Web Page Builder

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Abstract – *In today's modern world the need for a website has become an important part of any business. If a business have it 's own website or a webpage it can be profited at a good rate .Our topic is related to such kind of requirement. The website building job itself is a tedious one, but which can be simplified by outsourcing the job to a company which would make it easier, but also costs a good amount of money. The website building require the knowledge of programming language which every may not be aware of. In our topics we are covering these difficulties and giving a novelty to the small scale business to have their own website in limited efforts.*

Our services provide with static and dynamic pages. Dynamic

*Pages have their set of advantages .Dynamic pages gives an opportunity for user to become independent in their creation of these websites, which belongs to their busin*ess.

Key Words: E-COMMERCE, Small and medium sized enterprises, Static pages, Dynamic pages

1.   INTRODUCTION

Small and medium sized enterprises in India feature their big quantity and fast developing speed. It's a huge requirement for them to establish e-commerce business through their website portals. Their paper proposes a Template-based E-commerce Webpage Builder for them, which is easy to use and flexible to extend. Each template in web page builder is composed of multiple template pages with tags. Template engine can parse the pages and tags and construct template websites in an intelligent way. The appearance design of a template is separated from the data tag development. These tasks are distributed to different actors to perform in a simultaneous way. A case study shows the efficiency of website building and template development with built-in tools.

Having a website become essential for all size of businesses to do their business in their competitive market. Companies are making a website for various reasons. A website allows the business organization to promote, advertise and market their business all over the world in a cost-efficient and speedy manner. A website becomes the easiest way for any businesses to advertise their product and increase the product visibility to potential customers.

1.1 RELEVANCE

E-commence are the focus of economic globalization and global competition in the 21st century. More and more enterprises are realizing the importance of network marketing for the development of their business. They establish web portals to introduce themselves and promote their products and services through Internet. Their websites make online trade and customer feedback possible to realize as well. But a full functioned enterprise website solution usually costs so much money that the small and medium sized enterprises (SMEs) cannot afford. They also lack of IT technicians for website building and maintenance. In order to cut down the cost, some SEMs choose to outsource the websites development to professional IT companies or use website builders from (Internet Service Provider) ISPsto establish their websites in a semi-auto way.

2. LITERATURE SURVEY

2.1 Existing system

Normally Websites contains WebPages which are creating by using some programming language. As we all know internet is fastest medium to grow any business and there are many e-commerce websites of those people who have their business ongoing. There are also some people want to propose their business on internet; for those people it is difficult to make time to get knowledge about programming skill. It will be very time-consuming process. So, in ther case web page builder will reduce their workload by providing readymade web page template, to create their own web site.

[1] "SYSTEM: A Template-based E-Commence Website Builder for SMEs" using Visual Van Gogh that supports on 2002 by Ying Jiang and Hue Dong.

E-commence is the focus of economic globalization and global competition in the 21st century. More and more enterprises in China realize the importance of network marketing for the development of their business. They establish web portals to introduce themselves and promote their products and services through Internet. Their websites make online trade and customer feedback possible to realize as well. But a full functioned enterprise website solution usually costs so much money that the small and medium sized enterprises (SMEs) in China cannot afford. They also lack of IT technicians for website building and maintenance. In order to cut down the cost, some SEMs choose to outsource the websites development to professional IT companies or use website builders from (Internet Service Provider) ISPs to establish their websites in a semi-auto way.

[2] "A Visual Programming Tool for User Interface and Web Page Generation" using ASP.Net C# behind code on 2008 by Zhengbin Yan and Kang Zhang.

There paper describes a Java tool, called Visual Van Gogh, for generating user interfaces and web pages. Rather than coding an application user interface by hand, Visual Van Gogh provides a graphical editor,that allows the user to visually construct graphical user-interfaces, and assemble Java applets or Java applications from preselected GUI components on the tool-box. The user can drag Java Abstract Windowing Toolkit (AWT) components from the tool-box and drop them on the canvas. Upon the completion of a desired user-interface construction, the user can invoke Visual Van Gogh to automatically generate the Java source code. Visual Van Gogh then compiles the Java source code to generate a working user-interface exactly the same, in both feel and look, as what the user has visually specified on the canvas.

[3] "Synthesis System For Personal Web Sites By XML" using Synthesis methodology on 2009 by Masahiro yamamot.

Web sites are usually represented using html. Therefore, our aim is to generate web sites represented

in HTML. In order to do so, one needs to generate user-friendly computer screens on the web which people can easily use to input web site data from a standard web browser. At their time, the system has the capacity to prepare basic web sites patterns such as atop page, a diary, a profile, an album and a favorite, etc. which are

conventionally used on most web sites. When web site data corresponding to these patterns are input by people to make a web site, the system generates the XML [3] documents corresponding to the patterns for their web sites. In turn using the XML document, it is possible to assign an XSLT(extensible Stylesheet Language Transformations) [4]. When we use XSLT, it is possible to generate an HTML document corresponding to the web site extracting appropriate data from within an XML document. In addition, using an XSLT it is possible to represent web site data corresponding to each different web site.

"The concept of WEB design patterns based on the website design process" using Cloud computing using IAAS, PAAS, SAAS on 2008 by LU jiahao and ZHOU yuehong.

To enable the website builders with different knowledge background to build the website rapidly without dependence on any software, "Cloud computing" is utilized to resolve their problem. The enterprise websites' current situation and development data obtained from the survey show that enterprise websites occupy a majority share in the websites world. Their phenomenon reflects the enterprises attach great importance to the Internet .But parties of these websites do not take good effects. Their paper analyses the problems and reasons of present enterprise websites from eight aspects. Through the research of present websites design process, the article introduces the new concept of SAAS to presuppose the design patterns of future websites. These website design patterns can avoid the earlier learning work for the website design and make anyone who has different major, different knowledge background and different age build the website without any further learning. Thus the high effective interaction can be implemented.

2.2 Proposed System

The primary objective of our project is creating a new dynamic website to increase the product visibility to the potential customer. Additionally, another objective of ther project is to create the website by using an online website builder which can be updated regularly by employees which having little or no technical skills. The commissioner did not want to install anything on the computer, and he wanted a drag and dropped secure platform where employees can update the website from anywhere which leads authors to use an online based website builder.
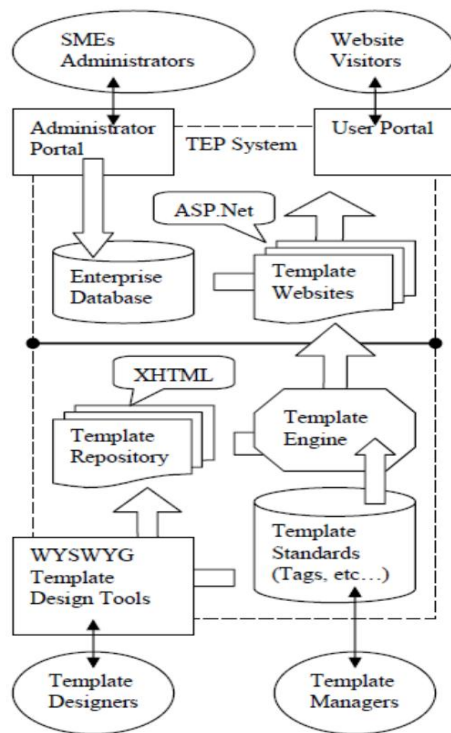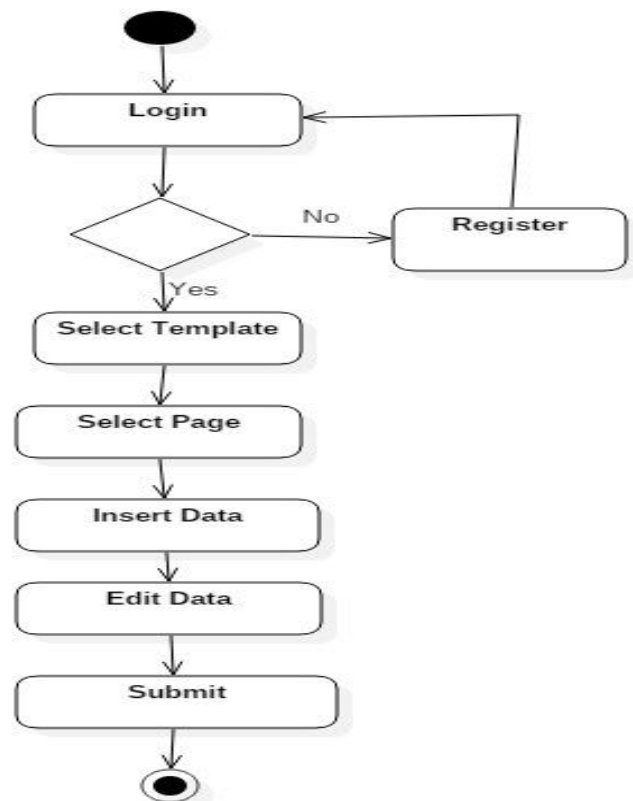
3. System Architecture

Fig 1: system architecture

The architecture of web page builder. The dashed rectangle is the system border of system. Outside system, there are four actors interacting with system, denoted by circle icon. What's below the horizontal bar in the middle of system shows the workflows of template creation. The above shows the usage of the created templates for SMEs.

For template creation process, template managers first define template standards for template engine, such as tag definitions. A tag is actually a XML element, whose element name and property meaning should be declared in the standards. Template designers are responsible for the framework and the appearance of website templates. They can add certain tags to template pages to denote function requirement with the help of template design tools. They would not add wrong tags at inappropriate places of template pages, because they get the template standards from template managers. The completed raw templates are mainly XHTML web pages with tags, which are then stored in the template repository. Template engine can parse the templates from the repository and construct ASP.Net based template web page for end users. It can recognize tags in the template pages and know how to deal with them because it has the template standards as well.

Template designers are usually art design professionals, they can get to work after get the template standards. Template managers are usually IT programmers, who are not concerned with the appearance aspect. They can firstly define the interface of tags for template designers and then make the implementation. So template designers and template managers can work simultaneously. After both of their jobs are done, template engine can automatically construct and deploy template web pages. In a word, separate of concerns and distributed jobs for targeted professionals that works simultaneously guarantee the great efficiency of system.

For end users, they experience typical model of ecommerce websites. Through user portal, visitors can get the information of the enterprise and make feedbacks. Through administrator portal, SEMs administrator can update such enterprise information as product and services details, and can interact with customers as well. What's more, SEM's administrators can change the template if it's required to get difference website appearance and functions. The enterprise information is all retained during switching templates, and it can be applied to new templates as well. The flow of system given below:

3.CONCLUSION

As is described above, web page builder is a template-based ecommerce website building solution for SMEs. Templates can be easily and quickly constructed. New business function requirements can be met by extending tags without rebuilding the template engine. Website building tasks are distributed by TEB to different actors to perform in a simultaneous way. Therefore web page builder showed great efficiency and good effectives in the test case.

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