

## **Lecturer (3)**

## **What are the benefits of website?**

- **#1 Online Presence 24/7**

Having a website means customers are always able to find you – everyday, 24/7. Meaning even at weekends and evenings your business is still accessible. It offers the customer convenience as they are able to access the information they need in the comfort of their own home, with no added pressure to buy. In general, it is much easier to click a few buttons online than to make the trip to a physical store to hunt someone down for information. It also prevents little annoyances such as waiting in queues.

- **#2 Credibility**

In this day and age it is much more credible for a business to have an online presence. People would likely be distrusting to any business that didn't have a telephone number or a physical address, and that soon could be said for having a website and e-mail. They are useful tools to help share further information about your business with customers answering all the 'What's?' and 'Whys?' that people may have. And too, if your website is of a high standard then it is likely to receive positive feedback with customers spreading positive word-of-mouth about your business.

- **#3 It Cuts Costs**

Your business will save money in a number of ways from spending less on printing costs (letters, catalogues etc.), to wages, as a website may mean you no longer need that extra pair of hands, due to automated processes. A website is a much more long term form of advertising and more than likely will produce better results. You can also use your website as ways of collecting cheap market research by setting up visitor polls and online surveys, helping you to find out what customers like best and how they feel.

- **#4 Market Expansion**

As the internet is accessible to anyone all over the world the ability to break through geographical barriers has become a lot easier. Anyone from any country will be able to access you and therefore be a potential customer.

- **#5 Potential Customers Already Out There**

As the internet itself is widely popular, millions of users are already online, meaning that out there already are millions of potential customers. Without a website, you are losing out on this opportunity. Some people often will just use the internet to research items but seeing as they have an exact product in mind they are more likely to go through with a purchase. Online shopping is certainly on the rise. Selling products and services online gives your business a major competitive advantage and is a very cost efficient way of doing business.

- **#6 Information Exchange**

A website provides easy ways of communication between buyers and sellers and allows customers to give quick and easy feedback on any aspect of the business.

- **#7 Ability to Change Information Whenever**

Having a website means a business can change information instantly, from pricing changes to location changes. By having most of your information on printed out documents there is a high chance they'll become out of date, fast. It is much more cost efficient to change information on a website than to reprint updated information which will likely be old news before they even arrive.

- **#8 Customer Service Online**

Websites provide an easier way to handle customer service, providing answers to regularly asked questions in a FAQ (Frequently Asked Questions) section you can reduce customer service costs and save yourself time and money, as well as providing much more information.

- **#9 Competitors Online**

It is more than likely that your competitors will already be set up online and will be attracting the exact same customers as you. So to get ahead it is definitely the way forward, and may even help you as a business become more competitive.

- **#10 Growth Opportunity**

Websites in general are great ways to in providing a place that potential investors can be referred too. It shows what your company is about, what it has achieved and what it can achieve in future.

## **Web – Basic Concepts**

- **What is the Internet?**

The Internet is a global network connecting millions of computers. More than 190 countries are linked into exchanges of data, news and opinions.

### **Is Web and Internet the Same?**

The Internet is not synonymous with World Wide Web. The Internet is a massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet. It is an information-sharing model that is built on top of the Internet.

## **Internet based services**

### **1- World Wide Web (WWW)**

The World Wide Web is commonly known as *web*. It is a network of web servers that stores web pages. The web pages are connected to each other using hyperlinks. The user can jump from one page to another by clicking the hyperlinks. The web web pages are accessed using web browsers. The HTTP (Hyper Text Transfer Protocol) protocol is used for communication between browser and web servers.

### **2- E-Mail**

E-mail stands for electronic email. It is the most popular service provided by the Internet. It provides the fast and efficient way to send and receive messages through Internet. One

message can be sent to many persons with a single e-mail. Different types of files can also be sent through e-mail.

### **3- Telnet**

Telnet is an abbreviation for Terminal Network. It is a software. It is used to connect to a remote or host computer for accessing information. Through this service, the user can also access information on the Internet.

### **4- File Transfer Protocol (FTP)**

FTP stands for File Transfer Protocol. It is a way for transferring files from one computer to another. The process of transferring a file from a server (or remote computer) to local computer is called downloading. Similarly, the process for transferring a file from local computer to the server on the Internet is called *uploading*.

### **5- Gopher**

A gopher is a menu-based information retrieval system. It is used for retrieving files and programs on the Internet. Gopher allows access to files found on FTP servers and web servers.

### **6- Chat Groups**

Internet provides the facility to Internet users to chat (talk) with people online all over the world. Different programs like MSN Messenger, Yahoo Messenger, AOL online etc. are available for chatting on the Internet. Chat rooms allow the users to participate in a chat on the Internet. Chat rooms are locations on the web that provide facilities to the users to chat with each other online over the Internet.