

7. E-Shop

7.1 Web Based Shop

Eshop can be defined as a web site that used by the seller to display the goods and all the other services that the merchant sell online. The web site enable the customers to see the goods and choose what they like before they make order.

In general, a website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server.

Websites have many functions and can be used in various fashions; **a website can be a personal website, a commercial website for a company (.com), a government website (.gov) or a non-profit organization website (.org).** Websites can be the work of an individual, a business or other organization, and are typically dedicated to a particular topic or purpose, ranging from entertainment and social networking to providing news and education. **All publicly accessible websites collectively constitute تشكل the World Wide Web, while private websites, such as a company's website for its employees, are typically a part of an intranet.**

Basic Web pages are documents, typically composed of plain text with formatting instructions of Hypertext Markup Language (HTML, XHTML). They may incorporate elements from other websites with suitable markup character. Web pages are accessed and transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure, HTTPS) to provide security and privacy for the user.

To find any eshop (a website) we need to other essentials parts such as:

- 1- **Web server** which is a computer that hosts a website on the Internet.
- 2- **Search engine.** A website that helps you find other web pages, such as Google, Bing, or Yahoo.

Websites are created by programmers an/or special types of creator programs called “content management”, for instance “Wordpress”

Programmers tend to create a custom wesite using different programming languages and technologies such as HTML, CSS & PHP, **the created websites may be static we or dynamic web site depend on the function for such website.**

7.2 Static Vs. Dynamic websites **مهم جدا**

Q What are static and dynamic websites?

There are many static websites on the Internet, , **if the site looks basic and designed for a small company, simply used to delivers basic information which merely texts; pictures and may be movies which is not changing immediately when the customer interact with the web page, it could be a static website. Static websites can only really be updated by someone with a knowledge of website development. Static websites are the cheapest to develop and host.**

Advantages of static websites

- 1- Quick and Cheap to develop
- 2- Cheap to host

Disadvantages of static websites

- 1- Requires web development expertise to update site
- 2- Site not as useful for the user
- 3- Content can get constant (static)

On the other hand, dynamic websites can be more expensive to develop at the beginning, but the advantages are numerous. At a basic level, a dynamic website can give the website's owner the ability to simply update and add new content to the site. For example, news and events could be posted to the site through a simple browser interface. **Some examples of dynamic website features could be: content management system, e-commerce system, bulletin** النشرات **الاعلامية او المعلوماتية / discussion boards, intranet or extranet facilities, ability for clients or users to upload documents, ability for administrators or users to create content or add information to a site (dynamic publishing).**

Advantages of dynamic websites

- 1- Much more functional website
- 2- Much easier to update
- 3- New content brings people back to the site and helps in the search engines
- 4- Can work as a system to allow staff or users to collaborate

Disadvantages of dynamic websites

- 1- Slower / more expensive to develop
- 2- Hosting costs a little more

7.3 How to Load Website Quickly?

One of the most important considerations of building websites is to make sure they can be loaded quickly. The 4 tips are:-

1- Minify HTML, CSS (CSS stands for Cascading Style Sheets) and JavaScript:

To do so, remove all unnecessary comments and code. This will improve performance because the file size will be reduced. To minify HTML, check out HTML Compress. For JavaScript, use YUI Compressor, and for CSS, test out CSS Compressor. A fourth option is to make use of the PageSpeed Insights Chrome Extension to create an optimized version of your HTML code. The PageSpeed Insights page also lists other programs you can use.

2- Make CSS and JavaScript External:

Using external files will generally make the pages load faster because JavaScript and CSS files are cached by the browser.

Alternatively, if you use CSS in a web page, place the CSS in the HEAD element. With JavaScript, move the scripts to the bottom of the page.

3- Eliminate Duplicate Scripts in a Web Page:

Duplicate JavaScript and CSS files degrade performance by creating unnecessary HTTP requests and wasted JavaScript execution.

4- Optimize Images:

Reduce image sizes using either GIF, PNG or JPEG as the file formats. Make sure the size matches your usage and set the size for each page with the height

and width. Do not make use of scaling, especially from larger to smaller images. The image result might look fine on screen but the file size will be the same. To truly take advantage of the smaller dimensions, use an image editing program and scale the image accordingly. The resulting file size will be smaller. It's also important to experiment with compression for with all of these file formats. At some point you will obtain an acceptable compression with a minimum loss of quality.

<http://www.htmlgoodies.com/beyond/reference/7-tips-to-make-your-websites-load-faster.html>

7.4 Facilities must be included in website:

- * Company information
- * FAQ & Customer support
- * Online registration
- * Dynamic website integrated with products database
- * Search facilities
- * Ordering and Online payments
- * Social networking
- * Sophisticated Security

7.5 How to get traffic to your website

1. Improve your website's mobile performance. ...
2. Have a high-quality blog to increase your website traffic. ...
3. Use social media as a tool to increase website traffic. ...
4. Use visual content on your website. ...
5. Join social media groups. ...
6. Run PPC(Pay per Click) ads to boost your website traffic.