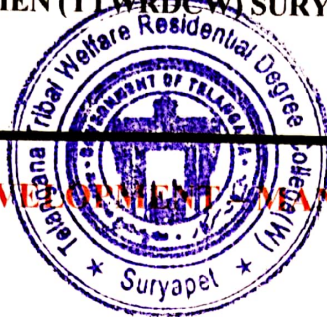




TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE
FOR WOMEN (TTWRDCW) SURYAPET-508213



WEB PORTAL DEVELOPMENT & MANAGEMENT POLICY

OUR VISION

Our Vision is to expand our web designing and software development business around the world with providing our clients customized and effective IT services to target their goal. We are capable to provide top quality IT services like Web Designing, Website Development, shopping cart website, e-commerce website development, custom software development, SEO (Search Engine Optimization), Internet marketing, Email Marketing, SMS marketing, Domain and Hosting everything under one roof.

OUR MISSION

To boost the business growth of our clients with extra ordinary website design, E-commerce website, Shopping cart Portals, SEO services, Software Development services like CRM Software, ERP Software, Courier Software, MLM Software, Hospital Management Software, Laboratory Information Management System (LIMS) Software and deliver market defining high quality IT (information Technology) services that build value and unchanging proficient advantage for you across the world.

At WEB TECH as a web design and software development company, our mission is to enable you...

- To increase traffic and sales on your business through our excellent web designing and SEO services.
- To easily manage your data and documents with our easy operate software services.
- Would be helpful in saving your precious time with our software for manage your inventory online accounting and large variety of custom software.
- To give you extra ordinary designs that will attract and cause visitors give first priority to your site than your competitor.



What is a Web Portal?

A web portal is an online platform that keeps data from different resources into a single user interface and presents customers with the most actual information for their context. It may include links to categorized information, such as articles, products, vendors, suppliers, individuals, etc. Moreover, it often includes a membership component where users log in and have access to their own profiles.

The main differences between websites and web portals

People often mixed up websites and web portals, as both look rather similar, but used for absolutely different tasks. Let's overview their critical differences.

Criteria	Website	Web portal
Definition	A web-based solution that consists of web pages containing publicly available content.	A web-based solution that contains personalized content, available for authorized users.
Access	Accessible via URL	Accessible via URL plus a login (username and password)
Users	The broad audience, no restrictions	A specific group of authorized individuals
Content	Can be changed only by the admin	Can be changed by authorized users who have relevant permissions
Purposes	Create a digital presence for a business, drive traffic	Create a single point of access to information for authorized users

Both websites and web portals have their own advantages and based on your business's requirements you can choose any of them.

Web portal development steps

Let's overview the main web portal development steps, and why they are needed.

1. Preparation

The preparation stage is the most crucial one. A good preparation won't require you to spend your money on solving unexpected issues.

This stage includes determining the target audience, analyzing competitors, and defining the main goals. At this stage, it's important to set the time scope and specify web development roles and responsibilities properly.

2. Planning

This stage includes a development schedule considering all tasks and setting the deadlines. Also, it's necessary to outline the requirements for every element of the platform.

3. Design

The first step is to build the architecture of the platform. It can be made by creating a sitemap. Next is to choose the visual style depending on the topic and the potential consumers. I.e., the company web portal has to look strict while news ones can look like you want.

4. Content Writing

Good content is a key to success. You should try to define topics that may be interesting to your consumers than take care of its optimization. What people can search and what queries can lead them to the platform? Think about it. People need just a moment to understand if the page is useful. So, use this time to make them interested.

5. Coding

It's a stage when your ideas come true. Usually, the process of website development starts with the home page then moves on to follow the web portal structure.

6. Testing & Launching

To underestimate testing is a bad idea. Everything may look fine, but some bugs can be unnoticed at the first sight. So, at this stage, it is important to make sure that the code is valid, and the user experience is seamless. When all the bugs are fixed, the platform is ready to be available on the Internet. It's time to upload it on the server and check everything again.

7. Maintenance & Updating

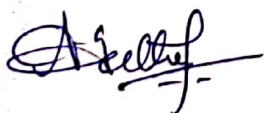
Launching is not the end. To remain the platform outstanding and visited, you have to always update it. As soon as it becomes available for users lots of new tasks appear. i.e.; adding new features, updating content, processing feedback, etc.

As you can see, creating a web portal is not a simple task. But following these steps makes the process more efficient and transparent.

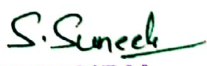
Conclusion

This research aimed at developing and validating a theoretical framework that explains the success of Web portals in bringing benefits at the individual level in terms of improved performance.

Incharge
A. Geetha Bhavani
DL in Computers
Science






PRINCIPAL
Telangana Tribal Welfare
Residential Degree College
for Women (TTWRDCW)
SURYAPET (Dist.)-508 213.