Department of Decision and Computing Sciences

17MDC56 – Digital Marketing Design Lab

Record Work

Submitted by

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Submitted to

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Exercise 2:

Create the Digital marketing webpage

For Digital Marketing or E-Commerce, a website is the virtual store from where the commercial transaction of buying and selling takes place. The Website gives information about the products and services; the price tag associated with various products and services and provides a mechanism to acquire the products and services through electronic exchange of money. A webstore created for E-Commerce needs to have the following components:

1. Home Page that contains information about products and services

2. About Page that contains detailed description about the company

3. Contact Us Page where the Contact Number, Fax Number, Email, Twitter and Facebook contact details all are given.

4. Payment Gateway to make payments through Debit Card or Credit Cards.

5. SSL (Secure Socket Layer) Certificate. SSL Certificates provide secure, encrypted communications between a website and an internet browser.

Like people differ from each other, a webstore layout can also differ according to the need of target users and creativity of the web designer. However, a content heavy website with rich graphics will take a long time in loading. A simple website might not be able to catch the attention. This where the rules of optimization become important to create a website that is pleasing to the eye and also loads faster than the average ones.

The students are expected to perform the following tasks to create the promotional web page

1. Go to GoDaddy and analyse the different kind of domain names offered there.

2. Go to GoDaddy and analyse the different kind of hosting options offered there.

3. Go to Wix.com and create a promotional web page in a shared hosting service

Wix.com is a website builder that allows you to build a website with no coding. Wix is free to start but to set up a shop, remove branding, connect a custom domain, and more, you must select one of the affordable premium plans.

4. Customize the Website using various options given by Wix

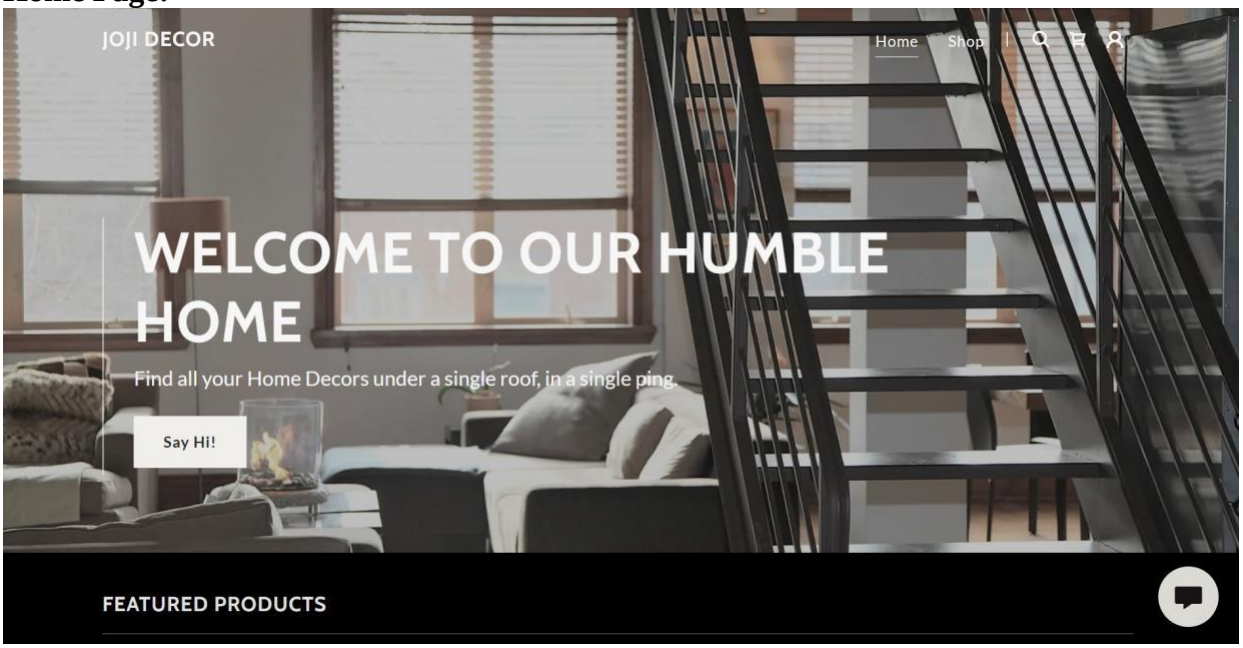
5. Publish the website online

6. Find the ranking of your website using Alexa.com

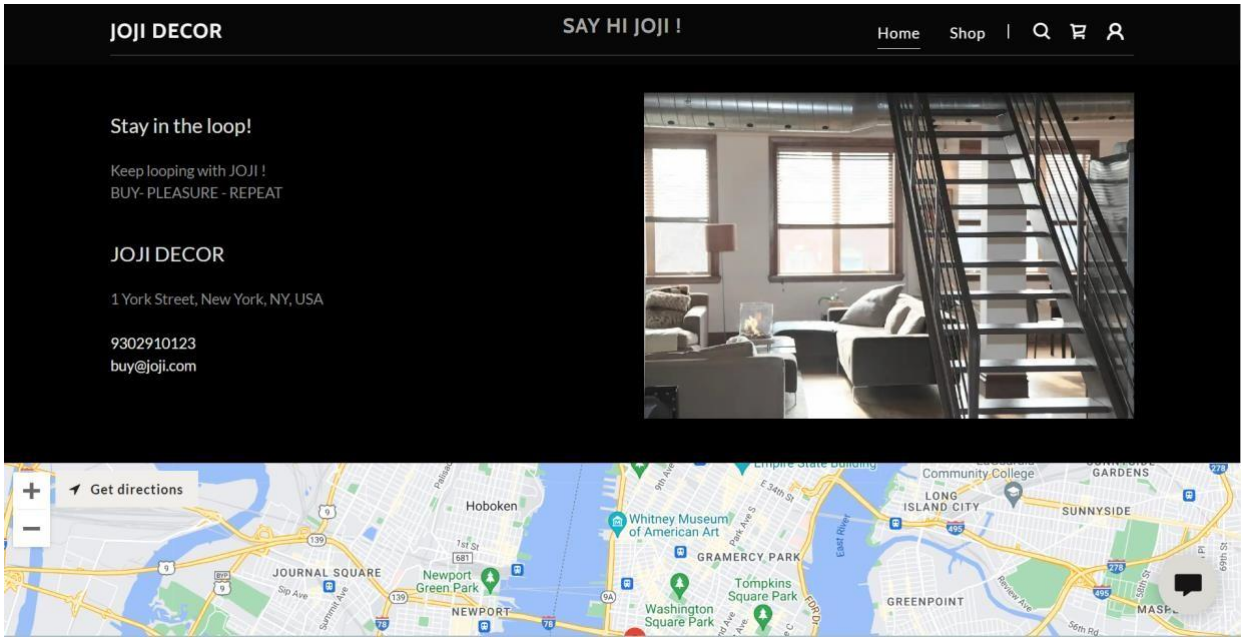
Output Screenshots:

https://jojidecor.godaddysites.com/

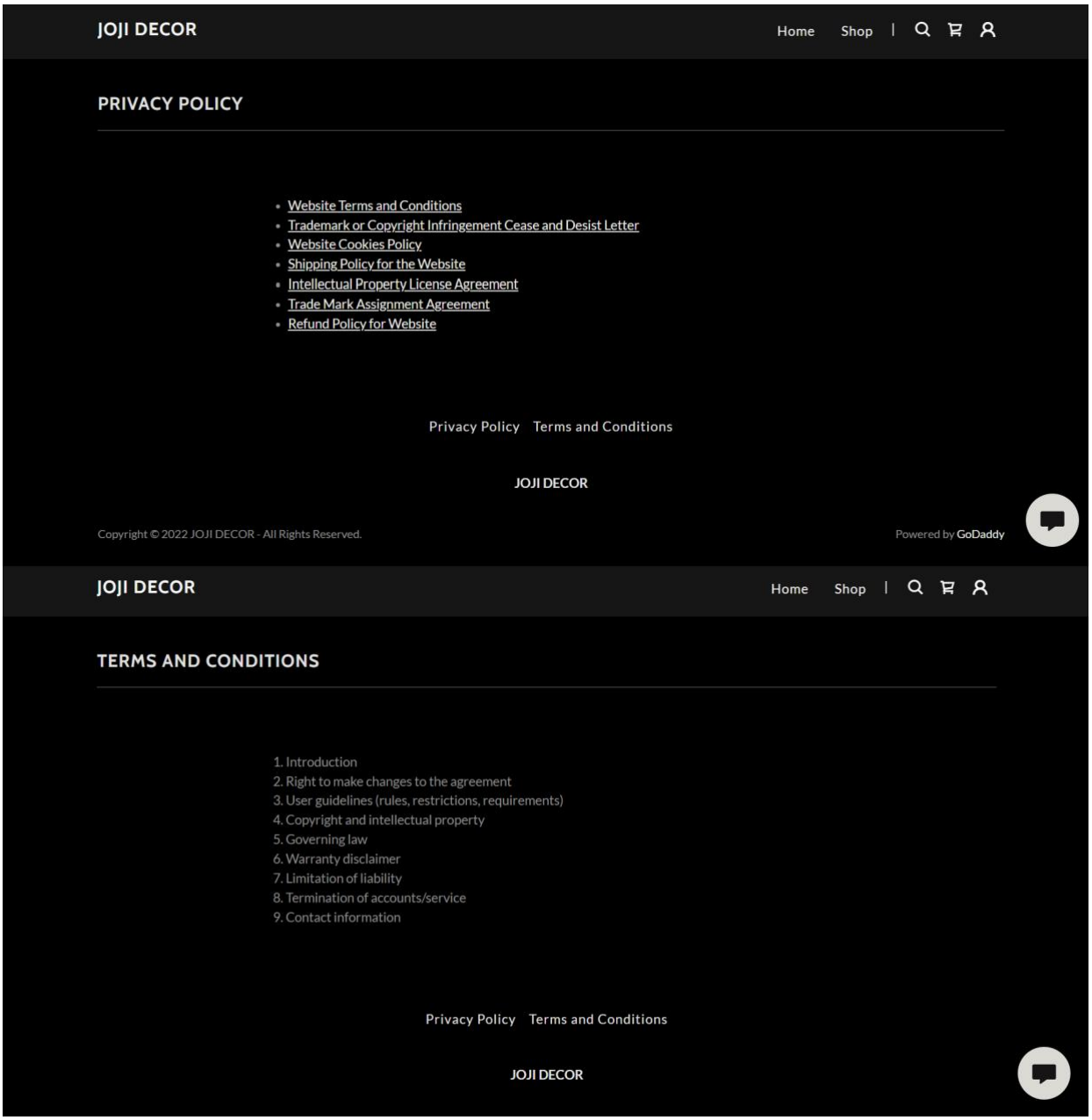
Home Page:



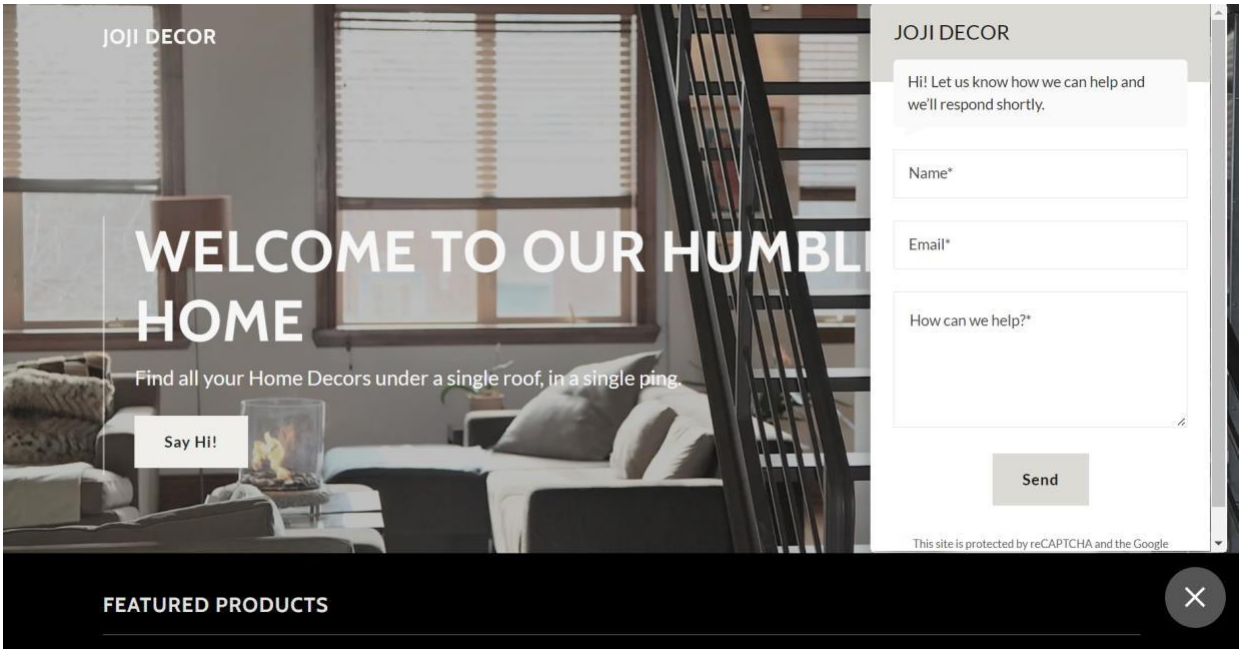
About:



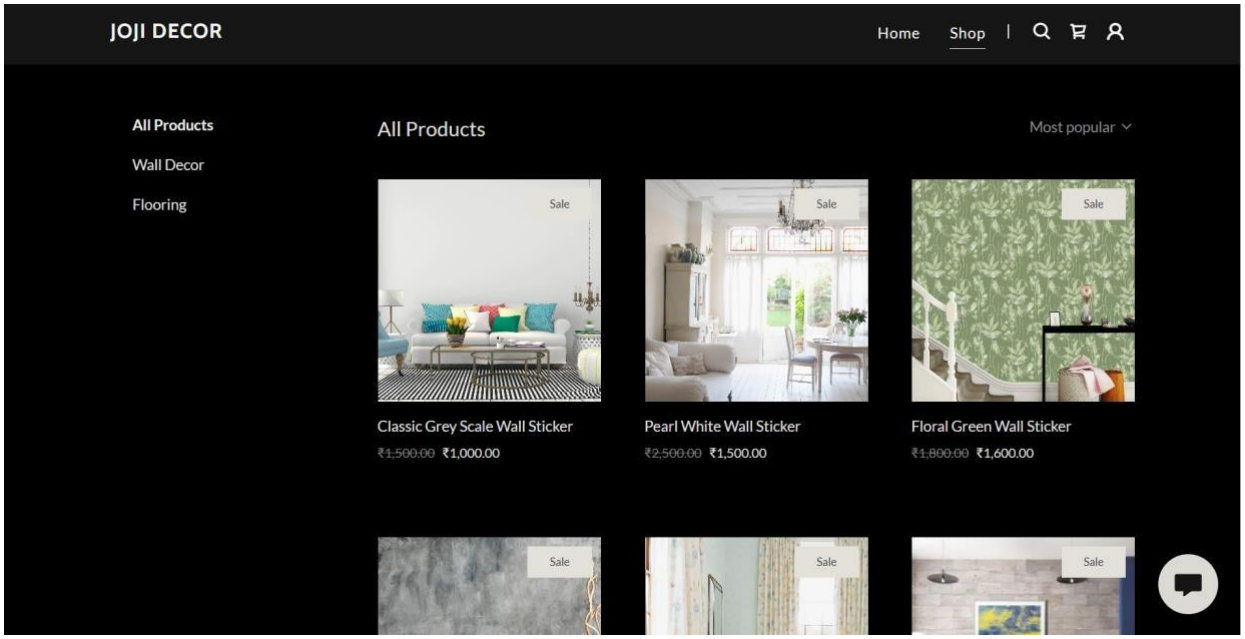
Store Policies:

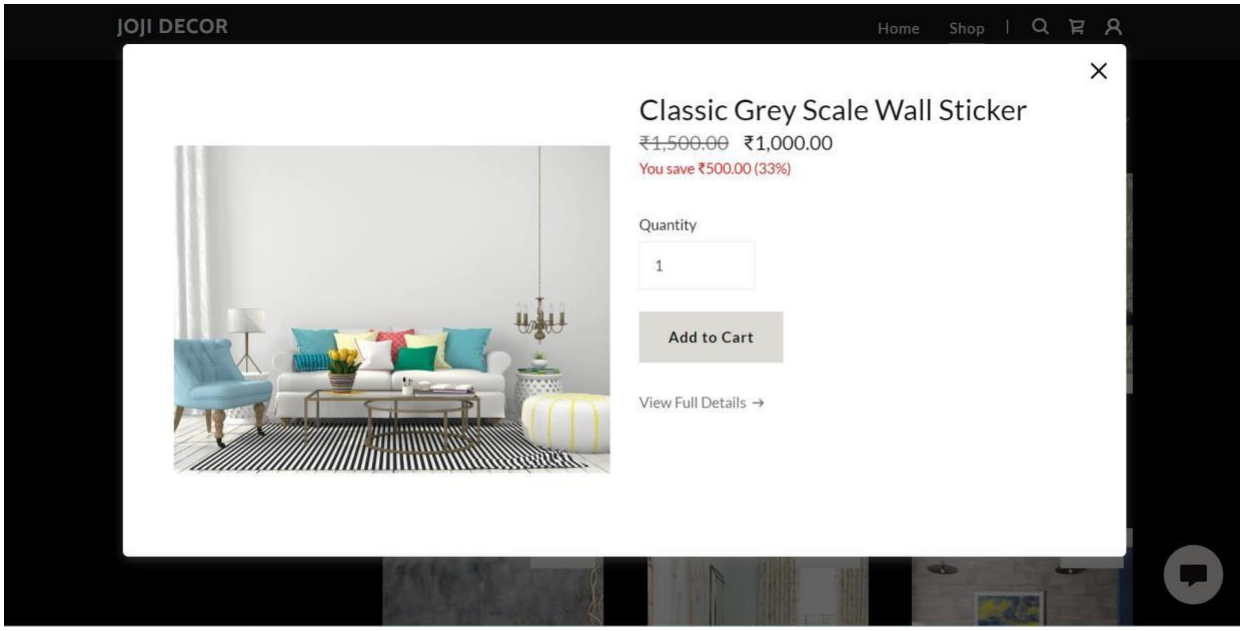


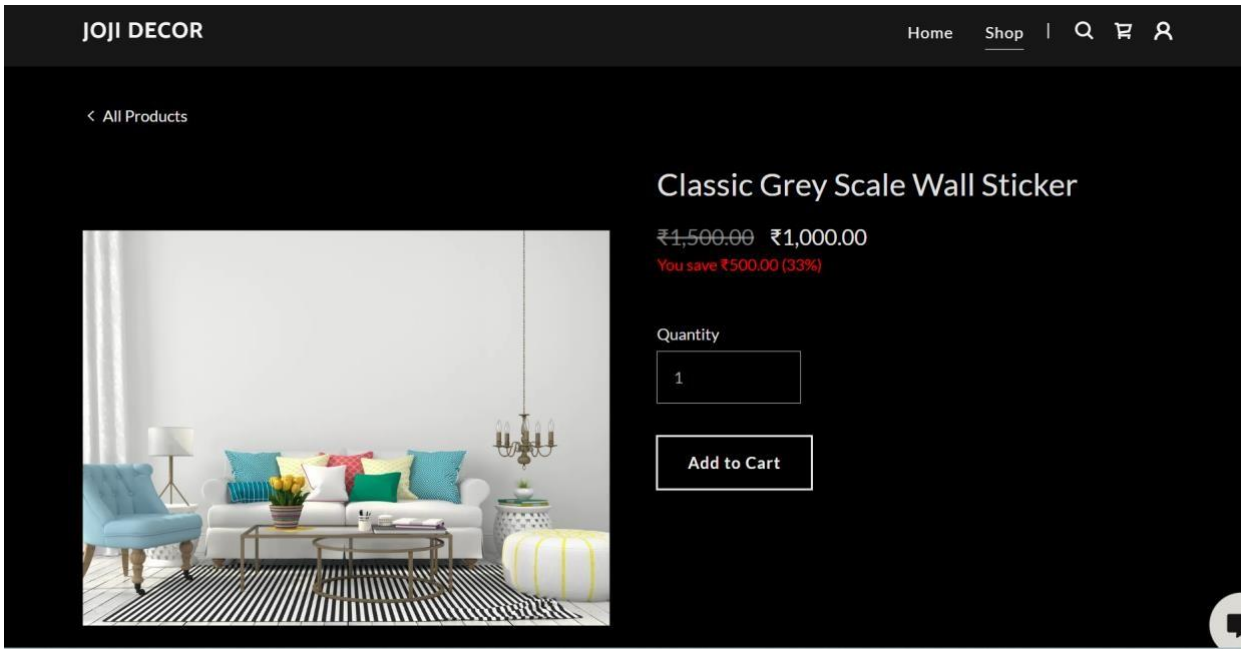
SUPPORT:

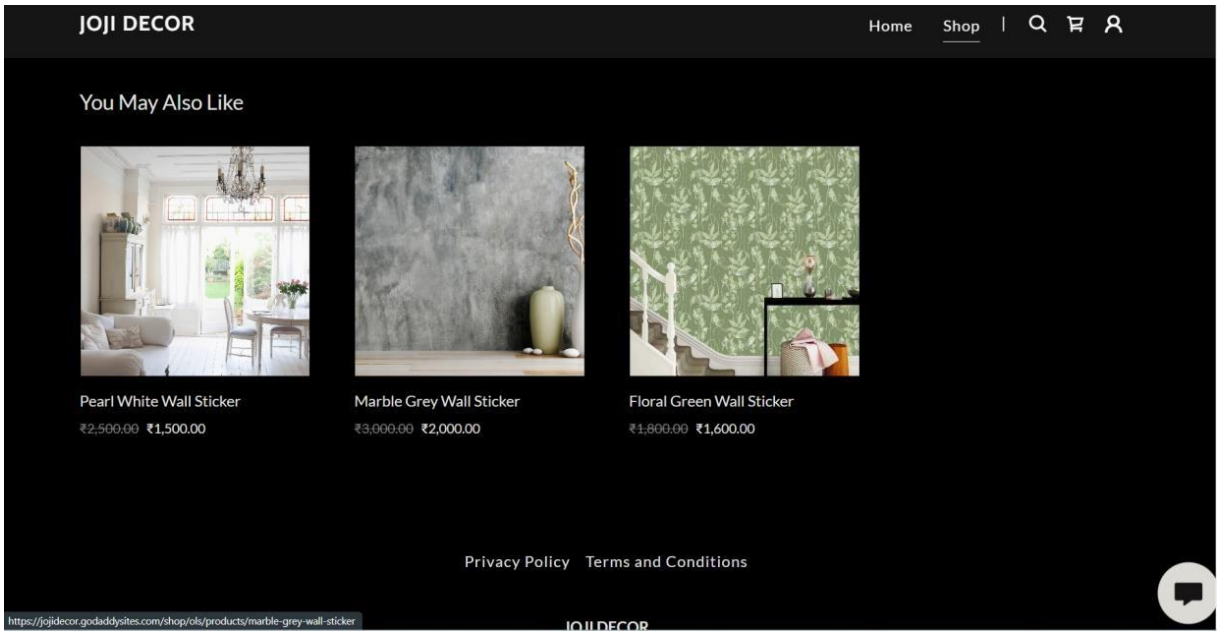

JOJI DECOR
WELCOME TO OUR HUMBL
HOME
Find all your Home Decors under a single roof, in a single ping.
Say Hi!
JOJI DECOR
Hi! Let us know how we can help and we'll respond shortly.
Name*
Email*
How can we help?*
Send
This site is protected by reCAPTCHA and the Google
FEATURED PRODUCTS

SHOP:


JOJI DECOR
Home
Shop
All Products
Wall Decor
Flooring
All Products
Most popular
Sale
Classic Grey Scale Wall Sticker
₹1,500.00 ₹1,000.00
Pearl White Wall Sticker
₹2,500.00 ₹1,500.00
Floral Green Wall Sticker
₹1,800.00 ₹1,600.00


JOJI DECOR
Home
Shop
Classic Grey Scale Wall Sticker
₹1,500.00 ₹1,000.00
You save ₹500.00 (33%)
Quantity
1
Add to Cart
View Full Details →


JOJI DECOR
Home
Shop
All Products
Classic Grey Scale Wall Sticker
₹1,500.00 ₹1,000.00
You save ₹500.00 (33%)
Quantity
1
Add to Cart


JOJI DECOR
Home
Shop
You May Also Like
Pearl White Wall Sticker
₹2,500.00 ₹1,500.00
Marble Grey Wall Sticker
₹3,000.00 ₹2,000.00
Floral Green Wall Sticker
₹1,800.00 ₹1,600.00
Privacy Policy
Terms and Conditions
https://jojidecor.godaddysites.com/shop/ols/products/marble-grey-wall-sticker

Exercise: 3

Creating Promotional banners through Canva

Canva is a simplified graphic-design tool, founded in 2012. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design.

Tasks:

1. Go to Canva.com

2. Create a new Canva account to get started with your banner.

3. Choose from the library, hundreds of professionally designed templates.

4. Upload your own photos or choose from over 1 million stock images.

5. Fix your pictures, add stunning filters and edit text.

6. Save and share.

7. Create a series of banners with different themes with Canva to promote your product.

8. You have to incorporate the banners in your website and also use them for Facebook,

Instagram and Twitter Marketing

Output:

ORDER IT NOW!
Limited Edition!
UP TO
50%
DISCOUNT
ONLY ON
JOJI AND BROS
www.JOJIANDBROS.com

JOJI AND BROS
NEW
FASHION
COLLECTION
ONLINE SALE
50% OFF
Order Now
WWW.JOJIANDBROS.COM

JOJI AND BROS
our biggest sale ever
Friday Only
25% OFF
SHOP NOW

JOJI AND BROS
SHOES SALE
Collection
60% OFF
www.JOJIANDBROS.com

Exercise :4

Conducting the Search Engine Optimization and Search Engine Marketing

To do the Search Engine Optimization, the basic task is to insert keywords in the Website.

The right keywords can be determined by using a tool called Keyword Planner which is a free tool offered by Google.

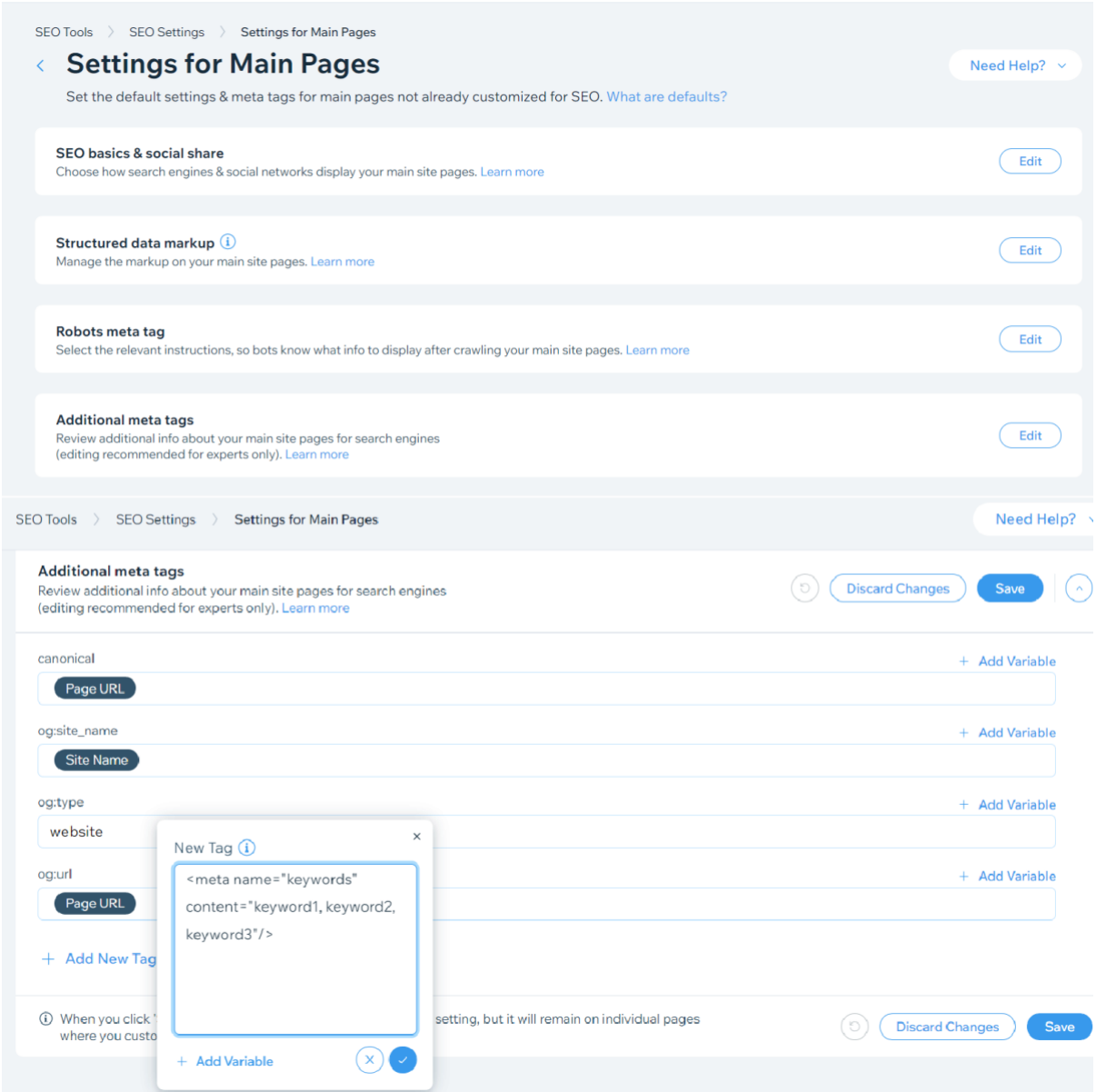
Step 1: Go to Google AdWords Keyword Planner

Step 2: Find Your Topic

Step 3: Get Keyword Ideas

Step 4: Pick the Perfect Keyword

Step 5: Incorporate the Keywords in your website at Wix.com

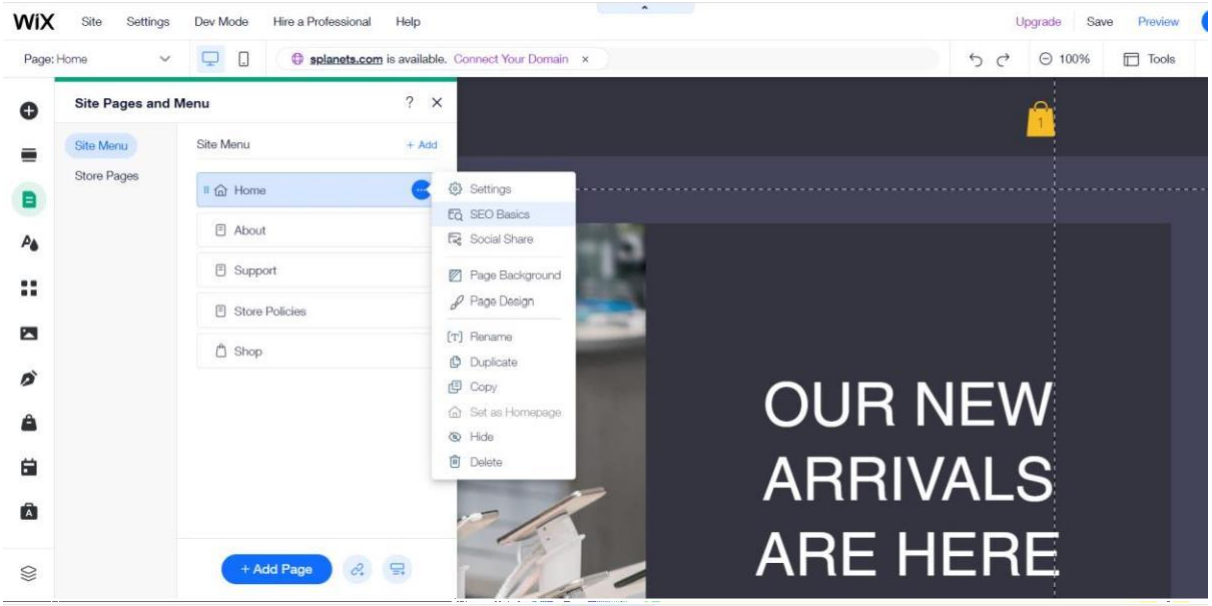


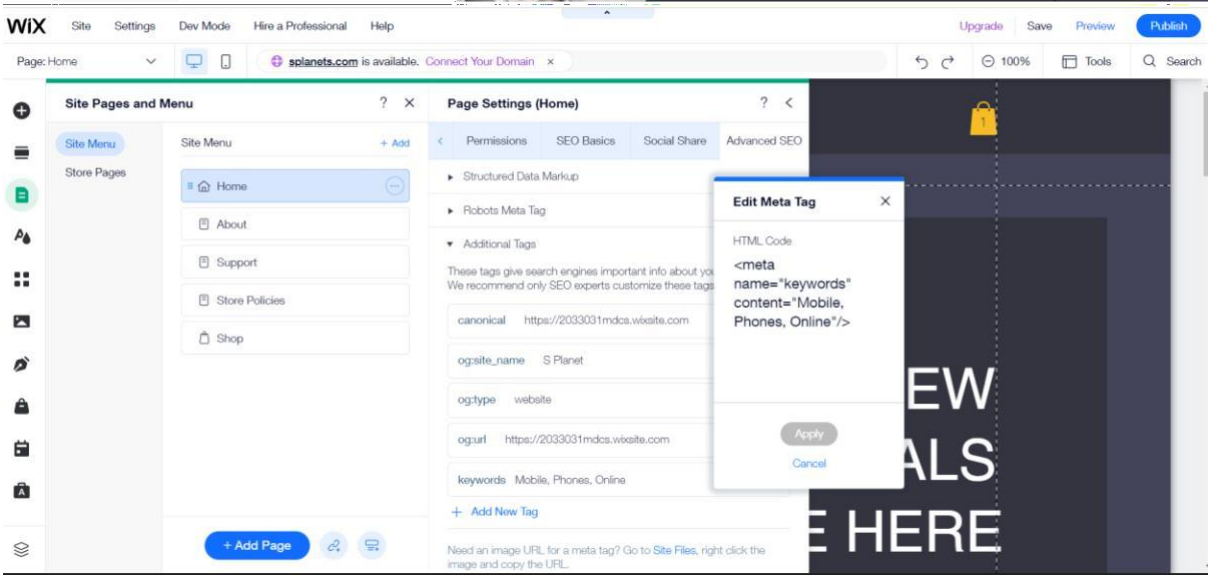
keywords

+ Add Variable

keyword1, keyword2, keyword3

+ Add New Tag





Exercise: 5

Using Google Analytics to analyse website performance

Tasks to be performed

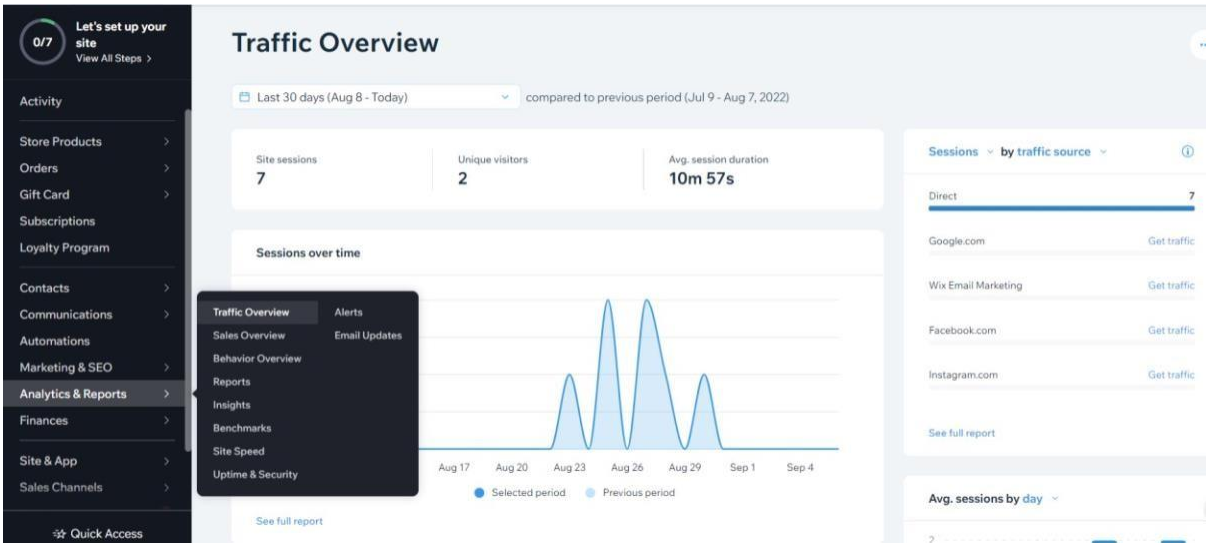
1. Set up the account and property

2. Install tracking code in the website at Wix.com

3. Generate reports through Google Analytics

4. Generate the Google Analytics Report using the mentioned parameters.

5. Comment upon the performance of your website at Wix.com using the Google Analytics Report



Traffic Overview

Last 30 days (Aug 8 - Today) compared to previous period (Jul 9 - Aug 7, 2022)

Site sessions	Unique visitors	Avg. session duration
7	2	10m 57s

Sessions over time

See full report

New vs returning visitors

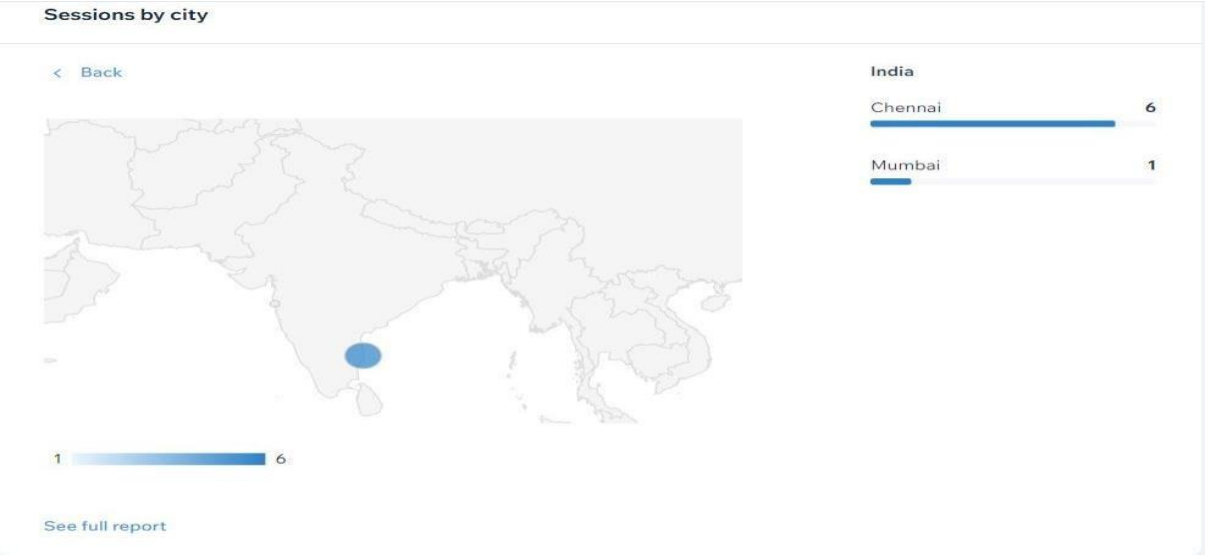
- New **100%** • 2
- Returning **0%** • 0

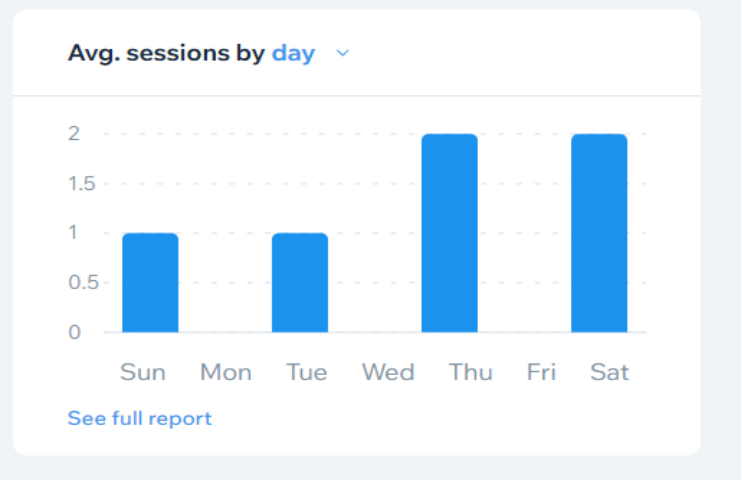
See full report

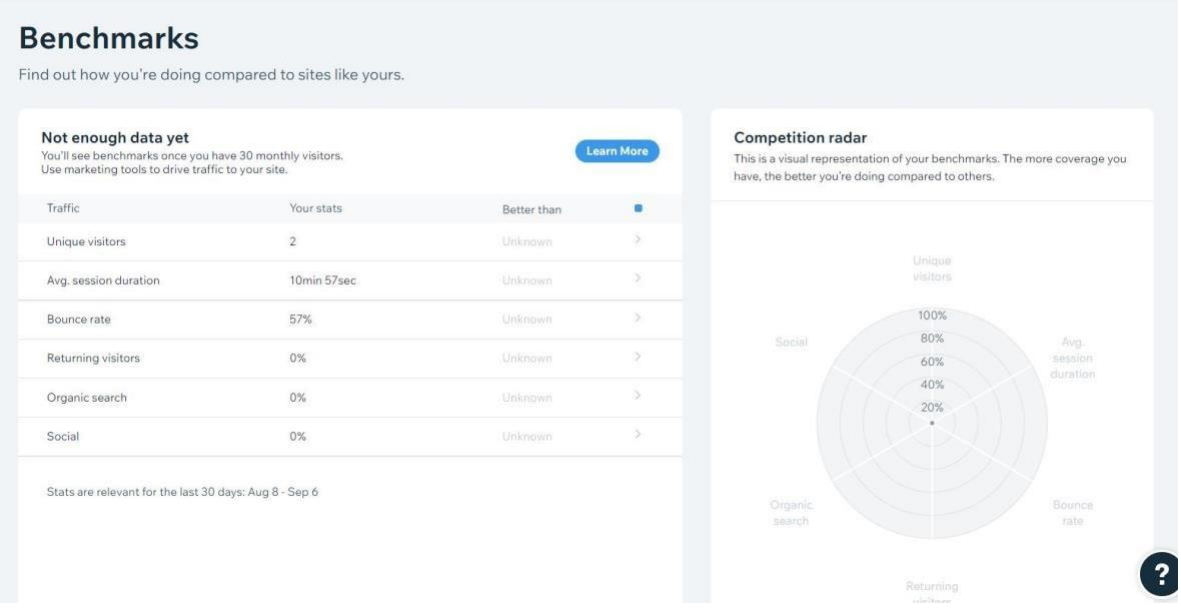
Sessions by device

- Mobile **100%** • 7
- Desktop **0%** • 0

See full report

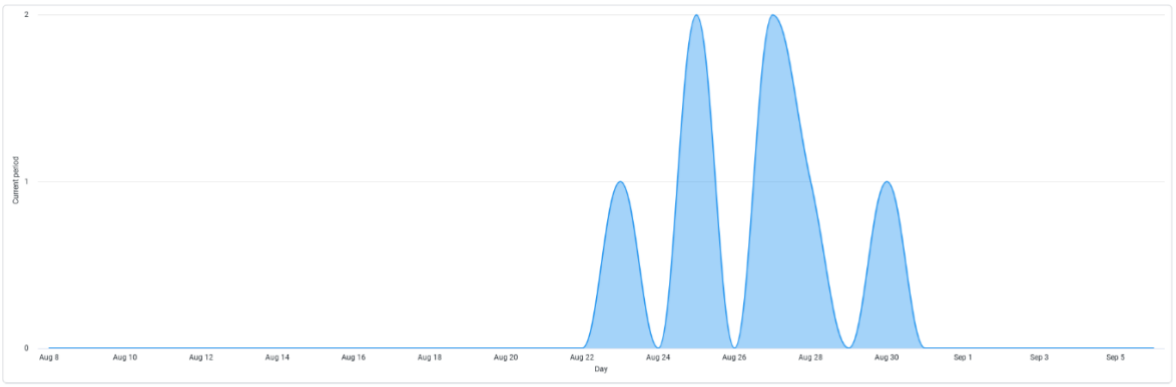

Sessions by city
Back
India
Chennai 6
Mumbai 1
1
6
See full report


Avg. sessions by day
2
1.5
1
0.5
0
Sun
Mon
Tue
Wed
Thu
Fri
Sat
See full report


Benchmarks
Find out how you're doing compared to sites like yours.
Not enough data yet
You'll see benchmarks once you have 30 monthly visitors.
Use marketing tools to drive traffic to your site.
Learn More
Traffic
Your stats
Better than
Unique visitors
2
Unknown
Avg. session duration
10min 57sec
Unknown
Bounce rate
57%
Unknown
Returning visitors
0%
Unknown
Organic search
0%
Unknown
Social
0%
Unknown
Stats are relevant for the last 30 days: Aug 8 - Sep 6
Competition radar
This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.
Unique visitors
100%
80%
60%
40%
20%
Social
Avg. session duration
Organic search
Bounce rate
Returning

Traffic over Time (comp line)

Select a time period is in the last 30 days Compare to is selectedPeriod Group by is day Select a measure is sessions Exclude bots is Yes



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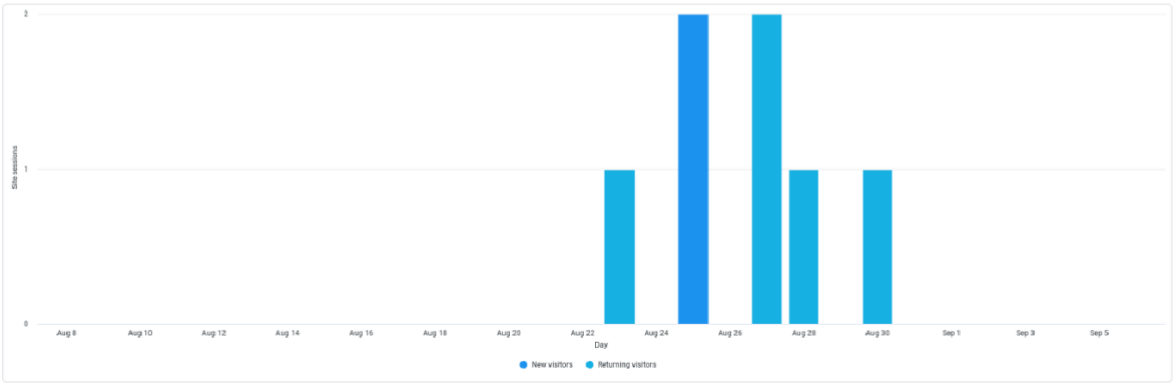
Traffic Over Time (split, bar chart)

Select a time period is in the last 30 days Group by is day Select a measure is sessions Split by is visitorType Exclude bots is Yes



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