Class Activity 05 (A)

1. Describe layout of your Web site.

As my website is an online game store, I want it to be simple, user-friendly, and appealing. First and foremost, I want buttons for console and games, followed by a search box that will assist clients in finding what they are searching for. Following that, there will be some fascinating commercials for several well-known Game companies, which will attract the buyer. The page numbers will be the second to last thing on the home page, a cart icon at top right corner which count the total items and then I'd want buttons for links to my other social media accounts, as well as some information about the website, at the bottom.

2. What graphic elements do you want for your Web site?

I want a modern Logo for the website and also a trademark. The theme I want for my website is something like games so the gamer gets attracted to it and I want a navigation bar because it gives better accessibility to the website which is user friendly and customers won't find any difficulties in using my page.

3. Describe the content to be included in your Web site.

The content on my website includes the cover of the games with their short description, gameplay screenshots and game trailers. It also shows the prices of the items. And proceed to the payment methods where user place order and pay for it.

5 (B)

1. What do you want to advertise online?

My objective in advertising my game business is to show potential customers how it differs from other e-stores and how its services are more reasonably priced and of high quality. This will help more people learn about my game store and find my website.

2. Whom do you want to reach with your online advertising?

My target audience are gamers (PC and Console gamers) and teenagers and the people how are interested in playing best games of each genre.

3. Which of the online advertising activities are you considering? State how you will differentiate your products and services from those of your competitors.

I will be use Social Media Marketing, PPC (pay-per-click) Advertising, Search engine optimization (SEO), Influencer Advertising and offers discounts/coupons for returning customers. In this way we differentiate our service from others.

4. Design your advertisement using features and benefits. If you are using an outside agency, select an agency and a site to sponsor.

I will use "Google Ads" by using it we can control our cost, target our audience, measure our success and manage our campaigns. It also gives us dynamic search ads, demographic targeting and enhanced CPC.