**Setting up and managing a web content management system**

*Glossary Terms: Domain MySQL, Open Source, PHP, SQL, Web Content Management System (Web CMS), payment options e.g. Pay Pal, Credit card payments / direct deposit into an account, payment merchant account, shopping cart software*

To run an e-commerce business successfully Carmen needs a web content management system (Web CMS) to

* Organize and present information about her products and services through a consistent user interface
* Provide e-marketing
* Interface data from a central database
* Provide secure access to customers to view and upload files
* Provide an e-commerce facility (with shopping cart services)

She will also need to do the following:

* Choose a domain name and register it
* Set up a hosting account with MySQL database management system, PHP, Linux operating system and Apache web server.
* Set up a shopping cart system
* Set up a payment merchant account
* Set up the SSL-encrypted web site pages.

**Possible sources of information:**

Visit from Azlan

<http://www.iwebshop.co.uk/> was the company that was used to provide the online shopping cart for Nicis website etc – visit their site to find out the options available.

Look behind the scenes of the Million Trees Website

**Domain Name**

1. Describe the steps that Carmen will need to take in order to register her domain name.
2. Why is it important that Carmen registers her domain name?

**Set up a Hosting Account**

1. Research how to set up a hosting account, describing each of the components involved and how they work together– MySQL database management system, PHP, other scripting languages, Linux operating systems, Apache web server.

**LAMP** (Linux, Apache, MySQL, PHP/Perl/Python), a programming model that ties together server applications running, say, PHP, with something like a MySQL database. It allows multiple languages to converse over a system architecture with minimal translation hold-ups. LAMP represents the open source web platform.

Read more on <http://en.wikipedia.org/wiki/LAMP_(software_bundle)>

1. What is the relationship between data, DBMS and applications
2. Carmen can choose between hosting her own website or choosing the ISP to host her site or a hosting company. Draw up a list of advantages and disadvantages for each of these options.
3. Carmen will also need to choose between a commercial and open source web content management system. Draw up a list of advantages and disadvantages of each.

**Setting up a Shopping Cart System**

1. Research shopping cart software. Describe the different components of a this type of software
2. Explain the steps that a customer would need to take in order to buy a product from Foto Creativa using the shopping cart software.

**Payment Options**

How creating an online business works <http://www.howstuffworks.com/online-biz-do-it.htm>

How Pay Pal Works <http://www.howstuffworks.com/paypal.htm>

1. What is meant by the term Payment Merchant Account and why does Carmen need one.
2. Describe how Carmen can receive credit card payments on her website.
3. What steps does she need to ensure that this information is kept secure?
4. What is meant by the term Pay Pal. Visit this link <https://www.paypal.com/uk/cgi-bin/webscr?cmd=xpt/Marketing/popup/OLCWhatIsPayPal-outside> and watch the short demo.

Describe the steps to set up Pay Pal for Foto Creativa. Visit this site for more info

1. Explain why customers may prefer to pay using Pay Pal?
2. Describe other alternative formats of payment by Carmen’s customers