

Lab Manual

On

WEB AND SOCIAL MEDIA LAB

(III- B. Tech. – II– Semester)

Submitted to

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING (DS)

By

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ARTIFICIAL INTELLIGENCE LAB

III – B.Tech. – II - Semester

Subject Code: 22CDPC65

Prerequisites: Google Analytics, Python and Github

Course Objectives:

1. explain the concepts of Web and Social Media
2. illustrate the google analytics tool
3. Exposure to various web and social media analytic techniques.

Course Outcomes: Upon completion of the course, the student will be able to

1. Design SEO friendly website
2. Analyze user sentiment based on web traffic and reviews
3. Execute push & pull request in Github
4. Assemble social media widget in any website
5. Develop social media page for any business

LIST OF EXPERIMENTS

1. Analyze any website traffic Using Google analytics tool.
2. Perform Sentiment analysis on customer review on products.
3. Perform website data analysis using whois
4. Count visitor profiles using Google analytics.
5. Analyze key SEO parameters of a travel website.
6. Perform hyperlink count of any website.
7. Perform a case study on Sentiment analysis using Twitter data.
8. Perform stock market prediction of any share using past trends.
9. Perform work management of an organization using asana tool.
10. Perform Push & Pull request in Github.
11. Apply social media widget in any website.
12. Create a Google Business Page for any business.
13. Create a social media page for any business.

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Micro-Projects: Student should submit a report on one of the following/any other microproject(s) approved by the lab faculty before commencement of lab internal examination.

1. Prepare a report on the website traffic on a different website and discuss the design of web usability.
2. Impart use of the COUNT Plugin in the website and with the help of the Google webmaster tool find web analytics.
3. Prepare a report on content management and analysis of SEO strategy.
4. Prepare a Report on Missing Link impact on business reviews. How directories utilize links to promote business.
5. How trending and forecasting, help digital marketing and analytics to consumer finance building.
6. Prepare a report on GitHub and its importance in Data science projects and the use of data repositories in developing projects.
7. How Social Media handling helps business promotions, also discuss its impact on negative and positive sides.
8. Make a report and justify how content and SEO are related to each other.
9. Report on how various analytical tools help digital marketing and give support to businesses to new heights.
- 10.** Make a Search engine friendly website considering the aspects of SEO in terms of Title, Headings, Description and image.

References:

Web and Social Media Analytics Lab Manual, Department of CSE (DS), CMRIT, Hyd.

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1. Student Entry Behavior or Pre-requisites

1. Students should have basic knowledge on Google Analytics tool.
2. Students should have basic knowledge of front-end development, Word press and Social Media.
3. Student should have knowledge on Python and its library.

These prerequisites are taken by the students during the first two years. However during the initial sessions the topics are reviewed.

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2. Course Objectives

Course Objectives	Course Objective Statements
Objective - 1	Explain the concepts of Web and Social Media
Objective – 2	Illustrate the google analytics tool
Objective – 3	Exposure to various web and social media analytic techniques.
Objective – 4	
Objective – 5	

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3. Course Outcomes

Course Outcome	Course Outcome Statements
CO - 1	Design SEO friendly website
CO – 2	Analyze user sentiment based on web traffic and reviews
CO – 3	Execute push & pull request in Github
CO – 4	Assemble social media widget in any website
CO – 5	Develop social media page for any business

Course Objective and Course Outcome Mapping (only Ticking)

Outcome Objective	CO1	CO2	CO3	CO4	CO5
Objective - 1	✓				
Objective – 2		✓			
Objective – 3			✓		
Objective – 4				✓	
Objective – 5					✓

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4. Mapping of Course with PEOs-PSOs-POs

(Only Ticking)

Program Educational Objectives (PEOs)

Sl. No.	PEOs Name	Program Education Objective Statements
1	PEO - 1	Graduate will be capable of practicing principles of computer science & engineering, mathematics and scientific investigation to solve the problems that are appropriate to the discipline.[PO's: 1,2,3,4,5,7,8,9,10,11 and 12] [PSO's: 1 and 2]
2	PEO – 2	Graduate will be an efficient software engineer in diverse fields and will be a successful professional and/or pursue higher education and research. [PO's: 1,2,3,4,5,6,7,8,9,10 and 12] [PSO's: 1, 2 and 3]
3	PEO – 3	Graduate exhibits professional ethics, communication skills, teamwork and adapts to changing environments of engineering and technology by engaging in lifelong learning. [PO's: 1,2,3,4,5,6,7,8,9,10,11 and 12] [PSO's: 2 and 3]

Program Specific Objectives (PSOs)

Sl. No.	PSOs Name	Program Specific Objective Statements
1	PSO - 1	Use mathematical abstractions and Algorithmic design along with open source programming tools to solve complexities involved in efficient programming.[PO:1,2,3,4 and 5] & [PEO:1 and 2]
2	PSO – 2	Ensure programming & documentation skills for each individual student in relevant subjects i.e., C, C++, Java, DBMS, Web Technologies (Development), Linux, Data Warehousing & Data Mining and on Testing Tools.[PO:1,2,3,4,5,10 and 11] & [PEO:1,2 and 3]
3	PSO – 3	Ensure employability and career development skills through Industry oriented mini & major projects, internship, industry visits, seminars and workshops. [PO:6,7,8,9,10,11 and 12] & [PEO:1,2 and 3]

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Program Outcomes (POs)

PO Name	Graduate Attributes	PO Statements
PO 1	Engineering knowledge	Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems. [PEO's: 1,2 and 3] [PSO's: 1,2 and 3]
PO 2	Problem analysis	Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences. [PEO's: 1,2 and 3] [PSO's: 1,2 and 3]
PO 3	Design/ development of solutions	Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations. [PEO's: 1,2 and 3] [PSO's: 1,2 and 3]
PO 4	Conduct investigations of complex problems	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions. [PEO's: 1,2 and 3] [PSO's: 1,2 and 3]
PO 5	Modern tool usage	Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations. [PEO's: 1,2 and 3] [PSO's: 1,2 and 3]
PO 6	The engineer and society	Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice. [PEO's: 2 and 3]
PO 7	Environment and sustainability	Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development. [PEO's: 1,2 and 3]
PO 8	Ethics	Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice. [PEO's: 1,2 and 3] [PSO's: 2 and 3]
PO 9	Individual and team work	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings. [PEO's: 1,2 and 3] [PSO's: 3]
PO 10	Communication	Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions. [PEO's: 1,2 and 3] [PSO's: 2 and 3]
PO 11	Project management and finance	Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments. [PEO's: 1 and 3] [PSO's: 2

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		and 3]
PO 12	Life-long learning	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change. [PEO's: 1,2 and 3] [PSO's: 1,2 and 3]

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Course Mapping

Course Name	PEO1	PEO2	PEO3	PSO1	PSO2	PSO3
Web and Social Media Lab	√	√	√	√	√	√

Course Name	Po1	Po2	Po3	Po4	Po5	Po6	Po7	Po8	Po9	Po10	Po11	Po12
Web and Social Media Lab				√	√	√						

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5. Mapping Of Course Outcomes With PEOs

(Ticking & Correlation - 2 Tables)

No	Course Outcomes	PEO1	PEO2	PEO3
1	CO - 1	√	√	√
2	CO - 2	√	√	√
3	CO - 3	√	√	√
4	CO - 4	√	√	√
5	CO - 5	√	√	√

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6. Mapping Of Course Outcomes With PSOs

(Ticking & Correlation - 2 Tables)

No	Course Outcomes	PSO1	PSO2	PSO3
1	CO - 1	√	√	√
2	CO - 2	√	√	√
3	CO - 3	√	√	√
4	CO - 4	√	√	√
5	CO - 5	√	√	√

No	Course Outcomes	PSO1	PSO2	PSO3	Avg
1	CO - 1	3	3	2	2.67
2	CO - 2	3	3	2	2.67
3	CO - 3	3	3	3	3.00
4	CO - 4	3	2	1	2.00
5	CO - 5	3	2	1	2.00
	Avg	3	2.6	1.8	2.46

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7. Mapping Of Course Outcomes With POs

(Ticking & Correlation - 2 Tables)

No	Course Outcomes	Po1	Po2	Po3	Po4	Po5	Po6	Po7	Po8	Po9	Po10	Po11	Po12
1	CO - 1				✓	✓				✓			
2	CO - 2				✓	✓				✓			
3	CO - 3				✓	✓				✓			
4	CO - 4				✓	✓				✓			
5	CO - 5				✓	✓				✓			

No	Course Outcomes	Po4	Po5	Po9	Pso2	Avg
1	CO - 1	3	3	3	3	3
2	CO - 2	3	3	3	3	3
3	CO - 3	3	3	3	3	3
4	CO - 4	3	3	3	3	3
5	CO - 5	3	3	3	3	3
	Avg	3	3	3	3	3

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Indirect Course Assessment

(As mentioned-strong (3), moderate (2), weak (1) & no comment (0))

Mission Statement of CSE

- **Impart fundamentals through state of art technologies for research and career in Computer Science & Engineering.**
- **Create value-based, socially committed professionals for anticipating and satisfying fast changing societal requirements.**
- **Foster continuous self learning abilities through regular interaction with various stake holders for holistic development.**

Correlation of Mission Elements with Mission Statement of CSE Department related to the Course (only Ticking given by faculty)

No	Mission Elements	Strong	Moderate	Weak	No Comment
M-1	Impart Fundamentals	✓			
M-2	State Of Art Technologies	✓			
M-3	Research & Career Development	✓			
M-4	Value based Socially Committed Professional	✓			
M-5	Anticipating & Satisfying Industry Trends		✓		
M-6	Changing Societal Requirements			✓	
M-7	Foster Continuous Learning	✓			
M-8	Self Learning Abilities	✓			
M-9	Interaction with stakeholders	✓			
M-10	Holistic Development		✓		

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Indirect Course Assessment through Student Satisfaction Survey

(Note for *: Parameters used for course teaching like

a: Classroom teaching	b: Simulations	c:labs	d: Mini_Projects
e: Major Projects	f: Conferences	g: professional activities	
h: Technical Clubs	i: Guest Lectures	j: Workshops	k: Technical Fests l:Tutorials
m:NPTLs	n:Digital Library	o: Industrial Visits	
p: software Tools	q: Internship/training		r:Technical Seminars
s: NSS	t: NSS	u: sports etc.	

No	Question Based on PEO/ PO/PSO/CO	Parameters (a /b /c...)*	Strong (3)	Moderate (2)	Weak (1)	No comment (0)
1	Did the course impart fundamentals through interactive learning and contribute to core competence?					
2	Did the course provide the required knowledge to foster continuous learning?					
3	Whether the syllabus content anticipates & satisfies the industry and societal needs?					
4	Whether the course focuses on value based education to be a socially committed professional?					
5	Rate the role of the facilitator in mentoring and promoting the self learning abilities to excel academically and professionally?					
6	Rate the methodology adopted and techniques used in teaching learning processes?					
7	Rate the course in applying sciences & engineering fundamentals in providing research based conclusions with the help of modern tools?					
8	Did the course have any scope to design, develop and test a system or component?					
9	Rate the scope of this course in addressing cultural, legal, health, environment and safety issues?					
10	Scope of applying management fundamentals to demonstrate effective technical project presentations & report writing?					
	Total					

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	Average					
	Total Average				2.52	

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8. Overall Course Assessment

(80% Direct + 20% Indirect, if any)

No	Assessment Type	Weightage	Attainment Level
1	Direct-Assignment, Quiz, Subjective, University Exams, Results, Bench Marks	0.8	
2	Indirect-Surveys-Questionnaire	0.2	
	Overall		

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9. Pi diagrams, Bar charts, Histograms

(For representing previous results, if any)

WT Pass % for Last 4 Academic Years	Appeared	Passed	Pass%

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10. Lesson/Course Plan

Week No.	Name of the Program	Week	Text Books	Mode of Assessment
1	Write a program to implement BFS Traversal	1	T1	By observations, lab records, viva-voice
2	Write a program to implement DFS Traversal	2	T1	By observations, lab records, viva
3	Write a program to implement A* Search	3	T1	By observations, lab records, viva
4	Write a program to implement Travelling Salesman Problem	4	T1	By observations, lab records, viva
5	Write a program to implement Graph Coloring Problem	5	T1	By observations, lab records, viva
6	Write a program to implement Missionaries and Cannibals Problem	6	T1	By observations, lab records, viva
7	Write a program to implement Water Jug Problem	7	T1	By observations, lab records, viva
8	Write a program to implement Hangman game	8	T1	By observations, lab records, viva
9	Write a program to implement Tic-Tac-Toe game	9	T1	By observations, lab records, viva
10	Write a program to implement 8 Queens Problem	10	T1	By observations, lab records, viva
11	Write a program to implement Bayesian Network	11	T1	By observations, lab records, viva
12	Write a program to implement Hidden Markov Model	12	T1	By observations, lab records, viva

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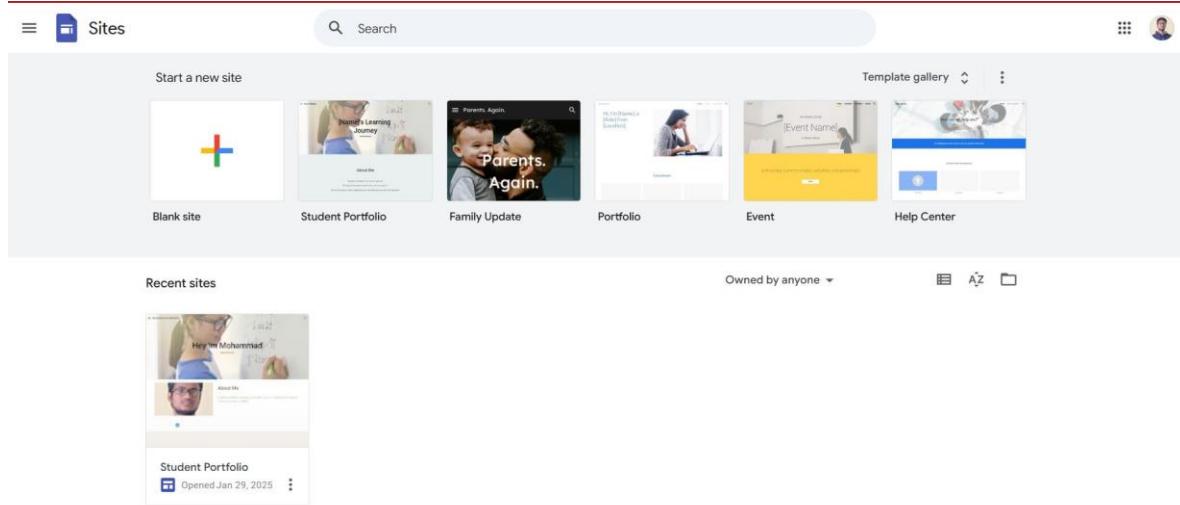
EXPERIMENT NO: 1

Analyze any Website Traffic Using Google Analytics Tool.

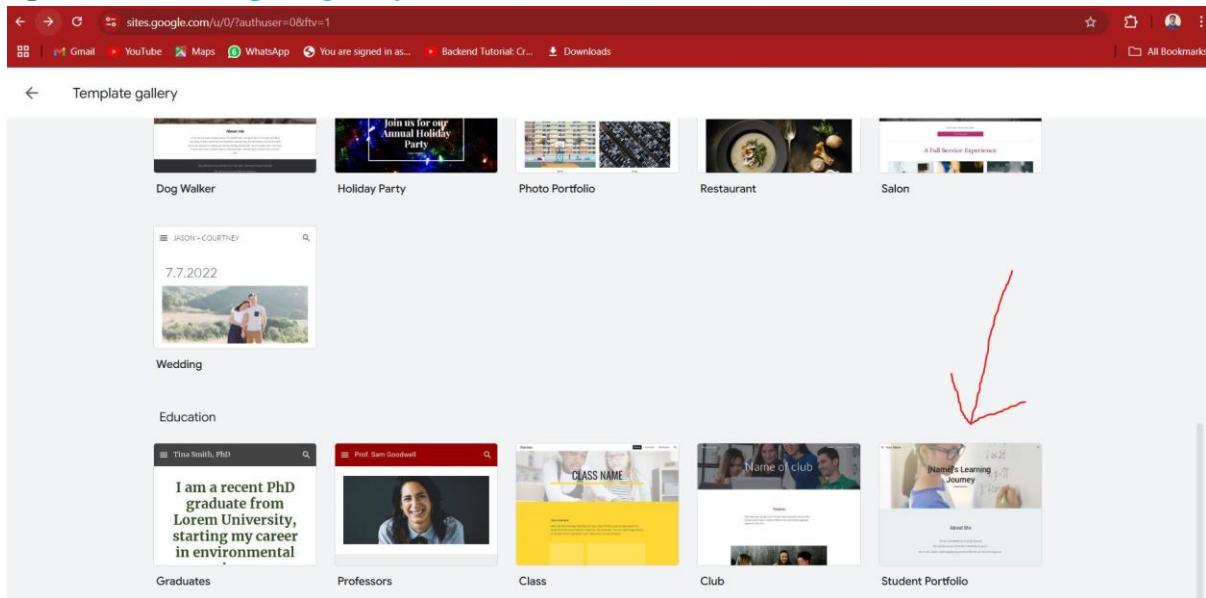
Require Software: Google Sites, Google Analytics tool.

Procedure:

Step-1: Open Chrome Browser -> Search [Google Sites](#)-> Login on google sites using your gmail id.

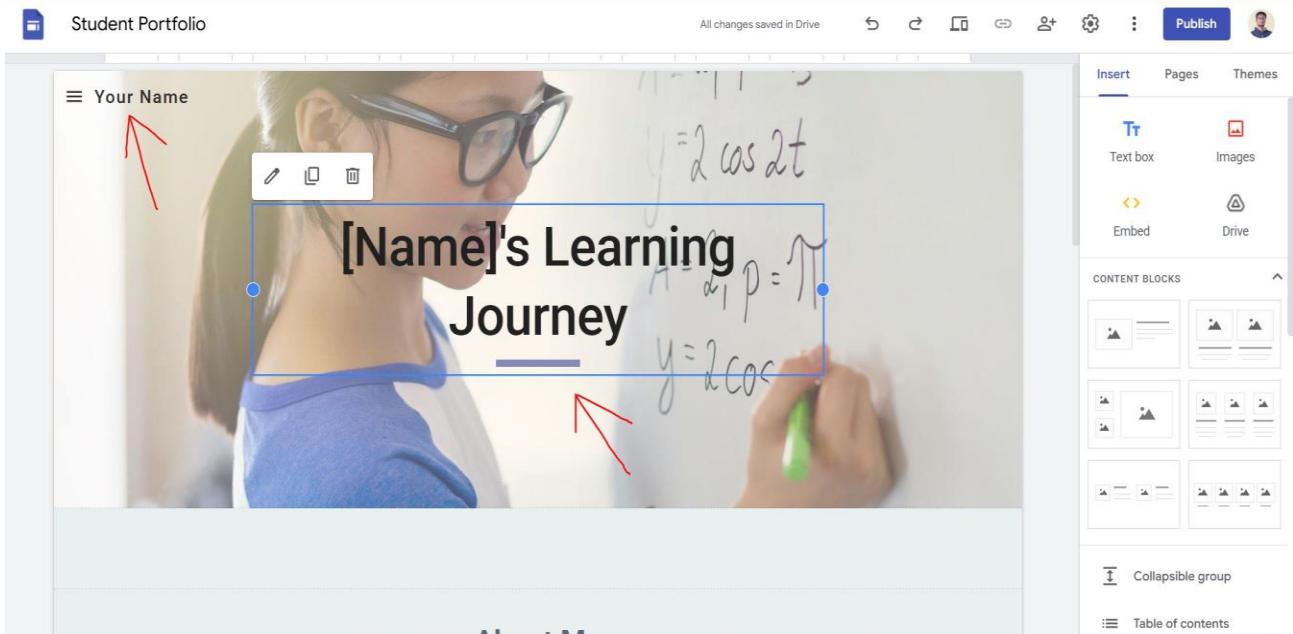


Step-2: click on [Template gallery](#) -> Scroll down and select [Student Portfolio](#).

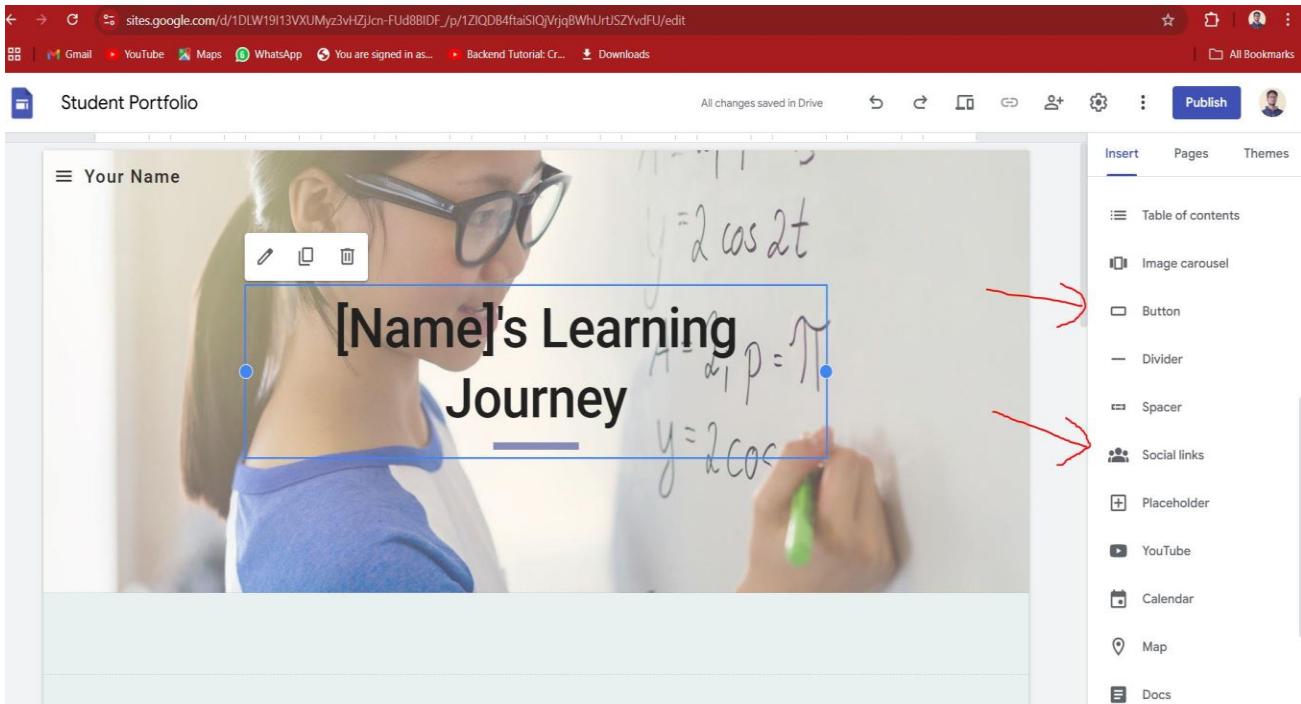


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Step-3: Now Write down your **Sites Name** and write **your name** (i.e. site_name: MyWebsite, Your_name: My name is <name>) and Update all things as per your Choice.



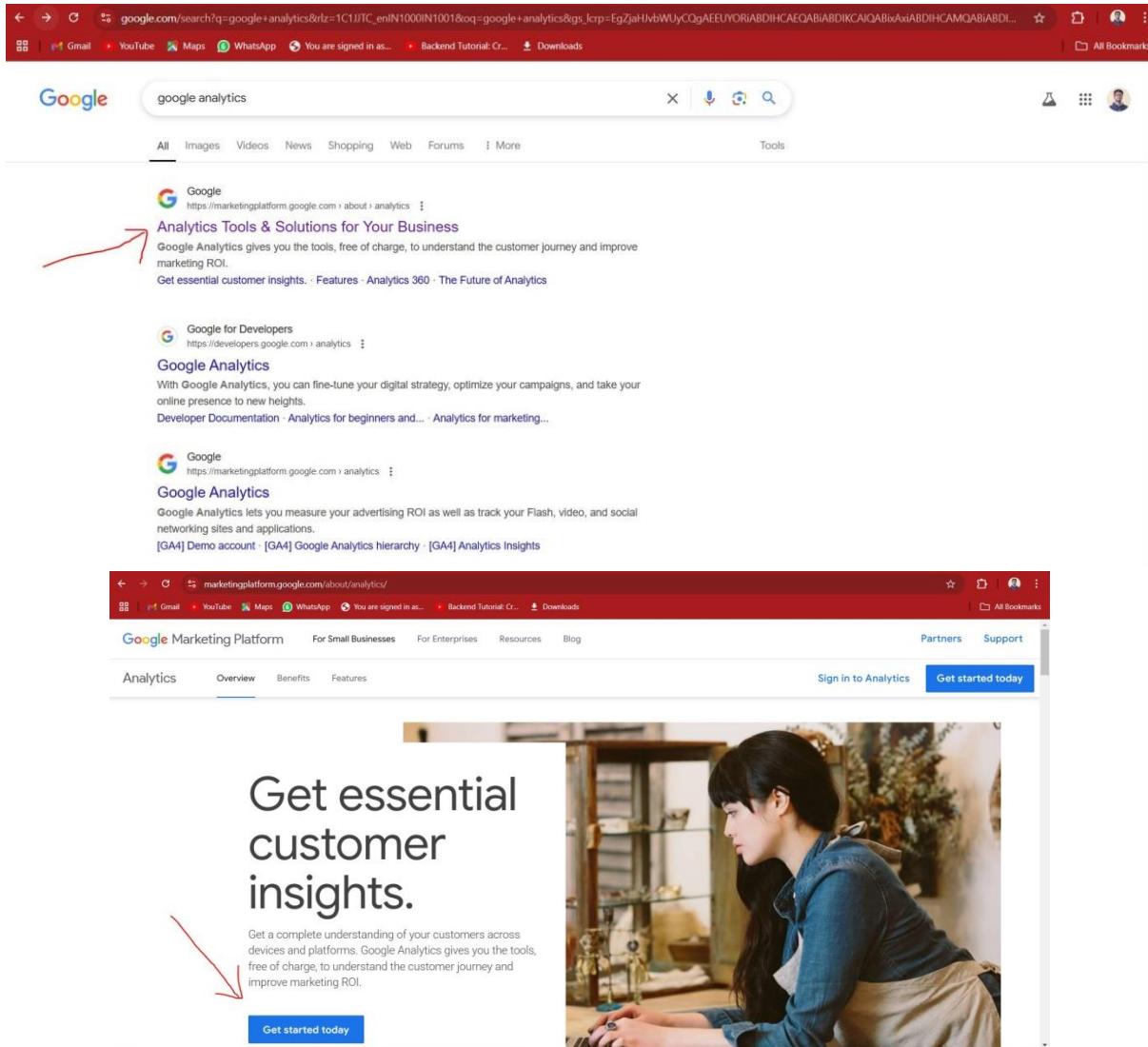
Step-4: Add **button** and **social links** and another content as per your choice.



Step-5: Now Click on **Publish button** and publish your sites -> after that click on **view** and copy the link -> paste copied link in another browser or open in your phone.

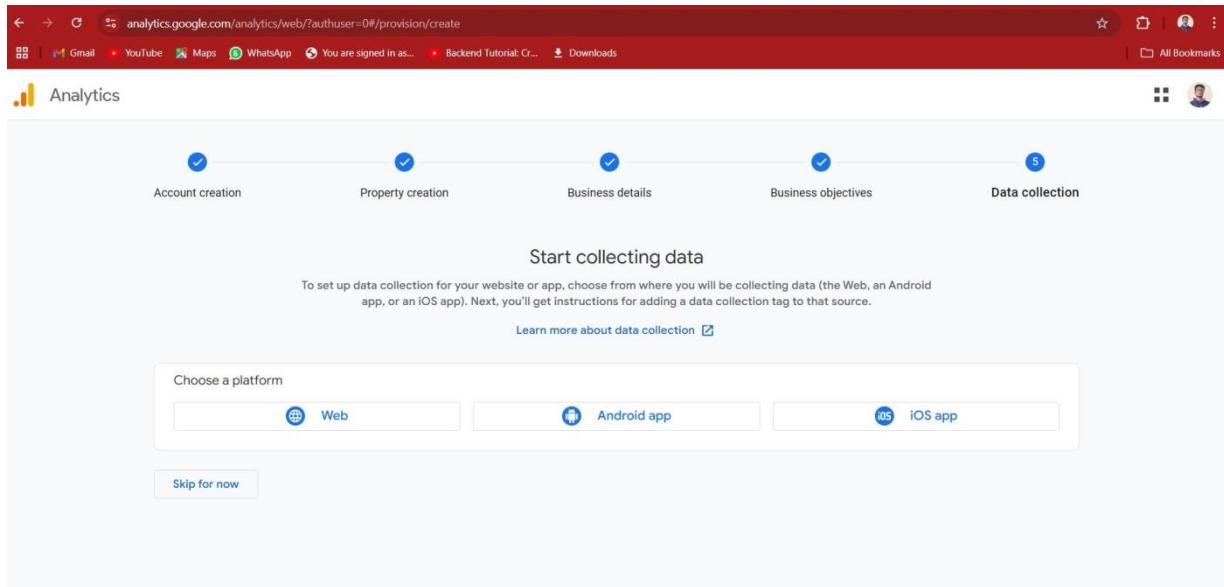
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Step-6: Now Search [Google Analytics](#) in Chrome Browser -> Click on first link -> Click on Get ready to start, It will show 5 Steps for Account setup.

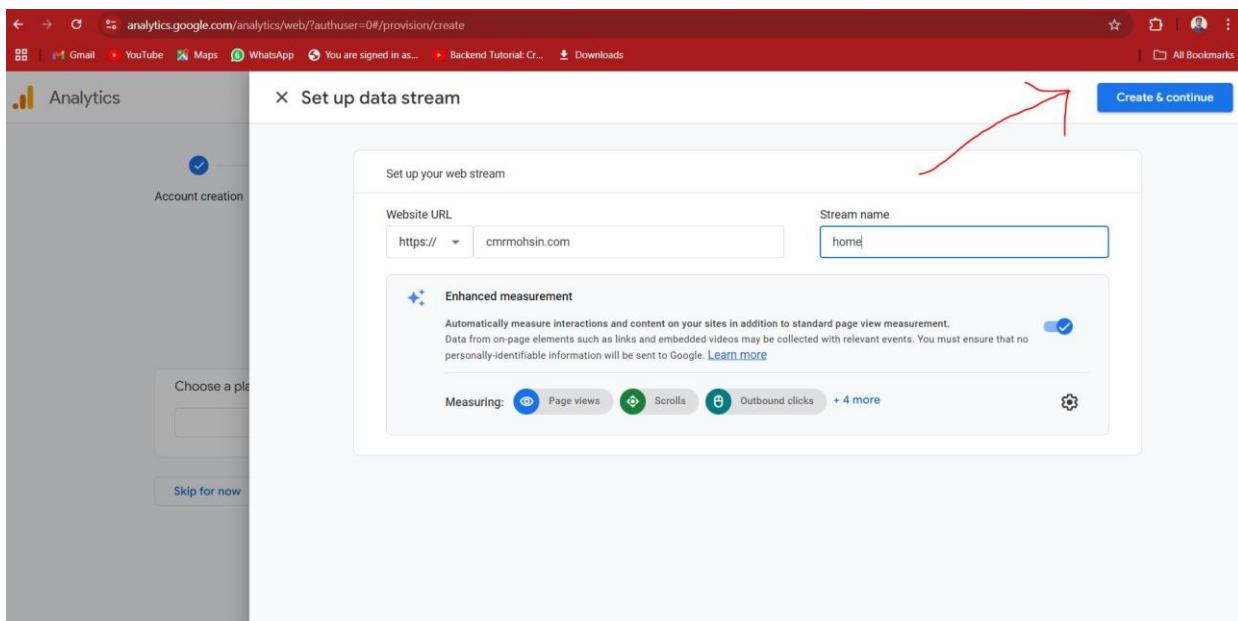


Step-7: First Write down your [Account Name](#) and scroll down and select all option, click on [Next Button](#) -> Write down [property Name](#) and select [time zone India](#) and [currency Indian Rupee](#) click on Next ->Select anyone From option [Select One](#) -> Select [Small](#) and click on [Next](#) -> Select [Others](#) and Click on [Create](#) -> Select [India](#) and Scroll Down Terms and conditions and click on [Accept](#) -> Now it will show [start collecting data](#) and [Chose a platform](#).

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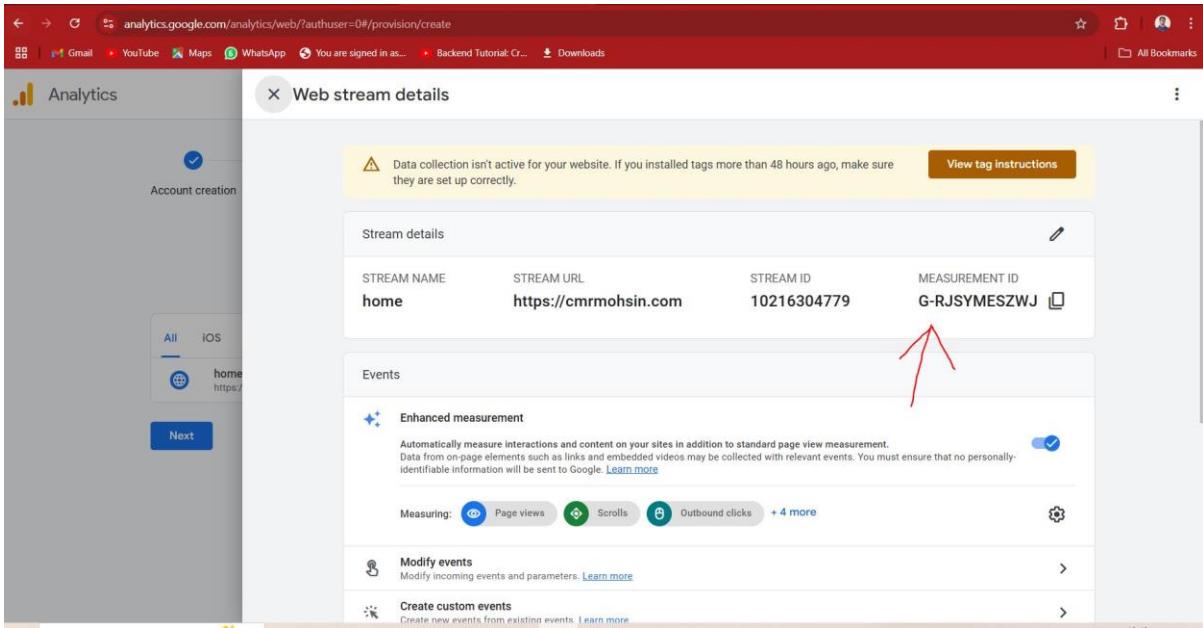


Step-8: Select **Web Option** in **choose a platform option** ->It will show a **Setup data stream** -> Write your **Website URL** as per your choice, and write **Stream Name** as per your choice -> Click on **Create and Continue**.

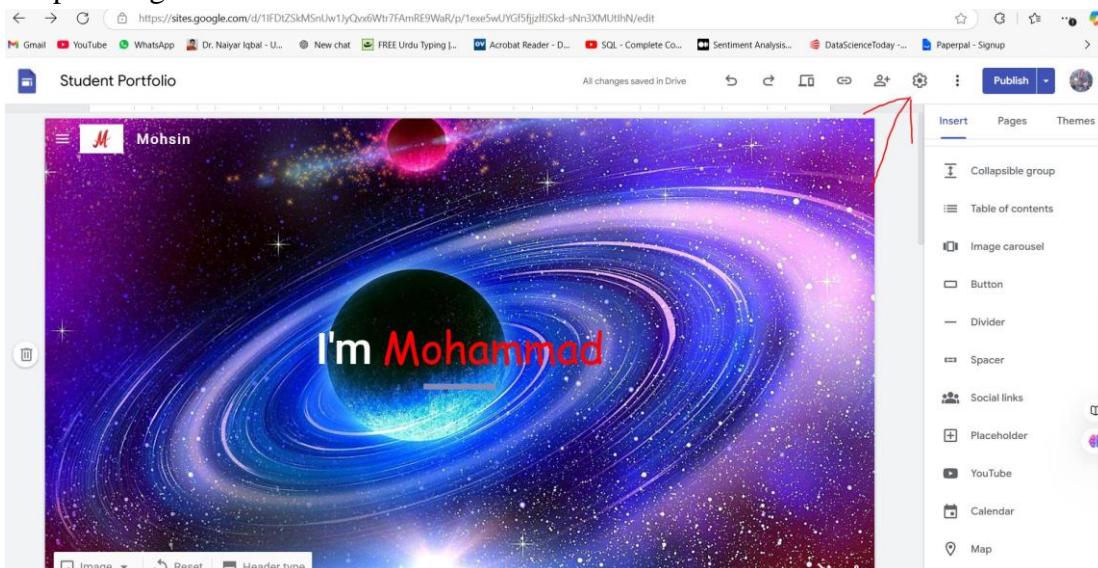


Step-9: After click on **Create and Continue** it will show a Option **Test and Install**, Just Cut that option -> It will automatically show a **Web Stream Details** with some data -> Now Copy your **Measurement Id** -> After copying the Measurement Id **Close** the option and Paste in the notepad

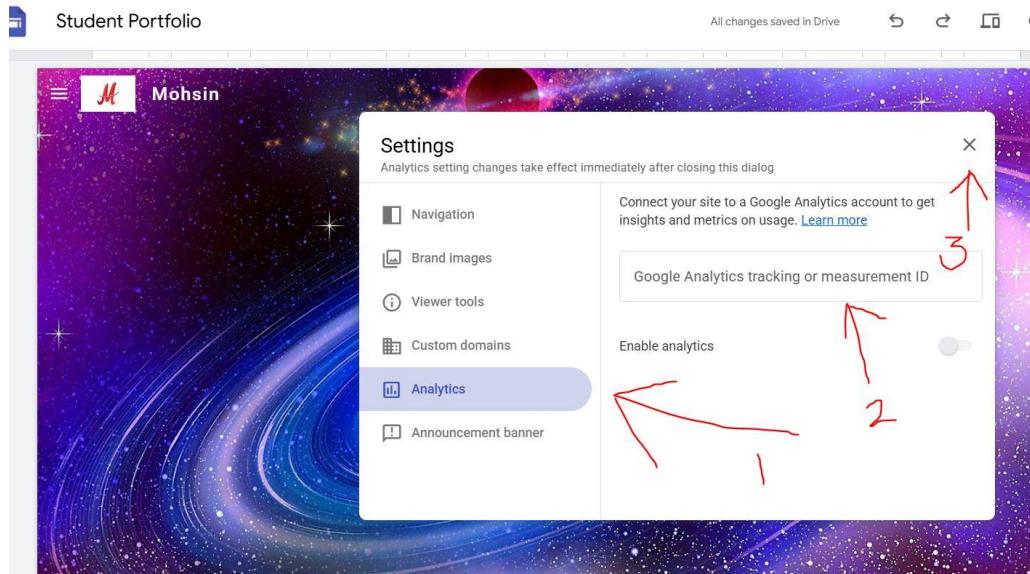
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Step-10: Now Again Open your Google sites page -> Click on **Setting** -> Click on **Analytics** -> Paste your **Measurement Id** in Measurement id Option and close the Dialog box -> Click on **Publish** option Again



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Step-11: Now Open your Google Analytics tool again -> Select your [account](#) -> Analyze the Traffic

Output

Take a Screenshot of Analyze and paste in your Manuel.

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EXPERIMENT NO: 2

Perform Sentiment analysis on customer review on products.

Require Software: Jupyter Notebook or Google Colab

Procedure:

(Download the code and Dataset from Github: <https://github.com/Gitmohsin/WSMALAB>)

Step-1: Open Jupyter notebook or Google colab.

Step-2: Import Data Set and Perform pre-processing and Sentiment Analysis using downloaded Code.

```
In [1]: import pandas as pd  
import numpy as np  
  
In [2]: data = pd.read_csv("Exp-2.csv")  
  
In [3]: data.info()  
  
<class 'pandas.core.frame.DataFrame'>  
RangeIndex: 250 entries, 0 to 249  
Data columns (total 2 columns):  
 #   Column      Non-Null Count  Dtype     
---  --          --          --  
 0   Company Name  250 non-null    object    
 1   Review        250 non-null    object    
dtypes: object(2)  
memory usage: 4.0+ KB
```

```
In [4]: data.head()
```

Out[4]:

	Company Name	Review
0	Apple	nice product
1	Apple	Great product.
2	Apple	All amazing and as expected. The colour looks ...
3	Apple	Nothing more can be said about the device exce...
4	Apple	Excellent product to buy during discount offers

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```
In [9]: # Remove Extra Space, Speacial Symbol and character.
```

```
In [11]: import re
# Define a function to clean the text
def clean(text):
    # Statement for clean the data
    text = re.sub('[^A-Za-z]+', ' ', text)
    return text

# Cleaning the text in the review column
data['Cleaned Reviews'] = data['Review'].apply(clean)
data.head()
```

Out[11]:

	Company Name	Review	Cleaned Reviews
0	Apple	nice product	nice product
1	Apple	Great product.	Great product
2	Apple	All amazing and as expected. The colour looks ...	All amazing and as expected The colour looks b...
3	Apple	Nothing more can be said about the device exce...	Nothing more can be said about the device exce...
4	Apple	Excellent product to buy during discount offers	Excellent product to buy during discount offers

```
In [12]: ### Remove Stop Word and POS tagging
```

```
In [13]: import nltk
nltk.download('punkt')
from nltk.tokenize import word_tokenize
from nltk import pos_tag
nltk.download('stopwords')
from nltk.corpus import stopwords
nltk.download('wordnet')
from nltk.corpus import wordnet

# POS tagger dictionary
pos_dict = {'J':wordnet.ADJ, 'V':wordnet.VERB, 'N':wordnet.NOUN, 'R':wordnet.ADV}

def token_stop_pos(text):
    tags = pos_tag(word_tokenize(text))
    newlist = []
    for word, tag in tags:
        if word.lower() not in set(stopwords.words('english')):
            newlist.append(tuple([word, pos_dict.get(tag[0])]))
    return newlist

data['POS tagged'] = data['Cleaned Reviews'].apply(token_stop_pos)
data.head()
```

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```
In [14]: ### Lemmatization
```

```
In [15]: from nltk.stem import WordNetLemmatizer
wordnet_lemmatizer = WordNetLemmatizer()

def lemmatize(pos_data):
    lemma_rew = " "
    for word, pos in pos_data:
        if not pos:
            lemma = word
            lemma_rew = lemma_rew + " " + lemma
        else:
            lemma = wordnet_lemmatizer.lemmatize(word, pos=pos)
            lemma_rew = lemma_rew + " " + lemma
    return lemma_rew

data['Lemma'] = data['POS tagged'].apply(lemmatize)
data.head()
```

Out[15]:

	Company Name	Review	Cleaned Reviews	POS tagged	Lemma
0	Apple	nice product	nice product	[(nice, a), (product, n)]	nice product
1	Apple	Great product.	Great product	[(Great, n), (product, n)]	Great product
2	Apple	All amazing and as expected. The colour looks ...	All amazing and as expected The colour looks b...	[(amazing, a), (expected, v), (colour, n), (lo...]	amazing expect colour look good pic reality ...
3	Apple	Nothing more can be said about the device exce...	Nothing more can be said about the device exce...	[(Nothing, v), (said, v), (device, n), (except...]	Nothing say device except work expect price pay
4	Apple	Excellent product to buy during discount offers	Excellent product to buy during discount offers	[(Excellent, a), (product, n), (buy, v), (disc...]	Excellent product buy discount offer

```
In [16]: data[['Review', 'Lemma']]
```

Out[16]:

	Review	Lemma
0	nice product	nice product
1	Great product.	Great product
2	All amazing and as expected. The colour looks ...	amazing expect colour look good pic reality ...
3	Nothing more can be said about the device exce...	Nothing say device except work expect price pay
4	Excellent product to buy during discount offers	Excellent product buy discount offer
...
245	The design looks premium and modern.	design look premium modern
246	Water resistance would have been great.	Water resistance would great
247	Camera software improvements needed.	Camera software improvement need
248	One of the best Realme phones ever!	One best Realme phone ever
249	Definitely worth buying at this price.	Definitely worth buying price

250 rows × 2 columns

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```
In [17]: ### Analyze the sentiment using Vader.
```

```
In [18]: from vaderSentiment.vaderSentiment import SentimentIntensityAnalyzer
analyzer = SentimentIntensityAnalyzer()

# function to calculate vader sentiment
def vadarsentimentanalysis(review):
    vs = analyzer.polarity_scores(review)
    return vs['compound']

data['Vader Sentiment'] = data['Lemma'].apply(vadarsentimentanalysis)
data.head()
```

```
Out[18]:
```

	Company Name	Review	Cleaned Reviews	POS tagged	Lemma	Vader Sentiment
0	Apple	nice product	nice product	[(nice, a), (product, n)]	nice product	0.4215
1	Apple	Great product.	Great product	[(Great, n), (product, n)]	Great product	0.6249
2	Apple	All amazing and as expected. The colour looks ...	All amazing and as expected The colour looks b...	[(amazing, a), (expected, v), (colour, n), (lo...]	amazing expect colour look good pic reality ...	0.7717
3	Apple	Nothing more can be said about the device exce...	Nothing more can be said about the device exce...	[(Nothing, v), (said, v), (device, n), (except...]	Nothing say device except work expect price pay	-0.1027
4	Apple	Excellent product to buy during discount offers	Excellent product to buy during discount offers	[(Excellent, a), (product, n), (buy, v), (disc...]	Excellent product buy discount offer	0.5719

```
In [19]: def vader_analysis(compound):
    if compound >= 0.5:
        return 'Positive'
    elif compound <= -0.5 :
        return 'Negative'
    else:
        return 'Neutral'

data['Vader Analysis'] = data['Vader Sentiment'].apply(vader_analysis)
data.head()
```

```
Out[19]:
```

	Company Name	Review	Cleaned Reviews	POS tagged	Lemma	Vader Sentiment	Vader Analysis
0	Apple	nice product	nice product	[(nice, a), (product, n)]	nice product	0.4215	Neutral
1	Apple	Great product.	Great product	[(Great, n), (product, n)]	Great product	0.6249	Positive
2	Apple	All amazing and as expected. The colour looks ...	All amazing and as expected The colour looks b...	[(amazing, a), (expected, v), (colour, n), (lo...]	amazing expect colour look good pic reality ...	0.7717	Positive
3	Apple	Nothing more can be said about the device exce...	Nothing more can be said about the device exce...	[(Nothing, v), (said, v), (device, n), (except...]	Nothing say device except work expect price pay	-0.1027	Neutral
4	Apple	Excellent product to buy during discount offers	Excellent product to buy during discount offers	[(Excellent, a), (product, n), (buy, v), (disc...]	Excellent product buy discount offer	0.5719	Positive

```
In [20]: vader_counts = data['Vader Analysis'].value_counts()
vader_counts
```

```
Out[20]: Positive    129
Neutral     117
Negative      4
Name: Vader Analysis, dtype: int64
```

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```
In [22]: import matplotlib.pyplot as plt
%matplotlib inline
vader_counts= data['Vader Analysis'].value_counts()
plt.figure(figsize=(10, 7))
plt.pie(vader_counts.values, labels = vader_counts.index, explode = (0.1, 0, 0), autopct='%.1f%%', shadow=False)
# plt.legend()

out[22]: ([<matplotlib.patches.Wedge at 0x1ba1425d950>,
<matplotlib.patches.Wedge at 0x1ba14269b50>,
<matplotlib.patches.Wedge at 0x1ba1426b950>],
[Text(-0.06029307948001826, 1.198484353075507, 'Positive'),
Text(-2.0597886563278817e-07, -1.0999999999999808, 'Neutral'),
Text(1.098610641138547, -0.05526897119678317, 'Negative')],
[Text(-0.035170963030010646, 0.6991158726273791, '51.6%'),
Text(-1.1235210852697535e-07, -0.5999999999999894, '46.8%'),
Text(0.5992421678937528, -0.03014671156188173, '1.6%')])

Positive
```

```
In [25]: import matplotlib.pyplot as plt

# Count occurrences of each sentiment category
vader_counts = data['Vader Analysis'].value_counts()

# Create figure
plt.figure(figsize=(10, 7))

# Bar plot
plt.bar(vader_counts.index, vader_counts.values, color=['green', 'pink', 'red'])

# Labels and title
plt.xlabel('Sentiment Category')
plt.ylabel('Count')
plt.title('VADER Sentiment Analysis Distribution')

# Show plot
plt.show()
```

Output

Performing All thing download the Analysis Graph and Paste in your Lab Manuel

WEB AND SOCIAL MEDIA LAB MANUAL

EXPERIMENT NO: 3

Perform website data analysis using whois

Require Software: Any Web Browser

Procedure:

Step-1: Open Any Web Browser.

Step-2: Search [WHOIS.com](https://www.whois.com). ->open first website name as whois.com.

About 1,320,000 results

 Whois.com
<https://www.whois.com> › whois

Free Whois Lookup - Whois IP Search & Whois Domain Lookup

Whois.com allows you to trace the ownership and tenure of a domain name or an IP address. You can also find available domains, register new domains, and protect your privacy with Whois.com.

Whois Whois
Leading provider of web presence solutions that empower you to establish and grow ...

Whois IP 128.14.134.134
Whois IP Lookup for 128.14.134.134

Whois Bajajfinserv.In
Access to .IN WHOIS information is provided to assist persons in determining ...

Whois Kali
Leading provider of web presence solutions that empower you to establish and grow ...

Search results from whois.com
Search

Other content from whois.com

Step-3: Open First link and you will see the WHOIS websites with a search bar.



The screenshot shows the Whois.com homepage with a dark background featuring a network of nodes. At the top, there's a navigation bar with links like Gmail, YouTube, WhatsApp, Dr. Nayyar Iqbal - U..., New chat, FREE Urdu Typing L..., Acrobat Reader - D..., SQL - Complete Co..., Sentiment Analysis..., DataScienceToday ..., Paperpal - Signup, and a sign-in button. Below the navigation is the Whois logo and a search bar with the placeholder "Enter Domain or IP". To the right of the search bar is a magnifying glass icon and the word "WHOIS". Further down, there's a large button labeled "Whois Domain Lookup" with the subtext "Whois search for Domain and IP". Below this is another search bar with the placeholder "Enter Domain Name or IP Address" and a "SEARCH" button with a magnifying glass icon. A note below the second search bar says "Example: qq.com, google.co.in, bbc.co.uk, ebay.ca".

Frequently Asked Questions

+ What is a Whois domain lookup?

Step-4: Write any [domain name](#) or [IP Address](#) in Search option and click on [search button](#).

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Step-5: Now you will see all the details of the given domain.

Step-6: Note Down the Registration Details. Check the registration date to understand how long the domain has been active.

Step-7: Registrar Information- Examine the Registered owner name, email, address and contact details.

Step-8: Administrative and Technical Contact- Review the contact information for individuals managing the domain administrative and technical aspects.

Use cases of this Analysis.

1. Security Assessment

- A. **Phishing Detection:** Check if a suspicious domain is recently registered or has questionable ownership information.
- B. **Malware Investigation:** Identify domain linked to malicious activity by analyzing their registration details and historical record.
- C. **Brand Protection:** Monitor for potentially infringing domain that might be attempting to impersonate your brand.

2. Market Research

- A. **Competitor Analysis:** Investigate the ownership and registration details of competitor websites.
- B. **Domain Availability Check:** Identify available domain names related to your business idea.

3. Legal Investigation

- A. **Identifying website owners:** Obtain contact information for potential legal action against a website owner.
- B. **Domain dispute resolution:** Gather Evidence to support a domain dispute claim.

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Output

cmrithyderabad.edu.in

Updated 7 hours ago 



Domain Information

Domain:	cmrithyderabad.edu.in
Registered On:	2022-07-25
Expires On:	2032-07-25
Updated On:	2022-07-30
Status:	OK
Name Servers:	ns2.gcdn.services ns1.gcorelabs.net



Registrar Information

Registrar:	ERNET India
IANA ID:	800068
URL:	http://www.ernet.in



Registrant Contact

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EXPERIMENT NO: 4

Count visitor profiles using Google analytics.

Require Software: Google Analytics Account

Procedure:

Step-1: Setup or login your google analytics accounts.

Step-2: Click on **Admin Icon** -> Click on **data Display** -> Click on **Audience** -> Now you can check your all **Audience Report** that you created earlier.

Step-3: Now Come back one step -> click on **new Audience** -> Click on **Create custom audience** -> give a name of **custom audience** -> Click on **Add New Condition** -> Select **Demographics** -> Select **Age** -> Click on **filter and select all filter type** -> Click on **apply** -> click on **And** -> Select **Gender** -> click on **filter** -> select **all gender** -> Click on **apply** -> click on **Add** -> Again Select **Interest** -> Search and Select **Technology** -> Click on **apply** -> and Last one again click on **And** -> Select **Interest in a market audience** -> select **technology** -> Click on **apply** (You can select more than one)

The screenshot shows the Google Analytics interface. On the left, there's a sidebar with navigation links: Home, Admin, Data, Audience, Data display, Events, Key events, Audiences (which is highlighted with a blue background), Comparisons, Segments, Custom definitions, Channel groups, and Attribution settings. A red arrow points from the 'Audiences' link in the sidebar to the 'Audiences' section in the main content area. In the main content area, there's a search bar at the top with the placeholder 'Try searching "Behavior overview"'. Below it, a date range is set to 'Last 28 days Jan 21 - Feb 17, 2025' and 'Compare: Dec 24, 2024 - Jan 20, 2025'. The 'Audiences' section displays two rows of audience data:

Audience name	Description	Total users	% Change	Created On
All Users	All users	5	-	Feb 2, 2025
Purchasers	Users who have purchased in the last 540 d...	< 10 Users	-	Feb 2, 2025

At the bottom right of the audience table, there's a 'New audience' button with a red arrow pointing to it. At the very bottom left of the sidebar, there's a gear icon with a red arrow pointing to it. The bottom right corner of the interface has a watermark: 'Activate Windows Go to Settings to activate Windows.'

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Step-4: After that click on **Report** -> click on **data display** -> Click on **Audience** -> and **count the device category and platform**.

The image consists of two vertically stacked screenshots of the Google Analytics interface.

Screenshot 1 (Top): Audience Overview

This screenshot shows the "Audiences" section of the Google Analytics interface. The sidebar on the left is expanded to show the "Data display" section, which is highlighted with a red arrow. The main content area displays a table of audiences:

Audience name	Description	Total users	% Change	Created On
my report	my report	< 10 Users	-	Feb 18, 2025
Recently active users	Audiance_Report	< 10 Users	-	Feb 18, 2025
All Users	All users	5	-	Feb 2, 2025
Purchasers	Users who have purchased in the last 54...	< 10 Users	-	Feb 2, 2025

Screenshot 2 (Bottom): User Behavior Overview

This screenshot shows the "All Users" report in the Google Analytics interface. The sidebar on the left is expanded to show the "User attributes" section, which is highlighted with a red arrow. The main content area displays two charts: "Active users by Device category" and "Active users by Platform".

Active users by Device category:

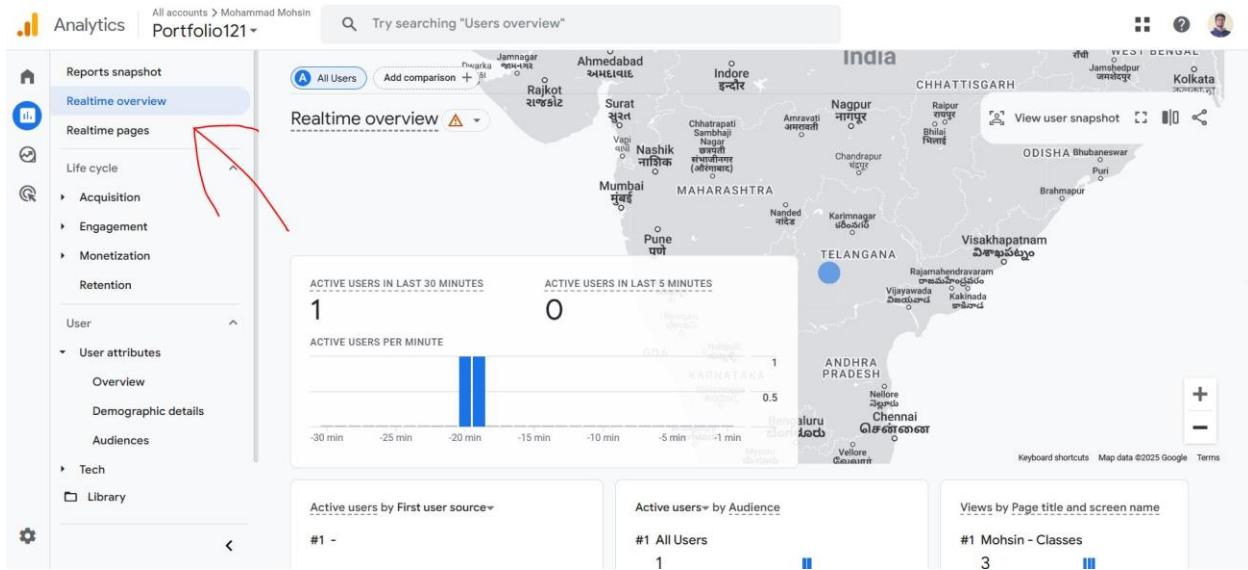
DEVICE CATEGORY	ACTIVE USERS
desktop	3
mobile	2

Active users by Platform:

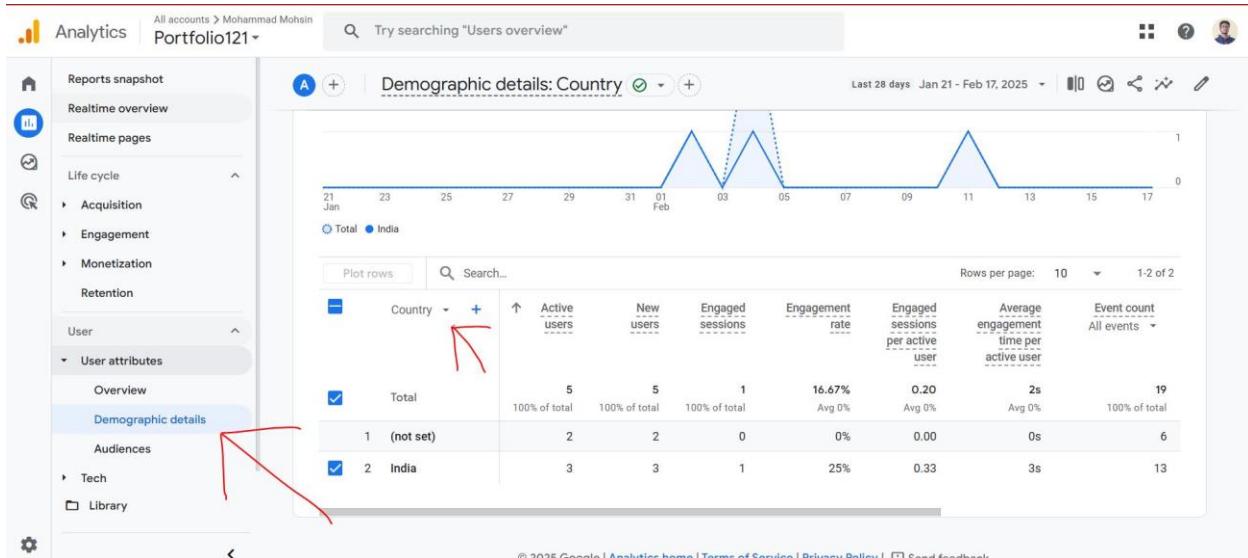
PLATFORM	ACTIVE USERS
web	5

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Step-5: After that click on [Realtime Overview](#) -> find [Geo-graphics Location](#).



Step-6: Now Click on [User Attributes](#) -> Click on [Demographics Details](#).



Step-7: Now Click on [Home](#) -> Count [Visitor Profile](#).

Step-8: Again Click on [Admin](#) -> Click on [Data Display](#) -> Click on [Audience](#) -> Download the data

Step-9: Now take a new Page and Search GA4 Demo account and Open -> Scrool that page and open Google Analytics 4 Property: Google Merchandise Store (web data).

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Step-10: Perform all operation that you performed in your personal Portfolio and Compare all User from your Personal Portfolio.

OUTPUT

1. Count All User:
2. Count Device Type:
3. Count Demographic Location:
4. Count Geographic Location:
5. Create an Audience.
6. Download all user Data.

Experiment-5

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Analyze Key SEO Parameters Of Travel Website.

Require Software:

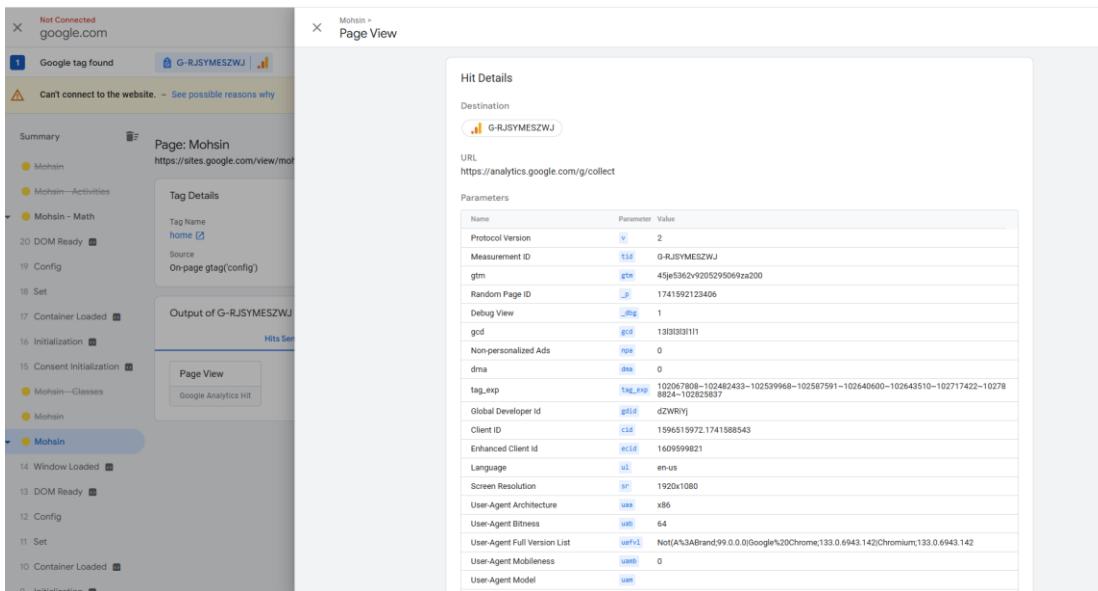
- **Google Keyword Planner or SEMrush** (for keyword research)
- **Screaming Frog SEO Spider** (for analyzing website structure and metadata)
- **Google Search Console** (for performance analysis)
- **Google Page Speed Insights** or any Other Page speed insight tool

Procedure:

Step-1: Open your websites and google analytics

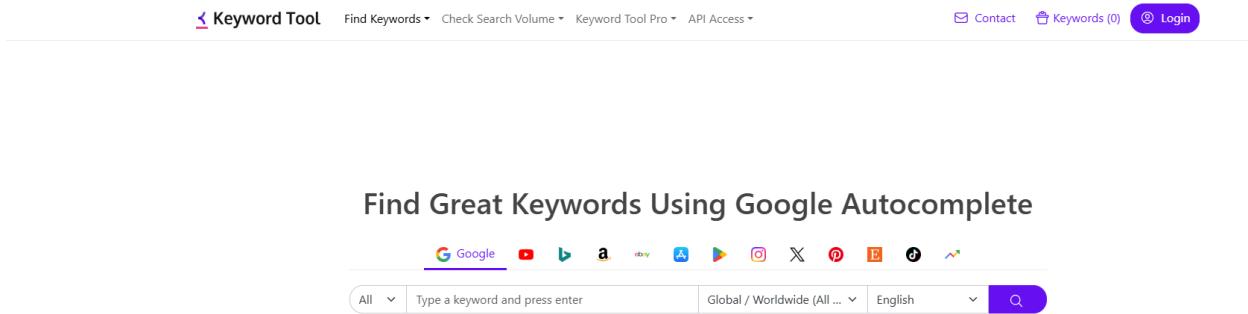
Step-2: In a google analytics -> click on admin -> Data Display -> Events -> create an Events and add portfolio page details

Step-3: Now open any page of your website and check the page details using tag Assistant.



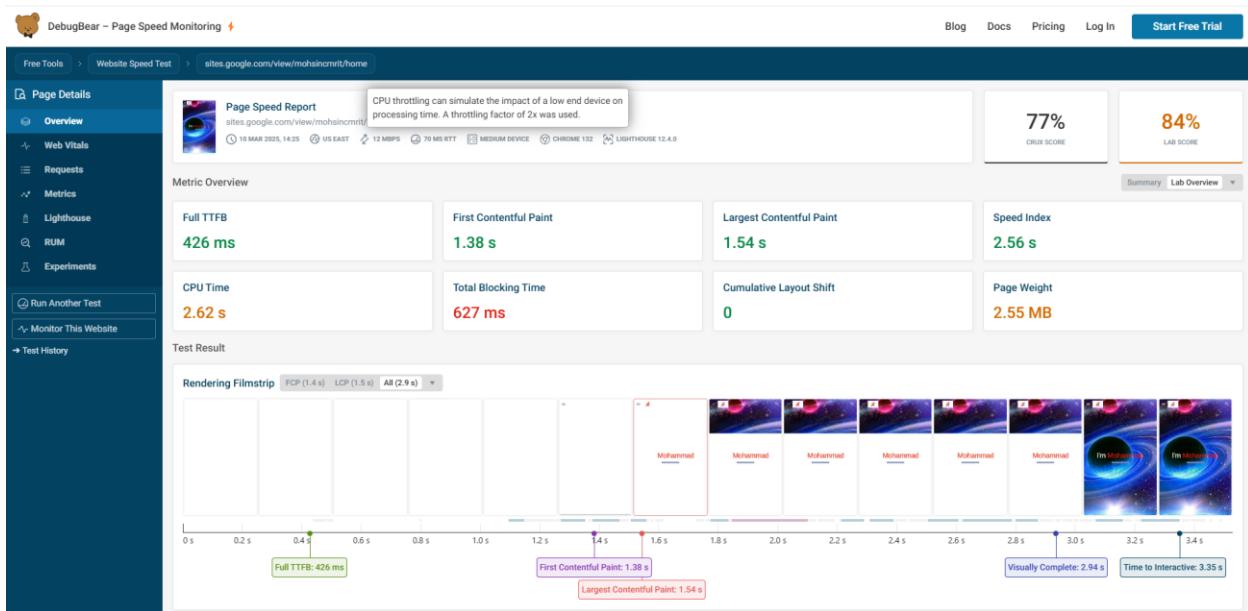
WEB AND SOCIAL MEDIA LAB MANUAL

Step-4: Now open any tool for keyword research and perform Keyword search.



The screenshot shows the homepage of the Keyword Tool website. At the top, there are navigation links: 'Find Keywords', 'Check Search Volume', 'Keyword Tool Pro', and 'API Access'. On the right side, there are links for 'Contact', 'Keywords (0)', and 'Login'. Below the header, the main title 'Find Great Keywords Using Google Autocomplete' is displayed. Underneath the title is a search bar with a placeholder 'Type a keyword and press enter'. To the left of the search bar are icons for various search engines: Google, YouTube, Bing, AOL, eBay, Amazon, Play Store, Instagram, Twitter, Pinterest, LinkedIn, and a magnifying glass icon. Below the search bar are dropdown menus for 'All', 'Global / Worldwide (All ...)', and 'English', followed by a search button.

Step-5: Check page speed and Page insight using external tool like Debugbear.



The screenshot shows a detailed page speed report from DebugBear. At the top, it says 'Page Speed Report' for 'sites.google.com/view/mohsincmrt/home'. It includes test details: '18 MAR 2023, 14:25', 'US EAST', '12 Mbps', '70 ms RTT', 'MEDIUM DEVICE', 'CHROME 12.0', and 'LIGHTHOUSE 12.0'. On the right, it shows 'CRUX SCORE' at 77% and 'LAB SCORE' at 84%. Below this, the 'Metric Overview' section displays various performance metrics: Full TTFB (426 ms), First Contentful Paint (1.38 s), Largest Contentful Paint (1.54 s), Speed Index (2.56 s), CPU Time (2.62 s), Total Blocking Time (627 ms), Cumulative Layout Shift (0), and Page Weight (2.55 MB). The 'Test Result' section features a 'Rendering Filmstrip' timeline from 0s to 3.4s. Key points on the timeline are highlighted: 'Full TTFB: 426 ms' (at 0.45s), 'First Contentful Paint: 1.38 s' (at 1.38s), 'Largest Contentful Paint: 1.54 s' (at 1.54s), 'Visually Complete: 2.94 s' (at 2.94s), and 'Time to Interactive: 3.35 s' (at 3.35s). The filmstrip shows a sequence of images where the page content is being loaded and rendered over time.

Step-6: Check whether your website is different screen responsive or not.

- Open your website.
- Right click on any page and open inspect.
- Check your Screen Compatibility.

OUTPUT

Paste your Step 5 Output

Experiment-6

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Perform hyperlink count of any website

Require Software: Jupyter notebook, Screaming Frog SEO Spider, Google Analytics tool.

Note: We have many ways to count the hyperlinks on any website. Using Screaming Frog SEO Spider, Using python and its Library and, we have an option to direct page inspect option. So here we will use python. We have some web based tool also.

Procedure:

Step-1. Open Jupyter notebook and install beautifulsoup4 library

```
pip install requests beautifulsoup4
```

Step-2. Import beautiful soup & request

```
import requests  
from bs4 import BeautifulSoup
```

Step-3. Write a function to count hyperlink

```
# Function to get and count hyperlinks  
def count_hyperlinks(url):  
    response = requests.get(url)  
    soup = BeautifulSoup(response.content, 'html.parser')  
    # Find all <a> tags (hyperlinks)  
    hyperlinks = soup.find_all('a')  
    return len(hyperlinks)
```

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Step-4. Print Hyperlink

```
# Example usage
url = "<website URL>" # Replace with the desired website
link_count = count_hyperlinks(url)
print(f"Total number of hyperlinks on {url}: {link_count}")
```

OUTPUT

Paste a Screenshot of your Step-4

Experiment-7

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Perform A Case Study On Sentiment Analysis Using Twitter Data.

Required Software:

- Python (preferably Python 3.x)
- Libraries: Tweepy, TextBlob, pandas, matplotlib, nltk, seaborn
- Twitter Developer Account to get API keys for accessing Twitter data.

Procedure:

Step-1: Install Necessary Library

Step-2: Import Necessary Library and import dataset in you jupyter notebook.

```
!pip install pandas  
import pandas as pd  
data = pd.read_csv("Twitter_Data.csv")  
data.head()
```

Step-3: Drop Unnecessary column

```
data = data.drop('category', axis=1)  
data.head()
```

Step-4: convert data into String (Optional)

```
data['clean_text'] = data['clean_text'].astype(str).str.strip()
```

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Step-5: Now Clean and Preprocess the data

A.

```
import re
# Define a function to clean the text
def clean(text):
    # Removes all special characters and numericals leaving the alphabets
    text = re.sub('[^A-Za-z]+', ' ', text)
    return text
# Cleaning the text in the review column
data['Reviews'] = data['clean_text'].apply(clean)
data.head()
```

B.

```
!pip install nltk
import nltk
nltk.download('punkt_tab')
from nltk.tokenize import word_tokenize
from nltk import pos_tag
nltk.download('stopwords')
from nltk.corpus import stopwords
nltk.download('wordnet')
from nltk.corpus import wordnet
nltk.download('averaged_perceptron_tagger')
import nltk
nltk.download('averaged_perceptron_tagger_eng')
```

Step-6: Pos-tagging of data

```
# POS tagger dictionary
pos_dict = {'J':wordnet.ADJ, 'V':wordnet.VERB, 'N':wordnet.NOUN,
'R':wordnet.ADV}
def token_stop_pos(text):
    tags = pos_tag(word_tokenize(text))
    newlist = []
    for word, tag in tags:
        if word.lower() not in set(stopwords.words('english')):
            newlist.append(tuple([word, pos_dict.get(tag[0])]))
    return newlist

data['POS tagged'] = data['Reviews'].apply(token_stop_pos)
data.head()
```

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Step-7: Apply Lemmatizer on data

```
from nltk.stem import WordNetLemmatizer
wordnet_lemmatizer = WordNetLemmatizer()

def lemmatize(pos_data):
    lemma_rew = " "
    for word, pos in pos_data:
        if not pos:
            lemma = word
            lemma_rew = lemma_rew + " " + lemma
        else:
            lemma = wordnet_lemmatizer.lemmatize(word, pos=pos)
            lemma_rew = lemma_rew + " " + lemma
    return lemma_rew

data['Lemma'] = data['POS tagged'].apply(lemmatize)
data.head()
```

Step-8: Now Install TextBlob for analysis

```
pip install TextBlob
```

Step-9: Define a function for calculate polarity and subjectivity using TextBlob

```
from textblob import TextBlob
# function to calculate subjectivity

def getSubjectivity(Review):
    return TextBlob(Review).sentiment.subjectivity

# function to calculate polarity
def getPolarity(Review):
    return TextBlob(Review).sentiment.polarity
# function to analyze the reviews
def analysis(score):
    if score < 0:
        return 'Sad'
    elif score == 0:
        return 'Neutral'
    else:
        return 'Happy'
```

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Step-10: Analyze Subjectivity and polarity of our twitter data

```
data['Polarity'] = data['Lemma'].apply(getPolarity)  
data['Analysis'] = data['Polarity'].apply(analysis)  
data.head()
```

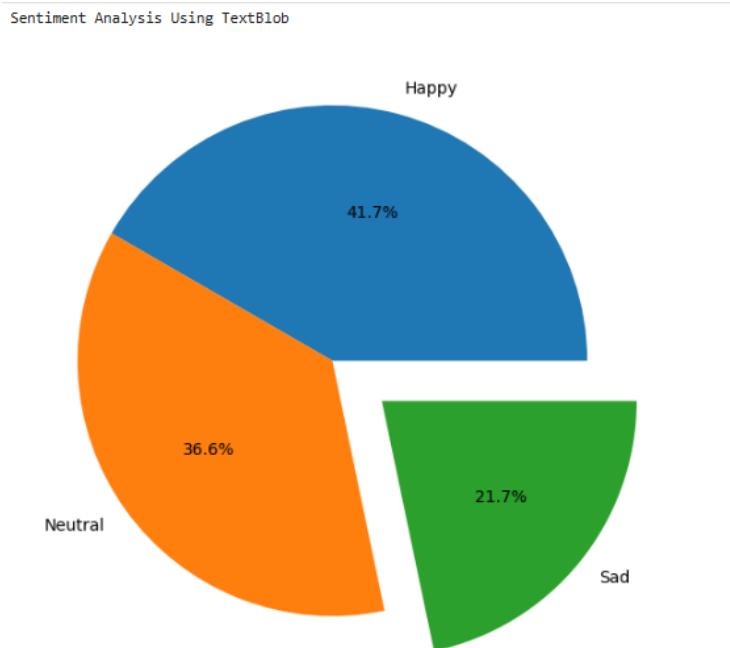
Step-11: Count analysis score

```
tb_counts = data.Analysis.value_counts()  
tb_counts
```

Step-12: Print the Result using matplotlib

```
import matplotlib.pyplot as plt  
%matplotlib inline  
  
tb_count= data.Analysis.value_counts()  
plt.figure(figsize=(10, 7))  
plt.pie(tb_count.values, labels = tb_count.index, explode = (0, 0, 0.25), autopct='%.1f%%', shadow=False)  
print("Sentiment Analysis Using TextBlob")  
#plt.legend()
```

OUTPUT



Experiment-8

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Perform stock market prediction of any share using past trends.

Required Tools: PowerBI, Colab or Jupiter,

Procedure:

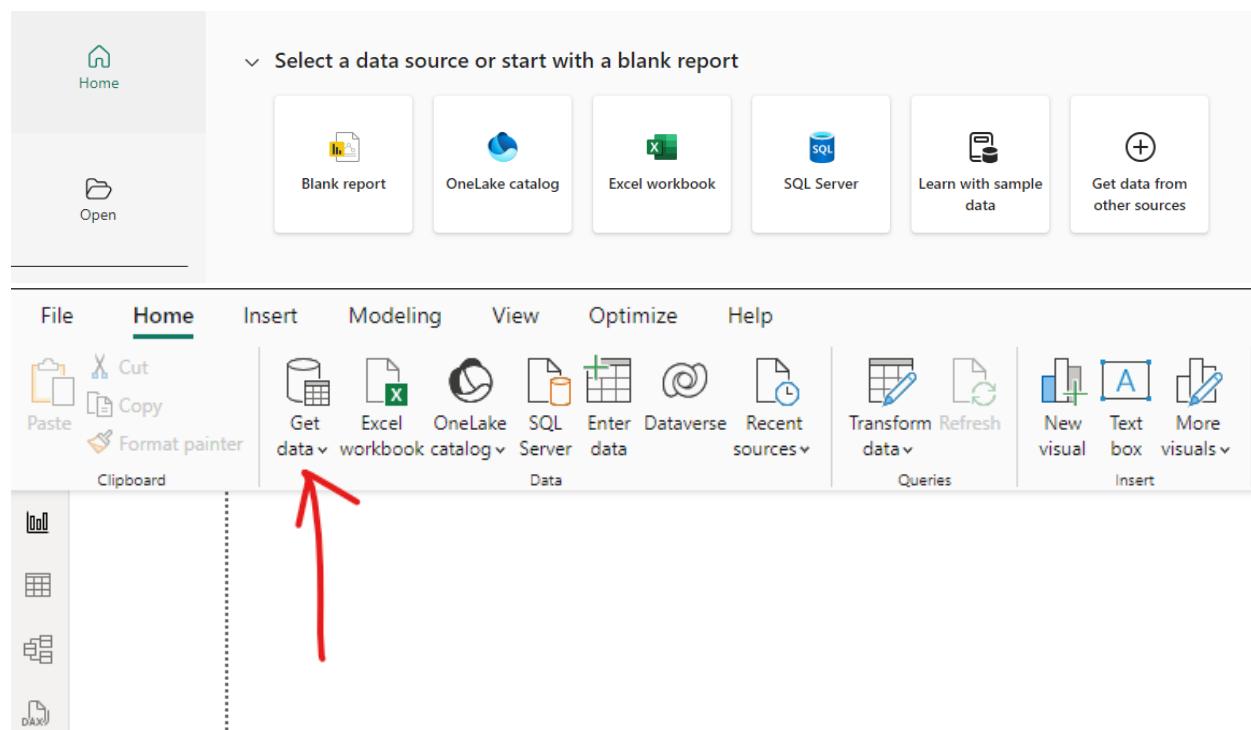
Step-1: Download and install powerBI.

Step-2: Import stock market data if you have otherwise download from Yahoo finance, Quandl etc..

Or

Download from this link ([\).](#)

Step-3: Import data into powerBI -> Go to **Home** > **Get Data** > **Text/CSV**

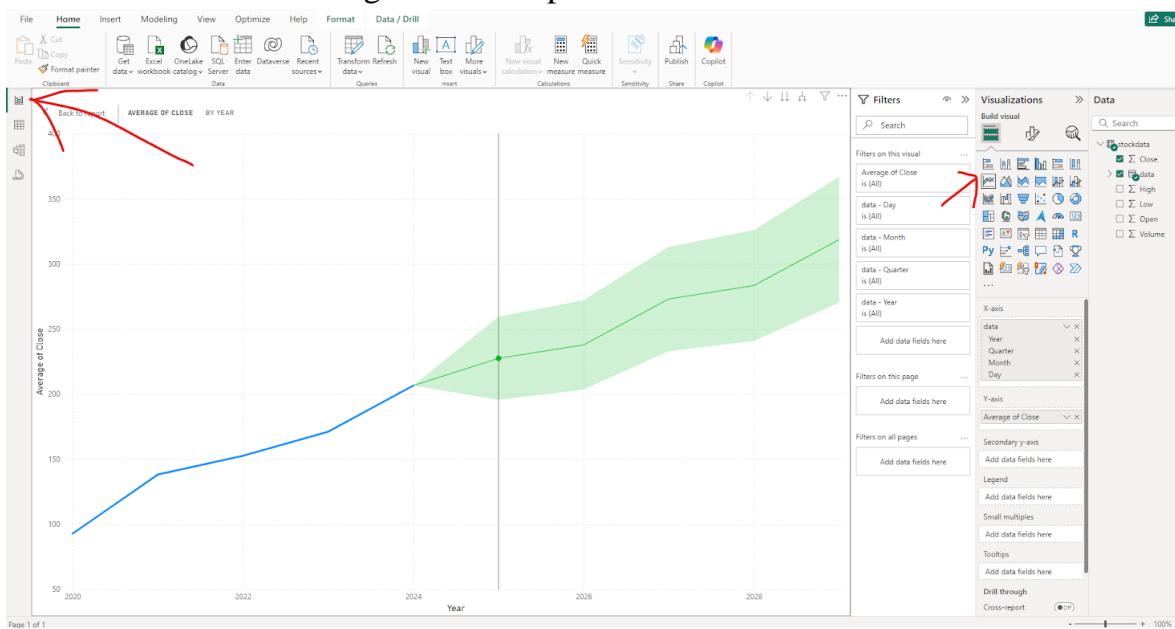


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Step-4: Clean and pre-process the data -> Click on transform data and open the Power Query Editor. After that we can clean and preprocess the data.

Step-5: Visualize historical stock data -> Create line chart -> adjust time series

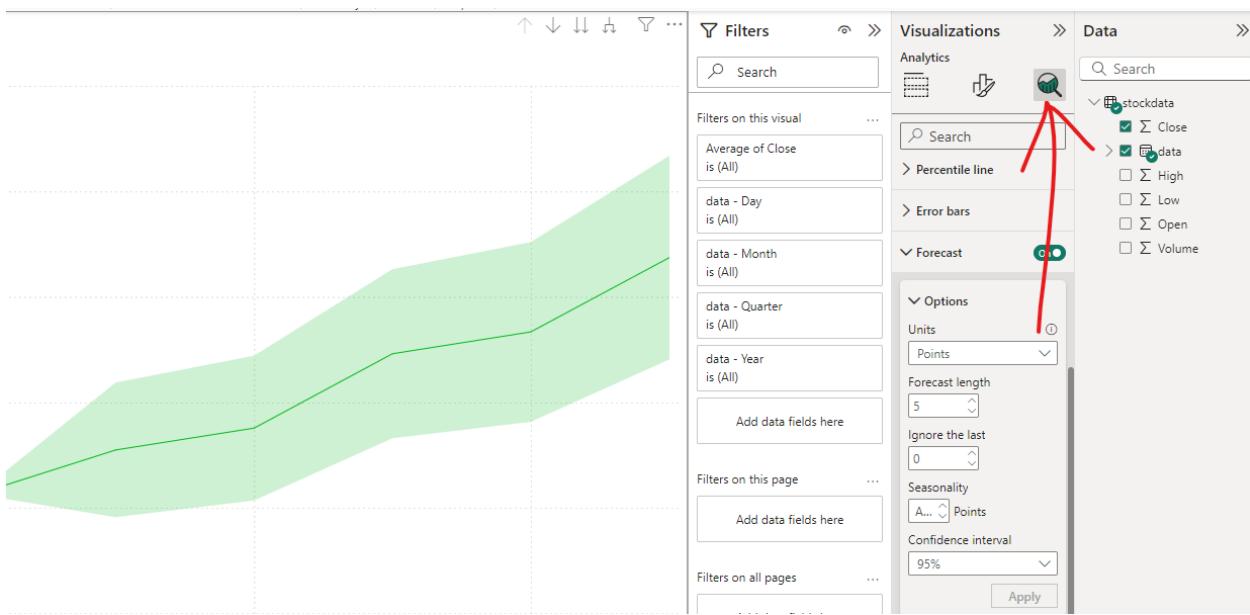
- Select report view
- Select line chart.
- Select date and drag the close report.



Step-6: Add forecasting model and adjust forecasting

- Select add Add further analysis
- Enable forecasting and set the length according to your choice

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Step-7: Analyze forecast data and compare with another data.

Step-8: Visualize the forecast data with other indicator

- A. Move Average
- B. Move High
- C. Move Low

Step-9: Publish the report.

OUTPUT

Paste a Screenshot of your Step-6

Experiment-9

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

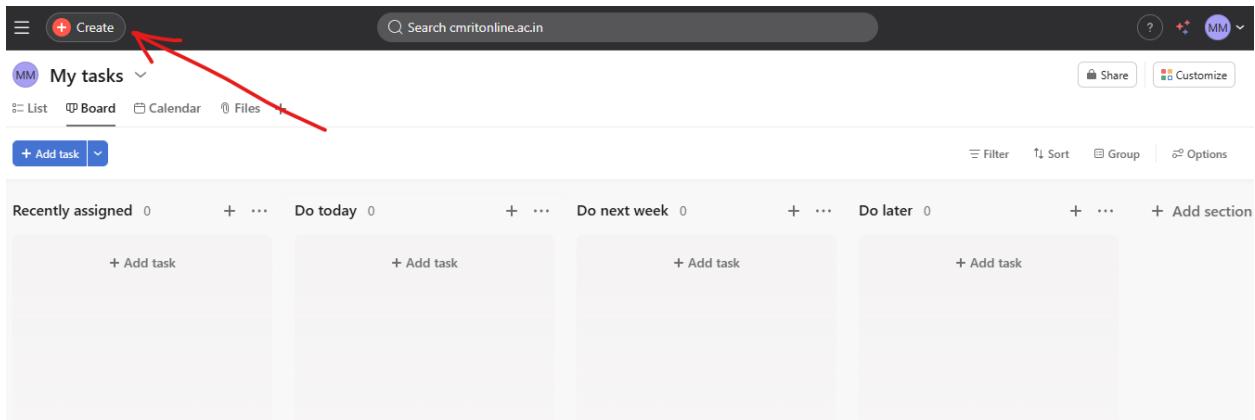
Aim: Perform Work Management Of An Organization Using Asana Tool.

Required Software: Asana

Procedure:

Step-1: Search Asana on any browser and Create an account. And login your account

Step-2: After login it will show dashboard, Click on Create and Select Project.



Step-3: Select Blank project -> Type Project name -> click on Continue

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New project

Project name

Project name is required.

Select a team

MD's first team

Privacy

Shared with team

Set up with Asana AI

Continue

Step-4: Chose your Project View and click on Create a Project.

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Choose views for your project

Asana recommended

✓ **Overview**

Align on project info and resources

✓ **List (required)**

Organize tasks in a powerful table

✓ **Board**

Track work in a Kanban view

✓ **Timeline**

Schedule work over time

✓ **Dashboard**

Monitor project metrics and insights

Popular



Gantt

Track dependencies and baselines



Calendar

Plan weekly or monthly work



Note

Write meeting notes and more



Workload

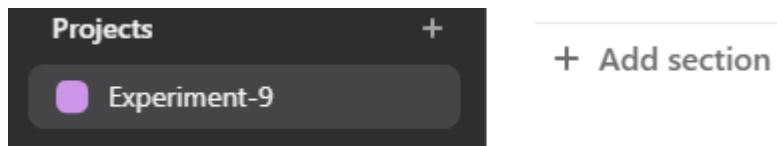
Manage your team's time and capacity

Show more views

Back

Create project

Step-5: You able to see your project are created in Left side option -> Click on project -> Click on Add task -> Write your task name -> Set Assignee -> Set Due Date or timeline -> Set Description and Comment also.



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The screenshot shows a task management application interface. At the top, there's a header with the title "Experiment-9" and navigation links for "Overview", "List" (which is selected), "Board", "Timeline", "Dashboard", and "+". On the right side of the header are buttons for "MM...", "Share", and "Customize". Below the header is a toolbar with a "+ Add task" button and filters for "Filter", "Sort", "Group", and "Options".

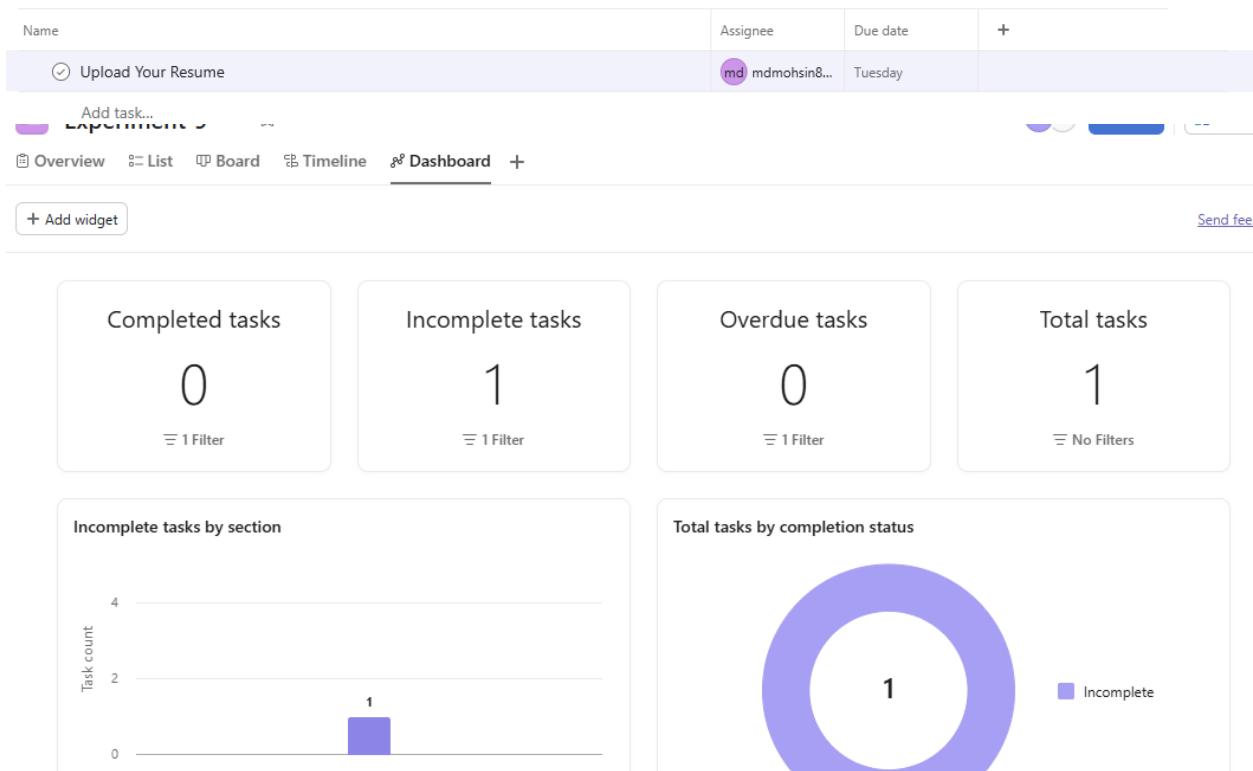
The main area displays a table with columns for "Name", "Assignee", "Due date", and a "+" button. There are three rows of placeholder text: "e.g. Determine project goal", "e.g. Schedule kickoff meeting", and "e.g. Set final deadline", each with a user icon and a calendar icon.

Below the table is a "+ Add section" button. To the left, there's a sidebar with a "Todo 1" section containing a task "Upload Your Resume" with a checkmark, a due date of "Tuesday", and a "+ Add task" button. The "Doing 0" section has a "+ Add task" button.

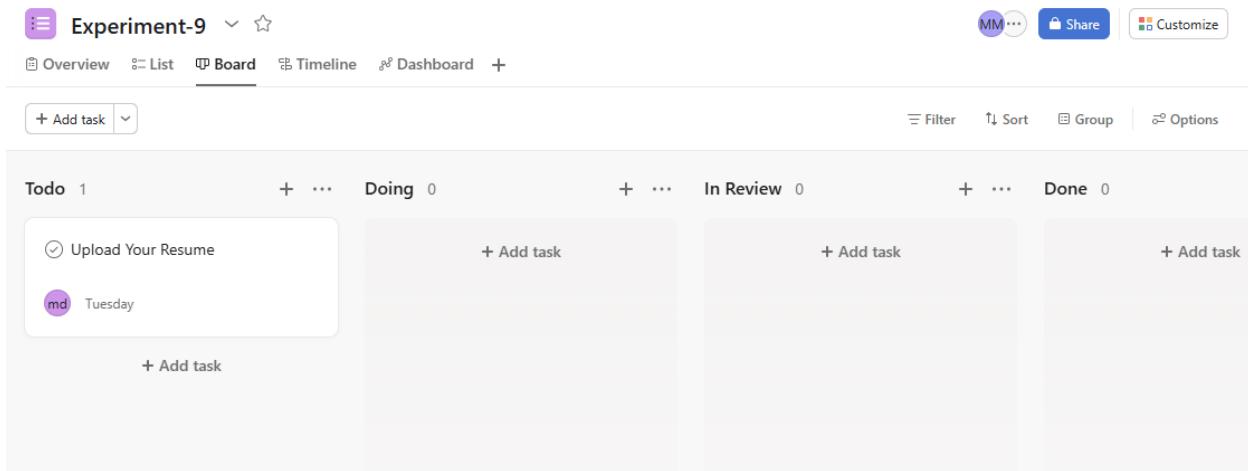
On the right, a detailed view of the "Upload Your Resume" task is shown. It includes a "Description" field with the placeholder "What is this task about?", a "Comments" section with a "Add a comment" input field, and a "Collaborators" section listing "MM", "md", and another user icon with a "+" button. There are also icons for "Leave task" and other sharing options.

Step-6: Now you able to see, your task is added and sends it to assignee -> Click on Dashboard and track your task is completed or not

WEB AND SOCIAL MEDIA LAB MANUAL



Step-7: Click on Board and Create a Board with some stages. (e.g. Todo, Doing, In Review and Done)



Step-9: Now Wait for Task Completion. Whenever assignee completes your task, it is automatically show completed in Dashboard and it will show inactive in timeline.

WEB AND SOCIAL MEDIA LAB MANUAL

OUTPUT

Paste the output of Timeline Dashboard

Experiment-10

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Perform Push And Pull Request In Git Hub.

Require Software:

- Git Bash installed on your machine.
- A GitHub account.

Procedure:

Step-1: Create a GitHub Repository and copy your repository URL.

Step-2: Create a folder and create a file inside that folder

Step-3: Open that folder with git bash command prompt, and upload that folder on created repository with the help of given command.

- git init
- git status
- git add .
- git status
- git commit -m "main branch"
- git remote add origin <URL>
- git push -u origin master

```
MINGW64:/c/Users/Mohammad Mohsin/Desktop/demo1
Mohammad Mohsin@DESKTOP-85JOP8A MINGW64 ~/Desktop/demo1
$ git init
Initialized empty Git repository in C:/Users/Mohammad Mohsin/Desktop/demo1/.git/
Mohammad Mohsin@DESKTOP-85JOP8A MINGW64 ~/Desktop/demo1 (master)
$ git status
On branch master

No commits yet

Untracked files:
  (use "git add <file>..." to include in what will be committed)
    demo1.txt

nothing added to commit but untracked files present (use "git add" to track)

Mohammad Mohsin@DESKTOP-85JOP8A MINGW64 ~/Desktop/demo1 (master)
$ git add .

Mohammad Mohsin@DESKTOP-85JOP8A MINGW64 ~/Desktop/demo1 (master)
$ git status
On branch master
```

WEB AND SOCIAL MEDIA LAB MANUAL

Step-4: Now check your file is uploaded or not on your Git Repository.

Step-5: After that copy the link of uploaded repository, and open in new page and create a fork of that repository.

Step-6: Copy the fork Repository URL and clone a repository in same Git bash command prompt with the help of given commnd and follow the another command after that:

- git clone <https://github.com/Gitmohsin/pull-request.git> #Clone the repo
- cd pull-request/ #Change Directory
- git checkout -b new_branch #Create Branch
- git branch #Check the Branch
- vim <file_name> #Open file in vim editor and update and Save with :wq! command
- git status #Check the status
- git add demo.txt #Stage or Add updated file in Git
- git commit -m "updated file" #Commit new file with new comment
- git remote set-url origin <URL> #Set main repo URL
- git push --set-upstream origin newbranch #Push new branch in main repo

Step-7: Now check your main repo and Update your pull Request with new Branch

Step-8: Compare the branch data and Merge the branch

Step-9: Now Delete the new branch.

Step-10: Check Once main Branch is Updated or not.

OUTPUT

demo				
Access	Name	Date modified	Type	Size
ve	.git	10-04-2025 09:49	File folder	
ve - Personal	pull-request	10-04-2025 09:57	File folder	
objects	demo.txt	10-04-2025 09:28	Text Document	1 KB
58.137.165				
op				
ments				

Experiment-11

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Apply social media widget in any website.

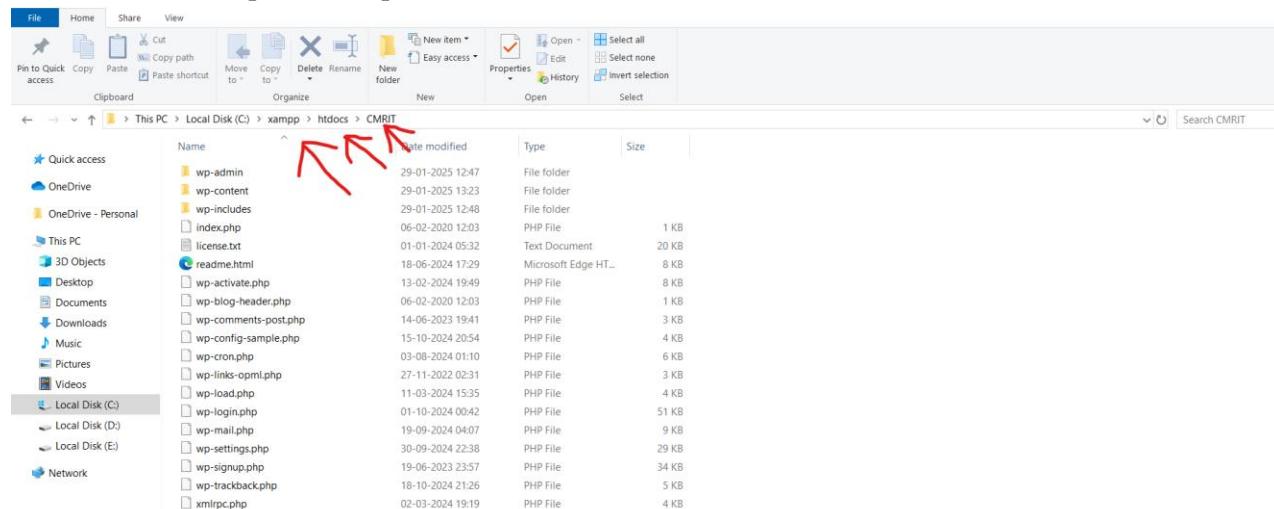
Required Software: XAMPP Server, WordPress Software package.

Procedure:

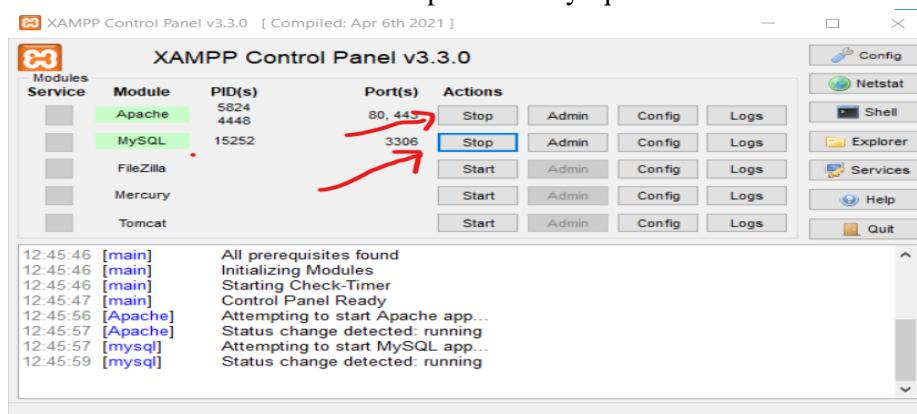
Step-1: Download and Install XAMPP server software.

Step-2: Download wordpress zip file from the link- <https://wordpress.org/download/>

After download Extract zip file -> Open Wordpress folder and copy all file and folder -> now open Local Disk C -> Open XAMPP folder -> Open htdocs -> Create a folder name as <your name> or <roll_no> after that paste all copied file in the folder.



Step-3: Now RUN the XAMPP server and start apache and MySQL server.



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Step-4: Open any Browser and Search – localhost/phpmyadmin. -> Create a Simple database with a name (i.e. roll number or name) and click on create button. (follow given image)

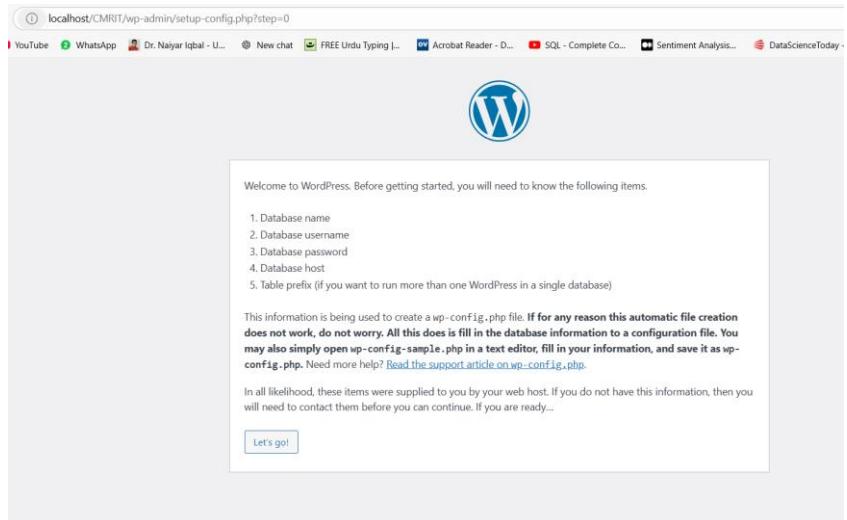
The screenshot shows the phpMyAdmin interface for MySQL version 127.0.0.1. The left sidebar lists databases: New, information_schema, mysql, performance_schema, phpmyadmin, and test. The main area is titled 'Databases' and contains a 'Create database' form. In the 'Database' field, the value '22R01A6775' is entered. Below it, the 'Collation' dropdown is set to 'utf8mb4_general_ci'. To the right of the 'Create' button, there are 'Check all' and 'Drop' buttons. A red arrow points from the text 'follow given image)' to the 'Create' button. The table below lists existing databases: information_schema, mysql, performance_schema, phpmyadmin, and test, each with its collation and a 'Check privileges' link.

Step-5: Take one more page and search – localhost/<filename>. (The filename is the saved file in the htdocs folder). It shows like given image.

The screenshot shows a browser window with the URL 'localhost/CMRIT/wp-admin/setup-config.php'. The page features the classic blue WordPress logo at the top. Below it, a dropdown menu lists various languages: English (United States), Afrikaans, অসমীয়া, Aragonés, العربية, العربية المغربية, অসমীয়া, گۈنئى ئۇيغۇرچىسى, Azerbaijani dili, Беларуская мова, Български, ସାଙ୍ଗଳୀ, ହିନ୍ଦୀ, Bosanski, Català, Cebuano, Čeština, Cymraeg, Dansk, Deutsch (Schweiz), and Deutsch (Österreich). A red arrow points from the text 'It shows like given image.' to the 'Continue' button at the bottom right of the dropdown menu.

Click on **Continue** option

WEB AND SOCIAL MEDIA LAB MANUAL



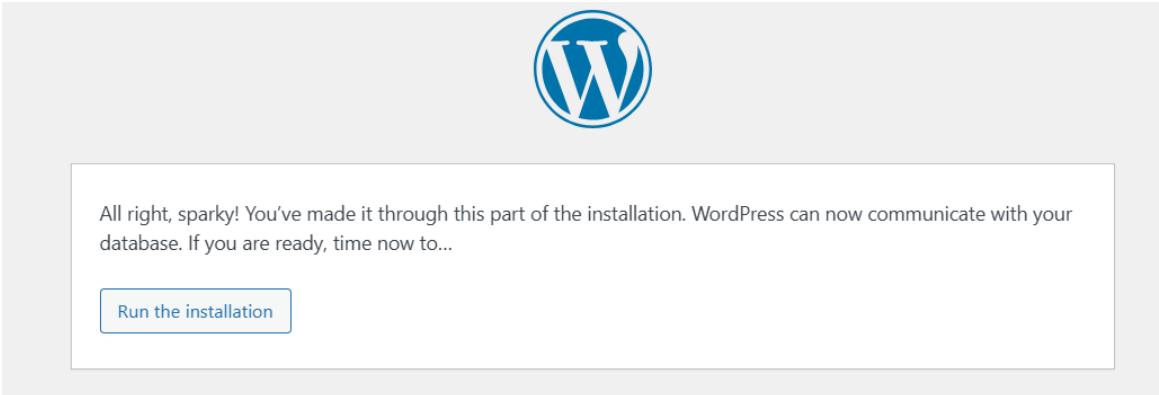
Click on let's go option

Step-6: Type your database_name in the place of database name option and type username root and click on submit button

A screenshot of the same WordPress setup configuration page, but now showing the 'Database Connection Details' step. The page title is localhost/CMRIT/wp-admin/setup-config.php?step=1. It contains fields for Database Name (22R01A6775), Username (root), Password (password), Database Host (localhost), and Table Prefix (wp_). A 'Submit' button is at the bottom.

WEB AND SOCIAL MEDIA LAB MANUAL

Step-7: Click on [Run the Installation](#) option

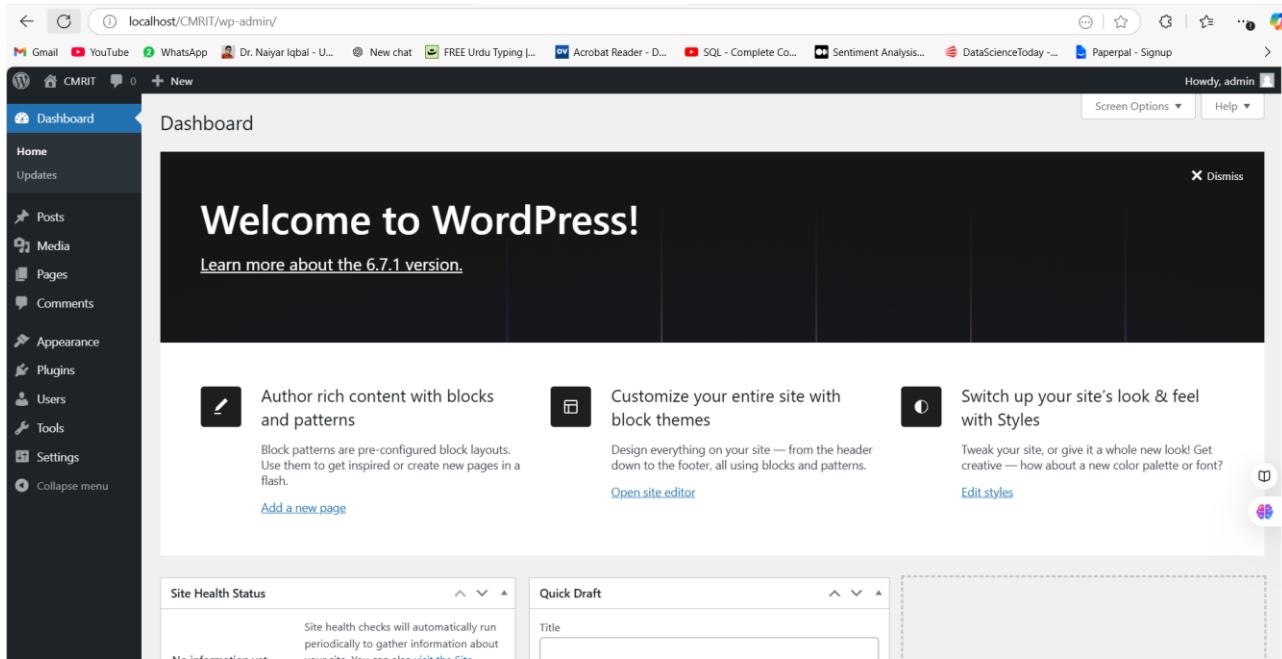


Step-8: Now it will show a [Welcome](#) page and ask some information like- site title, username, password and email. (i.e. given image), just fill all needed data and click on [install wordpress](#) option

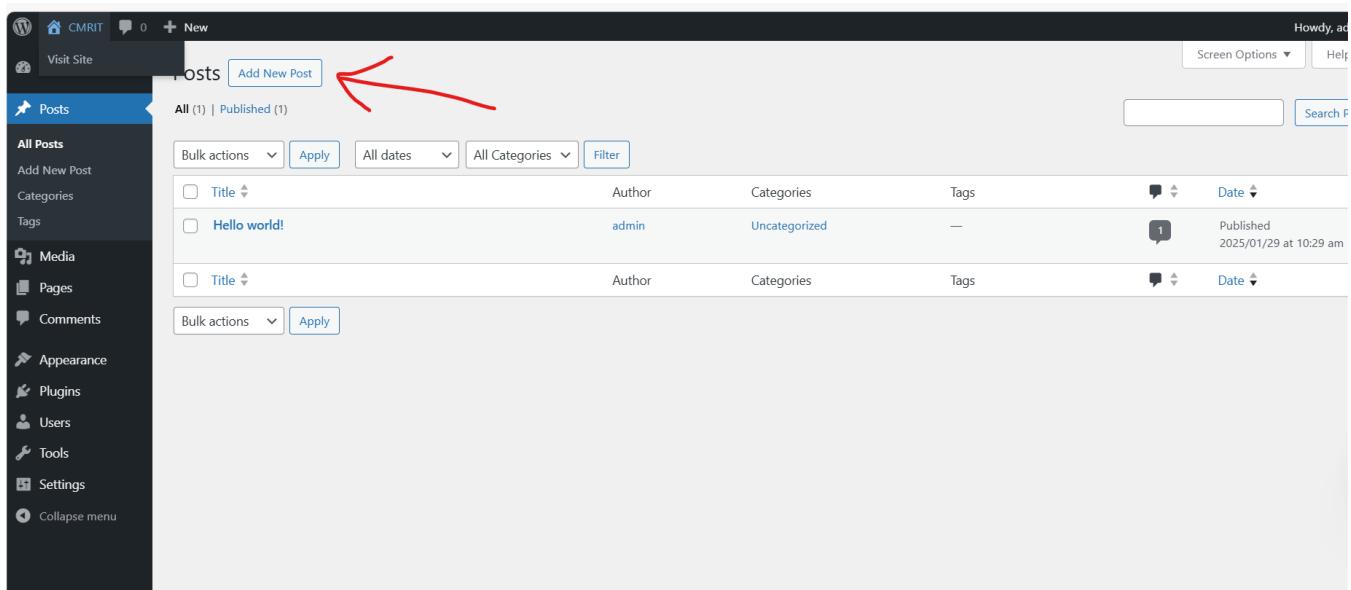
A screenshot of a web browser showing the WordPress installation welcome page. The URL in the address bar is "localhost/CMRIT/wp-admin/install.php?language=en_US". The page has a heading "Information needed" and instructions: "Please provide the following information. Do not worry, you can always change these settings later.". It contains several input fields with red arrows pointing to them: "Site Title" (CMRIT), "Username" (admin), "Password" (password, strength: Very weak), "Confirm Password" (checkbox checked), "Your Email" (csd@gmail.com), and "Search engine visibility" (checkbox checked). At the bottom is a blue button labeled "Install WordPress".

Step-9: after installing Wordpress, it will show a [Success](#) message and provide a option [login](#) -> click on [login](#) and fill your user id and password and login -> After login it will show a [dashboard](#).

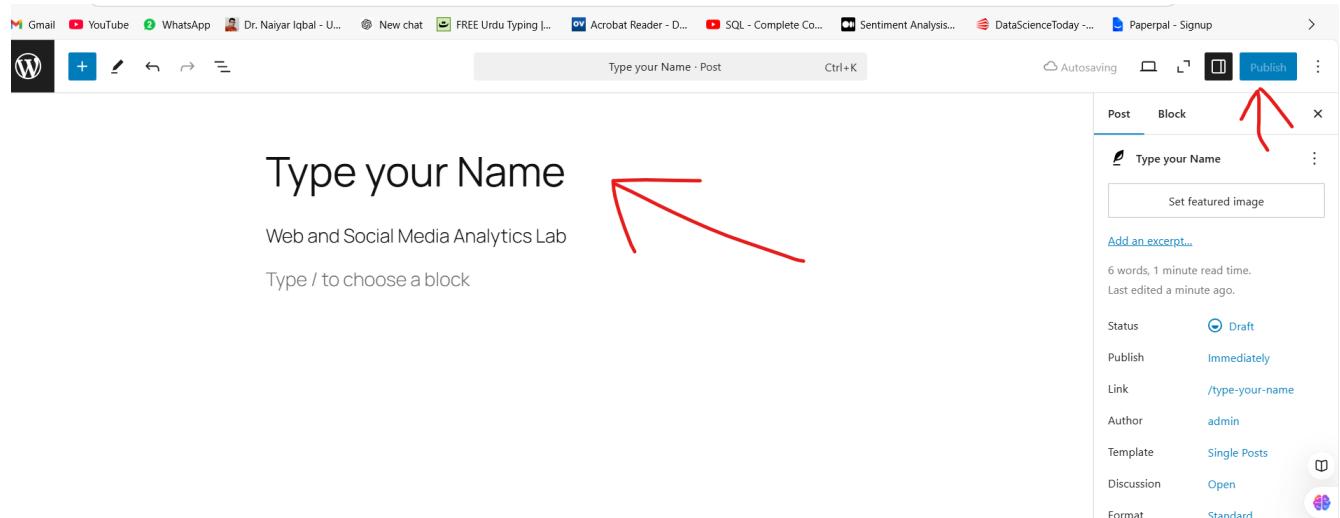
WEB AND SOCIAL MEDIA LAB MANUAL



Step-10: Click on post -> click on add new post -> write your name and lab name -> Click on publish button (Right corner)

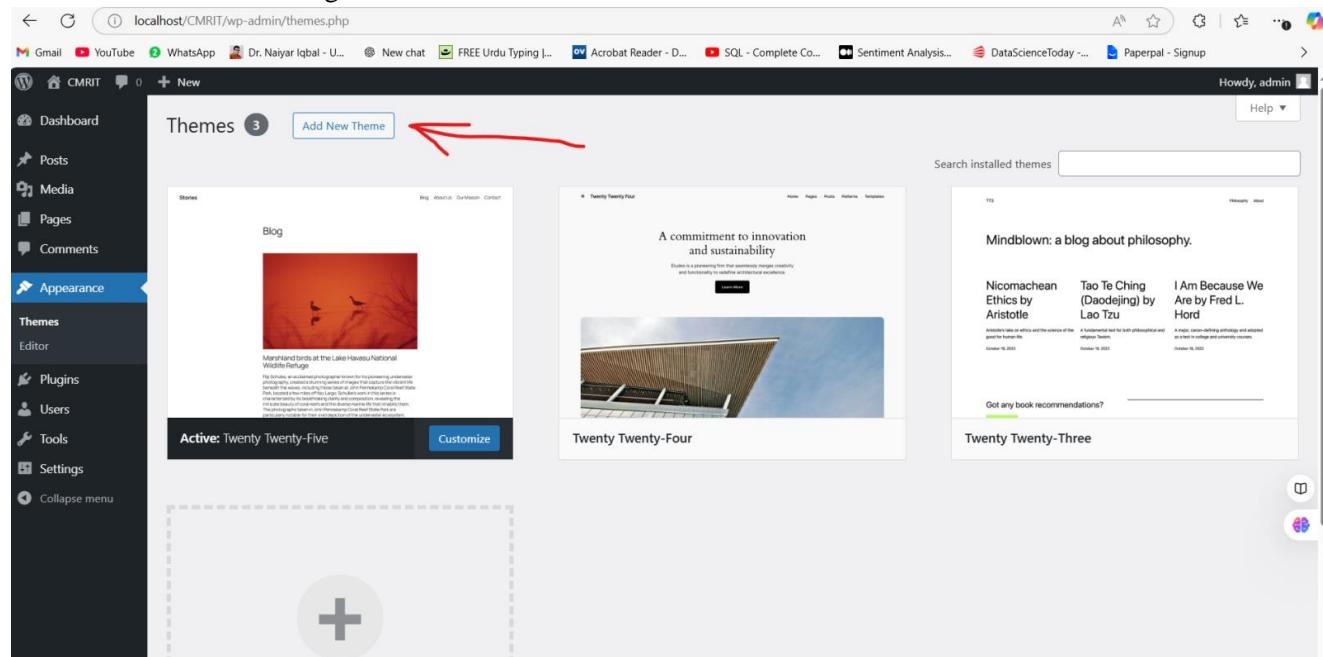


WEB AND SOCIAL MEDIA LAB MANUAL

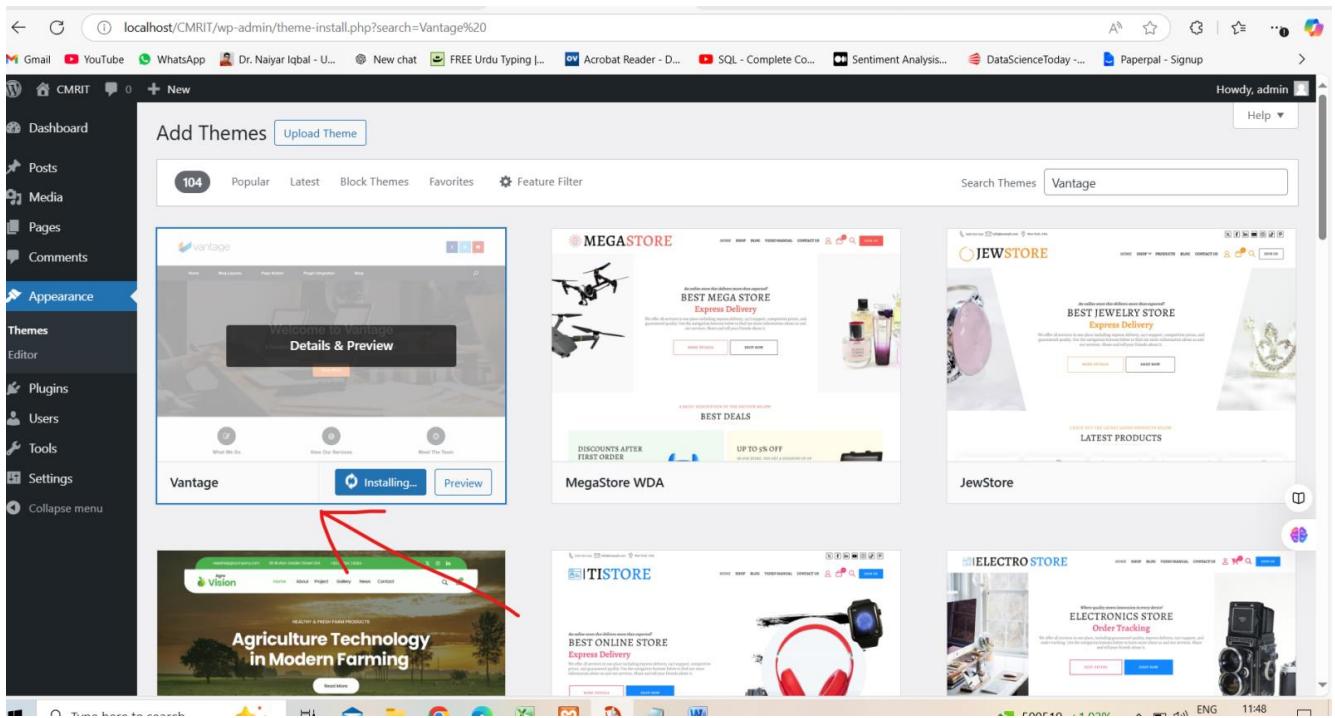


Step-11: After publishing it will give a link or URL, copy the URL and paste in another browser and check weather your post is publish or not in local server.

Step-12: Now Click on appearance -> after that add click on add new Theme -> Search Vantage in Search Bar -> Select vantage and click on install Button -> After Install Click on Activate button



WEB AND SOCIAL MEDIA LAB MANUAL



Step-13: Now Click on Plugins option -> click on [SiteOrigin CSS](#), it will give the option install now, click on Install now -> After installing it will give the option Activate, click on Activate -> after that click on [SiteOrigin Page Builder](#) and follow the same previous steps means install now and activate. -> after that click on [SiteOrigin Widgets Bundle](#) and install and activate.

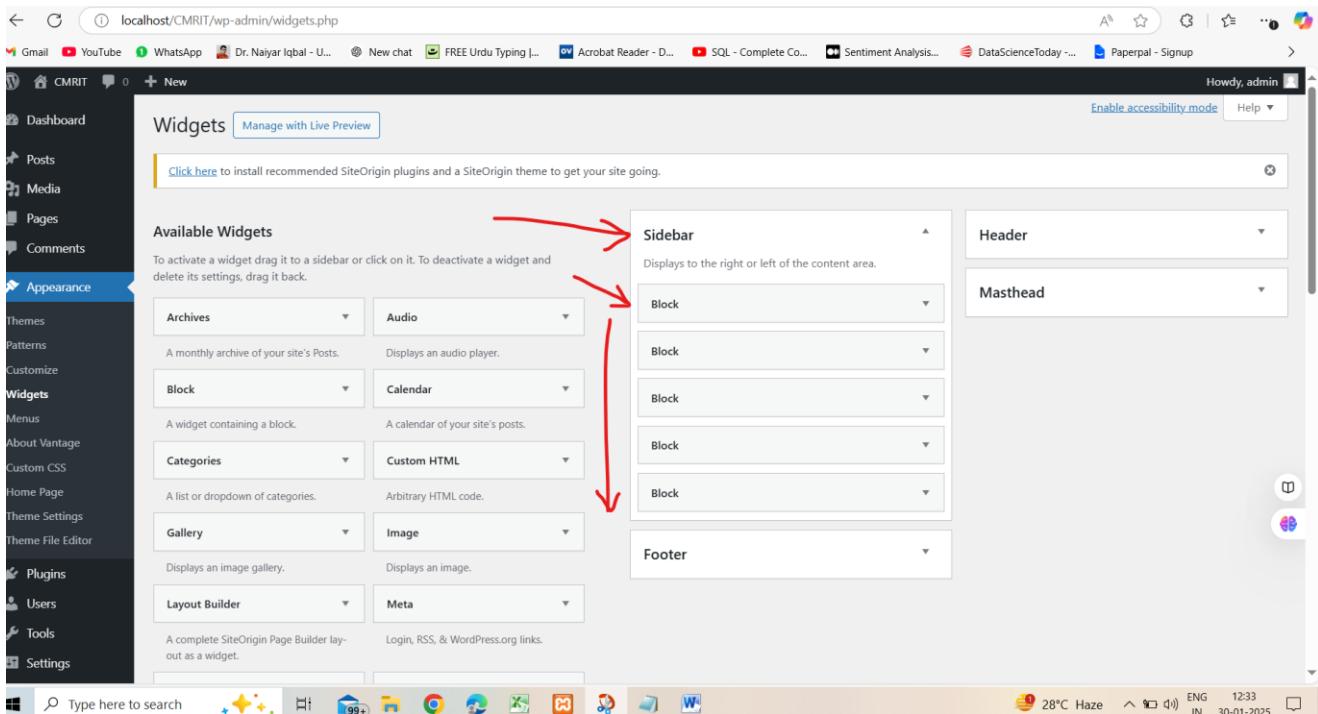
WEB AND SOCIAL MEDIA LAB MANUAL

The screenshot shows the WordPress admin interface at localhost/CMRIT/wp-admin/plugins.php. The left sidebar is open, showing the 'Appearance' section selected. The main area displays a list of installed plugins. At the top, a notice says: 'This theme recommends the following plugins: SiteOrigin CSS, SiteOrigin Page Builder and SiteOrigin Widgets Bundle.' Below this, there are three red arrows pointing to the plugin names 'SiteOrigin CSS', 'SiteOrigin Page Builder', and 'SiteOrigin Widgets Bundle'. The list includes 'Akismet Anti-spam: Spam Protection' and 'Hello Dolly'. A search bar and bulk actions buttons are also visible.

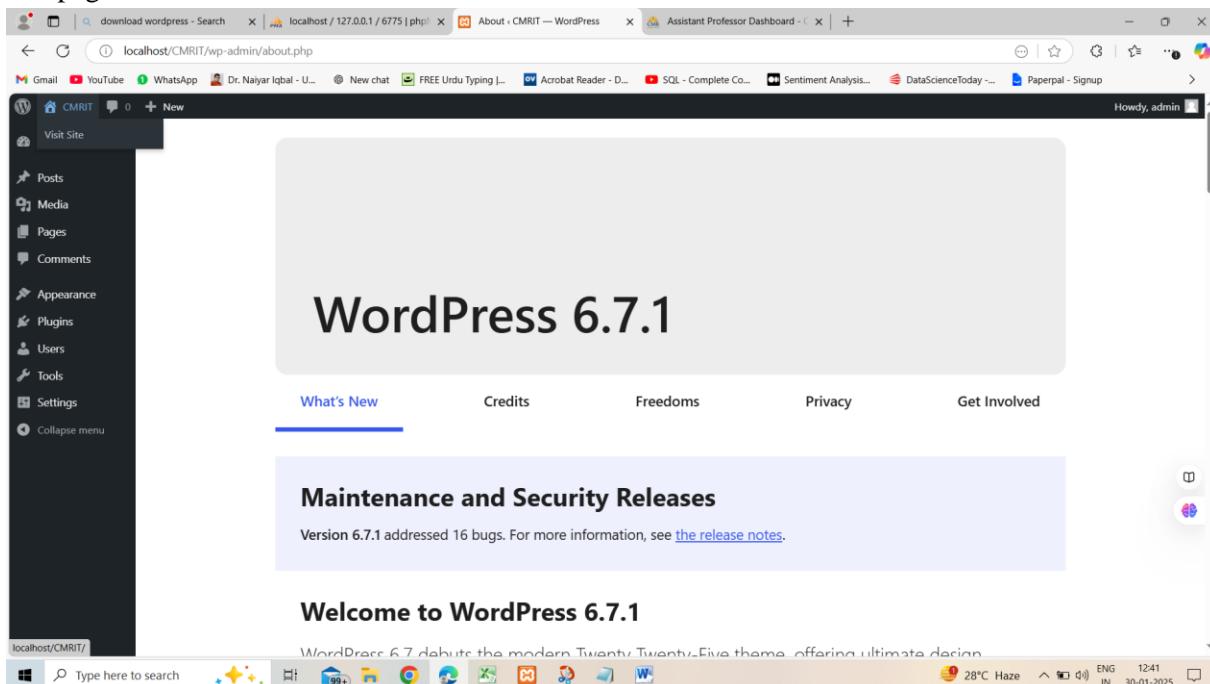
Step-14: Now again Click on Appearance option -> click on Widgets -> It will show a new page name as widgets -> Go in Sidebar Option -> click on block and remove the predefine code and write down about your self -> Click on save. After that click on another block and write down about your education and save.

The screenshot shows the WordPress admin interface at localhost/CMRIT/wp-admin/about.php. The left sidebar is open, showing the 'Appearance' section selected. The main area displays the 'About' page for WordPress 6.7.1. The sidebar on the left has a 'Widgets' option under the 'Appearance' section, which is highlighted with a red arrow. The main content area features the text 'WordPress 6.7.1' and 'Welcome to WordPress 6.7.1'. Below this, there is a section titled 'Maintenance and Security Releases' with the text: 'Version 6.7.1 addressed 16 bugs. For more information, see [the release notes](#)'. The status bar at the bottom shows the date as 30-01-2025.

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Step-15: Now Hover your mouse on Home logo and click on [Visit site](#), it will show whatever you done in that page.



WEB AND SOCIAL MEDIA LAB MANUAL

OutPut

Your final post is your final output, so take a screenshot of the final post and paste it into your manual.

Experiment-12

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

Aim: Create a Google business page for any business.

Require Software: google Business page

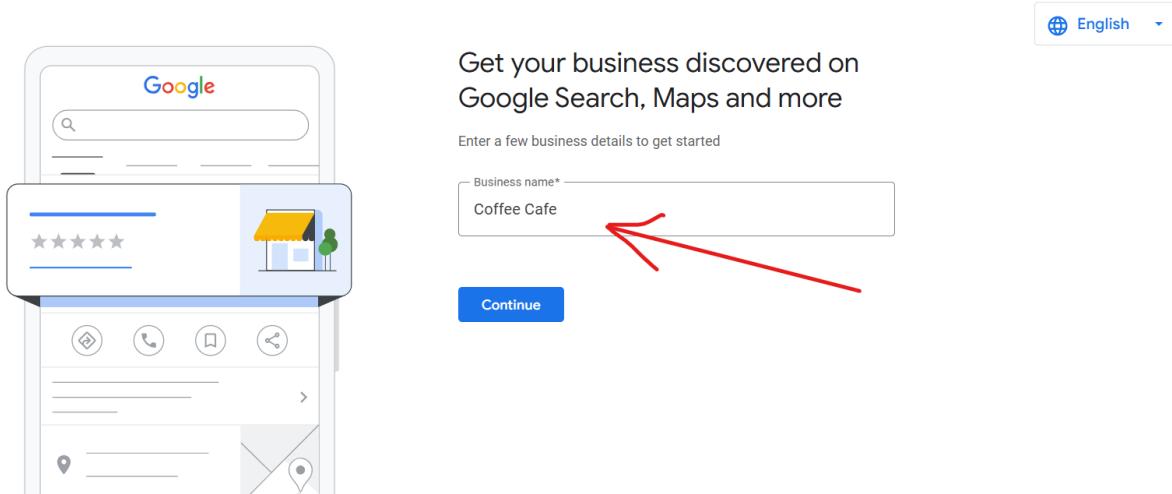
Procedure:

Creating a Google Business Profile (formerly known as Google My Business) for any business can help improve its online visibility, especially for local searches.

Here's a step-by-step guide on how to create a Google Business Profile:

Step-1: Sign in to Google and Search Google business

Step-2: Go to Google Business Profile page and Click on get started and mention your business name.



Step-3: Select Business Category as a “Local Store” and click on next.

Step-4: Select Business Category

Choose the category that best describes your business. For example:

Restaurant

Retail Store

Hair Salon

Law Firm

Consulting Agency

Select Any option as per your business details.

WEB AND SOCIAL MEDIA LAB MANUAL

Step-5: Add Business Address and Next.

Step-6: Now it will show “Is this your Business” Select none of These” and click on next.

Step-7: Add Map Location and click on Next

Step-8: Add phone Number and Websites details if you have, and Next.

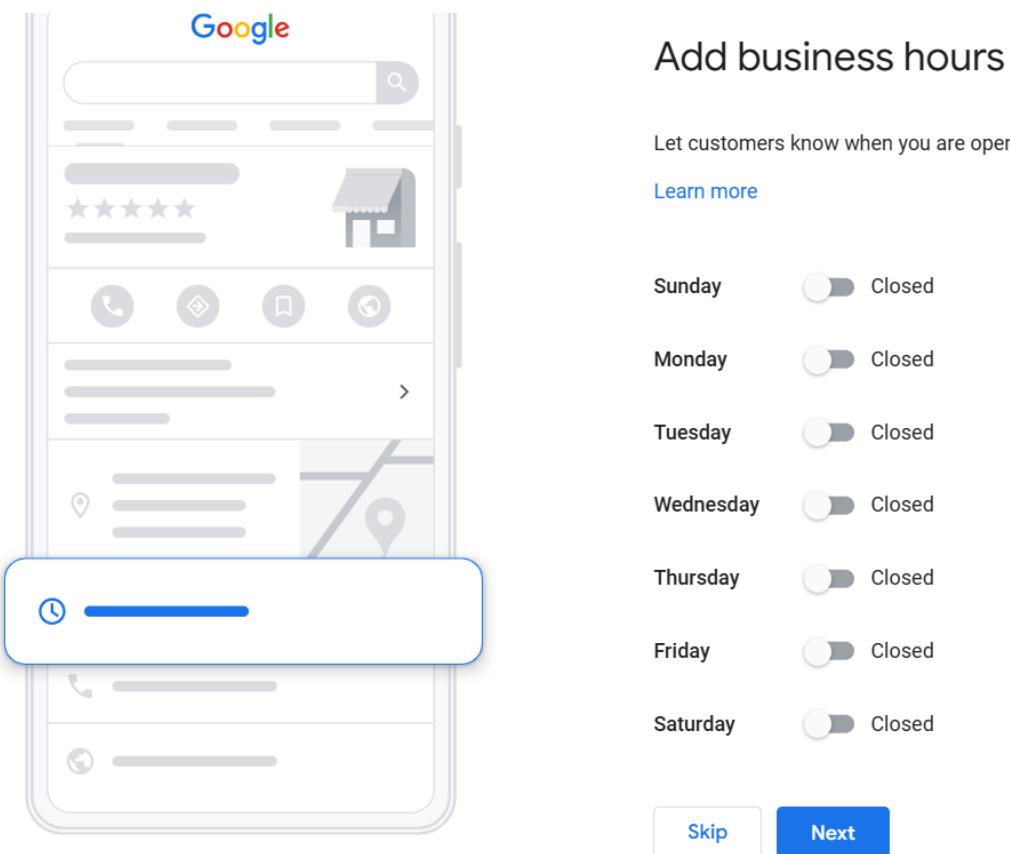
Step-9: Select Business on Map and click on continue

Step-10: Now Verify your Business using phone verification or Business video verification.

Step-11: Select Phone verification and Next.

Step-12: Select Text Message Verification click on Next, you will get 6-Digit OTP, Verify your OTP and click on Next.

Step-13: Now Add business Day, Time and Hour open and Closed Time and Click on Next



WEB AND SOCIAL MEDIA LAB MANUAL

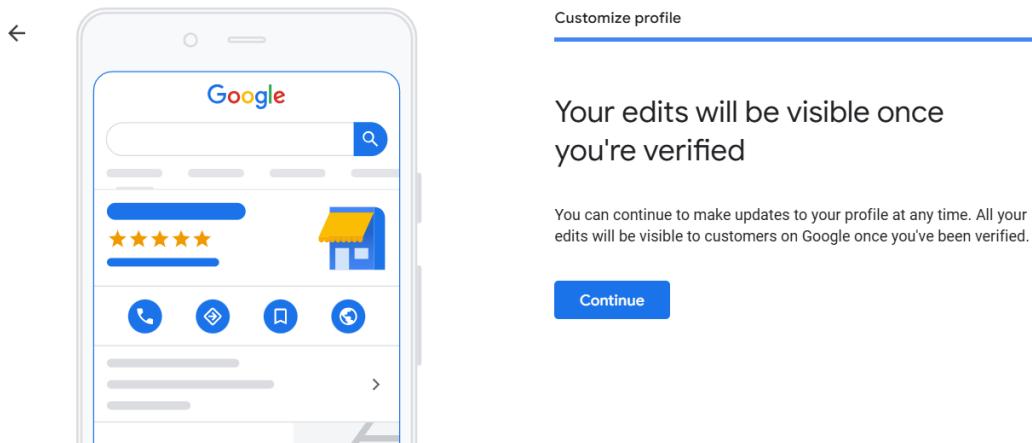
Step-14: Add dinning mode like. Dine-in, Takeout, Delivery, No-Contact delivery etc. information and click on Next.

Step-15: Add Business and dining description and click on Next.

Step-16: Add Business Image or Logo (Create an Image using AI and Upload) and click on Next

Step-17: Add Menu photo if you have, Otherwise click on skip, Add Dishes photo if you have otherwise click on Skip, It will show Advertise Credit skip this part also.

Step-18: It will show Custom Domain Address option on google space click on skip. It will show like given image Option. Now it's ready for verification, Once Google verify it, It will be visible for customers. Google will take 24 to 48 hour for Verification and then google give a blue tick to your business.



WEB AND SOCIAL MEDIA LAB MANUAL

OUTPUT

The screenshot shows the Google Business Profile for "Resto Hyderabad". At the top left is the Google logo and a red arrow pointing to the "Your business on Google" section. The search bar contains "Resto Hyderabad". Below the search bar are navigation links: All, Images, Maps, News, Short videos, Videos, Forums, More, Tools, and a profile strength indicator (Profile strength: Complete info). The main area features a "Your business on Google" summary with sections for Edit profile, Read reviews, Photos, Performance, Advertise, Edit menu, Food ordering, Waitlists, Bookings, Add update, and Ask for review... A sidebar on the left provides options to Complete your profile, Set up waitlists, and Claim your credit. To the right is a map showing the location of CMR Institute of Technology and Seethariguda. The main card displays the business name "Resto Hyderabad", its status as a Restaurant, and a message indicating the user manages the Business Profile. It also shows a blue checkmark for directions, reviews, save, and share, along with address and hours information.

Note: Google will take 24 to 48 hour for verify your business

Experiment-13

Note: Write the given steps in your lab manual. The provided image is just for your better understanding.

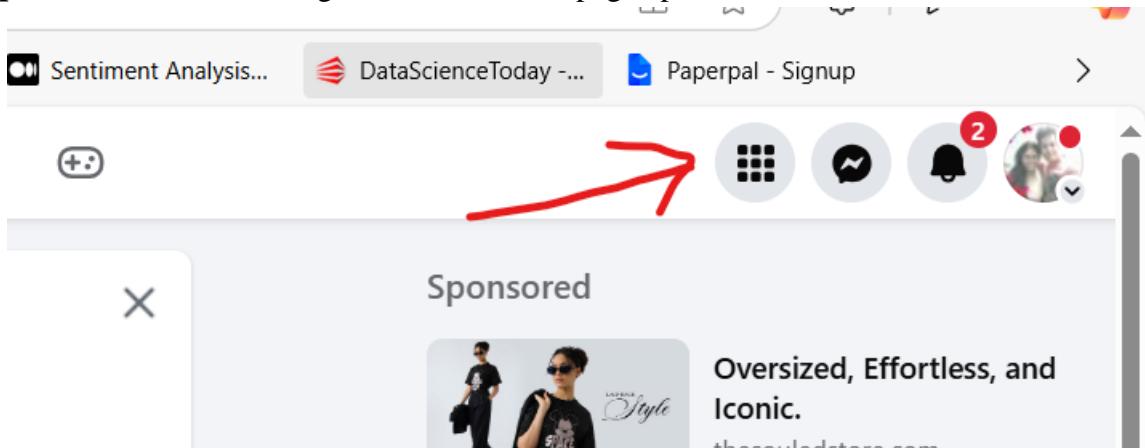
Aim: create a social media page for any business

Require Software: google sites

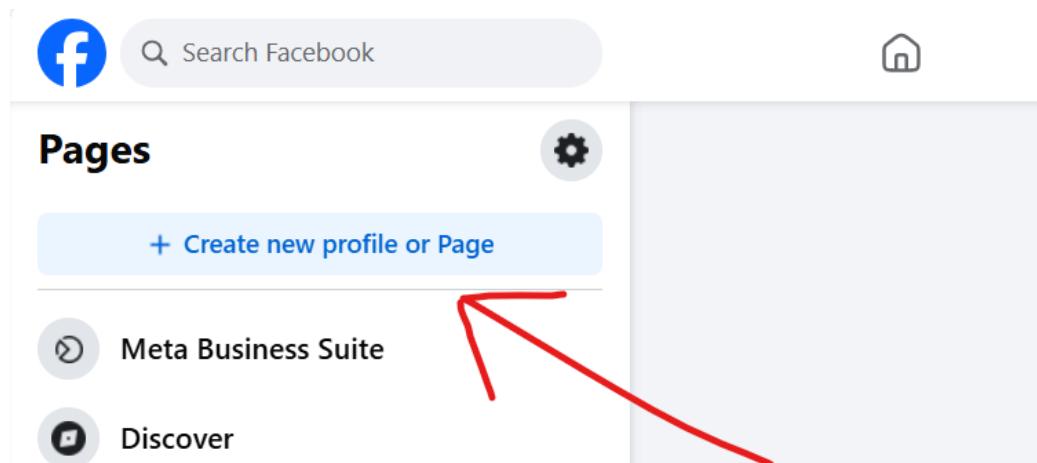
Procedure:

Step-1: login or Sign in to Facebook

Step-2: Click on 9 dots in right corner → select page option.



Step-3: Now Click on Create new profile or page → Select Public option and click on Next → click on get started.



WEB AND SOCIAL MEDIA LAB MANUAL

Step-4: Now mention your Page name and Page Category and Page Bio → click on Create Page.

e.g. Page Name: Resto Hyderabad, Page Category: Restaurant, Bio: We serve all types of dishes..

Step-5: Now add your website, phone number, Email_id, Address and Restaurant working hour → click on next.

e.g. website: restohyderabad.in, phone: 123456789, mail: resto@gmail.com, address: secundrabad etc.

Step-6: Now add profile picture and cover photo after that you have an option to customize your service Using Add action button, you can customize → after that click on Next

The screenshot shows the 'Choose an option' step in the Facebook Page setup. On the left, there's a preview of the page with placeholder text and images. On the right, a list of action buttons is displayed with radio buttons for selection. The options are:

- Help people support you**
 - Check in
 - Book now
 - Sign up
 - Start order
 - View shop
 - Get tickets
- Get people to contact you**
 - Send message
 - Send WhatsApp message
 - Call now
 - Send email
 - Contact us
- Link to your group or app**
 - Learn more
 - Watch now
 - Visit group
 - Play game
 - Buy now
 - Reserve

At the bottom, there are 'Previous' and 'Next' buttons.

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Step-7: Now add Whatsapp number to connect your business to whatsapp account directly → Verify whatsapp number using OTP.

(NOTE: You can skip this process if you don't want to add whatsapp number to your business)

Step-8: Click on next and invite your friends using Invite friends Option → click on Next and → Click on done

- Now your Business page is Ready, Now you can customize as per your Need, Daily Dishes and Time Table.
- **Note: You can Create a Same social Media Page on other Social sites like Instagram, Twitter, Whatsapp etc.**

OUTPUT

The screenshot shows a Facebook Business Page for "Resto Hyderabad". The page header features a circular profile picture with the text "RESTO HYDERABAD" and "HYDERABAD BIRYANI". Below the profile picture, the page name "Resto Hyderabad" is displayed in bold black text, followed by "0 likes • 0 followers". To the right of the page name are three buttons: "Professional dashboard", "Edit", and "Advertise". The main content area of the page includes a "Recommended next steps to get your Page ready to advertise" section with three items: "Invite friends to follow (~1 min)", "Run Page Like ad (~3 min)", and "Share your first post (~2 min)". Below this section is an "Intro" section. On the left side of the page, there is a sidebar titled "Manage Page" with various options: Professional dashboard, Insights, Ad Center, Create ads, Boost Instagram content, Settings, More tools (Manage your business across Meta apps), Leads Center, and Meta Business Suite. At the bottom of the sidebar is a blue "Advertise" button. The overall layout is clean and professional, designed for businesses to manage their social media presence.