Digital Marketing

Project Description with summary and goals.

Project Website: www.stayhealthyreceipes.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.

Fine 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 Outcomess: 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.

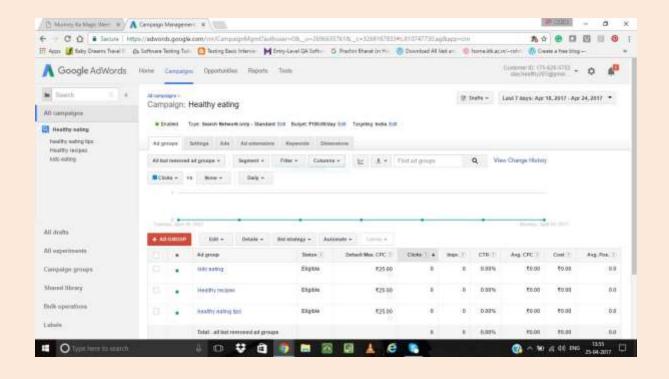
Project Summary: The site is a kind of food blog where the user finds different aspect for healthy eating habits and tips for all ages. It will provide easy and instant information to all health conscious people. Various Functionalities like tips & ideas, Meal chart for kids, etc. would be posted and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

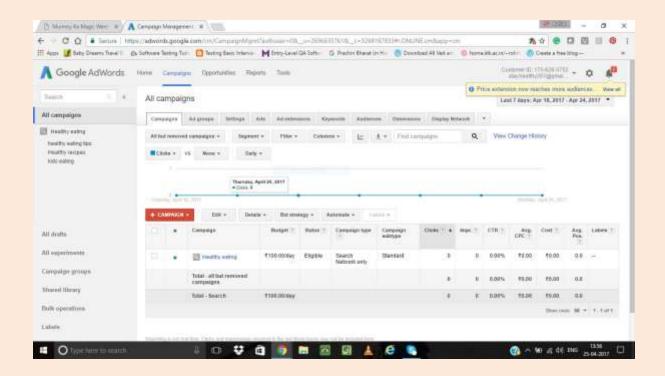
Added Information:

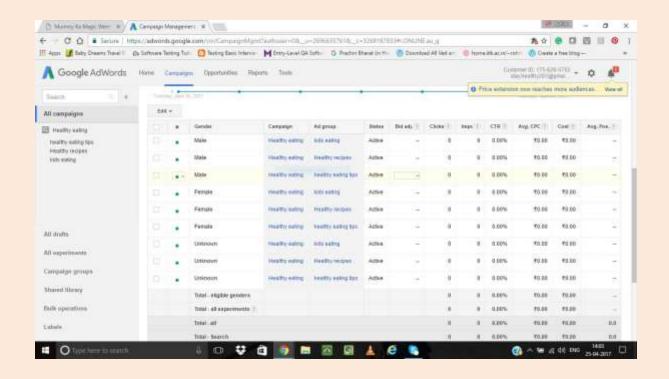
This site is under developed and updates will shows meanwhile after submission. Google Analytics already installed in all pages with the help of widget, Google AdWords account also created. Snapshot of campaign and ads are attached below. Once site content is uploaded I will definitely apply all ads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

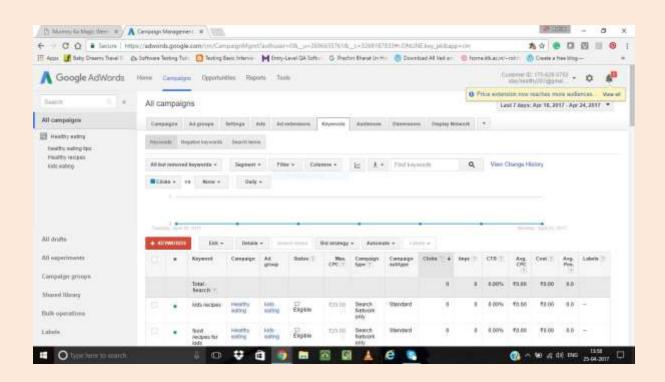
Changes in my blog page are ongoing will come live shortly like logo etc.

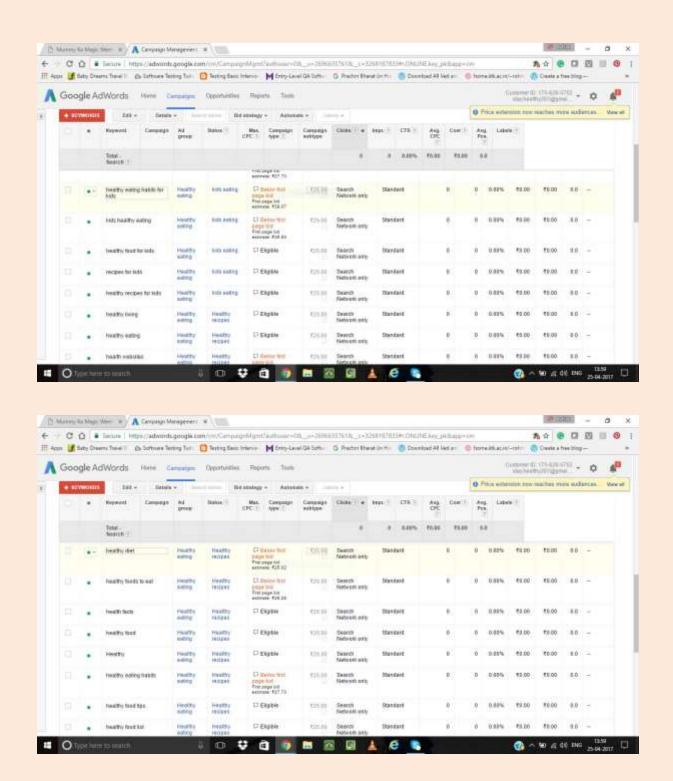
Snapshots of campaigns and ad group are below with keyword planner.

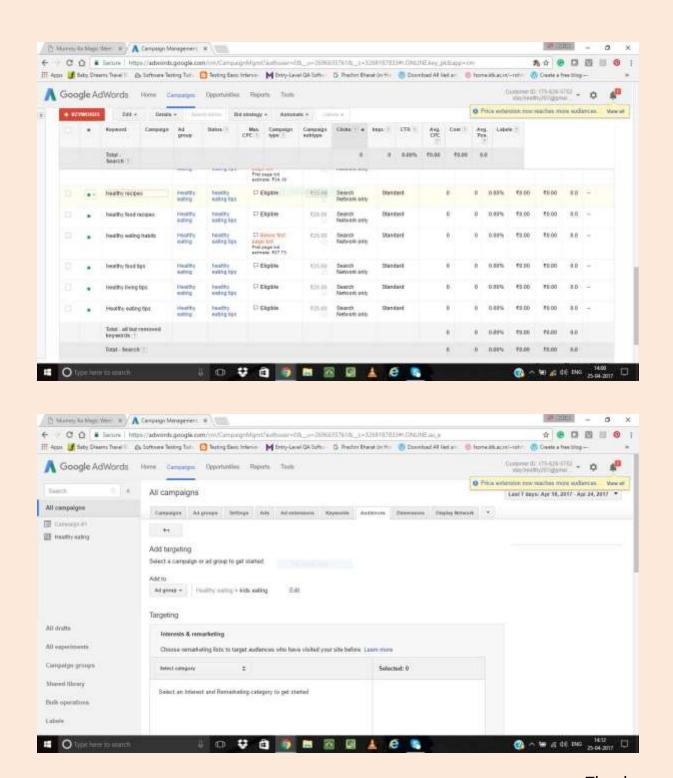












Thanks

Yours Sincerely,

Name: Priyanka Pandey

Course: Digital Marketing

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