

## **Final Development Phase**

### **Performance**

<b>Team Id</b>	NM2023TMID06160
<b>Project Name</b>	How to Create Brand Name, Brand Mail and Brand Logo in Canva

For your brand logo, finalize your design concept, refine the visual elements, gather feedback, and test its suitability in various contexts. Check for trademark conflicts and create the logo in multiple file formats for versatile use. When creating a Gmail account, choose between a personal or business account, and if it's for your brand, ensure that it uses your brand name and consider a custom domain for added professionalism.

#### **Traffic Metrics:**

1. Page views: Monitor the number of times the webpage displaying the brand logo is visited.  
You can use tools like Google Analytics or server logs to track this metric.
2. Unique Visitors: Determine how many unique individuals have seen the logo. This metric can help you understand your reach.
3. Sessions: The total number of visits to your gmail, including multiple pageviews by a single user. It measures overall engagement.

#### **Engagement Metrics:**

1. Bounce Rate: Check the bounce rate to see how many visitors leave the page without interacting further. A high bounce rate may indicate issues with the logo's appeal or placement.
2. Dwell Time: Dwell time is the duration users spend on the page after interacting with the logo. Longer dwell times may suggest that the logo is effectively retaining users' attention.
3. Error Rate: Analyze the error rate, which can indicate user engagement issues. Frequent errors or validation issues may lead to disengagement.

### **Conversion Metrics:**

1. Conversion Rate: if the logo leads to a call to action, track the conversion rate, such as newsletter sign-ups or product purchases.
2. Click-Through Rate (CTR): If the logo is a link (e.g., to the homepage), calculate the CTR to see how often users click on it.

### **Search Engine Optimization (SEO) Metrics:**

1. Organic Traffic: The number of visitors who find your blog through search engines like Google. Organic traffic is essential for blog success.
2. Keyword Rankings: Monitor the rankings of your socialmedia posts for target keywords in search engine results pages (SERPs).

### **User Experience Metrics:**

1. Page Load Time: Slow-loading pages can lead to high bounce rates. Optimize your blog's performance for better user experience.
2. Mobile Responsiveness: Ensure your Gmail is mobile-friendly to cater to a growing mobile audience.
3. Accessibility: Accessibility is a critical aspect of web and application development, ensuring that all users, including those with disabilities, can access and use your brand logo and Gmail account creation functionalities.