

# INFOSOFT IT SOLUTIONS

## Training | Projects | Placements

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### E- COMMERCE WEBSITE DEVELOPMENT

#### Introduction to E-Commerce

- Overview of E-Commerce
- Types of E-Commerce Models
- Trends and Technologies
- Legal and Ethical Issues

#### Planning and Strategy

- Market Research and Analysis
- Business Models and Revenue Streams
- Defining Target Audience
- Website Requirements and Specifications

#### Designing the User Experience

- UI/UX Principles
- Wireframing and Prototyping
- Responsive Design
- Accessibility and Usability

## **Front-End Development**

- HTML, CSS, and JavaScript Basics
- Front-End Frameworks (e.g., React, Angular)
- CSS Preprocessors (Sass, LESS)
- Creating Dynamic and Interactive Interfaces

## **Back-End Development**

- Introduction to Server-Side Programming
- Frameworks (e.g., Node.js, Django, Ruby on Rails)
- RESTful APIs
- Database Design and Management (SQL and NoSQL)

## **E-Commerce Platforms**

- Overview of Popular Platforms (Shopify, WooCommerce, Magento)
- Custom vs. Off-the-Shelf Solutions
- Setting Up a Store
- Extending and Customizing Platforms

## **Payment Gateway Integration**

- Understanding Payment Gateways
- Popular Payment Processors (PayPal, Stripe, etc.)
- Implementing Secure Transactions
- Handling Currencies and Taxes

## **Shopping Cart and Checkout Process**

- Designing the Shopping Cart
- Implementing the Checkout Flow
- Order Management and Fulfillment
- Managing Abandoned Carts

## **Security and Performance Optimization**

- SSL Certificates and Secure Connections
- Data Encryption and Protection
- Performance Tuning (Caching, Minification)
- Monitoring and Analytics

## **SEO and Digital Marketing**

- On-Page and Off-Page SEO Techniques
- Content Marketing Strategies
- Social Media Integration
- Email Marketing Campaigns

## **Mobile E-Commerce**

- Mobile-First Design Approach
- Progressive Web Apps (PWAs)
- Mobile Payment Systems
- Optimizing for Mobile Devices

## **Launch and Maintenance**

- Testing and Quality Assurance
- Deployment Strategies
- Regular Updates and Maintenance
- Customer Support and Feedback

## **Advanced Features**

- Personalization and Recommendations
- Implementing Chatbots
- Multi-language and Multi-currency Support
- Loyalty Programs and Rewards