

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.

1 Main page. On this page visitor can learn what the company offers, read a short description about the company and their advantages and also how to contact the shop.

2 Equipment. This page describes the coffee making equipment and the rental of this equipment.

3 Coffee. This page describes what sorts of coffee the company offers.

4 Tea. This page describes what tea sorts the company offers.

5 Syrups. This page describes what syrups and topping sorts the company offers.

6 Different. On this page visitor can learn which disposable tableware, additional ingredients and other things the company offers.

At the top of the main page locating a navigation menu with links to other pages. This menu transparent and overlaid on the background video with falling coffee beans. In the center there a logo and a button to order a call. After this part of the page is another navigation on the products, the description of the company and the benefits. The page ends with contacts and map.

Equipment, coffee, tea, syrups, different pages will have a similar structure. They will be presented products in the form of cards. Each card includes: product image, product name, short description, button with price.

When you click on the button with the price, the user will be prompted to enter his contact details for ordering in a special pop-up window: name, contact phone number.

After filling in these fields and clicking the «Send» button, an email with information from the fields will be sent to the store. Next, the product manager contacts the potential buyer and they discuss the issues of interest.

All buttons with the prices and a few other buttons call up the form to enter contact details have been created with special plugin for it – Contact Form 7. This plugin helps to create forms in pop-up.

Also WordPress helps to developer create easier trivial functional of web site such a button for fast jump to the top of page, customize fonts on all of the web site, customize header and footer and etc.