

## **Task 1. e-commerce Website builders/Software solutions (Approx. 500 words and 2/3 sources)**

Write a brief summary (Minimum 10-12 lines each) on any two freely available website builder application. In summary include history, features, advantages and limitations of the application.

### **Vvweb:**

This is a relatively new innovative content management system(CMS) that redesigns the form of creation of websites with a powerful and user-friendly drag-and-drop builder.

Vvweb was developed by Ziadin Givan a developer with a passion for open source and elegant solutions. Their mission is to make the tools used to build websites more open and accessible as the web itself. Vvweb is a platform that comes as a serious alternative open-source solution to the CMS landscape. Its ecosystem is build on a clear architecture with visual editing, faster performance and an intuitive platform.

Why Vvweb?

One of the biggest advantages of using Vvweb is that every feature you need is integrated into the platform, you do not need to install any extra plugins like some other CMSs that follow more strict modular approaches, where the developer has to install plugins for each function. Although this can feel like a good and flexible option, it leads to many issues like plugins conflicting with other plugins or plugins stopping working after updates and this will slow down your website, and it will add another unnecessary layer of complexity.

### **Carrd:**

Carrd was developed by AJ(@ajlkn) as a small side project. This website builder is a solution for startups who need a clear call to action page like booking an appointment or to buy something or to sign up for a service that they are selling. It is a very straightforward interactive on-pager website. If your company needs to quickly build a fully responsive landing page. Carrd has got your business covered. Maybe you need an online digital business card or perhaps a placeholder for your customers to go to while you get to do the building of the full site wherever your need is.

Carrd offers a free website builder service for this sort of purpose and is often used as a serious landing page builder for marketing campaigns.

Why Carrd?

Carrd is very reliable and has a good reputation in the marketing community, allowing you to promote products like: booking a consultation, a sign-up for a course, booking appointments, selling an App, arranging a webinar, displaying a restaurant menu, etc.

Carrd is very fast to launch, is cheap, and the maintenance is easy. Is the best option to go for if you are in a business like a cleaning company or a local restaurant, a barbershop, a small contractor, a personal trainer(Gym, Yoga, Tutoring lesson teacher). It is also the perfect website builder if you do not want to spend a ridiculous amount of money for a professional landing page. If you are a writer, and you want to sell a book, or maybe you are a developer or a photographer, and you want to show up your work and show your skills and how a business can contact you, Carrd is perfect for this.