

Various Webs Designing Technologies Related Survey

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Abstract - Developments in the recent and emerging Web technologies have led to the development of better designed Web Applications. However, designing this web in creative fashion has become the latest trend in today's world. Internet has reached almost every corner of the globe and there is relatively enormous access to this web network. New Web technologies, languages, and methodologies make possible to create dynamic applications that represent a new model of cooperation and collaboration among the large numbers of users. In this paper, a detailed survey has been carried out on five such technologies so as how this technologies can help web designing creatively.

Index Terms – Ad sense and Ad words, Web designing technologies, Google Laravel, Responsive Web Design, ruby on Rails,

1. Introduction

Basically a flexible and hassle-free way to earn money. Laravel regarded as one of the best framework for turning idea into product, an open source PHP framework for web artesians. It is accessible yet powerful enough to provide powerful tools for making large and robust applications. Responsive Web Designing (RWD) is an approach that provides the adaptability of website at various screen sizes and provides different approach to lay content on the screen. Google Ad sense is a serving application run by Google. RWD aims to give optimal viewing experience.

Ruby-on-Rails to be an ideal development environment for the web interface. Ruby-on-Rails is framework used for web pages and connect to database. Ruby is multi-paradigm programming language where as Rails is directory structure. The design goal was to maximize programmer efficiency and not runtime efficiency of their programs.

Cake PHP is an open source framework written in PHP modeled under notion of Ruby-on-Rails. It uses design patterns like Active record, MVC, Association Data Mapping and Front Controller. It aims primarily at a framework that allows PHP users to develop robust applications without losing flexibility. It requires less code than that written in PHP.

Here are five of those used frequently by designers. In today's technoholic world, internet has penetrated to each and every corner of the globe. Recently, there has been humongous shoot-up in number of internet users and the network of World Wide Web is unstoppable. The technologies used for designing this web have evolved a lot more.

2. Outcomes of survey (technologies)

This section provides a brief description of the various web technologies [1-47]:

2.1 Google Ad sense and Ad words

2.1.1 Google Ad sense

Google provides enough opportunity for those people whose prime motto is money making. It is the hassle free way to earn revenue by showing relevant and engaging ads on online content. It can generate revenue on per-click or per-impression basis. Advertisers make an offer of ad spaces and the highest paying ad will show on our site. Ad Sense works as a dedicated interface. It is for the mobile devices which gives quick access to our account, where we can easily check our earnings, get important alerts, and view reports. Thus there is no need for Flash on our phone. Recently, the surveys show that 53% of people use Google Ad sense out of which 41% are long term users. Of those who are not using, 14% people think it's hopeless, other 20% prefers other alternative and the rest post their ads and earn between 10\$ to 500\$ per month depending on the number of sites they publish. [1-9]

2.1.2 Google Ad words

Google Ad words provide us online advertising service. It places our advertisements at the top, bottom, or with the list of our search result. Google Ad words are basically a pay per click advertising. It helps us reach to new customers and

improve our business. The main advantage of Google Ad words is that it is displayed on the screen of persons who are already searching for certain keywords and things. We are only charged only if someone clicks on our ad. There is no charge for only displaying the ad on any webpage. [10-13]

2.2 Laravel

Laravel is a web designing framework with elegant syntax. It makes development process simpler without sacrificing functionality of the application. It is the most popular PHP framework designed for model-view-controller (MVC) web applications. It combines the best of other frameworks including those which are made in other languages. It is made in PHP and licensed under MIT license. The present scenario states that some developers believe that it is much more context specific and also excellent piece of software that a developer must be crazy not to leverage to their advantage. While others believe that it is limited to small and medium applications. It does not provide the robustness and flexibility as compared to Zend and symphony. Overall, it's a better technology for a developer. [14-19]

2.3 Responsive Web Designing(RWD)

RWD is an approach for designing sites to provide an optimal viewing experience. It responds to need of users and the devices that are been used by them. It changes the layout according to the size of the screen of your device, say a phone views some content in a single column view but the same content may be viewed in two columns in a tablet. Three important features of RWD are:

- Media queries and its listeners.
- Grid based layout.
- Flexibility through dynamic resizing or CSS.

Some is not at all encompassing solution rather want mobile apps for their device. However, 33% argued that they would prefer to view the mobile version of the site, 26% preferred mobile app and rest 41% had no preference. Overall, it's just the race to cope up with every new device and its screen's dimension. [20-24]

2.4 Ruby on Rails

Ruby is a powerful and object-oriented. It is open-source language released under the MIT license. It has a clean and easily understandable syntax. Ruby on Rails was originally released in 1995, but interest began to take off in 2004 and it has continued to evolve rapidly. The latest version of RoR i.e. rails 4.1 was released on April 8, 2014. Ruby on rails is a software framework for building web applications. Rails is based on the Model – View – Controller (MVC) design pattern for application architecture. MVC is a simple and powerful pattern. The MVC pattern is easy to understand and its implementation in Ruby on Rails is easy to follow. One can fulfill more work with less and better structured code. Since code can be re-used and changes are easy and trouble-free. By learning Ruby on rails we are able to do better work. It will help us to eliminate the killer ideas which we have been using for months. We don't need any programming experience to learn Ruby. Ruby will teach us how to express our ideas and stories through a computer. The language is like a tool that allows us to link our mind to the real world. One of the big advantage of RoR is that we can use and re-use software for different projects. [25-37]

2.5 Cake PHP

CakePHP started in April 2005, at that time Ruby on Rails was gaining popularity. CakePHP is using concepts of Ruby on Rails. It follows the Model- view- controller (MVC) approach and distributed under the MIT License. The community has since grown and started several sub-projects. Statistically CakePHP was developed so that a developer in PHP will have more flexibility and also the length of the code will be reduced. It has integrated CRUD (Create, Read, Update and Delete) for database interaction. Instead of writing each CRUD operations by hand, it has prebuilt classes that do it for us. This framework is compatible with almost all website directories available and also with PHP4 as well as PHP5. It helps to reduce web application development cost and time considerably. After all, It is a good framework to work upon. [38-48]

3. CONCLUSION

the current scenario of the technology is described. In this paper, we have discussed, reviewed and analyzed five web designing technologies. With technologies growing more and more, also the older versions replaced by new ones with additional features, it has become an advantage for developers making it more friendly.

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