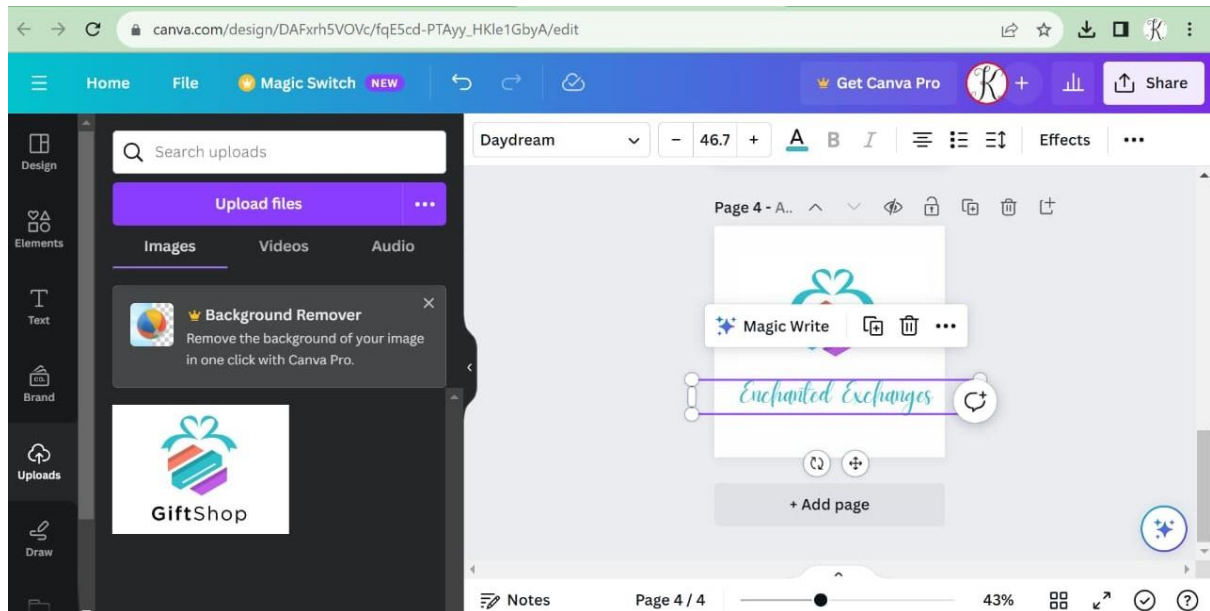


PROJECT DOCUMENTATION

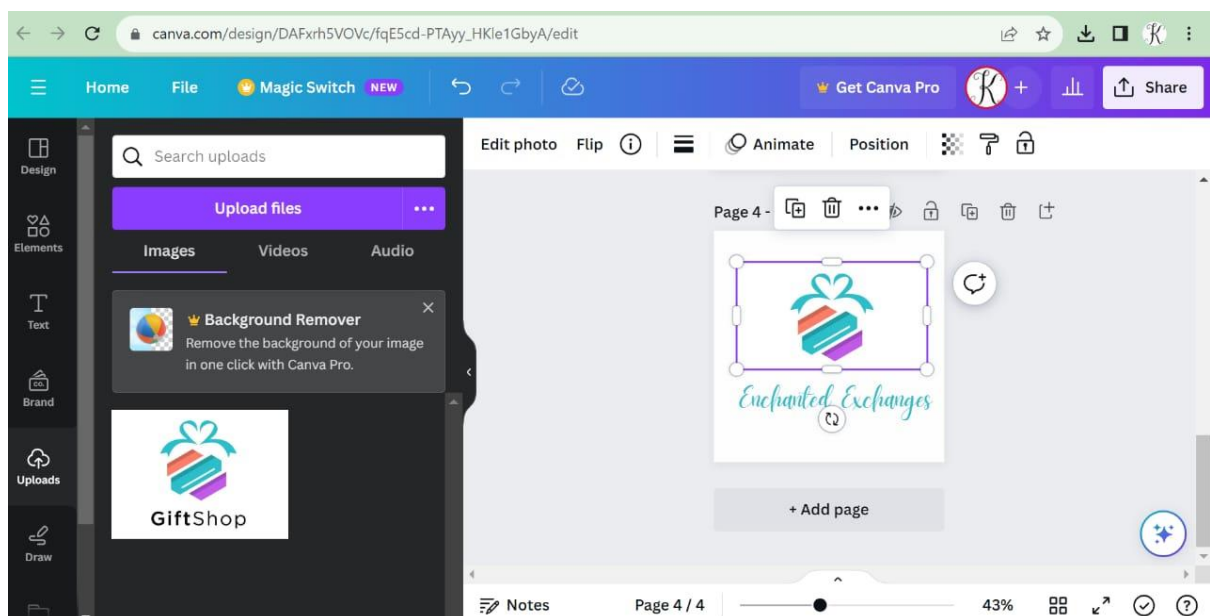
CREATING LOGO USING CANVA

A logo was created for our company using canva

1.



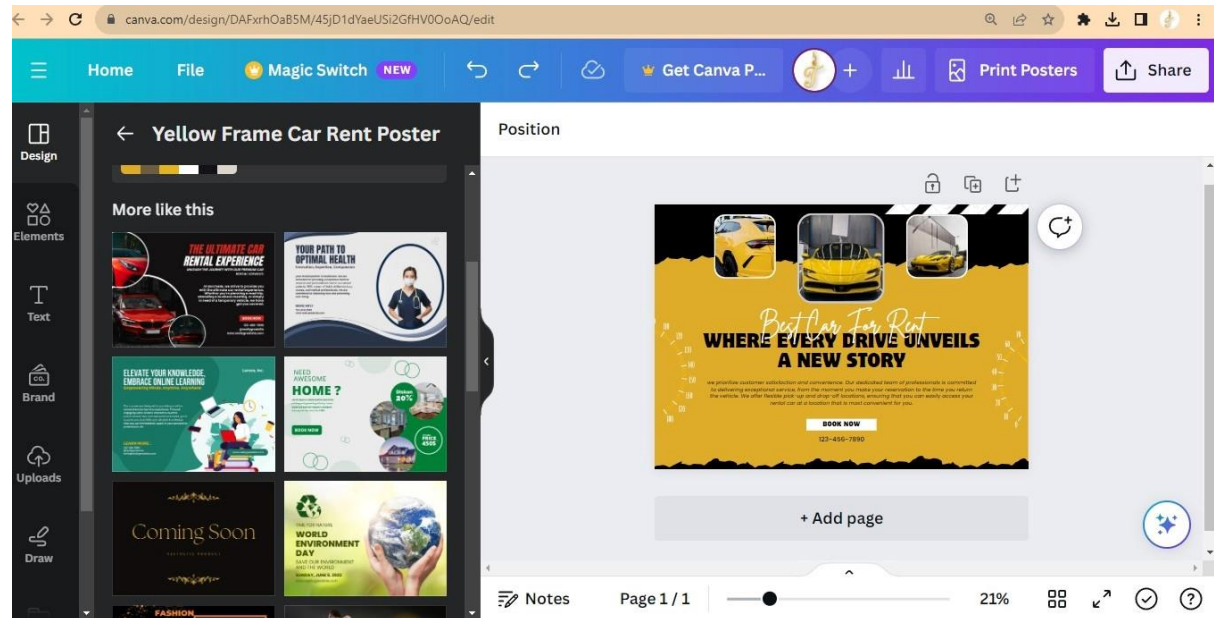
2.



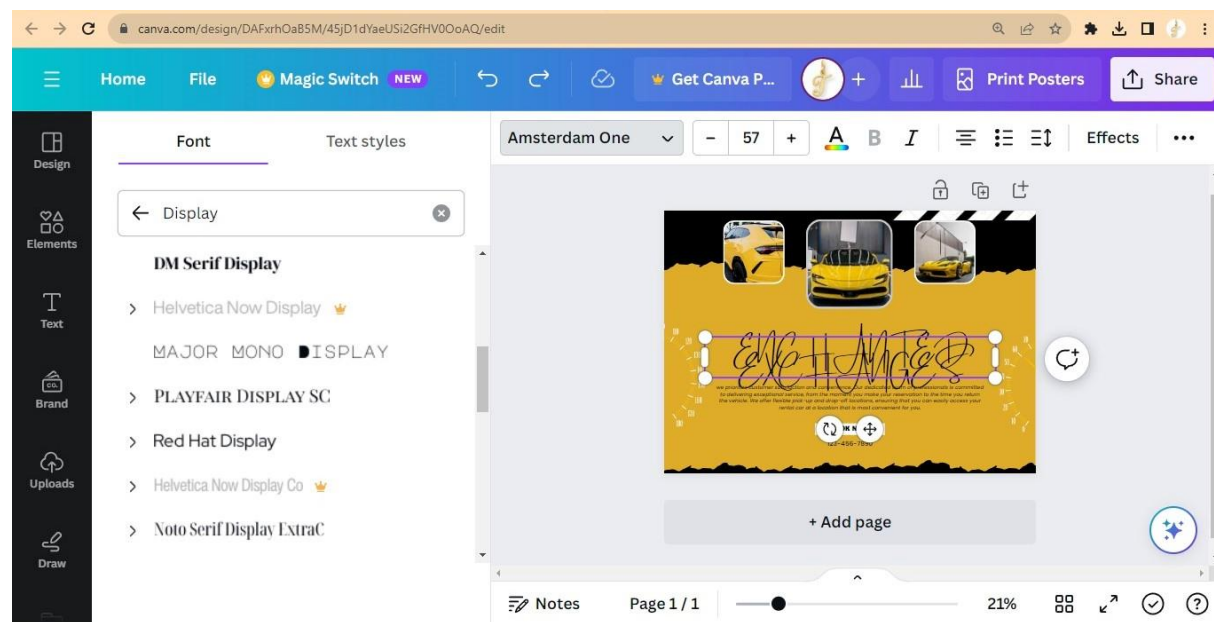
CREATING POSTER USING CANVA

A landscape poster for advertisement purpose is created using the canva app.

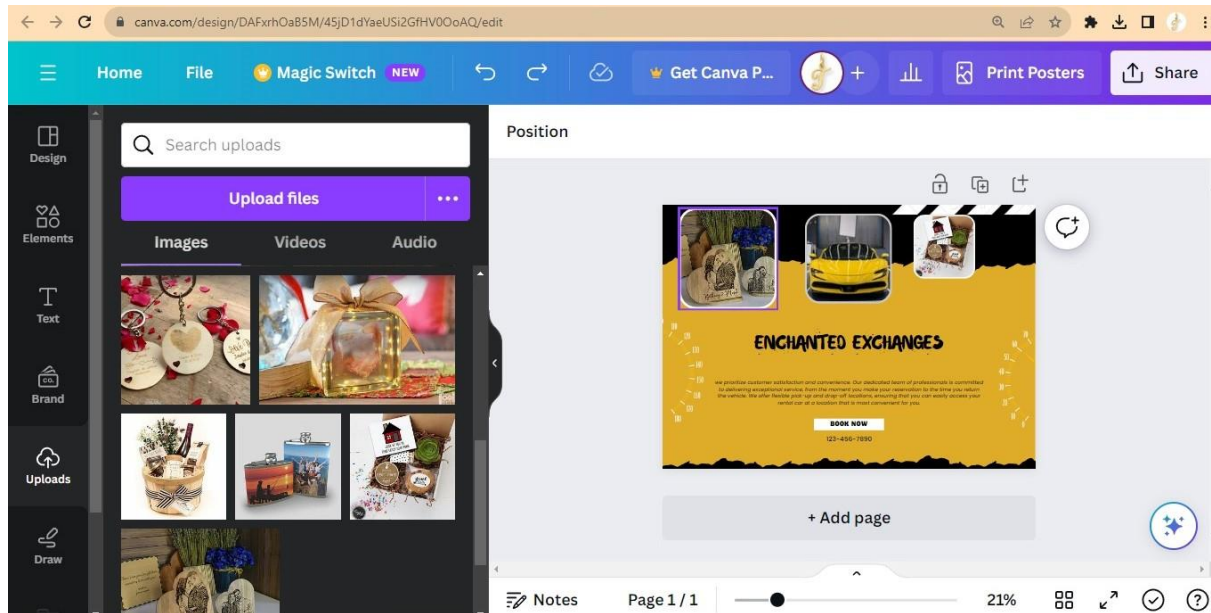
1.



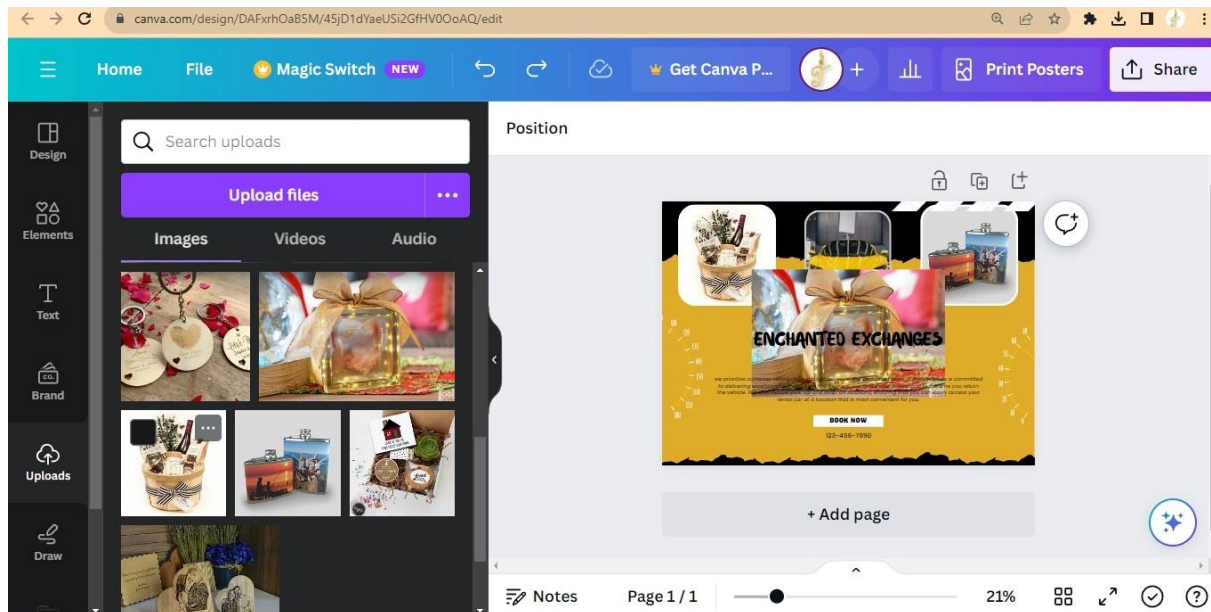
2.



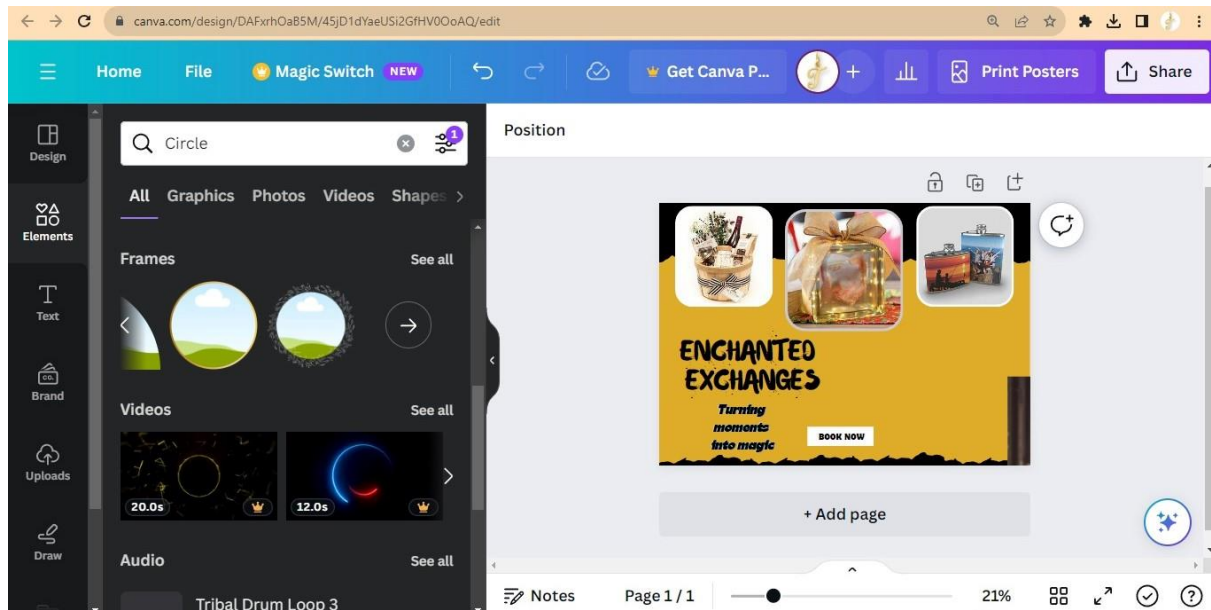
3.



4.



5.



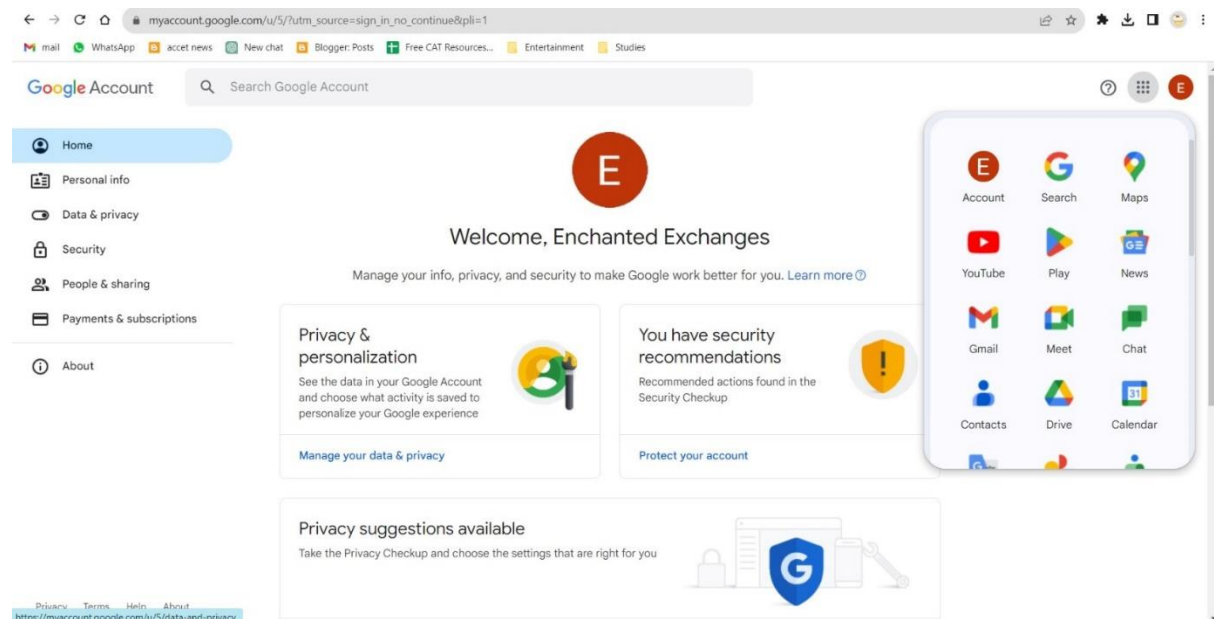
POSTER:



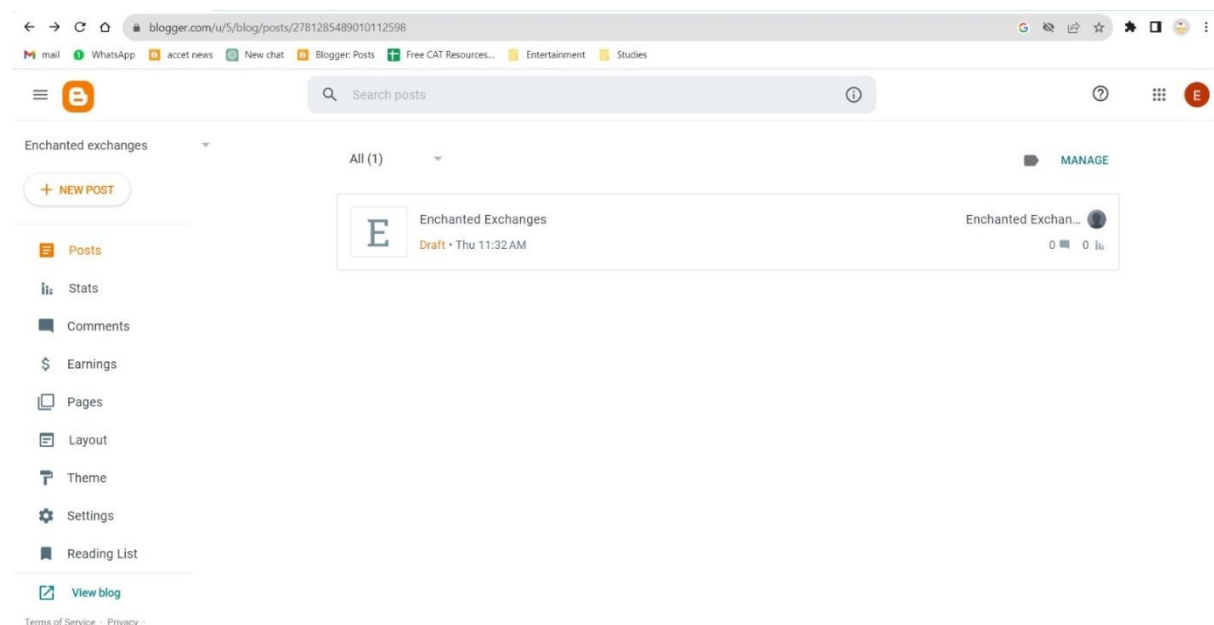
CREATING A BLOG POST USING BLOGGER

A Blog was published using Blogger and the blog URL was used in the google analytics to analyse the website details

1.



2.



3.

The screenshot shows the Blogger post editor interface. The title bar at the top displays the title "Enchanted Exchanges: Turning moments into magic". Below the title bar is a rich text editor with various formatting tools. The main content area contains the following text:

Are you tired of the same old, predictable gifts that lack the spark of excitement? Do you want to make your loved ones feel truly special and cherished on those memorable occasions? Look no further because "Enchanted Exchanges" is here to transform your gifting experience into something magical and unforgettable.

A World of Enchantment

At Enchanted Exchanges, we believe that gifts are not just mere objects; they are tokens of love, appreciation, and celebration. Each present carries a unique story, and our mission is to help you tell that story in a way that leaves your loved ones enchanted. We are more than just a gift shop; we are curators of enchanting moments. Our selection of gifts spans a wide array of categories, from personalized items that touch the heart to imaginative and artistic expressions that ignite the soul. With Enchanted Exchanges, gifting becomes an art, and each exchange is a magical experience.

Why Choose Enchanted Exchanges?

- Curated Selection:** We take great care in selecting each item in our store. Our collection features items that are not only beautiful and high-quality but also unique and meaningful.
- Personalization:** Many of our gifts can be personalized to make your present even more special. Add names, dates, or heartfelt messages to create a lasting memory.
- Quality and Craftsmanship:** We prioritize quality and craftsmanship in every product we offer. You can trust that your gift will stand the test of time and be a treasured keepsake.
- Gifts for Every Occasion:** From birthdays and anniversaries to holidays and celebrations, our shop has something for every occasion.

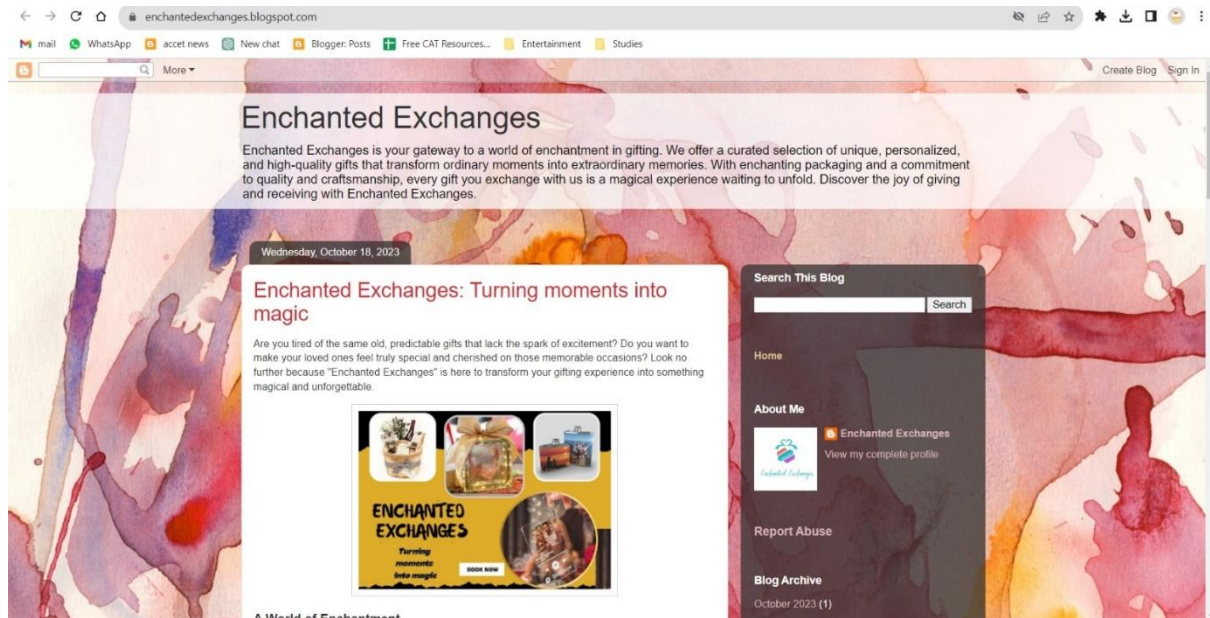
On the right side of the editor, there is a "Post settings" panel with the following options:

- Labels: No matching suggestions
- Published on: 10/19/23 11:32 AM
- Permalink
- Location
- Options

4.

This screenshot shows the same Blogger post editor interface as in the previous image, but with a confirmation dialog box overlaid in the center. The dialog box has the title "Publish post?" and the message "This will publish this post to your blog." Below the message are two buttons: "CANCEL" and "CONFIRM". The background content of the editor is dimmed, showing the same text and settings as before.

5.



Blog Link: <https://enchantedexchanges.blogspot.com/>

ADDING GOOGLE ANALYTICS TO A WEBSITE

Google analytics was added to our blogger website by attaching the measurement id

1.

The screenshot shows the 'Create an account' page in Google Analytics. At the top, a progress bar indicates five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create an account', followed by the instruction: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' Below this is a form titled 'Account details'. It contains a required field for 'Account name' with the value 'Enchanted Exchanges' entered. A note states: 'Accounts can contain more than one measurement ID.' Below the field is a disclaimer: 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.' At the bottom of the form is a section for 'Account Data Sharing Settings' with a link to the Google Ads Data Processing Terms. The footer includes the copyright notice '© 2023 Google' and links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and a 'Send feedback' button.

2.

The screenshot shows the 'Create a property' page in Google Analytics. The progress bar at the top now shows step 2, 'Property creation', as the active step. The main heading is 'Create a property', followed by the instruction: 'To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.' Below this is a form titled 'Property details'. It contains a required field for 'Property name' with the value 'Enchanted Exchanges' entered. Below this field are two dropdown menus: 'Reporting time zone' set to 'India (GMT+05:30) India Time' and 'Currency' set to 'US Dollar (\$)'. A note at the bottom of the form states: 'You can edit these property details later in Admin'. The footer is identical to the previous screenshot, showing '© 2023 Google' and various links.

3.

analytics.google.com/analytics/web/#provision/create

mail WhatsApp acct news New chat Blogger: Posts Free CAT Resources... Entertainment Studies

Analytics

Account creation Property creation **Business details** Business objectives Data collection

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)
Shopping ▾

Business size (Required)

☒ Small - 1 to 10 employees

☐ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

4.

analytics.google.com/analytics/web/#provision/create

mail WhatsApp acct news New chat Blogger: Posts Free CAT Resources... Entertainment Studies

Analytics

Choose your business objectives

For reports that are personalized to your business,
select the topics most important to you.

☒ **Generate leads**
Analyze visitor metrics and attract new customers

☒ **Drive online sales**
Analyze purchase behavior and get more sales

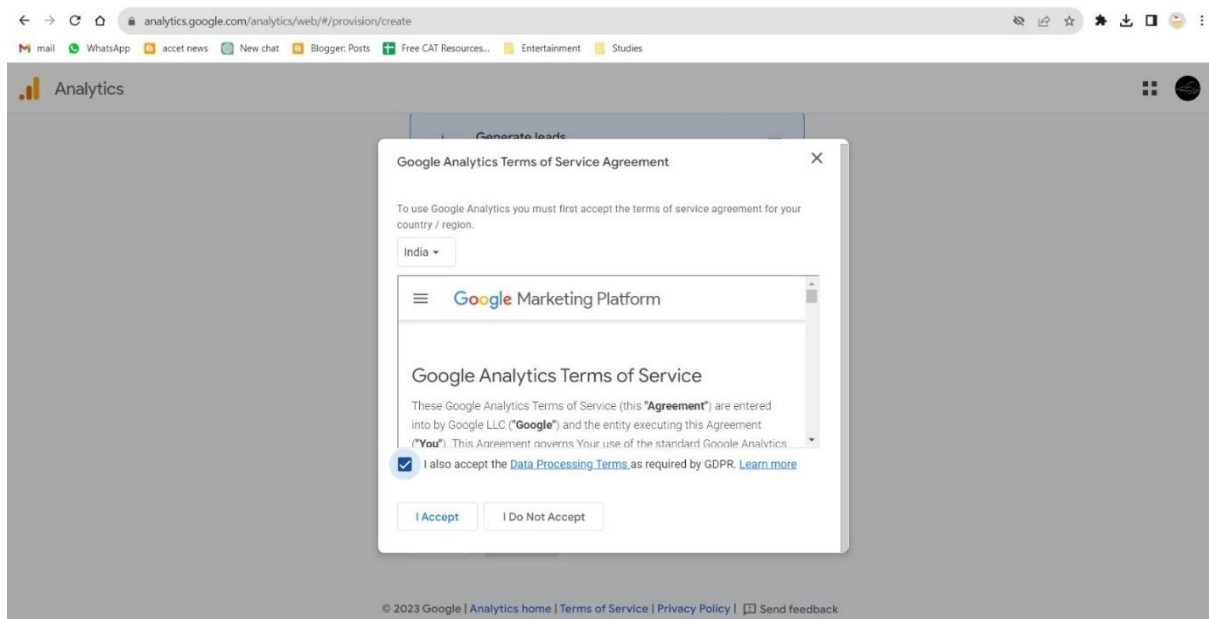
☒ **Raise brand awareness**
Spread the word about your business

☒ **Examine user behavior**
Learn how people use your site or app

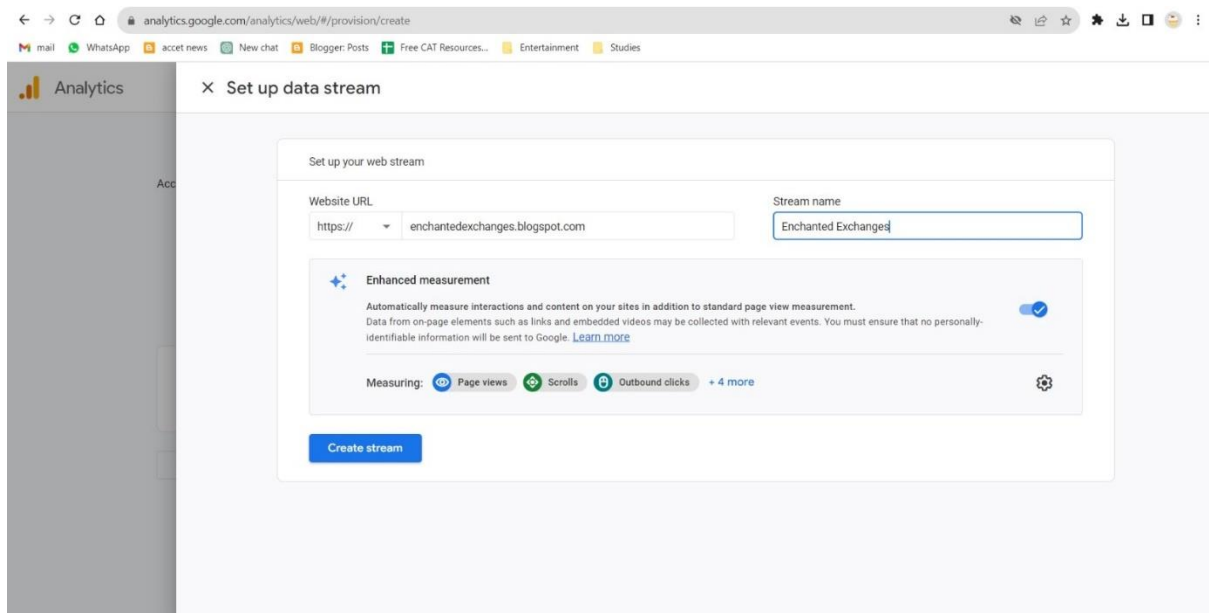
☐ **Get baseline reports**

© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

5.



6.



7.

The screenshot shows the Google Analytics 'Web stream details' page. At the top, a yellow warning banner states: 'Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.' with a 'View tag instructions' button. Below this, the 'Stream details' section contains the following information:

STREAM NAME	STREAM URL	STREAM ID
https://enchantedexchanges.blogspot.com	https://enchantedexchanges.blogspot.com	6311808662

Below the stream details, the 'MEASUREMENT ID' is listed as G-3XNTH2KS.

The 'Events' section includes 'Enhanced measurement', which is turned on (checked). It explains that this feature automatically measures interactions and content on the site in addition to standard page view measurement. Below this, the 'Measuring' section lists: Page views, Scrolls, Outbound clicks, and a '+ 4 more' link. At the bottom, there is a 'Modify events' section with a link to 'Learn more'.

8.

This screenshot is identical to the one above, showing the Google Analytics 'Web stream details' page. It includes the same warning banner, stream details (NAME, URL, ID, and MEASUREMENT ID), and event settings (Enhanced measurement turned on, and measuring Page views, Scrolls, Outbound clicks, etc.).

9.

