



Creating a Website for Fair Market using HTML and CSS

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ABSTRACT- Creating a website is the process of designing, developing and launching a collection of web pages on the internet to achieve specific objectives. A website can serve a variety of purposes, such as providing information, selling products, sharing content, or building an online presence. Creating a website is a valuable tool for individuals, businesses, organizations and creators looking to establish an online presence and reach a global audience.

I. INTRODUCTION

Hypertext is a technology that allows for the organization and linking of information in a nonlinear manner. It's a fundamental concept in the world of computing and information technology and it's closely associated with the World Wide Web and the concept of hyperlinks. A technique known as hypertext enables non-linear information structure and connection. In the field of computing and information technology, it is a fundamental idea that is strongly related to the field Wide Web and the idea of hyperlinks. Hypertext offers a degree of interaction that conventional linear text does not. Links can be used by users to obtain content that is related, whether it is on the same page or another website.

II. HYPERTEXT ESSENTIALS QUALITIES INCLUDES

Non-linearity: Hypertext makes it possible to create texts that don't strictly deliver information in a linear fashion. Instead, users can utilize hyperlinks to move between distinct document sections, nodes, or across other documents.

Hyperlinks: A hyperlink is a connection between two or more text, multimedia, or data documents. These links enable users to navigate across papers or between sections of one text. Usually, they are highlighted or have a different color.

Web Hypertext: The World Wide Web is one of the most well-known implementations of hypertext. It uses hyperlinks to connect web pages, allowing users to navigate the internet in a hypertextual way.

Hypertext Markup Language (HTML): HTML is the language used to create web pages and define links between them. It is the foundation of the World Wide Web and a fundamental tool for implementing hypertext.

III. SCOPE OF PROJECT

Authenticates users to login with their phone number.

Provides the list of products with offers.

Providing free door delivery.

A status page of all customers to view the products available and their price.

Act as an (B to C) interaction platform.

IV. NETWORK PROTOCOL

A Network Protocol is a set of established rules and conventions that dictate how data is transmitted, received and processed across a computer network. These protocols govern every aspect of network communication, ensuring that devices and systems can understand each other and work together effectively. Network protocols define standards for data packet format, error handling, data compression, encryption and authentication. They cover a wide range of functionalities, including addressing, routing and the synchronization of data transfer.

V. WEB APPLICATION (WEBPAGE)

A Web Application, often referred to as a web app, is a software application or program that is accessed and used through a web browser over the internet. Unlike traditional desktop applications that are installed on a local computer, web applications are hosted on remote servers and can be accessed from anywhere with an internet connection. Some key characteristics and features of web applications are:

- **Accessible from Web Browsers:** Users access web applications through web browsers like Chrome, Firefox, or Safari, making them platformindependent and easily accessible on various devices, including computers, tablets and smartphones.
- **No Installation Required:** Web apps do not require installation on the user's device. This eliminates the need for users to download and install software, reducing maintenance and compatibility issues.
- **Dynamic and Interactive:** Web applications are interactive and often dynamic, providing realtime updates and responsiveness. They use technologies like

JavaScript and AJAX to create seamless user experiences.

- **Server-Side Processing:** Most of the application's logic and processing occur on the web server, with the client (user's browser) sending requests and receiving responses. This architecture allows for centralized data management and updates.
- **Data Storage:** Web apps often rely on databases and server-side storage to manage and store user data, enabling features like user accounts and personalized content.
- **Cross-Platform Compatibility:** Web apps can run on various operating systems and devices with compatible web browsers. This compatibility simplifies development and ensures a broader user reach.
- **Updates and Maintenance:** Developers can update a web application centrally on the server, ensuring that all users automatically receive the latest version without the need for manual updates.
- **Security:** Security measures, such as HTTPS for encrypted data transfer and authentication mechanisms, are crucial for protecting user data and ensuring safe usage of web applications.

VI. Uniform Resource Locator (URL)

A Uniform Resource Locator (URL) is a standardized address used to locate and access resources on the internet. It consists of several components. The scheme or protocol, such as "http" or "https," specifies the method for accessing the resource. The domain, or hostname, identifies the server where the resource is hosted, either by an IP address or a humanreadable domain name. The optional port number designates the communication port on the server, with default values like 80 for HTTP and 443 for HTTPS. The path specifies the resource's location on the server, often indicating a particular webpage or file. The query string, typically starting with a question mark, enables passing parameters to the resource, useful for searches or customization. Lastly, the fragment identifier,

preceded by a hash symbol, points to specific sections or anchors within a resource, typically used within web pages. Together, these components form the URL, allowing users and web browsers to access and retrieve content from the vast expanse of the internet.

VII. HTML

HTML markup consists of several key components, including those called tags (and their attributes), character-based data types, character references and entity references. HTML tags most commonly come in pairs like `<h1>` and `</h1>`, although some represent empty elements and so are unpaired, for example `<img>`. The first tag in such a pair is the start tag and the second is the end tag (they are also called opening tags and closing tags). HTML elements encompass various types, such as text elements, links, images and forms, with the introduction of semantic elements in HTML5, like `<header>`, `<nav>`, `<main>` and `<footer>`, enhancing the meaning and structure of content, which aids in accessibility and search engine optimization. Elements often possess attributes, like the `href` attribute in the `<a>` tag, which specifies a hyperlink's destination. Nesting is also possible, allowing one element to be contained within another, creating a hierarchical structure. HTML is governed by web standards established by the World Wide Web Consortium (W3C), ensuring consistent and compatible rendering across different web browsers. As a foundational language in web development, HTML works in conjunction with CSS for styling and JavaScript for interactivity to create robust and functional websites and web applications.

VIII. CSS

Cascading Style Sheets (CSS) is a style sheet language used for describing the presentation of a document written in a markup language such as HTML or XML (including XML

dialects such as SVG, MathML or XHTML). CSS is a cornerstone technology of the World Wide Web, alongside HTML and JavaScript. CSS is designed to enable the separation of content and presentation, including layout, colors and fonts. This

Separation can improve content accessibility; provide more flexibility and control in the specification of presentation characteristics; enable multiple web pages to share formatting by specifying the relevant CSS in a separate.css file, which reduces complexity and repetition in the structural content.

TYPES OF CSS

Inline CSS

Inline CSS is the simplest form of CSS and it is embedded within the HTML tags. It is useful when a single element requires some styling. It is not recommended for use on larger projects because it can become difficult to manage the styles as the project grows.

Internal CSS

Internal CSS is used to apply styles to a single HTML document and it is placed within the head section of an HTML document. It is useful when working on smaller projects or making changes to a single HTML document.

External CSS

External CSS is the most commonly used form of CSS. It involves linking an external style sheet file to the HTML document. External CSS is ideal for larger projects with multiple HTML documents because it allows developers to maintain a consistent look and feel across multiple pages

IX.CONCLUSION

The project is a humble venture to satisfy the needs of the fair market. Several userfriendly coding have been adopted. This website to be package to satisfy all the basic

requirements of the market website. Our project helps to increase the number of customers and the accessibility of the market website is also very large. The result of the project is increased levels of trade and fair market returns are also at higher levels.

It can be summarized that the future scope of the project circles around the information regarding the website of **Fair Market**. It provides more advance software for market website including more facilities. Website is provided with login facilities for the security purposes. Implement the backup mechanism for taking backup of data. It provides old customer and new customer details.

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