



# Module 10 - Brand Digital Presence & Optimization

SUBJECT CODE: 21DMS010

FACULTY NAME: MRS. PRACHI VAGAL

DIGITAL MARKETING STRATEGY

# Websites and Apps



[READ NOW](#)

## Session 3: Websites and Apps

# Websites and Apps



## *Websites*



Source: [www.technerve.my](http://www.technerve.my)

# Websites and Apps



## *Features of a good Website*

- ▶ Meets expectations
- ▶ Easy to use
- ▶ Flexible



# Websites and Apps



## *Features of a good Website*

- ▶ Search Optimized
- ▶ Integrated

# Websites and Apps



*Mobile Site*



Source: [www.mobile1st.com](http://www.mobile1st.com)

# Websites and Apps



## *Mobile Site*

- ▶ A Replica of a desktop viewable website into a mobile or tablet compatible website

# Websites and Apps



## *Applications or Apps*



Source: [www.mobileworldlive.com](http://www.mobileworldlive.com)



# Websites and Apps



## *Applications*

- ▶ A software application, popularly known as mobile apps or just apps
- ▶ These have to be downloaded on any device to access them

# Websites and Apps



## *Difference between Website and Mobile App*



# Websites and Apps



## *Web Application*

- ▶ A software application using web-based technology to perform any tasks
- ▶ Interactive and dynamic
- ▶ Examples- gmail, Whatsapp web, Facebook, Zoom etc.

# Websites and Apps

## *Difference between Website and Web App*

Comparison Table		
Website		Web App
Static pages	01	Dynamic pages
Simple yet Interactive	02	Technically complex
Developed to inform	03	Created to interact
Can be created with HTML, CSS, JavaScript	04	They're built PHP, Ruby, or Python, Rails, Django, HTML, CSS

# Websites and Apps

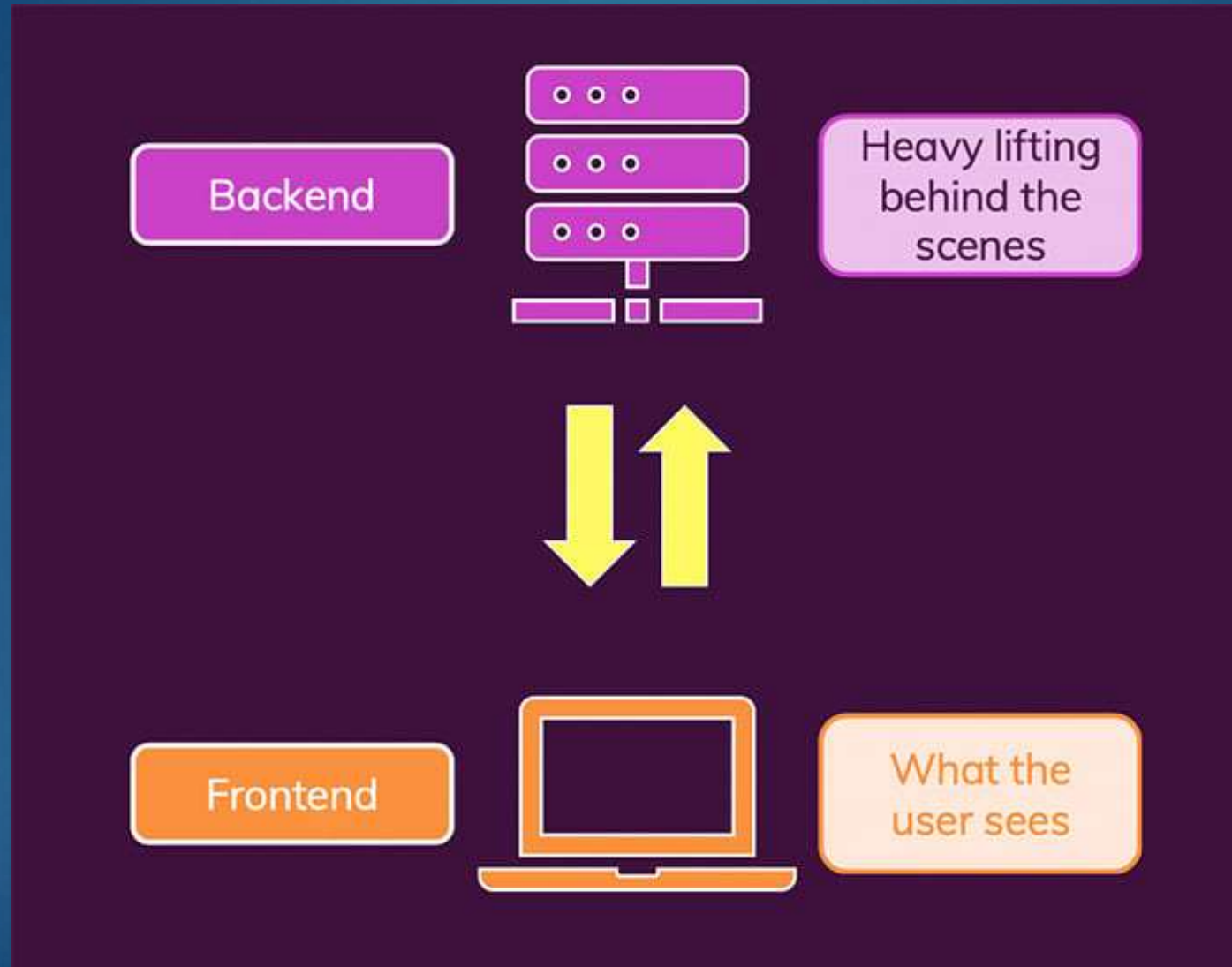


## *Elements of Web Application*

- ▶ A web application has two components:
  - Client (Frontend)
  - Server (Backend)



# Websites and Apps



Source: [www.academind.com](http://www.academind.com)

# Websites and Apps



## *Data Tracking*

- ▶ A method by which one tracks the visitors on the websites.
- ▶ Data can be tracked in terms of- geography, time spent on site page, spends and much more.

# Websites and Apps



## *Data Tracking Disadvantages*

- ▶ Data tracking when done with a wrong intention can be very bad.
  - Hackers
  - Companies manipulate users

Thank You!

