

Week 1 - Day 05 (3 July 2025)

5.1 Quiz

A quiz was conducted at the end of Week 1 to assess our understanding of the basics of digital marketing. The quiz included questions on topics such as:

- The significance of digital marketing
- Email marketing concepts
- Use of tools like Mailchimp

This activity helped in revising the concepts covered during the week and ensured that students could practically relate theoretical knowledge with real-world applications.

5.2 Website Planning & Development (Continued)

Host Name

A host name identifies a specific computer or server within a network where a website is stored. It is usually part of the domain, such as `www` in `www.example.com`, which points to the server hosting the site.

Domain

A domain is the unique address of a website on the internet (e.g., `example.com`). It represents the identity of the website and allows users to access it easily instead of using numerical IP addresses.

Phases of Website Development

- Planning – Define objectives, target audience, and content strategy.
- Design – Create wireframes, layouts, and the visual structure of the site.
- Development – Convert designs into a working website using coding or CMS tools.
- Testing – Check functionality, responsiveness, browser compatibility, and fix errors.
- Deployment – Launch the website on a hosting server with a domain name.
- Maintenance – Perform regular updates, security checks, and performance optimization.

A well-structured website development process ensures efficiency, usability, and long-term success in the digital environment.

Date: 30 June 2025

Topic: Quiz and Website Planning & Development (Continued)

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