

Building a Game Promotion Website for Hoang Hiep Technology Joint Stock Company - Hanoi

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Abstract: This topic aims to research and build a game promotion website for Hoang Hiep Technology Joint Stock Company in Hanoi, meeting the requirements for effective communication in the current digital environment. Through market analysis, user-friendly interface design, and content optimization, the topic will deploy a professional website system to enhance brand awareness and attract the target audience. The research method combines web design theory with practical application development. The expected results will contribute significantly to the company's online marketing process, while providing students with practical experience in the field of e-commerce website development.

Keywords: Game promotion website, Hoang Hiep Technology, professional web design, online marketing, application development