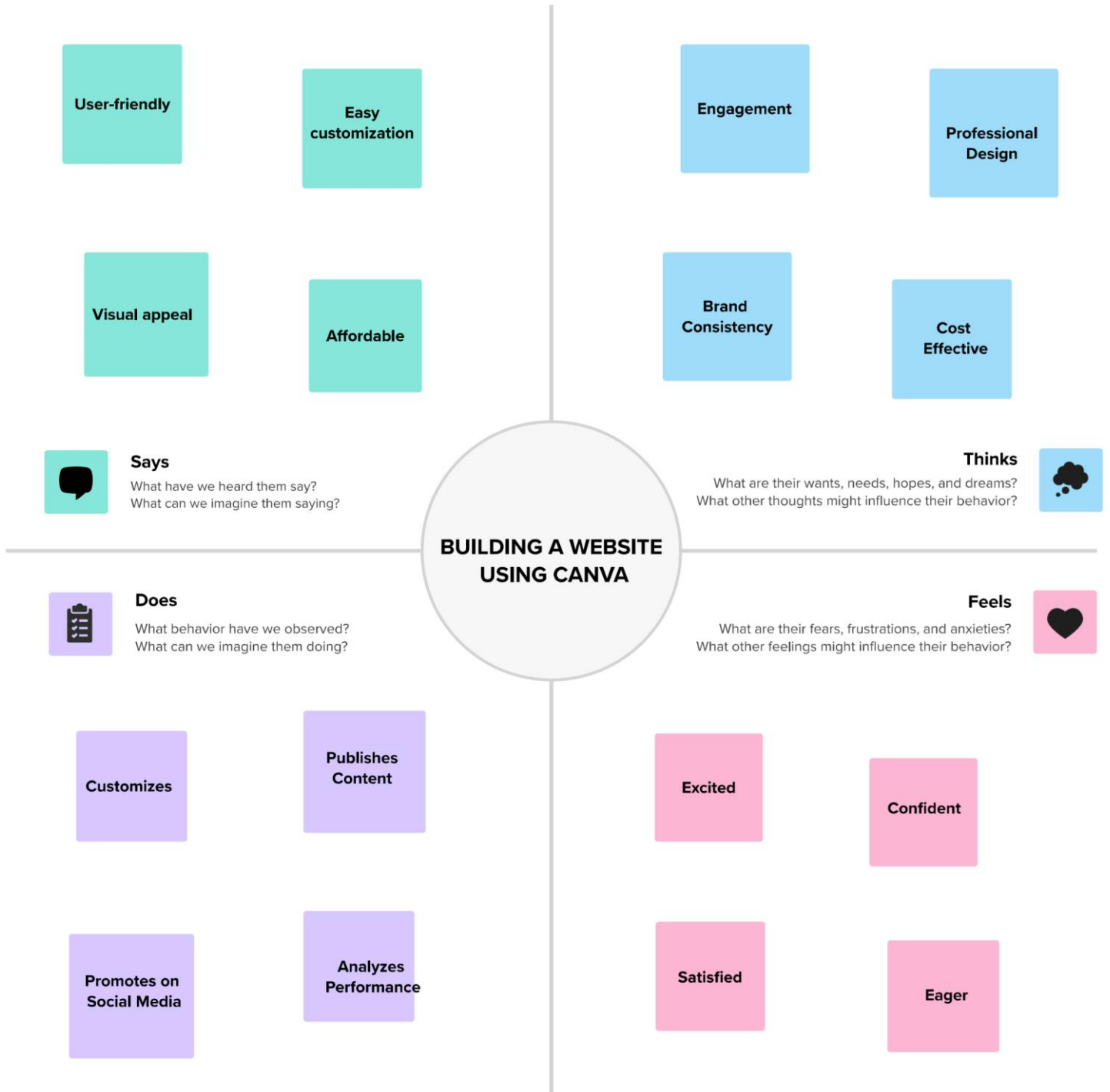


# BUILDING A WEBSITE USING CANVA

## Empathy Map



# Solo Brainstorm

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

## Shaik Ibrahim N

Explore Canva Tools and Templates	Develop a content strategically for website's purpose	Optimize website structure.
Coordinate tasks and ensure team collaboration	Monitor project progress	Make necessary adjustments
Stay Updated on Google Algorithm changes	Explore the latest design trends	

## Ajmal Murseeth O

Experiment with color, fonts, and images	Plan Keyword Research for SEO	Conduct Keyword Research
Define project milestones and deadlines	Establish a budget and make progress	Plan linking strategy
Optimize images for fast loading.	Identify the target audience	

## Jayaraj V

Maintain a consistent tone in content	Consider animations for engagement	Consider Interactive elements
Research article topics	Create unique visuals	Create a style guide for consistent branding
Strategy for website promotion		

## Mohamed Mufithu N

Plan a content calendar	SEO optimization	Determine the technical requirements
Consider mobile responsive	Identify key performance	Creative way to attract and retain visitors

## **PROCEDURE:**

Building a website using Canva is a straightforward process. Canva provides a simple website builder tool that allows you to create and customize web pages. Here's a step-by-step procedure:

### **Step 1: Sign In or Sign Up**

- If you don't have a Canva account, sign up for one. If you already have an account, log in.

### **Step 2: Choose "Create a Design"**

- After logging in, click on "Create a design" at the top right of the Canva dashboard.

### **Step 3: Select the "Website" Template**

- In the search bar, type "website" and select the "Website" template to get started.

### **Step 4: Customize the Template**

- You'll be presented with a website template. Customize it to fit your brand by changing colours, fonts, and images. You can add or remove elements as needed.

### **Step 5: Add Pages**

- Click on the "Pages" tab on the left and add additional pages to your website. You can create pages for different sections like Home, About, Services, Contact, etc.

### **Step 6: Edit Content**

- Click on the text and image elements to edit your website's content. Add your text, images, and any other media.

### **Step 7: Design and Layout**

- Use Canva's drag-and-drop interface to arrange elements on your pages. You can adjust the layout and design to your liking.

### **Step 8: Preview and Test**

- Use the "Preview" button to see how your website looks on desktop and mobile devices. Make sure it's responsive and functions as expected.

### **Step 9: Add Links**

- Connect elements like buttons and navigation menus to other pages or external URLs.

### **Step 10: Publish Your Website**

- Once you're satisfied with your website, click the "Publish" button. Canva will provide you with a unique URL for your website. You can also set a custom domain if you have one.

**Project link:**

<https://smartian-digitalmarketing.my.canva.site/>

**Demo Video link:**

<https://drive.google.com/file/d/10haXACqgUgEAP6Td3hEbFH-t6UexzO5v/view?usp=drivesdk>

**GitHub link:**

<https://github.com/Ibrahim2403/Digital-Marketing->