GUEST LECTURE
ON
"WEB DEVELOPMENT, E-COMMERCE, SMO, SEO"

Mr.Stephen Selvaraj, Director of iThots Technology Solutions Pvt. Ltd gave lecture on the topic "Web Development, E-commerce, SMO and SEO" on 24.08.2016 from 10.00 am to 12.30 pm. First session was started with an introduction about E-Commerce and web designing. Then the concepts of SMO (Social Media Optimization) and SEO (Search Engine Optimization) was explained in detail.

Most of the industries and business people want their company's web page to be at the top in the results produced by the popular search engines like Google and Yahoo, so SEO development is essential.

Information regarding money making trends using internet has been discussed in detail. Adsense.google.com was explained with google account. Using that account users can do money earning tasks, by uploading a creative or fresh video in youtube. Users can earn money, once the uploaded content reached above a certain number of views or likes and after earning every 100$, the amount will be sent to the corresponding user by a cheque. Search engines like Google maintains a secret algorithm which prevents the illegal way of earning money using adsense account.

Cost efficient trends using internet and Open sources have been discussed in detail. The open source society has many interesting and useful tools such as Ubuntu for operating system; PHP for replacing DOT-NET framework, GIMP has been used instead of Photoshop, Inkscape for logo making etc.

We can save money from spending licensed software in business, for example, Adobe Photoshop installation in a single machine costs around 2.5lakh/system for a year .Similarly to install dotNet framework in the single system, and it costs around 4lakh/system per year.

Two graphics techniques such as raster graphic and vector graphics and their applications have been discussed. In raster graphics the pixel will be broken and clarity will be reduced if we enlarge the image above the certain level, whereas in raster graphics it won't happen.

Next the discussion was about WORDPRESS. It is used for developing websites. Web page development has certain requirement such as,

- Domain Name
- Hosting Server
- C panel
- WordPress Download
- WordPress Themes

- Pluging
- Graphics Software
- Contents

In the second session, practical demonstration was done to create domain names and spaces. Tool boxes for creation of content of web pages, inclusion of menus, submenus, files and multimedia contents were discussed. A sample web page with a domain name 'calixstudios.com' was created for demonstration and awareness was given to earn with the use of E-commerce and designing. For demonstration the most popular websites such as www.siteground.com and www.squarebrother.com have been used.

Major steps involved in developing a website has been discussed as,

- Kick of Meeting
- Research
- Content Preparation
- Graphics
- Web Development
- Testing

Finally MOU was signed with our college. On the whole, it was a wonderful experience for the audience and it will be very useful to the student community also.