

Chapter – 2

Webstore Planning & Creation

“If your business is not on the Internet, then your business will be out of business.”

--- Bill Gates

Case Study Amazon

Amazon, the biggest online seller in the World, started its operations in 1995. The Website of Amazon comprised of the logo and web links titled “Spotlight”, “One Million Titles”, “Eyes and Editors” and “Your Account”.

Today, Amazon is a \$300 billion company. It sells books, electronic products, apparels, furniture, food, toys, sporting goods, jewellery and many other products and services. It has become the largest internet based retailer in the World in terms of sales and market capitalization. The owner of Amazon, Jeff Bezos, has also become the richest person in the World with a personal wealth of more than \$100 billion. The website of Amazon is also considered to be the best in the world. But what is actually great about the Amazon Website?

The Amazon Website is fifth biggest website in the World with 248,000,000 pages stored in Google’s Index. This gives the Amazon website a higher ranking in SERP (Search Engine Result Page). The website is responsive, which means it displays a high quality of image irrespective of whether you are opening the site in Laptop, Tablet, Mobile Phone or Desktop Computer.

An article in Forbes by Jeff Oxford titled ‘6 Things Online Retailers can learn from Amazon’ states that Amazon has the fastest page speed. The Amazon web page loads in 2 seconds or less on a decent internet connection. Amazon has also made searching a breeze by automatically suggesting popular products and categories. They have personalized the shopping experience by giving links such as “Related to Items You have Viewed,” “Inspired by Your Shopping Trends,” Recommendations for You in”. They provide reviews by existing buyers that help new buyers to make up their mind.

Amazon suggests and recommends to buyers similar products during the checkout process that help to increase the basket size. And the best part about Amazon is that they keep on testing the efficiency of their web engine and keep on innovating to surprise the potential buyers and customers. All these strategies have ensured that Amazon remained as the top E-Commerce retailer in the World.

Creating the Webstore

For Digital Marketing or E-Commerce, a Website is the virtual store from where the commercial transaction of buying and selling takes place. The Website gives information about the products and services; the price tag associated with various products and services and provides a mechanism to acquire the products and services through electronic exchange of money. A webstore created for E-Commerce needs to have the following components:

1. **Home Page** that contains information about products and services
2. **About Page** that contains detailed description about the company
3. **Contact Us Page** where the Contact Number, Fax Number, Email, Twitter and Facebook contact details all are given.
4. **Payment Gateway** to make payments through Debit Card or Credit Cards.
5. **SSL (Secure Socket Layer) Certificate**. SSL Certificates provide secure, encrypted communications between a website and an internet browser.

Like people differ from each other, a webstore layout can also differ according to the need of target users and creativity of the web designer. However, a content heavy website with rich graphics will take a long time in loading. A simple website might not be able to catch the attention. This where the rules of optimization becomes important to create a website that is pleasing to the eye and also loads faster than the average ones.

Steps of Web Store Creation

The Web Store for E-Commerce needs to be created in a systematic manner. The below diagram gives the steps needed to create an effective and efficient Web Store.

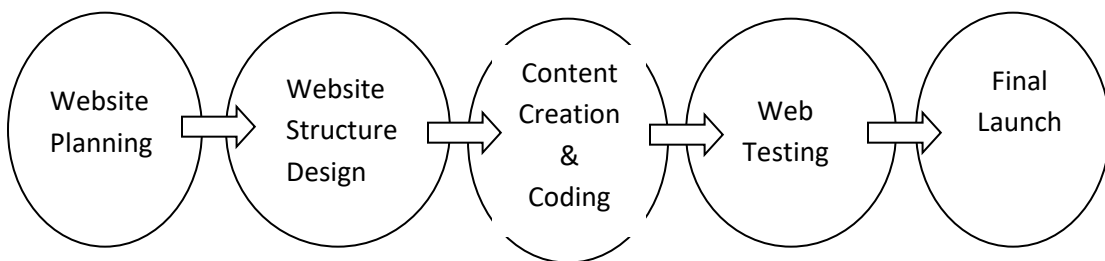


Figure-4: Steps of Web Store Creation

Webstore Planning

In the planning stage, there are several factors that need to be taken into consideration. Some of them are:

- a) Target Goals
- b) Target Audience
- c) Budget
- d) Time

The first question that needs to be asked is about the goals of Web Store creation. What are you going to sell? Physical products, Digital products, Services, Subscriptions or Memberships?

There are different formats of Web Stores like Business to Consumer web stores (B2C), Business to Business web stores (B2B), Consumer to Consumer auction web stores (C2C), purely online web store, partly online and partly physical retailing combination and many others. Once the goal of the web store is determined it becomes easier to design the complete sitemap and wireframe.

The second criteria of planning are the target audience. Is it a general audience to whom you are selling everything? Is it for men or women or for both? Are children also going to visit the site? Is it targeted at a particular geographic area or universal? Based on the answers to these questions, the web store will take a final shape.

The budget allocated for the webstore creation also plays a key role in the design. If you are on a tight budget, you have to go for free resources like themes, graphics and content management system (CMS). If you have a good budget, you can buy an ecommerce software and use sophisticated themes, graphics and content management system. The best E-commerce softwares are Shopify, GoDaddy and Bigcommerce. There are also free open source e-commerce softwares like Magento, Open Cart, WooCommerce, SimpleCart and PrestaShop. The expenditure can also be kept low by using Saas (Software as a Service) and Cloud hosting and storage.

Time also plays a key role in the process of web store creation. The time taken to build a webstore can take anything between 1 day to 3 months, depending on the level of complexity and the range of products and services that are going to be offered. It all depends on the platform being used, readiness of content and the availability of graphic banners and pictures.

Web Store Structure Design

The key components of a Web Store are:

1. The Domain Name
2. Web Host
3. Content Management System

4. Payment Gateway
5. SSL

1. The Domain Name

The domain name is one of the critical components of the Webstore. The domain name reflects the brand identity. Amazon, Flipkart, Snapdeal, Ebay and Paytm all have a domain name similar to their brand name. Domain names are not very expensive to buy. But it can become expensive if it is already pre-owned by somebody.

The domain name can be purchased from an ICANN-accredited domain name registrar. The most popular registrars are GoDaddy.com, Hostgator, Bluehost, Name.com and Bigrock.in. The various types of domains that are available come in the form of .com, .net, .org, .int , .gov and .edu. One needs to choose the correct option as per requirement.

2. The Web Hosting

The next step is to choose the Web Hosting Services. Web hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed in the Internet. Websites are hosted, or stored, on special computers called servers.

There are different kinds of Web Hosting Services. There is Dedicated web server hosting, Shared web hosting, Co-location web hosting, Virtual Private Server (VPS) and Cloud based web hosting.

In a **Dedicated Web Server Hosting**, the owner is in full control and does not have to worry about the server slowing down due to excessive burden.

In a **Shared Web Hosting**, the website is hosted on a server shared by other websites. The cost is relatively less, but the performance may be affected due to heavy load on other websites on the same server.

In **Co-location Web Hosting**, the customer gets to choose the hardware configuration of the server and the software that goes on it. The hosting company maintains the connection to the Internet and deals with environmental details such as uninterruptible power supplies (UPS), fire controls, and air conditioning. On the other hand, the customer is responsible for that server's upkeep.

A **Virtual Private Server (VPS)** hosting is a server, with its own copy of operating system and allocated server resources, within a bigger server. In VPS hosting, every website is hosted on a virtual private server on a more powerful hardware. A physical machine is divided into several

virtual compartments, and server software is setup on them separately, making each unit capable of functioning independently.

The most popular option now is **Cloud based hosting**. Cloud Based Web Hosting refers to a fairly new hosting technology that lets hundreds of individual servers work together so that it looks like one giant server. The idea is that as the need grows, the hosting company can just add more commodity hardware to make an ever larger grid or cloud.

The advantage of Cloud-based web hosting is that if you get an unusually large amount of website traffic the web hosting plan can accommodate the surge of traffic - rather than shutting your website down.

3. Content Management System (CMS)

In the good old days, we needed to know HTML, CSS (Cascading Style Sheets), Javascript, PHP or Flash to create a website. It was indeed a time consuming and laborious task. Today, you no longer need coding and design skills to create a website. All the complex things can be handled very easily by Content Management System (CMS) Software.

A **Content Management System** (or website building platform) is a user-friendly platform for building websites and managing your own online content, instead of using a bunch of loose HTML pages. It is a software application or set of related programs that are used to create and manage digital content. The content management system helps in website authoring and collaboration and provides administration tools designed to allow users with little knowledge of web programming languages or mark-up languages to create and manage website content with relative ease.

Some of the popular Content Management System softwares are WordPress, Drupal and Joomla. **WordPress** is an online, open source website creation tool written in PHP. It is the easiest and most powerful blogging and website content management system (or CMS) in existence today.

Drupal is a free and open source content-management framework written in PHP and distributed under the GNU General Public License. Drupal has great standard features, like easy content authoring, reliable performance, and excellent security. Drupal is known for its flexibility and modularity.

Joomla is a free and open-source content management system (CMS) for publishing web content. It is built on a model-view-controller web application framework. Joomla is written in PHP, uses object-oriented programming (OOP) techniques and software design patterns, stores data in a MySQL, MS SQL or PostgreSQL and includes features such as page caching, RSS feeds, printable versions of pages, news flashes, blogs, search, and support for language internationalization.

Content Management Systems (CMS) like WordPress, Drupal and Joomla have made creating a website easy for everyone. All of them have great features like plugins, themes and templates. They can be used to create absolutely responsive websites. They are backed up by huge support from developer community.

They also come with great plugins. “**Plugins**” are extensions that are built to expand the capabilities of the CMS, adding features and functions to your site that don’t come built-in. Plugins are shortcuts to getting your site to do what you want to, without having to build the feature from scratch. You can use plugins to do everything from adding photo galleries and submission forms to optimizing your website and creating an online store.

4. Payment Gateway

A Payment Gateway is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar.

Payment Gateways are software and servers that transmit transaction information to acquiring banks and responses from issuing banks (such as whether a transaction is approved or declined). Essentially, Payment Gateways facilitate communication within banks.

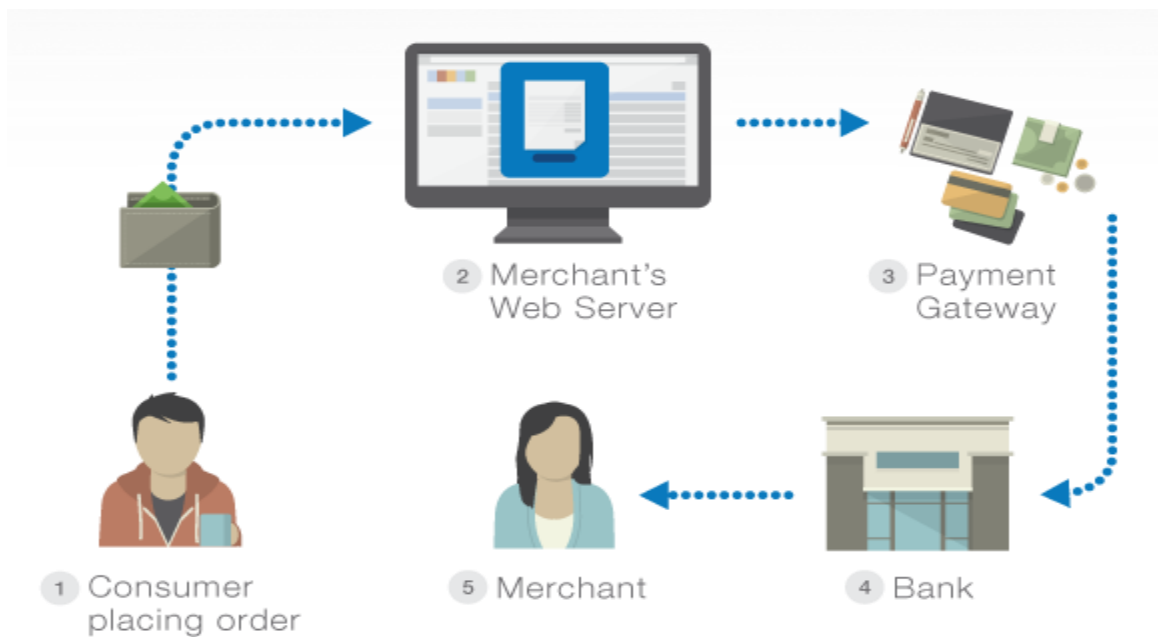


Figure-5: The Payment Gateway Process

The entire process may seem long and complicated, but it can be learned with some time and dedication.

1. The customer places an order on a website of his/her choice and proceeds to click the 'Submit' or 'Purchase' button, or any equivalent. They will need to enter their credit card details to get their order processed.
2. If the order has been made on a website, the browser sends the data (which is encrypted) to the merchant's web server.
3. The information and details about the transaction get forwarded by the merchant to the payment gateway.
4. The payment gateway transfers the information to the payment processor which has been acquired from the merchant's bank.
5. The processor then transfers this information to the respective card association (American Express, Visa, and MasterCard)
6. The bank receives the request for the authorization of payment, checks whether the customer has any funds on their debit or credit cards and checks if the cards are available. After the check, it sends information back with a specific response code that can be either 'Approved' or 'Denied'. If it sends back 'Denied', a reason for the denial is also sent.
7. The processor sends the received information back to the payment gateway.
8. The Gateway forwards the information to the website.
9. The merchant proceeds to approve of the transaction and 'consume' the transaction.
10. All orders that are approved by the merchant are submitted as a 'batch' to their bank.
11. The bank makes a request based on the batch it received, to the credit card provider.
12. The credit card provider makes a payment to the bank.
13. The bank forwards the funds to the merchant's account.

The process from authorization to payment lasts around three days.

5. SSL (Secure Sockets Layer)

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral. SSL is an industry standard and is used by millions of websites in the protection of their online transactions with their customers.

To be able to create an SSL connection, a web server requires an SSL Certificate. When you choose to activate SSL on your web server you will be prompted to complete a number of questions about the identity of your website and your company. Your web server then creates two cryptographic keys - a **Private Key** and a **Public Key**.

The Public Key does not need to be secret and is placed into a Certificate Signing Request (CSR) - a data file also containing your details. You should then submit the CSR to the Certification Authority. During the SSL Certificate application process, the Certification Authority will validate your details and issue an SSL Certificate containing your details and allowing you to use SSL. Your web server will match your issued SSL Certificate to your Private Key. Your web server will

then be able to establish an encrypted link between the website and your customer's web browser.

The complexities of the SSL protocol remain invisible to your customers. Instead their browsers provide them with a key indicator to let them know they are currently protected by an SSL encrypted session - the lock icon in the lower right-hand corner, clicking on the lock icon displays your SSL Certificate and the details about it. All SSL Certificates are issued to either companies or legally accountable individuals.

Typically an SSL Certificate will contain your domain name, your company name, your address, your city, your state and your country. It will also contain the expiration date of the Certificate and details of the Certification Authority responsible for the issuance of the Certificate. When a browser connects to a secure site it will retrieve the site's SSL Certificate and check that it has not expired, it has been issued by a Certification Authority the browser trusts, and that it is being used by the website for which it has been issued. If it fails on any one of these checks the browser will display a warning to the end user letting them know that the site is not secured by SSL.

To adopt SSL in your business, you should purchase an SSL Certificate. SSL Certificates can be bought from Symantec, GoDaddy and many other online sellers. The cost may vary from hundred dollars to thousand dollars depending on the level of security required and complexity of the website.

Website Structure Design

The website structure design comprises of Sitemap, the Wireframe and the technology stack.

1. The Sitemap

Site-mapping is the visual process of outlining a website's structure, high-level functionality and navigation scheme. The end deliverable can be a sketch, image, PDF, or presented in a tool. The sitemap should describe the relations between the main areas of your website. Such representation could help understand how usable the final product will be. It can show you the "relationship" between the different pages of a website, so you can judge how easy it will be for the end-user to find the required information or service if he starts from the main page. The main reason behind the sitemap creation is to build a user-friendly and easy to navigate website.

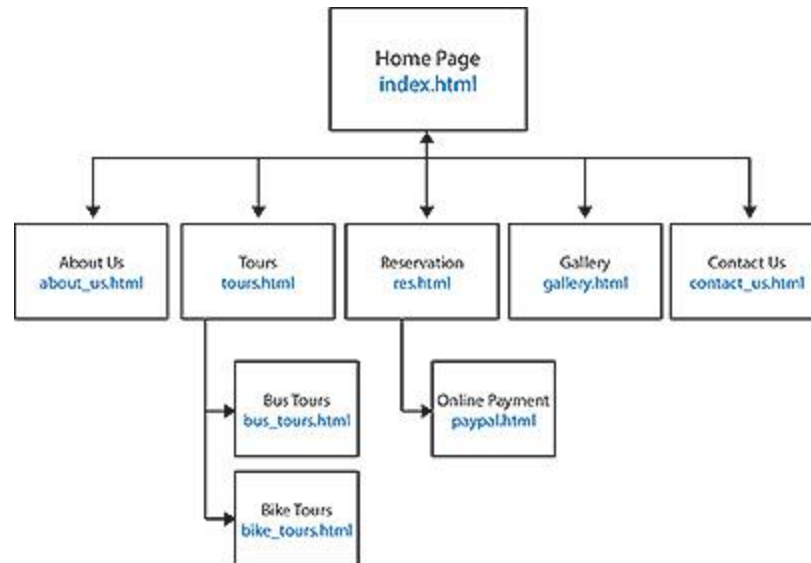


Figure-6: The Website Site-Map

The sitemap allows you to understand how the inner structure of a website looks like, but doesn't describe the user interface. Sometimes, before you start to code or even work on a design, there's a necessity to get approval from a customer that everything looks fine so you can begin the next phase of developing. In this case, a wireframe or mock-up is created. A wireframe is a visual representation of user interface that you're going to create. But it doesn't contain any design elements such as colors, logos, etc. It only describes the elements that will be added to the page and their location. It's artless and cheap in production sketch.

Site maps aid search engines in accurately indexing your website. A site map is a collection of the various URLs comprising your website. By creating a site map, you allow search bots to find and display the essential pages of your website.

2. Wireframe

A website wireframe, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website. Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose. The purpose is usually being informed by a business objective and a creative idea.

The wireframe depicts the page layout or arrangement of the website's content, including interface elements and navigational systems, and how they work together. The wireframe usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behaviour, and priority of content. In other words, it focuses on what a screen does, not what it looks like.

Wireframes focus on:

- The range of functions available
- The relative priorities of the information and functions
- The rules for displaying certain kinds of information
- The effect of different scenarios on the display

The website wireframe connects the underlying conceptual structure, or information architecture, to the surface, or visual design of the website. Wireframes help establish functionality and the relationships between different screen templates of a website. An iterative process, creating wireframes is an effective way to make rapid prototypes of pages, while measuring the practicality of a design concept. Wireframing typically begins between high-level structural work—like flowcharts or site maps—and screen designs. Within the process of building a website, wireframing is where thinking becomes tangible.

3. Technology Stack

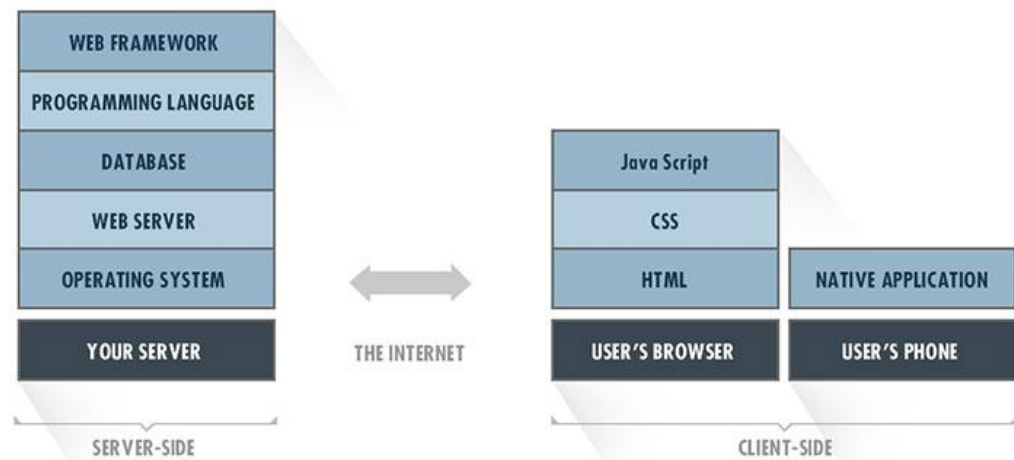


Figure-7: The Technology Stack

A technology stack is a combination of software products and programming languages used to create a web or mobile application. Applications have two software components: client-side and server-side, also known as front-end and back-end.

Each layer of the application builds on the features of the one below it, creating a stack. The diagram above shows the major building blocks of a typical tech stack, but there can be other supporting components included.

More than 60% of web traffic now comes from mobile devices, and it is better to build a responsive web app that adjusts well to all screen sizes. Responsive web apps are easy to discover through a Google search or a shared link and instantly available without downloading anything. They are cheaper to develop than native apps and easier to iterate on, serving as a useful tool for quickly validating your product.

Landing Page

In online marketing, a landing page, sometimes known as a "lead capture page" or a "lander", is a single web page that appears in response to clicking on a search engine optimized search result or an online advertisement.

The landing page will usually display directed sales copy that is a logical extension of the advertisement, search result or link.

Landing pages are often linked to from social media, email campaigns or search engine marketing campaigns in order to enhance the effectiveness of the advertisements.

The landing page will include some method for the visitor to get into contact, usually a phone number, or an inquiry form.

If a sale is required, the landing page will usually have a link for the visitor to click, which will then send them to a shopping cart or checkout area.

Types of Landing Page

Click through landing pages have the goal of persuading the visitor to click through to another page. Typically used in ecommerce funnels, they can be used to describe a product or offer in sufficient detail so as to "warm up" a visitor to the point where they are closer to making a purchasing decision.

Lead generation landing pages are used to capture user data, such as a name and email address. The sole purpose of the page is to collect information that will allow you to market to and connect with the prospect at a subsequent time. As such, a lead capture page will contain a form along with a description of what you'll get in return for submitting your personal data.

The various types of incentives given in a landing page are:

- Ebook or whitepaper
- Webinar registration
- Consultation for professional services
- Discount coupon/voucher
- Contest entry
- Free trial
- A physical gift (via direct mail)

Content Creation & Coding

During the design phase, your website takes shape. All the visual content, such as images, photos, and videos is created at this step. You also need to incorporate an online product

catalog. The online product catalog is an important cornerstone for eCommerce retailers. Creating an immersive, information-rich experience helps eCommerce businesses build interest amongst online visitors and is key to converting potential customers into loyal shoppers. Here decisions need to be taken on what products to sell and pricing the products.

The Web Designer needs to ensure that he or she is using SEO-friendly code. It is better to utilise both Meta and ALT tags to ensure that your website not only appears in user searches but that pertinent keywords from the content of your website are displayed. Doing so will more likely pique searchers' interests and will facilitate more visits to your website. ALT tags are merely a written description to go along with the pictures on your website, and so they are necessary to tell search engines and searchers what kind of pictures you have on your website.

You need to install Website Analytics to keep track of your website's success and current status. The statistics you'll be able to monitor include the number of visits your website receives, the amount of time visitors stay, the average number of page views for each visitor, and many other useful statistics. Making use of such software will enable you to make adjustments to the website to increase its effectiveness.

For many online vendors, your product range and selection is part of your unique selling position: the products you have curated for sale are part of your business identity and are what sets you apart from your e-tail peers. Making this point of difference clear through an intuitive product catalog that highlights the best of your online offerings can help you build a consistent brand identity that your shoppers will value and trust.

There are generally two ways you can create a product catalog for your e-Commerce website:

- i. By selecting a complete E-Commerce platform, you will have access to readymade templates and online tools specifically designed to help you create and maintain a product catalog for your online retail business.
- ii. If you have an existing website with a strong identity that is more than a web-based storefront, you may be looking for plug-ins and widgets that let you devote a section of your website to selling products online.

E-Commerce platform solutions

While it may prove useful to go with some of the more tried and tested E-Commerce software options in order to be using reliable, robust tools, the truth is that online E-Commerce platforms are still a new service and there is no big established player. Magento is a leading service provider in this category with 13% of the eCommerce platforms marketshare with Volusion and Bigcommerce sharing about 11% of the market. A massive 49% of the market is shared amongst platforms which are not very popularly known. So one needs to be careful and apply discretion while choosing an E-Commerce platform solution.

Web Testing

There are several kinds of web testing that needs to be done before the website is finally launched. They can be grouped under the following headings :

1) Functionality Testing:

This is the testing done to check all the links in web pages, database connection, forms used for submitting or getting information from user in the web pages. You also need to do Cookie testing. Here testing is done to check if the cookies are encrypted before writing to user machine, validating the site for HTML/CSS syntax errors and checking for data consistency.

2) Usability testing :

The Usability Testing includes the following:

- Website should be easy to use.
- Instructions provided should be very clear.
- Check if the instructions provided are perfect to satisfy its purpose.
- Main menu should be provided on each page.
- It should be consistent enough.

3) Content Checking:

Content should be logical and easy to understand. Check for spelling errors. Usage of dark colours annoys the users and should not be used in the site theme. You can follow some standard colours that are used for web page and content building. Content should be meaningful. All the anchor text links should be working properly. Images should be placed properly with proper sizes. These are some of basic important standards that should be followed in web development.

4) Interface Testing

The main interfaces are Web Server, Application Server Interface and Database server interface. Check if all the interactions between these servers are executed and errors are handled properly. If database or web server returns any error message for any query by application server then application server should catch and display these error messages appropriately to the users. Check what happens if user interrupts any transaction in-between. Check what happens if connection to the web server is reset in between.

5) Compatibility Testing

The compatibility of the Website is extremely important. The various compatibilities that needs to be tested are browser compatibility, operating system compatibility, mobile browsing and printing options. Different browsers have different configurations and settings that your web

page should be compatible with. The website coding should be a cross browser platform compatible.

The web application should be tested on different operating systems like Windows, Unix, MAC, Linux, Solaris with different OS flavours to check the operating system compatibility. As the mobile usage is gaining in importance, test the web pages on mobile browsers. Compatibility issues may be there on mobile devices as well.

The printing compatibility also needs to be tested. If you are giving page-printing options then make sure fonts, page alignment, page graphics etc. are getting printed properly. Pages should fit to the paper size or as per the size mentioned in the printing option.

6) Performance Testing:

The performance testing includes Web Load Testing and Web Stress Testing. The application performance needs to be tested on different internet connection speed.

Under Web load testing, you need to test if many users are accessing or requesting the same page. Can system sustain in peak load times? Site should handle many simultaneous user requests, large input data from users, simultaneous connection to DB, heavy load on specific pages etc.

Web stress testing is performed to break the site by giving stress and its checked as how the system reacts to stress and how it recovers from crashes. Stress is generally given on input fields, login and sign up areas.

In web performance testing website functionality on different operating systems and different hardware platforms is checked for software and hardware memory leakage errors.

7) Security Testing:

Following are some of the test cases for web security testing:

Test by pasting internal URL directly onto the browser address bar without login. Internal pages should not open.

Try some invalid inputs in input fields like login username, password, input text boxes etc. Check the systems reaction on all invalid inputs.

Web directories or files should not be accessible directly unless they are given download option.

Test the CAPTCHA for automates script logins.

Test if SSL is used for security measures. If used proper message should get displayed when user switch from non-secure http:// pages to secure https:// pages and vice versa.

All transactions, error messages, security breach attempts should get logged in log files somewhere on the web server.

If a person cannot find what they are looking for on your website within 30 seconds, there is a good chance they will leave and never return. Organizing your website into specific sections and then providing links to those sections at the top of each page is an effective and simple way to make your website easy to navigate.

You should thoroughly test your website to confirm that your design and page structure are displayed as intended. Specifically, view your website with the most popular browsers, including Chrome, Firefox, Internet Explorer, Opera, and Safari, as those browsers are used by the majority of people who are browsing the Internet.

The Final Launch

The copy of your website on your computer is called the local version, and the copy on the web host is called the production version. Now you can go for a complete launch of your website. It is recommended to do a beta launch where you release the site to a hand full of clients that can provide good feedback and report any bugs they may find.

You need to devote some time finding out how your clients will utilize your product. The way they use it may differ greatly from the way you intended them to. It often happens that the workflow of the users almost never goes the way the web developer initially intends or predicts, so they generally end up making enhancements that cater to the work flow of the users instead of trying to force them to use the intended workflow.

Summary:

1. For Digital Marketing or E-Commerce, a Website is the virtual store from where the commercial transaction of buying and selling takes place.
2. The key components of a Web Store are the **Domain Name, Web Host, Content Management System, Payment Gateway and SSL (Secure Socket Layer) Certificate.**
3. The Website structure mainly comprises of the Site Map, Wireframe, Technology Stack and Landing Page.
4. The Webstore needs to be developed using SEO (Search Engine Optimization) friendly code. It is better to utilise both Meta and ALT tags to ensure that your website not only appears in user searches but that pertinent keywords from the content of your website are displayed.
5. The different kinds of Web Testing done before finally launching the Webstore are Functionality Testing, Usability Testing, Content Checking, Interface Testing, Compatibility Testing, Performance Testing and Security Testing.

Multiple Choice Questions (MCQ)

1. _____ Certificates provide secure, encrypted communications between a website and an internet browser.
a) BSL b) FSL c) GSL d) SSL e) None of the above
2. _____ is a service that allows organizations and individuals to post a website or web page onto the Internet.
a) Domain Hosting b) Web Hosting c) Secured Hosting d) Shared Hosting
e) None of the above
3. In a _____ Server Hosting, the owner is in full control and does not have to worry about the server slowing down due to excessive burden.
a) Dedicated Web b) Shared Web c) Co-location Web d) Virtual Private e) None of the Above.
4. In _____ Server Hosting, the customer gets to choose the hardware configuration of the server and the software that goes on it.
a) Dedicated Web b) Shared Web c) Co-location Web d) Virtual Private e) None of the Above.
5. The Domain Name has to be purchased from an ICANN-accredited domain name registrar
a) ISBN b) ISO c) ICANN d) IAMA I e) None of the Above
6. A _____ is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-businesses
a) Secured Gateway b) SSL Gateway c) Payment Gateway d) Merchant Gateway
e) None of the Above
7. Which one is a Content Management System (CMS)?
a) Hootsuite b) HubSpot c) Tumblr d) WordPress e) None of the Above
8. _____ are extensions that are built to expand the capabilities of the CMS.
a) .NET b) .CMS c) Plugin d) Socket e) None of the Above
9. A website _____, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website.
a) Wireframe b) SiteMap c) Site Structure d) Wire Structure e) None of the Above
10. The performance testing includes Web Load Testing and _____ Testing.
a) Web Landing Page b) Web Home Page c) Web Synchronous d) Web Stress
e) None of the Above