



IT Trends in Business from Desktop Applications to Web Based Applications

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Abstract: This paper is associated with the change in technology which is improving the growth prospects of business. Business trends are changing drastically as per the technology, improving the business dynamically. Information technology has given business remarkably new avenues. Advertising your product worldwide is not a tough task any more. People are getting techno savvy, from a house wife to a CEO of the company. Information now is just a click away. Through the optimization of the website, a person situated in the smallest part of the world could be placed at the first position on the World Wide Web (WWW).

Keywords: IT trends, Web base application, business, website

I. INTRODUCTION

Ever since the second generation computers business applications are being used. At that time business applications were so costly that only very large business organizations could afford it. Technologies are improving, from machine level language to assembly level language, from middle level language to high level language with the emergence of the object oriented programming concept which is used in all the recent programming languages. The never ending programming journey from DOS to Basic, FORTRAN, COBOL, Pascal, C, C++, Java, .Net, PHP, will continue so that the tasks become efficient, easier and less time consuming. With the change in operating systems from time to time with new and advanced features from dos, win95, win98, to windows7, Vista, etc has been possible because of the expansion from a few sophisticated programmers to millions of IT educated engineers and their fanatical efforts are taking the IT industry towards the extraordinary dimensions.

II. FEATURES & PHASES

Before business applications were used just to minimize the manual work but today it has become a daily need. Later on multiple options were implemented on the desktop applications to manage and maintain the organization and the organizational work. Today not only windows based applications, but web based applications are an important part of business. The limitation of staying at the same place where the application is installed is no more a problem with web based applications i.e. websites. Today IT has become a daily requirement, with all the new technological applications available at very affordable cost. Web based applications are possible only because of the internet. Today internet is the backbone of Information technology, and to support the internet browsers are playing a vital role. With the improvement in technology, features of the browsers have also been upgraded from the different versions of Internet Explorer, Mozilla Firefox, Google Chrome and now taking a new name as search engines. Anything you are

looking for let it be a software, an application say an antivirus, etc is available very easily by searching and then downloading it from the links on the search engines. New

techniques are being used on the active server pages of the website to increase the web presence of the websites. Changes are made on the client side coding that is HTML codes are being improved, enhanced and optimized. Working techniques have changed, Internet and its new techniques has drastically broaden the business arenas. SEO, SEM and SMO are the new techniques used to increase the occurrence of the website in the search results.

A. Search Engine Optimization (SEO)

SEO is the process of improving the visibility & accessibility of our site in search engines. It is a set of techniques to improve a web site's ranking in the search engines and thus attract more visitors.

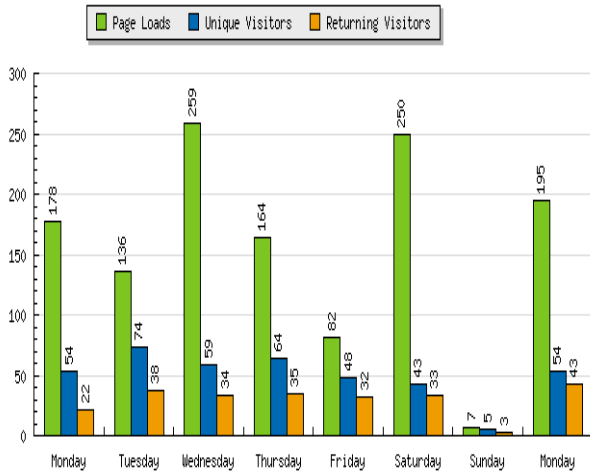
[a] New requirements of a website:

- i. Filtered the best titles and keywords.
- ii. Make sure that you have unique content.
- iii. Make sure that your meta-tags are arranged correctly - your page title tags and description tags should describe the content of your pages. The page title tags should be less than 68 characters and the description tags more detailed but less than 148 characters.
- iv. Make sure you label the different headers on your web pages using H tags.
- v. Make sure that the links within your site are complete (No broken Links)
- vi. Make sure that you use descriptive URLs for your images
- vii. Inserted alt tags for all the images.
- viii. Updating of sitemap.
- ix. Structuring the page content.
- x. Noted the status of pages by using relevant key words.
- xi. Completed ownership verification process to lodge our site.
- xii. Follow up of ranking in search results.

- xiii. Exploring new techniques
- xiv. Statistics of Hit Count: Report contains statistics of Hit Count details (Unique & returning users), top Search Key Words
- xv. Statistics of OS: Versions and types of Operating Systems used by site visitors & Source of traffic to our site.
- xvi. Continuous hit generation in order to maintain attained positions.
- xvii. New word searching & incorporation.

SEO is an ongoing process; there are optimization tools which would actually give you the statistics of your websites as above:

Hit Details:



	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
Total	1,271	401	161	240
Average	159	50	20	30

Day	Date	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
Monday	12th October 2009	195	54	11	43
Sunday	11th October 2009	7	5	2	3
Saturday	10th October 2009	250	43	10	33
Friday	9th October 2009	82	48	16	32
Thursday	8th October 2009	164	64	29	35
Wednesday	7th October 2009	259	59	25	34
Tuesday	6th October 2009	136	74	36	38
Monday	5th October 2009	178	54	32	22

Top Keywords:

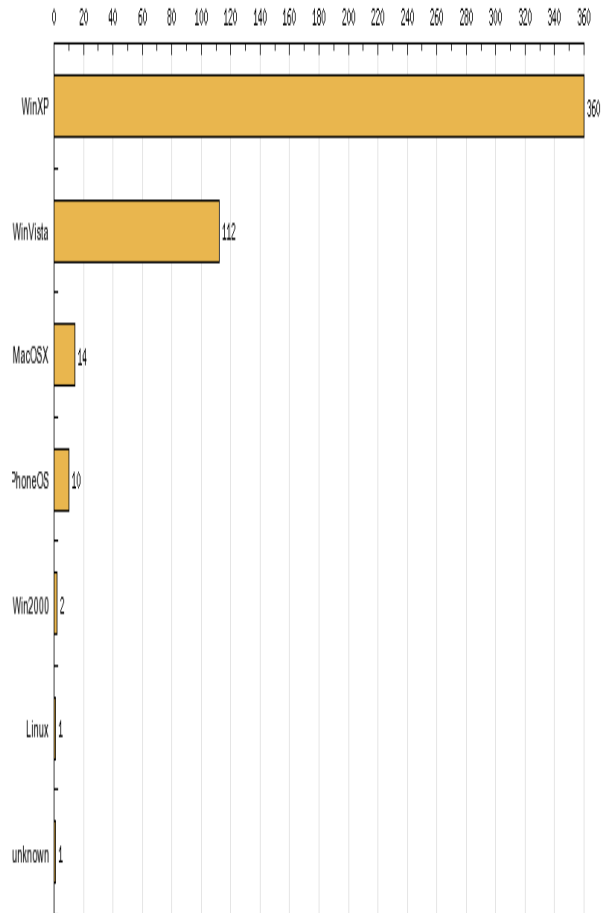
Keyword Position: Progress report of selected Keywords Position in Google search engine.

	Num	Perc.	Search Term
▼	5	25.00%	fso knowledge exchange
▼	3	15.00%	FSO Knowledge Xchange
▼	2	10.00%	FSOkx
▼	2	10.00%	fsokx.com
▼	1	5.00%	financial publications fso
▼	1	5.00%	financial events fso
▼	1	5.00%	financial research reports
▼	1	5.00%	Financial news & events fso
▼	1	5.00%	fso fsokx
▼	1	5.00%	knowledge xchange
▼	1	5.00%	financial research reports and analytics
▼	1	5.00%	magazine piese fso
	20	100.00%	

Figure 1

Top OS:

The statistics showing the versions and types of Operating System used by website visitors.



	Perc.	Operating System
▼ 360	72.00%	WinXP
▼ 112	22.40%	WinVista
▼ 14	2.80%	MacOSX
▼ 10	2.00%	iPhoneOS
▼ 2	0.40%	Win2000
▼ 1	0.20%	Linux
▼ 1	0.20%	unknown

Visitors Details:

Details of the visitors' country wise:

Num	Perc.	Country Name
▼ 450	90.00%	India
▼ 40	8.00%	United States
▼ 2	0.40%	United Kingdom
▼ 2	0.40%	Argentina
▼ 2	0.40%	Ireland
▼ 2	0.40%	Taiwan
▼ 1	0.20%	Hong Kong
▼ 1	0.20%	Romania

Figure 2

ISP:

The proper location from where the hits have taken place.

Num	Perc.	ISP	City	Region	Country Name
▼ 385	77.00%	Bharti Broadband	Gwalior	Madhya Pradesh	India
▼ 35	7.00%	Reliance Communications	Bhavnagar	Gujarat	India
▼ 29	5.80%	Bizernet Pvt. Ltd.	Ahmadabad	Gujarat	India
▼ 20	4.00%	Optimum Online (cablevision Systems)	Englishtown	New Jersey	United States
▼ 6	1.20%	Headstrong Corporation	Fairfax	Virginia	United States
▼ 5	1.00%	Cox Communications	Centreville	Virginia	United States
▼ 3	0.60%	Comcast Cable	Sandy	Utah	United States
▼ 2	0.40%	Chungghia Telecom Data Communication Business Group	Taipei	Taipei	Taiwan
▼ 2	0.40%	Embarrs Corporation	Lewiston Woodville	North Carolina	United States
▼ 2	0.40%	Cablevision S.a.	Buenos Aires	Distrito Federal	Argentina
▼ 2	0.40%	Campus Network	Cork	Cork	Ireland
▼ 2	0.40%	Easynet	Croydon	Croydon	United Kingdom
▼ 1	0.20%	Citicoop Global Information Network	Brooklyn	New York	United States
▼ 1	0.20%	Rcs & Rds S.a.	Galati	Galati	Romania
▼ 1	0.20%	Oci Networks	Woodland Hills	California	United States
▼ 1	0.20%	Tata Communications Internet Services Ltd	Pune	Maharashtra	India
▼ 1	0.20%	Pccw Limited	Central District		Hong Kong
▼ 1	0.20%	Maryland Automobile Insurance	Arnold	Maryland	United States
▼ 1	0.20%	Road Runner	Ballston Spa	New York	United States

Figure 3

B. Search Engine Marketing (SEM)

SEM is the process of internet marketing to promote the website to attain top rank in the search engines, which can be achieved through:

- [a] Business Directories
- [b] Article Submissions
- [c] Article Feedback
- [d] Information Posting
- [e] Viral Marketing
- [f] Affiliate Marketing
- [g] Web Surveys
- [h] Publications
- [i] Projected Market Research

Search engine marketing is a never ending process. It is even a part of multi level marketing.



Figure 4

C. Social Media Optimization

SMO is a very important concept of social media marketing through the social networking websites, business websites like linkedin, facebook, etc. This can be done through creating the company profiles with regular updates through:

- [a] Site Traffic Monitoring
- [b] Link Building
- [c] B2B websites
- [d] Directory Submissions
- [e] Blog Posting and Creation
- [f] Press Release
- [g] Online Magazines
- [h] Discussion Boards
- [i] Professional Groups
- [j] Web Promotions

III. EVALUATIONS



Figure 5

Today 85% people are using computers of which 40% are interested in online shopping, 30% people are learning or are attracted towards shopping through advertisements in websites like yahoo, Google, and other social networking websites. Search engine optimization in itself a wide concept. Online tutorials, online help of the downloaded application or software, online help desks, all this is possible

because dynamic internet connections are with us all the time anywhere we are that is mobile phones, laptops with data cards for internet. Paypal has made online payments the most convenient payment transfer system. Security levels have also improved rapidly.

IV. CONCLUSION

Changes in technology have made great progress, and have made life much easier. Having only a business website today is not important, optimization and changes according to the new technology and keeping up with the latest and updated trends will make a business up to mark. Hence through www and proper optimizations a small shop keeper can advertise his products and become the most popular dealer.

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