

QUARTERLY REPORT DECEMBER 2025

This quarterly report will focus on a wide range of topics on development of websites. Website development is the process of creating and maintaining websites and web applications, involving design, coding, and technical tasks to ensure a site is functional, user-friendly, and secure. Key components include front-end development (what users see) and back-end development (server-side logic), with fundamental languages like HTML for structure, CSS for styling, and JavaScript for interactivity. The process involves planning, building, testing, and launching, along with ongoing maintenance and security measures.

The Consultancy on board as an important aspect of creating and maintaining websites.

A consultant offers expertise, strategic planning, and an external perspective to optimize a business's online presence, leading to increased leads, higher conversion rates, and improved ROI. They help businesses navigate complex digital landscapes, tailor strategies to specific goals, and implement data-driven tactics for greater visibility and sustained growth in competitive markets. To improve your return on investment (ROI), businesses must increase the revenue generated by their investment and/or decrease the costs associated with it. Key strategies include boosting sales through targeted growth initiatives and enhanced customer lifetime value, improving operational efficiency, optimizing marketing and sales efforts through skilled teams and digital channels, and using data analytics to inform decisions and eliminate wasted resources.

WordPress and cPanel

Our priority at the Hauna Cybernet Enterprise is expertise in WordPress and cPanel. This is a popular, free, open-source content management system (CMS) that allows users to build and manage websites without needing to write code. Originally a blogging platform, it has evolved to support many types of websites, such as e-commerce stores and portfolios. It achieves this through a user-friendly interface and extensive customization options using themes and plugins.

Key features and meaning:

- **Content Management System (CMS):** A software that allows users to create, edit, and publish content on a website through a user-friendly interface, eliminating the need for coding knowledge.
- **Open-source:** WordPress is free to use, modify, and distribute, which has led to a large, active community of developers and users who contribute to its improvement.
- **Flexibility:** Originally a blogging platform, it now supports a wide variety of websites, including online stores, portfolios, and membership sites.
- **Customization:** Users can change the appearance and functionality of their website using thousands of free or paid themes (templates) and plugins (extensions).
- **Built on PHP and MySQL:** The core software is written in the PHP programming language and uses a MySQL database to store content and site data.

It is important to link WordPress to cPanel. This is a popular web-based control panel that uses a graphical interface to simplify the management of web hosting services. It allows users to manage

files, databases, email accounts, and domain names through an easy-to-use dashboard instead of using complex code. cPanel automates many tasks and provides tools for tasks like installing applications such as WordPress, monitoring bandwidth, and creating backups.

What cPanel does:

- **Manages websites:** It allows users to upload and organize website files, manage domains and subdomains, and create redirects.
- **Provides email tools:** Users can create and manage email accounts for their domain, set up forwarders, and configure autoresponders.
- **Handles databases:** It simplifies the creation and management of databases, which are essential for many web applications.
- **Automates installation:** It provides a one-click or simple installation process for popular content management systems (CMS) like WordPress.
- **Offers security and monitoring:** Users can manage security settings, view usage statistics like bandwidth and CPU, and back up their site.

cPanel vs. web hosting:

- **Web hosting** is the service that makes a website accessible on the internet.
- **cPanel** is the software, or control panel, that provides the user-friendly interface to manage that web hosting service.

It is essential to remember that a cPanel can be hacked if it's not secured properly. However, you can reduce the risk by using a **strong password**, enabling two-factor authentication, and keeping all software and operating systems up to date.

Having a cPanel to manage software and operating systems is like entering the control room of your website. If the hackers get access to it, **they can mess with your files, emails, databases, basically, everything**. That's why securing your cPanel is crucial! Securing cPanel isn't rocket science. You can take simple, smart steps to secure your system and keep hackers out.

SDMS (Student Data Management System) functionalities

Student Data Management Systems (SDMS) offer a variety of functionalities to streamline administrative and academic tasks, including enrolment and admissions, attendance tracking, and grade management. They also handle tasks like scheduling, financial management (fees, billing), and centralized data storage, often with features for communication, reporting, and security.

Examples of SDMS functionalities:

Core administrative and academic functions

- **Admissions and Enrollment:** Manages the entire process from application to enrollment, often with online portals for a smoother experience.
- **Scheduling:** Creates and manages class schedules, examination timetables, and event calendars, optimizing resource use.
- **Attendance Tracking:** Records student attendance, often with automated features to reduce manual data entry.
- **Grade and Assessment Management:** Provides an integrated gradebook for recording marks, monitoring progress, and generating transcripts.

- **Financial Management:** Handles fees, billing, payments, and generates financial reports to manage student accounts.

Communication and reporting

- **Student and Parent Portals:** Provides secure, online access for students and parents to view information, submit documents, and communicate.
- **Communication Tools:** Includes features like email, instant messaging, and push notifications for communication between students, teachers, parents/guardians, and administrators.
- **Reporting and Analytics:** Generates real-time reports on attendance, performance, and finances, and can provide insights for data-driven decision-making.

Data management and security

- **Centralized Data Storage:** Consolidates all student information (profiles, attendance, fees, etc.) in a single, secure location.
- **Security and Privacy:** Utilizes measures like encryption and user authentication to protect sensitive data from unauthorized access.
- **Cloud-Based Access:** Allows authorized users to access data from anywhere, offering flexibility and scalability.
- **Automated Backups:** Ensures data is continuously backed up to prevent loss in case of a system failure.

In essence, a Student Database Management System is a critical tool for modern educational institutions, helping them manage student information effectively, streamline operations, and improve overall efficiency and communication.

Online Services and Business Operations

Online services and business operations involve leveraging the Internet to generate revenue through activities like selling products (e-commerce, dropshipping), providing services (freelancing, consulting, virtual assistance), creating content (blogging, podcasts, online courses), and digital marketing. These operations offer benefits such as lower startup costs, global reach, and 24/7 availability compared to traditional brick-and-mortar businesses. Businesses only have a limited amount of money to allocate and spend while developing their products. If you, as a project manager, don't link your work to making money, you might be working on things that don't help the organisation as a whole. What's the point if you don't help your company get returns on its investment (ROI)?

If a product team doesn't know how much money they're making, their work doesn't fit with the business plan. There is a chance that the work of the product team may be counterproductive for the business. You can't know, though, unless you connect it to revenue. Establishing relationships to revenue is of *greater significance* for B2B product teams than for B2C teams because they are closer to the stage of a deal. A lot of direct-to-consumer companies make money through ads and subscriptions.

A **B2B product team** develops and manages products or services sold by one business to another business, rather than directly to individual consumers. These

A **B2C product team**, on the other hand, focuses on developing and selling products or services directly to individual consumers, the "business-to-consumer"

products are designed to improve a client business's operations, such as software like Slack for team communication or manufacturing parts for other companies. B2B product teams require deep understanding of their client industries, manage complex sales cycles involving multiple decision-makers, and focus on building long-term relationships with business customers.

model, rather than to other businesses. Their efforts are directed at end-users who purchase products for their own personal use and consumption, involving strategies for a broad and diverse audience with a focus on consumer needs, preferences, and individual purchasing decisions.

You can make money through **website development** by offering your skills to clients as a freelancer or agency, selling pre-made templates and themes, *building niche websites* to sell, **creating online courses** or eBooks, and building passive income streams like Software-as-a-Service (SaaS) products, affiliate sites, or offering hosting services.

Package your services into fixed-scope offerings, which simplifies proposals and negotiations for both you and the client. Here are key functions:

Design and sell **pre-made website templates** or themes to other developers and businesses.

Share your expertise by **creating and selling online courses** or eBooks for aspiring web designers and developers.

Develop **niche websites and sell them to interested buyers**, similar to flipping digital real estate.

Promote **other people's products or services on your website** using affiliate links and earn a commission for each sale.

Provide **hosting services for your clients** or offer **ongoing website maintenance plans** to generate recurring revenue.

Build a website that requires a **subscription for access to premium content**, tools, or communities.

Create a small Software-as-a-Service (SaaS) application that solves a specific problem for businesses and charge a recurring fee.

Offer your extensive knowledge and experience to **advise businesses on their web development strategies**.

Create websites **focused on specific niches** and use affiliate marketing to generate passive income from your content.

Websites are crucial for individuals and businesses alike in today's digital age, serving as a primary online presence, a platform for information exchange, and a tool for business growth and customer engagement. They offer 24/7 accessibility, enabling businesses to reach a global audience and conduct transactions around the clock. Websites also enhance credibility, streamline marketing efforts, and provide valuable insights into customer behaviour. Besides, websites provide invaluable customer behaviour insights by collecting data on user actions, demographics, acquisition sources, and engagement, which can be analysed to understand customer journeys, optimize user experience, and inform business strategies. Tools like Google Analytics offer advanced tracking, while Hotjar provides visual heatmaps, and surveys gather direct feedback to help businesses tailor products and services to customer needs.

Media marketing through Vimeo, Dailymotion, and Twitch for content distribution, as well as social media platforms like TikTok, Instagram (IGTV), and Facebook Watch which offer video features. Other alternatives include **niche video platforms**, blockchain-based sites like DTube, and platforms for specific purposes like GUDSHO for premium content or Uscreen for subscription-based services.

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