

## Assignment -1

### Digital Marketing

Student Name	Selvasakthi N
Student Roll Number	20URCS041
NM ID	1F697B8D968467E9E7A4884DB8A36851
College Name	AAA College of Engineering and Technology

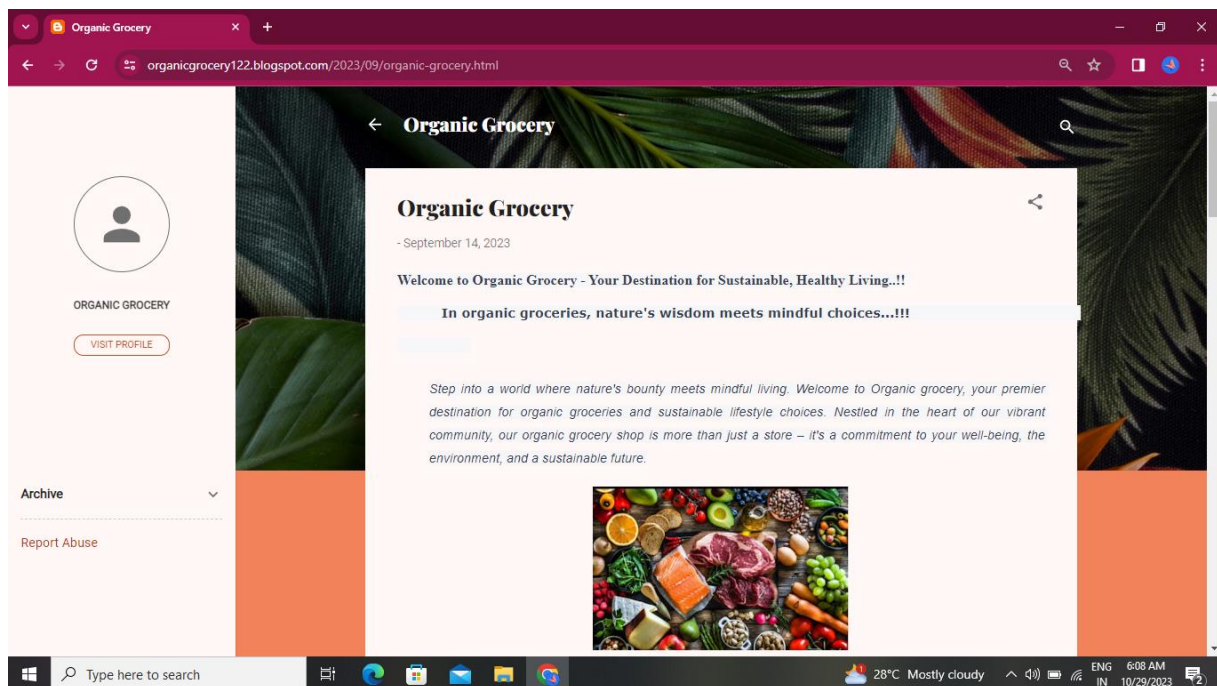
### QUESTION:

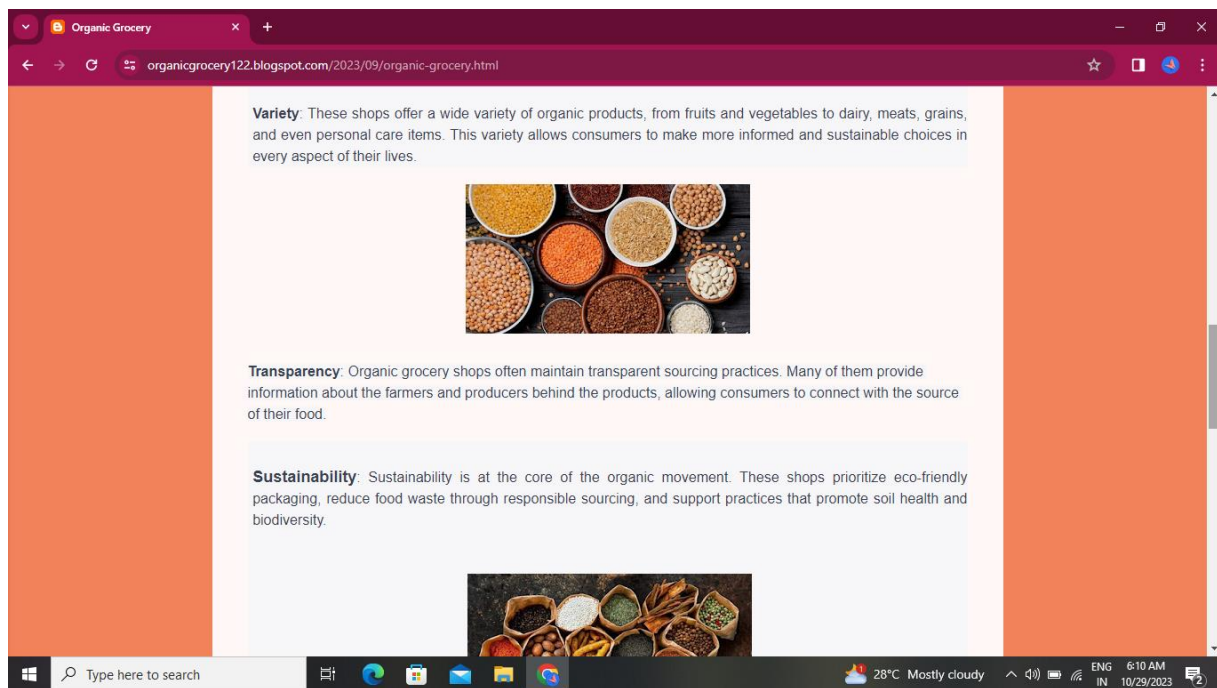
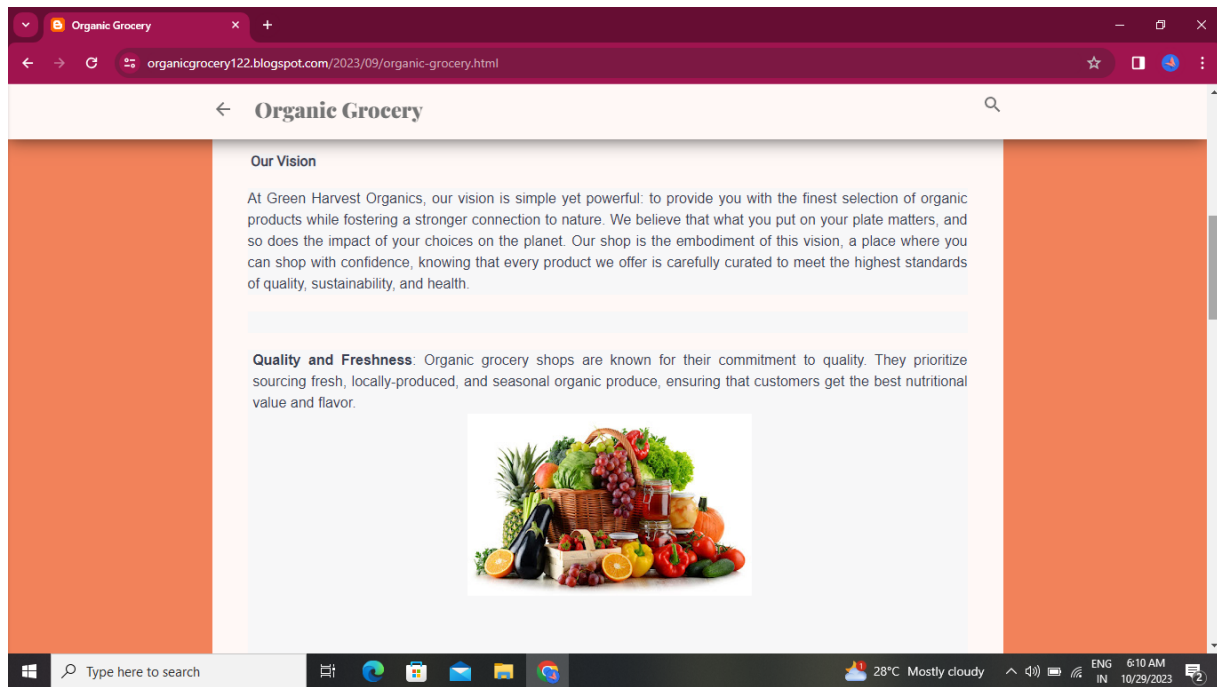
**Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.**

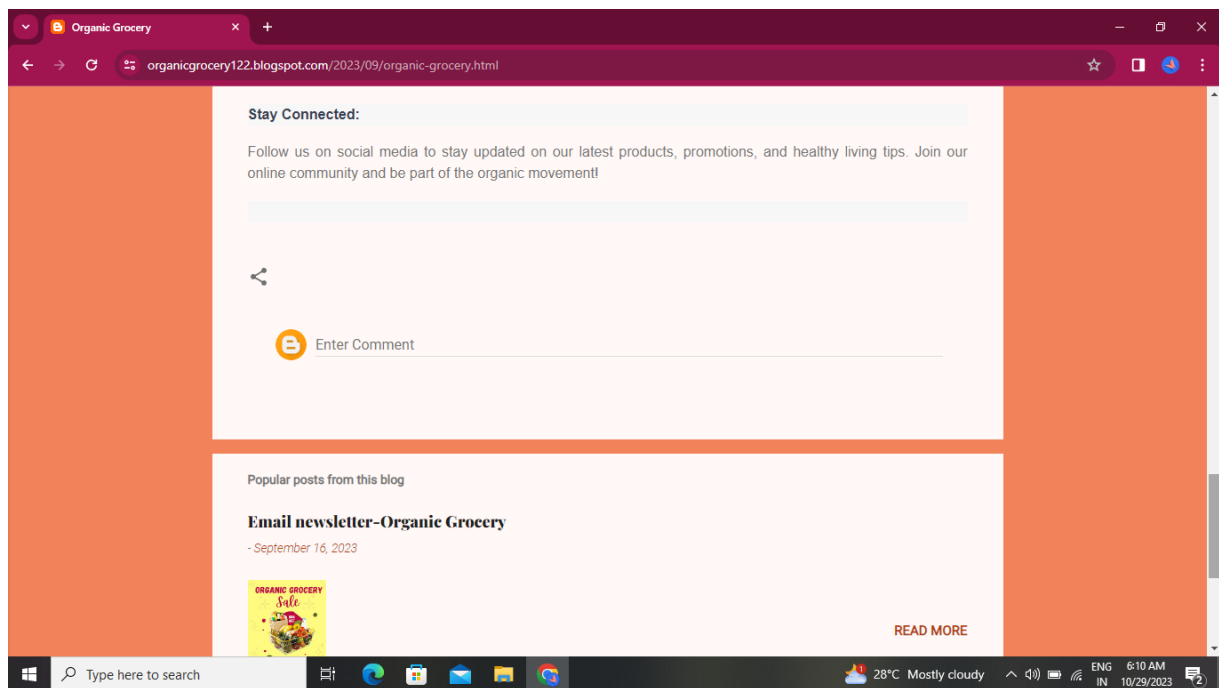
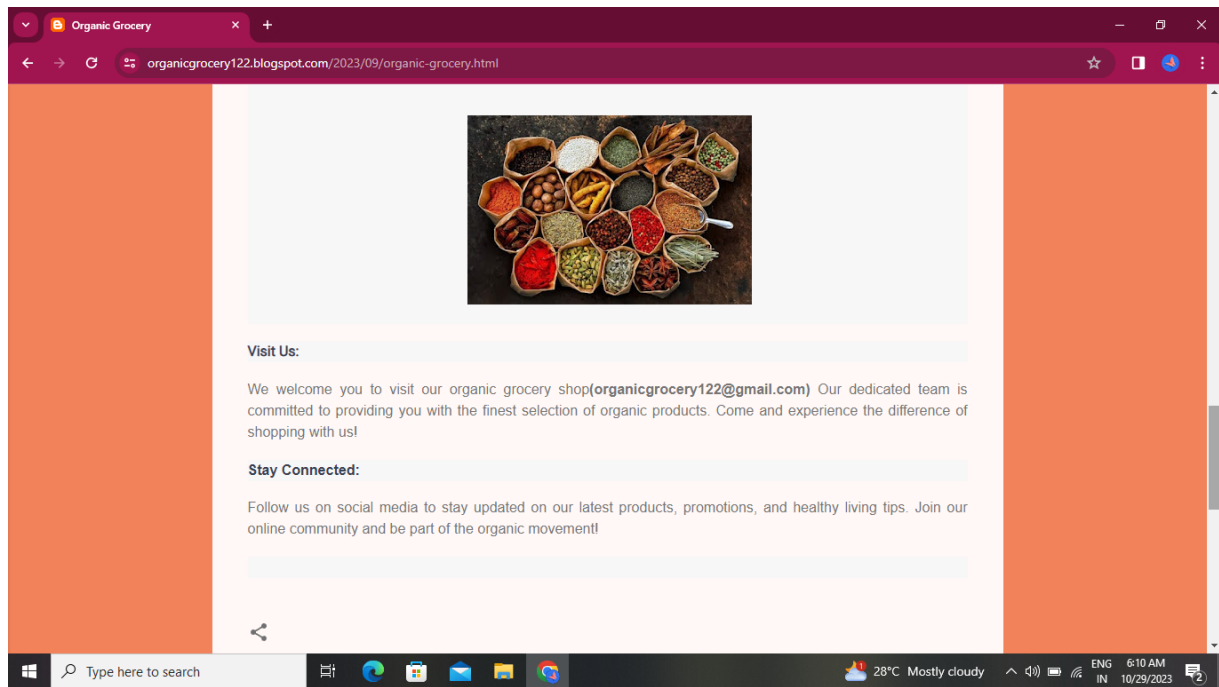
### BLOG USING BLOGSPOT:

**Blog link:** <https://organicgrocery122.blogspot.com/2023/09/organic-grocery.html>

**Blog Title: Organic Grocery**





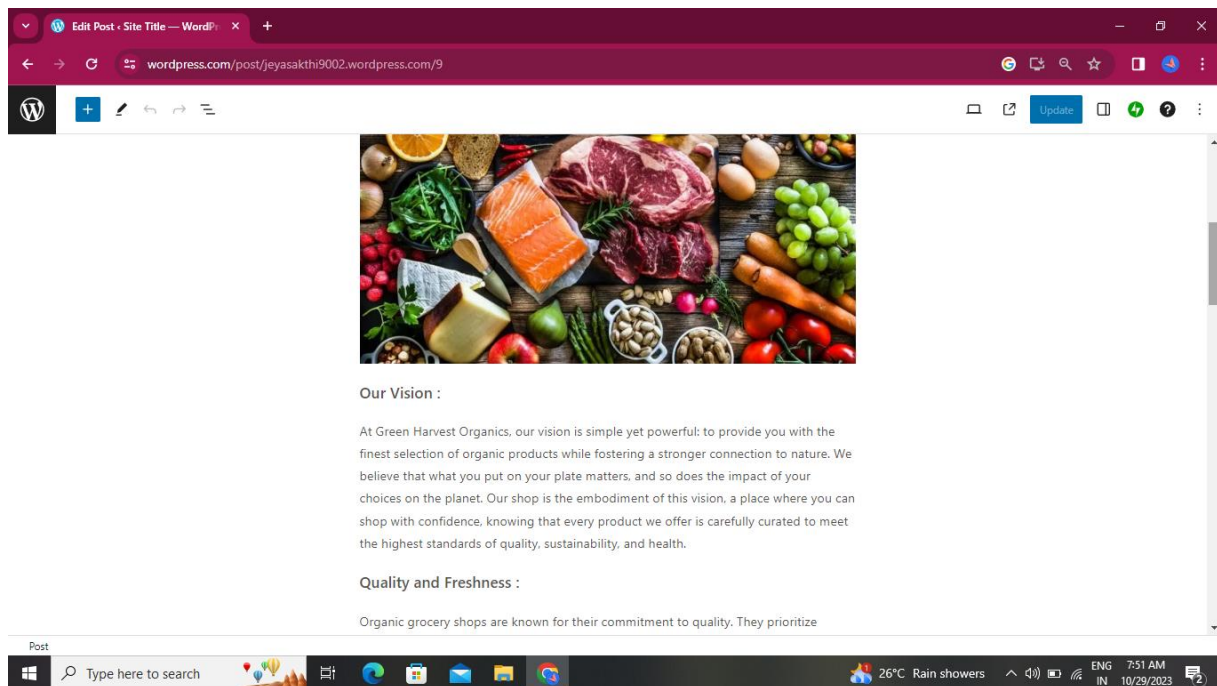
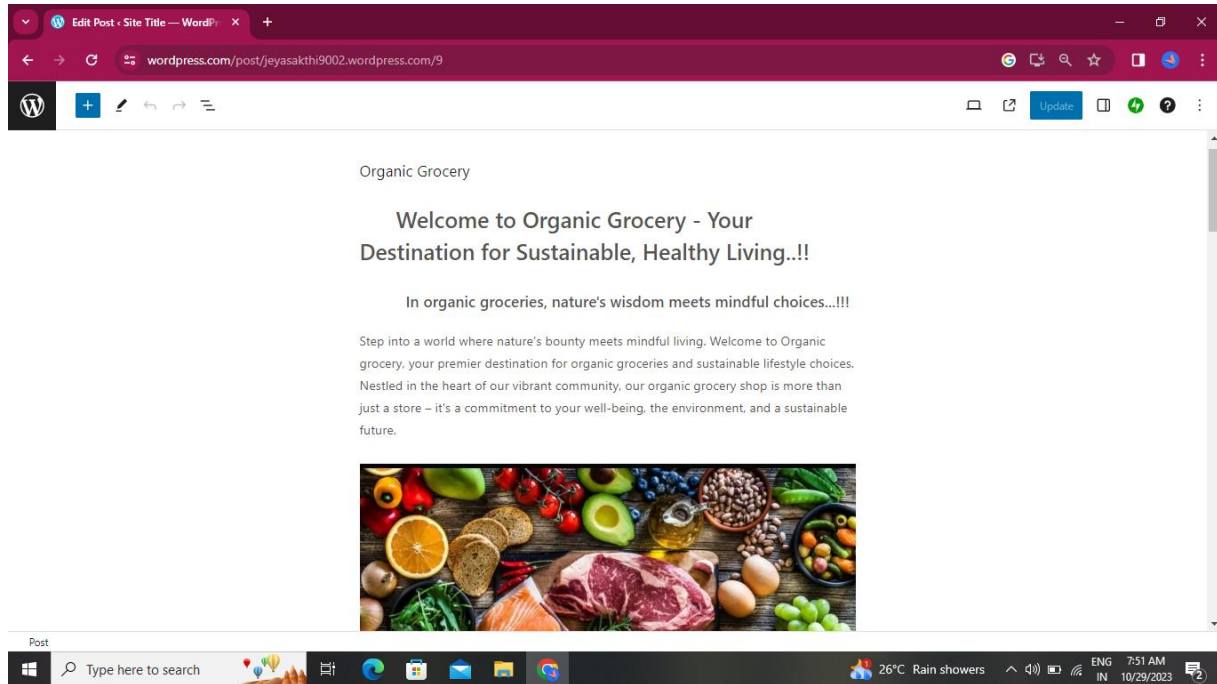


## BLOG USING WORDPRESS:

### Wordpress link:

<https://organicgrocery1.wordpress.com/2023/10/29/organic-grocery/>

### Blog Title: Organic Grocery



A screenshot of a WordPress post editor interface. The top navigation bar is dark blue with a WordPress logo, a plus icon, and a pencil icon. The address bar shows the URL 'wordpress.com/post/jeyasakthi9002.wordpress.com/9'. The main content area has a light blue background. The section title 'Quality and Freshness :' is in bold. Below it, the text reads: 'Organic grocery shops are known for their commitment to quality. They prioritize sourcing fresh, locally-produced, and seasonal organic produce, ensuring that customers get the best nutritional value and flavor.' A large, vibrant image of various fresh fruits and vegetables, including a pineapple, grapes, tomatoes, and bell peppers, is centered below the text. The bottom of the editor shows a 'Post' label and a 'Variety :' section header. The bottom of the browser window shows the Windows taskbar with various icons and system information like '26°C Rain showers' and '7:51 AM 10/29/2023'.


A screenshot of a web browser displaying a WordPress post titled "Organic Grocery Shopping". The browser's address bar shows the URL "wordpress.com/post/jeayasakthi9002.wordpress.com/9". The post content includes a paragraph about the variety of organic products available at such shops, followed by a large image of various organic grains and legumes in bowls. Below the image, there is a section titled "Transparency :" which discusses the importance of transparent sourcing practices in organic grocery shopping. The browser's taskbar at the bottom shows the Windows logo, a search bar, and several application icons, along with system information like temperature, weather, and time.



Edit Post • Site Title — WordPress

wordpress.com/post/jeyasakthi9002.wordpress.com/9

Update




### Transparency :

Organic grocery shops often maintain transparent sourcing practices. Many of them provide information about the farmers and producers behind the products, allowing consumers to connect with the source of their food.

### Sustainability :

Sustainability is at the core of the organic movement. These shops prioritize eco-friendly packaging, reduce food waste through responsible sourcing, and support practices that promote soil health and biodiversity.



Post

Type here to search

26°C Rain showers


7:51 AM

10/29/2023

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wordpress.com/post/jeyasakthi9002.wordpress.com/9

Update



### Visit Us :

We welcome you to visit our organic grocery shop([organicgrocery122@gmail.com](mailto:organicgrocery122@gmail.com)) Our dedicated team is committed to providing you with the finest selection of organic products. Come and experience the difference of shopping with us!

### Stay Connected :

Follow us on social media to stay updated on our latest products, promotions, and healthy living tips. Join our online community and be part of the organic movement!

Post

Type here to search

26°C Rain showers

7:51 AM

10/29/2023