

PLUGIN SOFTWARE FOR E-COMMERCE WEBSITE

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ABSTRACT

Every E-Commercial company will be working hard to get good rankings than their competitors. This paper describes how to develop a plugin software using Wordpress and XAMPP software for an e-commercial website which could be profitable for the company to meet the prospective growth. Plugins are packages of code that extend the core functionality of WordPress. WordPress plugins are made up of PHP code and other assets such as images, CSS, and JavaScript. So this paper provides the following contributions to all the digital marketing companies with a high profit in a PPC (Pay Per Click) manner. The created plugin will connect us with highest ranking merchants that contains highest ranking brands with affiliate links. The vendor will gain mainly on the basis of pay per click, pay per action, pay per impression. So this plugin software will help the people by creating a coupon for their own E- Commercial website which will attract many customers to buy products in our website.

Keywords: *Wordpress, commercial website, coupon code*

I. INTRODUCTION

E-Commerce websites are online portals that promote online transactions of goods and services through means of the transfer of information and stocks over the Internet. In the early days, e-Commerce was done partially through emails and phone calls. Now, with a particular website, anything can be executed online. Such that every E-Commercial website will have their own Plugins to create extra functionality to their own website. To install a plugin you just need to put the plugin files into the wp-content/plugins directory. Once a plugin is installed, you may activate it or deactivate it from the Plugins menu in your WP administration.

II. LITERATURE SURVEY

The section presents the preceding research that had been done on plugin development using WordPress. Most of the consumers are unhappy about the update of WooCommerce. Sometimes your WordPress plugin is up to date but WooCommerce doesn't satisfy with updates. WordPress and WooCommerce are free of cost and also there are various themes and plugins are available but sometimes it does not meet your obligation. If you want to customize the site according to your necessity then it takes the time to do that or by extending capital you can customize your website. This plugin requires effective knowledge to use. Sometimes when you want to make

modifications in your website but it is tedious to do by yourself. So you have to know about the both WordPress and Woo Commerce.

III. PROPOSED SYSTEM

Plugins are units of code that prolong the core functionality of WordPress. WordPress plugins are made with the help of PHP language and other assets such as pictures, CSS, and JavaScript. By making your own plugin you are extending WordPress, i.e. developing added functionality on top of what WordPress already grants. For example, you could compose a plugin that advertises links to the top most recent posts on your site. Or, using WordPress custom post types, you could write a plugin that creates a full-featured support ticketing system with email notifications, custom ticket statuses, and a client-facing portal. The advantages of Plugins are SEO, Social Media Connections, Social Media Sharing, Image Sliders, Image Galleries Security.

IV. METHODOLOGY

STEPS TO DEVELOPE PLUGIN SOFTWARE:

STEP 1: Create a new folder in the folder wp-content/plugins/ and name it relevant to the plugin name

STEP 2: Creating a new plugin that will need to start with a simple PHP file. This can be named anything but should usually reflect your plug-in's official name.

STEP 3: On the top, the PHP file put some information about your plugin. The first lines of your plug-in must be annotation information for the parsing engine.

STEP 4: Save the PHP file.

STEP 5: Now the Plugin is ready to use.

V. MODULE DESCRIPTION

XAMPP Control Panel- The control panel is used to manage programs installed via XAMPP. To open the XAMPP control panel, Click on the start menu. Explore the programs directory and locate Apace Friends then XAMPP as shown in the diagram below



Figure 1:xampp control panel

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WordPress module: WordPress has a web template system using a template processor. Its architecture is a front controller, routing all requests for non-static URIs to a single PHP file which parses the URI and identifies the target page. This allows support for more human-readable permalinks.

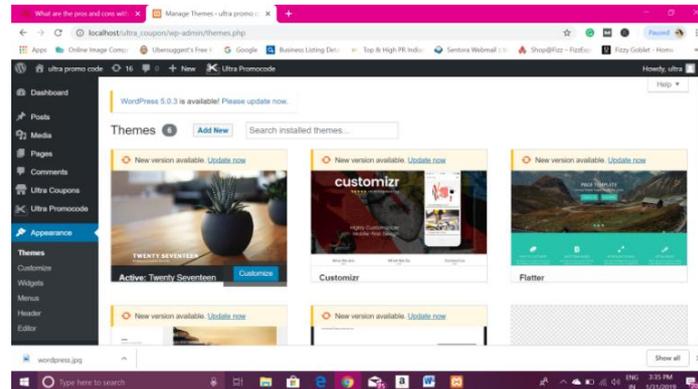


Figure 2:wordpress dashboard

VI. OUTPUTS/RESULTS

The result shows the final software design of the proposed system.

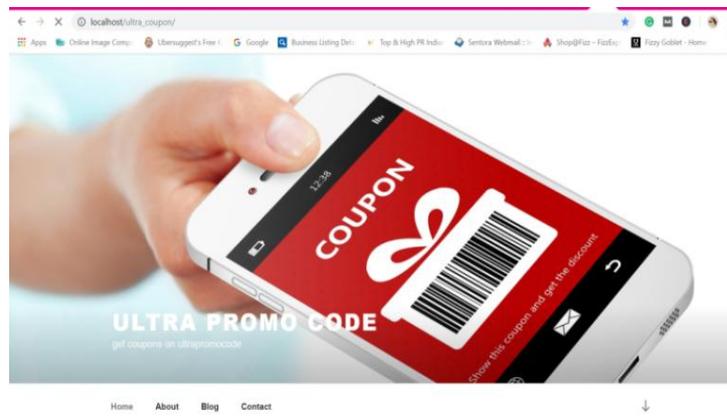


Figure 3:Homepage

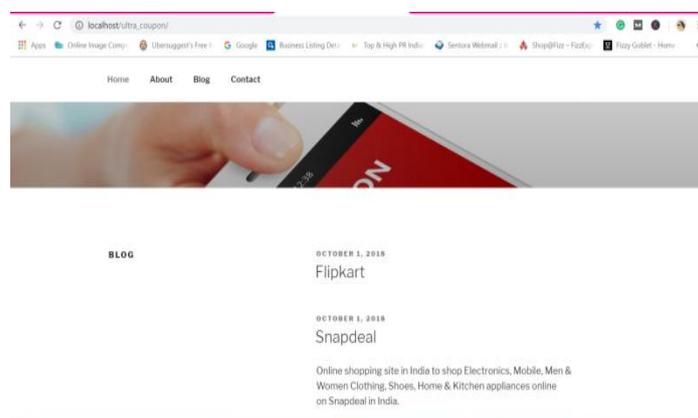


Figure 4:Listing the brands

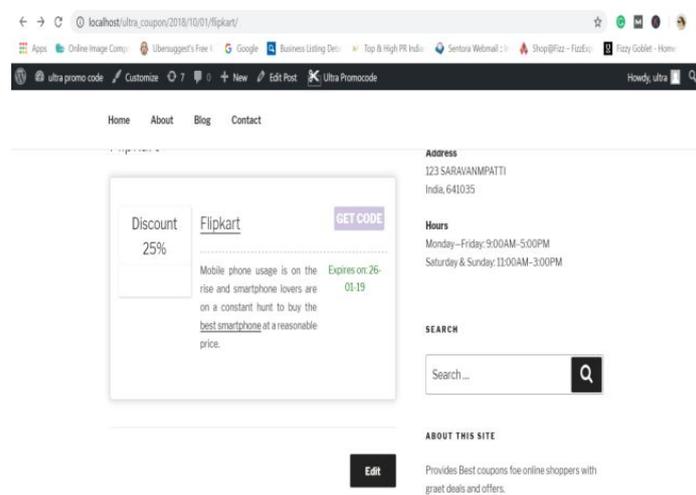


Figure 5: Coupon page for flipkart

VII. CONCLUSION

The plugin software for ecommerce website has been developed with the following features, eCommerce Product coupon is designed to work well out of the box in most cases. However, if need some adjustments can be done to fully customize the product coupon display in settings. set colors of various product coupon elements on a product page or product display, set custom labels, headers and all product coupon text output, choose product display design, disable or enable price and set the currency and format.

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