

Ecommerce Gift-Shop Website using WordPress

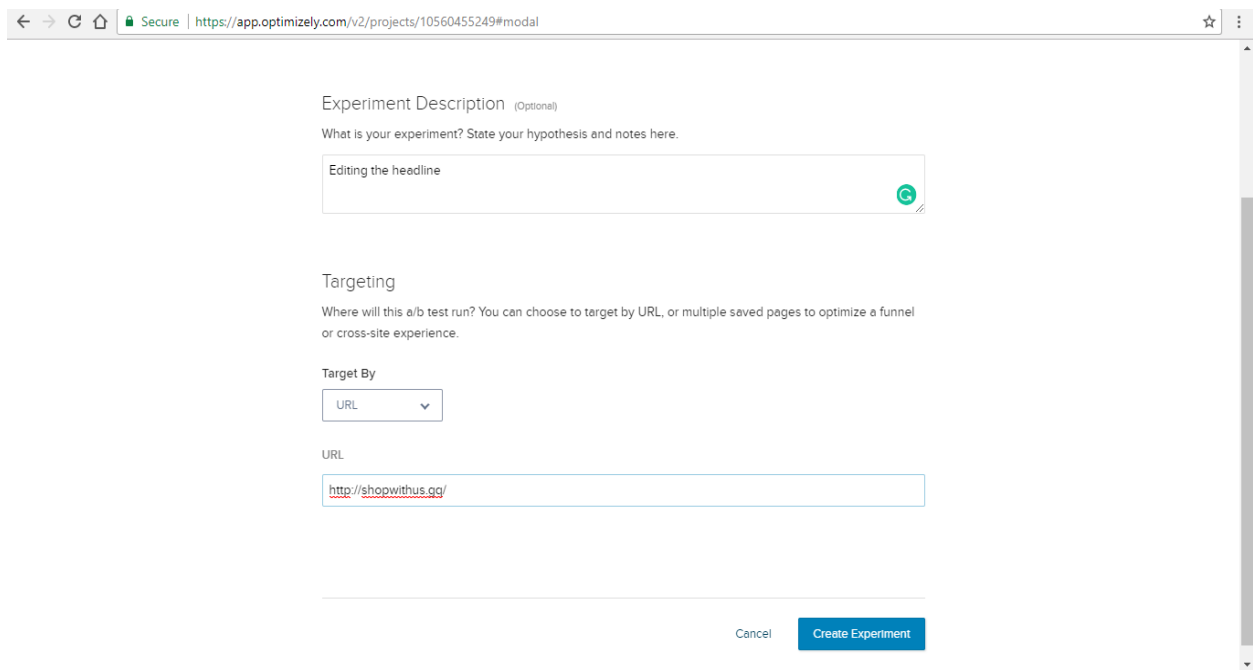
Problem Statement:

E-commerce is a transaction of buying or selling on internet. It allows customers to overcome geographical barriers and allows them to purchase products from anywhere and anytime. I want to learn various components from this course like the electronic funds transfer, internet marketing, electronic data interchange, some concepts of B2B and automated data collection systems.

URL- www.shopwithus.gq

(Note: The website is not active)

Step 1 : _ Creating Version for A and B testing



The screenshot shows the Optimizely web interface for creating a new experiment. The browser's address bar displays the URL: <https://app.optimizely.com/v2/projects/10560455249#modal>. The page is titled "Experiment Description (Optional)" and includes a text area for the experiment description, currently containing "Editing the headline". Below this is the "Targeting" section, which asks "Where will this a/b test run? You can choose to target by URL, or multiple saved pages to optimize a funnel or cross-site experience." The "Target By" dropdown menu is set to "URL". The "URL" input field contains the text "http://shopwithus.gq/". At the bottom right of the form, there are two buttons: "Cancel" and "Create Experiment".

← → ↻ 🏠 <https://app.optimizely.com/v2/projects/10560455249/experiments/10557535726> 🌐 ☆ ⋮

X

📅 30

🔬

👤

📁

⚙️

❓

💬

👤

Testing

← Experiments Overview

HomePage

A/B Test • Not Started

Start Experiment

⏸️ 👁️ 📧

⚠️ Please add a metric to start this experiment

Manage Experiment

Variations 0 0

Targeting

Audiences

Integrations

Metrics ⚠️

Shared Code

Traffic Allocation

View Results

Variation Name	Total Distribution		
A Original	50%	Edit	⋮
B Variation #1	50%	Edit	⋮
Add Variation...			

← → ↻ 🏠 ⓘ Not secure | [shopwithus.gq](#) 🔍 ☆ ⋮

🌐 🛒 Gift Shop 🛠️ Customize 🔄 4 🗨️ 0 ➕ New 🖋️ Edit Page

🏠 📦 PRODUCTS 🔍 🛒

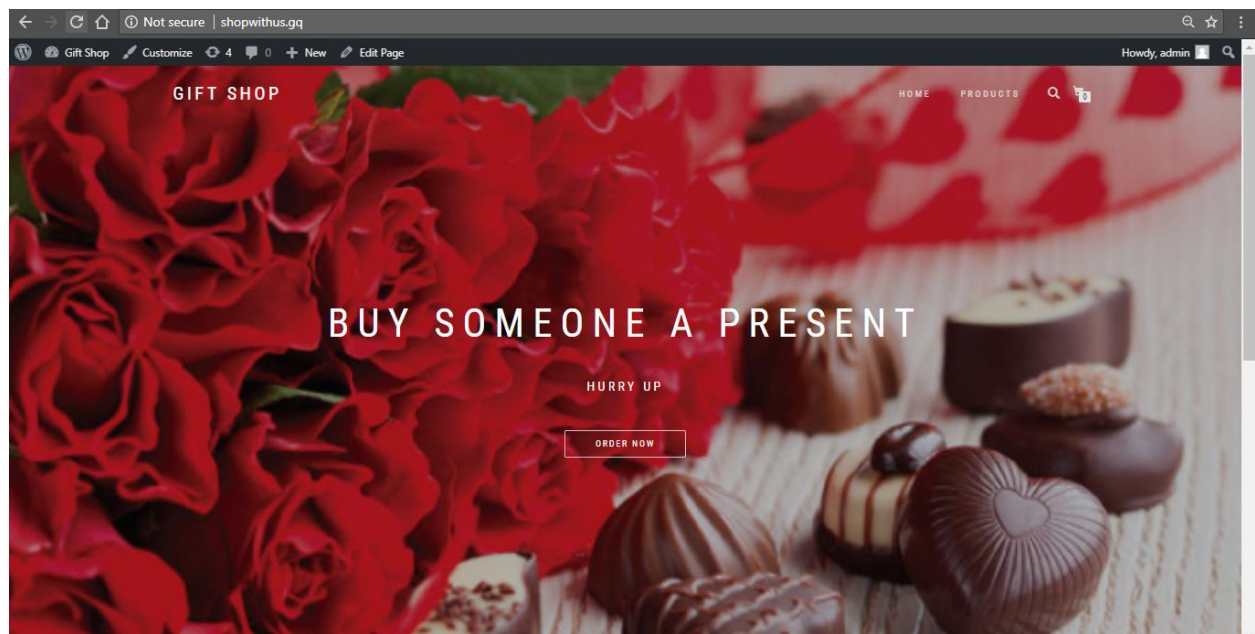
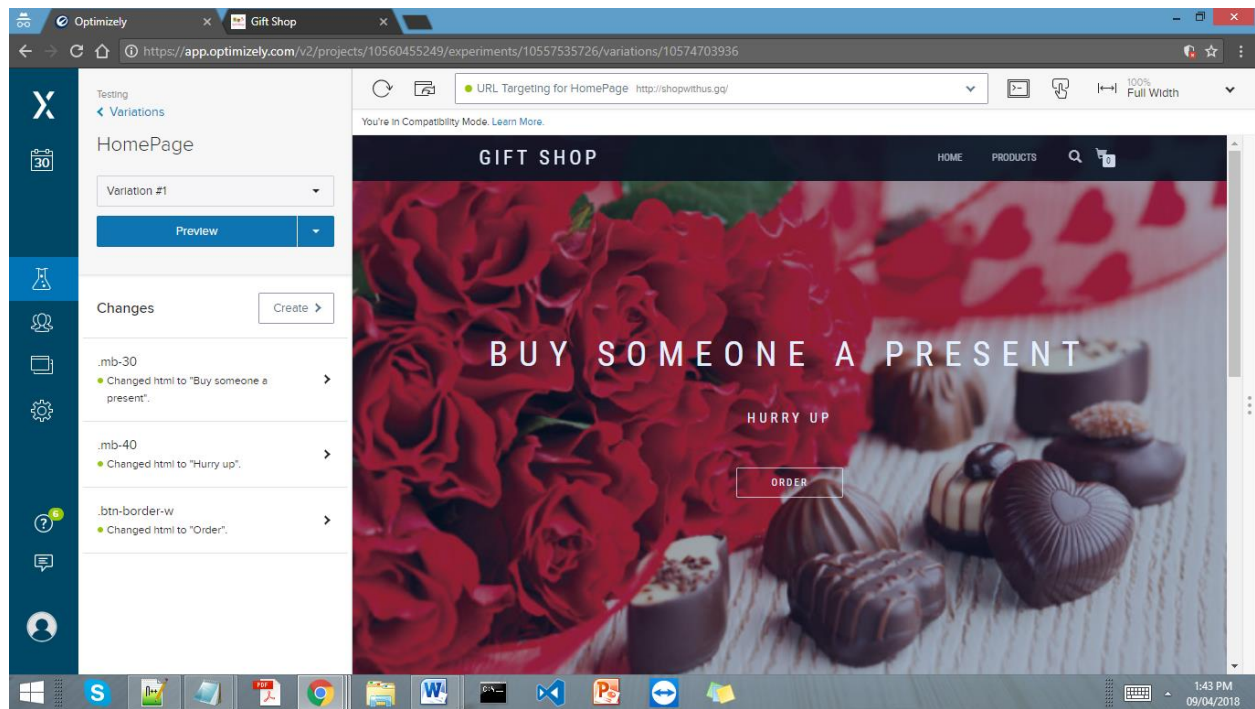
Howdy, admin 🔍

GIFT SHOP

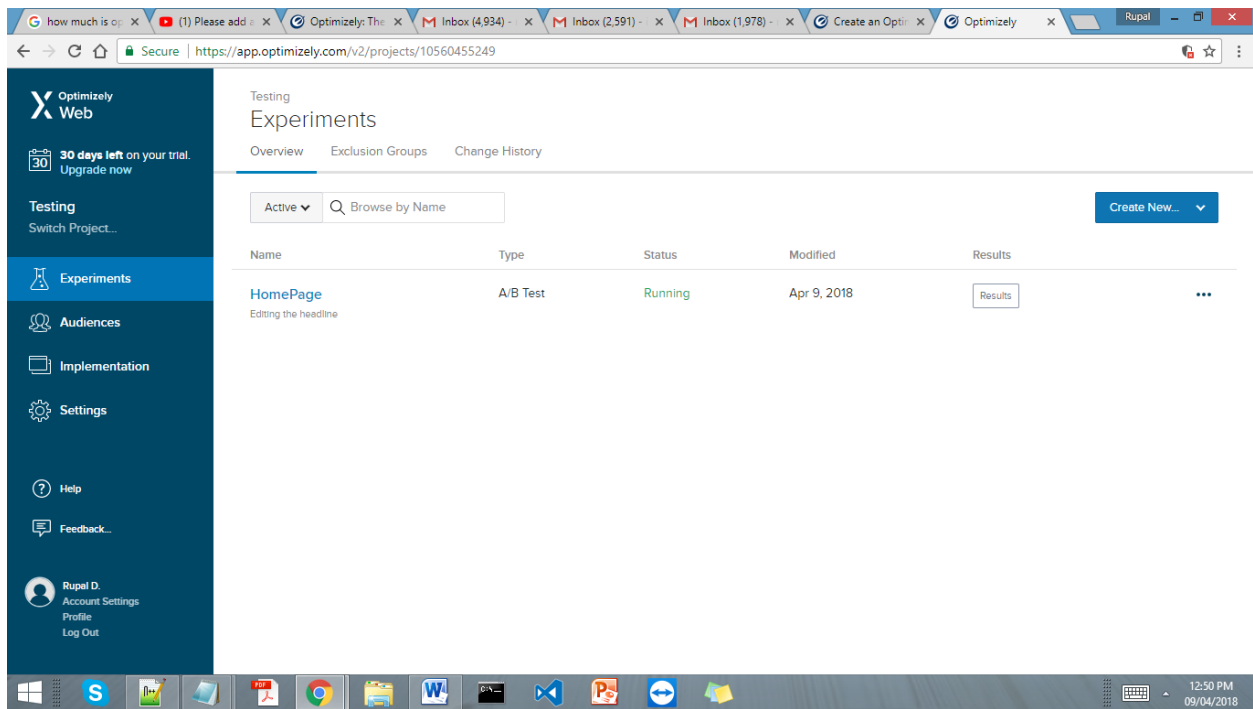
MAKE SOMEONE FEEL SPECIAL TODAY!

ORDER NOW

BUY



<https://app.optimizely.com/v2/projects/10560455249/results/10558825077/experiments/10557535726?previousView=EXPERIENCES>



Step 2 : Using Keywords and GoogleAD words to increase ranking

1. SEO Keywords- “Apna Sasta and Tikav Giftshop”

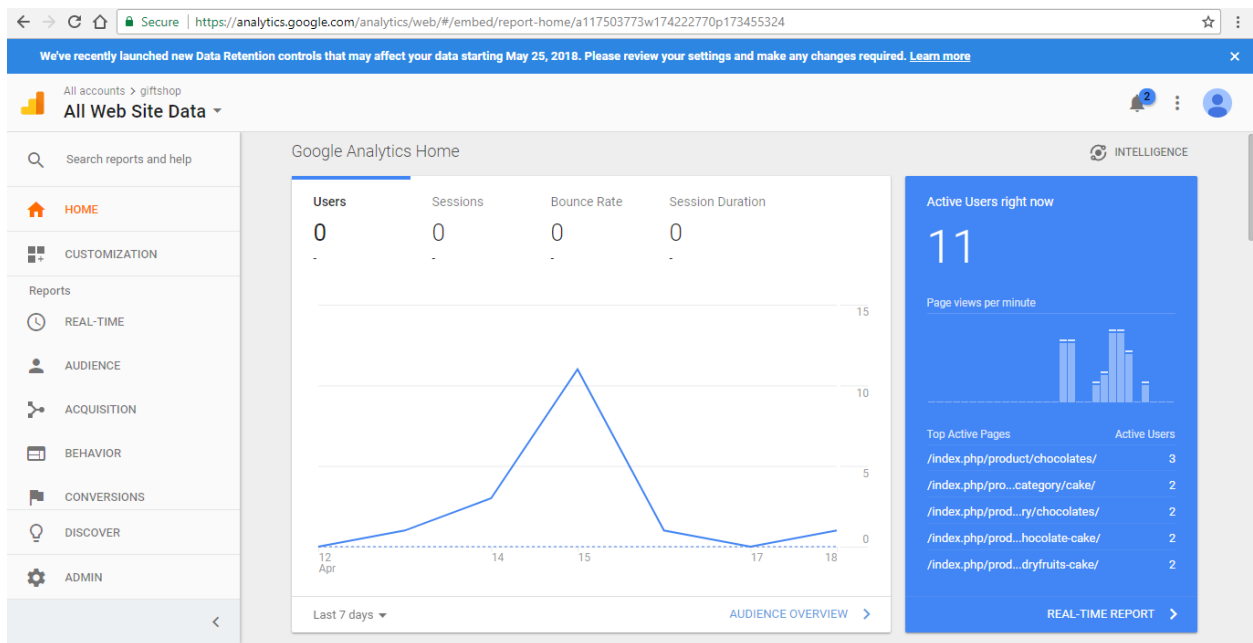


Figure 1: Google Analytics Home Page

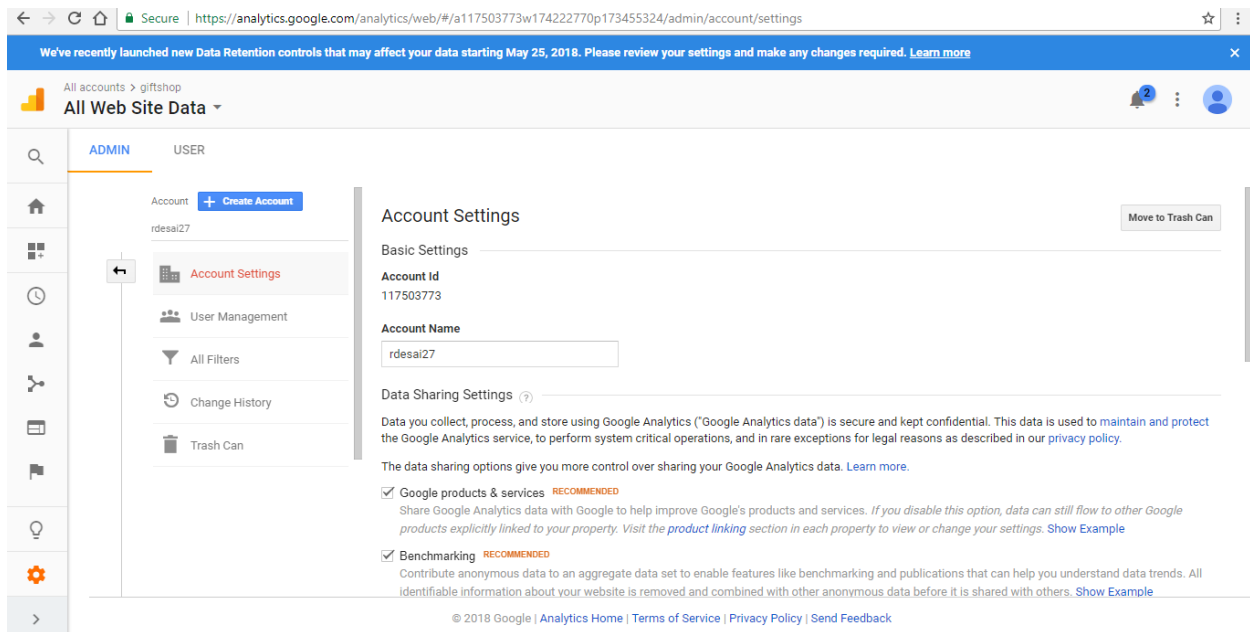


Figure 2: Google Analytics Admin property

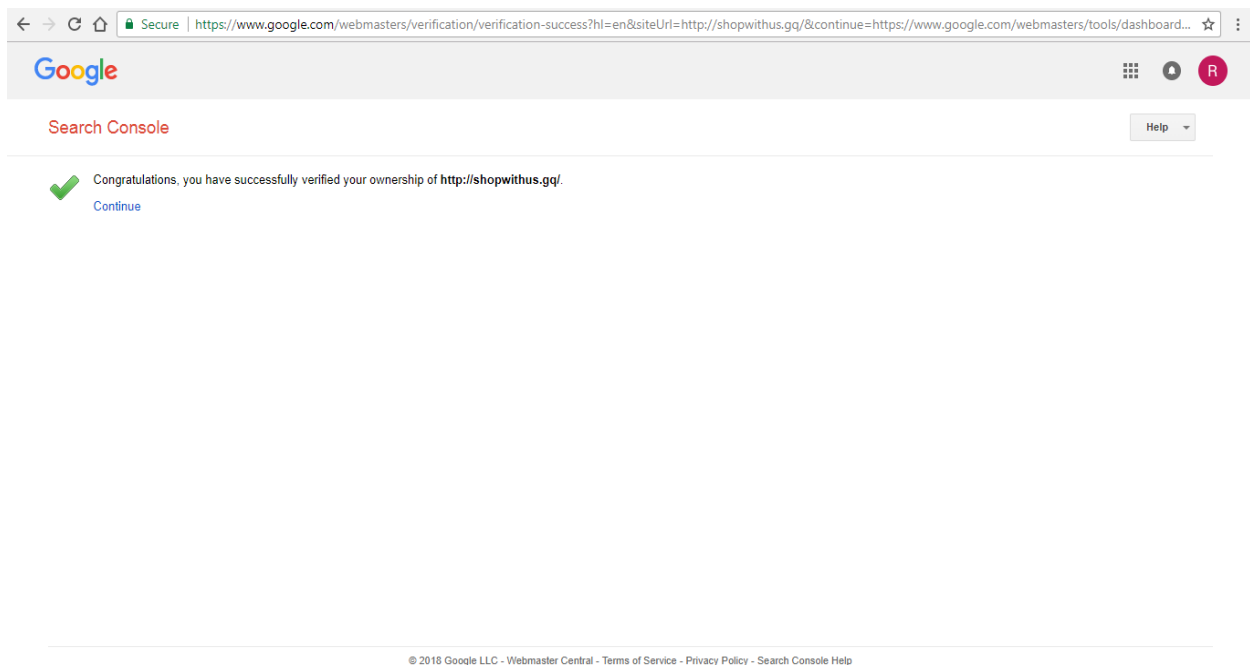


Figure 3: Domain verified

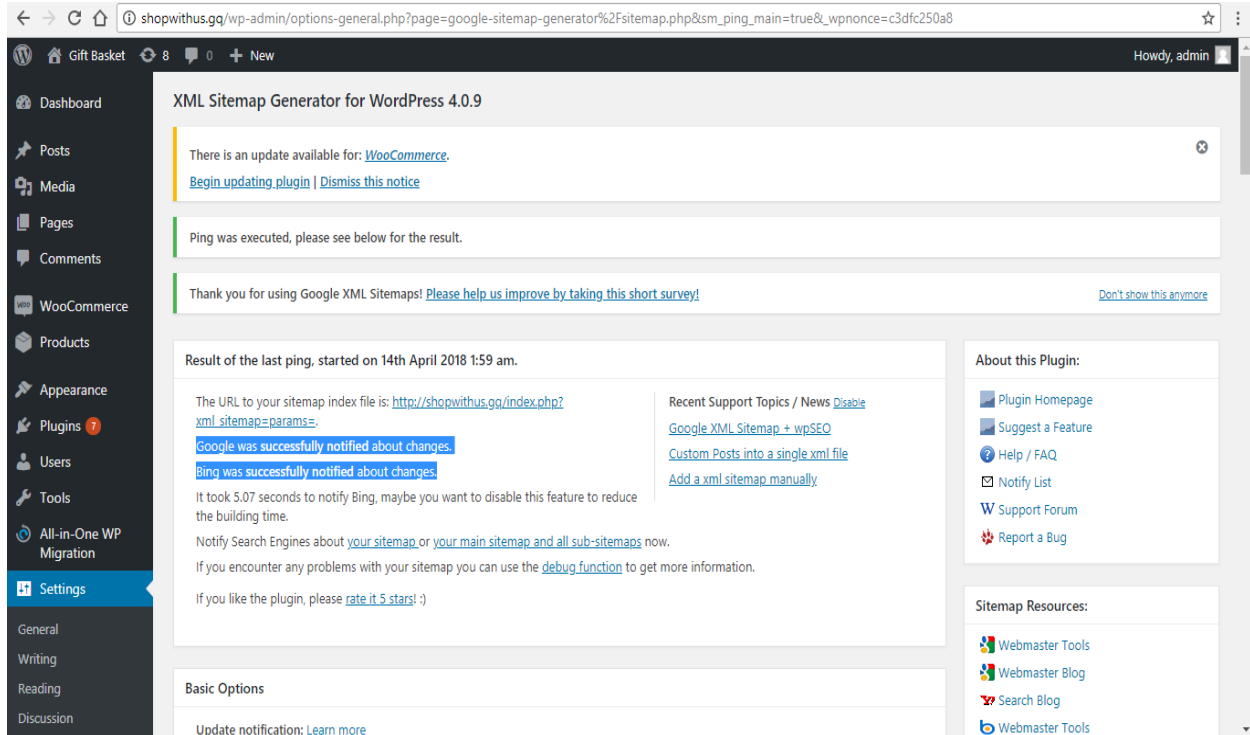


Figure 4: Plugin Google XML Sitemap is used

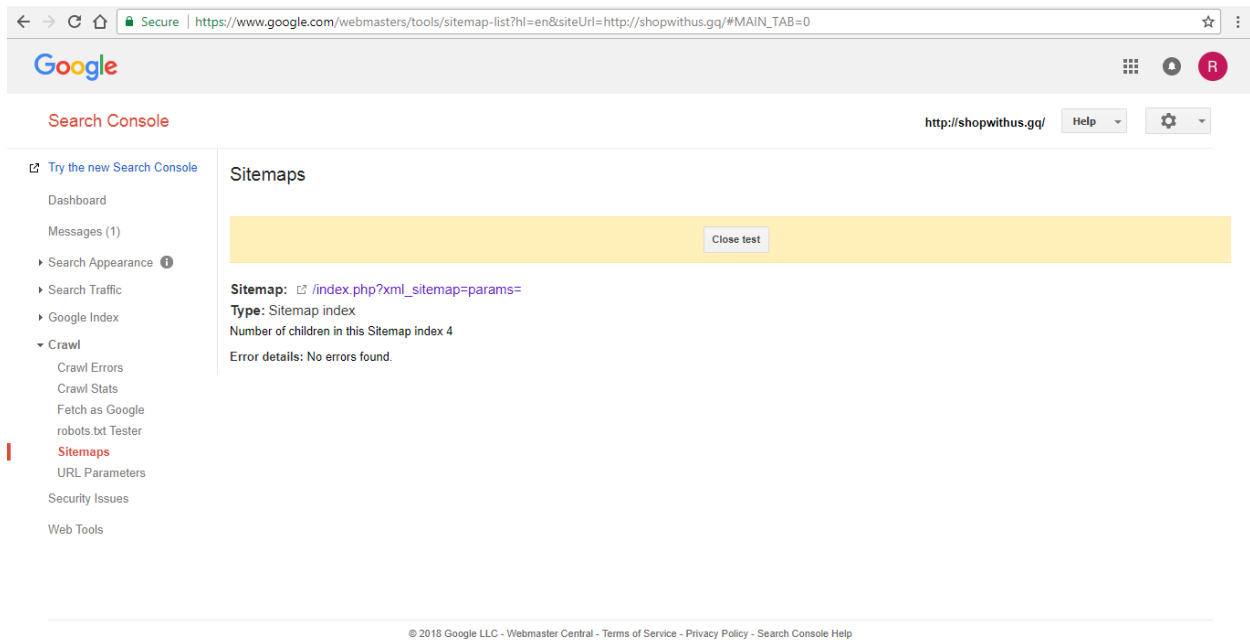


Figure 5: XML sitemap added as test without errors to Google webmaster tool

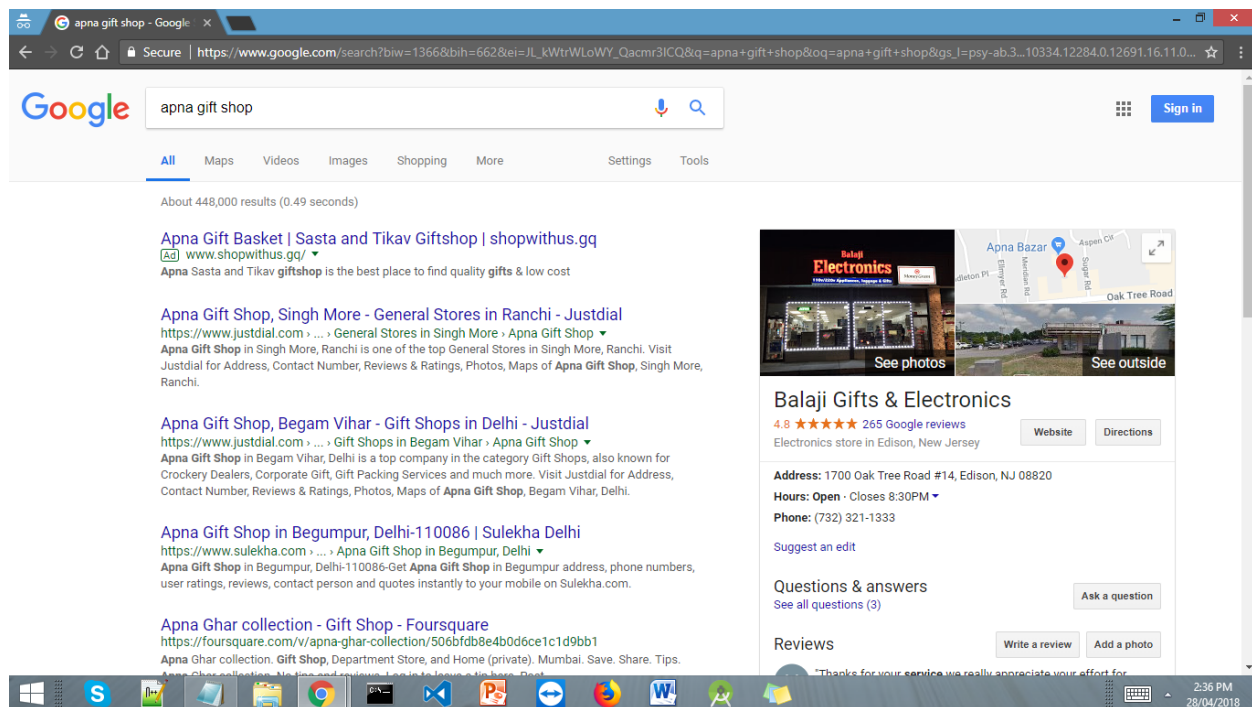


Figure 6: The first link on the web search