

Ecommerce Gift-Shop Website using WordPress

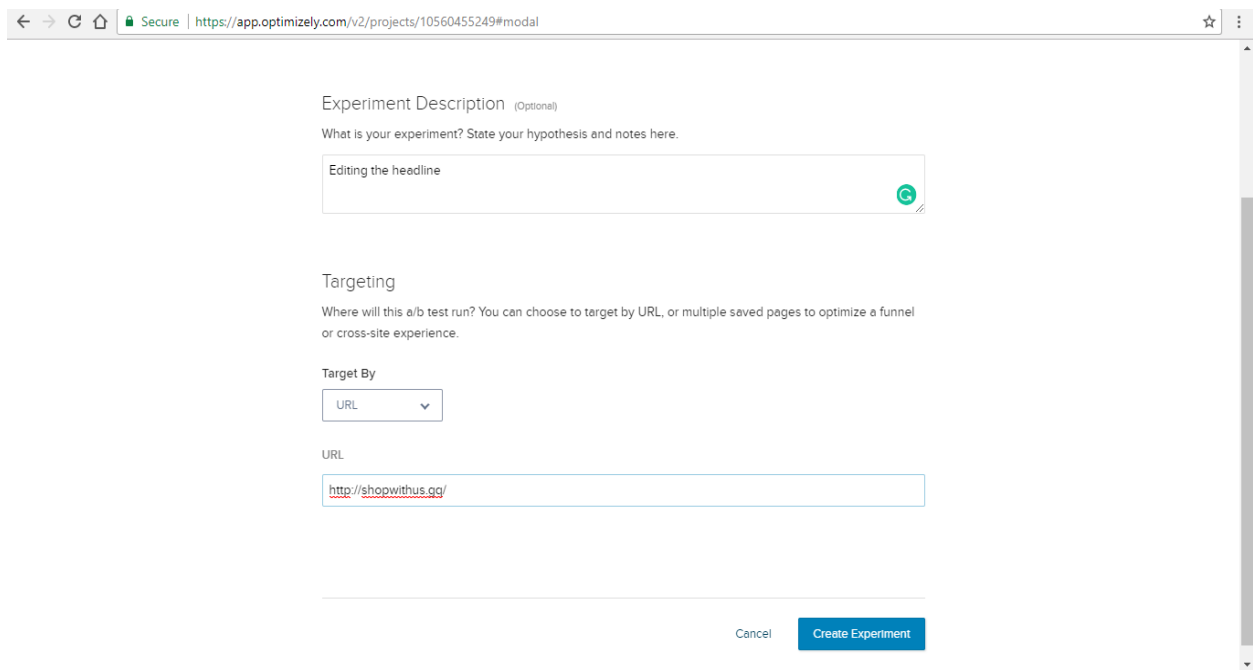
Problem Statement:

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 contains a text area for the experiment description with the placeholder text "What is your experiment? State your hypothesis and notes here." and "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" 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> 🔍 ☆ ⋮

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Testing

← Experiments Overview

HomePage

A/B Test • Not Started

Start Experiment

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⚠️ Please add a metric to start this experiment

Manage Experiment

Variations

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...			

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

🏠 📦 PRODUCTS 🔍 🛒

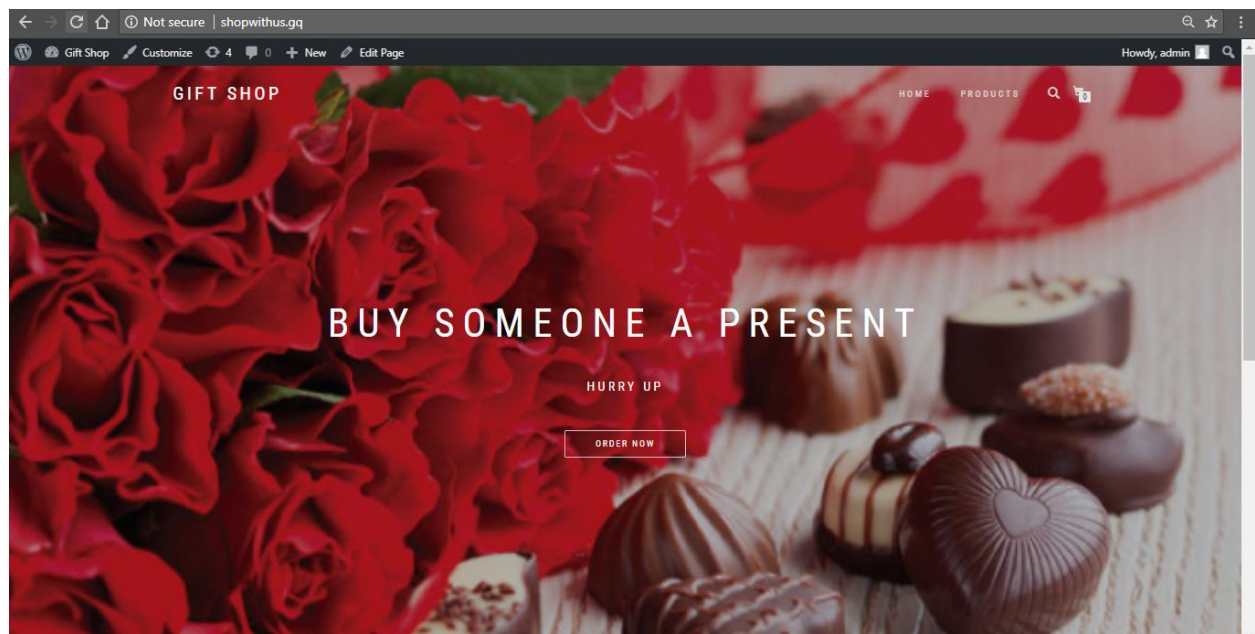
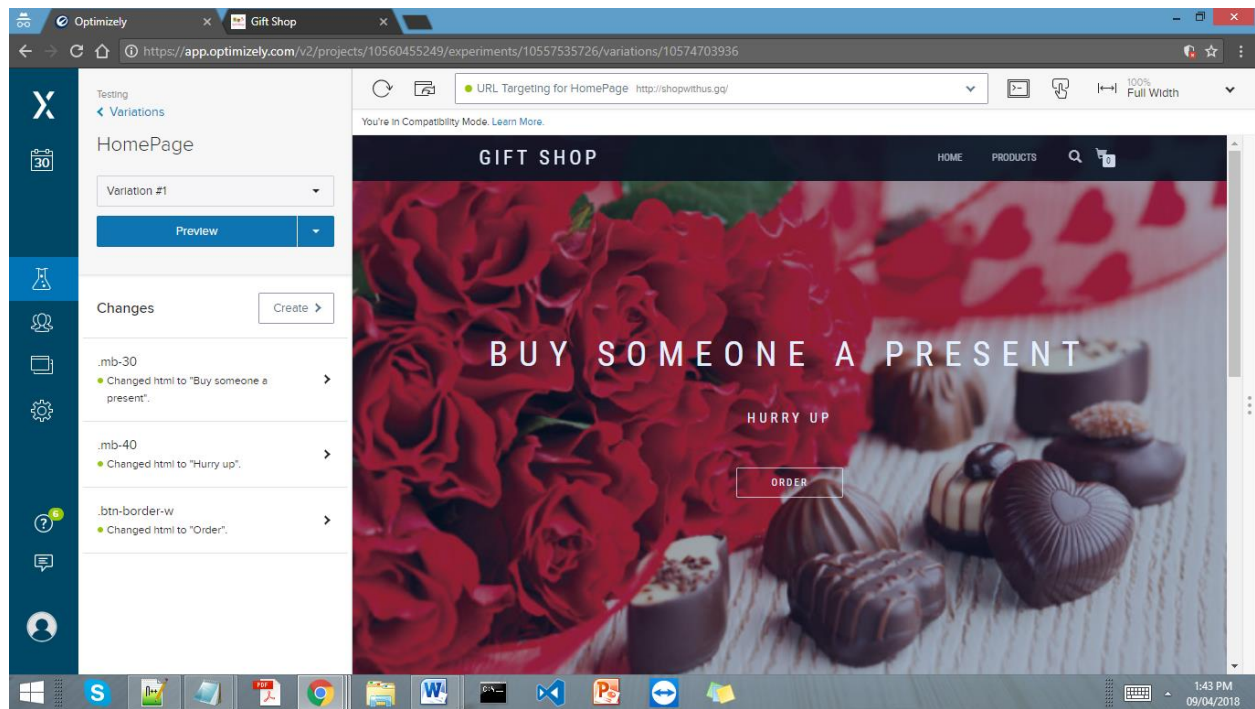
Howdy, admin 🔍

GIFT SHOP

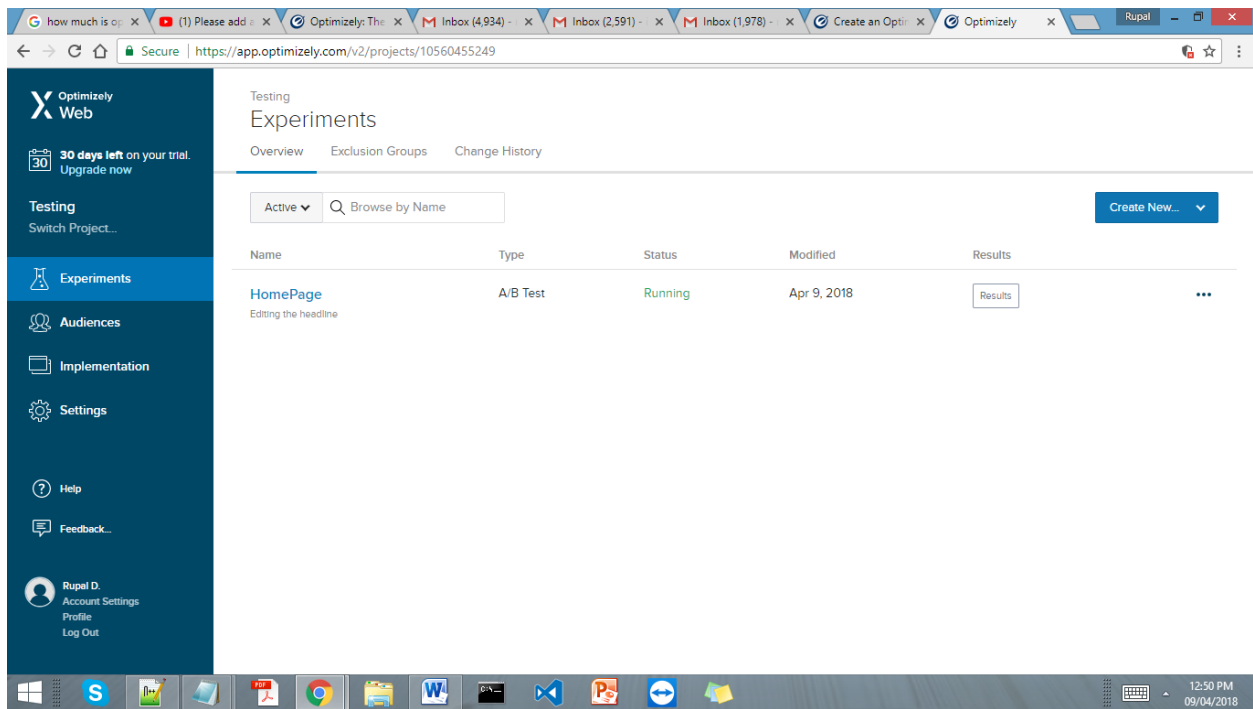
MAKE SOMEONE FEEL SPECIAL TODAY!

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”

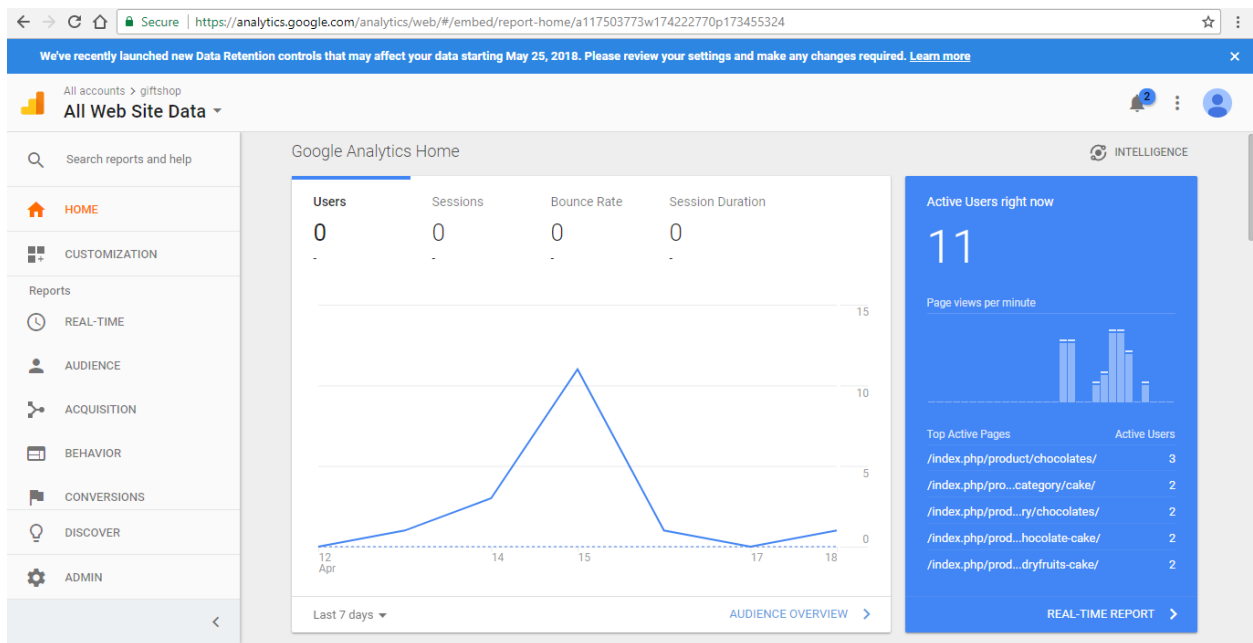


Figure 1: Google Analytics Home Page

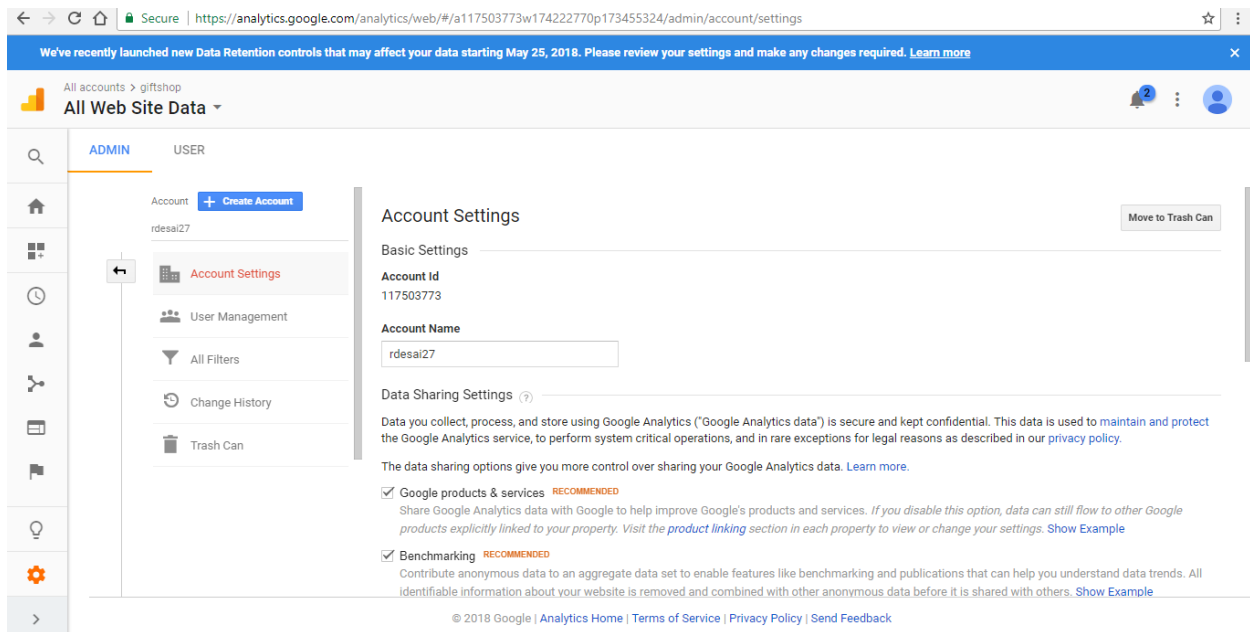


Figure 2: Google Analytics Admin property

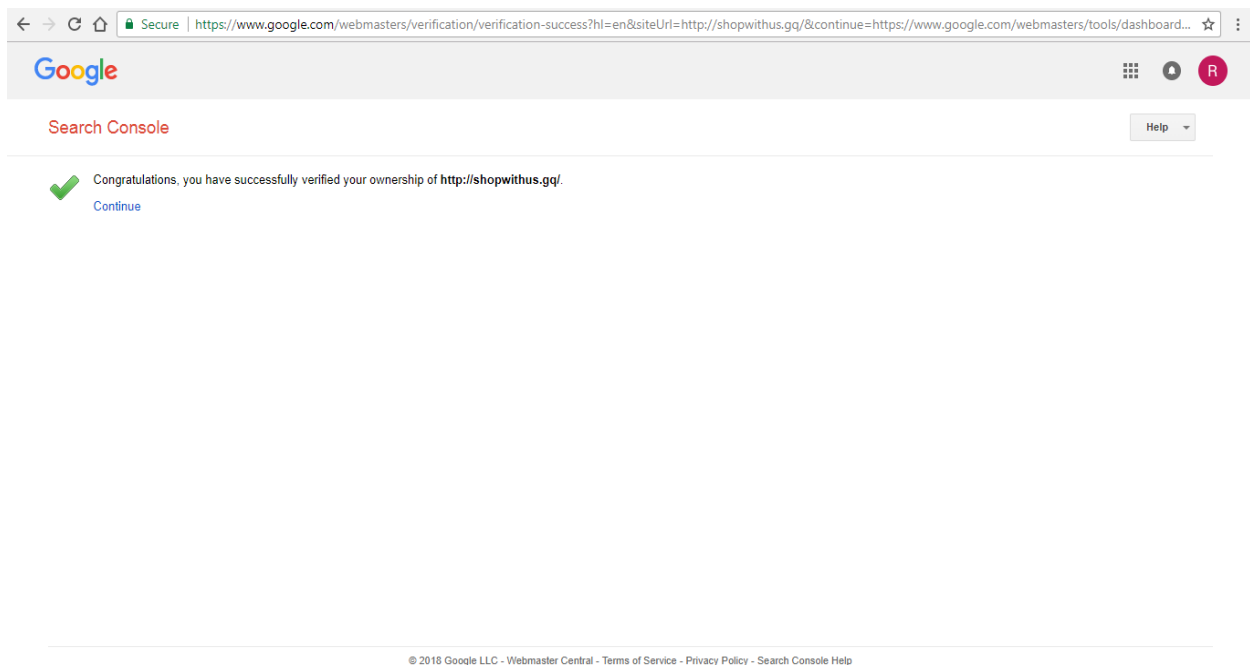


Figure 3: Domain verified

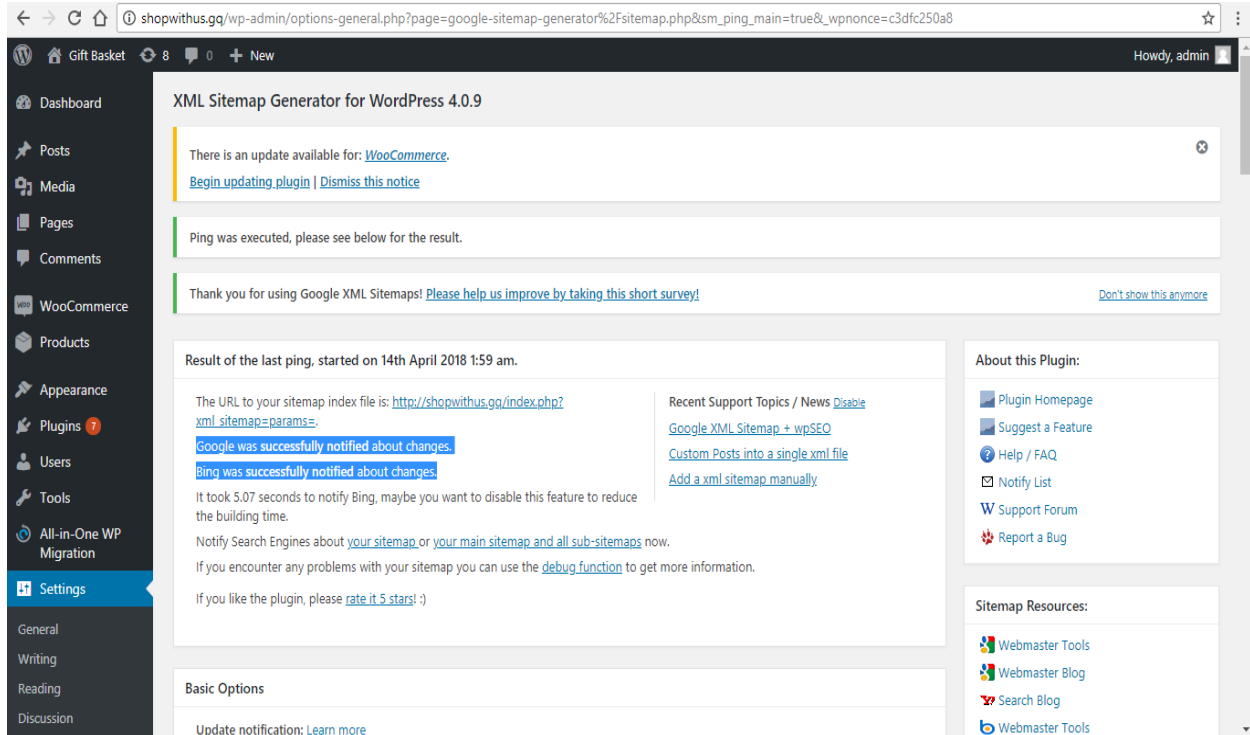


Figure 4: Plugin Google XML Sitemap is used

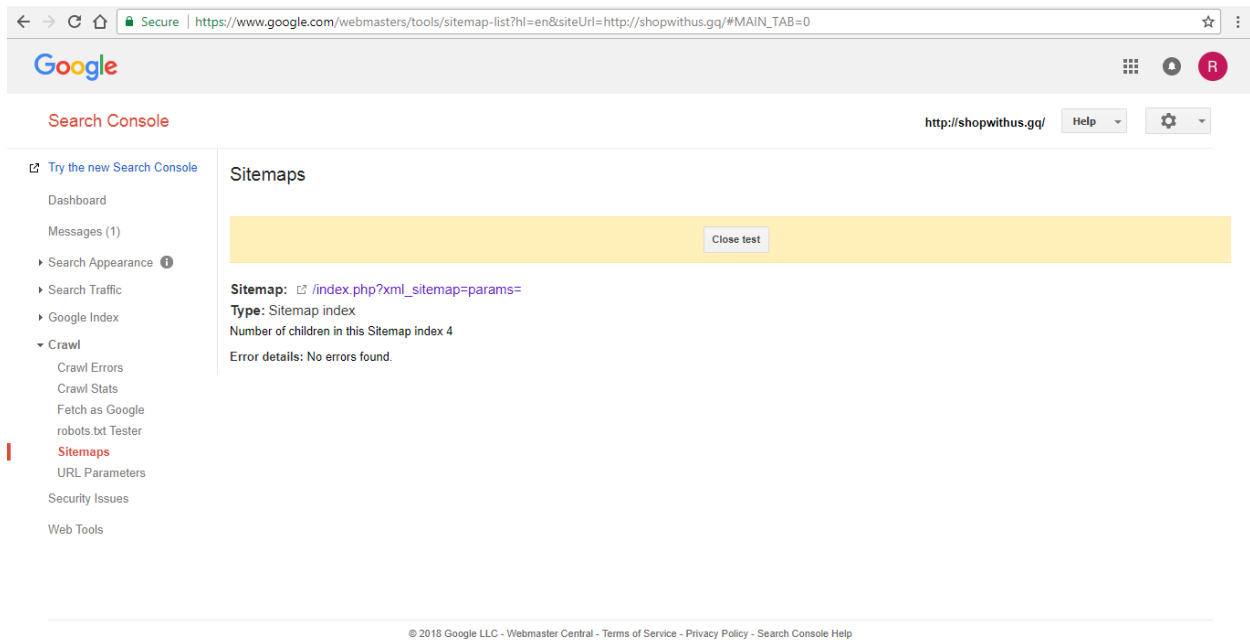


Figure 5: XML sitemap added as test without errors to Google webmaster tool

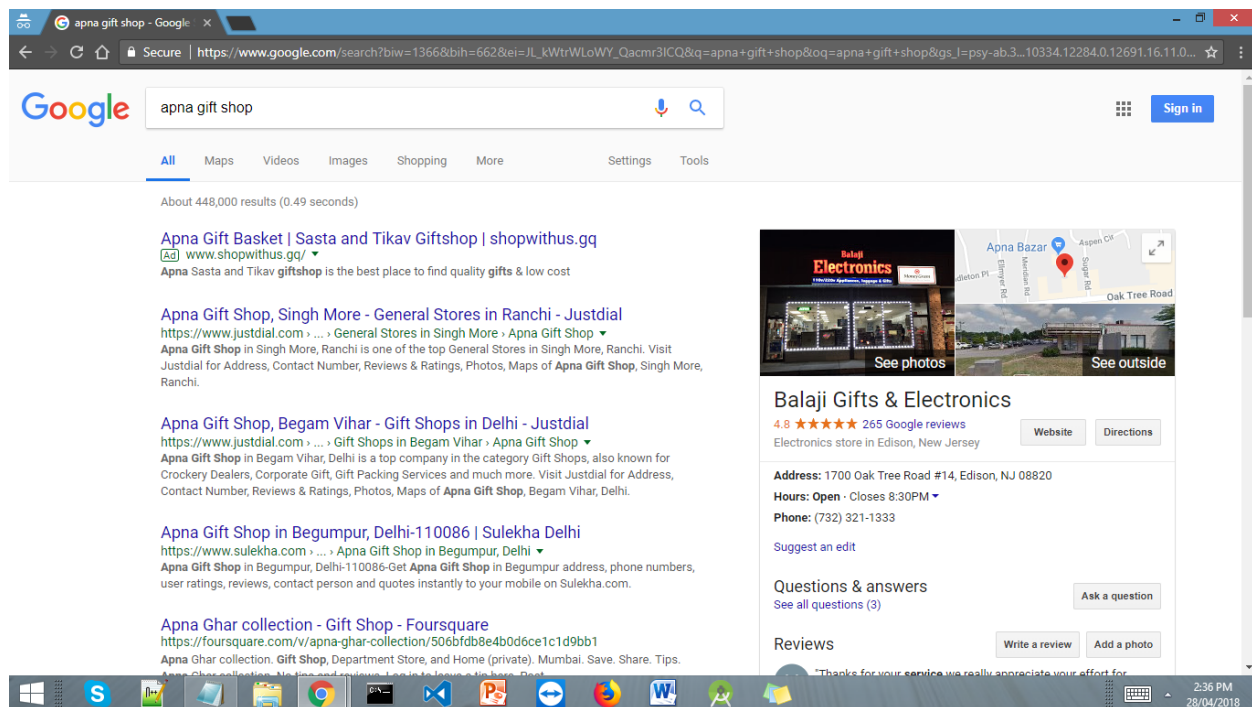


Figure 6: The first link on the web search