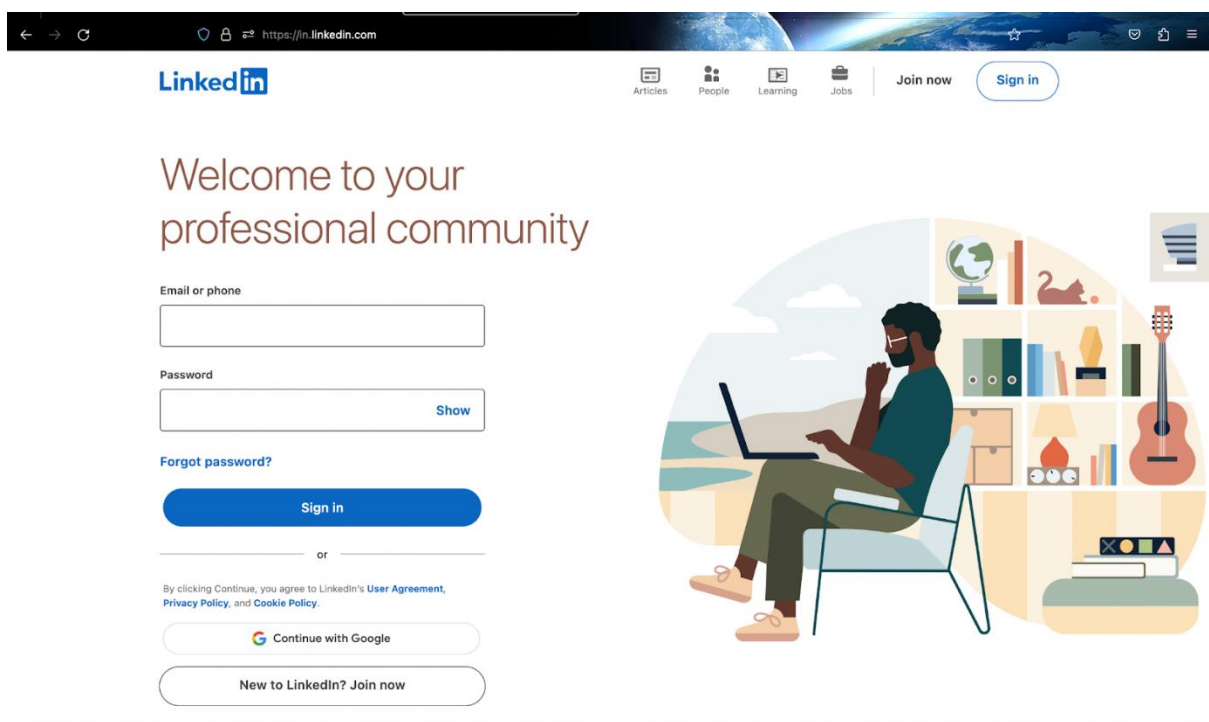


# NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

au913120104030 – Harini K K

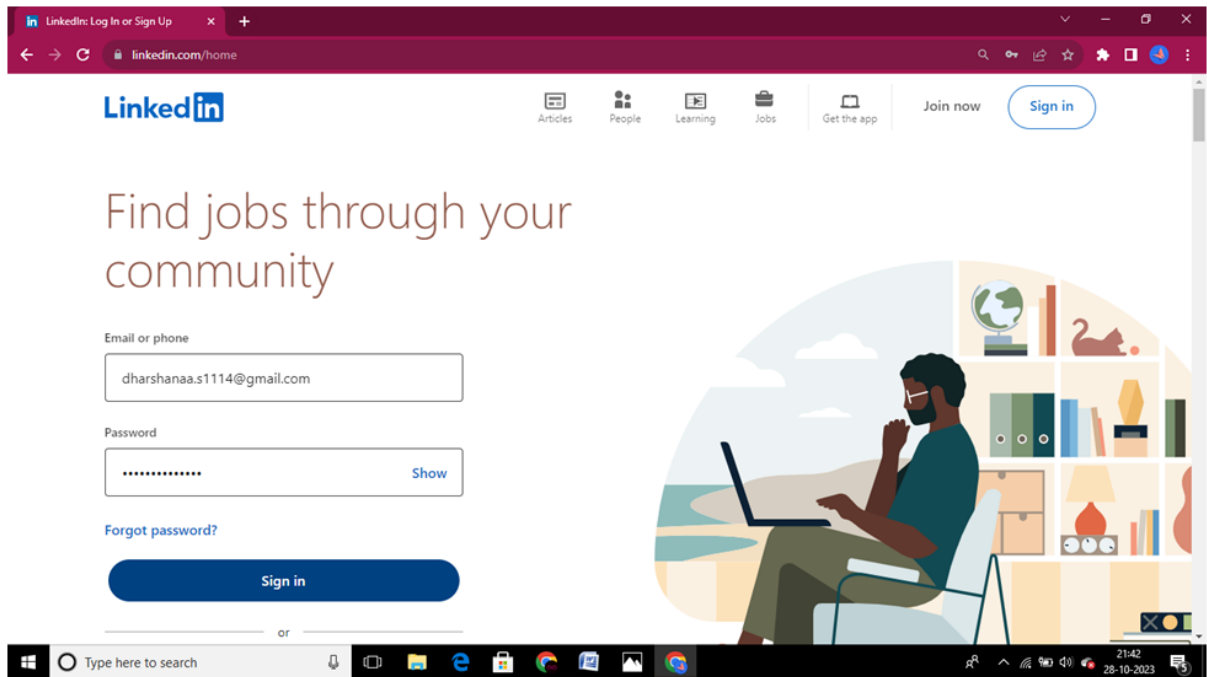
## ✓ LINKEDIN CREATION:

- Visit LinkedIn: Go to LinkedIn's website at [www.linkedin.com](https://www.linkedin.com).
- Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.

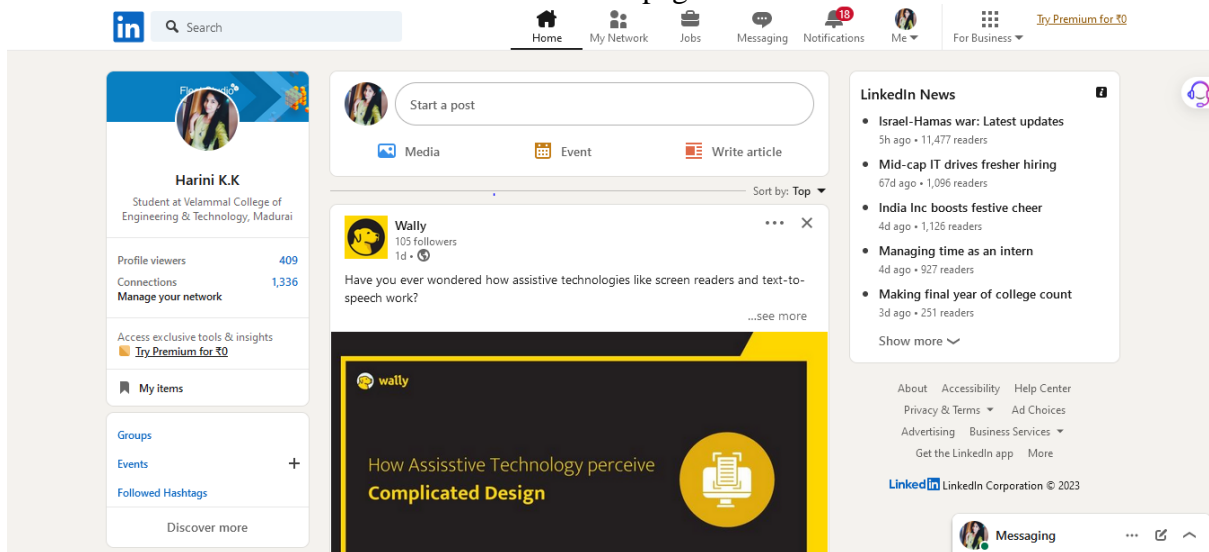


The screenshot shows the LinkedIn homepage. At the top, there's a navigation bar with the LinkedIn logo, links for Articles, People, Learning, and Jobs, and buttons for "Join now" and "Sign in". Below the navigation bar, the text "Welcome to your professional community" is displayed. On the left, there's a sign-in form with fields for "Email or phone" and "Password", a "Show" button, a "Forgot password?" link, and a "Sign in" button. Below the sign-in form, there's a "Continue with Google" button and a "New to LinkedIn? Join now" button. On the right, there's an illustration of a person sitting at a desk with a laptop, surrounded by various items like books, a guitar, and a globe.

- Provide personal information and complete the profile.



- We will be redirected to the home page.



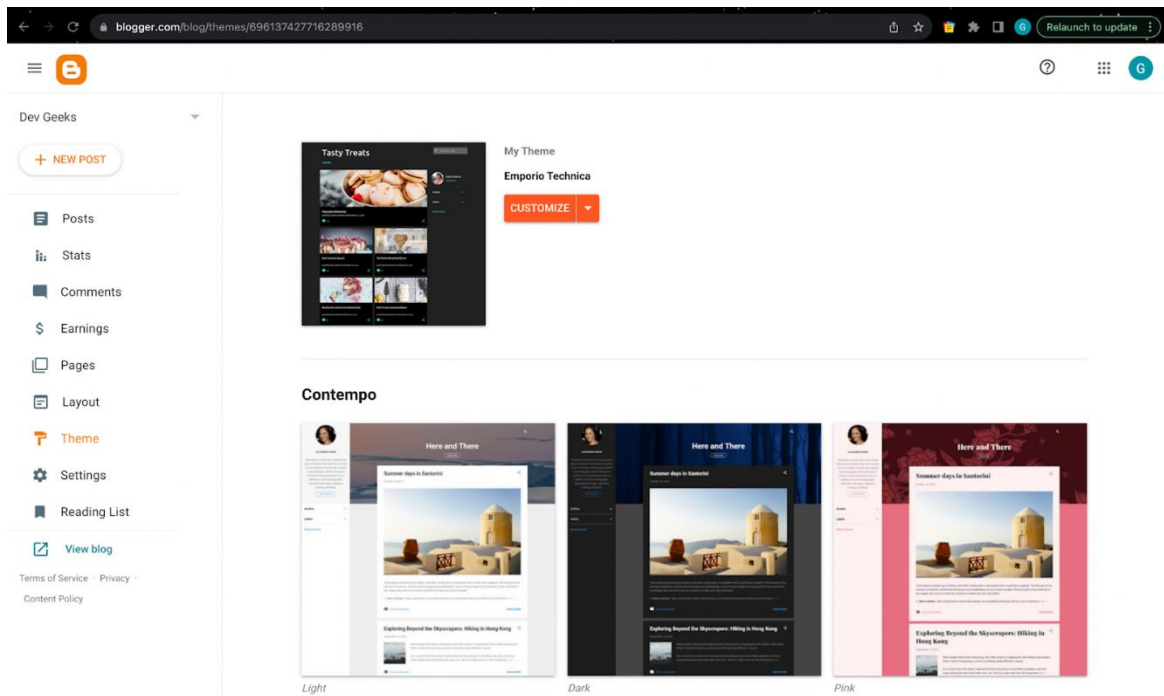
## ✓ BRAND NAME

**DEV GEEKS**

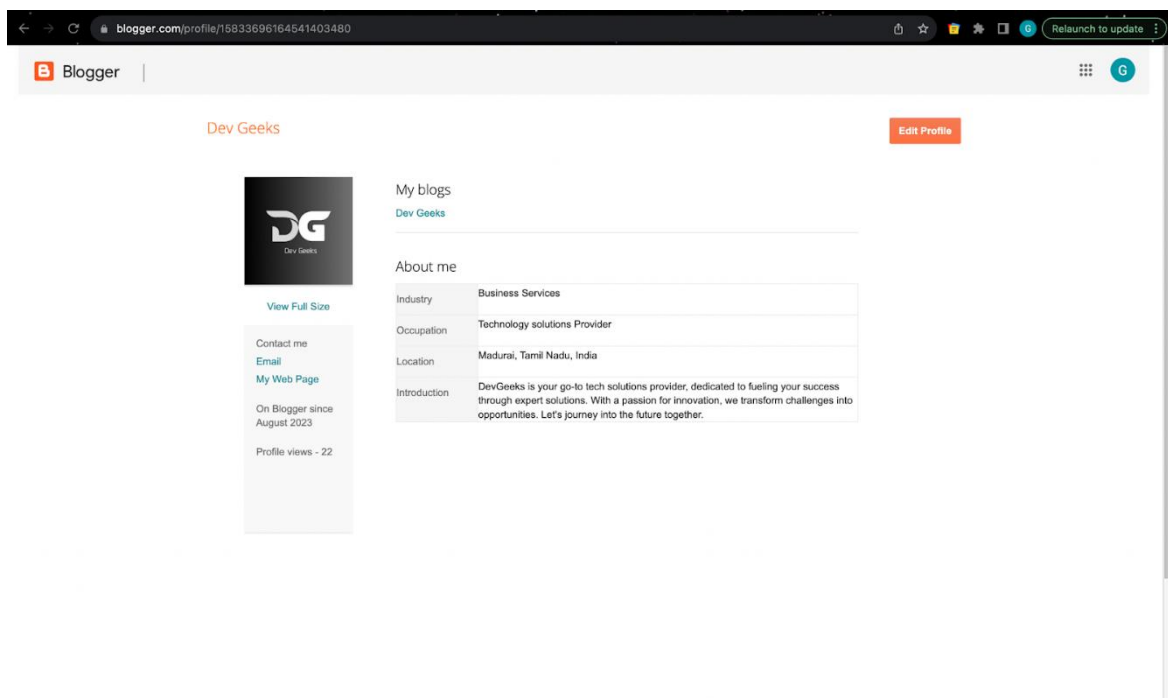


## ✓ CREATION OF BLOG PAGE:

- **Blog Url:** <https://devgeeks01.blogspot.com/>
- Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.

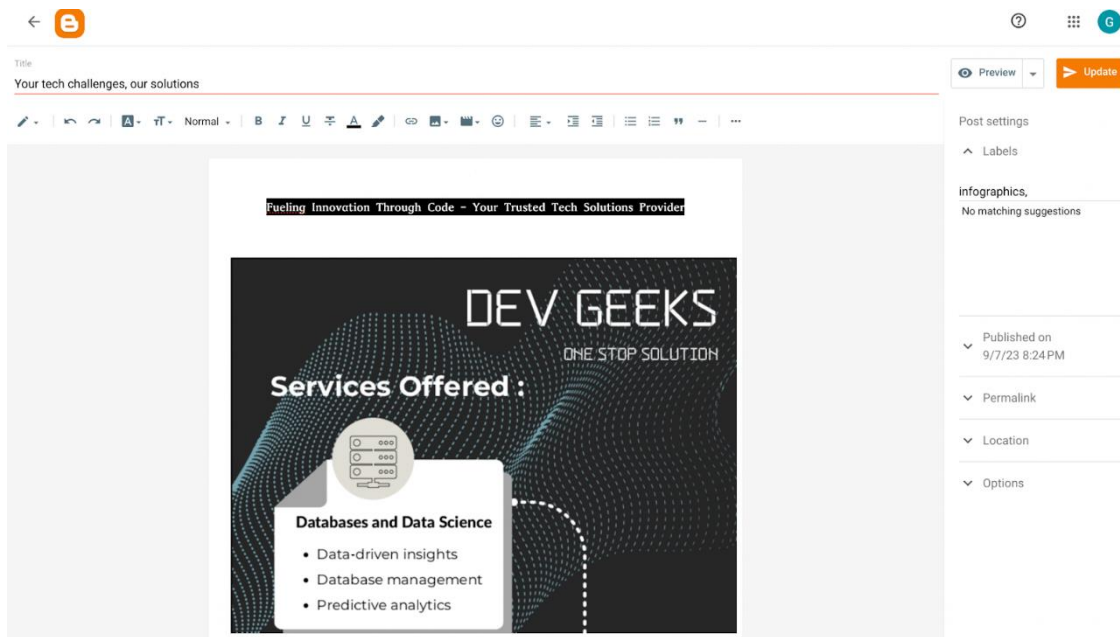


- Then provide the details required for the profile on the page

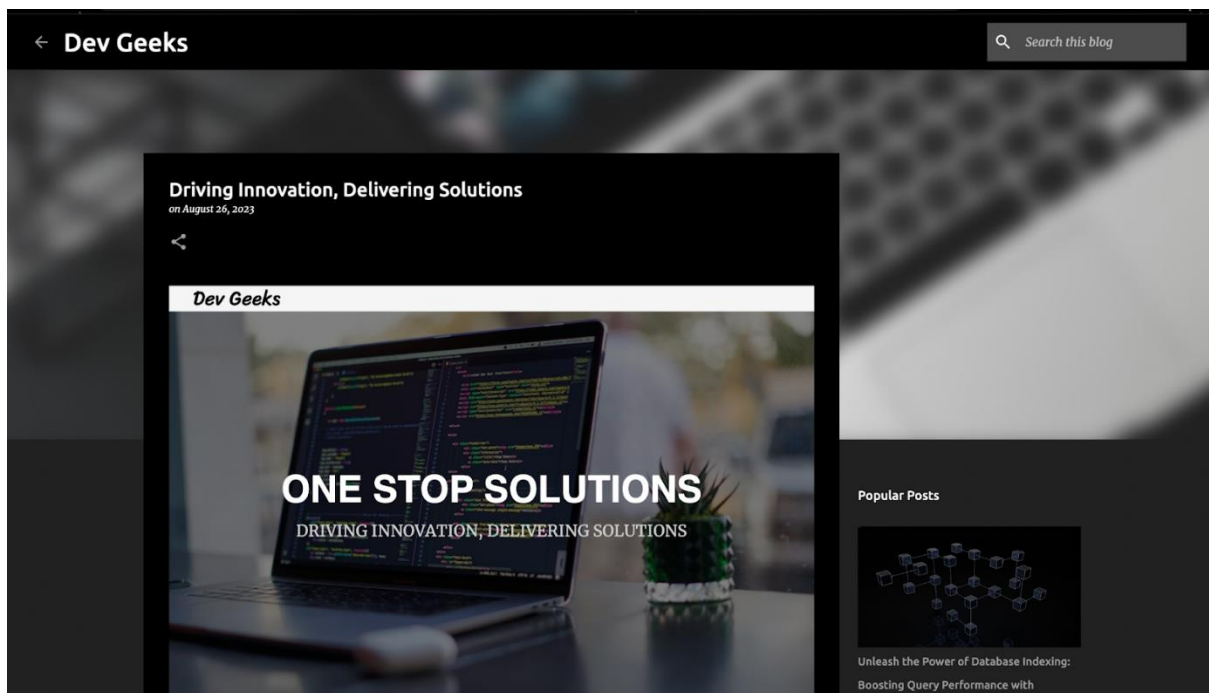


- Then the blog page is created for “Dev Geeks”.
- Then, add posts that explain the services that the company provides to its clients for the reach to the visitors of the page.





- After completing the post, save it and publish. It looks stunning as below.



## Unleash the Power of Database Indexing: Boosting Query Performance with TechnoIndex

on August 26, 2023



Greetings, data wranglers and database enthusiasts !

In the fast-paced realm of information management, databases reign as the custodians of data, ensuring it's accessible and

### Popular Posts



Driving Innovation, Delivering Solutions

*Dev Geeks Dev Geeks One Stop Solutions  
Driving Innovation, Delivering Solutions  
Full stack web development This combines  
aesthetics and functionality to craft ...*

 Get Ahead in the Digital Arena with the Dev Geeks Newsletter!

»» NEWSLETTER

# DEV GEEKS

Dear Valued Clients and Tech Enthusiasts,

We are thrilled to introduce you to DevGeeks, your go-to tech solutions provider! At DevGeeks, we are driven by a relentless passion for innovation and a commitment to transforming challenges into opportunities. Together, we are embarking on a journey into the future of technology.

September 2023  
Edition #1



Empowering your online presence with end-to-end web solutions, we craft stunning websites and robust applications for your digital



### Popular Posts



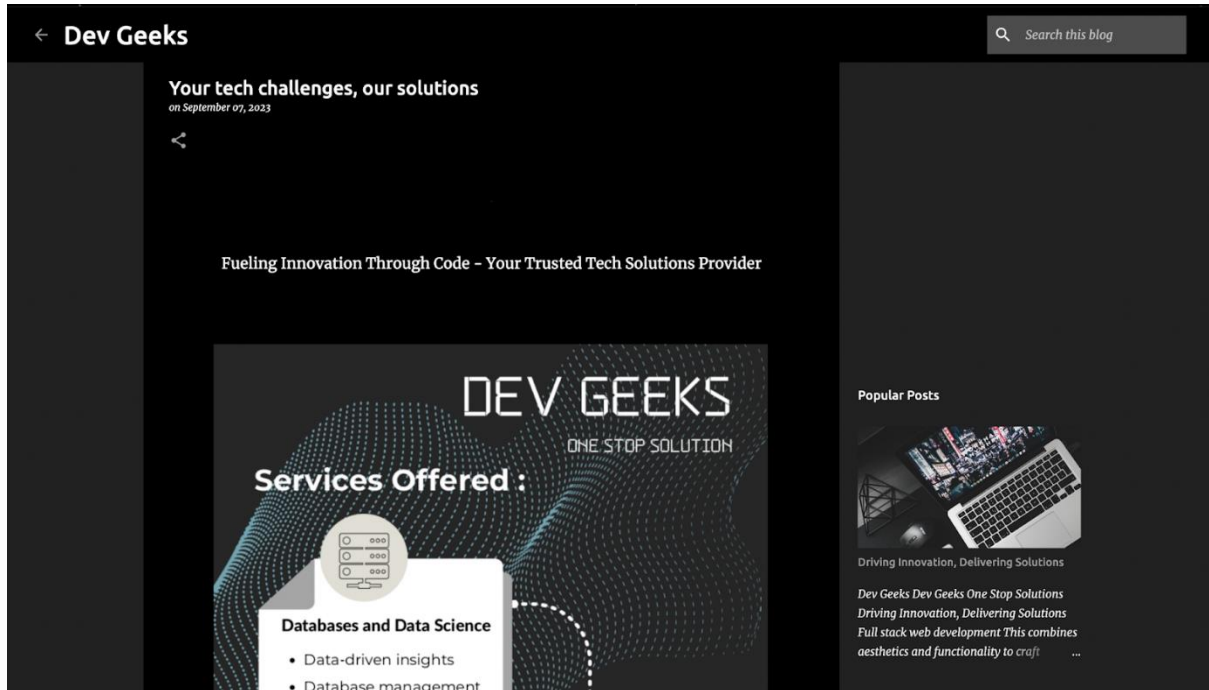
Driving Innovation, Delivering Solutions

*Dev Geeks Dev Geeks One Stop Solutions  
Driving Innovation, Delivering Solutions  
Full stack web development This combines  
aesthetics and functionality to craft ...*



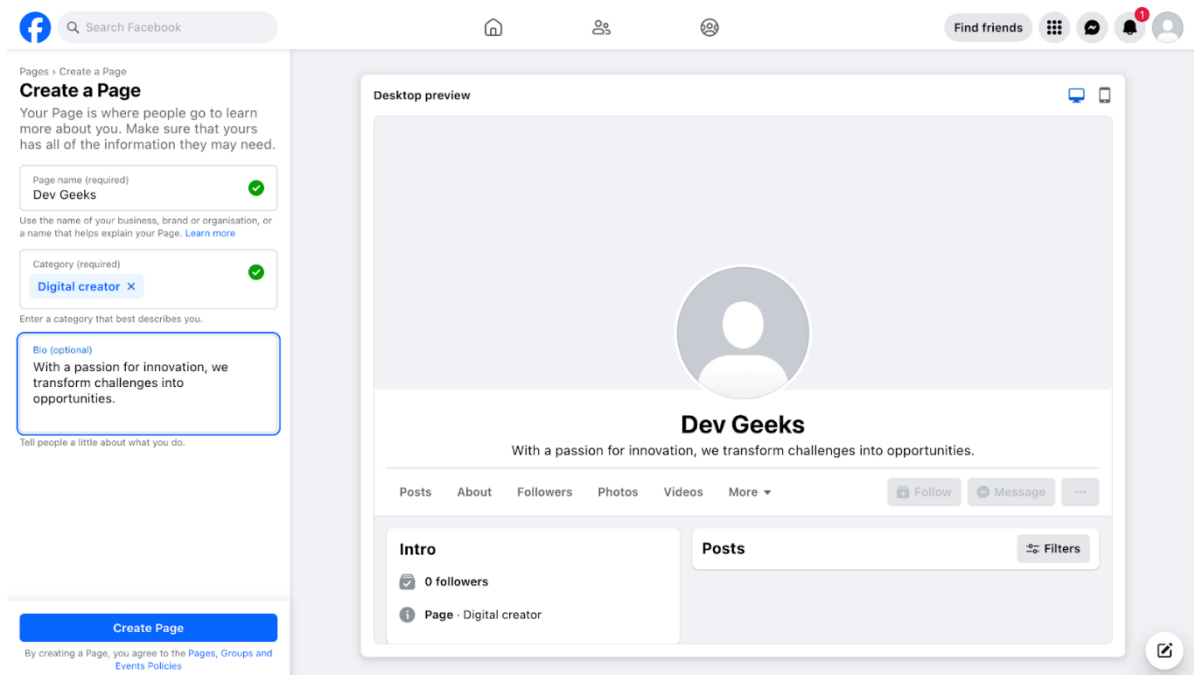
Unleash the Power of Database Indexing:

[blogger.googleusercontent.com/img/f/R29vZ2xI/.../DEV GEEKS - Newsletter.jpg](https://blogger.googleusercontent.com/img/f/R29vZ2xI/.../DEV GEEKS - Newsletter.jpg)



## ✓ FACEBOOK PAGE:

- **Page Url:** <https://www.facebook.com/profile.php?id=61550670142528>
- Creation of a Facebook business page for Dev Geeks. For that, we create a business profile by giving the required details.





Step 1 of 5

Finish setting up your Page

Success! You've created Dev Geeks. Now, add more details to help people connect with you.

Contact

Website

https://devgeeks01.blogspot.com/

IN+91

Phone number

8899010910

Email address

devgeeks01@gmail.com

Location

Address

Town/city

Madurai, India

Postcode

Page health: fair

Compared to similar Pages with high engagement.

Previous

Next

Desktop preview

Dev Geeks

With a passion for innovation, we transform challenges into opportunities.

Posts

About

Followers

Photos

Videos

More

Follow

Message

Intro

0 followers
 

Page - Digital creator

+918899010910

Posts

Filters

- Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.

Step 2 of 5

Customise your Page

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.

Add Action Button

Page health: fair

Compared to similar Pages with high engagement.

Previous

Next

Desktop preview

ONE STOP SOLUTIONS

Beyond the Horizon

Dev Geeks

With a passion for innovation, we transform challenges into opportunities.

Posts

About

Followers

Photos

Videos

More

Follow

Message

Intro

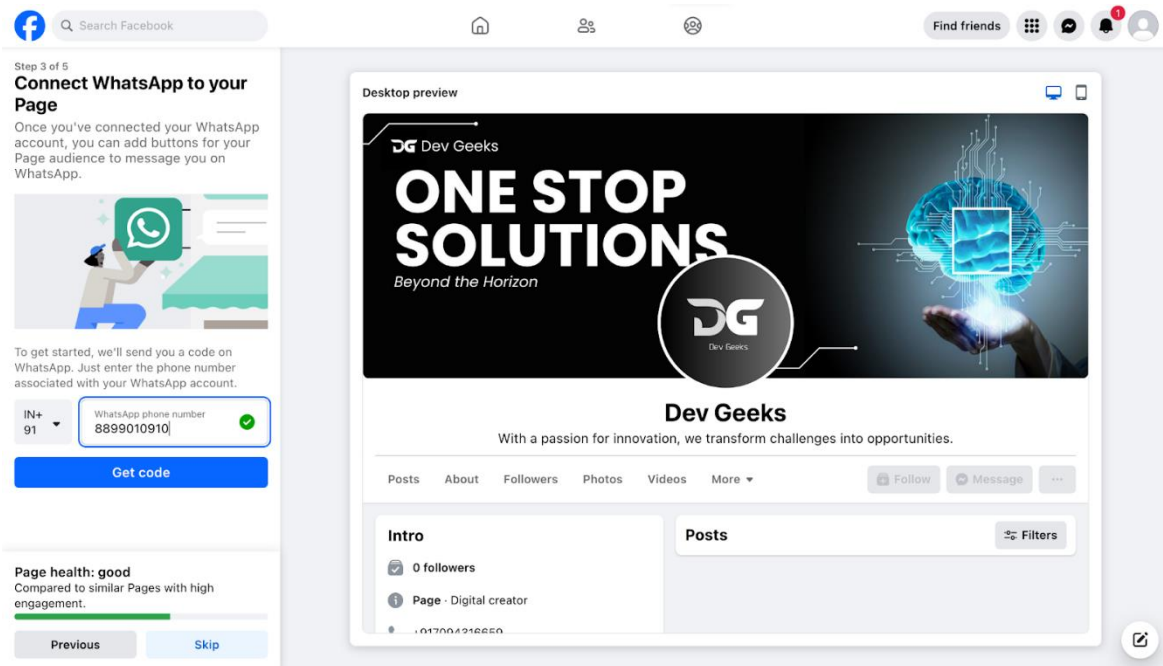
0 followers
 

Page - Digital creator

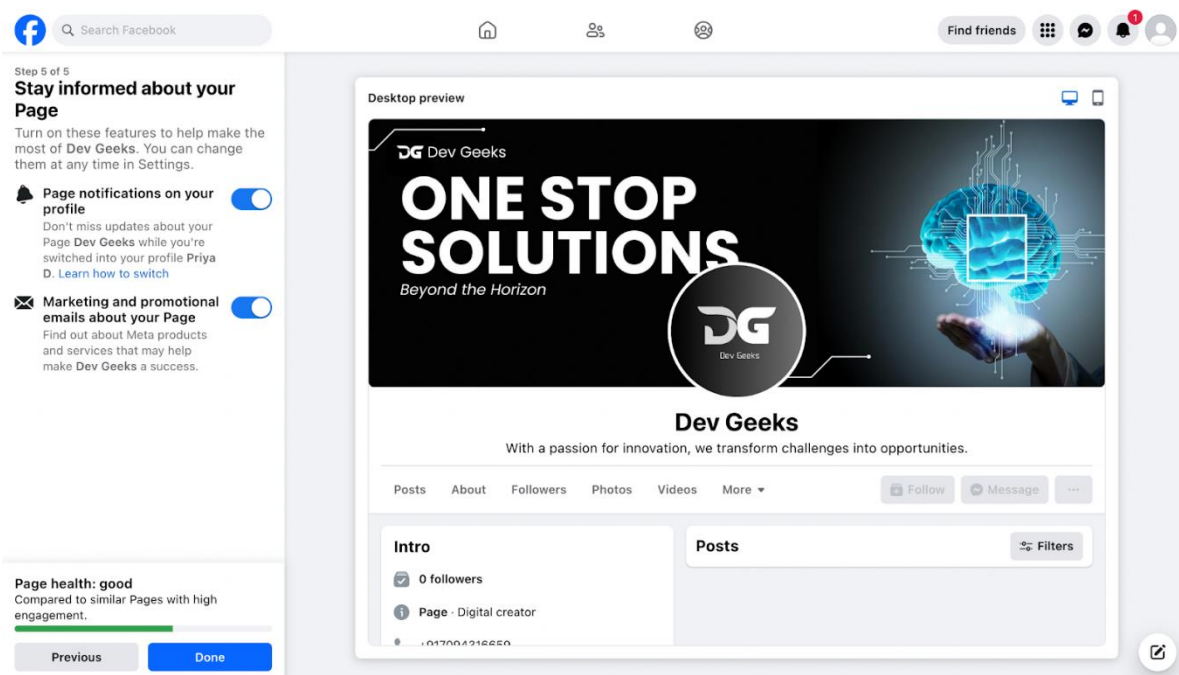
017004216650

Posts

Filters



- Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.

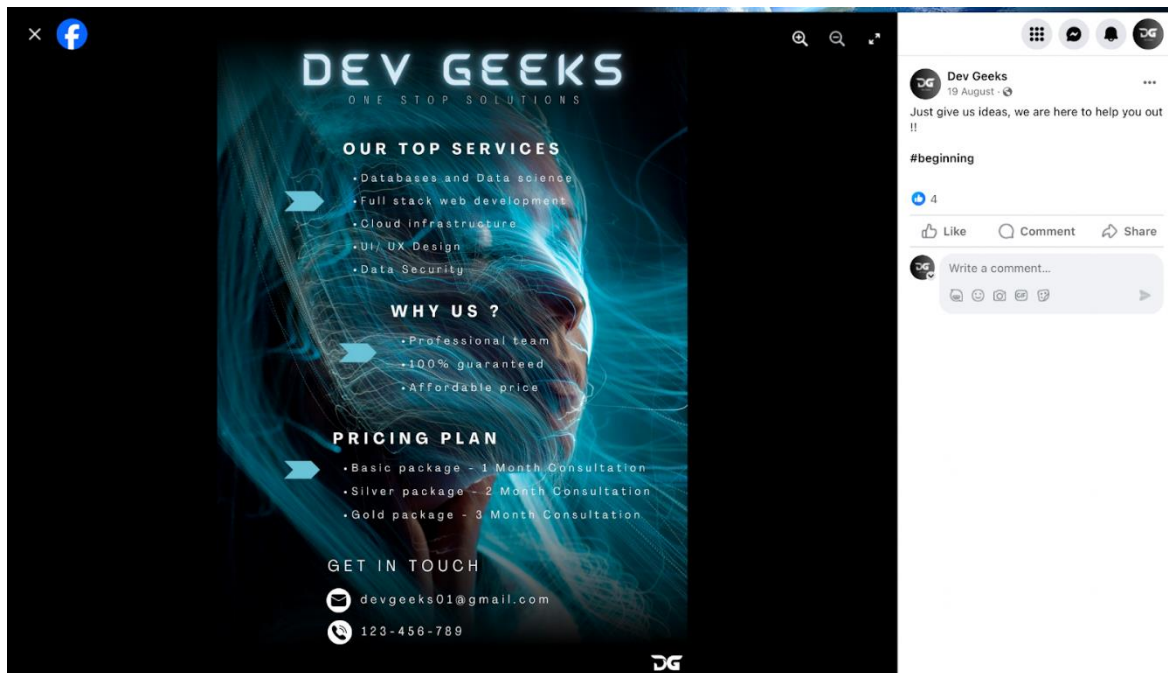


- This is the Facebook page of Dev Geeks

The screenshot displays the Facebook interface for the 'Dev Geeks' page. The top navigation bar includes the Facebook logo, a search bar, and icons for home, notifications, groups, and messages. The left sidebar shows the 'Manage Page' section with options like 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Settings', and 'Meta Business Suite'. The main content area is titled 'Dev Geeks' with 0 likes and 0 followers. It features a 'Posts' tab selected, showing a post about updating the profile picture. A 'How healthy is your Page?' section on the left provides tips for improving the page, such as writing a welcome post and linking a WhatsApp account. The right sidebar shows a 'Featured' section and a 'Posts' section with filters and manage options.

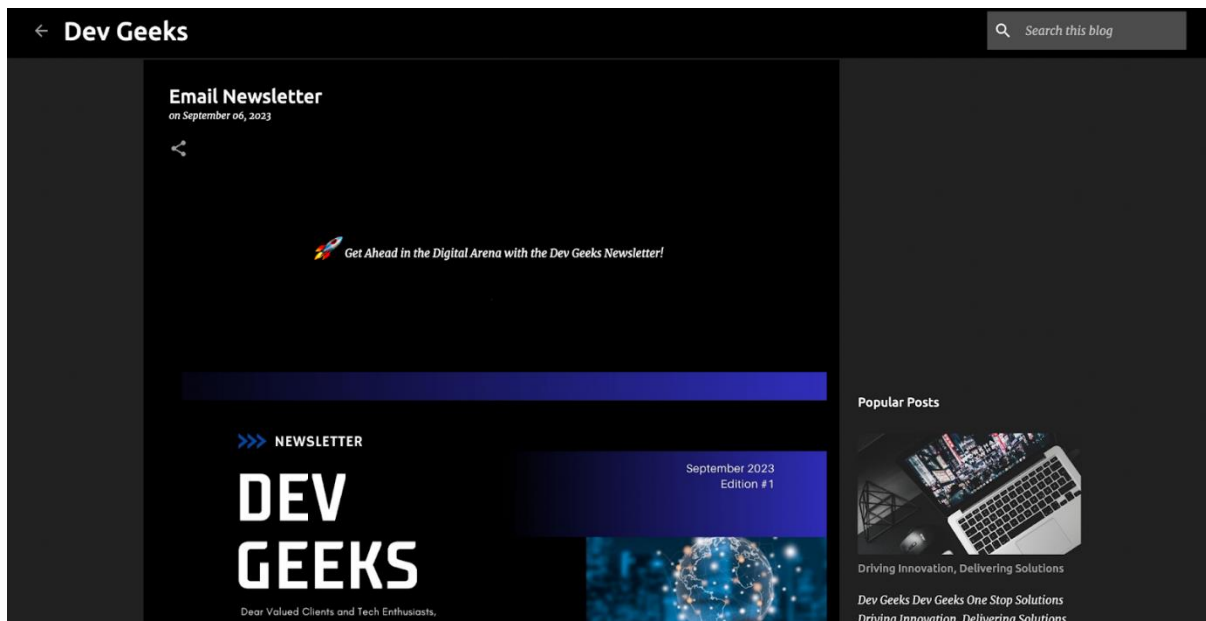
The screenshot displays the Facebook interface for the 'Dev Geeks' page, specifically the 'About' tab. The top navigation bar and left sidebar are consistent with the previous screenshot. The main content area is titled 'Dev Geeks' and shows the 'About' tab selected. It features a 'Contact and basic info' section with links to privacy and legal info, work and education, places lived, page transparency, family and relationships, details about you, and life events. The 'Categories' section lists 'Digital creator'. The 'Contact info' section includes links to add service area and phone number, and displays the address 'Madurai, India', email 'devgeeks01@gmail.com', and website 'https://devgeeks01.blogspot.com/'. The 'Websites and social links' section shows the website link and an option to add a social link. The 'Basic info' section includes an option to add a Wi-Fi network name and business hours.

- The first post explains our services and what “Dev Geeks” does along with our contact details to make use of services



## ✓ EMAIL NEWSLETTER POST:

- Blog Url: <https://devgeeks01.blogspot.com/2023/09/email-newsletter.html>



»» NEWSLETTER

# DEV GEEKS

September 2023  
Edition #1

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We are thrilled to introduce you to DevGeeks, your go-to tech solutions provider! At DevGeeks, we are driven by a relentless passion for innovation and a commitment to transforming challenges into opportunities. Together, we are embarking on a journey into the future of technology.



## DATABASES AND DATA SCIENCE

Unlock the power of data with our expert database management and cutting-edge data science solutions for smarter insights and better decisions.

Empowering your online presence with end-to-end web solutions, we craft stunning websites and robust applications for your digital success.

## FULL STACK WEB DEVELOPMENT



## UI / UX DESIGN

Crafting seamless UI/UX experiences, Where code and creativity converge. Elevating user journeys with precision, A programmer's art, our design's surge.



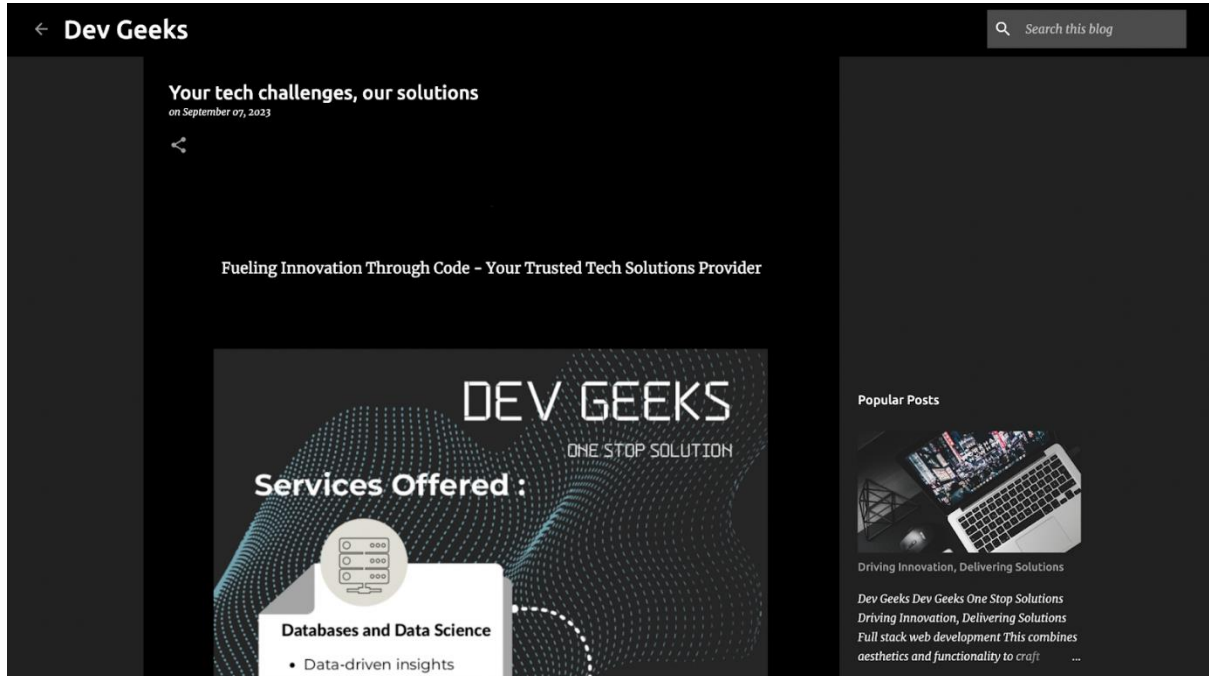
## CLOUD INFRASTRUCTURE

Unlock the power of limitless possibilities with cloud infrastructure. Seamlessly scale your digital ambitions, reduce costs, and enhance security. Elevate your tech game with the agility and reliability of the cloud. Embrace innovation and future-proof your projects with cloud solutions.



## ✓ INFOGRAPHIC POSTER:

- Blog Url: <https://devgeeks01.blogspot.com/2023/09/your-tech-challenges-our-solutions.html>



# DEV GEEKS

ONE STOP SOLUTION

## Services Offered :



### Databases and Data Science

- Data-driven insights
- Database management
- Predictive analytics



### Full-stack Web Development

- Custom web apps
- Front-end & back-end solutions
- Cross-platform compatibility



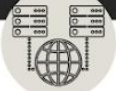
### Cloud Infrastructure

- Scalable hosting
- Cloud migration
- 24/7 uptime
- Storage and DataBase



### UI / UX Designing

- Intuitive interfaces
- User-centric design
- Engaging user experiences
- Prototyping and wireframing



### Data Security

- Robust cybersecurity
- Data encryption
- Compliance & Privacy
- Threat assessment



<https://devgeeks01.blogspot.com/>



[devgeeks01@gmail.com](mailto:devgeeks01@gmail.com)

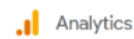


<https://www.facebook.com/profile.php?id=61550670142528>

## ✓ GOOGLE ANALYTIC MEASUREMENT ID

Google analytic measurement ID:G-W9TY4J5NK3

Visit Google Analytic official page



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Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

### Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

### Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

### Connect your insights to results



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Create an account by means of enter details



- 1 Account creation
- 2 Property creation
- 3 Business details
- 4 Business objectives
- 5 Data collection

### Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

#### Account details

##### Account name (Required)

Accounts can contain more than one measurement ID.

My New Account Name

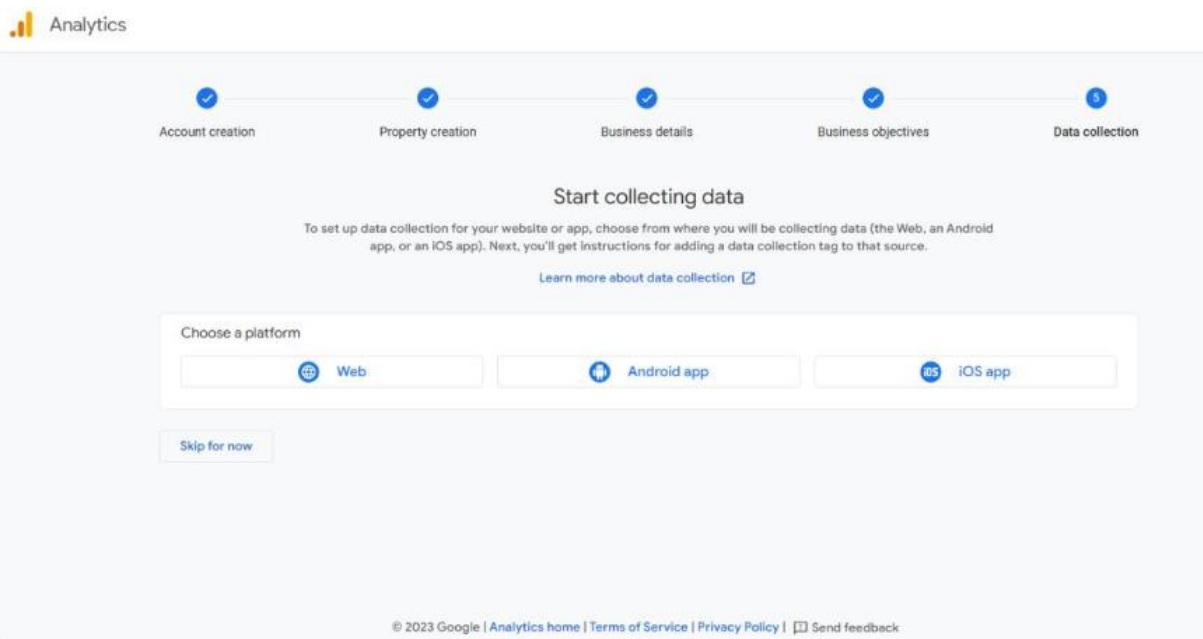
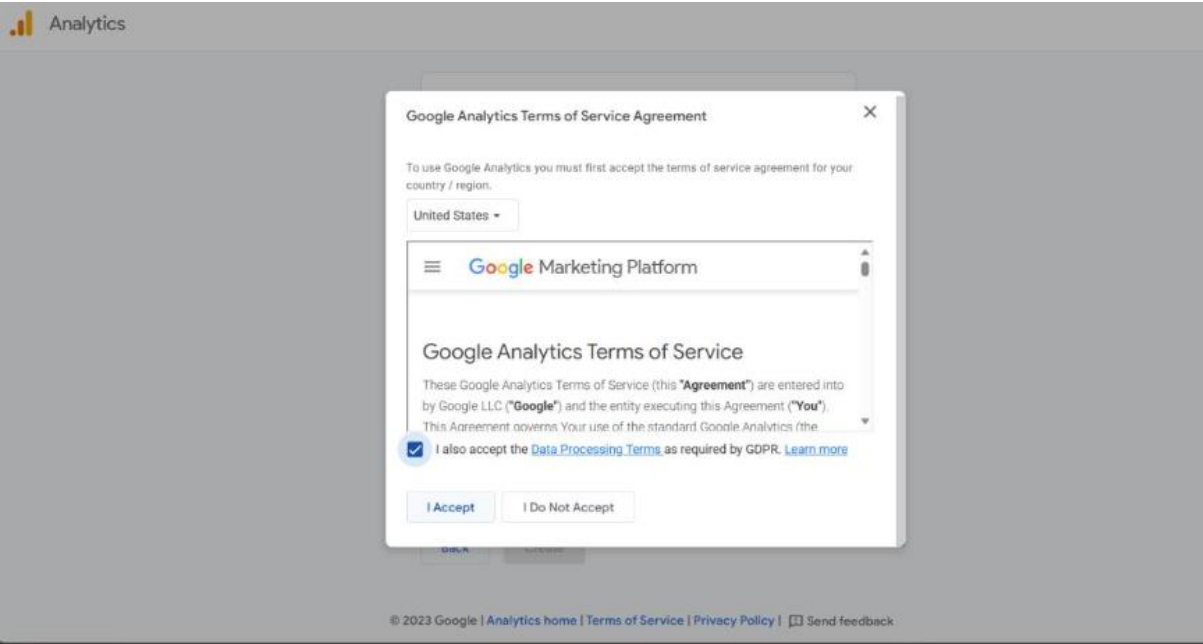
Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

#### Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

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Then click Web to create a Stream

The screenshot shows the 'Set up data stream' interface in Google Analytics. On the left is a sidebar with navigation options: Home, Admin, My preferences, Setup Assistant, Account settings, Account, Property settings, Property, Data collection, Data stream, Data collection, and Data import. The main content area is titled 'Set up your web stream'. It contains two input fields: 'Website URL' with a dropdown set to 'https://' and a text field containing 'devgeeks01.blogspot.com/', and 'Stream name' with a text field containing 'Dev Geeks'. Below these is a section for 'Enhanced measurement' which is turned on (indicated by a blue checkmark). A description states: '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](#)'. At the bottom of this section, it says 'Measuring: Page views, Scrolls, Outbound clicks, + 4 more'. A blue 'Create stream' button is at the bottom left of the main content area.

The screenshot shows the 'Stream details' page for the 'Dev Geeks' stream. The top section, 'Stream details', contains a table with the following information:

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
Dev Geeks	https://devgeeks01.blogspot.com/	6330187912	G-W9TY4J5NK3

Below the table is a section titled 'Events' which includes the 'Enhanced measurement' toggle (turned on) and a list of measurement types: Page views, Scrolls, Outbound clicks, and + 4 more. At the bottom, there are three links with right-pointing arrows: 'Modify events' (with a sub-link 'Learn more'), 'Create custom events' (with a sub-link 'Learn more'), and 'Measurement Protocol API secrets' (with a sub-link 'Learn more').