**Manara University**

**Faculty of Business Administration**

**Department of Marketing and E-Commerce**

**Website Design**

**Lecture 1**

**Websites Establishing**

**- Going to websites**

**- Website design features**

**- Types of websites**

**- Website establishment steps**

**- Website hosting**

**Websites Establishing**

**- Going to websites:**

Website design is one of the most important elements of the electronic marketing mix, as it is the virtual and real place for marketing activity. Also, the design of the website is of great importance in terms of programming and formality, because they directly affect the marketing aspect, as they play a prominent role in attracting customers and consumers.

**- Website design features:**

**Website design has the following features:**

1-Transitioning from the physical environment consisting of buildings and offices in the real world to the virtual environment consisting of computer, software and technologies.

2- The emergence of virtual reality technologies, which are techniques that artificially embody reality through the effective use of images, graphics and sound. Conferences, meetings, discussion sessions, directing salespeople and many other tasks take place over the Internet.

3- The emergence of multimedia technologies to compensate for the physical environment, as many services became fully provided through the virtual environment. From these technologies we have augmented reality technology, which is a technology based on enhancing the user's ability to see anything in natural physical reality through the help of **virtual objects** that can be shown with the components of the scene that the user sees in 2D or 3D.

**►The question here is: How can the user see the scene in front of him enhanced with these virtual objects?**

The answer is by wearing a device in the form of glasses or using any other device, such as a mobile phone, so that the user can see the view in front of him. One of the most important applications of augmented reality technology was the **Pokemon Go game**, which was considered the real beginning of augmented reality technology as a result of its widespread popularity in recent years.

**- Types of websites:**

**►Two types of websites can be distinguished:**

**1- Single sites:** They are independent sites in terms of address and hosting, meaning that they have an independent name and reserved space, such as: www.ebay.com.

-The degree of importance and effectiveness of this type of website varies according to the degree of its activity. It can be static and non-interactive, displaying some pictures and publications related to the organization, as is the case in many Syrian websites with simple databases. Or it may be very active and interactive sites with giant databases, as is the case on the Amazon e-commerce site.

**2- Affiliate sites:** They are sub-sites granted by large dynamic sites to those who wish, but under special agreements, or they may be pages and accounts belonging to major virtual communities such as Facebook and Twitter, so that the subscriber has his own page or his own account under

certain conditions for publishing, archiving and tabulation, such as A
commercial organization has a Facebook page on which it

publishes everything related to the organization's affairs. In this case, the
content has the biggest role in improving the organization's page or
account, and thus ease of access and handling of the page.

**- Website establishment steps:**

**If the business organization wants to establish a commercial website, it must assign a specialized team to create this website according to the following steps:**

1- Choosing a trade name for the website.

2- Choosing the name of the organization from which it will buy the domain name.

3- Searching the database on the Internet to see if the name chosen by the organization was previously registered or not.

4- Fill out the domain name purchase form and confirm its reservation.

5- Assigning a web designer to prepare a preliminary design for the website.

6- Contacting an organization that provides Internet services and informing it of the domain name.

7- Migrate the site to the Internet (Publishing Process).

8- Make the necessary changes and updates to the website.

9- Reserving a private space on the Internet, meaning obtaining hosting for the website.

## - Website hosting:

Website hosting means providing space on a server to place files on, in order to be available to everyone who can connect to the Internet. The space is accessed by the name of the site that is directed to the space for easy access to the site. The server differs from the personal computer in that it has huge capabilities (hard ware) and it is connected to the Internet around the clock, because it must provide visitors and users with the files existed on the site at any time.

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