

Personal Project

[Re-submit Assignment](#)

Due Sunday by 12pm **Points** 100 **Submitting** a file upload
Available Nov 20 at 12am - Dec 3 at 12pm 14 days

Objective: create an eCommerce site hosted at provider of your choice under your registered URL

You Must Submit:

- Home page URL
- Reporting (Google Analytics) screenshot (if you got 100% on the google analytics homework you can skip this step)
- SEO keyword(s) – Natural Search – your site needs to show up within first 2 pages (if you got 100% on the SEO homework you can skip this step)
- SEM keyword(s) - Paid search campaign (Google AdWords) – your site ads need to show up after the maximum of 10 page refreshes (in any ad position)
- A/B testing description as per A/B testing homework (if you got 100% on the A/B testing homework you can skip this step)

Must have:

- Home page
- Category page
- Product page
- Shopping Cart page
- Checkout page
- Order confirmation page
- A/B testing
- Reporting (Google Analytics)
- SEO
- SEM - Paid search campaign (Google AdWords)

Grading Rubric:

- Required pages (25% total, -5% for each missing page up to 0% for the category if 5+ pages are missing)
 - Home page
 - Category page
 - Product page
 - Shopping Cart page
 - Checkout page
 - Order confirmation page
- A/B testing (25%)
- Reporting (Google Analytics) 10%
- SEO (20%)
- SEM - Paid search campaign (Google AdWords) (20%)

How Project Will Be Graded:

Project will be graded **Sunday, December 3rd 1PM to 7 PM**. The graders will:

1. Go to google.com in an anonymous (Incognito) browser and enter site's SEM (paid ads via AdWords) keywords. Graded site should come up in a list of ads after at most **10** tries / page refreshes. *Hint: write some content for (and then purchase) a combination of keywords which are unique enough to cost little but not too obscure to avoid not having enough traffic to them. Hint: clear cache & cookies and then use a separate incognito browser window to simulate new users.*
2. Go to google.com in another anonymous (Incognito) browser and enter your site's presence on **first 2 pages** of natural search (SEO). *Hint: clear cache & cookies and then use a separate incognito browser window to simulate new users.*
3. Browse to your site and go through Home->Category->Product->Shopping cart->Checkout->order confirmation flow.
4. Check for Google Analytics (screenshot)
5. Check for A/B testing. *Hint: clear cache & cookies and then use a separate incognito browser window to simulate new users.*