design is a procedure of conceptualisation, planning, modeling, and executing of electronic media content bringing via cyberspace in the signifier of engineerings such as grade up linguisticcommunicationlike hypertext markup language, xhtml, xml suitable for reading and show by a web browser or other web based graphical user interfaces (GUIs) .

The purpose of web design is to make a web site (a aggregation of electronic files shacking on one or more web waiters) that presents content (including synergistic characteristics or interfaces) to the terminal user in the signifier of web pages one time requested. Such component as text, signifiers, and bitmapped images can be placed on the page utilizing HTML, XHTML and XML tickets. Exposing more complex media (vector artworks, lifes, pictures, sounds) normally required circuit boards such as flash, speedy clip, java run clipenvironmentetc. Circuit boards besides embedded into web pages by utilizing HTML or XHTML tickets.

Improvements in the assorted browsers ' conformity with W3C criterions prompted a widespread credence of XHTML and XML in concurrence with Cascading Style sheets (CSS) to place and manipulate web page elements. The latest criterions and proposals aim at taking to the assorted browsers ' ability to present a broad assortment of media and handiness options to Clint perchance without using Circuit boards.

Typically web pages are classified as inactive or dynamic.
* Static pages do n't alter content and layout with every petition a human manually updated the page.

* Dynamic pages adapt their content and/or visual aspect depending on the terminal user 's input or interaction or alterations in calculating environment. Content can be changed on the client side by utilizing client side scripting linguistic communications (JavaScript, JScript, Actionscript, media participants and PDF reader circuit boards, etc.) to change DOM elements (DHTML) . Dynamic content is frequently compiled on the waiter utilizing server-side scripting linguistic communications (PHP, ASP, Perl, Coldfusion, JSP, Python, etc.) . Both attacks are normally used in complex applications.

WEB SITE DESIGN:
A web site is a aggregation of information about a peculiar subject or capable. Planing a web site is defined as the agreement and creative activity of web pages that in bend make up a web site. A web page consists of information for which the web site is developed. A web site might be compared to a book, where each page of the book is a web page.

There are many facets (design concerns) in this procedure, and due to the rapid development of the Internet, new facets may emerge. For non-commercial web sites, the ends may change depending on the coveted exposure and response. For typical commercial web sites, the basic facets of design are:

* The content: The substance and information on the site should be relevant to the site and should aim the country of the populace that the web site is concerned with.

* The serviceability: the site should be user-friendly, with the interface and pilotage simple and dependable.

* The visual aspect: the artworks and text should include a individual manner that flows throughout, to demo consistence. The manner should be professional, appealing and relevant.

* The visibleness: the site must besides be easy to happen via most, if non all, major hunt engines andadvertisementmedia.

A web site typically consists of text and images. The first page of a web site is known as the Home page or Index. Some web sites use what is normally called a Splash Page. Splash pages might include a welcome message, linguistic communication or part choice, or disclaimer. Each web page within a web site is an HTML file which has its ain URL. After each web page is created, they are typically linked together utilizing a pilotage bill of fare composed of hyperlinks. Faster shoping velocities have led to shorter attending ps and more demanding online visitants and this has resulted in

less usage of Splash Pages, peculiarly where commercial web sites are concerned.

Once a web site is completed, it must be published or uploaded in order to be viewable to the populace over the cyberspace. This may be done utilizing an FTP client. Once published, the web maestro may utilize a assortment of techniques to increase the traffic, or hits, that the web site receives. This may include subjecting the web site to a searc engine such asGoogleor Yahoo, interchanging links with other web sites, making associations with similar web sites, etc. [1]

These cardinal subjects needed for an effectual web design include:
* Accessibility

* User-centred design and serviceability

* Internet selling planning and betterment procedure

* Information architecture and findability

* Search engine optimization (SEO)

* Web criterions

* Persuasion to present concern consequences

* Web analytics

A· Legal demands

Principles of Effective Web Design:

There are 14 cardinal facets of web design execution which need to be managed for a successful undertaking. These are broken down into six parts which we have made available as separate subdivisions for easiness of mention. We have summarised the success factors in Success map for effectual web design.

Here is an overview, a spirit of what we cover in the different subdivisions:

Part 1: Scheme and Planning

* Section 2. Internet selling planning and betterment procedure.

To make a web site which delivers consequences for its proprietors is non merely about ocular design, itaˆYs non merely about serviceability or handiness or so about the development tools selected. An effectual site requires an in-depth apprehension of market place within which the web site operates. In peculiar, the context for an effectual client experience should be assessed as portion of client experience direction. To understand the market place and to tap into it requires a sound Internet selling program. In this subdivision, we outline a structured procedure for developing an Internet selling scheme that aligns with an administrations online and offline market places. We besides give illustrations of how strategic ends translate into site designs.

Part 2: User-centred design and serviceability

* Section 3. User-centred web design procedure.

User-centred design (UCD) is an established, proven attack to plan or run of merchandises. It has been embraced by web design and serviceability bureaus as a sound attack to presenting customer-centric web sites that

deliver value for a concern. It should be a cardinal concern demand to name an bureau which has a sound UCD procedure and the right accomplishment set and experience to put to death it. In this subdivision we introduce the key techniques of UCD such as audience analysis, character development, serviceability and information architecture. We so cover these in more item later in the papers.

* Section 4. Web serviceability.

The ground why serviceability is critical to website design is obvious. Jakob Nielsen expresses it good in his `` Usability 101 '' when he says: `` On the Web, serviceability is a necessary status for endurance. If a web site is hard to utilize, people leave. If the home page fails to clearly province what a company offers and what users can make on the site, people leave. If users get lost on a web site, they leave. If a web site 's information is difficult to read or does n't reply users ' cardinal inquiries, they leave. Note a form here? '' The deduction is that many will ne'er return either.

In this subdivision, we examine the principle for serviceability and best attacks for different serviceability techniques including adept reappraisals, questionnaires, interviews, serviceability testing and focal point groups.

Part 3: Handiness and Web criterions

* Section 5. Web handiness.

`` For me being on-line is everything. It 's my high-fidelity, it 's my beginning of income, it 's my supermarket, it 's my telephone. It 's my manner in. '' Lynn Holdsworth, screen reader user, Web Developer and Programmer.

(Beginning: RNIB) This quotation mark shows the importance of web handiness to a visually impaired user of a web site who uses a screen-reader

which reads out the pilotage options and content on a web site. In this subdivision, we review the benefits of implementing handiness and web criterions, different demands for handiness and summarize the topographic points you can travel to happen the latest criterions and tools for measuring the handiness of your sites

Part 4: Information Architecture
* Section 6. Information architecture.
`` It is of import to recognize that every information system, be it a book or an intranet, has an information architecture. `Well developed ' is the key here, as most sites do n't hold a planned information architecture at all. They are correspondent to edifices that were n't architected in progress. Design determinations reflect the personal prejudices of interior decorators, the infinite does n't scale over clip, engineerings drive the design and non the other manner around. '' Rosenfeld and Morville (2002) Information architecture tends to play the function of the ugly half sister at the Web Design Ball - itaˆYs non sexy for many gustatory sensations. But merely how of import is information architecture (IA) ? Where does it come on the list of precedences for a new site design? Is it more of import or less of import than each of serviceability, handiness and persuasion? Most would reason that it is less of import, but we believe the value of information architecture is under-estimated. As the quotation mark suggests, without a sound foundation provided by effectual information architecture a site is likely to be less useable, accessible and less persuasive. In this subdivision, we review structured techniques for making an information architecture including

information seeking behavior analysis ; content analysis and papers metadata, card-sorting and controlled vocabularies.

* Section 7. Ocular Design.

With such a focal point on serviceability, handiness and persuasion in results-led website design, the function of the visuals within a site can be underestimated compared to the more functional facets of website design. But the ocular design surely does hold a major influence on the experience as perceived by visitants and interior decorators surely spend a batch of purpose on the ocular design. In this subdivision, we explore different facets of acquiring the visuals right including sitepersonality, usage of coloring material, images, typography and page templets and layout.

* Section 8. Findability Best Practice Principles.

Many web users sing many sites are directed information searchers who are looking for something specific - a peculiar merchandise or peculiar content. And they want to happen it fast. So a cardinal demand of all sites is to do it easy for the site visitant to happen the content - to rapidly link them with what they are looking for. Usability and handiness donaˆYt rather emphasise the importance of this, so we need a new aˆzilityaˆY . Findability. We like this word it emphasises the importance of concentrating on pilotage, on-site hunt and papers metadata within a design undertaking. In this subdivision of the usher, we will take an in-depth expression at maximizing findability on your site through redesigning or polishing your pilotage and hunt maps.

* Section 9. Search Engine Optimisation (SEO) Best Practice Principles

Search engine optimization (SEO) should be built into your program for a new or refined site from the beginning. Amongst interior decorators, there is

a argument about how proactive they should be in accomplishing SEO. Some believe that SEO occurs of course with a good quality of criterions based coding. We disagree. Our position is that for commercial sites, it is indispensable to be proactive to derive the best consequences in a competitory market. Good places wonaˆYt go on by accident. SEO should be at the nucleus of all site developments. In this subdivision, we introduce the cardinal practical elements of SEO for interior decorators which determine a websiteaˆYs ranking place.

Part 5: Persuasive Design, copywriting and web analytics
* Section 10. Persuasive design & A ; copywriting.
Persuasive design is possibly talked about less than the other techniques we have covered in this usher such as serviceability and handiness. But in our position, it is every bit of import. Sites which are reviewed, built and monitored through a persuasion attack will probably give better consequences than those where serviceability or handiness is to the bow. In this subdivision, we will exemplify Persuasive Design techniques for different page types and SEO Best Practice by analyzing Econsultancy. com, so demoing some of the aˆzsecrets of our successaˆY . We besides review other sites.

* Section 11. Using web analytics to better website design effectivity
Although `` web analytics '' is the formal name for the procedure and tools used to analyze and better the selling effectivity of web sites, many sellers and interior decorators, know it merely as aˆzwebsite statisticsaˆY . Many ab initio view these statistics on a par with pigment drying after seeing the 100 pages of monthly site statistics provided by IT, but if so, they are likely in the

incorrect occupation. Consequently, in many companies where the web site is non core to concern activity, these site stats are ignored. But successful e-marketers make the attempt to understand the different studies and so inquire the right inquiries to understand cause, consequence and redress or chance. In this subdivision we introduce different types of web analytics tools and highlight the most utile studies to reexamine in your web analytics system to better website consequences.

Part 6: Execution and direction
* Section 12. Technical site demands.
A site will neglect if it fails to present satisfactory experiences for its visitants. This is non merely down to the factors we have reviewed such as content, serviceability and handiness, but besides dependant on the substructure including hosting, waiters, content direction systems. Speed and handiness are still of import in the broadband universe. In this subdivision, we give arrows on how you can measure and better the public presentation of your web site.

* Section 13. The Law - is your site lawfully compliant?
Many Torahs have been enacted in many states to command e-communications and e-commerce and to protect the consumer. Website proprietors are capable to these and it is typically managers within a company who are apt, so it is of import to look into your site is compliant. Reputational harm may be greater than the fiscal effects of interrupting the jurisprudence. These Torahs are invariably being refined and new trial instances in the tribunals help clear up the conformity required. While we canaˆYt hope to take you through all the Torahs, and arenaˆYt qualified to

make so you should confer with a attorney. In this subdivision, we can explicate the chief types of Torahs to which the proprietors of web sites are capable and point you in the right way for elaborate, up-to-date counsel.

* Section 14. Choosing bureaus to back up web design.
We have seen that results-led web design is dependent on many success factors. This makes happening the best bureaus for you is disputing. In this subdivision, we look at some of the types of bureaus and issues to see and we give a briefing checklist of issues to see. [2]

Principles OF EFFECTIVE WEB DESIGN:

1. Do n't do users believe
Harmonizing to Krug 's first jurisprudence of serviceability, the web-page should be obvious and self-explanatory. When you 're making a site, your occupation is to acquire rid of the inquiry Markss. The determinations users need to do consciously, sing pros, cons and options.

If the pilotage and site architecture are n't intuitive, the figure of inquiry Markss grows and makes it harder for users to grok how the system works and how to acquire from point A to point B. A clear construction, moderate ocular hints and easy recognizable links can assist users to happen their way to their purpose.

2. Do n't waste users ' forbearance
In every undertaking when you are traveling to offer your visitants some service or tool, seek to maintain your user demands minimum. The less action is required from users to prove a service, the more likely a random visitant is to really seek it out. First-time visitants are willing to play with the

service, non make fulling long web signifiers for an history they might ne'er utilize in the hereafter. Let users research the site and detect your services without coercing them into sharing private informations. It 's non sensible to coerce users to come in an electronic mail reference to prove the characteristic.

As Ryan Singer, The developer of the 37Signals squad provinces, users would likely be eager to supply an electronic mail reference if they were asked for it after they 'd seen the characteristic work, so they had some thought of what they were traveling to acquire in return.

3. Manage to concentrate users ' attending:

As web-sites provide both inactive and dynamic content, some facets of the user interface pull attending more than others do. Obviously, images are more attention-getting than the text merely as the sentences marked as bold are more attractive than apparent text.

The human oculus is a extremely non-linear device, and web-users can immediately acknowledge borders, forms and gestures. This is why video-based advertizements are highly bothersome and distracting, but from the marketing position they absolutely do the occupation of capturing users ' attending.

4. Strive for characteristic exposure:

Modern web designs are normally criticized due to their attack of steering users with visually appealing 1-2-3-done-steps, big buttons with ocular effects etc. But from the design position these elements really are n't a bad

thing. On the contrary, such guidelines are highly effectual as they lead the visitants through the site content in a really simple and user-friendly manner.

5. Make usage of effectual authorship:

As the Web is different from print, it 's necessary to set the authorship manner to users ' penchants and shoping wonts. Promotional authorship wo n't be read. Long text blocks without images and keywords marked in bold or italics will be skipped. Exaggerated linguistic communication will be ignored.

Talk concern. Avoid cute or clever names, selling induced names, company-specific names, and unfamiliar proficient names. For case, if you describe a service and want users to make an history, `` mark up '' is better than `` get down now! '' which is once more better than `` research our services '' .

An optimum solution for effectual authorship is to

* usage short and concise phrases (come to the point every bit rapidly as possible) ,

* usage scannable layout (categorise the content, use multiple header degrees, use ocular elements and bulleted lists which break the flow of unvarying text blocks) ,

* usage field and nonsubjective linguistic communication (a publicity does n't necessitate to sound like advertizement ; give your users some sensible and nonsubjective ground why they should utilize your service or remain on your web-site) .

6. Strive for simpleness:

The `` maintain it simple '' rule (KIS) should be the primary end of site design. Users are seldom on a site to bask the design ; moreover, in most instances they are looking for the information despite the design. Strive for simpleness alternatively of complexness

7. Do n't be afraid of the white infinite:

Actually it 's truly difficult to overrate the importance of white infinite. Not merely does it assist to cut down the cognitive burden for the visitants, but it makes it possible to comprehend the information presented on the screen. When a new visitant approaches a design layout, the first thing he/she attempts to make is to scan the page and split the content country into digestible pieces of information.

Complex constructions are harder to read, scan, analyze and work with. If you have the pick between dividing two design sections by a seeable line or by some whitespace, it 's normally better to utilize the whitespace solution. Hierarchical constructions cut down complexness (Simon 's Law) : the better you manage to supply users with a sense of ocular hierarchy, the easier your content will be to comprehend.

8. Communicate efficaciously with a `` seeable linguistic communication '' :

In his documents on effectual ocular communicating, Aaron Marcus provinces three cardinal rules involved in the usage of the alleged `` seeable linguistic communication '' the content users see on a screen.

* Organize: supply the user with a clear and consistent conceptual construction. Consistency, screen layout, relationships and navigability are of

import constructs of organisation. The same conventions and regulations should be applied to all elements.

* Economize: do the most with the least sum of cues and ocular elements. Four major points to be considered: simpleness, lucidity, peculiarity, and accent. Simplicity includes merely the elements that are most of import for communicating. Clarity: all constituents should be designed so their significance is non equivocal. Peculiarity: the of import belongingss of the necessary elements should be distinguishable. Emphasis: the most of import elements should be easy perceived.

* Communicate: fit the presentation to the capablenesss of the user. The user interface must maintain in balance discernability, readability, typography, symbolism, multiple positions, and colour or texture in order to pass on successfully. Use soap. 3 fonts in a upper limit of 3 point sizes a upper limit of 18 words or 50-80 characters per line of text.

9. Conventions are our friends:
Conventional design of site elements does n't ensue in a deadening web site. In fact, conventions are really utile as they cut down the acquisition curve, the demand to calculate out how things work. For case, it would be a serviceability incubus if all web-sites had different ocular presentation of RSS-feeds. That 's non that different from our regular life where we tend to acquire used to basic rules of how we organize informations (booklets) or do shopping (arrangement of merchandises) .

With conventions you can derive users ' assurance, trust, and dependability and turn out your credibleness. Follow users ' outlooks - understand what

they 're anticipating from a site pilotage, text construction, hunt arrangement etc.

10. Test early, trial frequently:

This alleged TETO-principle should be applied to every web design undertaking as serviceability trials frequently provide important penetrations into important jobs and issues related to a given layout.

Test non excessively tardily, non excessively small and non for the incorrect grounds. In the latter instance it 's necessary to understand that most design determinations are local ; that means that you ca n't universally reply whether some layout is better than the other one as you need to analyse it from a really specific point of position (sing demands, stakeholders, budget etc.) .

Some of import points to maintain in head:

* Harmonizing to Steve Krug, proving one user is 100 % better than proving none and proving one user early in the undertaking is better than proving 50 near the terminal. Harmonizing to Boehm 's first jurisprudence, mistakes are most frequent during demands and design activities and are the more expensive the later they are removed.

* Testing is an iterative procedure. That means that you design something, trial it, fix it and so prove it once more. There might be jobs which have n't been found during the first unit of ammunition as users were practically blocked by other jobs.

* serviceability trials ever produce utile consequences. Either you 'll be pointed to the jobs you have or you 'll be pointed to the absence of major design defect which is in both instances a utile penetration for your undertaking.

* harmonizing to Weinberg 's jurisprudence, a developer is unsuited to prove his or her codification. This holds for interior decorators every bit good. After you 've worked on a site for few hebdomads, you ca n't detect it from a fresh position any longer. You know how it is built and hence you know precisely how it works - you have the wisdom independent examiners and visitants of your site would n't hold. [4]

2. Web Design Security:
Introduction:

The Web is one of the most radical engineerings that changes the concern environment and has a dramatic impact on the hereafter of electronic commercialism (EC) . The hereafter of EC will speed up the displacement of the power toward the consumer, which will take to cardinal alterations in the manner companies relate to their clients and vie with one another (Slywotzky, 2000) . The huge popularity of the Internet indecent old ages has been fuelled mostly by the chance of executing concern on-line. More and more companies set up their ain corporate LANs by Intranet, use Extranet and Internet to work collaboratively with their clients, providers, and spouses.

The Internet can convey down physical barriers to commerce, about instantly giving even the smallest concern entree to untapped markets around the

universe. At the same clip, consumers can carry on concern and do purchases from companies antecedently unavailable to them. Furthermore, companies are able to put marketing stuff on Internet waiters runing from simple advertisement to comprehensive practical booklets. In today 's planetary market place, fast dependable information is a necessity for most companies to achieve some sort of competitory advantage. For range 1000000s of users on the Internet 24 hours a twenty-four hours. Electronic commercialism is defined as purchasing and merchandising of merchandise, services or information via computing machine webs, chiefly the Internet. As the fastest turning aspect of the Internet and other information engineerings, EC offers functionality and new ways of making concern that no company can afford to disregard. The footing for traveling to an electronic commercialism is a belief that electronic markets have the possible to be more efficient in developing new formation-based goods and services, Finding planetary clients and merchandising spouses to carry on concern. Electronic commercialism via the Internet or the following coevals Internet Protocol, IPv6, will alter concern establishments, operations and products/services as we know today, merely as the telephone, Television, facsimile, and e-mail changed the manner concerns and consumers Communicate. Electronic commercialism has become really popular because of the benefits and the convenience it brings along. As shown in Table I, the benefits include merchandise publicity, cost economy, timely information, shortened remittal clip, information consistence, better client service, better client relationship, customization of merchandises, competitory advantages, and convenience of making concern.

Security tips for website design:

Define and measure the security hazards:

Specify what the security demands are, how information is classified, a security policy, how the policy will be monitored and who is responsible. List everything that is used, interacted with or altered by the web site. Classify the informations based on sensitiveness and the consequence unauthorized alteration, release or loss would hold on your concern. This will help make up one's minding where the most attempt should be placed in protection. For really simple systems with no sensitive informations, merely insist on some standard security baselines for the undertaking. If the web site or web application is more complex or includes sensitive informations, see making a menace theoretical account and place the menaces and possible exposures. The analysis will help development of the web site 's demands and is really utile to the development squad.

Take a holistic position:

Information security is non merely about forestalling larceny or harm. It besides includes guaranting your web site is available, is fast adequate, following with legal and regulative demands, supplying accurate information, forestalling release of confidential information to unauthorized users protecting your concern informations and rational belongings from mis-use or loss, inappropriate usage, protecting your users, guaranting concern continuity and supplying the ability to analyze and larn from incidents. Balance the degree of security with easiness of usage and cost restraints.

Do n't swear anyone else 's informations (or your ain) :

Your web site will hold input from users, but besides from other beginnings such as intelligence provenders, other purchased informations and the back-office systems of your ain administration and possibly of spouses. All this information should be validated on input and on end product to protect users and systems.

Enforce reappraisal and blessing at each milestone:

By set abouting a reappraisal of security into the undertaking 's milestones and formal blessing, security becomes built into the development procedure and security issues can be tackled every bit shortly as possible. The earlier security is thought approximately, the cheaper it is to extenuate hazards. Build alteration control methodological analysis into the design procedure.

Help the development squad codification firmly:

Good development patterns should guarantee that the development squad are working to a consistent model and that developers produce high quality codification. Software will ever incorporate mistakes, but with preparation, usage of development criterions and guidelines, security hazards can be minimised. Ensure that you provide adequate clip to develop the web site or web application firmly - non merely accomplish the functionality demands.

Integrate security into the proving programme:

All undertakings must include structured testing. The menace theoretical account (see No 4 above) can be used to assist make test scenarios. Security proving involves look intoing what is non allowed every bit good as the intended functionality. This requires a alteration in mentality for conventional examiners.

Deploy the web site firmly:

Development, trial and unrecorded environments may be configured otherwise and many security issues can originate because of this. The direction of the apparatus and launch of the website demands to be undertaken in a controlled and defined manner to guarantee all the security controls are in topographic point and extra exposures are non created. Document the constellation and any future changes.

Include security in every contract and service degree understanding:

Specify what security protection you need from your providers, spouses and sub-contractors. Use the same processes to measure their security as you would your ain. Identify what security monitoring you require and how security breaches will be detected and disclosed Consider catastrophe recovery (and concern continuity) :

See what might do loss of handiness of the web site and place the likeliness of happening and the consequence on the concern. Examine whether actions should be taken to extinguish, cut down, insure or accept the hazards. [5]

The benefits of electronic commercialism:

Merchandise publicity: Through a direct, information-rich and synergistic contact with clients, EC enhances the publicity of merchandises. Electronic medium besides allows interactivity and customization for advertisement content, based on the client profile or input. EC therefore offers an chance for new publicity schemes, heightening the stigmatization of merchandises.

Cost economy: By utilizing a public shared substructure such as the Internet and digitally conveying and recycling information, EC systems lower the cost

of presenting information to clients, including forces, phone, postage, and printing costs.

Timely information: Due to their instantaneous nature, EC systems allow a decrease of the rhythm clip required to bring forth and present information and services.

Shortened remittal clip: With electronic financess transfer (EFT) , clients send their remittals electronically to the company 's bank. This agreement eliminates the clip hold associated with the remittal in the mail system Information consistence: EC ensures the consistence and truth of information through sharing of information and usage of electronic signifiers for making concern.

Better client service: The ability to supply online replies to jobs through declaration ushers, archives of normally encountered jobs and electronic mail interaction 24 hours a twenty-four hours, 365 yearss a twelvemonth, builds client assurance and keeping.

Better client relationship: EC enables the larning about clients due to its ability to enter every event in which a client asks for information about a merchandise, buys one, requests client service, etc. Through these interactions, the demands of the client are identified and will feed future selling attempts.

Customization of merchandises: The information-based nature of the EC procedures allows for new merchandises to be Created or bing merchandises to be customized based on clients ' exact demands.

Competitive advantages: EC enables a company to accomplish competitory advantages of: cost salvaging based on Reduced advertising/promotion costs ; merchandise distinction by custom-making Merchandises and timely response to market ; client focal point through better client Relationships and better client services.

Convenience of making concern: There is no bound on clip and location to carry on a concern with related parties. The information delivered to makers, providers and warehouses is about existent clip.

E-commerce Web site design theoretical accounts:
There is no uncertainty that many Web design theoretical accounts exist on the Internet and new theoretical accounts are increasing efficiently. EC is non merely about making concern over the Internet, it is about altering the manner companies do concern. It is about making new concern theoretical accounts while transforming traditional 1s.

After sing many Web sites, a sum of 12 Web site design theoretical accounts for EC were found, the first four theoretical accounts that related to the informational/communicational design are:

1. Brand consciousness and image edifice theoretical account ;

2. cost salvaging theoretical account ;

3. Promotion theoretical account ; and

4. info-mediary theoretical account

Brand consciousness and image edifice

Model:

Web sites that use this theoretical account provide detailed, rational information about the house and its offerings. They may besides function as a signal to current and prospective clients and rivals that the house is on the film editing border. The theoretical account reaches motivated clients with an information/image-rich communications message. Because the entry barriers are so low, smaller houses can put up this sort of site as good or in some instances even better than larger houses. Examples of the trade name consciousness and image edifice theoretical account include:

* Ford (www. ford. com) non merely lists all the theoretical accounts of its seven celebrated automotive trade names, but besides posts its environmental policy, cleaner fabrication, community engagement, and corporate citizenship study.

* Reebok (www. reebok. com) lets visitants read about athleticss and fittingness, hear from Reebok-sponsored jocks, and larn about Reebok 's human-rights activities, among other things.

Cost salvaging theoretical account:

Salvaging from commercial activity on the Web includes cost-efficient nest eggs and productiveness nest eggs. By straight run intoing information demands, a Web site can be extremely cost-efficient. Many companies now use their Web site to back up the ownership stage of the client service life rhythm. Productivity nest eggs arise from decrease in order and processing costs and more efficient stock list direction. Cost nest eggs result through decreased booklet printing and distribution costs and decreases in order-

taking as clients use fill-out signifiers to fix their ain orders. As control is efficaciously transferred to the client, client satisfaction might really be increased.

Examples of the cost salvaging theoretical account include:
* Microsoft (www. microsoft. com) provides voluminous support stuff, unrecorded sound broadcasts of Microsoft conferences, merchandise user groups, and free download of the spot and auxiliary plans.

* FedEx (www. fedex. com) has a Web-based package tracking service. The Web site saves at least 100, 000 shipment tracking petitions a twenty-four hours. The nest eggs from cut downing the figure of employees in replying standard client enquiries are enormous.

Promotion theoretical account:
The publicity theoretical account represents a alone signifier of advertisement that attracts a possible client to a site. The aim is to pull the user to the commercial site behind it. In many instances, Web sites provide free gifts to acquire users ' attending. The gifts typically include digitized stuff such as package, exposure, music, and consumer studies.

Examples of the publicity theoretical account include:
* Auto-By-Tel (www. autobytel. com) offers a comprehensive consumer study for all major makers. It attracts consumers to see the site to read the study and compare the monetary value. The Web site produces important gross revenues for local auto traders.

* Kodak (www. kodak. com) provides proficient aid and tutorials for its digital cameras and offers a library of colourful, high-quality digital images that are downloadable.

Info-mediary theoretical account

An info-mediary may offer users free Internet entree or free hardware in exchange for elaborate information about their surfboarding and buying wonts. This is more likely to win than the pure publicity theoretical account. Datas about consumers and their purchasing wonts are highly valuable. Particularly when that

Information is carefully analyzed and used to aim selling runs. Some houses are able to work as info-mediaries by roll uping and selling information to other concerns. The theoretical account can besides work in the other way: supplying consumers with utile information about the Web sites in a market section that compete for their dollar.

Examples of the info-mediary theoretical account include:

* Audio Review (www. AudioReview. com) is a site that allows users to interchange information with each other about the quality of merchandises and services A± or the Sellerss with whom they have had a good/ bad purchase experience. Other sites take the construct a measure farther by incorporating an intelligent agent into a Web browser. Such agents monitor a user 's wonts, thereby increasing the relevancy of its recommendations to the user 's demands A± and the value of the informations to the aggregator.

* New York Times (www. NYTimes. com) , a content-based site, is free to see but requires users merely to register (other information may or may non

be collected) . Registration allows inter-session trailing of users ' site use forms and thereby generates informations of greater possible value in targeted advertisement runs. This is the most basic signifier of info-mediary theoretical account. [6]

Decision:

In the web design and development pattern, the concluding reappraisal as Tell that the good web design pattern and the bad design pattern in the good and bad design pattern the design of the web site as the depends on the manner that the web site was the developed and the which engineerings are used for that development of the web site.

In that we eventually concluded that the website good and the bad as depended on which engineering as used for developing of the wed page.

Mentions:

[1] . http: //en. wikipedia. org/wiki/Web_Design

[2] . hypertext transfer protocol: //econsultancy. com/reports/web-design-best-practice-guide

[3] . hypertext transfer protocol: //econsultancy. com/reports/web-design-best-practice-guide-figure

[4] . http: //www. smashingmagazine. com/2008/01/31/10-principles-of-effective-web-design/

[5] . http: //www. watsonhall. com/methodology/top10s. pl.

[6] . http: //www. emeraldinsight. com/Insight/ViewContentServlet?

Filename=/published/emeraldfulltextarticle/pdf/0460090101. pd

3. Website Development

1. Main. html

& lt ; html & gt ;

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& lt ; h1 & gt ; LIVERPOOL FOOTBALL CLUB & lt ; /h1 & gt ; & lt ; /center &

gt ;

& lt ; /body & gt ; & lt ; centre & gt ;

& lt ; h1 class= '' font3 '' & gt ; & lt ; a href= '' home. html '' & gt ; Home &

lt ; /a & gt ; & A ; nbsp ; & A ; nbsp ; & A ; nbsp ; & A ; nbsp ; & A ; nbsp ; &

A ; nbsp ; & A ; nbsp ; & A ; nbsp ; & A ; nbsp ; & A ; nbsp ; & A ; nbsp ; & A ;

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& lt ; a href= '' photos. html '' & gt ; Gallery & lt ; /a & gt ; & A ; nbsp ; & A ;

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& lt ; a href= '' Contact. html '' & gt ; Contact Us & lt ; /a & gt ; & A ; nbsp ; &

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& lt ; a href= '' Q & A ; A. html '' & gt ; Q & A ; A & lt ; /a & gt ; & A ; nbsp ; &

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2. Home. html

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& lt ; img src= '' 2. jpg '' , width= 33 % , height= 10 % & gt ;

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& lt ; h1 & gt ; Home & lt ; /h1 & gt ; & lt ; /center & gt ;

& lt ; h2 & gt ; History of Liverpool F. C & lt ; /h2 & gt ;

& lt ; p & gt ; & A ; nbsp ; If it was n't for one adult male, Liverpool Football

Club would ne'er hold been born. When Everton left Anfield in a difference

over rent in 1892, nine president John Houlding stayed behind along with a smattering of protagonists and merely three first-team participants. But he was determined to see football continue at the land. He formed a new nine from abrasion, chose the name Liverpool… and created a fable.

Even John Houlding could n't hold predicted how successful it would go. More than 100 old ages on, no English nine can fit the LiverpoolFC axial rotation of honor ; League Champions 18 times, FA Cup victors seven times, League Cup victors seven times, European Cup victors five times and UEFA Cup victors three times.

When it is completed, the History channel will chart the rise and rise of Liverpool FC to the really acme of the England game, from the battles of the early old ages right up to Gerard Houllier 's historic soprano in 2001. This channel will remember glorious domestic triumphs and European victory and reflect on the calamities of Heysel and Hillsborough.

We 've focused on 10 cardinal day of the months in Liverpool Football Club 's history to get down with but over clip, we 'll hold over 100 chapters in this subdivision entirely as we present the ultimate history of England 's greatest of all time football nine. This is a narrative of unbelievable passion and plume - a narrative that non merely inspires Liverpool fans but football protagonists the universe over.

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3. Gallery. html

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L. F. C HISTORY

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& lt ; li & gt ; & lt ; h3 & gt ; 1892 - Liverpool Football Club formed & lt ; /li & gt ; : The history of Liverpool Football Club begins with our greatest challengers and neighbors, Everton, for it was from a difference with Everton that Liverpool Football Club was born.

& lt ; /h3 & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; 1959 - Shankly appointed director & lt ; /li & gt ; : December 1st 1959 is a day of the month that will everlastingly be etched in the annals of Anfield history. For it was on this twenty-four hours that Liverpool Football Club announced Huddersfield Town foreman Bill Shankly would be their new director in sequence to Phil Taylor.

& lt ; /h3 & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; 1965 - Wining the FA Cup for first clip & lt ; /li & gt ; : There was a feeling of quiet optimism around Anfield that this could, at last, be Liverpool 's twelvemonth in the competition we so urgently desired success in. After all, we were the reigning conference title-holders and, under Bill Shankly, anything seemed possible.

& lt ; /h3 & gt ;

L. F. C HISTORY

& lt ; li & gt ; & lt ; h3 & gt ; 1977 - European Champions & lt ; /li & gt ; : If winning the FA Cup for the first clip in 1965 is regarded as the greatest twenty-four hours in the history of Liverpool Football Club, so there is no uncertainty that winning the European Cup for the first clip in 1977 was the greatest dark.

& lt ; /h3 & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; 2001 - Clinching the cup soprano & lt ; /li & gt ; : Merely four yearss after dramatically snaping the FA Cup from Arsenal 's appreciation in Cardiff, and with the Worthington Cup already safely tucked away in the Anfield trophy cabinet, Liverpool 's category of 2001 completed an unprecedented cup soprano.

& lt ; /h3 & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; 2005 - Champions League Winners 2005 & lt ; /li & gt ; : On what will travel down every bit THE most unbelievable dark in this nine 's celebrated history Liverpool reclaimed their Crown as Kings of Europe after miraculously get the better ofing a 3-0 half-time shortage to get the better of AC Milan at the Ataturk Stadium in Istanbul.

& lt ; /h3 & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; 2006 - FA CUP WINNERS 2006 & lt ; /li & gt ; : The 2006 FA Cup Final will be remembered in Anfield folklore as the Gerrard concluding as captain antic Steven Gerrard rescued Liverpool with a arresting last minute equalizer to interrupt West Ham 's Black Marias and force extra-time...

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4. Players. html

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TEAM SQUAD

& lt ; /h1 & gt ; & lt ; /center & gt ;

& lt ; h4 & gt ; Liverpool FC Squad - 2008-2009: & lt ; /h4 & gt ;

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& lt ; li & gt ; Diego Cavalieri & lt ; /li & gt ;

& lt ; li & gt ; Andrea Dossena & lt ; /li & gt ;

& lt ; li & gt ; Sami Hyypia & lt ; /li & gt ;

& lt ; li & gt ; Daniel Agger & lt ; /li & gt ;

& lt ; li & gt ; Robbie Keane & lt ; /li & gt ;

& lt ; li & gt ; Steven Gerrard & lt ; /li & gt ;

& lt ; li & gt ; Andriy Voronin & lt ; /li & gt ;

& lt ; li & gt ; Albert Riera & lt ; /li & gt ;

& lt ; li & gt ; Fabio Aurelio & lt ; /li & gt ;

& lt ; li & gt ; Xabi Alonso & lt ; /li & gt ;

& lt ; li & gt ; Yossi Benayoun & lt ; /li & gt ;

& lt ; li & gt ; Jermaine Pennant & lt ; /li & gt ;

& lt ; li & gt ; Alvaro Arbeloa & lt ; /li & gt ;

& lt ; li & gt ; Dirk Kuyt Louise & lt ; /li & gt ;

& lt ; li & gt ; Ryan Babel Victor & lt ; /li & gt ;

& lt ; li & gt ; Javier Mascherano & lt ; /li & gt ;

& lt ; li & gt ; Lucas Leiva Felix & lt ; /li & gt ;

& lt ; li & gt ; Emiliano Insua & lt ; /li & gt ;

& lt ; li & gt ; Jamie Carragher & lt ; /li & gt ;

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& lt ; td & gt ; Manager

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& lt ; td & gt ; Reserve Team Manage & lt ; /td & gt ;

& lt ; td & gt ; First-team Coach & lt ; /td & gt ;

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& lt ; td & gt ; Rafael Benitez

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& lt ; td & gt ; Sammy Lee & lt ; /td & gt ;

& lt ; td & gt ; Gary Ablett & lt ; /td & gt ;

& lt ; td & gt ; Mauricio Pellegrino & lt ; /td & gt ;

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Gallery

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& lt ; dd & gt ; & lt ; li & gt ; & lt ; a href= '' 22. html '' & gt ; & lt ; h3 & gt ; PLAYERS GALLERY & lt ; /h3 & gt ; & lt ; /a & gt ; & lt ; /li & gt ; & lt ; BR & gt ; & lt ; BR & gt ;

& lt ; /dd & gt ; & lt ; dd & gt ; & lt ; li & gt ;

& lt ; a href= '' 21. html '' & gt ; & lt ; h3 & gt ; L. F. C GALLERY & lt ; /h3 & gt ; & lt ; /a & gt ; & lt ; /li & gt ; & lt ; /dd & gt ; & lt ; /ul & gt ;

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page & lt ; /a & gt ;

6. Contact. html

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Contact us

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& lt ; h3 & gt ; CONTACT US BY EMAIL: & lt ; /h3 & gt ;

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7. Q & A ; A. html
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& lt ; /body & gt ;

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Q & A ; A

& lt ; /h1 & gt ; & lt ; /center & gt ;

& lt ; ol & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; Q: History of the L. F. C? & lt ; /h3 & gt ;

Answer: - & lt ; a href= '' gallery. html '' align= '' centre '' & gt ; Click here & lt ; /a & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; Q: Players list of L. F. C? & lt ; /h3 & gt ; & lt ; /h3 & gt ;

Answer: - & lt ; a href= '' players. html '' align= '' centre '' & gt ; Click here & lt ; /a & gt ;

& lt ; li & gt ; & lt ; h3 & gt ; Q: L. F. C contact Details? & lt ; /h3 & gt ;

Answer: - & lt ; a href= '' contact. html '' align= '' centre '' & gt ; Click here & lt ; /a & gt ; & lt ; br & gt ; & lt ; br & gt ;

& lt ; a href= '' main. html '' align= '' centre '' & gt ; Click here to travel chief page & lt ; /a & gt ;

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& lt ; /html & gt ;

DESCRIPTION OF WEBSITE:
In the developed web site there are seven html files are at that place, each hypertext markup language file as the inter linked with each of the file. The seven hypertext markup language files are main. html, home. html, gallery. html, photos. html, players. html, contact. html, Q & A ; A. html.

Main. html:

The main. html is the chief page of the web site in this page, this page as the linked with the all pages of the web site, this page as the displayed as the background of the L. F. C exposure. In this page I implemented the CSS.

Home. Html:

The home. html as the place page of the web site the in this page we the headers and the Para of the texts as the about the L. F. C. And besides in this page displayed the three images as the left foreigner and centralised and right aligned as the used.

Gallery. html:

The gallery. html as the content of the gallery of the L. F. C. in this page we i implemented the bulleted list for the points.

Player. html:

In this palyers. html I implemented the a numbered list and the besides the implemented the two tabular arraies as used the name of the squad of L. F. C.

Photos. html:

The photos. html as the usage exposure of the participants and the L. F. C bowl, in this page I implemented the the inter connexion of the pages and the besides the define list as the used in this page.

Contact. html:

The contact. html as the usage the contact list of the L. F. C, in this one implement the electronic mail Idaho that can be used for the direct contact of the electronic mail.

Q & A ; A. html:

The Q & A ; A. html as the usage the inquiry reply of the developed web site.

In this page I implementeted the ground tackle links as the replies.