



## News Portal (centraltimes.in)

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### Abstract:

Today the world totally relays upon the electronic media to its every day adventure. People have no time to be updated through newspaper or watching or listening the news on television or radios. People today need to be updated on daily basis in this competitive world. Most of the people get the information about the world around through the internet which is fast, accessible, and reliable. The WWW (World Wide Web) is huge, widely distributed, global information service centre for Information services: news, advertisements, consumer information, financial management, education, government, e-commerce etc, hyper-link information, access and usage information. "24 Hours News Portal" is a service introduced to meet the above requirement and to make the people updated about the news, views, reviews, breaking news and latest headlines in different fields also the new inventions around the world.

**Keywords:** Multimedia news portal, intelligent information systems, user profiling, audio analysis, video analysis.

### I. INTRODUCTION:

Today a growing number of people rely on the Internet as their primary source of information, especially news. Most broadcasting companies have their own web sites and update them with new information as soon as it becomes available. It has also become evident that such vast amount of information is often too much for people to sift through in order to get to that one news they are interested in. Major news portal such as Exite.com or Yahoo.com significantly alternative the problem. Centraltimes.in is a new but ambitious magazine publishing and distribution company that will be based in Nagpur but having its audience in central India. Our niche as a news portal company covers News, Entertainment, Business and Sport. Our state of the art in-house reviewers are located in a standard corner piece facility that is centrally located in the heart of India. "Centraltimes.in" is a complete Web-Application for publishers who wants to drive an online newspaper. All content stored in database and divided into categories. Categories can be easily modified to browse and contains a self-organized interface to promote top-stories. Software can be managed with a role-based system similar like a real newspaper. Page editors, managers and Assistance etc, focus of role-based system to drive applications in secure mode. Content schedule feature helps you to publish articles and news at earlier time. Media News Portal create all articles and publish them within search engine friendly URL.

### OBJECTIVE:

- A role-based system and can be managed like a real newspaper.
- To maintain a standard and structured website.
- To make a website that is updated 24 hours.
- To enhance the quality of news to the users.
- To give information about the different firm and companies of the country which are registered using our directory.
- To make a search engine for the directory and articles.

- To allow users to make comments about the news topics.
- To make a voting poll on the present issues

### PUBLICITY AND ADVERTISING STRATEGY

- We are mindful of the fact that there is stiffer competition in the Online News Portal publishing and distribution industry; hence we have been able to hire some of the best marketing experts to handle our sales and marketing.
- Our sales and marketing team will be recruited based on their vast experience in the Journalism field and distribution industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of Central Times.
- Our goal is to grow, Inc. to become one of the top 10 portals and distribution company in the India which is why we have mapped out strategy that will help us take advantage of the available market and grow to become a major force to reckon with not
- only in the country but also in other parts of the world (online presence).

### Following is the Estimate for your new fully Dynamic Website with following modules,

- 1. Base Package Website (Compulsory Module) [15,500 INR]**
  - 2 eye catching customs designed Website Concept Options
  - 10-page website (Static / Semi dynamic) + 10 premium Emails
  - Dynamic Contact Page
  - Free One Year Domain Name Registration and Hosting 500MB (worth Rs. 1500)
  - Telephonic and Email assistance for one year.
- 2. Dynamic Web-Application (Compulsory Module) [79,000 INR]**
  - 2.1 News Website Layout**
    - Predefined News Publishing Positions

- Easy Upload options for daily Publication

## 2.2 Categorization & Search Engine

- Category Master (Facility to add/Update/Delete Category for administrator)
- Home page integration of categories (As per Client Design and Needs)
- In-house search engine to search Topics over website easily add keyword facility while admin/user uploads any video

## 2.3 User / Journalist login

- Facility to register and manage users (Category Wise)
- Users can upload any article on website (Administrator Approval required)
- Journalist can easily send regular news to head office
- User friendly Login Area
- Registration form with email verification
- Forget username or password recovery options (Automated)

## 2.4 Administrator

- Facility to manage Article, News, categories upload dates etc.
- Facility to manage registered users and their videos
- Manage User and Journalist
- Manage “Bad link Request”
- Manage advertisements on home page and internal pages

## 2.5 Advertisements

- Advertisement options and positions for home page and internal pages should be specified first by client.
- All positions of ads are dynamically connected by administrator panel.
- Administrator can easily manage ads for his website.

## 2.6 Extras

- “Report Bad Link” and Copyright Violation Form
- “Advertise with Us” form
- Photo Gallery
- Smart Apps Pack (Slideshow on Home, Visitors Counter, Date & Time Watch)

## System Flow:

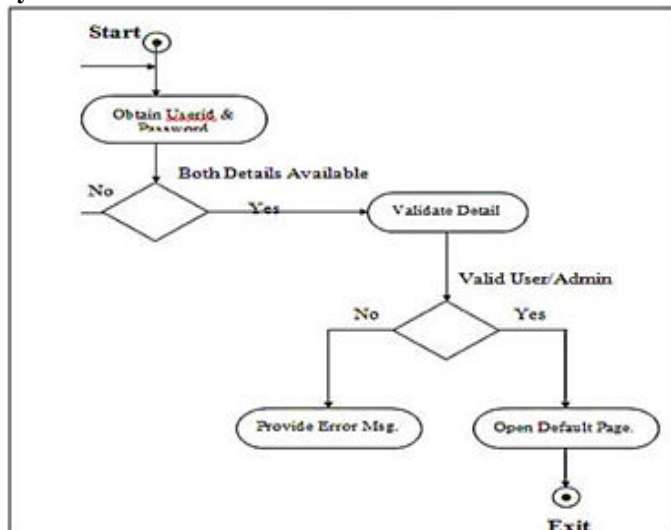


Figure.1. System Flowchart

## Working:

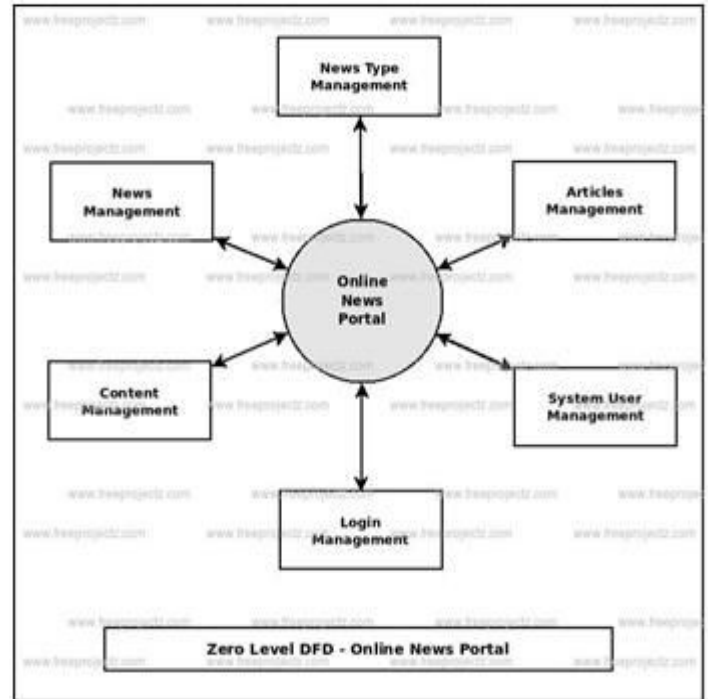


Figure.2. Working System

## Steps to Start an Online News Portal-

The seven steps that will guide you to start an online news portal easily as follows;

### Get your domain name:

News portal development process starts with buying a domain name for your online news service. Buy one as per your choice and try to make it easy to remember and type.

### Choose web hosting service:

This is second step in news web development process. Choosing a web host provider is very important.

### Install excellent templates:

Installing templates for website design is the next step. WordPress is the recommended platform for this purpose.

### Install the newspaper design:

News portal development excels with outstanding designs and impressive looks.

### Customize you design:

After installing the theme customize the design you install as per your choice. Customization is an important step in news portal development.

### Publish articles:

Now, it is time to publish your content. If you are using WordPress design, to publish click on posts >New Post from your WordPress dashboard.

### Promote your news portal:

News portals exist with promotion. Without vigorous promotional strategies your new built news portal may fail to reach target audience and attract them.

## II. RESULTS AND CONCLUSION:



In our project work, an attempt has been made to develop a News or information-based website. We develop this project that helps the people and make them aware so that they can know any news. To establish this website, we use various methodologies. To develop this project, we have faced many problems but we hardly tried to develop this project. Our supervisor helps us by giving his valuable opinion, decision and time.

## III. REFERENCES:

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