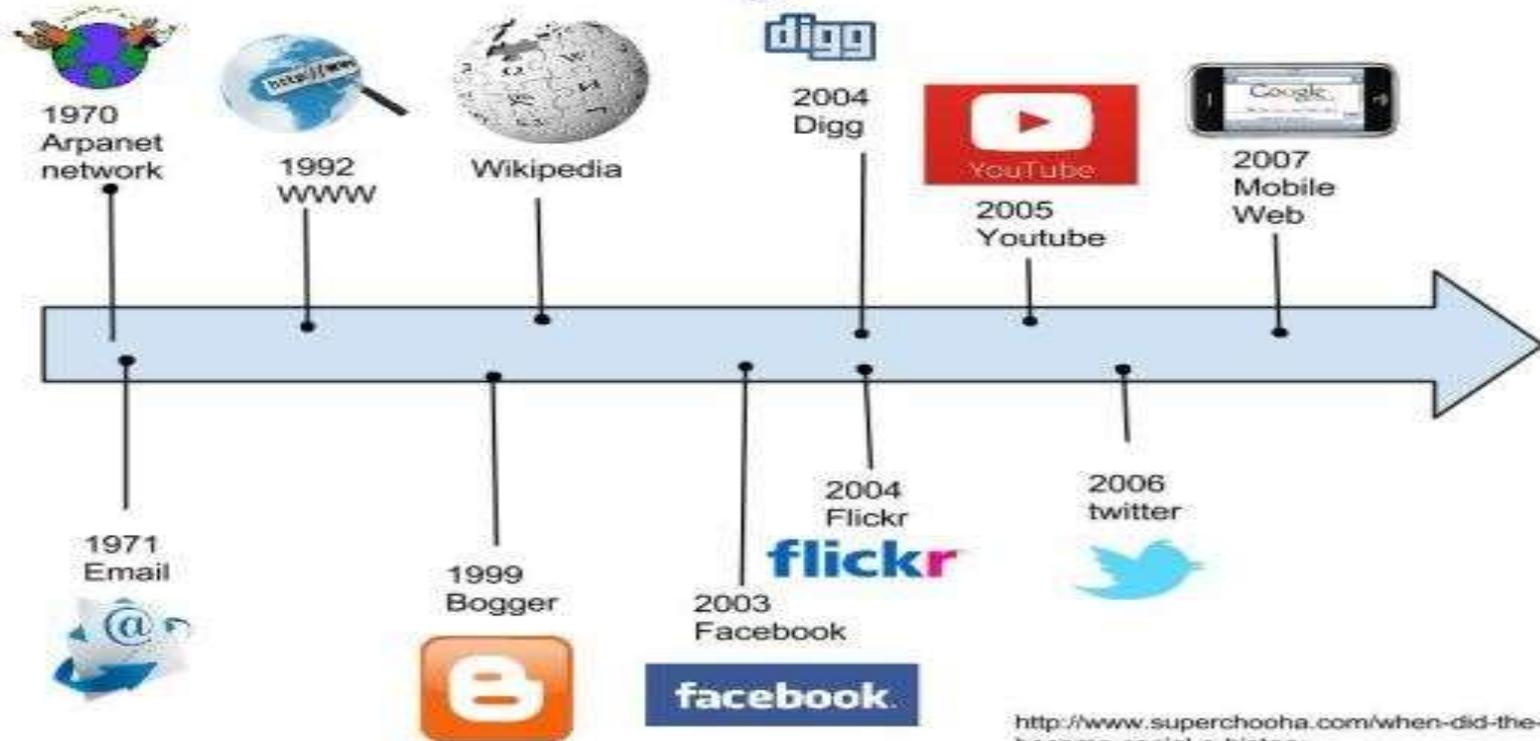


M.Com I  
Semester I  
Subject : E Commerce  
Year : 2020-21

Unit III  
Internet and E Commerce

# Evolution of Internet

## The History of Internet



# Components of Internet World

Domain Name Server

Application Server

Webpage Server

# Website

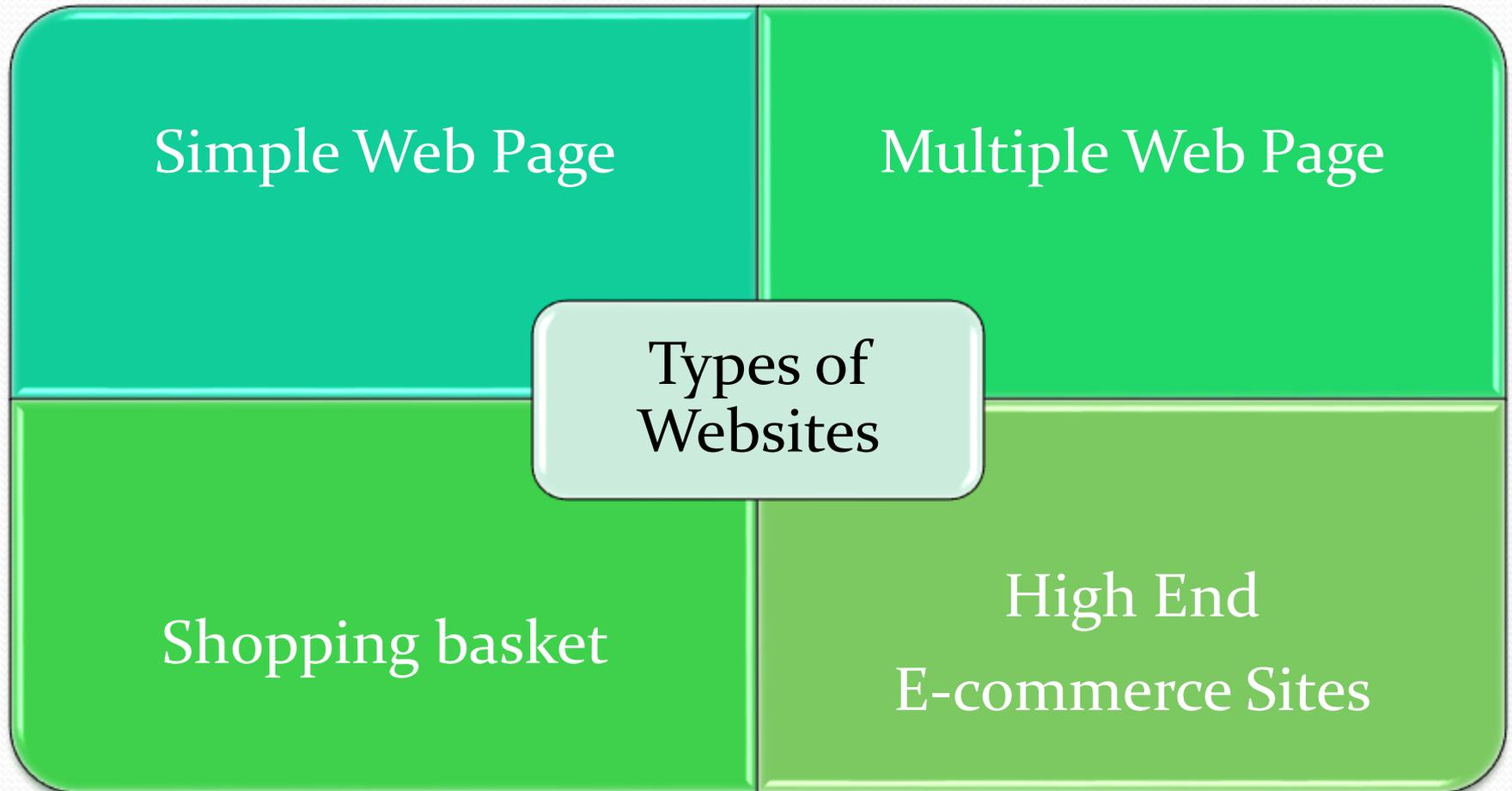


- A website is a door through which the customer can enter the virtual company.
- A website design should be visually appealing as well as professional looking.

# Features of Website

- Colour
- Header
- Logo
- Photos
- Title
- Subtitle
- Keywords and description
- Placement with search service
- Descriptive content and copy

# Types of Website



# Essential Requirements in Designing of Good Website

- Simplicity
- Navigation
- Visual Hierarchy
- Content
- Grid Based Layout
- Mobile Friendly
- Load Time

# IP Addressing

- An Internet Protocol Address (IP Address) is a numerical label such as 192.0.2.1 that is connected to a computer network that uses the Internet Protocol for communication.



# Overview TCP/IP

## **TCP/IP**

- TCP/IP helps you to determine how a specific computer should be connected to the internet and how you can transmit data between them. It helps you to create a virtual network when multiple computer networks are connected together.
- TCP/IP stands for Transmission Control Protocol/Internet Protocol.