

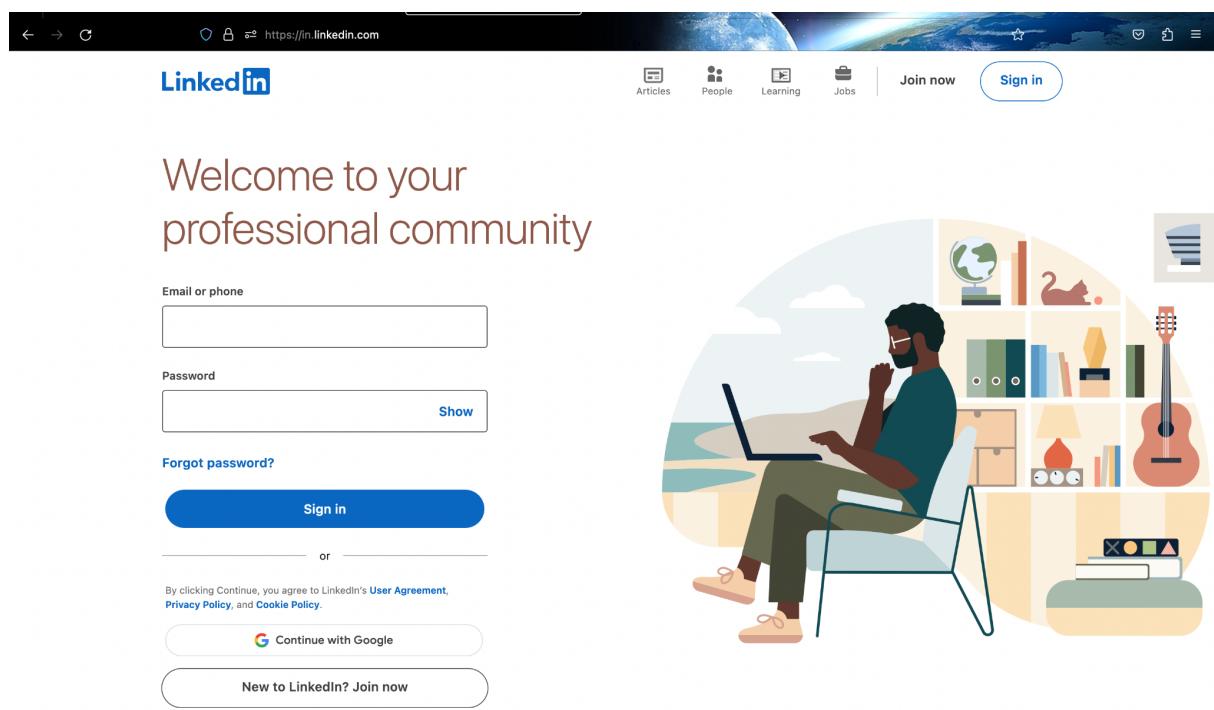
# NAAN MUDHALVAN

# DIGITAL MARKETING

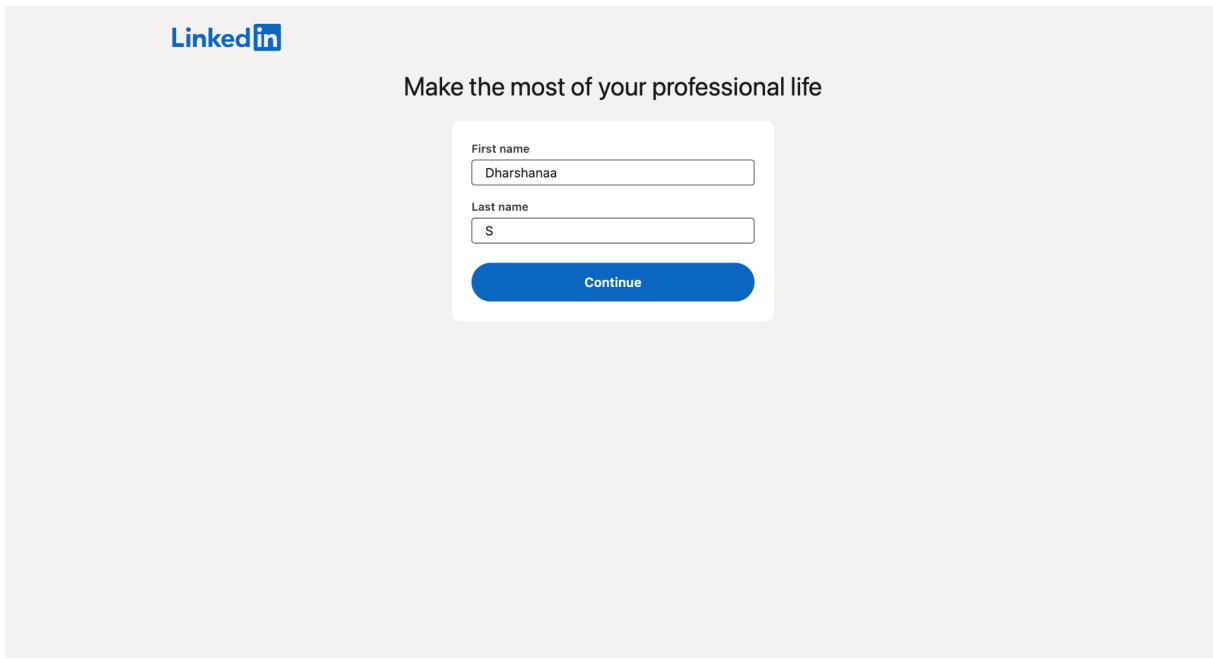
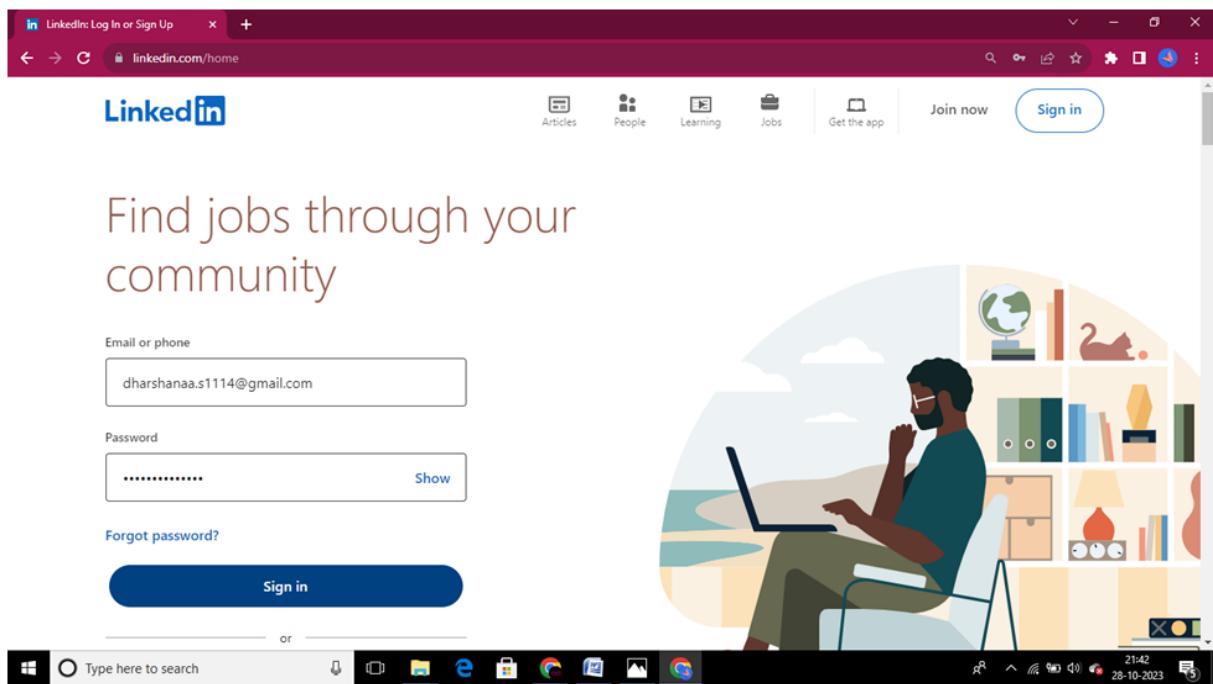
# ASSIGNMENT

## ✓ LINKEDIN CREATION:

- Visit LinkedIn: Go to LinkedIn's website at [www.linkedin.com](https://www.linkedin.com).
- Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.



- Provide personal information and complete the profile.



- We will be redirected to the home page.

The screenshot shows a Microsoft Edge browser window with the LinkedIn feed open at [linkedin.com/feed/](https://linkedin.com/feed/). The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, and Me. A sidebar on the left shows the user's profile picture and name, Dharshanaa S, along with metrics for Profile viewers (57) and Post impressions (9). Below this is a section for Recent activity, listing groups like India Young Professionals, Python Developers Community, Advanced Excel Training, Quantum AI + Machine Learning, and Global Summit for Node.js 22. The main feed area shows a post from Er. Rishikesharjan K and a comment from Nelson Djalo. A large advertisement for a Java roadmap is prominently displayed in the center. On the right, there is a sidebar titled 'LinkedIn News' with several news items and an advertisement for LinkedIn Premium.

## ✓ BRAND NAME:

**DEV GEEKS**



## ✓ FACEBOOK PAGE:

- **Page Url:** <https://www.facebook.com/profile.php?id=61550670142528>
- Creation of a Facebook business page for Dev Geeks. For that, we create a business profile by giving the required details.

Pages > Create a Page  
**Create a Page**  
Your Page is where people go to learn more about you. Make sure that yours has all of the information they may need.

Page name (required)  
**Dev Geeks**

Category (required)  
**Digital creator**

Bio (optional)  
With a passion for innovation, we transform challenges into opportunities.

Tell people a little about what you do.

**Create Page**

By creating a Page, you agree to the [Pages, Groups and Events Policies](#).

Desktop preview

Dev Geeks

With a passion for innovation, we transform challenges into opportunities.

Posts About Followers Photos Videos More

Intro Posts Filters

0 followers Page · Digital creator

Step 1 of 5  
**Finish setting up your Page**  
Success! You've created Dev Geeks. Now, add more details to help people connect with you.

Contact

Website  
<https://devgeeks01.blogspot.com/>

IN+91 Phone number  
8899010910

Email address  
devgeeks01@gmail.com

Location

Address  
Town/city  
Madurai, India

Postcode

Page health: fair  
Compared to similar Pages with high engagement.

Previous Next

Desktop preview

Dev Geeks

With a passion for innovation, we transform challenges into opportunities.

Posts About Followers Photos Videos More

Intro Posts Filters

0 followers Page · Digital creator +918899010910

- Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.

**Step 2 of 5**

**Customise your Page**

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.

**Desktop preview**

**Dev Geeks**

# ONE STOP SOLUTIONS

Beyond the Horizon

**Dev Geeks**

With a passion for innovation, we transform challenges into opportunities.

**Intro**

- 0 followers
- Page · Digital creator

**Posts**

**Page health: fair**

Compared to similar Pages with high engagement.

**Next**

**Step 3 of 5**

**Connect WhatsApp to your Page**

Once you've connected your WhatsApp account, you can add buttons for your Page audience to message you on WhatsApp.

**Desktop preview**

**Dev Geeks**

# ONE STOP SOLUTIONS

Beyond the Horizon

**Dev Geeks**

With a passion for innovation, we transform challenges into opportunities.

**Intro**

- 0 followers
- Page · Digital creator

**Posts**

**Page health: good**

Compared to similar Pages with high engagement.

**Get code**

**WhatsApp phone number**

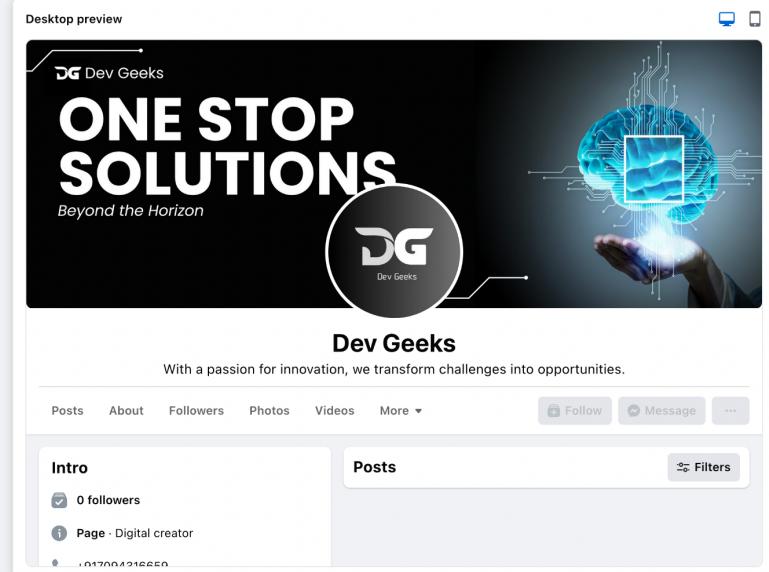
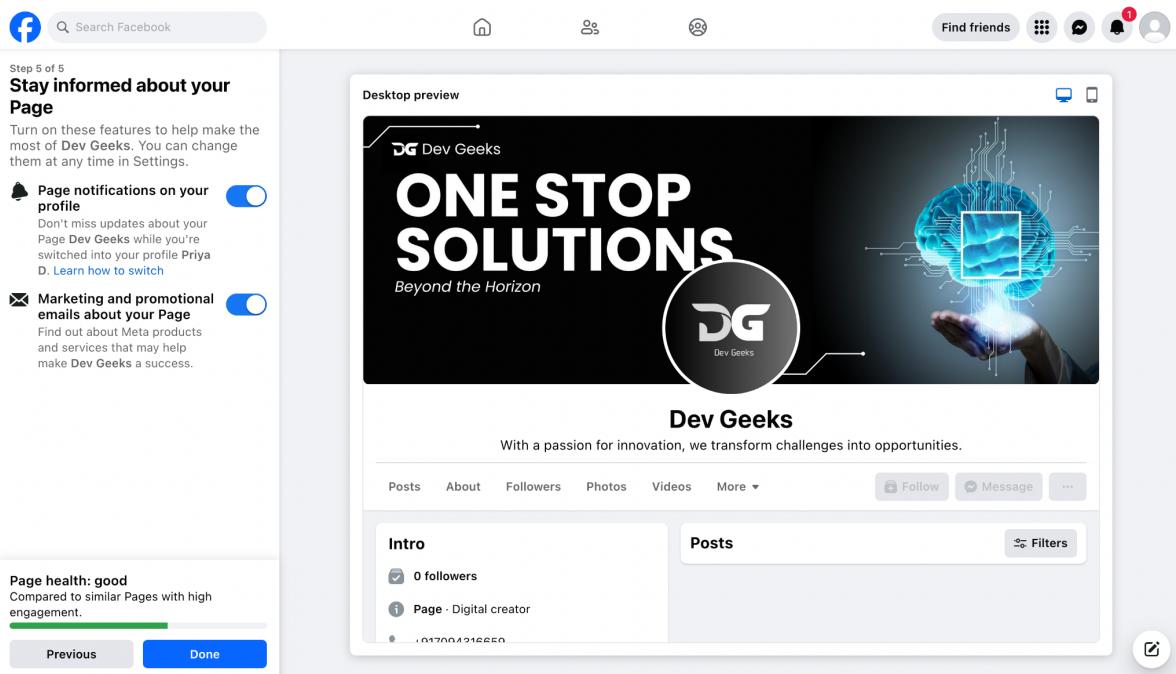
8899010910

**IN+ 91**

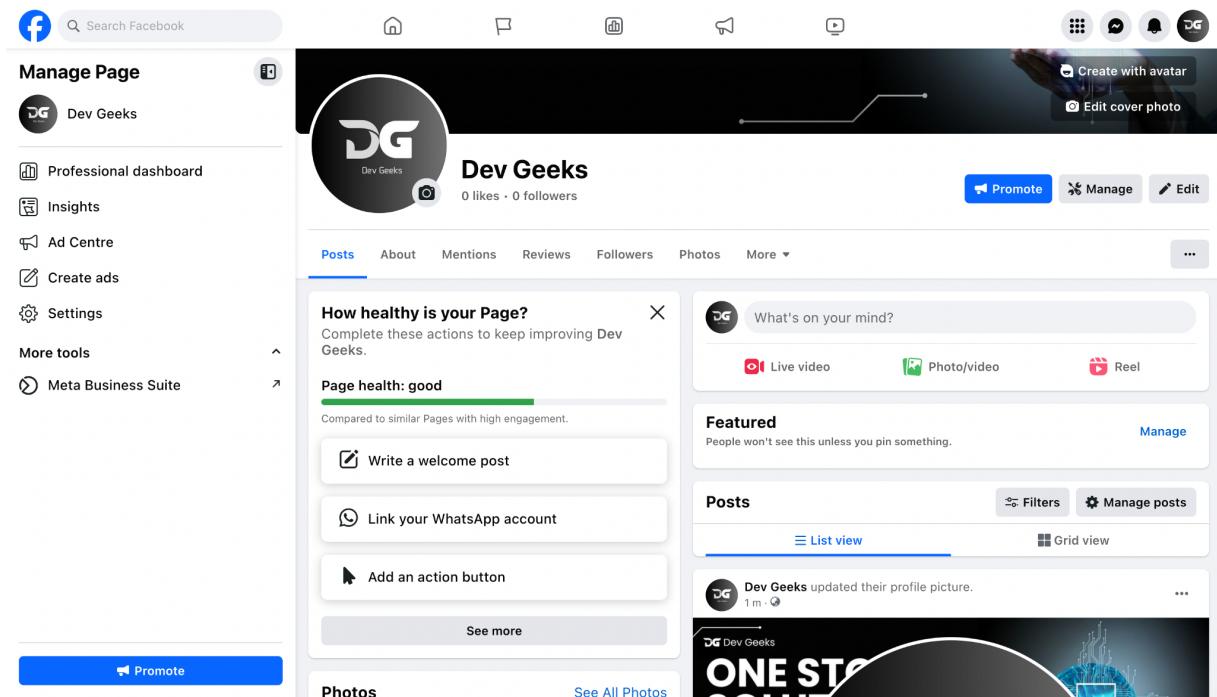
**Previous**

**Skip**

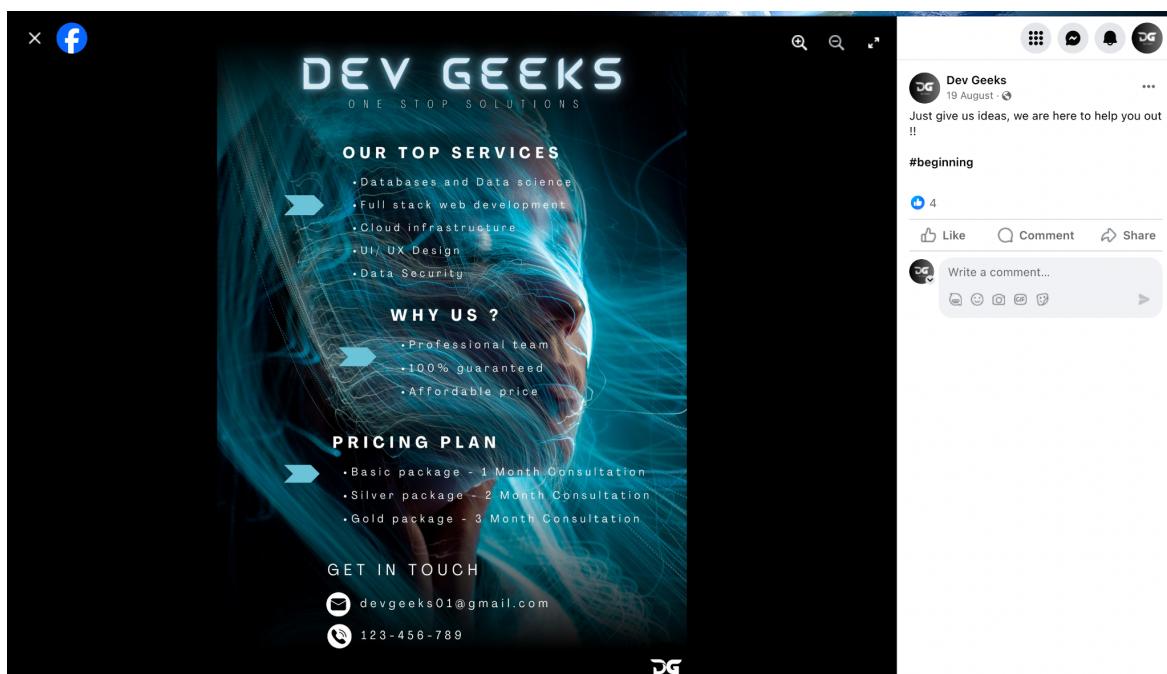
- Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.



- This is the Facebook page of Dev Geeks

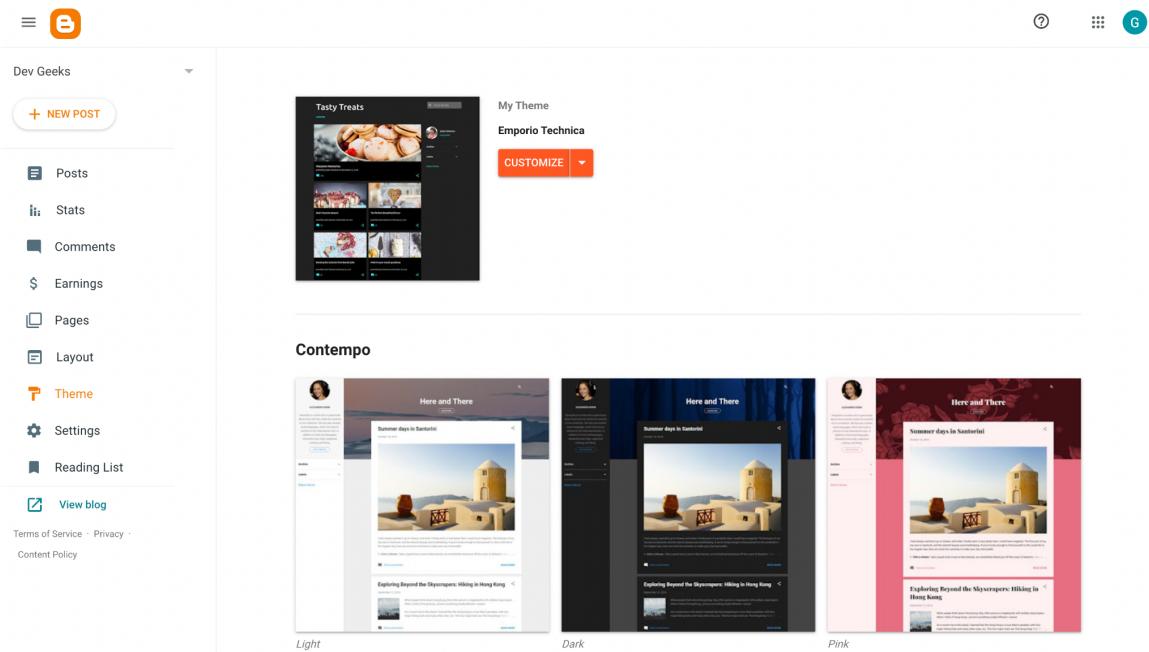


- The first post explains our services and what “Dev Geeks” does along with our contact details to make use of services

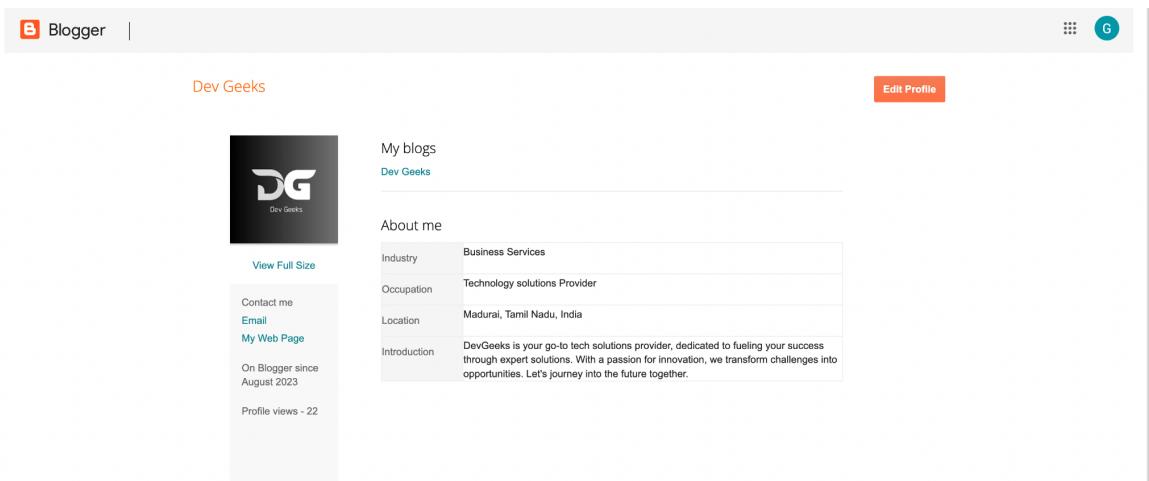


## ✓ CREATION OF BLOG PAGE:

- **Blog Url: <https://devgeeks01.blogspot.com/>**
- Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.



- Then provide the details required for the profile on the page



- Then the blog page is created for “Dev Geeks”.
- Then, add posts that explain the services that the company provides to its clients for the reach to the visitors of the page.

**Title**  
Unleash the Power of Database Indexing: Boosting Query Performance with TechnoIndex

**Post settings**

**Labels**

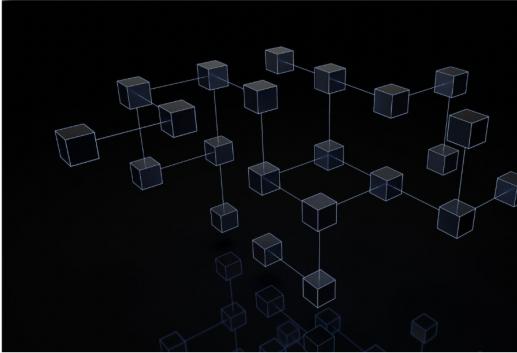
Database,Indexing,  
No matching suggestions

**Published on**  
8/26/23 5:43 PM

**Permalink**

**Location**

**Options**



Greetings, data wranglers and database enthusiasts !

In the fast-paced realm of information management, databases reign as the custodians of data, ensuring it's accessible and organized for various applications. Yet, as databases grow in size and complexity, a persistent challenge emerges: slow query performance. But fret not, for we bring you TechnoIndex – a game-changing solution that unlocks the true potential of your database system.

**Title**  
Email Newsletter

**Post settings**

**Labels**

Newsletter,Technology,  
No matching suggestions

**Published on**  
9/7/23 10:50 AM

**Permalink**

**Location**

**Options**



>>> NEWSLETTER

# DEV GEEKS

[←](#)

Title  
Your tech challenges, our solutions

Preview Update

Post settings  
Labels  
infographics, No matching suggestions

Published on  
9/7/23 8:24PM

Permalink

Location

Options

- After completing the post, save it and publish. It looks stunning below.

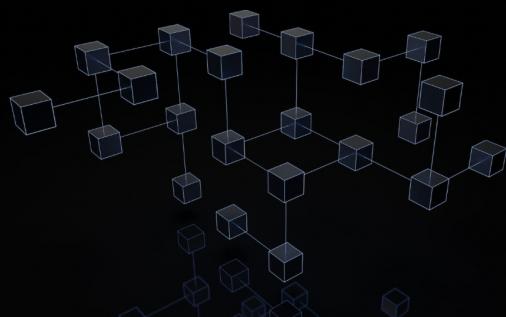
[← Dev Geeks](#)

Search this blog

← Dev Geeks

Unleash the Power of Database Indexing: Boosting Query Performance with TechnoIndex  
on August 26, 2023

<



Greetings, data wranglers and database enthusiasts !

In the fast-paced realm of information management, databases reign as the custodians of data, ensuring it's accessible and

Search this blog

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Driving Innovation, Delivering Solutions

Dev Geeks Dev Geeks One Stop Solutions  
Driving Innovation, Delivering Solutions  
Full stack web development This combines aesthetics and functionality to craft ...

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Get Ahead in the Digital Arena with the Dev Geeks Newsletter!

>>> NEWSLETTER

# DEV GEEKS

September 2023  
Edition #1



Dear Valued Clients and Tech Enthusiasts,

We are thrilled to introduce you to DevGeeks, your go-to tech solutions provider! At DevGeeks, we are driven by a relentless passion for innovation and a commitment to transforming challenges into opportunities. Together, we are embarking on a journey into the future of technology.

Empowering your online presence with end-to-end web solutions, we craft stunning websites and robust applications for your digital

blogger.googleusercontent.com/img/b/R29vZ2xl.../DEV GEEKS - Newsletter.jpg



Driving Innovation, Delivering Solutions

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Driving Innovation, Delivering Solutions  
Full stack web development This combines aesthetics and functionality to craft ...



Unleash the Power of Database Indexing:

← Dev Geeks

Your tech challenges, our solutions  
on September 07, 2023

Fueling Innovation Through Code – Your Trusted Tech Solutions Provider

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Driving Innovation, Delivering Solutions  
Full stack web development This combines aesthetics and functionality to craft ...

## ✓ EMAIL NEWSLETTER POST:

- Blog Url: <https://devgeeks01.blogspot.com/2023/09/email-newsletter.html>

← Dev Geeks

Email Newsletter  
on September 06, 2023

Get Ahead in the Digital Arena with the Dev Geeks Newsletter!

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Driving Innovation, Delivering Solutions

Dev Geeks Dev Geeks One Stop Solutions  
Driving Innovation, Delivering Solutions

>>> NEWSLETTER

# DEV GEEKS

September 2023

Edition #1

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## DATABASES AND DATA SCIENCE

Unlock the power of data with our expert database management and cutting-edge data science solutions for smarter insights and better decisions.

Empowering your online presence with end-to-end web solutions, we craft stunning websites and robust applications for your digital success.

## FULL STACK WEB DEVELOPMENT



## UI / UX DESIGN

Crafting seamless UI/UX experiences, Where code and creativity converge. Elevating user journeys with precision, A programmer's art, our design's surge.

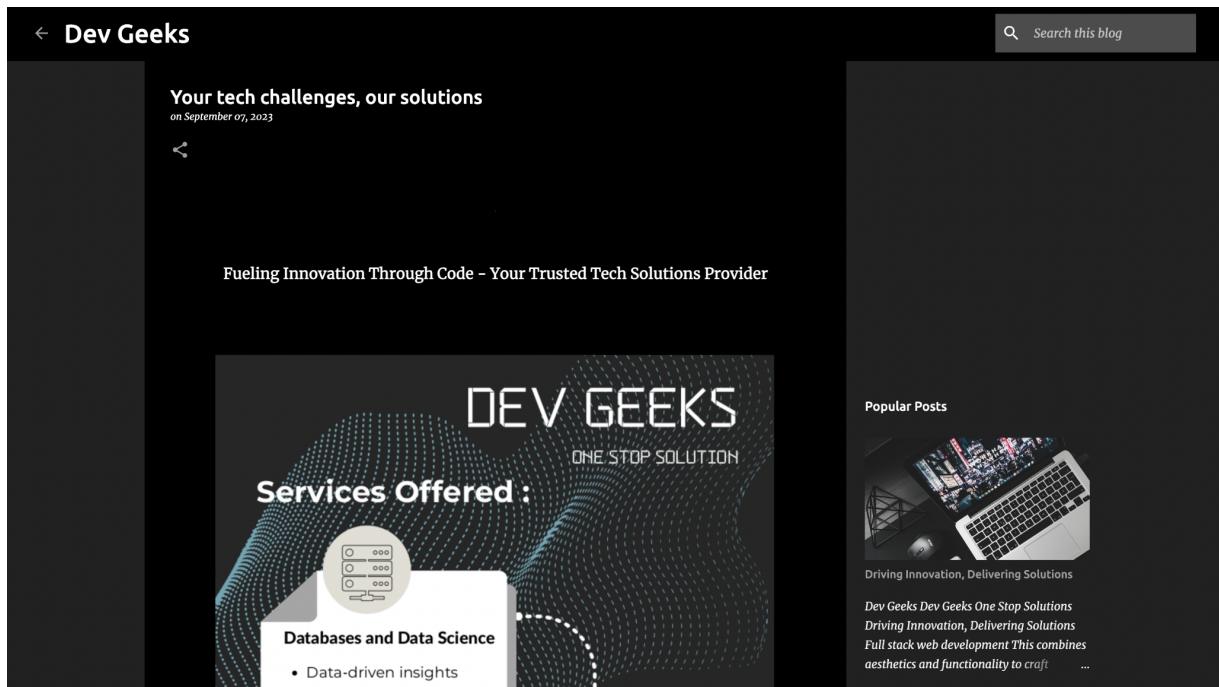


## CLOUD INFRASTRUCTURE

Unlock the power of limitless possibilities with cloud infrastructure. Seamlessly scale your digital ambitions, reduce costs, and enhance security. Elevate your tech game with the agility and reliability of the cloud. Embrace innovation and future-proof your projects with cloud solutions.

## ✓ INFOGRAPHIC POSTER:

- Blog Url: <https://devgeeks01.blogspot.com/2023/09/your-tech-challenges-our-solutions.html>



# DEV GEEKS

ONE STOP SOLUTION

## Services Offered :



### Databases and Data Science

- Data-driven insights
- Database management
- Predictive analytics



### Full-stack Web Development

- Custom web apps
- Front-end & back-end solutions
- Cross-platform compatibility



### Cloud Infrastructure

- Scalable hosting
- Cloud migration
- 24/7 uptime
- Storage and DataBase



### UI / UX Designing

- Intuitive interfaces
- User-centric design
- Engaging user experiences
- Prototyping and wireframing



### Data Security

- Robust cybersecurity
- Data encryption
- Compliance & Privacy
- Threat assessment



<https://devgeeks01.blogspot.com/>



devgeeks01@gmail.com



<https://www.facebook.com/profile.php?id=61550670142528>

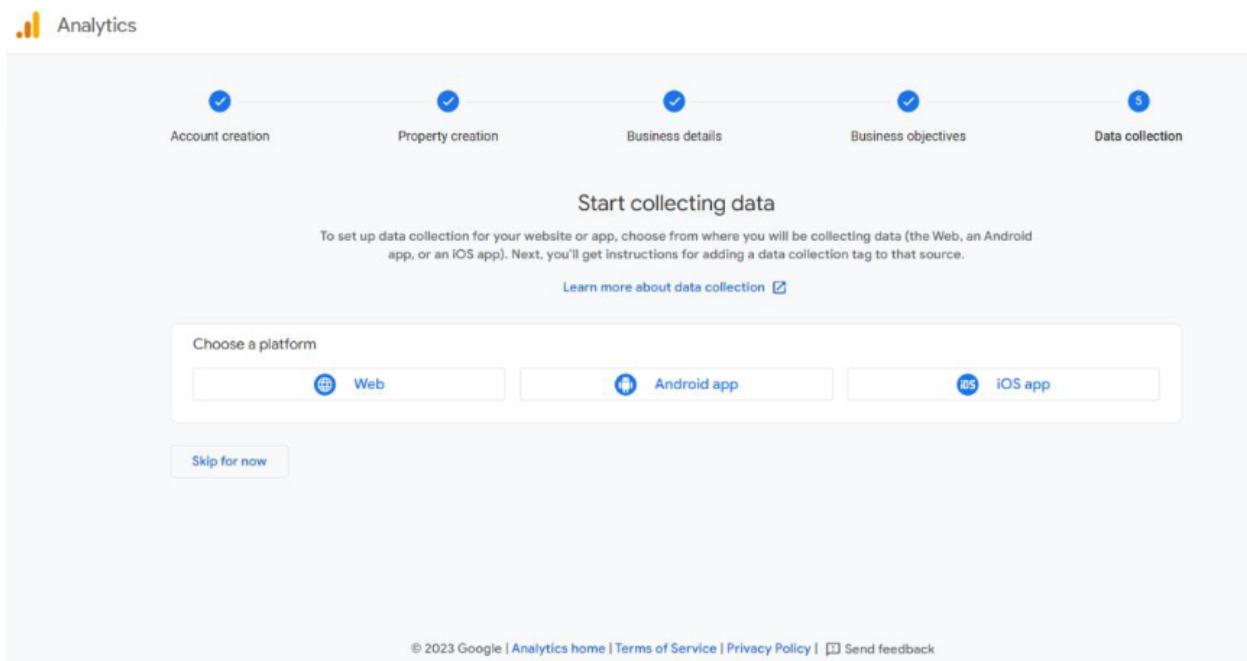
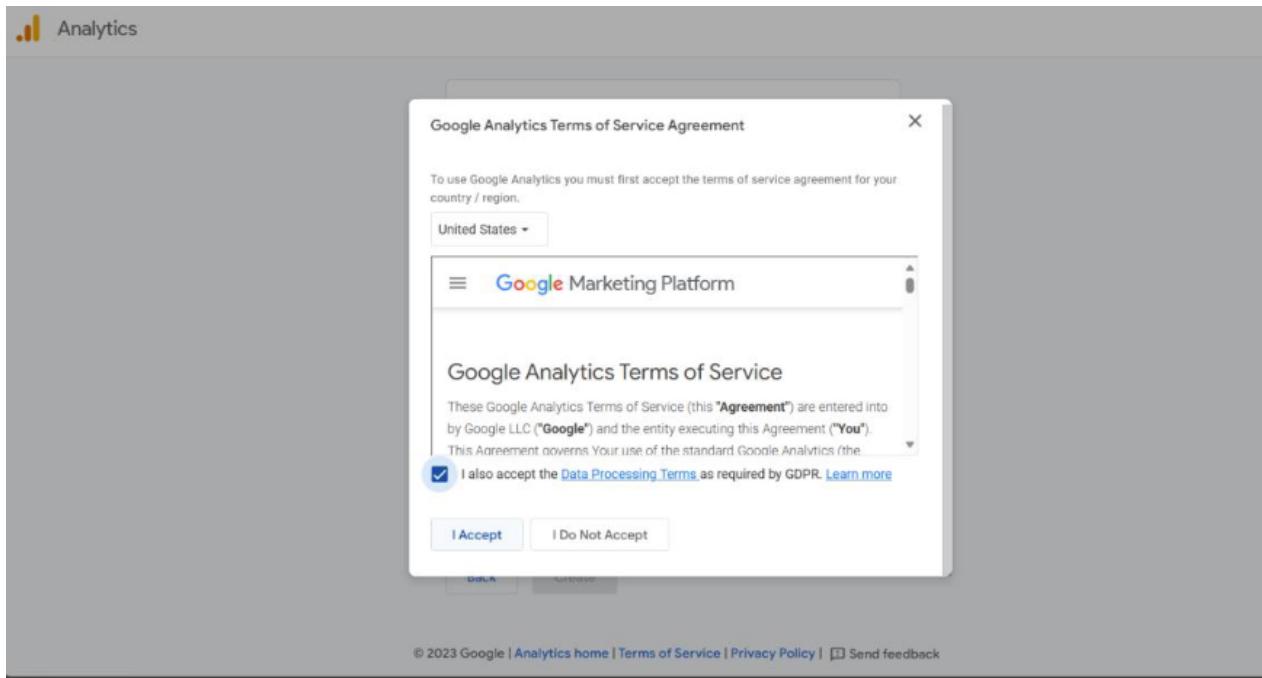
## ✓ GOOGLE ANALYTIC MEASUREMENT ID: G-W9TY4J5NK3

- Visit Google Analytic official page

The screenshot shows the Google Analytics homepage. At the top, there's a navigation bar with the Google Analytics logo and a search bar. Below the header, a large "Welcome to Google Analytics" heading is centered. A sub-headline below it reads: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A prominent blue "Start measuring" button is located just below this text. To the left, there's a section titled "Complete information" with a sub-headline: "Understand your site and app users to better check the performance of your marketing, content, products, and more." To the right, there's a section titled "Get insights only Google can give" with a sub-headline: "Access Google's unique insights and machine learning capabilities to make the most of your data." Further down, there's a section titled "Connect your insights to results". On the far right, there's a graphic illustration of two people: one holding a smartphone and another sitting at a desk with a laptop, both interacting with a large interface displaying charts and graphs.

- Create an account by means of enter details

The screenshot shows the "Create an account" step in the Google Analytics account creation process. The process consists of five numbered steps: 1. Account creation, 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. Step 1 is highlighted with a blue circle. The "Account creation" step is currently active, showing a form to enter an account name. The form has a placeholder "My New Account Name". Below the form, a note states: "Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession." At the bottom of the screen, there's a "Account Data Sharing Settings" section with a note about Google's data processing practices. The footer of the page includes standard links like "Analytics home", "Terms of Service", "Privacy Policy", and "Send feedback".



- Then click Web to create a Stream.

The screenshot shows the 'Set up data stream' interface in Google Analytics. On the left, a sidebar menu is visible with options like 'Create', 'Admin', 'My preferences', 'Setup Assistant', 'Account settings', 'Property settings', 'Data collection', 'Data streams', 'Data collection', and 'Data import'. The 'Data streams' option is currently selected. The main area is titled 'Set up your web stream'. It contains fields for 'Website URL' (set to 'https:// devgeeks01.blogspot.com/') and 'Stream name' ('Dev Geeks'). Below these, there's a section for 'Enhanced measurement' with a toggle switch turned on. A note explains that it automatically measures interactions and content on the site. Under 'Measuring', there are icons for 'Page views', 'Scrolls', 'Outbound clicks', and '+ 4 more'. At the bottom is a large blue 'Create stream' button.

The screenshot shows the 'Stream details' page for the stream named 'Dev Geeks'. The sidebar on the left is identical to the previous screenshot. The main content area displays the stream's details: 'STREAM NAME' is 'Dev Geeks', 'STREAM URL' is 'https://devgeeks01.blogspot.com/', 'STREAM ID' is '6330187912', and 'MEASUREMENT ID' is 'G-W9TY4J5NK3'. Below this, there's a section titled 'Events' with a 'Enhanced measurement' subsection. It includes a note about automatically measuring interactions and content, a toggle switch (turned on), and a 'Measuring' section with icons for 'Page views', 'Scrolls', 'Outbound clicks', and '+ 4 more'. There are also three additional sections: 'Modify events', 'Create custom events', and 'Measurement Protocol API secrets', each with a description and a right-pointing arrow indicating further configuration options.