Classified Ads Platform For Rural Area

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Abstract: One of the most common forms of online advertising, particularly for second-hand goods, is classified advertising. The variables and qualities of online classified ads, such as structured data and free text that may affect the advertising's performance in terms of closing sales are explored in this study. Buyers are hesitant to buy second-hand products (whether used or not) from strangers on the internet, which is one of the biggest issues in the resale of second-hand products. Its goal is to use an online platform to connect potential buyers with sellers in a hyper local community, where buyers may see the sellers' products and make offline contact with them.

Keywords: Classified Ads, Optimization, Hyper local Community, investigation.

I. INTRODUCTION

Agri-based consumers will be revolutionized with the ability to buy and sell old used products through an online classified platform. Keeping the original ad model in mind, we've created a platform that's more user-friendly and transparent, allowing even non-technical users to use it with ease. The geographical location of sites determines whether they are classified as local or global. Advertising, featured listings, and other value-added services are how classified ad sites make money.
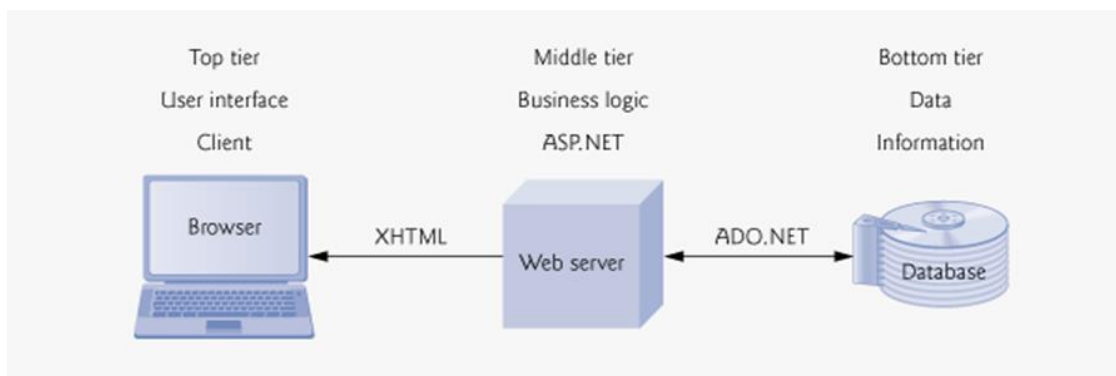

Figure: Multi-Tier Application Architecture

To make it easier to use, a multitier architecture was created with simplified database data entry and user flow. When compared to traditional methods, online trading had a lot of advantages. People were able to manage their ads online, which made online classifieds extremely popular. As the internet grew in popularity, people became more interested in online classifieds. Even the world's most populous country has a low rate of internet usage among its citizens.

II. LITERATURE SURVEY

It was found that the traditional ad system was much more aligned to commercial purpose and had flaws in terms of user friendliness which made it difficult for rural users who contribute to around 40% mobile phone usability in India. Implementation of this project can drastically help these audiences engage into online selling and buying of goods and that too as per need. This will be practically helping enrich and empower farmers and agri group into saving lot of manpower and money into buying new things whenever needed.

III. TECHNOLOGIES

Software:
- Operating System: All.
- Application Server: Xampp
- Web designing languages: HTML5, CSS3.
- Scripts: JavaScript
- Server-side Script: PHP
- IDE: NetBeans
- Database: MySQL.
- Database, Connectivity PhpMyAdmin.
- Browser's support: IE9, Firefox, Chrome, and Opera.

Hardware:
- Intel Core processor
- RAM 1 GB and Above
- HDD 10 GB Hard Disk Space
- 64- or 32-bit OS Windows 8

IV. ALGORITHM

An online store is a website where customers can make purchases. Business-to-consumer, business-to-business, and consumer-to-consumer are all possible business models for an online store. We'll need a product catalogue, a shopping cart, and other items to run an online store.
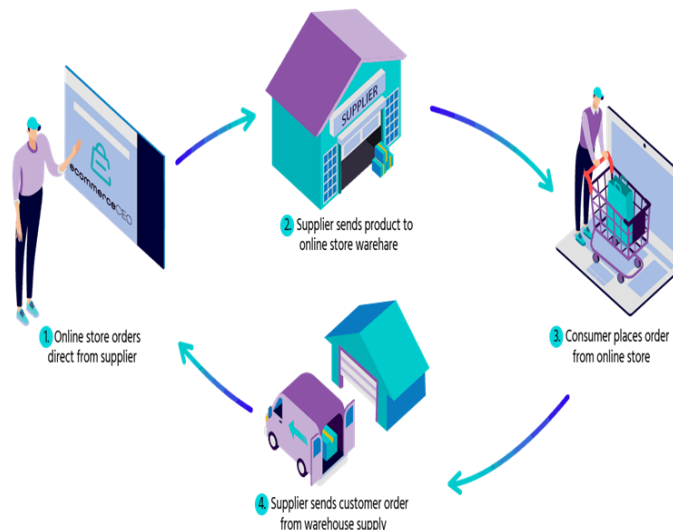

Figure: Working Diagram

Step: 1 Choose a Domain Name

Step: 2 Select Web Host & Hosting Plan

Step: 3 Use WordPress as Your Website
            Building Platform.
Step: 4 Choose Theme and Customize

Step: 5 Give our Website Some Structure

Step 7: Monetize our Website Products.

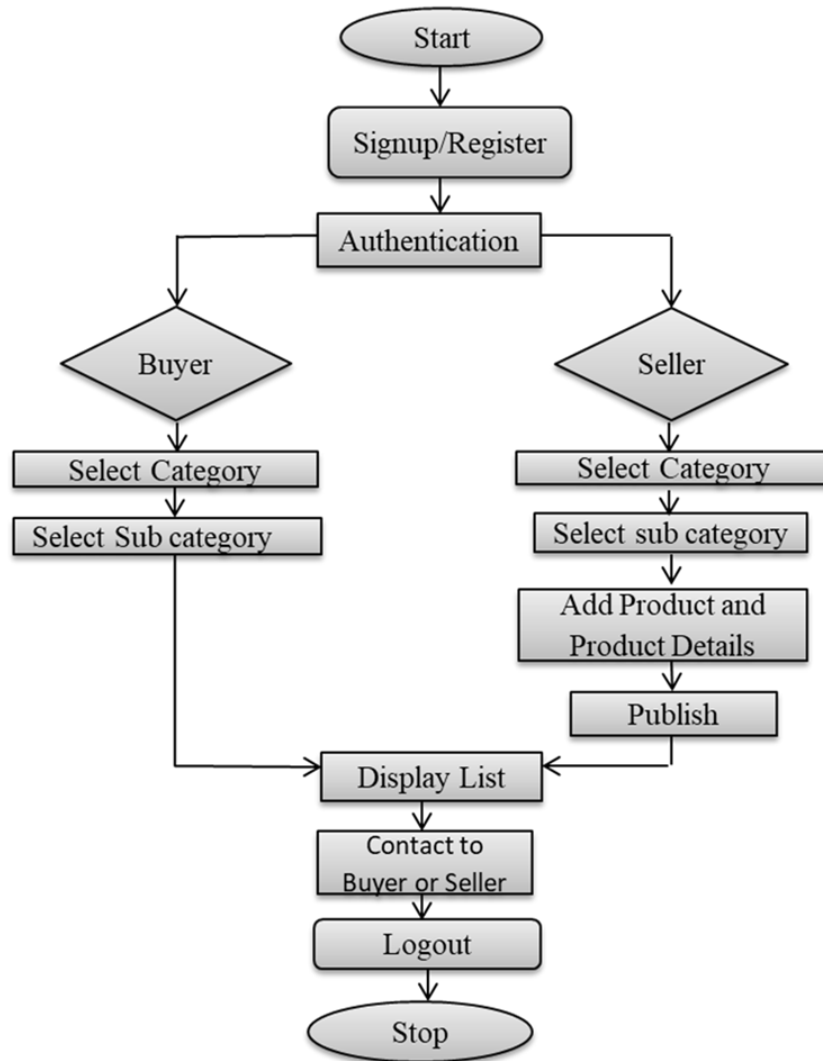Step: 8 Promote our Classified Ads site.

Figure: Flowchart

The above user flow depicts exactly on how the system is going to work in web mode.

V. RESULT

After Build Whole website we test it, testing procedure is given
This project should give some desired output. Expected Outputs are as follow: -
a) User should login/Register.
b) User should be Authentication Process.
c) Buyer Buy Product successfully.
d) Seller Add Product Successfully.
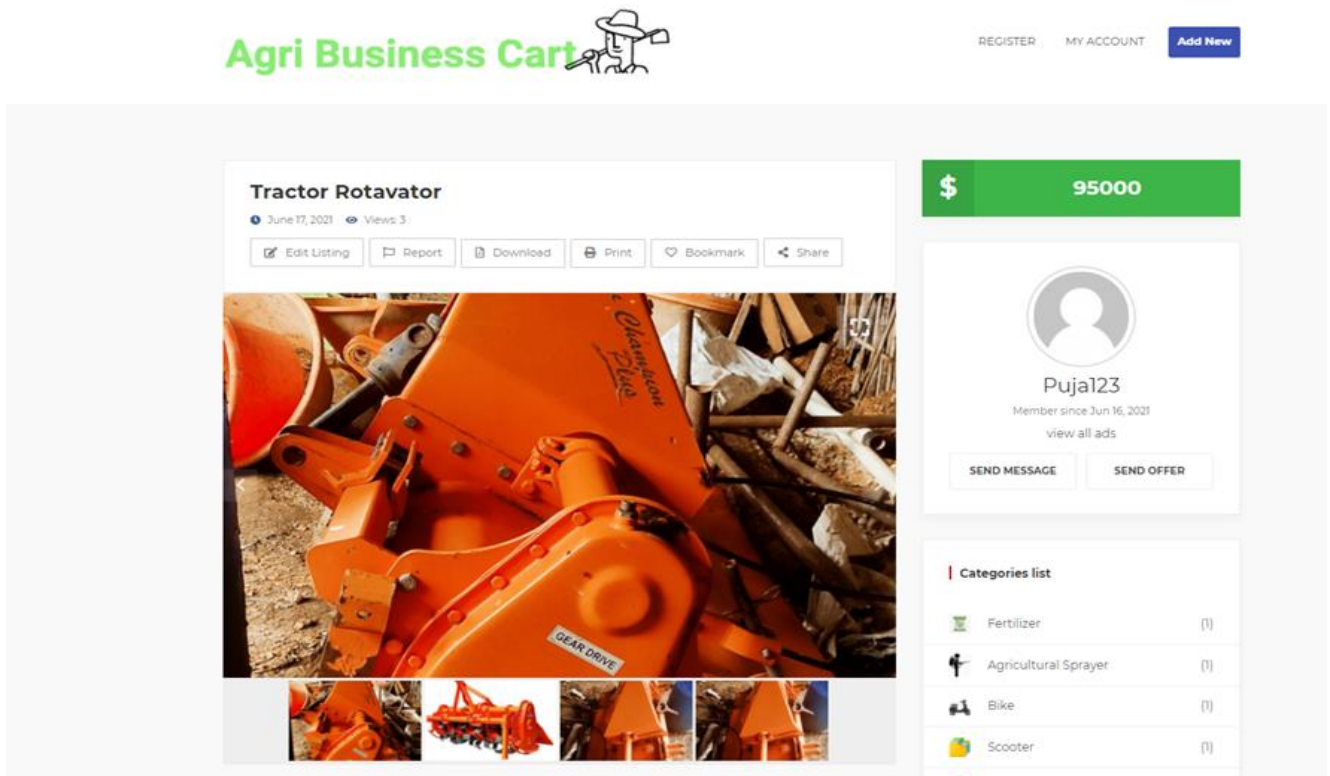
Figure: Homepage Listing Preview

Figure: Individual Listing Preview

VI. FUTURE SCOPE & OPPORTUNITY

With very obvious reason and market research shows that capturing the rural agriculture-based audience is big loophole in existing systems and through our system we not only acquire them but also engage them into buying, selling and even renting of goods which will also serve as their sideline business if thought into it in right mindful way.

Adding this same project into multiple regional languages will even broader the spectrum of use and help capture even larger audience through different states all over India.

Being web-based service, it is easy to integrate and convert same into Android App and hence delivering the ease-of-use fundament.

VII. CONCLUSION

Implementation of this web paper will revolutionize the selling and buying of old agriculture-based equipment in future. Building a website necessitates the acquisition of the appropriate tools and resources for a variety of reasons. The website's standard tools will ensure that things like navigation, menus, and layout adhere to current best practices that every web user is familiar with.

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