Week 1- Day 03 (1 July 2025)

3.1 Website Planning & Development

Website planning and development is a crucial part of digital marketing, as a website acts as the primary online presence of a business or individual. It involves designing, structuring, and building a site that is user-friendly, visually appealing, and optimized for search engines.

Website Planning

- **Objective Setting** – Defining the purpose of the website (e.g., portfolio, e-commerce, blog).

- **Target Audience** – Identifying users' needs and expectations.

- **Content Strategy** – Planning relevant text, images, and media.

- **Site Structure** – Designing navigation flow and page hierarchy.

- **Technology Choice** – Selecting tools like WordPress, custom coding, or CMS platforms.

Website Development

- **Designing** – Creating layouts, color schemes, and responsive designs.

- **Development** – Coding using HTML, CSS, JavaScript, or CMS tools.

- **Testing** – Checking speed, responsiveness, and browser compatibility.

- **SEO Optimization** – Adding keywords, metadata, and mobile-friendly features.

- **Deployment** – Hosting and publishing the site online.

A well-planned and developed website ensures credibility, attracts visitors, and supports long-term digital marketing goals.

3.2 Types of Marketing

Below are various types of marketing strategies used in the modern business environment:

- Digital Marketing

- Traditional Marketing

- Content Marketing

- Social Media Marketing

- Email Marketing

- SEO (Search Engine Optimization) Marketing

- SEM (Search Engine Marketing)

- Influencer Marketing

- Affiliate Marketing

- Mobile Marketing

- Video Marketing

- Event Marketing

- Guerrilla Marketing

- Word-of-Mouth Marketing

- Direct Marketing

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