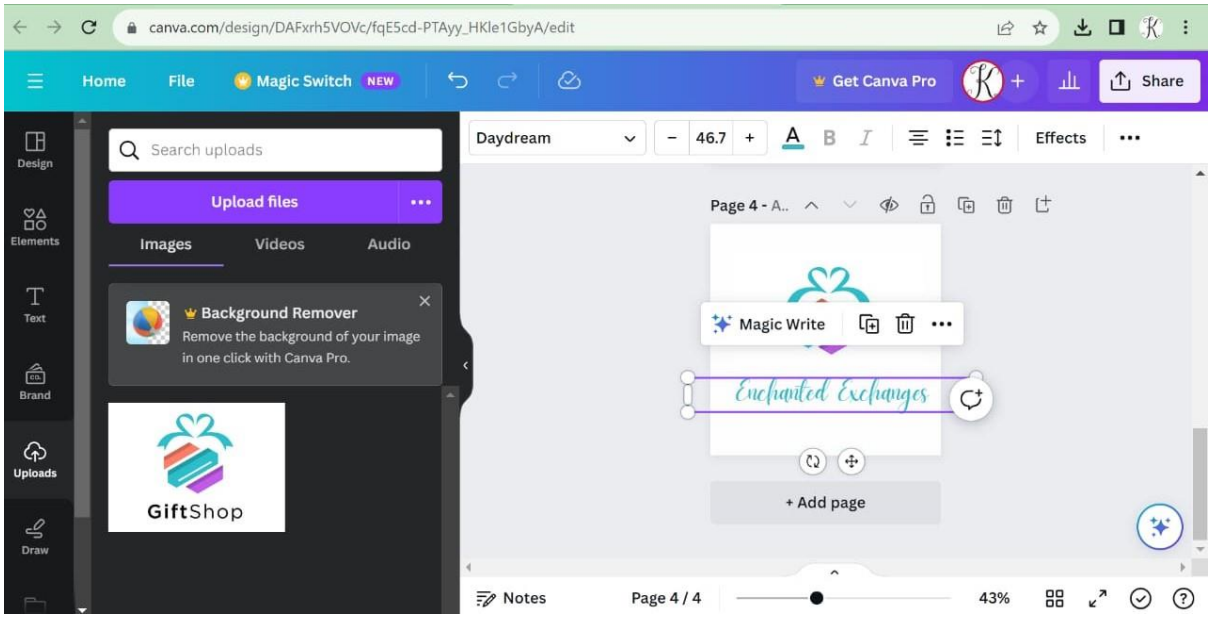
PROJECT DOCUMENTATION

CREATING LOGO USING CANVA

A logo was created for our company using canva

1.



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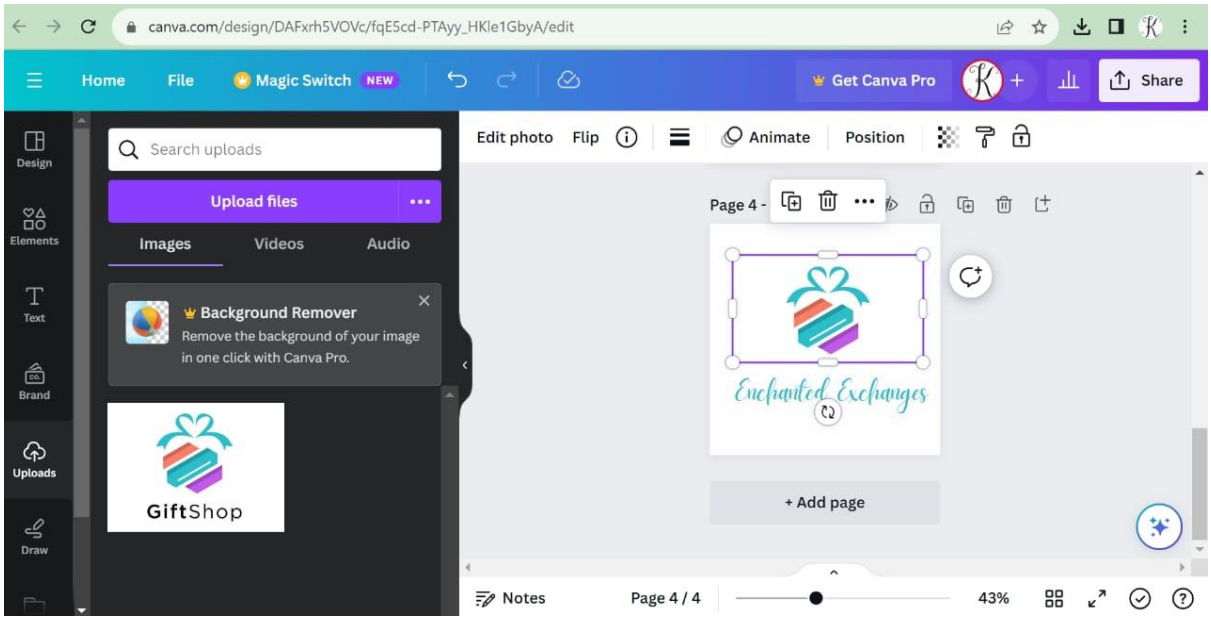
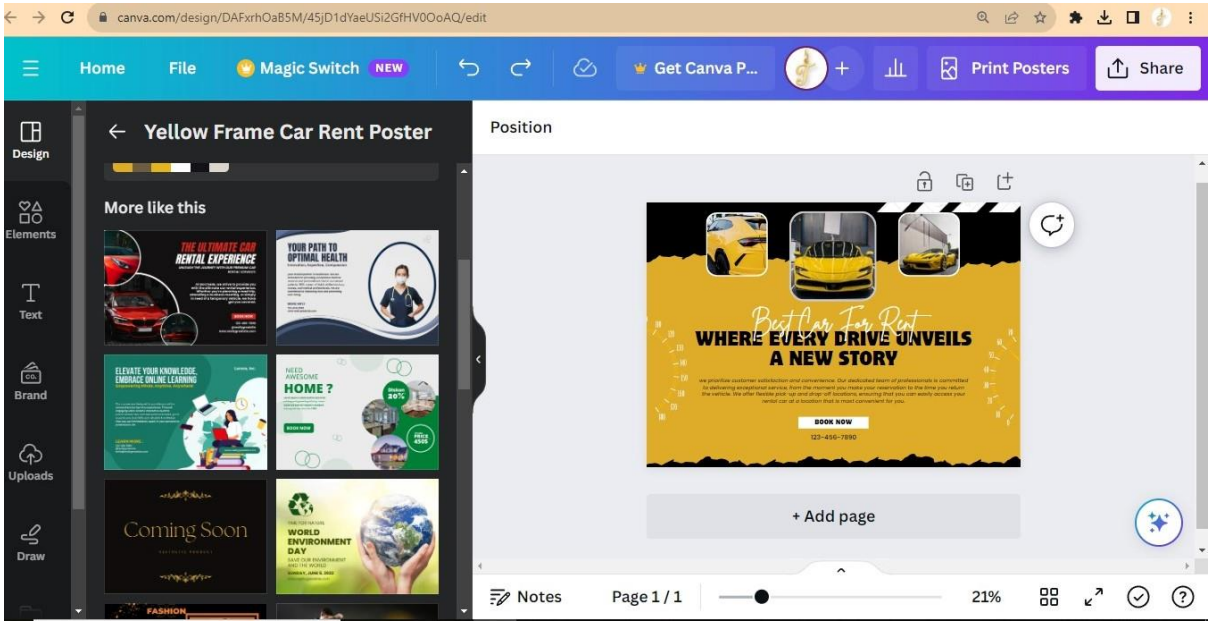


CREATING POSTER USING CANVA

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

1.



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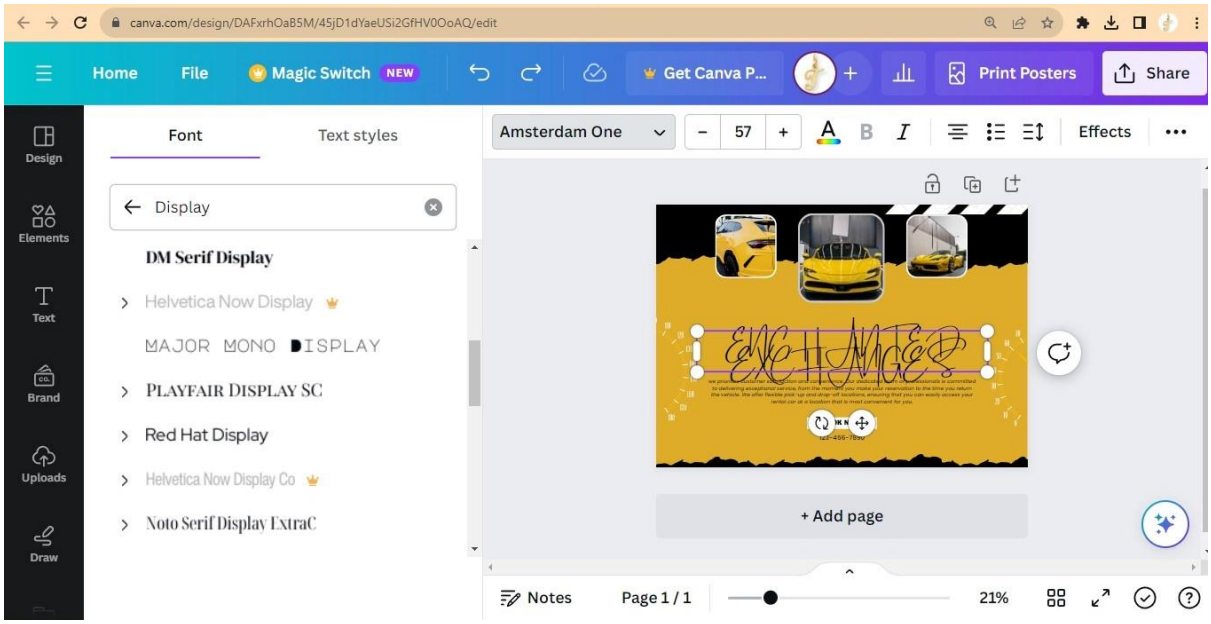

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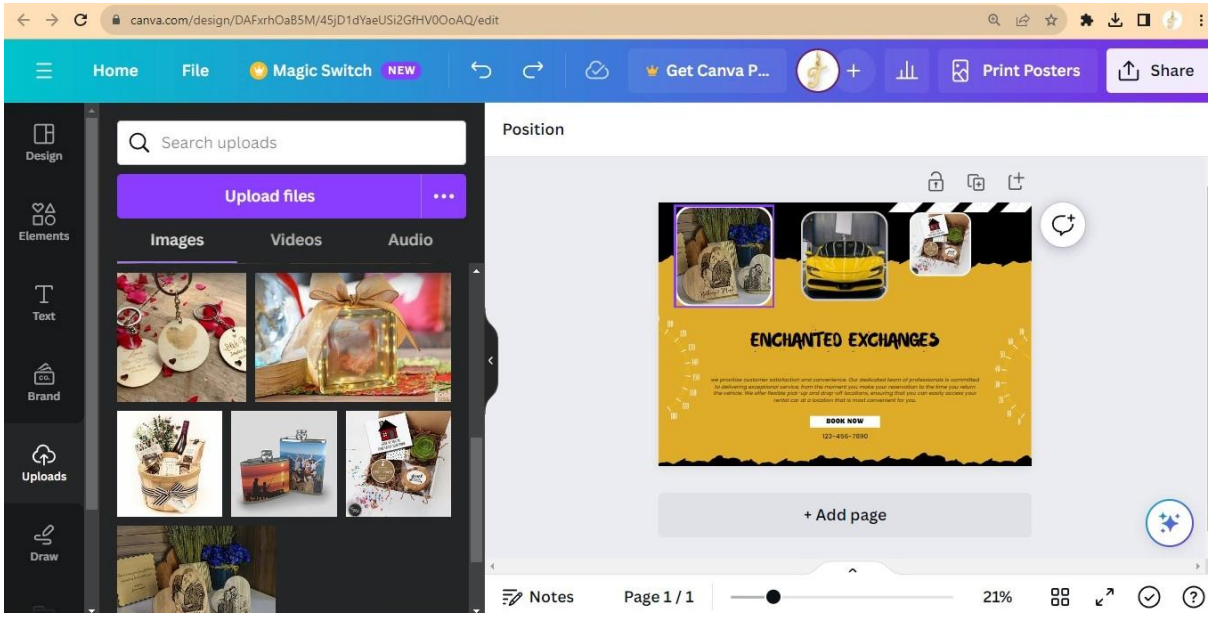
canva.com/design/DAFxrhOaB5M/45jD1dYaeUSi2GfHV0OoAQ/edit
Home
File
Magic Switch
NEW
Get Canva P...
Print Posters
Share
Design
Elements
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Brand
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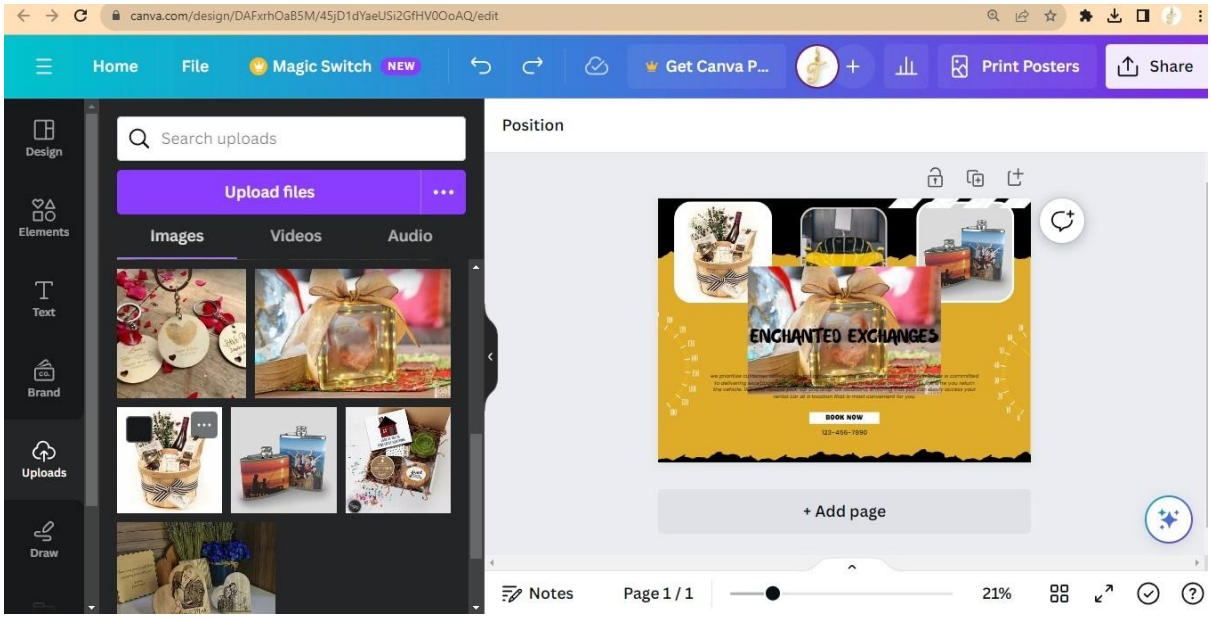
ENCHANTED EXCHANGES
BOOK NOW
+ Add page
Notes
Page 1 / 1
21%

4.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Home
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NEW
Get Canva P...
Print Posters
Share
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ENCHANTED EXCHANGES
BOOK NOW
+ Add page
Notes
Page 1 / 1
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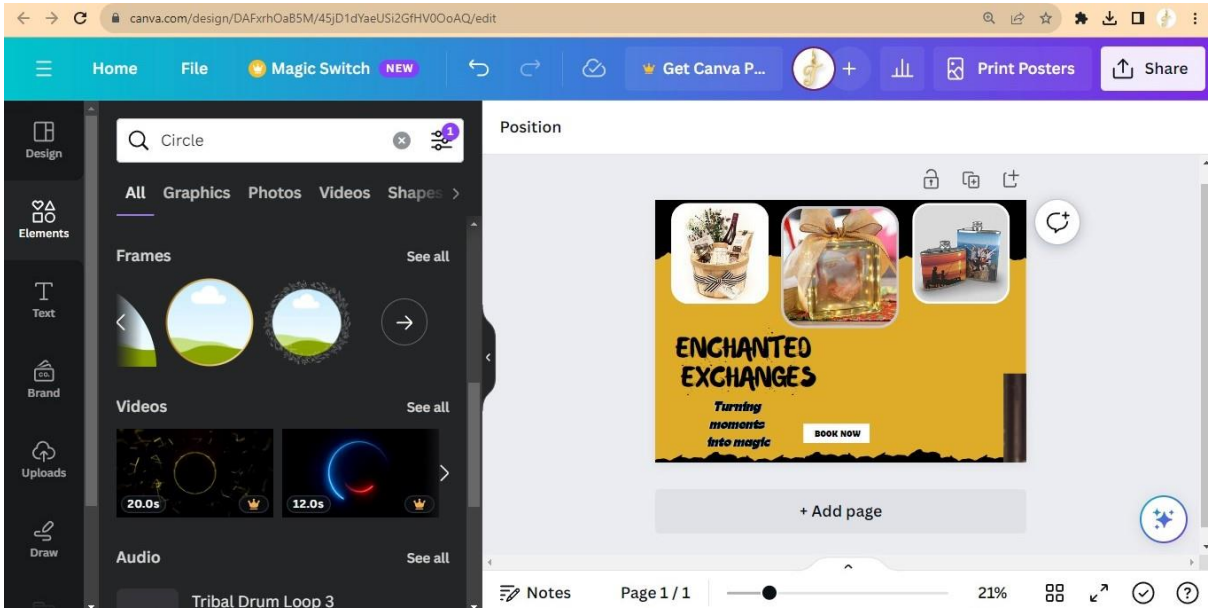
5.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Home
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Magic Switch
NEW
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Elements
Text
Brand
Uploads
Draw
Circle
All
Graphics
Photos
Videos
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20.0s
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Audio
See all
Tribal Drum Loop 3
Position
ENCHANTED EXCHANGES
Turning moments into magic
BOOK NOW
+ Add page
Notes
Page 1 / 1
21%

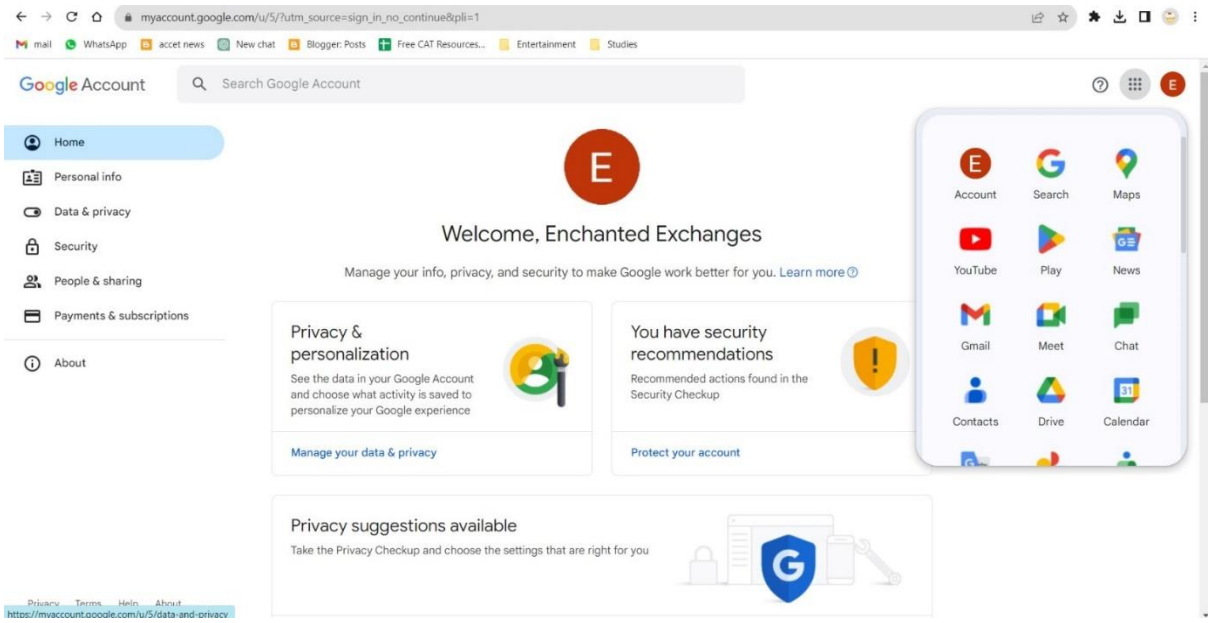
POSTER:

ENCHANTED EXCHANGES
Turning moments into magic
BOOK NOW

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.



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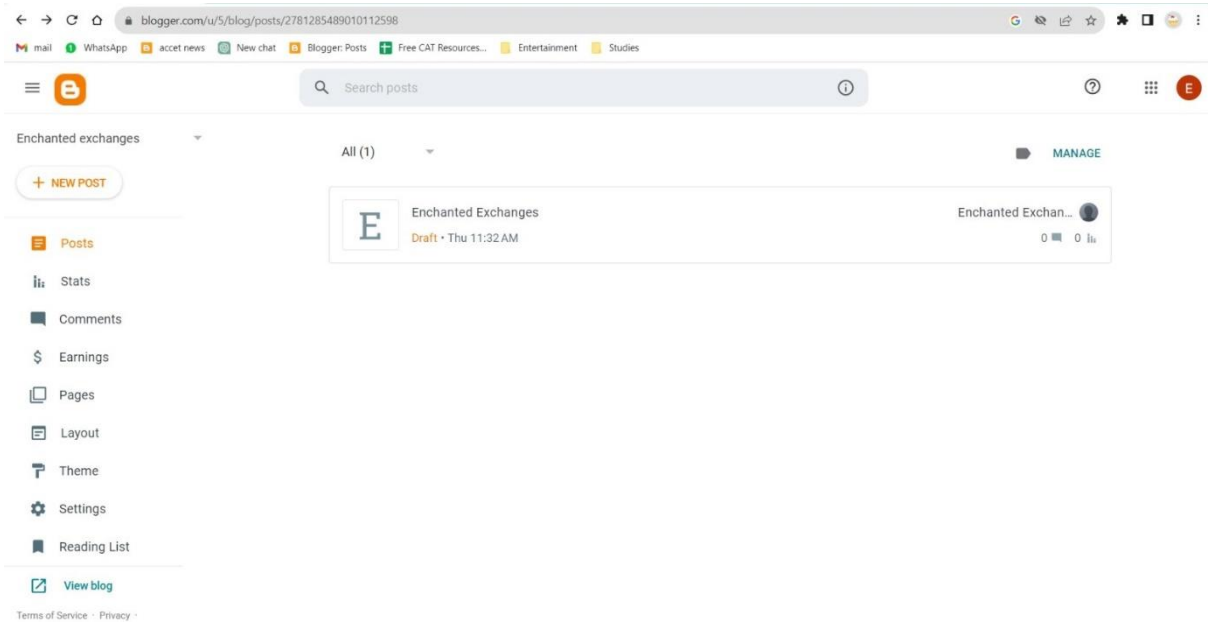

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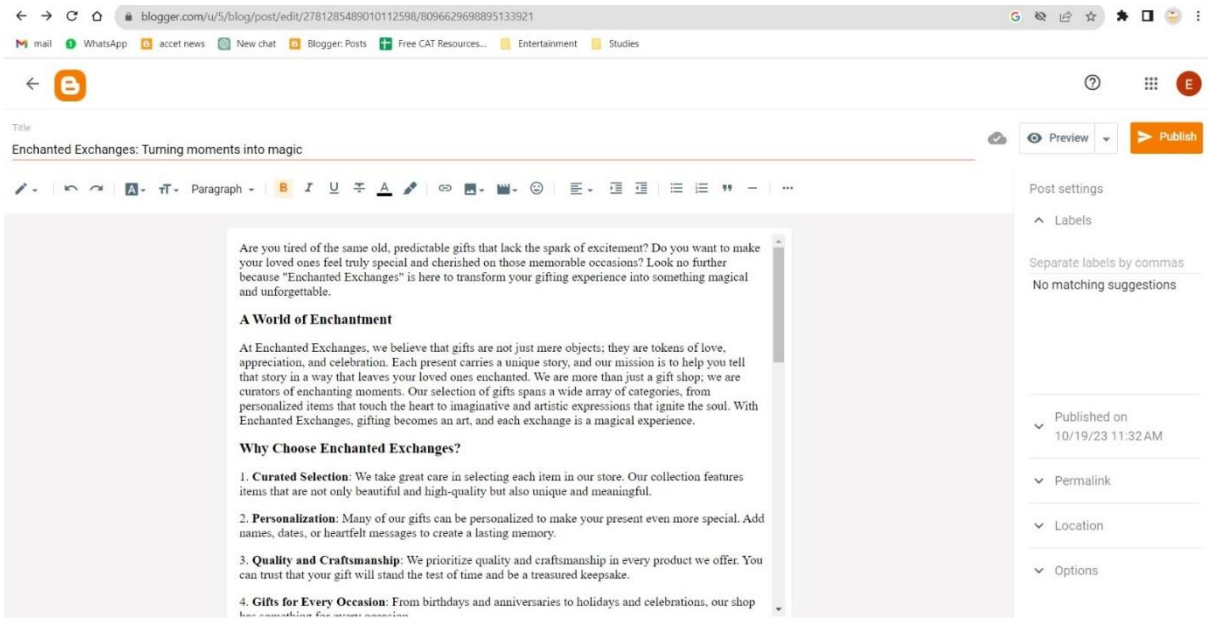
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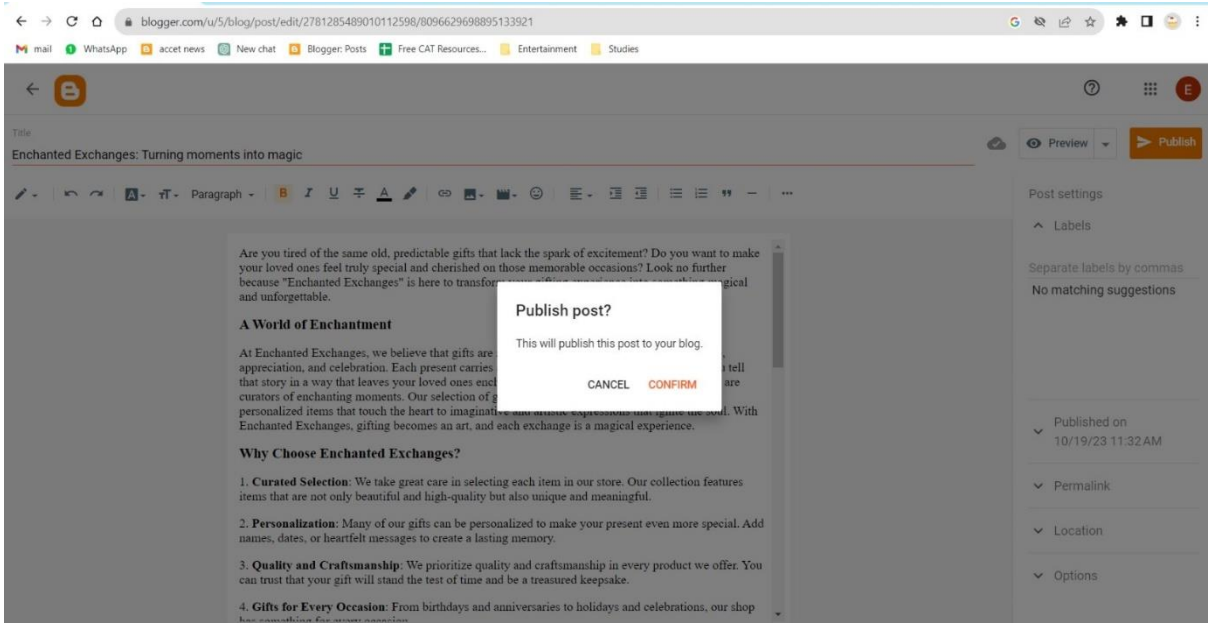
mail
WhatsApp
accet news
New chat
Blogger: Posts
Free CAT Resources...
Entertainment
Studies
Title
Enchanted Exchanges: Turning moments into magic
Preview
Publish
Paragraph
Are you tired of the same old, predictable gifts that lack the spark of excitement? Do you want to make your loved ones feel truly 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?
1. 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.
2. 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.
3. 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.
4. Gifts for Every Occasion: From birthdays and anniversaries to holidays and celebrations, our shop
Post settings
Labels
Separate labels by commas
No matching suggestions
Published on 10/19/23 11:32 AM
Permalink
Location
Options

4.


blogger.com/u/5/blog/post/edit/2781285489010112598/8096629698895133921
Enchanted Exchanges: Turning moments into magic
Publish post?
This will publish this post to your blog.
CANCEL
CONFIRM
Post settings
Labels
Separate labels by commas
No matching suggestions
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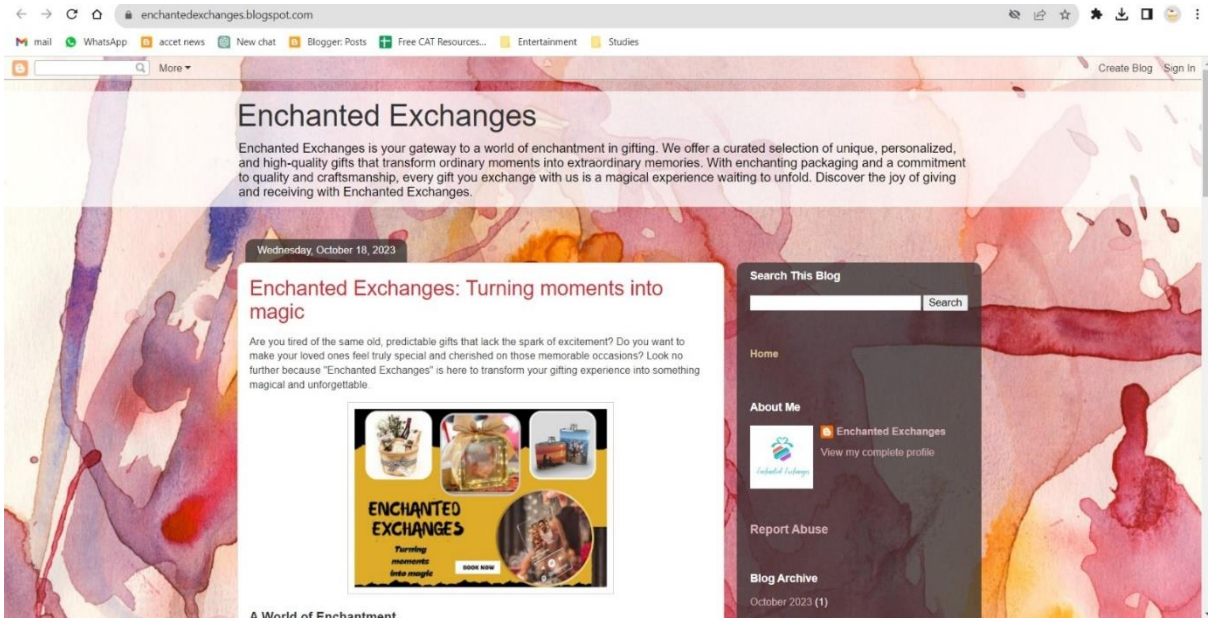
5.

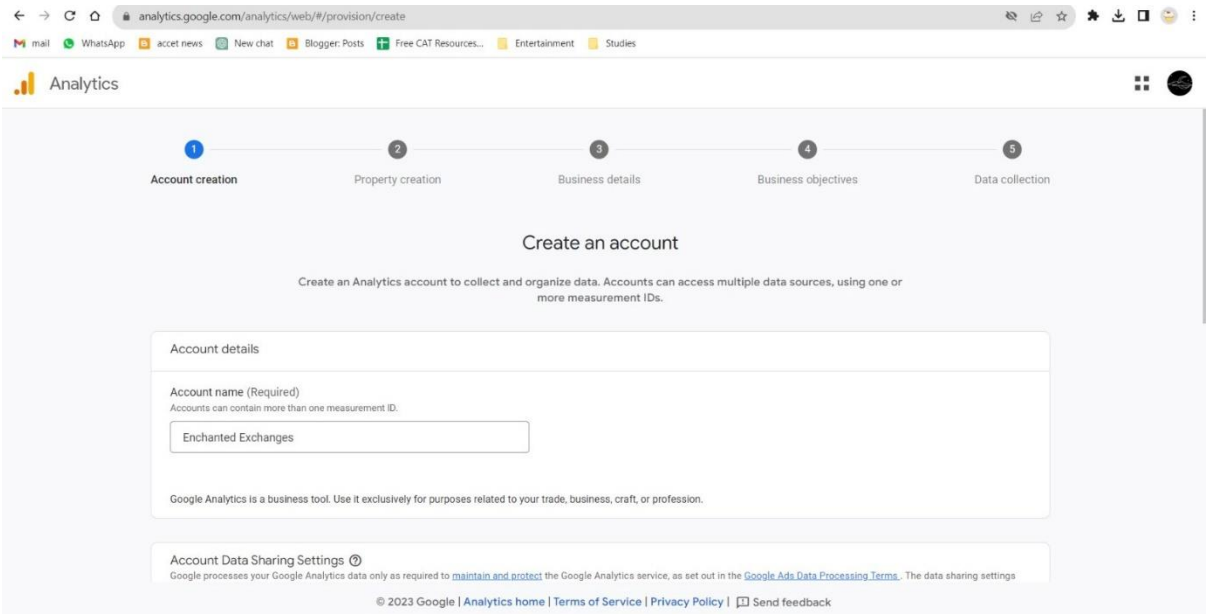


Blog Link: https://enchantedexchanges.blogspot.com/

ADDING GOOGLE ANALYTICS TO A WEBSITE

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

1.



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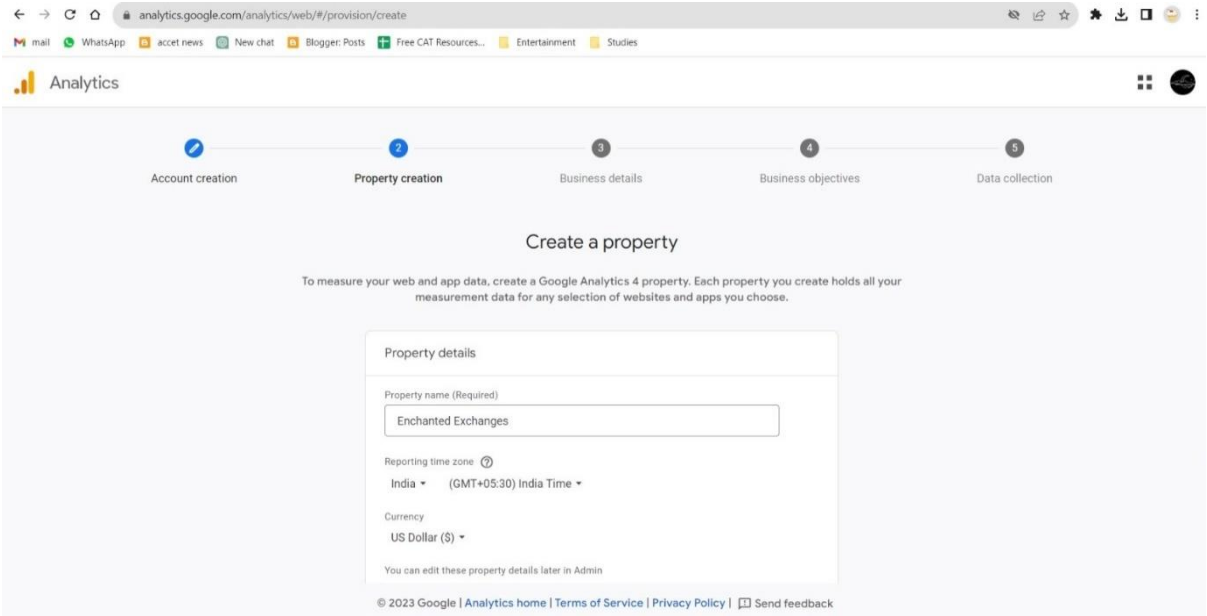

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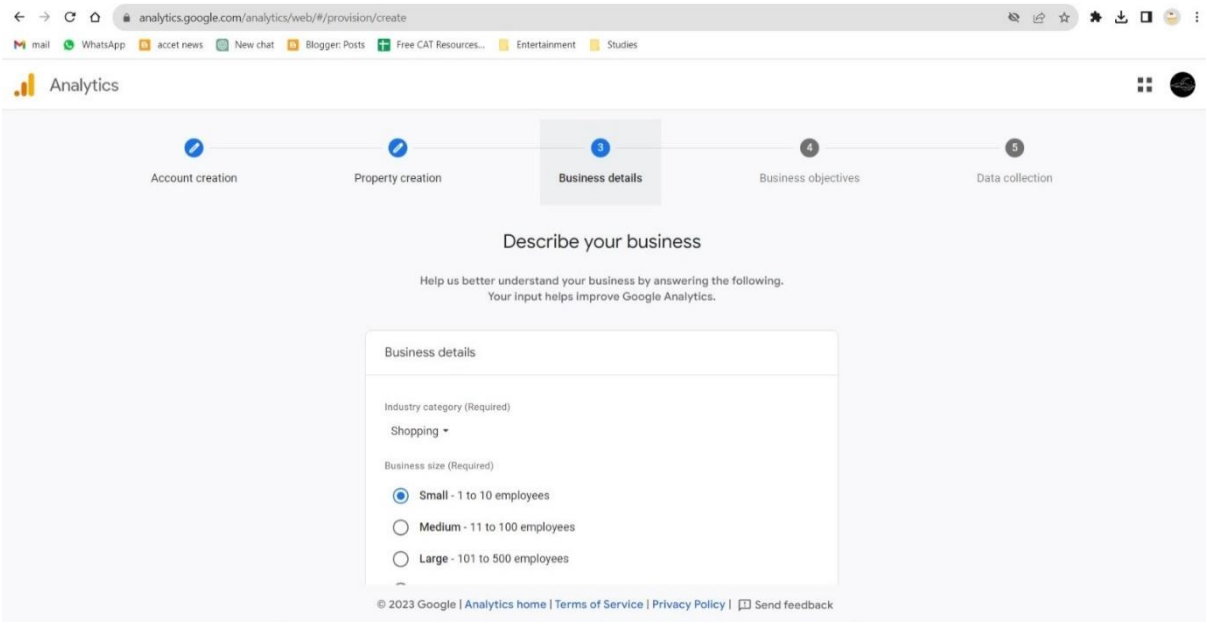
analytics.google.com/analytics/web/#/provision/create
mail
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New chat
Blogger: Posts
Free CAT Resources...
Entertainment
Studies
Analytics
Account creation
Property creation
3
Business details
4
Business objectives
5
Data collection
Describe your business
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
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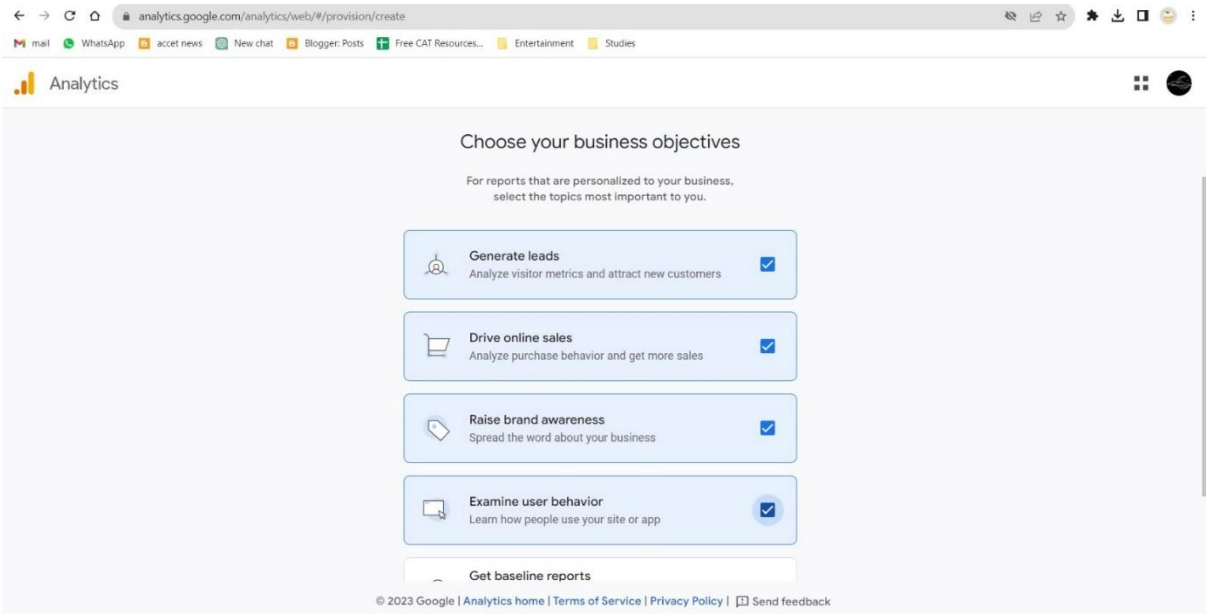
4.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Blogger: Posts
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Entertainment
Studies
Analytics
Choose your business objectives
For reports that are personalized to your business,
select the topics most important to you.
Generate leads
Analyze 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
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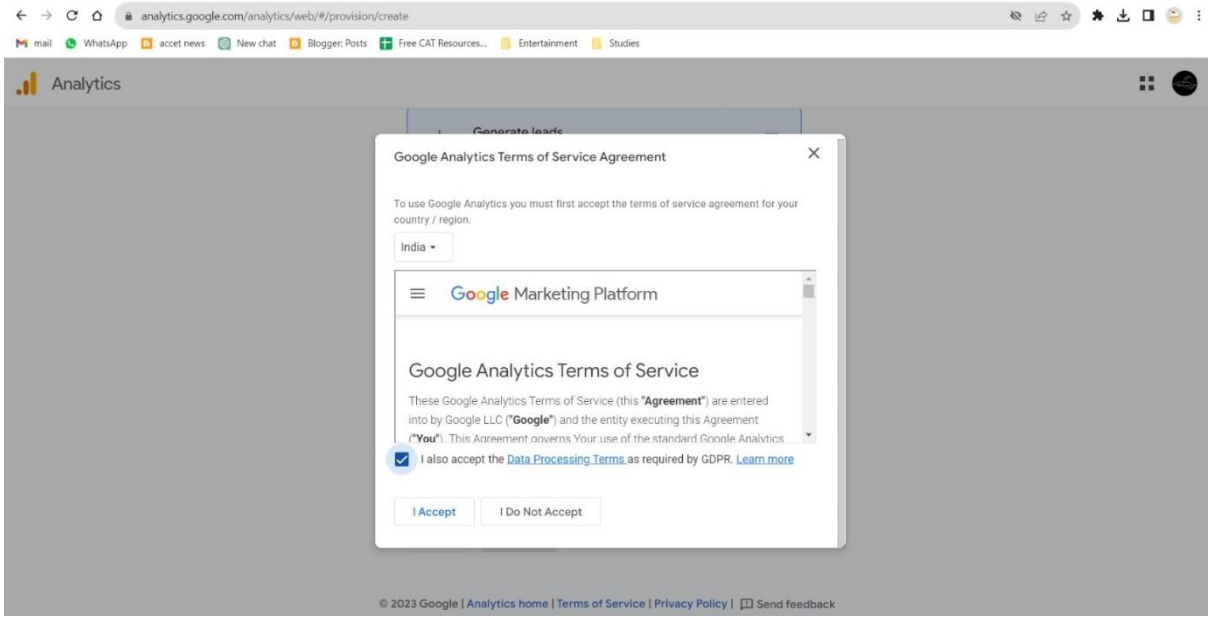
5.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Analytics
Google Analytics Terms of Service Agreement
To use Google Analytics you must first accept the terms of service agreement for your country / region.
India
Google Marketing Platform
Google Analytics Terms of Service
These Google Analytics Terms of Service (this "Agreement") are entered into by Google LLC ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics
I also accept the Data Processing Terms as required by GDPR. Learn more
I Accept
I Do Not Accept
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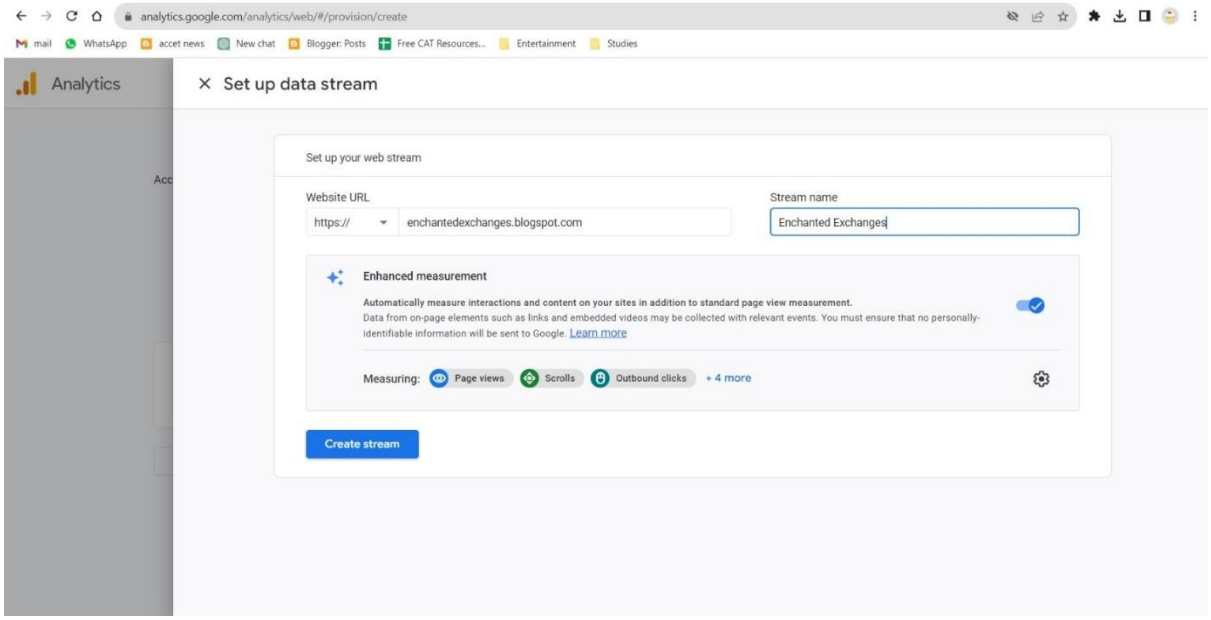
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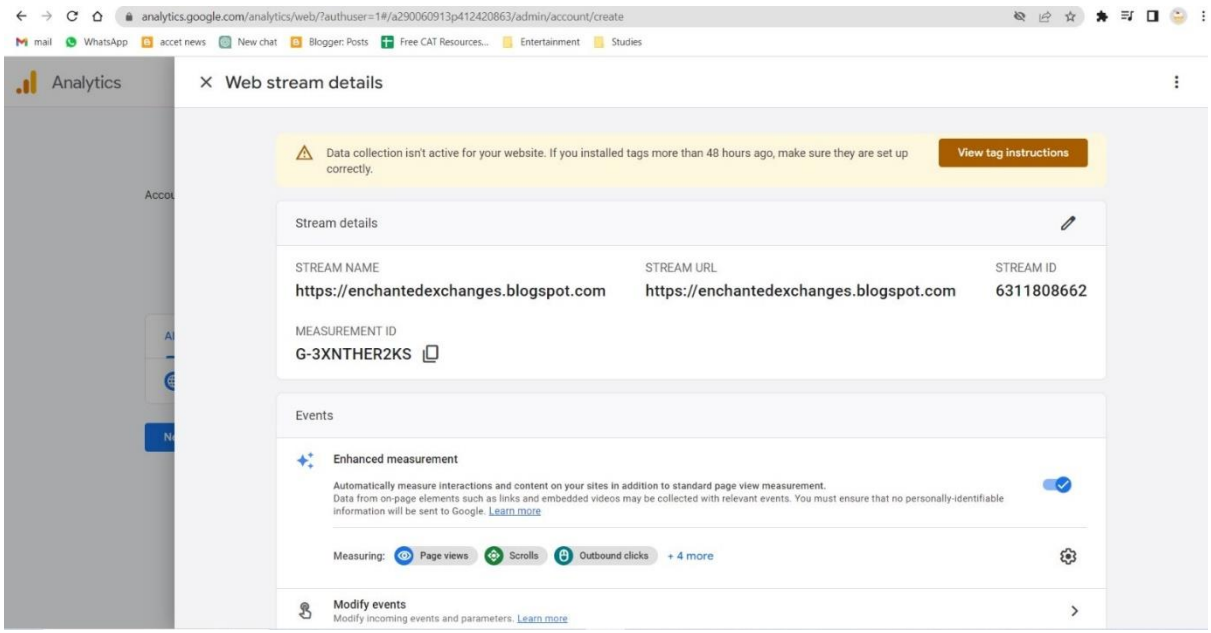
Analytics
Set up data stream
Set up your web stream
Website URL
https://
enchantedexchanges.blogspot.com
Stream name
Enchanted Exchanges
Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. Learn more
Measuring:
Page views
Scrolls
Outbound clicks
+ 4 more
Create stream

7.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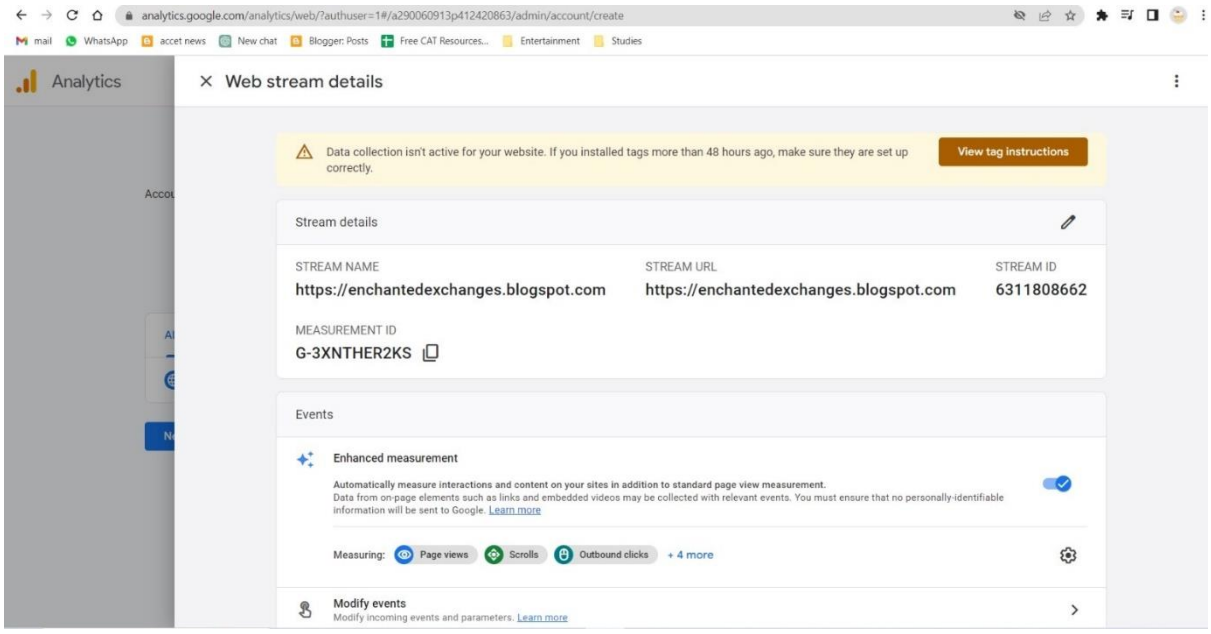
New chat
Blogger: Posts
Free CAT Resources...
Entertainment
Studies
Analytics
Web stream details
Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.
View tag instructions
Stream details
STREAM NAME
https://enchantedexchanges.blogspot.com
STREAM URL
https://enchantedexchanges.blogspot.com
STREAM ID
6311808662
MEASUREMENT ID
G-3XNTHER2KS
Events
Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. Learn more
Measuring:
Page views
Scrolls
Outbound clicks
+ 4 more
Modify events
Modify incoming events and parameters. Learn more

8.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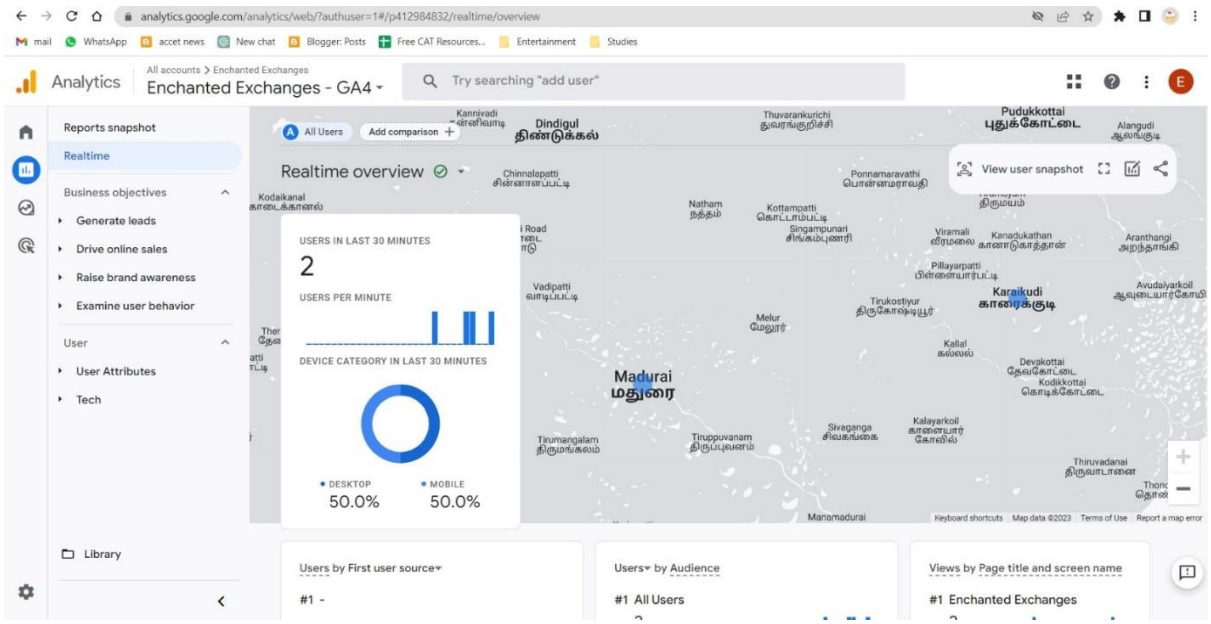
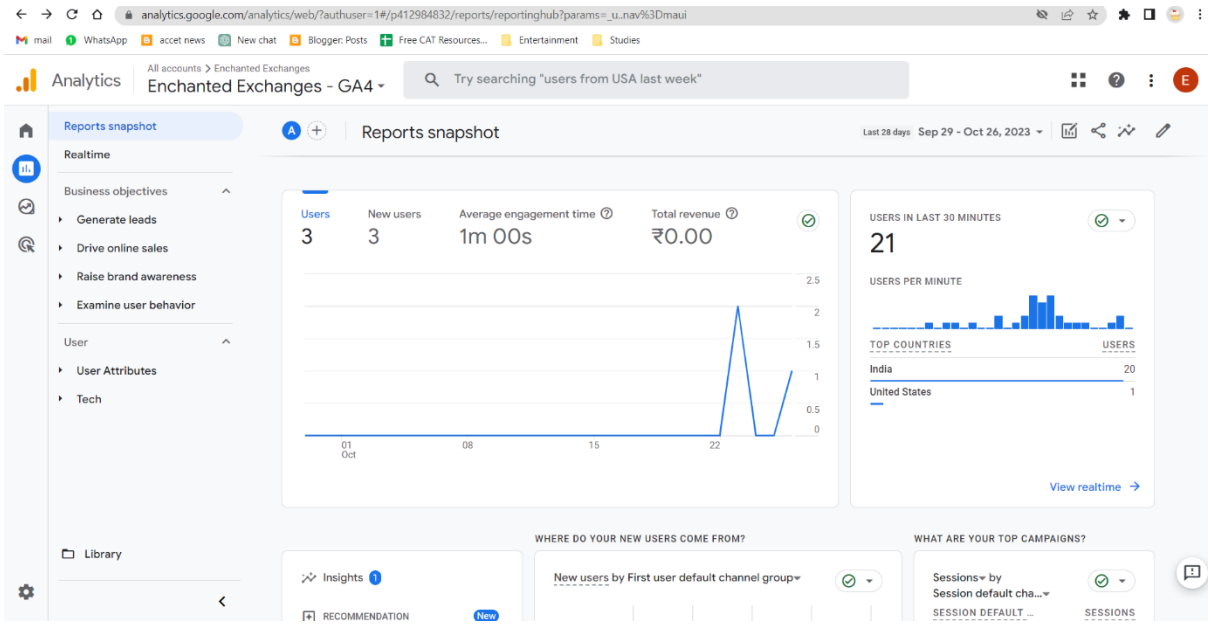
Blogger: Posts
Free CAT Resources...
Entertainment
Studies
Analytics
Web stream details
Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.
View tag instructions
Stream details
STREAM NAME
https://enchantedexchanges.blogspot.com
STREAM URL
https://enchantedexchanges.blogspot.com
STREAM ID
6311808662
MEASUREMENT ID
G-3XNTHER2KS
Events
Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. Learn more
Measuring:
Page views
Scrolls
Outbound clicks
+ 4 more
Modify events
Modify incoming events and parameters. Learn more

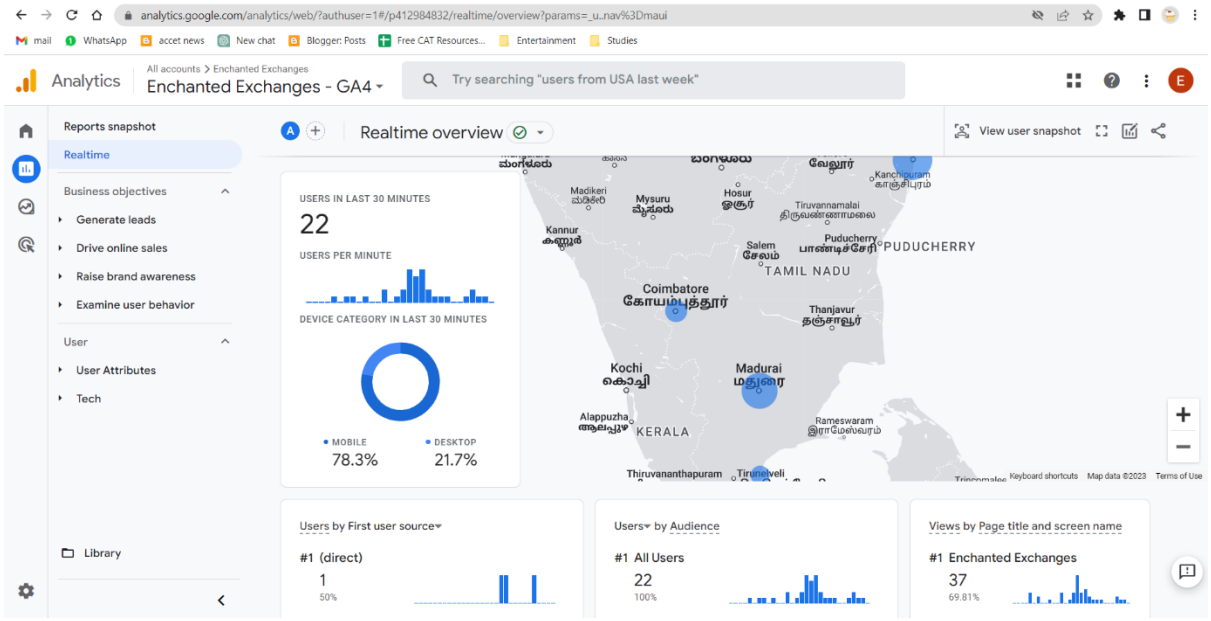
9.


Analytics
Enchanted Exchanges - GA4
Try searching "add user"
Reports snapshot
Realtime
Business objectives
Generate leads
Drive online sales
Raise brand awareness
Examine user behavior
User
User Attributes
Tech
Library
Realtime overview
View user snapshot
USERS IN LAST 30 MINUTES
2
USERS PER MINUTE
DEVICE CATEGORY IN LAST 30 MINUTES
DESKTOP
50.0%
MOBILE
50.0%
Madurai
மதுரை
Users by First user source
Users by Audience
#1 All Users
Views by Page title and screen name
#1 Enchanted Exchanges

10.


Analytics
Enchanted Exchanges - GA4
Try searching "users from USA last week"
Reports snapshot
Realtime
Business objectives
Generate leads
Drive online sales
Raise brand awareness
Examine user behavior
User
User Attributes
Tech
Library
Reports snapshot
Last 28 days Sep 29 - Oct 26, 2023
Users
3
New users
3
Average engagement time
1m 00s
Total revenue
₹0.00
USERS IN LAST 30 MINUTES
21
USERS PER MINUTE
TOP COUNTRIES
USERS
India
20
United States
1
View realtime
WHERE DO YOUR NEW USERS COME FROM?
WHAT ARE YOUR TOP CAMPAIGNS?
Insights
New users by First user default channel group
Sessions by Session default cha...
RECOMMENDATION
New
SESSION DEFAULT ...
SESSIONS

11.



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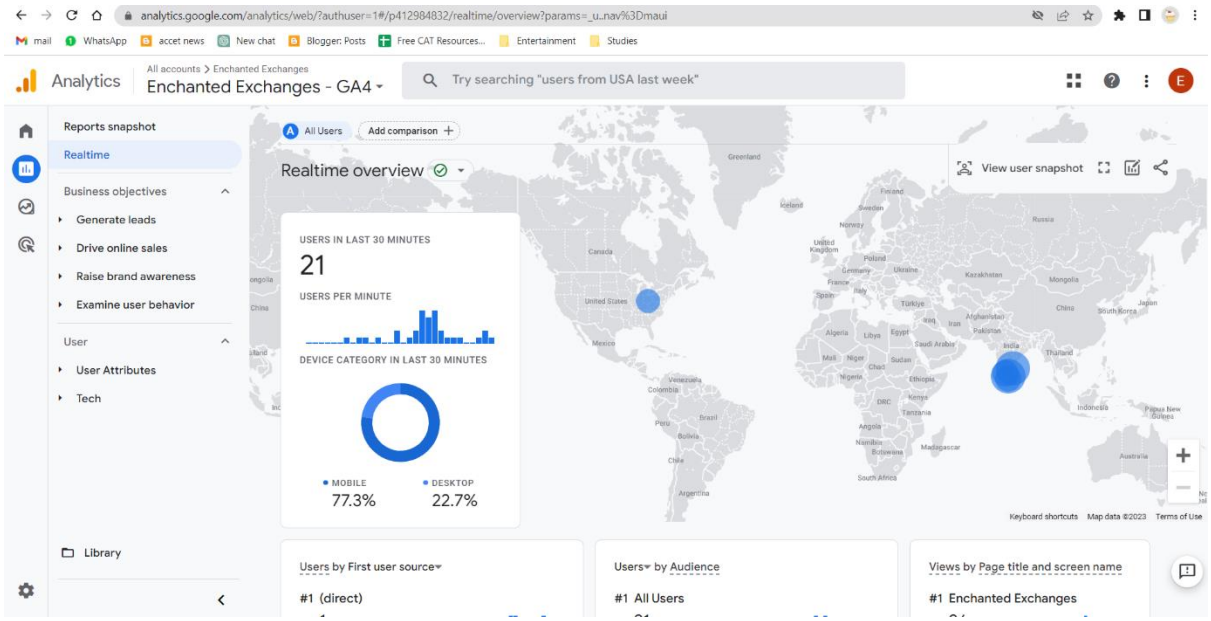

Project Demo Link: https://drive.google.com/file/d/1e4AYamuUCIZ5q-0LQ_-reNjT4nvEe1Sp/view?usp=drivesdk