



PROJECT

FASHION BLOG



FASHION BLOG



- Wordpress Website
- Keyword Research
- Creating ads in social media
- Creating ads in Google
- Creating Analytics report
- Creating Tag Manager





<https://makemyfashionblog0.wordpress.com>

KEYWORD ANALYSICS

S.No	Keyword	Volume	Competition
1.	2024 Fashion Trend Forecaast	100-10K	Low
2.	Denium Trend 2024	100-1K	Medium
3.	Fashion Forecasting 2024	100-1K	Low
4.	Trend Fashion 2024	1K-10K	Low
5.	Fashion Trend Spring Summer 2024	10-100	Low
6.	Fashion Trend Forecast 2024 Vogue	100-1K	Low
7.	Fashion Trend Winter 2024	10-100	High



Keyword Research



- **Primary Keywords:**

1. Fashion Trends 2024
2. Seasonal Clothing Ideas
3. Latest Fashion Discounts
4. Fashion Blog Tips

- **Secondary Keywords:**

1. Festival Clothing Offers
2. Wardrobe Planning
3. Fashion Advice for Special Occasions
4. 24/7 Customer Support in Fashion

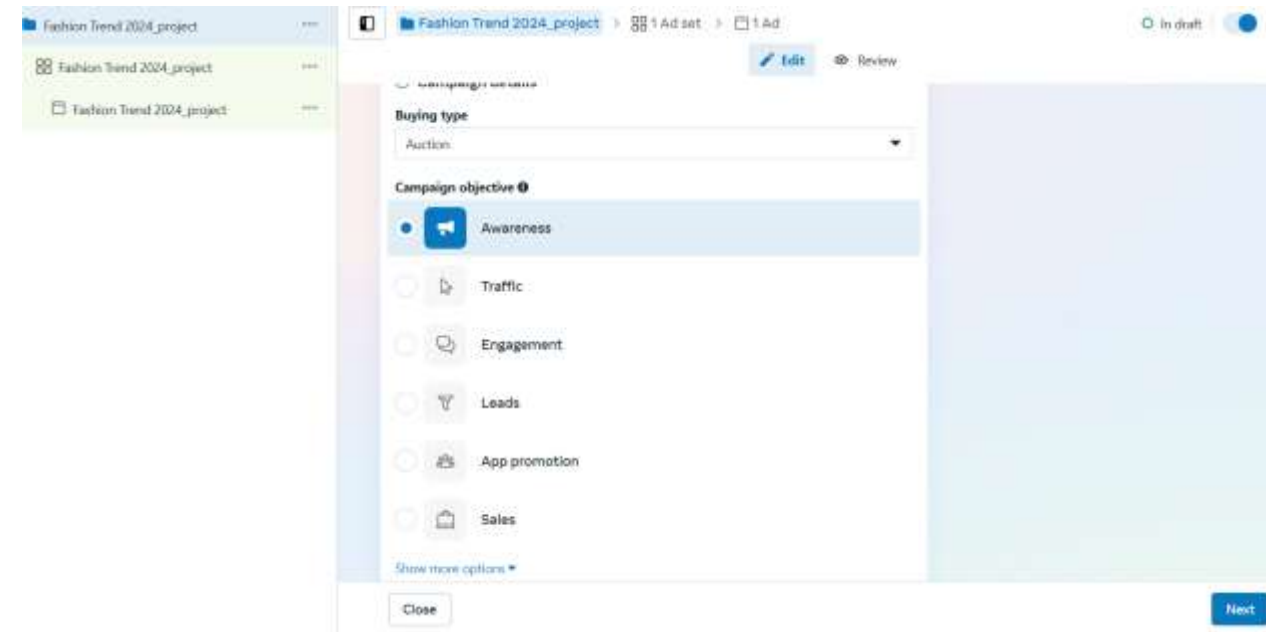
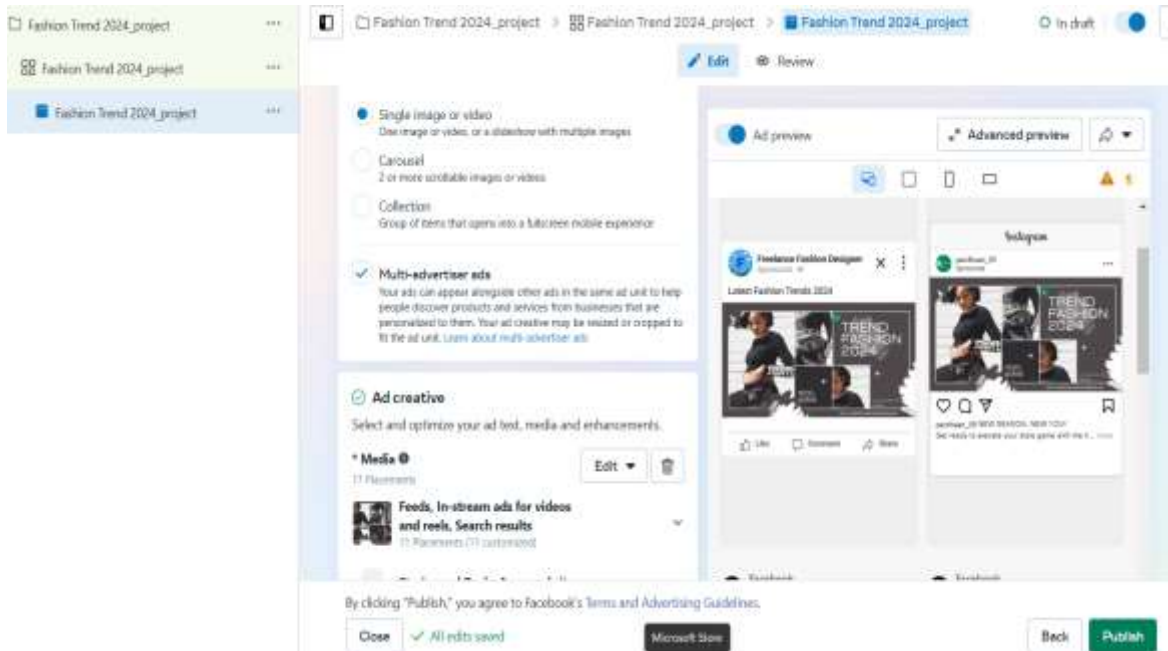
- **Long-tail Keywords:**

1. Where to find affordable seasonal clothes in 2024
2. Top blogs for upcoming fashion trends
3. How to stay updated with festival fashion discounts
4. Best seasonal outfit ideas for special occasions

The background of the slide features a dark, moody photograph of pink flowers, possibly peonies, in bloom. The flowers are soft and delicate, with multiple layers of petals. They are set against a dark, almost black background, which makes the light pink color of the blossoms stand out. The lighting is soft, highlighting the texture of the petals. The overall aesthetic is elegant and artistic.

Creating Ad in Social Media

Effective techniques(SM)





Creating Ad in Google

Google Ad Snaps-



Asset group

Asset group name	Fashion Trends 2024
Assets	3 images, 1 logo, 1 video, 15 headlines, 5 long headlines, and 3 descriptions
Search themes	Fashion trends 2024, Latest fashion styles, Sustainable fashion 2024, Y2K fashi...
Audience	Fashion collection

Budget

Budget	₹5.92/day
--------	-----------

Publish campaign

90.5%

Campaign optimization score ⓘ



Weekly estimates

Based on your daily budget and bid settings

Weekly conv.	Cost./Conv.
1.3	₹31.88
Weekly cost	
₹41.44	

Bidding

Bidding	Maximize conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Locations	All countries and territories
Languages	English
Automatically created assets	Text (Customization, Final URL) and Video (Enhancement) enabled

90.5%

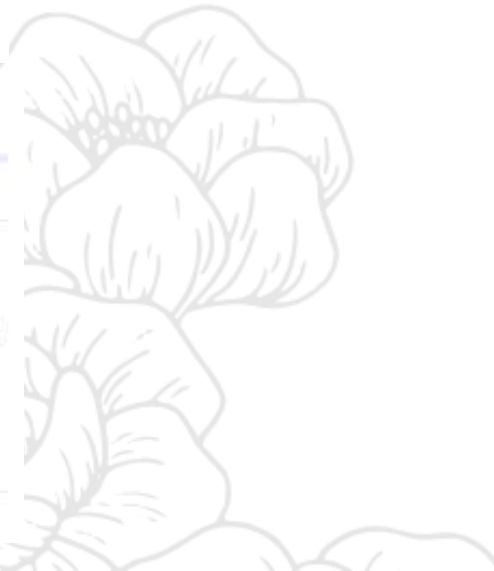
Campaign optimization score ⓘ



Weekly estimates

Based on your daily budget and bid settings

Weekly conv.	Cost./Conv.
1.3	₹31.88
Weekly cost	
₹41.44	



Google Ad Snaps-



Your campaign is ready to publish

Publish campaign

Recommendations

Apply these recommendations to optimize campaign performance

< 1 / 2 >

Add sitelinks: Draw more attention to your ads by adding at least 4 sitelinks.

+6.1% View

Overview

Campaign name	Fashion Trend 2024_project
Campaign type	Performance Max
Goal	Page views
Business details	Website: https://makemyfashionblog0.wordpress.com

90.5%

Campaign optimization score

Weekly estimates

Based on your daily budget and bid settings

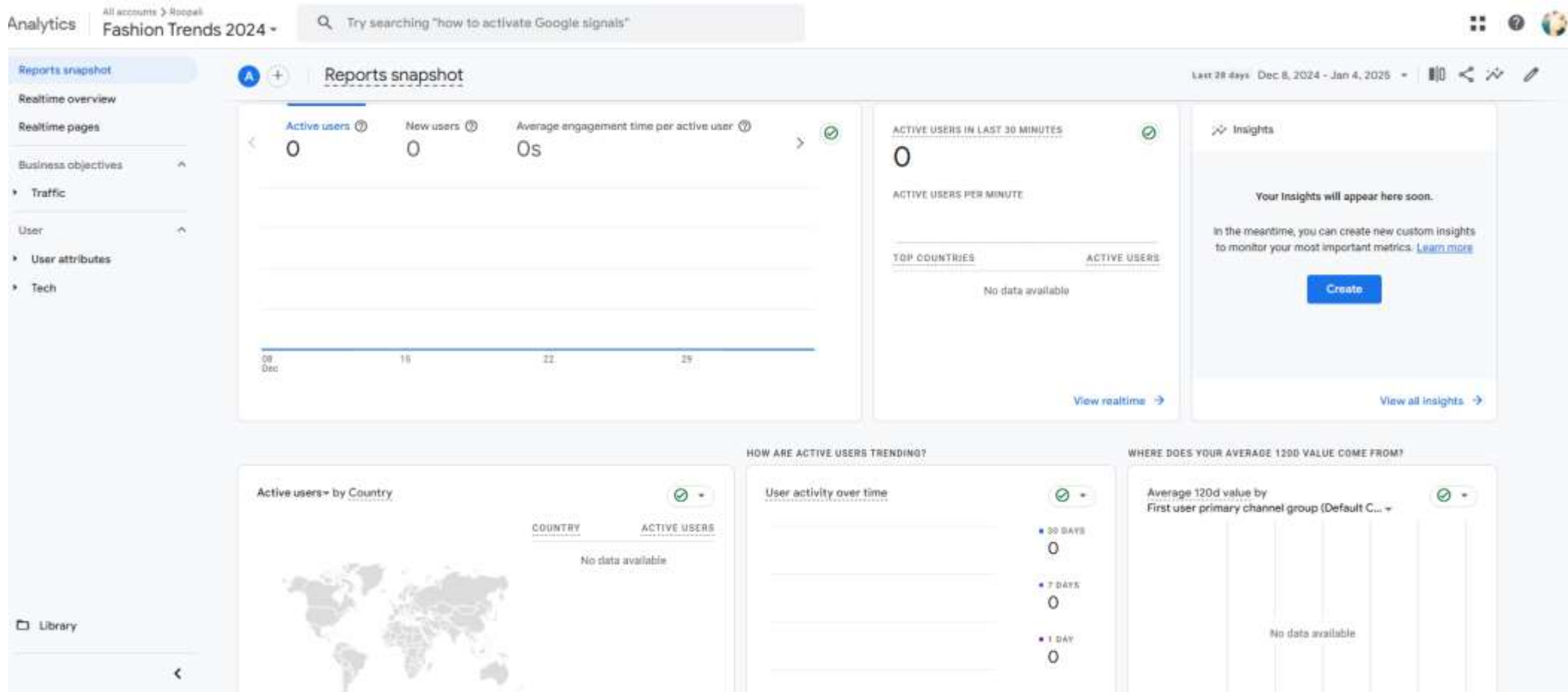
Weekly conv.	Cost / Conv.
1.3	₹31.88
Weekly cost	
₹41.44	

>



Creating Analytics Report

Dynamic Report(GA)



Dynamic Report(GA)



Web stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
https://makemyfashionblog0.wordpress.com/	https://makemyfashionblog0.wordpress.com	10114381805	G-H02JCS53HL

Events

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

Page views

Scrolls

Outbound clicks

+ 4 more

Modify events
Modify incoming events and parameters. [Learn more](#)

>

Create custom events
Create new events from existing events. [Learn more](#)

>

Measurement Protocol API secrets
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

>

Redact data
Prevent specific data from being sent to Google Analytics. [Learn more](#)

Email active

URL query parameter keys inactive

>

Google tag

Configure tag settings
Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)

>

Manage connected site tags
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#)

0 connected

>

View tag instructions
Get instructions for how to implement your Google tag for this data stream. [Learn more](#)

No data received

>



Creating Google Tag Manager

Google Tag Manager



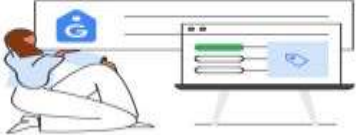
Tag Manager

?

Configuration

History

Admin



Welcome to your Google tag

The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features – all without additional code. [Learn more](#)


Dismiss


Your Google tag

Installation instructions

Google tag ⓘ

Destinations ⓘ

**Untitled tag**
IDs: G-H02JCS53HL, GT-TB6TTCH8

 <https://makemyfashionblog0...>


Tag quality: **No Recent Data**

No data has been received from your tag. Complete your tag installation to ensure you're getting the most accurate measurement. [See installation instructions.](#)

[View all issues](#)


Settings

Some tag settings apply only to specific destinations. [Learn more about tag settings](#)




Manage automatic event detection
Configure which types of events your Google tag should automatically detect for measurement in associated destinations

>



Configure your domains
Specify a list of domains for cross-domain measurement

>



Allow user-provided data capabilities
Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.

>

Show more

Thank you

ROOPALI THAKAR

Roopali.fd@gmail.com

9978908368

