



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

PROFESSIONAL TRAINING REPORT

Sathyabama Institute of Science and Technology

(DEEMED TO BE UNIVERSITY)

Submitted in partial fulfilment of the requirements for the award

of Bachelor of Engineering Degree in

Computer Science and Engineering By

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SCHOOL OF COMPUTING

BONAFIDE CERTIFICATE

This is to certify that this Professional Training Report is the Bonafide work of L.SUSHANT KUMAR (Reg. No.39120125) who underwent professional training and carried out a project entitled “WEB PAGE DESIGN” under our supervision from March 2022 to May 2022

Internal Guide

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Submitted for Viva voce Examination held on :-

Internal Examiner

External Examiner

DECLARATION

I, L.SUSHANT KUMAR (Reg. No. 39120125) hereby declare that the Professional Training Report on " WEB PAGE DESIGN " done by me under the guidance of DR.R.SHUBASHINI , at Sathyabama Institute of Science and Technology submitted in partial fulfillment of the requirements for the award of Bachelor of Engineering degree in Computer Science and Engineering.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE :

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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CERTIFICATE

Abstract

The objective of our project is to design Web page because it impacts how your audience perceives your brand. The impression you make on them can either get them to remain on your page and learn about your business or leave your page and turn to a competitor. A good web design helps you keep your leads on your page. When you're trying to get new leads for your business, you want to build up your brand. You want your audience to get familiar with your brand so they choose you when they're ready to convert. Online web designs are important because they help create consistency across your page. You need to have the same fonts, styles, and layouts across every page on your website. If you have a different design on every page, this will make your site look unprofessional. It also makes it more challenging to build brand recognition because your audience won't know which colors to associate with your brand.

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Introduction

Using UI/UX Design elements like HTML,CSS ,which are tend to design the web page and props. I've decided to design an food blogging web page/website. so, user can experince the the epitope of food blog. Can explore food varieties etc. My food blogging page name is "THE MOMOBAR".Which contexts about Asian fusion and chinese food chusine.

1.1) Why is web design important :-

1. It sets the first impression

When your audience visits your website, it gives them their first impression of your business. They will judge your business within seconds. In these first few seconds, you want to make a positive impact on your audience.

If your website looks unappealing or outdated, your audience will immediately have a negative impression of your business. They won't find your website appealing, which deters them from your page. You'll miss out on leads because they'll leave your page for a competitor's page.

Web design is important because it impacts how your audience perceives your brand. The impression you make on them can either get them to remain on your page and learn about your business or leave your page and turn to a competitor. A good web design helps you keep your leads on your page.

2. It aids your search engine optimization (SEO) strategy

Many web design elements and practices influence how you publish content on your website, which in turn affects how search engine spiders crawl and index your website.

This is one thing you cannot afford to mess up. If your on-page SEO fundamentals are not up to snuff, you'll be fighting an uphill battle for visibility from the start.

Aside from how content is published on your website, certain web design elements can directly affect SEO in and of themselves. Web design can be difficult to understand if you're not familiar with how it works, but to put it simply, your code needs to be SEO-friendly.

The best way to ensure proper web design practices (and subsequent search engine visibility) is to partner up with a web design agency that knows what they're doing.

3. It sets the impression for customer service

People can judge how you will treat them by looking at your website. Your design gives them insight as to how you view your audience. If you don't put any effort into your website's design, your audience knows that you won't put effort into helping them.

Your website is like a customer service representative. If your website is bright, modern, and inviting, your audience will feel more welcome on your page. You'll give the impression that you are open and welcoming to new people who visit your website.

On the other hand, an outdated and unappealing site makes your business appear cold and aloof. People don't want to check out a business that doesn't value them enough to make a good first impression.

Think of your web design as the digital face of your business. If someone walked into your physical location, wouldn't you want a friendly face to greet them and make them feel welcome? An updated and modern web design is the equivalent to a friendly face greeting your new visitors.

4. It builds trust with your audience

People don't trust poorly designed websites. If they see your poor design or the information looks outdated, they won't trust your site. They may view your site as seedy or shady because you don't have an updated web design.

Think about a person looking to place a bulk order with a manufacturing company. They're spending a tremendous amount of money, which means if your manufacturing website design doesn't convey trust, they'll find another business to fulfill their order.

On the other hand, a professional site signals trust with your audience. They will trust your business and feel comfortable checking it out further.

It's important to build trust with your audience so they remain on your site. When visitors remain on your site longer, you create more opportunities for your business to capture those leads.

5. Your competitors are doing it

If you need a reason for why web design is important, here's a big one: Your competitors are already utilizing web design. If you want to remain in competition with them, you must use web design for your site.

You want your website to stand out from the competition. If you have an old, outdated, and low-quality website, your competitor's will outrank you. Their well-designed website will perform better than your website.

This means you'll lose leads to your competitors. They'll attract more leads to their page because their page is more appealing.

Your website's design is an opportunity for you to set your business apart from the competition. When you're competing with other businesses, you generally have the same services and similar pricing. You need that one thing that will make your business stand out from the rest.

A well-designed website is an opportunity for your business to showcase your unique features. You can show your audience why they should choose your business over the competition.

6. It creates consistency

When you're trying to get new leads for your business, you want to build up your brand. You want your audience to get familiar with your brand so they choose you when they're ready to convert. Online web designs are important because they help create consistency across your page.

You need to have the same fonts, styles, and layouts across every page on your website. If you have a different design on every page, this will make your site look unprofessional. It also makes it more challenging to build brand recognition because your audience won't know which colors to associate with your brand.

If your website is not consistent, people will bounce from yours to one that looks more professional. By building consistency, you keep leads on your page longer and get them familiar with your business. You'll earn more leads and conversions down the line when you redesign your site for this key element.

1.2 Elements of web design

Now that you know the web design importance, it's time to start looking at elements that make a quality design. Here are seven key elements you'll want to incorporate into your web design.

1. Solid navigation

When users access your site, they want to access information quickly and easily. If you want leads to remain on your page, you must implement a navigation that is easy for your audience to use.

Your audience doesn't want to struggle to find information. They want to access your navigation bar and easily be directed to the information they need. If your navigation is poor, you'll discourage your audience from engaging on your page.

Visitors' attention spans are short. If you want to keep them on your page, you must help them access information quickly. A properly designed navigation will help them get to the information they need.

Your navigation should be simple and self-explanatory. Include broad headings that encompass numerous subtopics, so your audience can easily find the information they need. This is the easiest way for you to help your audience find information fast.

2. Responsive design

With the growth in mobile devices, responsive design is more important than ever. Your audience will access your site from a multitude of devices, including smartphones, tablets, and desktop computers. If you want these leads to remain on your site, you must ensure that each person has a positive experience.

Responsive design ensures that your audience has a good experience on your site, regardless of the device they use. Your website will adapt to the device to ensure that your website is sized appropriately for their device. This is valuable for keeping leads engaged and interested in your site.

Responsive design keeps leads engaged on your page longer. If you want to have a successful website design, you must integrate responsive design.

3. Style guide

As we stated previously, one reason why web design is important is because it creates consistency across your entire website. Consistency helps your audience build brand recognition and keeps them engaged on your page longer. A style guide will help you keep a consistent brand image on your website.

Your style guide is the basis for how you want your website to look. You decide the color, format, typography, and more, for every page on your website. This ensures that every time someone adds an element to your site it is consistent with other pages.

You'll help your team create consistency across your website, too. They can reference your style guide anytime they add an element to your site. It makes it easier for different people to work on your website and add elements to it.

When you have a consistent design across your website, you create a more cohesive site. Your audience will engage on your site longer and build brand recognition. This will help you earn more conversions down the line.

4. Purposeful visuals

Companies are quick to integrate visual elements because they help improve engagement on a website. In fact, customers are 10 times more likely to interact with a video than text.

While visual elements are great for engagement and breaking up text, some businesses go overboard with the images. Their sites are crowded with photos and videos. It makes the site feel overwhelming and cluttered.

You may think that it's great to integrate an abundance of photos and videos to increase engagement, but it can become overwhelming if there are too many. Too many images makes it difficult to read on the page.

If you want to see success with your site, you must create a balance between images and text on your page. Don't add visual elements for the sake of trying to increase engagement as much as possible.

Use visual elements purposefully. If you have a block of text detailing your services, integrate a video below that text that explains your services further. This still gives your audience a point of interest to interact with and keeps them engaged.

When you know why web design is important, you make more tactful decisions about your site. As you build your dream website, it's crucial that you don't overload your site with too many visual elements.

5. Good copy

Your audience visits your website to obtain important information. It's important that when you include information on your site, you write quality copy.

Writing good copy keeps your audience engaged on the page longer. They'll read all your information and learn about your business. Your style of writing should align with the style of your website for consistency.

The content on your site matters just as much as the overall design, so it's necessary for you to provide your audience with valuable information they need.

6. Call-to-action (CTA) buttons

Once you have leads on your site, you want to guide them towards converting. A key element of that is your call-to-action (CTA) button. Web design importance is evident when you're trying to get your audience to act.

A well-designed CTA button will get your audience to proceed to the next step. These buttons fit into your design but stand out on the page. Your audience's eye immediately goes to these buttons.

If you had a color scheme of black, white, gray, and yellow, a yellow CTA button would stand out on the page compared to these other colors. It still fits with the scheme, but people will automatically be drawn towards a bright yellow button.

By integrating CTA buttons into your website's design, you'll help drive better results on your page.

7. Page speed

You can have an awesome website design, but it won't matter if your audience never gets to see it. Page speed is an important element of web

design. It ensures that your page loads quickly, so your audience can access information fast.

Your audience hates to wait for slow loading pages. If your page takes too long to load, your audience will lose interest. They will return to the search results and select a competitor's page instead.

You can check your page's speed by using Google PageSpeed Insights. This tool allows you to see how quickly your site currently loads and where you can make improvements. You must make these improvements on your own.

The other option is to rely on page speed services from a digital marketing company. This allows you to reap the benefits of a fast loading page, while focusing on running your business.

1.3) Hardware Requirements:

System requirements

	Windows requirements	Mac requirements	Linux requirements
Operating system	Windows 8 or later	macOS Sierra 10.12 or later	64-bit Ubuntu 14.04+, Debian 8+, openSUSE 13.3+, or Fedora Linux 24+
Processor	Intel Pentium 4 or later	Intel	Intel Pentium 4 or later
Memory	2 GB minimum, 4 GB recommended		
Screen resolution	1280x1024 or larger		
Application window size	1024x680 or larger		
Internet connection	Required		

1.4 Software Requirements:

- VS code (for coding)
- Adobe photoshop(for templates , background source)
- Adobe XD(Optional)
- Google chrome

1.5 creation of content

Step 1: Create a Folder Structure For Your Web Page

- Open the mmb folder. Inside, create the following items:
- A new file called mmb1.html (use your preferred text editor)
- A new folder called resources
- The index.html file will contain the HTML code for your web page, while the resources folder will contain all of the necessary resources needed by the HTML files (CSS files, images, etc.).
- Next, open the newly created resources folder. Inside of this folder, create the following:
- An additional folder named css
- The css folder will contain the CSS files needed to style your web page.
- Finally, open the css folder you just created. Inside of this folder, create the following:
- A new file named index.css (use your preferred text editor)
- The index.css file will contain all of the CSS styling rules that will be applied to your web page.
- This overall folder structure will help support your workflow as you add files or resources. At a high-level, here's what it should look like:

Step 2: Add Content To Your Web Page

- Your own title between the <title> tags
- Your own content within the <body> tags. If you need some quick, pre-written content, feel free to use the following and modify as you wish

<Step 3: Link Your HTML File and CSS File

- As it turns out, the HTML content you added will not be styled by the CSS rules unless index.html and index.css are linked together. In the <head> section, link the stylesheet to the HTML file.

```
<link href="./resources/css/index.css" type="text/css"
      rel="stylesheet">
```

- You might be wondering why the href attribute is set to ./resources/css/index.css. This is because you must specify exactly where the index.css file lives within your folder(s) relative to where index.html lives (otherwise, the two files won't link).

Step 4: View Your Project

Open your preferred web browser. In the menu bar, click on “File” and then click on “Open File...” (or equivalent). Navigate to your **index.html** file and then click “Open” (or equivalent). The browser should load your web page

Work Snapshots

[illegible][illegible][illegible]

FAQ's - Frequently Asked Questions

- **What do you have to sell?**
We are bringing in our fold traditional, native, healthy and unique tasting sweets and snacks to be delivered at your doorstep
- **Do you offer Cash on Delivery?**
Yes. We offer Cash on Delivery which most of the other websites don't offer.
- **What guarantees freshness for the products ordered?**
We strive to deliver the products that are fresh and systems are kept in place to source the best products and safely consign them to you. We don't stock the products but place once we receive orders. Even though we don't deny that it involves time we at Tredy Foods believe that centralising the whole despatch process would lead to economies of scale and allow quality check, aggregating the products would add value to the customers who wish to procure different products from different sources instead of routing the orders to the respective vendors.
- **How about packing?**
Packing is our extreme concern. We take all steps to have your products delivered in a perfect and hygienic condition without any damage. We at Tredy Foods strive to deliver the best product and in that endeavour we accept no compromises. As far as packing is concerned we have received feedback from our customers stating that the outer packing is done in a carton box and the look is not proportionate to the order size. We take this as a complement and the reason is we do not want any amount of rough handling to affect the quality, taste, look or texture of the food item in any case.

Seller Of the Week

Royal Momo Chaat

and Relish The flavours

Indonesian veg fried Rice

Srikanth verma marg, bilaspur, C.G.

Order Now

CONTACT-US

Mail : krushank@gmail.com
Phone : 89263403707

Address : Srikanth verma Marg, near magnets mall road, Bilaspur (C.O.) 495007

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Chicken Momo

Chicken Momos | Steamed Momos | Chicken Dumpling | Chicken Dim Sum ~ The Terrace Kitchens

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Our 3 Best Seller Of the Week

Pan Fried Chicken Momos

Royal Momo Chaat

"The Momo Bar is now serving Asian fusion food"

Join us and Relish The flavours

Malasian style chilli Garlic Noodles

Indonesian veg fried Rice

Srikanth verma marg, bilaspur, C.G.

Order Now

Description

Momo is a type of steamed dumpling with some form of filling, most commonly beef and it is originally from Tibet. Momo has become a delicacy in Nepal and Tibetan communities in Bhutan, as well as people of the Indian regions of Darjeeling, Ladakh, Sikkim, Arunachal Pradesh and Himachal Pradesh. For the Himalayan momos, the dish is believed to have spread to Nepal along with the influx of the Tibetan diaspora. Since this dish was initially popular among the Newar community of the Kathmandu Valley of Nepal, one prevalent belief is that travelling Nepali Newar merchants took the recipe of ajomo from Tibet where the Nepali Newar Merchants used to go to trade and brought it back home to Nepal [4]. In Tibet, the filling of the dish was typically meat, such as yak and occasionally potatoes and cheese.

However, after arriving in the Indo-Gangetic Plains, the momo was made vegetarian in the modern era to feed the large population of vegetarian Hindus. Unproven, but substantiated by the dates and references to momo in colloquial references, the civil war in Nepal pushed out the Nepali diaspora to seek a livelihood in India, which further increased to the prevalence of Himalayan style momo in the southern half of India.

Menu

The savory veggie filling has a balanced taste and is lightly spiced, so that it accompanies any spicy and hot sauce very well.

VEG	H/F
Steamed	30/60
Fried	40/70
Afghani Malai	40/80
Momo Chilli	40/80
Momo Chaat	40/80

NON-VEG	H/F
Egg Chowmein	50/80
Egg Fried Rice	50/80

"Soft fluffy bags of heaven
Wrapped to hide the unexpected
Feeling of opening birthday
present everyday Surprise yourself
everyday eat Momos"

Soft white blanket covering
crunchy veggies Wake them up
pull their blanket away Hear them
shouting with ur crunching teeth
Feel your mouth water as the flour
meets

Millions of chillies for the side
dish Treat for hot & spicy lovers
Tangy Flavour making u want
more The chillies themselves feel
hot

Friend in need friend indeed Best
friend any moment any hour 100%
guarantee 100% warranty Grab a
bite n get lost in the taste "

Conclusion:-

In today's Web development, a good page design is essential. A bad design will lead to the loss of visitors and that can lead to a loss of business. In general, a good page layout has to satisfy the basic elements of a good page design. This includes color contrast, text organization, font selection, style of a page, page size, graphics used, and consistency. In order to create a well-designed page for a specific audience. The developer needs to organized and analyze the users' statistics and the background of the users. Although it can be hard to come up with a design that is well suited to all of the users, there will be a design that is appropriate for most of the audience. The better the page design, the more hits a page will get. That implies an increase in accessibility and a possible increase in business.

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