E-COMMERCE

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UNIT - III

WEBSITE DESIGNING

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Chapter Objectives

- Introduction to HTML
- Creating and Viewing a Webpage
- Tags and Elements
- HTML Attributes
- Text Formatting
- Images

- Hypertext Links
- Lists
- Tables
- Forms
- Frames
- Cascading Style Sheets

3.1 Introduction to HTML

Implementation of e-commerce requires an effective website through which the customers can purchase the products and services offered by the company. A web page can be created using a number of languages like HTML, XML, PHP, ASP, JSP, C#, PERL, PYTHON, RUBY etc. Of these, HTML is one of the most basic languages for web design and is still popularly used by the developers. HTML stands for Hyper Text Markup Language. It was developed by **Tim Berners-Lee**, a physicist at CERN, in the late 1980s as a means for scientists to share documents over internet. HTML allows the user to navigate through the webpages in a non-linear manner. A webpage created using HTML may consist of text, images, videos, tables, drop-down menus, forms, or links providing access to other webpages or websites. In this chapter we will learn how to create a webpage with these basic elements. The latest version of this language, 'HTML 5' was released by the World Wide Web Consortium in 2014 and is also used for creating websites and applications for mobiles. A new version HTML 5.1 is under development.