



Figure 1 – The promotional video

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USE CASES OF THE REPRESENTATIVE WEBSITE FOR THE EAST-EXPORT LLC COMPANY

East-Export is a young and developing company which sells coffee and equipment for its preparation. They have needed a website to promote their products such as coffee, tea, syrups, coffee machines etc. But the important condition was for it: to be like a showcase without buy function, simple and intuitive interface, output of products by category (pages), «Order call» function, no need to monitor orders, speed of development, ease of further editing, cost of development. On the website you can see the stock, the prices and request the call if a customer likes a product.

The customer did not want a multi-functional online store because it is hard support of the site, security control and the high cost of development. Creating an online store requires more time and money, besides you need a manager who will process all orders received through the site. For a young company at the start it is difficult.

After analyzing the wishes of the customer and examining all possible solutions to the problem, the basis of the developed project was taken the template of the showcase site. It is perfectly suitable, as such a site does not contain unnecessary functionality for the customer and at the same

time simple and convenient for users. Visitors don't have to register to buy something.

Showcase-website also allows you to quickly tell your customers about new products and offers.

Since the development was to be fast and inexpensive, and further editing of the site is simple and clear, it was decided to develop a website using CMS WordPress.

The development was with different plugins – tools for creating page content. The main plugin to create was Elementor – a simple and intuitive page-builder plugin for WordPress, in which the content of the page is filled with a simple drag and drop elements with the mouse. Any employee of the company will be able to learn the work with it, which was required by the customer.

During the construction of the project was created a showcase site of 6 pages: home (with a description of the company and contacts) and 5 pages with products.

The site is hosted, constantly maintained and updated, all customer requirements have been taken into account and implemented.

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DEVELOPMENT OF THE REPRESENTATIVE WEBSITE FOR THE EAST-EXPORT LLC COMPANY

Development of web site on CMS is the best option for small and medium-sized businesses at the beginning.

And one more plus for WordPress it is that all pages have adaptive design from the very beginning. It is mean that we don't need think about adaptive. WordPress make it instead of us.

For development of sites on WordPress often use page builder plugins. One of these is Elementor – one of the most frequently used. Elementor – a simple and intuitive page builder plugin in which the content of the page is filled with a simple drag and drop elements with the mouse. It's very easy to study so any employee of the company will be able to learn the work with it, which was required by the customer.

We created and decorated 6 pages with Elementor.