

Build a sales and product introduction website for Thanh Dat Computer Company - Bac Giang.

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Abstract: In the context of increasingly digital development, building a professional website for selling products and introducing them is necessary for businesses like Thanh Dat-Bac Giang. This project aims to design and implement an e-commerce web system, combining theoretical research on user interface (UI) and online marketing, along with experimentation to build an effective website for the company. The methods used include analyzing business requirements, designing UI/UX, developing backend and front-end, as well as optimizing SEO. The expected result is a professional sales web system that helps Thanh Dat-Bac Giang expand its market and enhance competitiveness.

Keywords: E-commerce website, UI/UX design, SEO optimization