

Digital Marketing

Project Description with summary and goals.

Project Website: www.stayhealthyrecepies.com

Project Title: Healthy eating habits related blog which helps one to find ways to match taste and health.

Required: Domain hosting: Bluehost.in, Site: WordPress, Remaining update with the help of HTML, CSS.

Features: The kind of users mainly parents and rest all ages who seek healthy options for their loved ones or themselves. Guest post feature is active if anybody wants to share his/her thoughts about healthy eating habit or healthy recipes.

Aims: The Main goal to prepare this blog is to spread awareness about healthy food and where we get this in an outstation. Also, focus on user's testimonial to provide correct information. After learning digital marketing techniques it will help to create awareness becomes easy. With the help of keyword planner and search and display campaign, proper seo in every page this site gain good rank. After adding sufficient posts on it I installed google analytics to monitor the visitors type who are visiting my website, based on the data provided by google analytics I am able to provide the right information and data to my visitors which helped me to increased my total visitor numbers.

Expected Outcomes: I need to Gain the most number of subscribers and connect with like-minded people. Gain traffic with SEO friendly webpages and Google AdWords, AdSense and Google Analytics.

Significance & Innovations: Planning to prepare such important, informative blog which helps one to find proper planning in eating habits. Inclusive all details about nutrition value for related ingredients. Also added

some new feature like moms corner which helps one to register and share their stories.

Description of research: research on this project done on the internet which contains all related material. Go through the different websites for creating a professional look and feel of my blog.

By doing creative YouTube and Facebook marketing will also gain good traffic.

Project Summary: The site is a kind of food blog where the user finds different aspect for healthy eating habits and tips for all ages. It will provide easy and instant information to all health conscious people. Various Functionalities like tips & ideas, Meal chart for kids, etc. would be posted and manage by me only.

Added Information:

This site is under developed and updates will shows meanwhile after submission. Google Analytics already installed in all pages with the help of widget, Google AdWords account also created. Snapshot of campaign and ads are attached below. Once site content is uploaded I will definitely apply all ads and other tactics.

Changes in my blog page are ongoing will come live shortly like logo etc.

Snapshots of campaigns and ad group are below with keyword planner.

Google AdWords Campaign Management interface showing the 'Healthy eating' campaign details.

Search: Healthy eating

Ad campaign: Healthy eating

Enabled Type: Search Network only - Standard bid Budget: £150.00/day Targeting: India bid

Ad groups: Settings Ads Ad extensions Keywords Observations

All but removed ad groups: Segment Filter Columns First ad groups View Change History

Clicks vs **None** **Only**

Timeline: Thursday, April 26, 2017

Table:

Ad group	Status	Default Max. CPC	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.
Healthy eating	Eligible	£25.00	0	0	0.00%	£0.00	£0.00	0.0
Healthy recipes	Eligible	£25.00	0	0	0.00%	£0.00	£0.00	0.0
Healthy eating tips	Eligible	£25.00	0	0	0.00%	£0.00	£0.00	0.0
Total - all but removed ad groups			0	0	0.00%	£0.00	£0.00	0.0

Google AdWords Campaign Management interface showing the 'Healthy eating' campaign details.

Search: Healthy eating

All campaigns: Campaigns Ad groups Settings Ads Ad extensions Keywords Ad extensions Observations Display Network

All but removed campaigns: Segment Filter Columns First campaigns View Change History

Clicks vs **None** **Only**

Timeline: Thursday, April 26, 2017

Table:

Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Healthy eating	£150.00/day	Eligible	Search Network only	Standard	0	0	0.00%	£0.00	£0.00	0.0	
Total - all but removed campaigns					0	0	0.00%	£0.00	£0.00	0.0	
Total - Search	£150.00/day				0	0	0.00%	£0.00	£0.00	0.0	

Showing 1 of 1 rows. 1 of 1 rows displayed. 1 of 1 rows displayed. 1 of 1 rows displayed.

Google AdWords Campaign Management interface showing a table of campaign performance data for the "Healthy eating" campaign.

Table Headers:

- Gender
- Campaign
- Ad group
- Status
- Bid adj.
- Clicks
- Imps.
- CTR
- Avg. CPC
- Cost
- Avg. Pos.

Table Data:

Gender	Campaign	Ad group	Status	Bid adj.	Clicks	Imps.	CTR	Avg. CPC	Cost	Avg. Pos.
Male	Healthy eating	Healthy eating tips	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Male	Healthy eating	Healthy recipes	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Male	Healthy eating	Healthy eating tips	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Female	Healthy eating	Healthy eating tips	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Female	Healthy eating	Healthy recipes	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Female	Healthy eating	Healthy eating tips	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Unknown	Healthy eating	Healthy eating tips	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Unknown	Healthy eating	Healthy recipes	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Unknown	Healthy eating	Healthy eating tips	Active	—	0	0	0.00%	₹0.00	₹0.00	—
Total - eligible genders					0	0	0.00%	₹0.00	₹0.00	—
Total - all experiments					0	0	0.00%	₹0.00	₹0.00	—
Total - all					0	0	0.00%	₹0.00	₹0.00	0.0
Total - Search					0	0	0.00%	₹0.00	₹0.00	0.0

Google AdWords Campaign Management interface showing the "All campaigns" view for the "Healthy eating" campaign.

Table Headers:

- Keyword
- Campaign
- Ad group
- Status
- Max. CPC
- Campaign type
- Campaign subtype
- Clicks
- Imps.
- CTR
- Avg. CPC
- Cost
- Avg. Pos.
- Labels

Table Data:

Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Imps.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Total - Search													
Healthy recipes	Healthy eating	Healthy eating tips	Excluded	₹0.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	—
Healthy recipes for kids	Healthy eating	Healthy eating tips	Excluded	₹0.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	—

Google AdWords Campaign Management interface showing a list of keywords and their performance metrics.

Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Total Search							0	0	0.00%	£0.00	£0.00	0.0	
healthy eating habits for kids		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
kids healthy eating		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy food for kids		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
recipes for kids		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy recipes for kids		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy living		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy eating		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy eating		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-

Google AdWords Campaign Management interface showing a list of keywords and their performance metrics.

Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Total Search							0	0	0.00%	£0.00	£0.00	0.0	
healthy diet		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy foods to eat		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy food		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
Healthy		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy eating habits		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy food tips		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-
healthy food list		Healthy eating	Auto editing	£10.00	Search	Network only	0	0	0.00%	£0.00	£0.00	0.0	-

This screenshot shows the Google AdWords 'Keywords' tab. It displays a table with columns for Keyword, Campaign, Ad group, Status, Max. CPC, Campaign type, Campaign subtype, Clicks, Imps, CTR, Avg. CPC, Cost, Avg. Pos., and Labels. The table lists several keywords related to 'healthy eating' and 'healthy food tips'. A 'Total - Search' row at the bottom shows aggregate statistics.

Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Total - Search							0	0	0.00%	₹0.00	₹0.00	0.0	
healthy recipes	healthy eating	healthy eating tips	Eligible	₹20.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	
healthy food recipes	healthy eating	healthy eating tips	Eligible	₹20.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	
healthy eating habits	healthy eating	healthy eating tips	Review first pages bid estimate: ₹27.75	₹20.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	
healthy food tips	healthy eating	healthy eating tips	Eligible	₹20.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	
healthy living tips	healthy eating	healthy eating tips	Eligible	₹20.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	
Healthy eating tips	healthy eating	healthy eating tips	Eligible	₹20.00	Search Network only	Standard	0	0	0.00%	₹0.00	₹0.00	0.0	
Total - all but removed keywords							0	0	0.00%	₹0.00	₹0.00	0.0	
Total - Search							0	0	0.00%	₹0.00	₹0.00	0.0	

This screenshot shows the 'Add targeting' interface in Google AdWords. It includes a search bar, a list of campaigns, and a 'Targeting' section with 'Interests & remarketing' options. The 'Add to' section shows the selected campaign 'healthy eating > kids eating'.

Add targeting
Select a campaign or ad group to get started

Add to
Ad group: healthy eating > kids eating

Targeting
Interests & remarketing
Choose remarketing lists to target audiences who have visited your site before. [Learn more](#)

Select category: [Dropdown] Selected: 0

Select an interest and Remarketing category to get started

Thanks

Yours Sincerely,

Name: Priyanka Pandey

Course: Digital Marketing

Batch: 12 Dec to 03 Feb-Mon,Wed,Fri