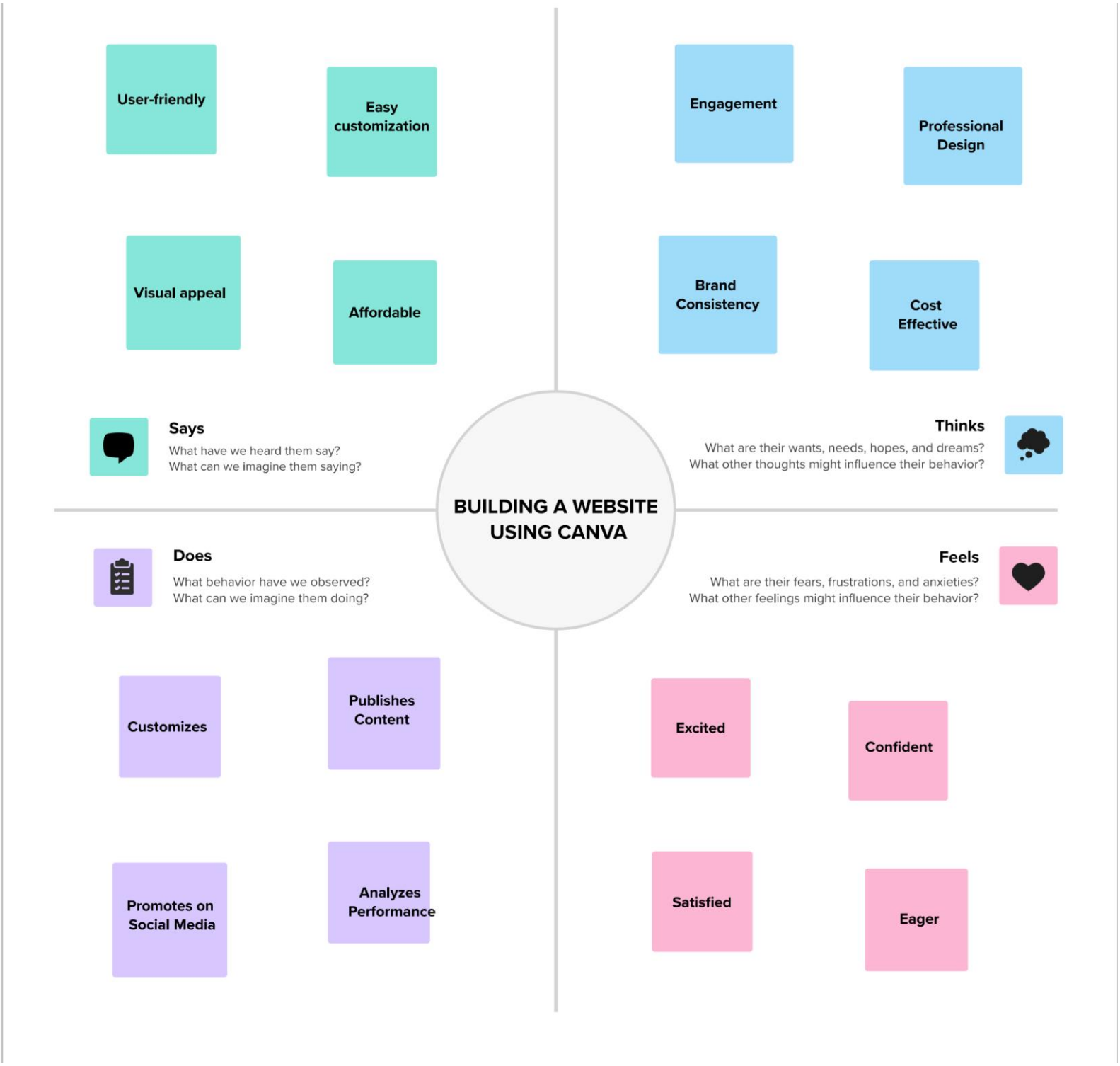
BUILDING A WEBSITE USING CANVA

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 collabaration
- 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 SE0
- 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.

Demo Video link:

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

GitHub link:

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