



## ПЕРВЫЕ ШАГИ В ИТ-СФЕРЕ

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### **DEVELOPMENT AND PROMOTION OF ONLINE SHOWROOM**

Рассматривается вопрос создания интернет-витрины для Дубровенского районного потребобщества. Указываются программные и инструментальные средства разработки. Предлагаются конкретные мероприятия по SEO-оптимизации.

Dubrovenskiy district consumer society, being a business entity whose goal is to sell services and products to the public, needs to increase sales of manufactured products. To solve this problem, we propose the development of a virtual online storefront.

The following software and language tools were used as tools for developing an online storefront: Sublime 3.0 – a text editor for typing and debugging program code; HTML 5.0, CSS 3.0 – standard markup languages for web documents and their styling; Adobe Photoshop CS6 – multifunctional graphics editor; JavaScript and the JQuery library – a scripting programming language for giving interactivity to web pages and a JQuery library with ready-made JavaScript solutions.

There are many ways to promote sites on the Internet in order to increase the attendance of a resource, for example, using contextual advertising, or social networks, PR activities, crowd marketing. The choice of promotion method depends on the type of project, goals and available financial resources. But the basis of promotion is considered SEO. To promote an online storefront, you can offer three of the most effective options:

1. Search engine optimization (to assemble a semantic core (the most popular queries), which will be used to compose a competent text for the site headings and keywords).

2. The use of contextual advertising (flexible setting for regions).

3. Promotion on social networks.

In social networks can create a project group. Post advertising information directly on your personal web page. On Instagram, you can also create an account of the Dubrovensky consumer society and add the audience of the city, friends, their friends, publish a showcase of goods in history.

The practical significance of the project lies in the fact that with the help of this web resource you can increase the volume of sales of manufactured products, thereby increasing profit. Also have the opportunity of operational interaction with representatives of the district on order issues. The relevance of the showcase lies in the fact that at present there are no such developments in the Dubrovensky district consumer community

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## **NEAR FIELD COMMUNICATION TECHNOLOGY FOR SYSTEM FOR CONTACTLESS PAYMENT**

Проанализировав технологии, которые чаще всего используются для бесконтактных платежей, было принято решение о применении наиболее подходящей технологии. В данной работе кратко описаны основные достоинства технологии коммуникации ближнего поля.

Many countries want to integrate NFC with their economy to be digital country. Now mostly every smartphone has NFC. Advantages of NFC, that make us use NFC [1]:

- quick and convenient –you need to bring the card to the reader with the NFC icon;
- safe – operations occur after entering the PIN code of the card;
- without risk of forgetting the card at the ATM – the card is always in your hands.

Today smartphone with NFC can emulate credit card once. And after you don't need to take your card with you. The mobile phone is often the «carrier» of the NFC chip – the device is the most importantly inseparable from its owner, acting as:

- means of payment (app of the payment system or virtual wallet);
- means of identification of the owner;
- key, bonus card, ticket.

Currently, NFC solutions are already used in many areas all over the world, for instance you can pay for public transport and car park. NFC-