

# **Developing a website for a business and checking its effectivity**

## **Executive Summary**

We are on the verge of the Digital Revolution as the new millennium begins. The emergence of digital media has played a significant role in this change. The way people used to do things is rapidly changing due to digital media. The marketers would, of course, be affected in the same way. Because of the lack of geographical restrictions, digital media has been deemed the most potent medium for advertising. The adoption of digital media has posed a new threat to traditional types of advertising. Advertisers promote their products via the "internet" or "television." As a result, with the rise of digital media, television, and radio, advertising equations are rapidly changing. We would want to investigate the influence of digital media on advertising from both the customers' and marketers' perspectives.

Digital media advertising has already surpassed traditional advertising in terms of spending and market share at its present rate of expansion. While outdoor advertising is expanding, it is not at the same rate as digital media advertising, which has already surpassed it.

# **Chapter 1**

## **Introduction**

The increase of digital media advertising is attributable to two factors: more marketers transferring their promotions online and the digital media's increasing penetration. Because digital media is still a relatively new medium compared to other well-established advertising mediums such as newspapers and magazines, advertisers have yet to fully realise the potential for profit.

The Momo Peddler plans to operate kiosks, stand-alone stalls and proper dine-in facilities. The Momo Peddler has something for everyone- because its founder believes that his brand should reflect the versatile nature of the products he is serving. “Momo are great as snacks, they are a popular street food, and you can also have them as lunch and dinner,” he says. “So we want to make sure that you will find a The Momo Peddler outlet that will serve you for whatever occasion you have in mind.”

The use of the internet is becoming commonplace. It has increased the usage of smartphones, desktops, and laptops, resulting in a significant increase in the power and volume of digital channels. India has converted this medium into a full-fledged market, whether it's through social media, Google searches, or online sales. And as a result of the growth of this industry, Digital Marketing has emerged as a leading source of internet-based business!

In India, the digital marketing industry is developing at a 25-30% yearly rate. And, if estimates are to be accepted, by the end of 2018, India had surpassed 500 million internet users. India also boasts the most Facebook users on the planet. Digital marketing has exploded in popularity as a result of high-speed digitization, internet portals, social media platforms, and other factors.

## **Chapter 2**

### **Company Overview**

MOMO PEDDLER café serving their momos in all over kalyan .In kalyan their 3 outlets of momo peddler first establish in khadakpada in 2019 after one year the owner of momo peddler launch his 2nd outlet in lal chowk which is famous spot in kalyan. November 2021 his launch 3<sup>rd</sup> outlet in rambaug kalyan west. The Momo Peddler has a unique business model- it requires less investment, and Mr Nikhil is confident that outlet will be able to recover their expenses much faster than in other businesses. Because The Momo Peddler stresses on affordability along with product quality, it will drum up volumes faster and maintain a loyal customer base.

#### **Vision**

By offering ethically sourced, quality food products which are reasonably priced and produced in a hygienic environment.

#### **Mission**

- To serve everyone that walks through our doors, and to welcome the entire world to experience our hospitality.
- To give our customers the authentic taste of the Himalayan momo, which are infused with rare and unique herbs and spices.
- To enhance our bouquet of offerings by incorporating the local flavours in the regions we operate.
- To bring you clean, fresh and high-quality food at affordable rates.

#### **Integrity**

Following the highest standards of professionalism and being recognized for doing so. Integrity, to us, means not only in terms of money and originality but also, encompassing all others forms as are generally understood.

## **People**

We value and respect everyone who comes through our doors. We strive to listen & serve them a genuine experience of enjoying the authentic taste of the Himalayan treats.

## **Synergy**

Family and community are an essential part of life at The Momo King. Here we uphold the belief that we work best when we work together and share experiences and perspectives to bring great ideas & innovations to the table.

We strive to bring to ‘the city of joy’ a place to catch up with your loved ones and at the same time fill your tummy with delicious Himalayan delicacies. Good music, great food and chilled out ambience is what we are all about.

## **Review of Literature**

Internet has major influence on the globe because it can serve billions of users all over the world. Thousands of local and global networks including private, public, academic, business, and government networks, all contribute to the creation of the Internet (Yongrui et al. 2014). Internet has opened the door for e-commerce. This section provides a brief overview of e-commerce, including what it is and how it differs from existing related ideas.

The use of e-commerce is growing as a way to conduct business (Ngai and Wat, 2002). The initial phase of conducting research regarding e-commerce is to explain the e-commerce idea.

E-commerce, therefore, is the purchase and sale of goods and services over the Internet. Businesses have their websites which allow consumers to browse products and services. Consumers then purchase the goods and services using various methods (e.g., credit card, debit card, electronic check, PayPal) via the website. Finally, the businesses ship the orders to the consumers' doorsteps. Consumers are also able to track the status of the product or service ordered as needed. All of these activities are conducted online.

E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996). However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e- Business as part of a recipe to stay competitive in the global economy.

<b>Definition</b>	<b>Reference</b>
E-commerce simply can be defined as doing business online	(Khurana and Mehra, 2015)
E-commerce stands for electronic commerce. It is trading in goods and services using computer networks, such as the Internet.	(Shahriari et al., 2015)
E-commerce denotes the paperless exchange of trade information using electronic data interchange, electronic mail, electronic bulletin boards, electronic funds transfer, the Web, and other network-based technologies.	(Bhalekar et al., 2014)
E-commerce indicates the buying and selling of goods and services through the Internet.	(Lim, 2014)
E-commerce is the interaction among communication systems, data management systems, and security, which together exchange commercial information in relation to the sale of goods or services.	(Nanehkaran, 2013)

### **Objectives of the report:**

- ✓ To create brand awareness through digital marketing.
- ✓ Creating new Search Engine Optimization strategies for website building of the business.
- ✓ To produce content for the gain customers in the social media platforms.
- ✓ To audit the website and detect the mistakes and suggest improvisations in it.
- ✓ To learn more about the keyword research.
  
- ✓ To create promotional campaigns using the digital marketing and Search engine optimization tools, in order to get the business services in front of people
- ✓ To collect and extract the data to find where the most of the people come to eat for street food
- ✓ Using social media platforms to promote services and make aware concept and importance of attestation services
- ✓ To analyze the traffic for the website through google analytics and Google search console.



## **Research Methodology**

To develop an effective website for a restaurant, researcher had to collect information about the factors which affect the quality perception of restaurants. For this researcher has conducted an interview with few people who visit the restaurant or order online food frequently. The interview was taken based on unstructured questions. Total 30 people of various age groups, different gender and from various locations of the city were interviewed.

Through such interaction with potential customers it was found that Food Quality, value for money, unique menu, convenience of ordering the food, and service time are the important factors which customers look for while ordering food online. Above all this, the most important factor which was recognised was the customer ratings for the menu.

Considering these factors the website was designed to highlight these factors. While the website was in process, it was shown to few potential customers. Following points were found missing from the website as per these potential customers and reviewer of the website-

1. No discount coupons visible on the top (first) page
2. The expected time of delivery is not visible
3. The credentials should be saved for future orders/ or there should be provision for creating personal account.
4. The most popular dish should be highlighted
5. Only cash on delivery option is given, paying with Gpay/ PhonePay/ Paytm should be made possible
6. The food deliverable area should be notified on the website
7. It will be more convenient if the mobile APP is developed
8. If somebody wants to dine in, then he/ she should be able to reserve the table and place order online so as to minimize the time.
9. It was suggested that many people may not know what Momo are, so to educate them about momos there should be short write up about Momo.
10. Site map is missing

Based on these inputs the website is refined further. The mobile APP is also developed for the convenience.

## **Execution - Development of the Website**

**Name of the Café: Momo Peddler**

### **Tasks:**

- To create official account credentials (Gmail)
- Create a website using several tools
- To make Website Audit manually as well as with tool
- To increase followers, like and on social media platforms through interaction.
- To build social presence through social book-marking.
- To publish ads on different website.
- To create poster and publish on various websites.
- To create content / small blog and publish on various websites.

### **Task No. and Task Name**

**1<sup>st</sup> Task:** To Create official account – Gmail.com

Creating the gmail credentials

**2<sup>nd</sup> Task:** Create Website using several tools

Following tools that use for to make website

- Wordpress (To make effective website without any coding skill)
- Elementor (For website website design)
- OceanWP (website theme)
- WooCommerce (his allows users to build an eCommerce website from scratch or add shopping cart functionality to an existing website.)

- Site Kit (How your site appeared in Search results and how many visitors you got from Search)

### **3<sup>rd</sup> Task: Website Audit**

Audit and detect errors using the following methods

- Manual
- Audit tool (using SEM rush)

### **4<sup>th</sup> Task: Social Media Marketing**

Interact with people and make them to follow their respective social media followers

- Facebook
- Instagram
- Zomato (To give them offer on dishes)

### **5<sup>th</sup> Task: Social Book Marking**

Using the keywords, create a post and publish it into the given websites

Assigned keywords

- Today hot dishes in momo peddler
- Fact about momos

### **6<sup>th</sup> Task: Classified Ads Submission**

Create an classified ad using the given keywords and post it into their respective websites Assigned keywords

- Today hot dishes in momo peddler
- Fact about momos

### **7<sup>th</sup> Task: Content / Small Blog Writing Create a short content / blog using the given keywords**

Assigned keywords

- Fact about momos

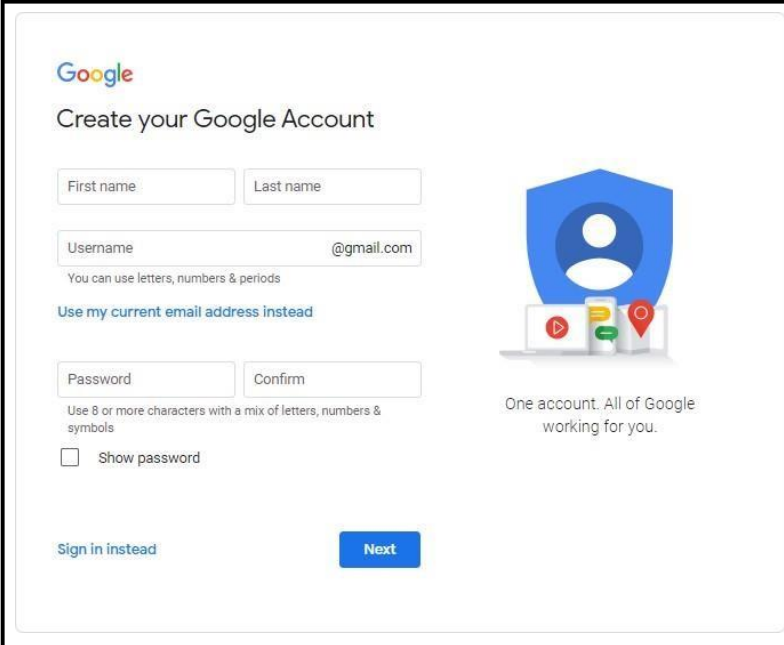
## 8<sup>th</sup> Task: Data Research and Extraction

Create a google sheet and collect data (name and contact information) of translators for given assigned language

Assigned Language: English

Here are the detailed analysis of some of the tasks given by the company guide

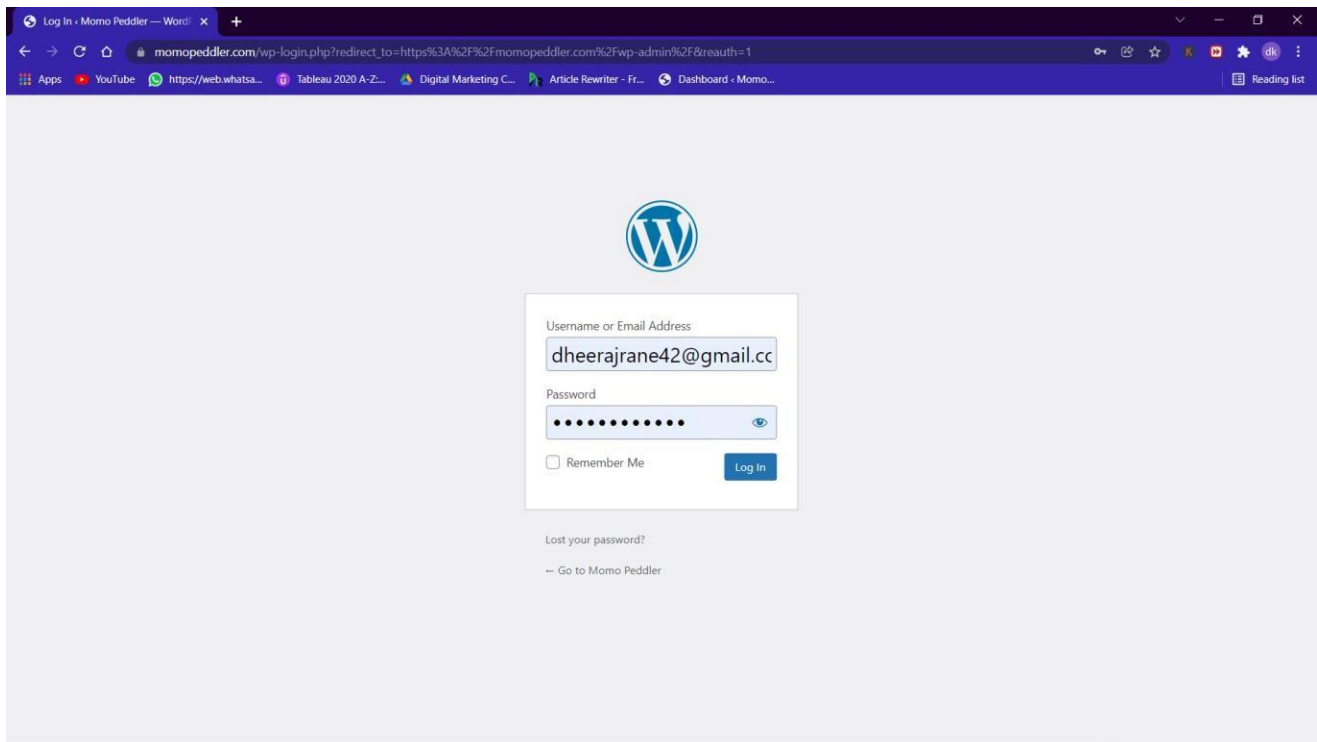
### Task 1: Creating Email credentials



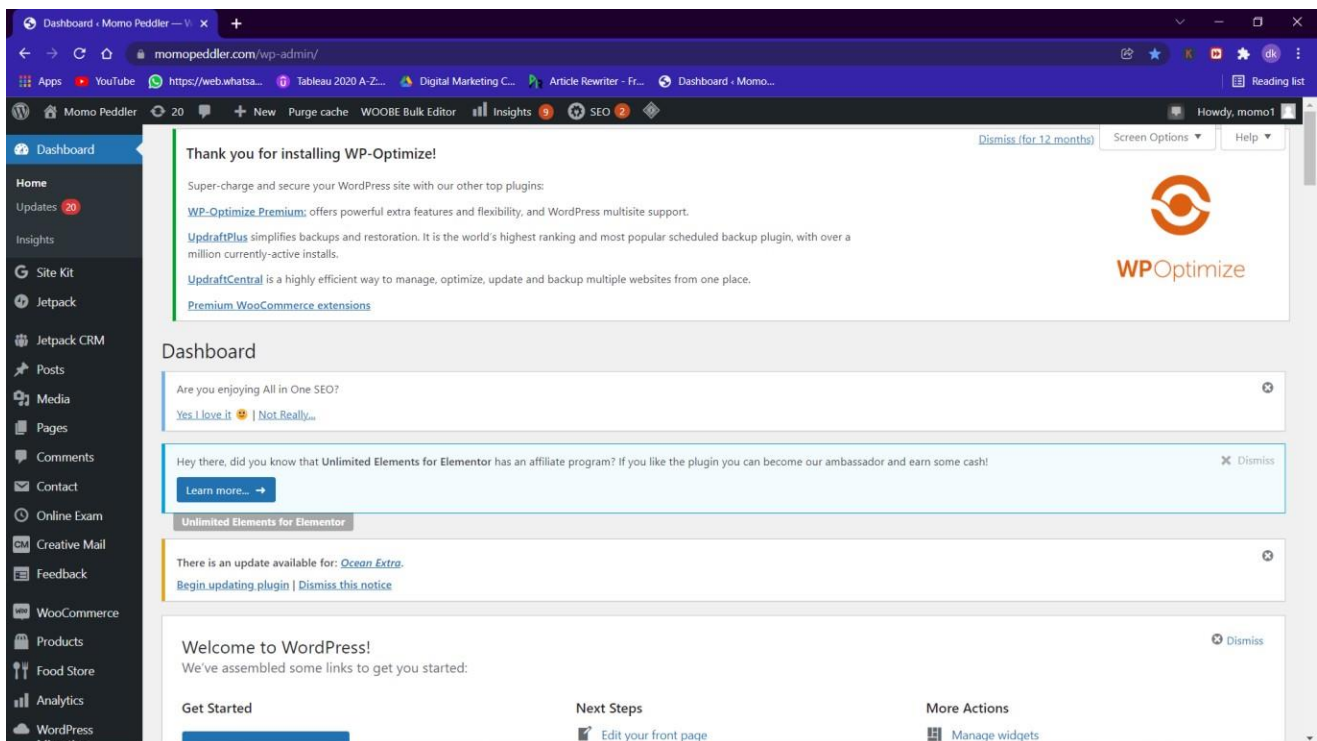
The image shows the Google Account creation interface. At the top, the Google logo is followed by the heading "Create your Google Account". Below this, there are input fields for "First name" and "Last name". A "Username" field is shown with "@gmail.com" as a placeholder, with a note below it stating "You can use letters, numbers & periods". A link "Use my current email address instead" is provided. Below these are "Password" and "Confirm" fields, with a note "Use 8 or more characters with a mix of letters, numbers & symbols" and a "Show password" checkbox. A "Next" button is at the bottom right, and a "Sign in instead" link is at the bottom left. On the right side, there is a graphic of a blue shield with a white person icon, and below it, icons for YouTube, Gmail, and Maps, with the text "One account. All of Google working for you."

Input: Created account on Gmail for give update to customers about new offer and keep track our work.

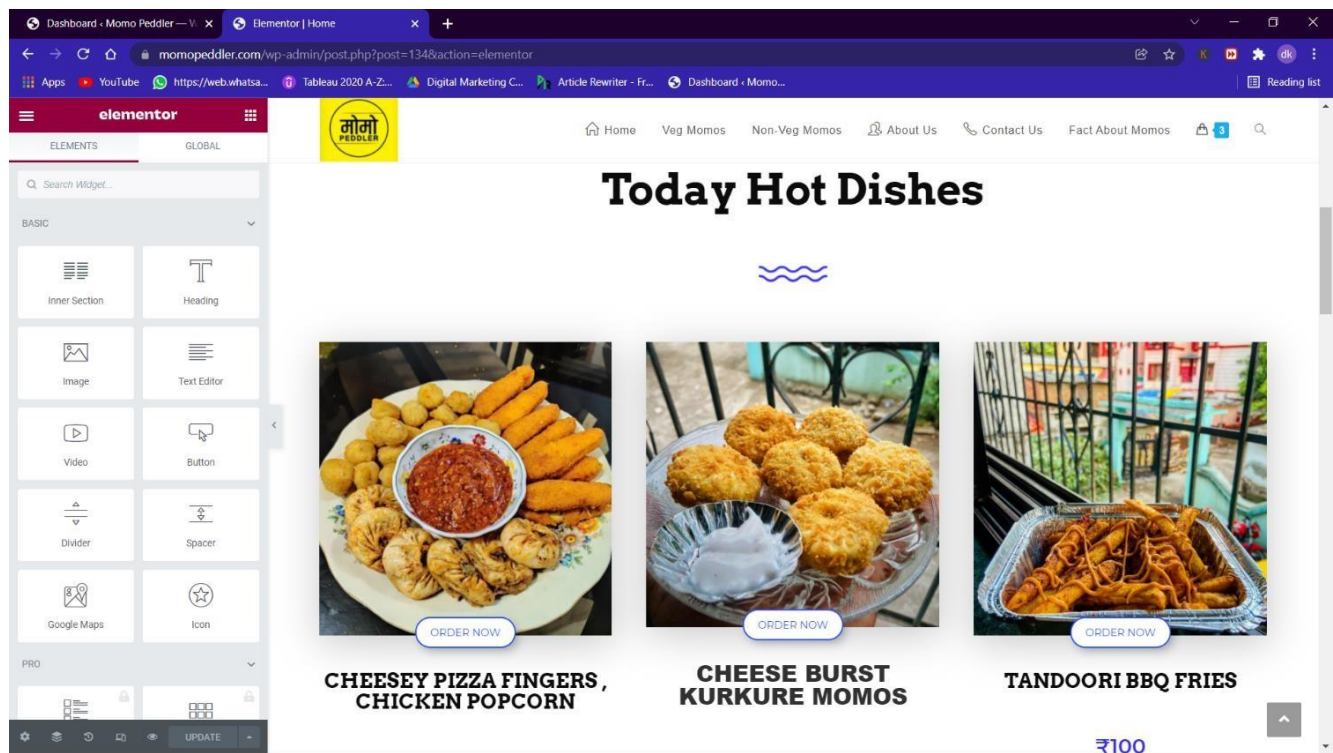
## 2<sup>nd</sup> Task: Create Website using several tools.



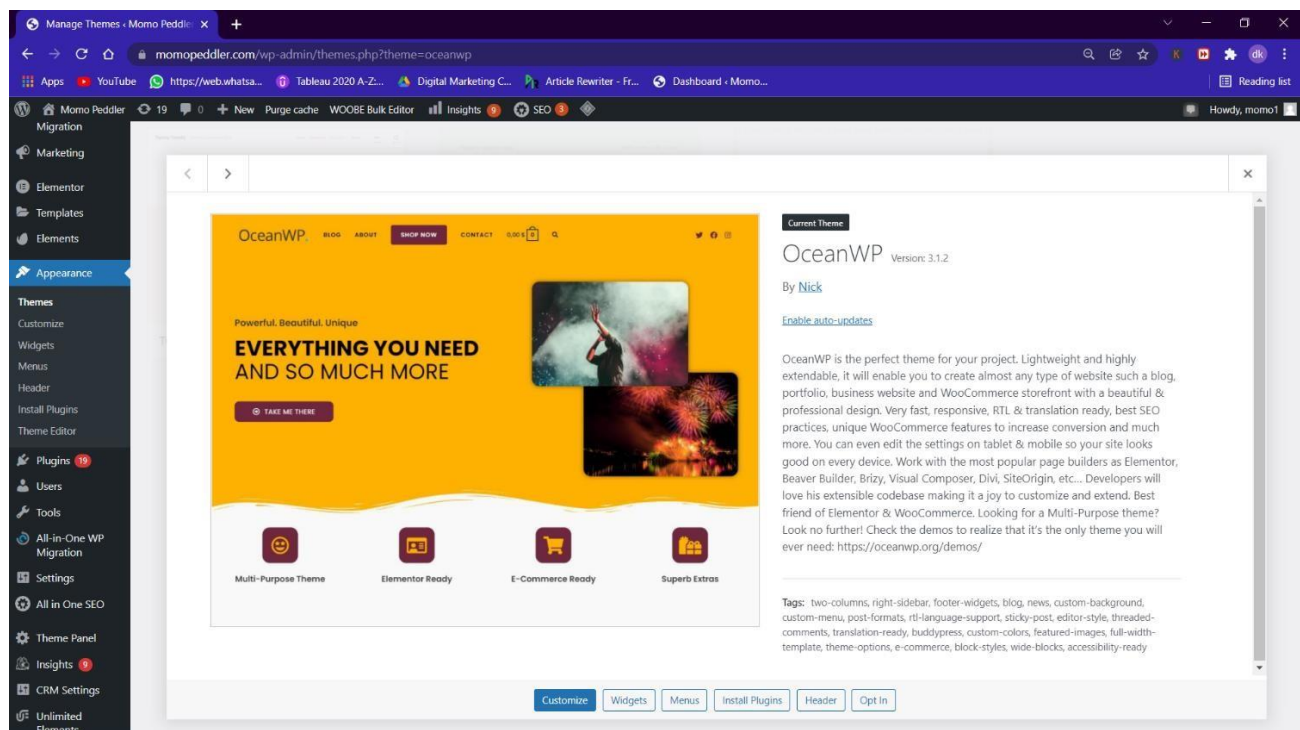
Wordpress (To make effective website without any coding skill)



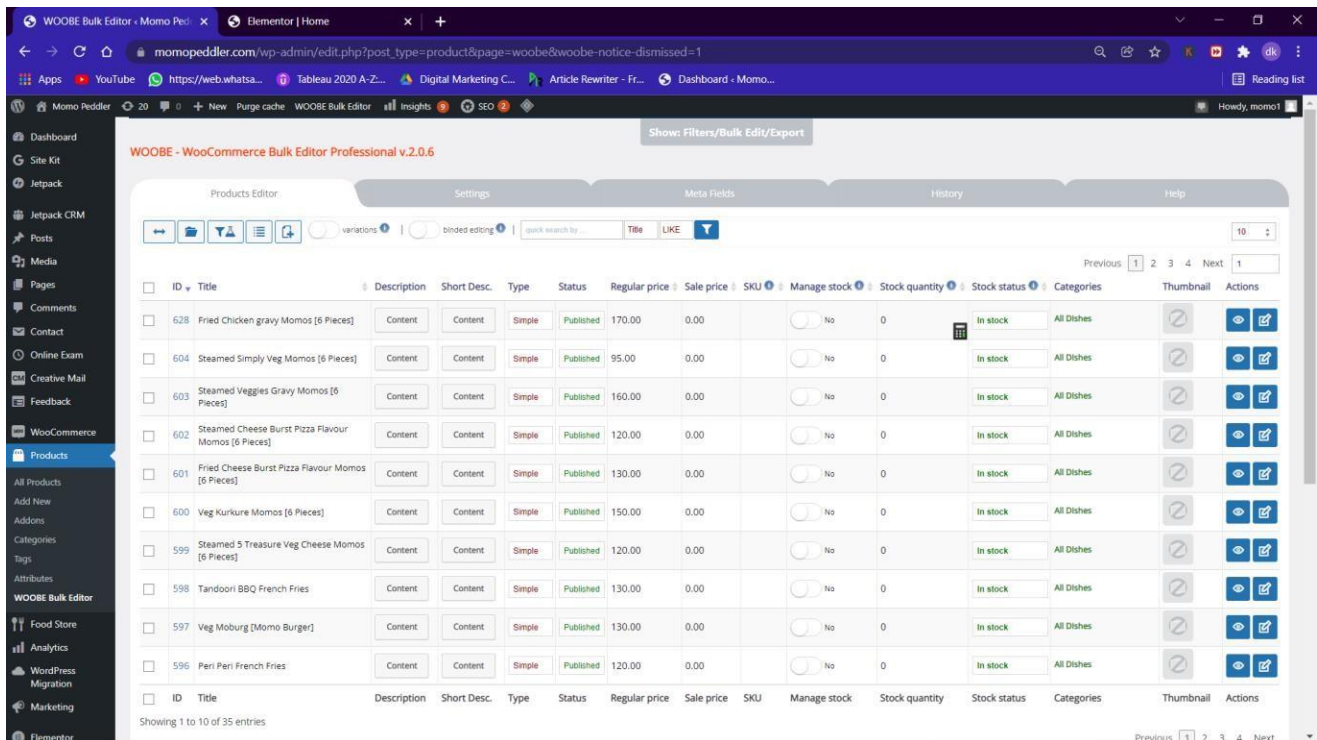
## Elementor (For website design)



## OceanWP (website theme)



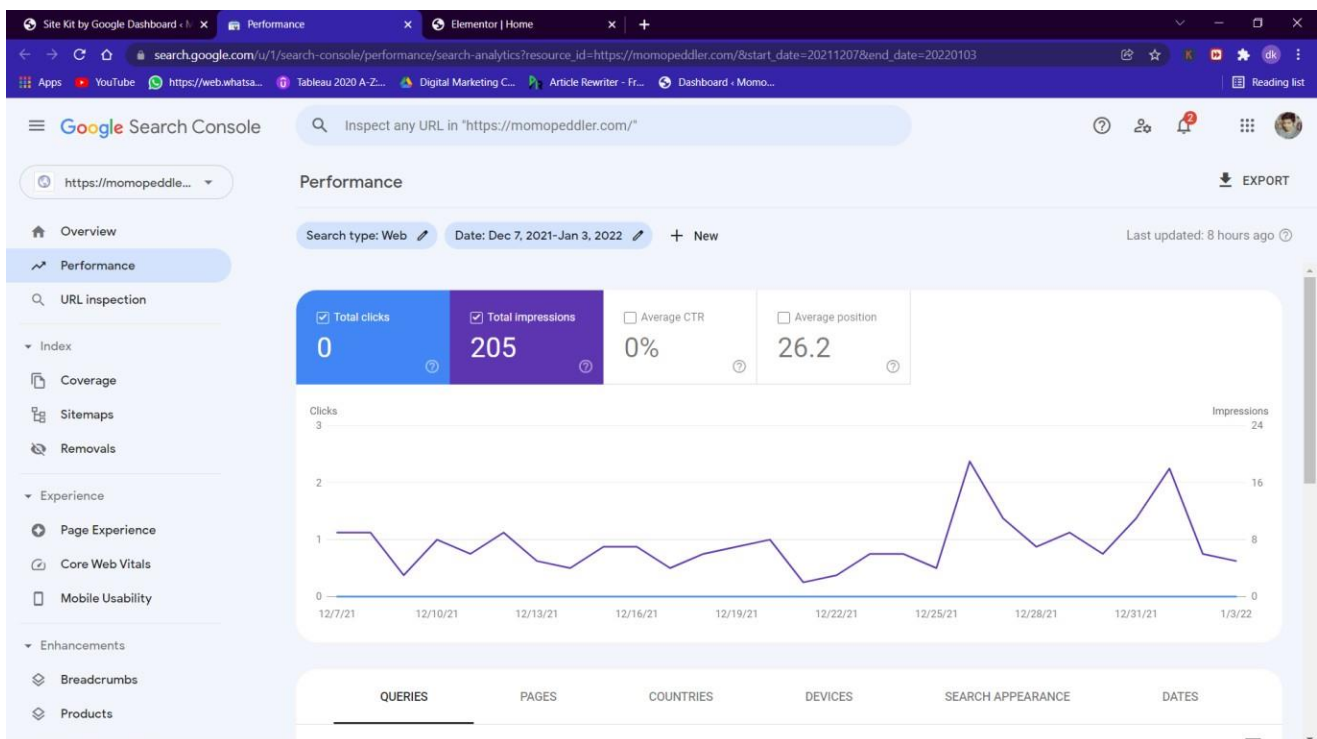
WooCommerce (this allows users to build an eCommerce website from scratch or add shopping cart functionality to an existing website.)



The screenshot shows the 'WooCommerce Bulk Editor Professional v.2.0.6' interface. It features a sidebar with navigation options like Dashboard, Site Kit, Jetpack, and Products. The main area displays a table of products with columns for ID, Title, Description, Short Desc., Type, Status, Regular price, Sale price, SKU, Manage stock, Stock quantity, Stock status, Categories, Thumbnail, and Actions. The table lists 10 products, including 'Fried Chicken gravy Momos', 'Steamed Simply Veg Momos', and 'Steamed Veggies Gravy Momos'.

ID	Title	Description	Short Desc.	Type	Status	Regular price	Sale price	SKU	Manage stock	Stock quantity	Stock status	Categories	Thumbnail	Actions
628	Fried Chicken gravy Momos [6 Pieces]	Content	Content	Simple	Published	170.00	0.00		No	0	In stock	All Dishes		
604	Steamed Simply Veg Momos [6 Pieces]	Content	Content	Simple	Published	95.00	0.00		No	0	In stock	All Dishes		
603	Steamed Veggies Gravy Momos [6 Pieces]	Content	Content	Simple	Published	160.00	0.00		No	0	In stock	All Dishes		
602	Steamed Cheese Burst Pizza Flavour Momos [6 Pieces]	Content	Content	Simple	Published	120.00	0.00		No	0	In stock	All Dishes		
601	Fried Cheese Burst Pizza Flavour Momos [6 Pieces]	Content	Content	Simple	Published	130.00	0.00		No	0	In stock	All Dishes		
600	Veg Kurkure Momos [6 Pieces]	Content	Content	Simple	Published	150.00	0.00		No	0	In stock	All Dishes		
599	Steamed 5 Treasure Veg Cheese Momos [6 Pieces]	Content	Content	Simple	Published	120.00	0.00		No	0	In stock	All Dishes		
598	Tandoori BBQ French Fries	Content	Content	Simple	Published	130.00	0.00		No	0	In stock	All Dishes		
597	Veg Moburg [Momo Burger]	Content	Content	Simple	Published	130.00	0.00		No	0	In stock	All Dishes		
596	Peri Peri French Fries	Content	Content	Simple	Published	120.00	0.00		No	0	In stock	All Dishes		

Site Kit (How your site appeared in Search results and how many visitors you got from Search)



### **3<sup>rd</sup> Task: Website Audit**

A website audit is a thorough evaluation of all factors that affect a website's search engine visibility. This popular approach gives you a complete picture of any website, including general traffic and specific pages. A website audit's only purpose is to achieve marketing objectives.

#### **The Benefits of a Website Audit**

- I. To improve SEO
- II. To improve the quality of material in the website
- III. To increase the prominence of search results
- IV. To make it more usable

The website audit can be done by mainly two methods:

- I. Manual website audit
- II. Audit using tools

Manual auditing entails seeing and analysing a website. During a manual audit, a person checks font size, text alignment, segmentation, and correct website material.

While through website audit tool are those tools which are specially designed for auditing the website and giving the suggestions about improvising the content and the search engine optimization of the given website

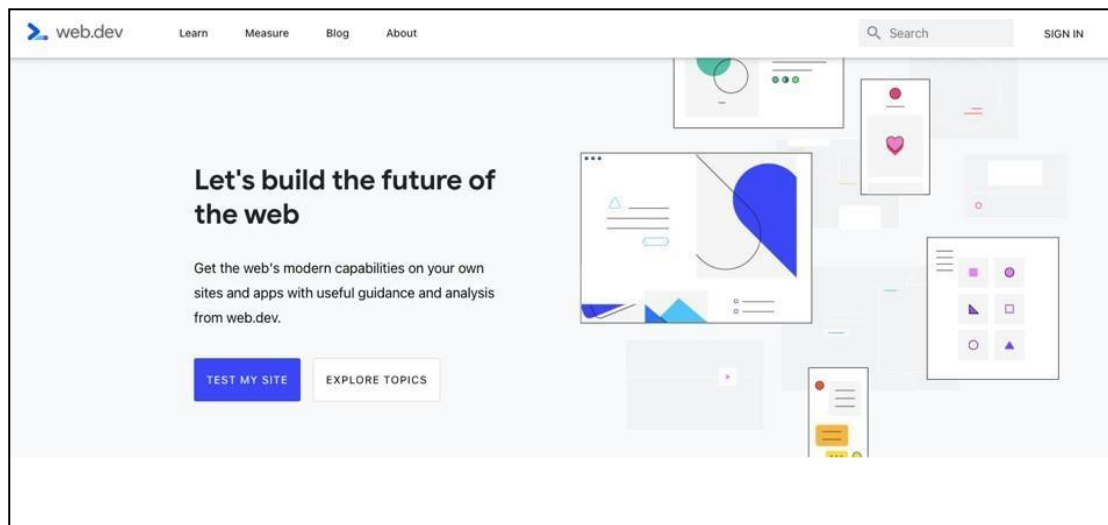


## Input:

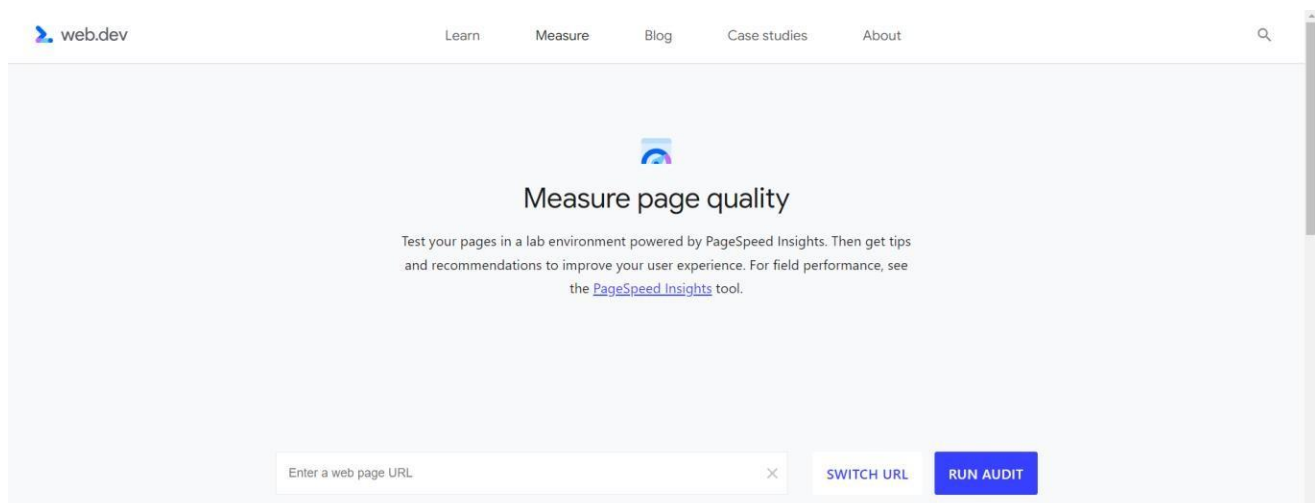
**Website for audit:** <https://momopeddler.com/>

**Audit tool website:** <https://web.dev/>

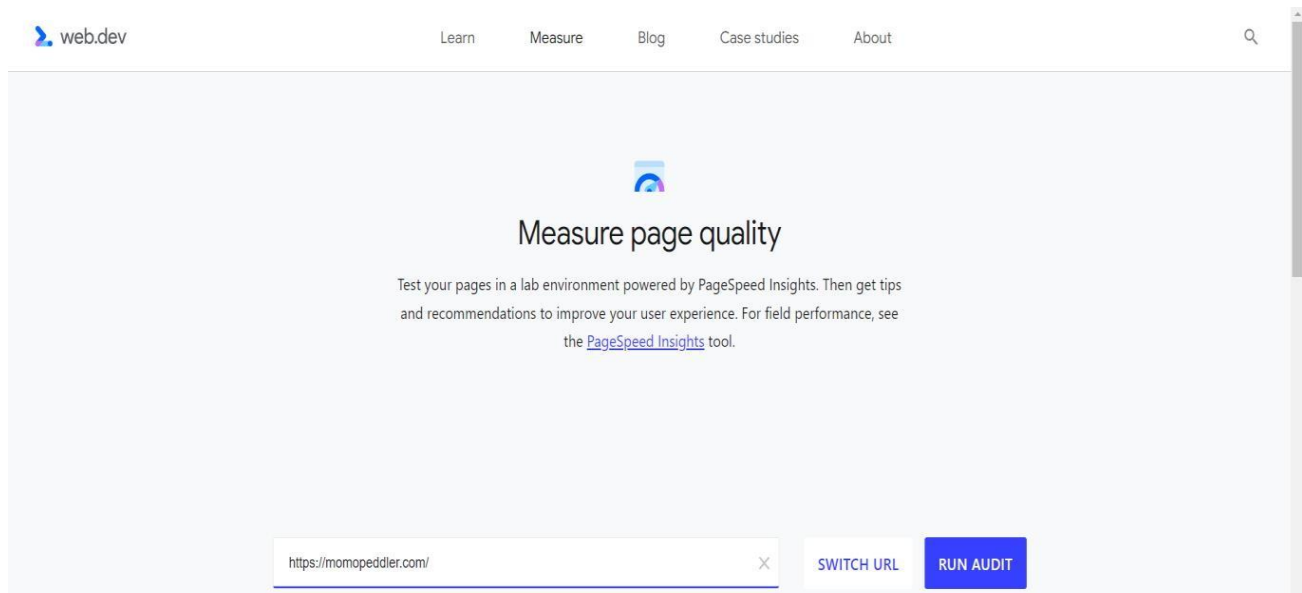
step 1: Click "Test My Site"



Step 2: Intern your website



Step 3: After inserting your website URL and then Run audit



The screenshot shows the 'Measure page quality' interface on the web.dev website. At the top, there is a navigation bar with the 'web.dev' logo and links for 'Learn', 'Measure', 'Blog', 'Case studies', and 'About'. A search icon is located on the right. The main heading is 'Measure page quality', accompanied by a small icon of a person with a checkmark. Below the heading, a paragraph explains that the tool tests pages in a lab environment powered by PageSpeed Insights and provides tips and recommendations for improving user experience. It also mentions that for field performance, users should see the [PageSpeed Insights](#) tool. At the bottom, there is a text input field containing the URL 'https://momopeddler.com/'. To the right of the input field is a 'X' icon to clear the text. Further right are two buttons: 'SWITCH URL' and 'RUN AUDIT'.

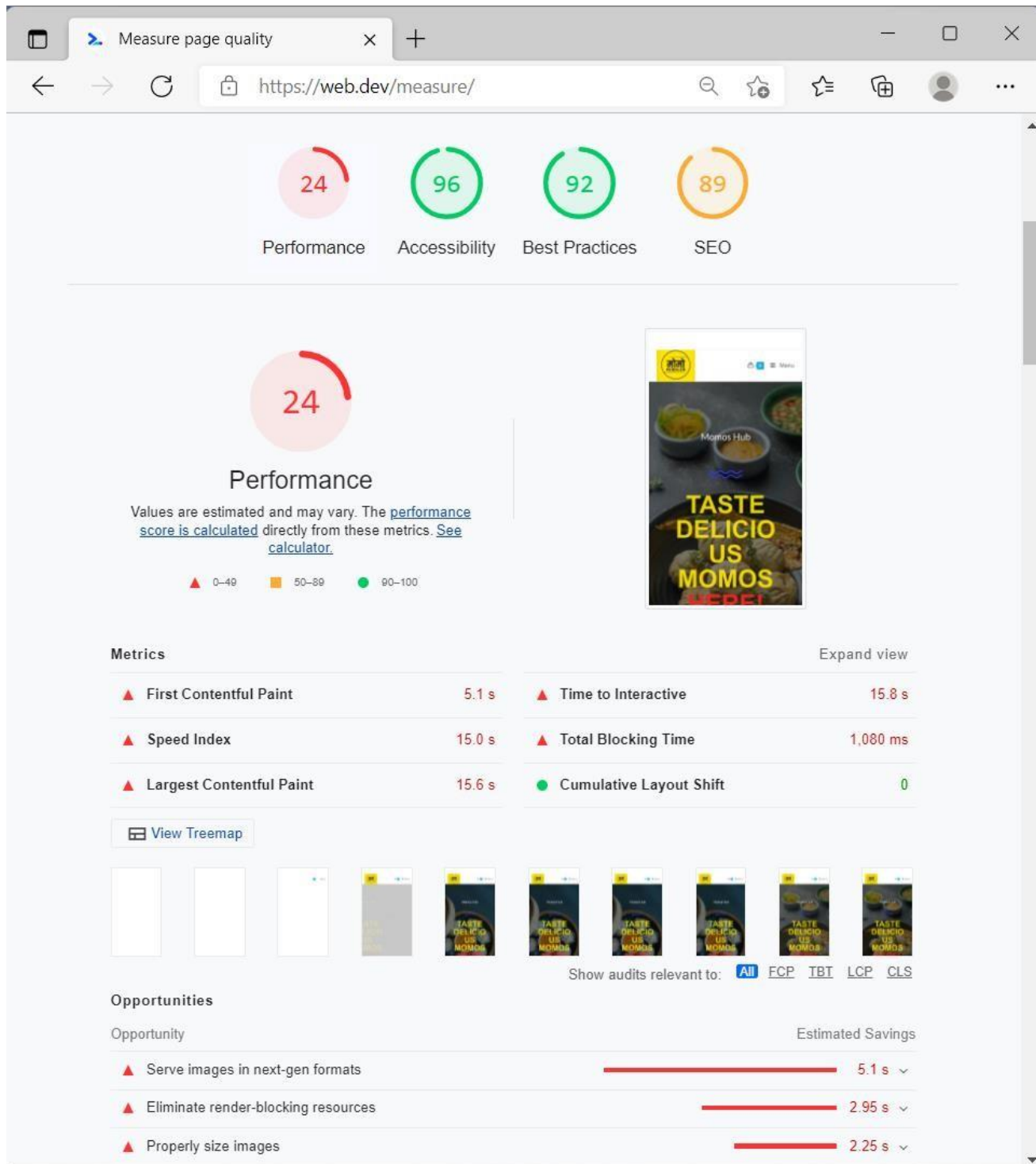
web.dev Learn Measure Blog Case studies About

## Measure page quality

Test your pages in a lab environment powered by PageSpeed Insights. Then get tips and recommendations to improve your user experience. For field performance, see the [PageSpeed Insights](#) tool.

X SWITCH URL RUN AUDIT

Step 4: After clicking run audit, here is the result of Website through website audit



Measure page quality

https://web.dev/measure/

▲ Reduce unused JavaScript1.35 s

▲ Reduce unused CSS1.2 s

▲ Reduce initial server response time1.05 s

■ Defer offscreen images0.3 s

These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

Diagnostics

▲ Ensure text remains visible during webfont load

▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 790 ms

▲ Image elements do not have explicit [width](#) and [height](#)

▲ First Contentful Paint (3G) — 11190 ms

▲ Minimize main-thread work — 7.9 s

▲ Serve static assets with an efficient cache policy — 51 resources found

▲ Avoid enormous network payloads — Total size was 4,586 KiB

■ Reduce JavaScript execution time — 3.2 s

○ Avoid chaining critical requests — 77 chains found

○ Keep request counts low and transfer sizes small — 124 requests • 4,586 KiB

○ Largest Contentful Paint element — 1 element found

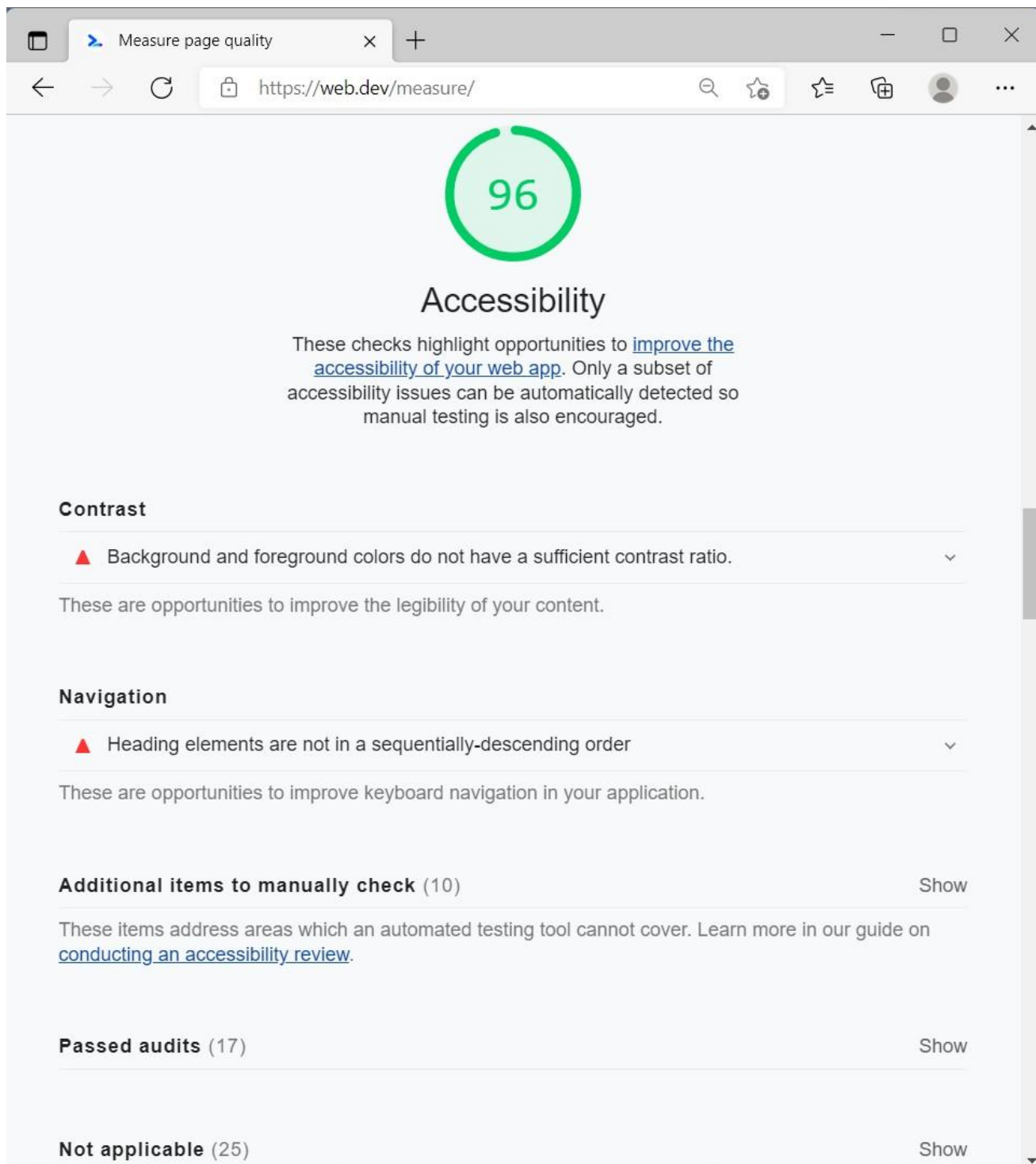
○ Avoid large layout shifts — 1 element found

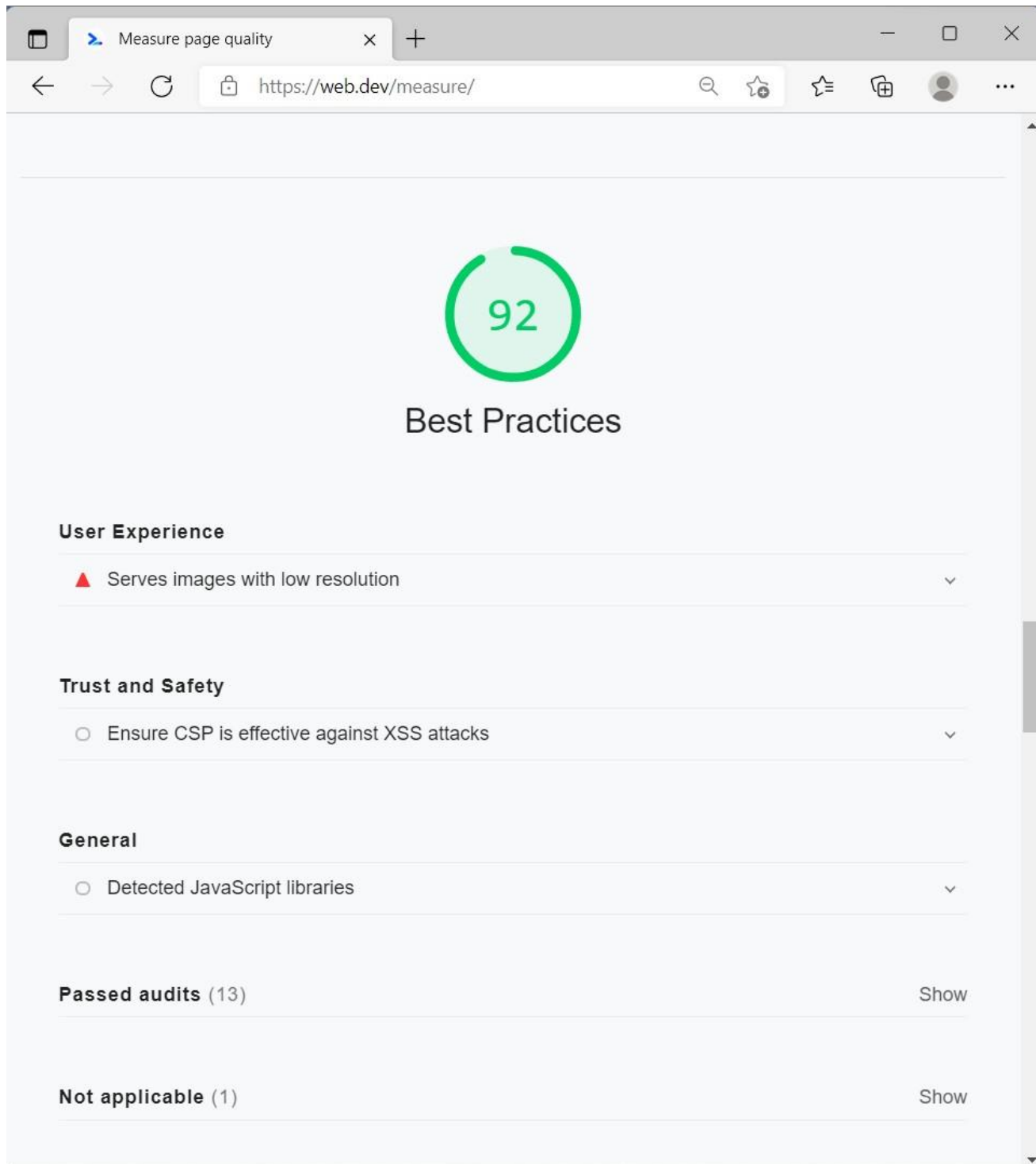
○ Avoid long main-thread tasks — 20 long tasks found

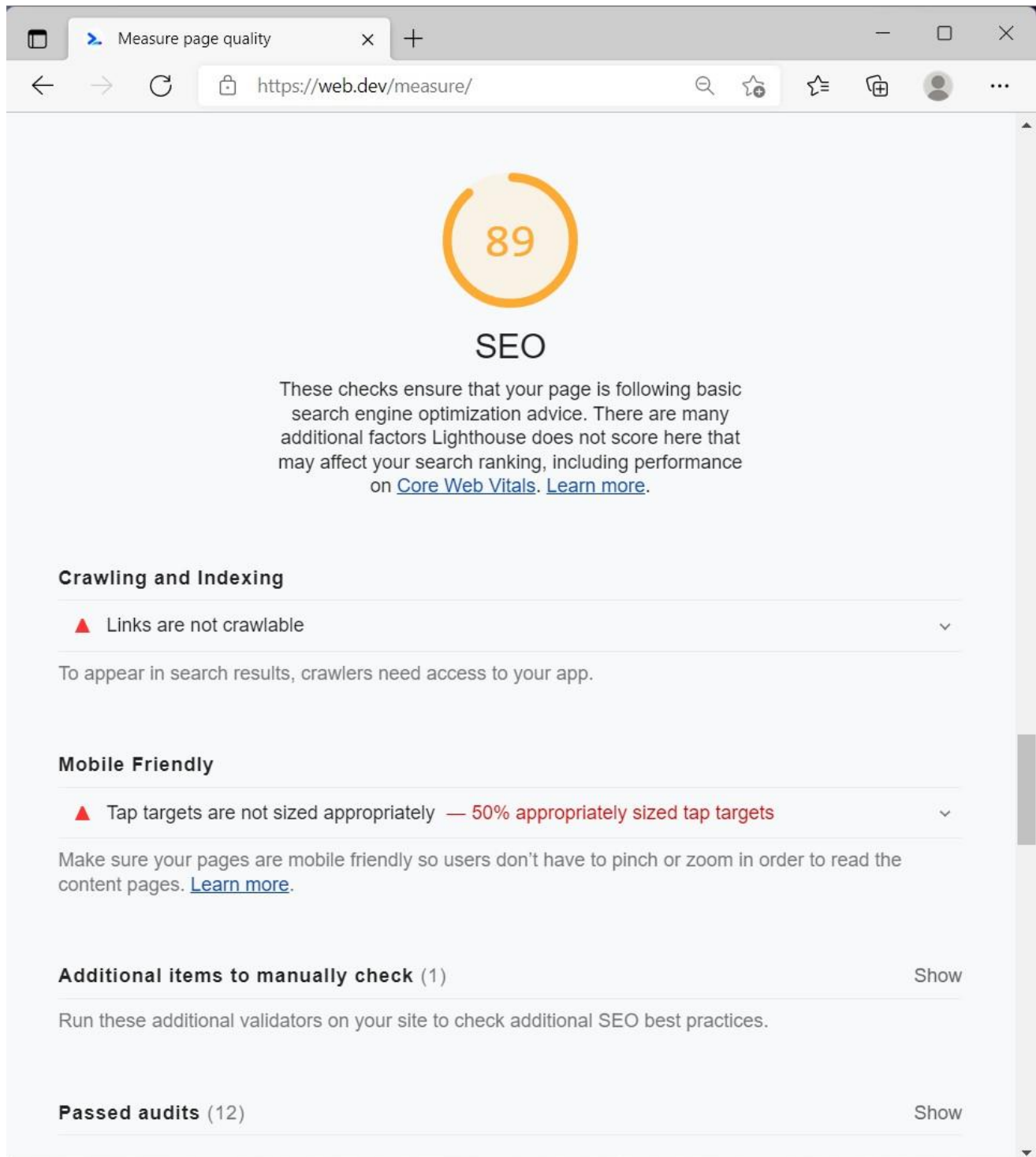
More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

Passed audits (19)

Show







## **Limitations of the project**

- The project had to be delivered in time limit so it was difficult to update the website with respect to suggestions.
- Which may be revived after launching the website.

## **Findings Suggestions for the company**

### **Suggestions:**

- The most important factor that is necessary in growing e Commerce in India —Trust. If we look at the Indian context, I feel that there is a general lack of trust between retailers and customers.
- Consumers don't trust the retailers because they feel that they are either being over charged or the quality of the product may not be as per the picture shown on the website.
- It is my opinion that this general lack of trust is the primary barrier that is impeding the growth of e Commerce within India.

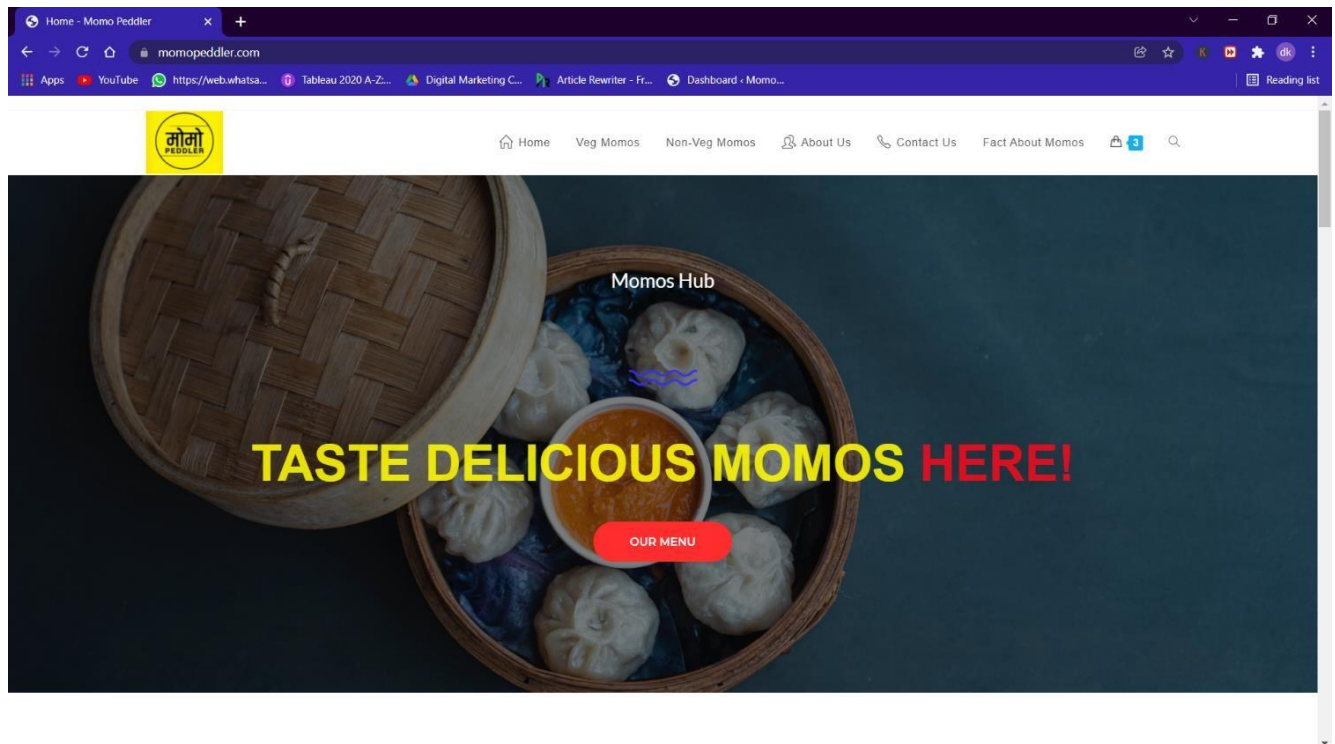


## Conclusions

### Website Description

Currently this website is not in running because some of issue about delivery boys

MOMO PEDDLER



**Website:** <https://momopeddler.com/>

**Email:** [momopeddler@gmail.com](mailto:momopeddler@gmail.com)

**Serving:** Deliver momos through website, Veg momos, Non-veg momos, Dine-in, Drive-through, No-contact delivery

**Type:** Public website

**Cafe Location:** Jail road, Sambhaji Nagar, Adharwadi, Khadakpada, Kalyan, Maharashtra 421301

