Development and SEO Promotion of the Viscom Company Website in Hanoi

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***Abstract*—This undergraduate project examines "Development and SEO Promotion of the Viscom Company Website in Hanoi." The thesis reports a Viscom website with a Metro-style interface, product and project information, an online-purchasing workflow, and MVC-based interaction. Its conclusion also describes the application of SEO techniques to promote the website. A store website connects product presentation with browsing and order-related functions. This summary records the implemented functions and distinguishes them from measured marketing or sales outcomes. Traffic analytics and transaction testing would be needed to assess those effects. The work is reported within the scope supported by the original manuscript, without assuming an unrecorded deployment or quantitative benefit.**

***Index Terms*—SEO, e-commerce, website, Viscom, Metro UI, C#**

I. Introduction

A store website connects product presentation with browsing and order-related functions. The thesis examines an organization's existing workflow and the information needed to support its selected task. It identifies a practical task, selects functions to study or build, and explains why the task matters to the organization concerned. The evidence for the project is its requirements analysis, design material, and described implementation. Intended advantages are distinguished from effects actually established in the manuscript [1]. Published books on the methods and subject of this project provide context for this English summary [8].

II. Methods

The student analyzed the selected case, described the relevant records and procedures, and prepared the design or program functions reported in the thesis. The design links input records to the updates, searches, reports, or other functions relevant to the task. Functional descriptions, diagrams, interfaces, and source conclusions are used where present to identify completed work. The manuscript is not treated as evidence of an additional user trial or dataset that it does not document [1].

III. Results

The thesis reports a Viscom website with a Metro-style interface, product and project information, an online-purchasing workflow, and MVC-based interaction. Its conclusion also describes the application of SEO techniques to promote the website. Those functions are the documented project outputs. The source does not provide an independently measured change in search ranking, traffic, sales, or payment reliability, nor does it document a comprehensive test campaign. The result should therefore be described as an implemented website and SEO effort, with effectiveness beyond the prototype left unverified [1].

Supervisor: Nguyễn Việt Hùng.

IV. Discussion

The thesis reports a Viscom website with a Metro-style interface, product and project information, an online-purchasing workflow, and MVC-based interaction. Its conclusion also describes the application of SEO techniques to promote the website. The reported functions can be interpreted against the original organizational need, but implementation alone does not establish every intended benefit. This summary records the implemented functions and distinguishes them from measured marketing or sales outcomes. Traffic analytics and transaction testing would be needed to assess those effects. Real orders, usability review, and transaction checks would be needed to establish commercial effectiveness. The source provides a case study and a basis for later verification of completeness, reliability, and use [1]. Earlier ICTU undergraduate work by Lưu Thị Thu Hằng addressed company website implementation [7].

V. Conclusion

The student built and promoted a website for Viscom using Metro UI, an MVC structure, online purchasing functions, and SEO techniques. The original conclusion presents these as project components and emphasizes the complexity of integrating them. It does not quantify whether search engines ranked the site higher or whether customers completed secure transactions in routine use. This summary records the implemented functions and distinguishes them from measured marketing or sales outcomes. Traffic analytics and transaction testing would be needed to assess those effects [1].

References

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