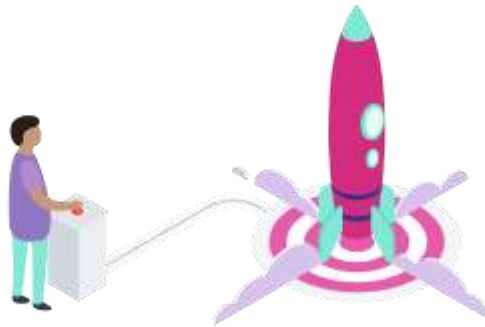# Brand Digital Presence & Optimization
## Subject Code: 21DMS010

**Reference Notes**

## Session 3: Websites and Apps

# Websites & Apps

## *Websites*

Websites are files stored on servers, which are computers that host (fancy term for "store files for") websites. These servers are connected to a giant network called the internet or the World Wide Web.

What features makes a website *good* can be a really subjective thing. What works for one might be complete poison for another.

# Websites & Apps

## *Websites*

Regardless, there are certain general traits that the vast majority of websites require in order to be efficient, hassle free and good at what they do.

These features can be aspects of the site that make the administrator/owner's life easy, or they can be functional design features that make life easy for users.

# Websites & Apps

*Benefits of a Website*

A website certainly has a lot of benefits. Having a website will help you:

✓Remain accessible to your customers 24x7x365

✓Establish trust and credibility

✓Gain more customers

✓Expand your reach

✓Increase your visibility

✓Accelerate your growth

# Websites & Apps

## *Disadvantages of a Website*

A few disadvantages of a website include:

✓Excessive traffic or a technical glitch can make your website crash, and it may remain completely inaccessible until you fix it.

✓The contact form on your site can bring in a lot of unwanted junk emails from all over the internet.

✓Your data may be exposed to data scrapers who may use it the way they want.

# Websites & Apps

## *Disadvantages of a Website*

Despite a few disadvantages, a website can certainly help you take your business several notches above ordinary.

Two of the most common types of websites include – static HTML and dynamic.

# Websites & Apps

## *5 Critical Features of a Good Website*

### 1. Intuitive

• Regardless of what your site does, it should make it abundantly clear what a visitor can expect, and *meet those expectations precisely*. This can be harder to achieve than you think – generally, because you understand what your website is about so it seems obvious to you.

• Not so for a complete stranger.

# **Websites & Apps**

*5 Critical Features of a Good Website*

- One of the best ways to construct an intuitive site is to think about who your users are and what they want.

- Knowing who is visiting your site (and their intent) means you are able to build elegant sales funnels that help them convert easily and maximize your own profits.

**LEFT**
RATIONAL

Detailed, linear, structural, analytical, convergent.

**RIGHT**
INTUITIVE

Overlooking, relational, non-linear, synthetical, divergent.

Source: www. technerve.my

# Websites & Apps

*5 Critical Features of a Good Website*

2. Optimized for Search

- There are plenty of different ways to drive traffic to your website – like social media marketing, influencer marketing, email marketing, and so on. However, organic search traffic remains arguably the single most important source of high value traffic.

- SEO is a really broad topic that encompasses things like Web design and server performance all the way through to blogging, content, keywords and competitor analysis.

# Websites & Apps

*5 Critical Features of a Good Website*

3. Easy to Use

- The Internet has brought a far more stringent meaning to the phrase fool proof. With so many people of differing abilities, comprehension and willingness to learn you have to make sure that your offering is as simple as possible.

- For example, if there's a five step process to achieve something on your site, work hard to see if you can cut this number down.

# Websites & Apps

## *5 Critical Features of a Good Website*

- Internet users have notoriously short attention spans and even less patience for slow, complicated tasks.

Source: www. technerve.my

- This is especially important for eCommerce sites as cart abandonment is a serious issue and is often the result of complicated checkout procedures.

# Websites & Apps

4. Flexible

- A website is perpetually a work in progress. It must adapt to changing demands and perceptions and leverage new technologies in order to remain secure and competitive.

- In order to keep up it should be easy for you, the webmaster/owner, to implement changes as you see fit. This could be anything from adding new features to modifying or removing existing ones. This means your Web platform need to have a vibrant and active development community behind it so that updates and development happen constantly. A flexible website must be easy to extend and easy to update.

# Websites & Apps

5. Integrated

I don't think it's entirely necessary to plaster your entire site with Twitter, Facebook, buzz, RSS, LinkedIn, blah blah all tightly woven into the fabric of your site. But I do think a website should be designed in such a way
that when you choose to put in an RSS feed, or send postings to Twitter, it can be accomplished quickly and easily.

• There are more and more integrations that offer streamlined, elegant solutions to common website requirements.

# Websites & Apps

- Here's a quick list of some of the more popular ones you should consider:

✓ Email lists & forms with AWeber

✓ Comments and moderation with Disqus

✓ Social sharing with AddThis

# Websites & Apps

## What is a Web Application

While web applications are similar to websites, they have comparatively more features and functionalities.

Examples of web applications include email programs, such as Gmail and Yahoo.

Now that we know web application definition and what web applications are, let's understand in what cases an app will be ideal for your needs.

# Websites & Apps

## What is a Web Application

When Do You Need a Web App?

When you're setting up something that has several intricate processes associated with it – you should opt for custom web app development.

For instance, if you are developing an eCommerce store, in that case, a web app will work better. Because then, you may have multiple processes working simultaneously in a single system.

# Websites & Apps

Difference Between
Website and Web Application

| Differentiator | Website | Web App |
|---|---|---|
| Built For | Informing its visitors | Interacting with the end-users |
| Benefits | •Easily accessible<br>•Cost-effective<br>•Best for simple projects | •Easily scalable<br>•Delivers personalized UX<br>•Can leverage device capabilities |
| Programming Language | HTML, CSS, and JavaScript | Ruby, PHP, on top of HTML, and CSS |

# Websites & Apps

Difference Between
Website and Web Application

| Differentiator | Website | Web App |
|---|---|---|
| Complexity | Less efficient at handling operations. | Can handle complex operations seamlessly |
| Availability | Readily available. Can be accessed via browsers. | Need to be downloaded and installed |
| Support and Maintenance | Can be easily managed and maintained | Requires regular upgrades |
| Notifications | Web-based push notifications | Direct push notifications |

# Websites & Apps

There are three main aspects that set websites and web app apart.

## 1. Interactivity:
The ability of a computer to respond to a user's input. It is the first factor that sets a news site and a web app development apart.

## 2. Authentication
Authentication allows users to access a restricted area via entering their login credentials. Such a feature is vital when you're handling user's sensitive data.

# Websites & Apps

There are three main aspects that set websites and web app apart.

3. **Integration**
Integration is all about creating a meaningful ecosystem of various services, applications, and platforms — such that they work together to help you operate efficiently. While you can add third-party integrations to both websites and a web application, the latter is preferred more as it eases out the complexities associated with the web development process.

# Websites & Apps

## Is it better to use an app or the website?

While both of them have their own pros and cons, which one you should prefer really depends on your requirements and project objectives.

If you need something that can manage everything from accepting payments to managing your users' data, it's recommended that you go with a web app development.

However, if you're only seeking to showcase your products and services on the internet – you may consider developing a website.

# THANK YOU

**Mrs. Prachi Vagal**

**Module 10 - Brand Digital Presence & Optimization**

**Session 3: Websites and Apps**

Subject Code: 21DMS010