

Advanced Shopping Portal with MD5 Algorithm and SEO Concepts

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Abstract - Advanced Shopping Portal is an online store that enables website owners to sell their product online. It includes sophisticated product and customer management modules. This website will be useful to anyone who wants to purchase items using smart devices. In this online shopping portal permits a customer to submit online orders for the existing items (Electronics, Food, Beauty and Domestic etc.) present in the store. Each time when the user's login into the site it is possible to trace the user IP addresses for applying IP targeting strategies to improve our business goals. This site supports some of the SEO concepts, Geofence and provides security for the user credentials using MD5 algorithm.

Key Words: Geofence, IP Targeting strategy, MD5 Algorithm, SEO concepts.

1. INTRODUCTION

Online shopping is the process of buying goods and services from merchants who sell on the Internet and people can purchase anything from companies that provide their products online. Online shopping is a form of Electronic Commerce where a company does all or most of its transactions through the Internet i.e., purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet). Online shopping is a form of electronic commerce which allows consumers to directly buy goods from a seller over the Internet using internet. Consumer can find desired product by visiting the website of the retailer among alternative vendors using a shopping search engine, which displays the same product, availability and pricing at different e-retailers.

Once customer entered with his credentials like username and password, at that time automatically one shopping cart will be created, once user select an item it will added to cart. In case user thinks the selected item is not useful for him, then he can delete that item from shopping cart. If a customer selected some items, but in his credit or debit card haven't that much balance, then he was logout from the website, the selected items are stored at cart after some days he can bought those items from the cart. An online store allows the customer to browse the firm's range of products, view photos or images of the products along with information about the product specifications, features, descriptions and prices. Online stores typically enable shoppers to use "search" feature to find specific products with desired model, brands or items.

Online customers must have cash on delivery and online transaction access through Internet and a valid method of payment in order to complete a transaction such as Credit card, Debit card, Net banking or other services such as PayPal. For physical products (e.g., books or clothes), the e-retailer ships the products to the customer.

2. EXISTING SYSTEM

Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction.

Offline shopping has a sense of immediacy. Before or while shopping we can search and make a list of items. This way we can be more confident in our purchase and not missing out something... This can also help us to decide what areas to visit and plan such an event with friends... Even though there are some shopping sites which provides e-commerce in several organizations for different types of products, only limited features are available in existing shopping portal.

Disadvantages:

- Less Security for user credentials.
- No IP Targeting in case of fraud and No IP address tracing for IP targeting.
- It is difficult to maintain important information in books.
- More manual hours need to generate required reports.
- It is tedious to manage historical data which needs much space to keep all the previous years' ledgers, books etc.
- Daily sales and purchases details must be entered into books are very difficult to maintain.

3. PROPOSED SYSTEM

In day to day life, we will need to buy lots of goods or products from a shop. It may be food items, electronic items, house hold items etc. Now-a-days, it is really hard to manage time to go out and get provisions by ourselves due to busy life style or lots of works. In order to solve this, we can buy goods or products online just by visiting the website and ordering the item online by making payments online.

To overcome the drawbacks of conventional methods a system is proposed which is an Advanced Shopping Portal. The main purpose of Advanced Shopping Portal is to save time, money and provides security. Through Advanced Shopping Portal one can save his valuable time. One can watch and select things which he/she wants to buy. Through Advanced Shopping Portal we can save our money because prices are less than market prices and we can get purchased products to home based on cash on delivery or E-Payment. No need to go anywhere and do shopping. We can get different varieties of things online and we can choose which one we want.

This project allows viewing various products available and enables registered users to purchase desired products instantly using e-payment (Instant Pay) and also can place order by using Cash on Delivery (Pay Later) option. This project provides an easy access for Administrators to view orders placed using Pay Later and Instant Pay options.

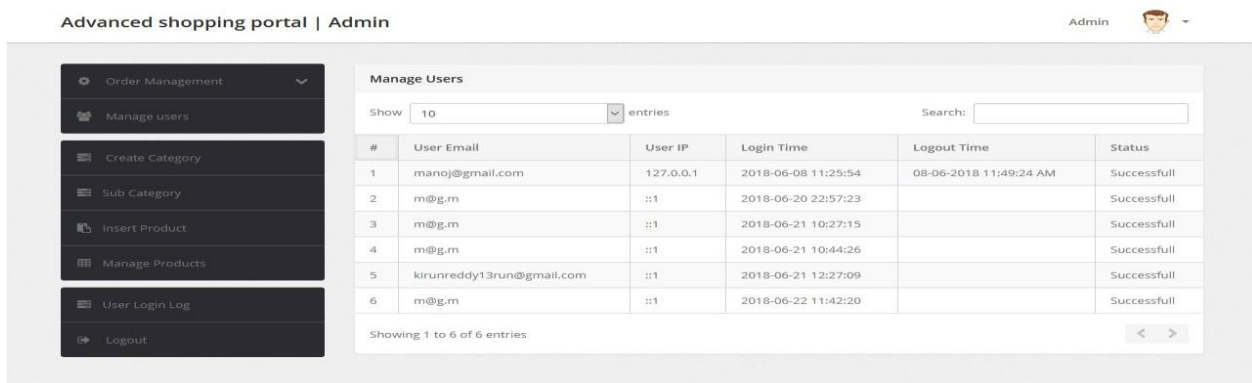
Advantages

- Easy to Search Merchandise with SEO concepts.
- IP Targeting.
- More Security provided by using MD5.
- Instant processing of transactions.

4. MODULES

- **User Login Data:** Each time the user login to the portal the user IP addresses can be scanned and stored in the admin database.
- **Home Page:** The advanced shopping portal home page contains categories like My Account, Wish list, Checkout, Electronics, Clothes....
- **Featured products:** The trending products will be displayed in this slider.
- **Login or Register:** For accessing all the features provided in the shopping portal the user must be registered in the portal so that it requires some credentials of the user.
- **My Account:** Here the user can be able to access his account details.
- **Product details:** The product related details and reviews are available here.

5. RESULTS



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Fig 1: User Login Data

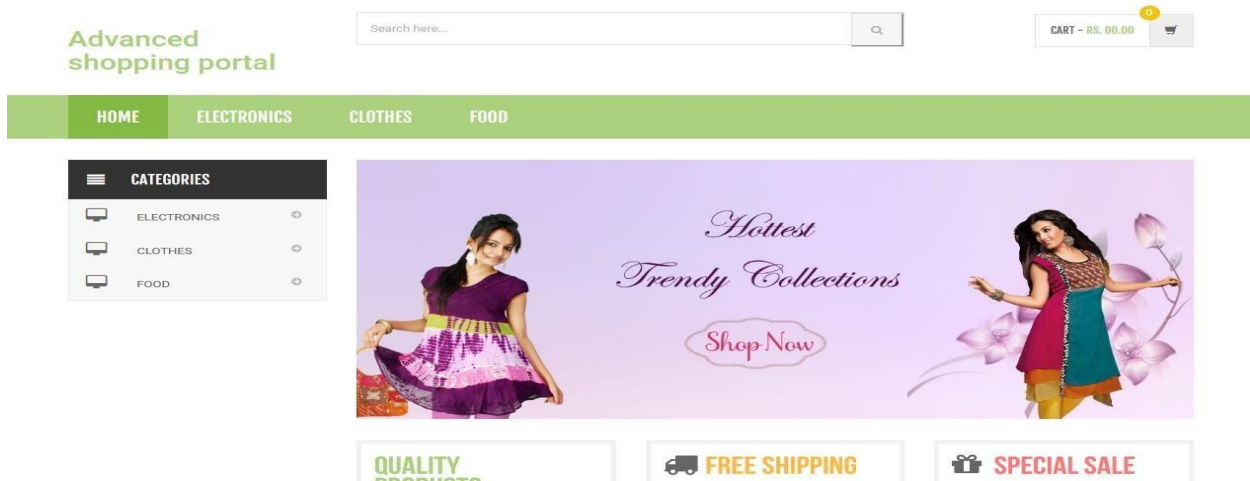


Fig 2: Home Page



Fig 3: Featured Products

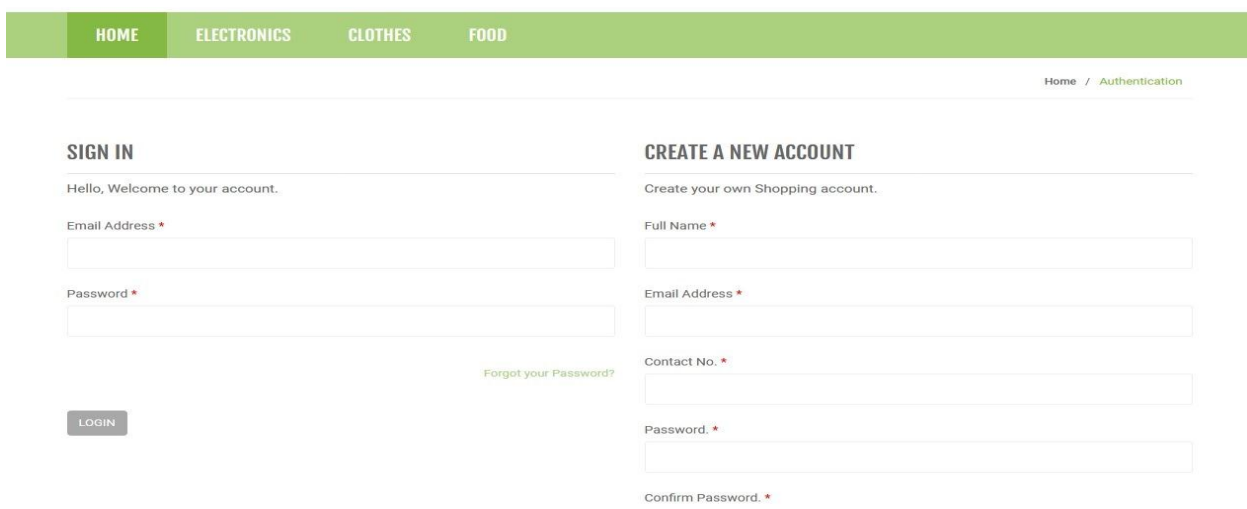


Fig 4: Login or Register



Fig 5: My Account



Fig 6: Product Details

6. CONCLUSION

The Advanced Shopping Portal provides a friendly graphical user interface with more security using MD5 Algorithm, SEO Concepts and IP Targeting strategies when compared to the real-world shopping. The automation of the entire system improves the efficiency and gives appropriate access to the authorized users depending on their permissions. It effectively overcomes the delay in communications. System security, data security and reliability are the striking features.

7. FUTURE ENCHANCEMENT

In our project the following drawbacks can be resolved in future.

- We can include SMS alert.
- We can include E-mail OTP security.
- We can include online transactions.

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