**Practical # 1**

**Title: Study and prepare a report of any sample web-site with strategic flow for e-commerce/ publication etc. with the use of HTML, CSS, JavaScript**  **INTRODUCTION:**

* **Introduction to Digital Marketing:** To market the product or service with the help of digital platform/ digital channel, such as website, email, social media, mobile Apps etc. [Digital marketing,](https://marketbusinessnews.com/financial-glossary/digital-marketing/) also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only [email](https://mailchimp.com/email-marketing/)[, social media,](https://mailchimp.com/marketing-glossary/social-media-marketing/) and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

* **Difference between traditional Marketing and Digital Marketing:**

|  |  |
| --- | --- |
| **Traditional Marketing** | **Digital Marketing** |
| Example of traditional marketing includes a poster, brochure, magazine, newspaper, broadcast, telephone | Example of digital marketing includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization |
| With a traditional marketing approach, only limited or local customer can be targeted | With a digital marketing approach customer around the world can be targeted |
| Advertising campaign takes a long period to plan | Advertising campaign take a short period to plan |
| It is costly and time-consuming | Relatively cheap and faster |
| A physical relationship is shaped while conveying merchandise | No physical relationship is formed due to the digital nature of digital marketing |
| One campaign stays for a long time and change is expensive | A campaign can be changed very easily |
| For the promotion of product poster, paper, billboard many various types of material is used | No physical stuff is required because digital marketing is done on website, social media platforms, or through online videos |
| Due to the physical nature of traditional marketing, its cost is high | Digital marketing is cheaper compare to traditional marketing because it is done on websites and social media |
| For market analysis traditional marketing depends on surveys or experimentation, it is complex to analyze the result and does not provide accurate data | Facts and data available on various analytic tools make it very convenient to analyze the data and to interpret it |
| 24/7 marketing is not possible | 24/7 marketing all around the globe is possible |
| Only one-way communication can happen | Two-way communication can happen |
| No capacity to go viral | Capacity to go viral |
| Customer can feedback only during the working time | Customer can give feedback any time |

* **Need of Digital Marketing:**

1. Digital marketing is more moderate than any other offline marketing
2. digital marketing results can be followed and monitored easily
3. Collecting feedback from customers is easy to compare to traditional marketing
4. It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second
5. Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with digital marketing, others incorporate remote content informing, portable applications, advanced TV, and radio channels
6. Digital marketing is moderate, targetable, and quantifiable and thus organizations do it and advertisers like it.

* **Digital Marketing Objectives:**

* 1. Reaching the right audience
  2. To motivate your audience to take action
  3. Efficient spending on your campaign
  4. To increase brand awareness
  5. To have a competitive edge

* **Benefits of Digital Marketing:** 
  1. A broad geographic reach
  2. Cost efficient
  3. Results are quantifiable
  4. Personalization is always easy
  5. More connections with customers
  6. Easy and convenient communications

* **Types of digital marketing**

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples.

 [**Search engine optimization (**](https://mailchimp.com/marketing-glossary/seo/)**SEO)**

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as “the art and science of making web pages attractive to search engines.”

The "art and science" part of SEO is what’s most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking. Today, the most important elements to consider when optimizing a web page include:

* Quality of content
* Level of user engagement
* Mobile-friendliness
* Number and quality of inbound links

The strategic use of these factors makes SEO a science, but the unpredictability involved makes it an art.

In SEO, there's no quantifiable rubric or consistent rule for ranking highly. Google changes its algorithm almost constantly, so it's impossible to make exact predictions. What you can do is closely monitor your page's performance and make adjustments accordingly.

 [**Content marketing (**](https://mailchimp.com/marketing-glossary/content-marketing/)**sample)**

SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material.

Content marketing matters, and there are plenty of stats to prove it:

* 84% of consumers expect companies to produce entertaining and helpful content experiences
* 62% of companies that have at least 5,000 employees produce content daily
* 92% of marketers believe that their company values content as an important asset

As effective as content marketing is, it can be tricky. Content marketing writers need to be able to rank highly in search engine results while also engaging people who will read the material, share it, and interact further with the brand. When the content is relevant, it can establish strong relationships throughout the pipeline.

[ **Social media marketing**](https://mailchimp.com/marketing-glossary/social-media-marketing/)

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. The most popular platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind.

Because social media marketing involves active audience participation, it has become a popular way of getting attention. It's the most popular content medium for B2C marketers at 96%, and it's gaining ground in the B2B sphere as well. According to the Content Marketing Institute, 61% of B2B content marketers increased their use of social media this year.

Social media marketing offers built-in engagement metrics, which are extremely useful in helping you to understand how well you're reaching your audience. You get to decide which types of interactions mean the most to you, whether that means the number of shares, comments, or total clicks to your website.

Direct purchase may not even be a goal of your social media marketing strategy. Many brands use social media marketing to start dialogues with audiences rather than encourage them to spend money right away. This is especially common in brands that target older audiences or offer products and services not appropriate for impulse buys. It all depends on your company's goals.

To learn more about how Mailchimp can help with your social media strategy, check out the comparison of our free social media management tools versus others.  **Pay-per-click marketing**

Pay-per-click, or PPC, is posting an ad on a platform and paying every time someone clicks on it.

How and when people see your ad is a bit more complicated. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with what is essentially an instant auction. An algorithm prioritizes each available ad based on a number of factors, including:

* Ad quality
* Keyword relevance
* Landing page quality
* Bid amount

Each PPC campaign has 1 or more target actions that viewers are meant to complete after clicking an ad. These actions are known as conversions, and they can be transactional or nontransactional. Making a purchase is a conversion, but so is a newsletter signup or a call made to your home office.

Whatever you choose as your target conversions, you can track them via your chosen platform to see how your campaign is doing.

#  Affiliate marketing

Affiliate marketing lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

It works using a revenue sharing model. If you're the affiliate, you get a commission every time someone purchases the item that you promote. If you're the merchant, you pay the affiliate for every sale they help you make.

Some affiliate marketers choose to review the products of just 1 company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

Whether you want to be an affiliate or find one, the first step is to make a connection with the other party. You can use a platform designed to connect affiliates with retailers, or you can start or join a single-retailer program.

If you're a retailer and you choose to work directly with affiliates, there are many things you can do to make your program appealing to potential promoters. You'll need to provide those affiliates with the tools that they need to succeed. That includes incentives for great results as well as marketing support and pre-made materials.  **Native advertising**

Native advertising is marketing in disguise. Its goal is to blend in with its surrounding content so that it’s less blatantly obvious as advertising.

Native advertising was created in reaction to the cynicism of today's consumers toward ads. Knowing that the creator of an ad pays to run it, many consumers will conclude that the ad is biased and consequently ignore it.

A native ad gets around this bias by offering information or entertainment before it gets to anything promotional, downplaying the "ad" aspect.

It’s important to always label your native ads clearly. Use words like “promoted” or “sponsored.” If those indicators are concealed, readers might end up spending significant time engaging with the content before they realize that it's advertising.

When your consumers know exactly what they're getting, they'll feel better about your content and your brand. Native ads are meant to be less obtrusive than traditional ads, but they’re not meant to be deceptive.

#  Marketing automation

Marketing automation uses software to power digital marketing campaigns, improving the efficiency and relevance of advertising.

According to statistics:

* 90% of US consumers find personalization either “very” or “somewhat” appealing
* 81% of consumers would like the brands they engage with to understand them better
* 77% of companies believe in the value of real-time personalization, yet 60% struggle with it

Marketing automation lets companies keep up with the expectation of personalization. It allows brands to:

* Collect and analyze consumer information
* Design targeted marketing campaigns
* Send and post marketing messages at the right times to the right audiences

Many marketing automations tools use prospect engagement (or lack thereof) with a particular message to determine when and how to reach out next. This level of real-time customization means that you can effectively create an individualized marketing strategy for each customer without any additional time investment.

[ **Email marketing**](https://mailchimp.com/email-marketing/)

The concept of email marketing is simple—you send a promotional message and hope that your prospect clicks on it. However, the execution is much more complex. First of all, you have to make sure that your emails are wanted. This means having an opt-in list that does the following:

* Individualizes the content, both in the body and in the subject line
* States clearly what kind of emails the subscriber will get
* Offers a clear unsubscribe option
* Integrates both transactional and promotional emails

You want your prospects to see your campaign as a valued service, not just as a promotional tool.

Email marketing is a proven, effective technique all on its own: 89% of surveyed professionals named it as their most effective lead generator.

It can be even better if you incorporate other techniques such as marketing automation, which lets you segment and schedule your emails so that they meet your customer's needs more effectively

* **Strategic marketing plan:**

Before planning for commercial web-site or any online promotions, a strategic business planning is needed, so that the digital platform can be used efficiently and effectively. The key to successfully marketing your practice begins with developing a *strategic* marketing plan in which each activity is based on solid research and specific goals, and is implemented and carefully evaluated in a timely manner. The plan serves as a road map to help you achieve your marketing goals. There are nine major steps required to develop a well-crafted, strategic marketing plan: set your marketing goals, conduct a marketing audit, conduct market research, analyze the research, identify your target audience, determine a budget, develop specific marketing strategies, develop an implementation schedule for the strategies and create an evaluation process.

* 1. **Set your marketing goals:**

Once you’ve decided to market your practice, you need to set realistic and measurable goals to achieve over the next 18 to 24 months. This time span allows you to plan activities around community events that are in line with your marketing goals. For example, you might help sponsor an annual walkathon for breast cancer or speak at your community’s annual health fair. Because of the rapid changes occurring in the health care environment, we don’t recommend planning specific activities more than two years in advance. One way to define your goals is to separate them into the following three categories: immediate, one to six months; short-term, six to 12 months; and long-term, 12 to 24 months. Here are some examples of measurable goals:

* Increase the number of new patients seen in the practice by 5 percent within the first six months and 10 percent by the end of the first year.
* Shift your patient mix by expanding the paediatric and adolescent patient base from 15 percent to 25 percent of total patient visits within 18 months.
* Increase your gross revenue by 30 percent within 24 months.
* Improve your practice’s image, which may be measured by “before” and “after” scores on a community survey or by reviews from focus group participants.

It’s important to share these goals with your staff members. They can tell you from their perspectives whether they believe the goals are reasonable. If you want your marketing plan to be successful, your staff needs to support your efforts to achieve the marketing goals.

* 1. **Conduct a marketing audit:**

A marketing audit is a review of all marketing activities that have occurred in your practice over the past three years. Be as thorough as possible, making sure to review every announcement, advertisement, phonebook ad, open house, brochure and seminar and evaluate whether it was successful.

* 1. **Conduct market research:**

The purpose of market research is to draw a realistic picture of your practice, the community you practice in and your current position in that community. With this research, you can make fairly accurate projections about future growth in the community, identify competitive factors and explore non-traditional opportunities (such as offering patients nutritional counselling, smoking-cessation programs or massage therapy). Your research may even bring to light some problem areas in your practice as well as solutions you can implement right away. (See “[A guide to market research”](https://www.aafp.org/fpm/2001/1100/p39.html#fpm20011100p39-bt2) to find out what kind of information you need to gather and where to find it.) Conducting market research is often the most time-consuming step in this process. However, it’s also one of the most important steps. It’s from this research that you’re able to find out what your practice does best and what you need to work on, what the needs of your community are, who your practice should be targeting and how you should go about it.

* 1. **Analyze the research:**

Next, you need to analyze the raw data you collect and summarize it into meaningful findings that will be the foundation for determining which marketing strategies make the most sense and will get the best results for your practice The research will identify the wants and needs of your current and potential patients and will help you to define your target audience (for more on target audiences, see step 5, below). This is also a good time to look back at the goals you’ve chosen. Based on your research findings, you may need to modify some of your goals. A strategic marketing plan requires that your practice be defined in terms of what it does for patients. The research analysis will reveal your practice’s strategic advantages. After looking closely at your own practice as well as your competitors’, you can ask yourself some key questions: What are the similarities and differences between your practice and your competitors’? What sets your practice apart from your competition? Is your location more desirable than your competitors’? Do you offer a broader scope of services than the competition? Is there a service you provide that no one else in the community currently offers? Your competitive edge may lie in your style of practice, the range of services you offer, the ease of making an appointment or the way you and your staff communicate with patients.

* 1. **Identify a target audience:**

With the help of your market research analysis, you should be able to identify your practice’s “target audience,” which is the specific group of patients to which you’d like to direct your marketing efforts. Your target audience might include patients of a certain age, gender, location, payer type or language/ethnicity and patients with certain clinical needs. Keep in mind that your target audience should not only be the patients you want to attract but also the people who can influence and provide exposure to that segment of the population. For example, if you wish to treat patients with arthritis, you might want to get involved in the local and regional Arthritis Foundation and explore senior organizations in the community. If you want to treat young athletes, you might consider giving talks on sports safety and first-aid tips to coaches and athletes at the local high schools, colleges and YMCAs. The key to marketing lies in targeting the audience that your practice can serve better than your competition – and communicating this to that group.

* 1. **Determine a budget:**

Before you can decide what specific marketing strategies you want to implement to achieve your goals, you need to examine your financial information and come up with a marketing budget. Marketing budgets vary by the type of market a practice is in, the age of a

practice and whether the practice has marketed before. There’s no standard for how much a practice should spend. However, in our experience, practices in open markets have spent 3 percent to 5 percent of their annual gross incomes on marketing. If your practice is new, in a highly competitive market or has never been marketed before, or if you intend to roll out an ambitious new program or service, you can expect to spend 10 percent or more of your annual gross income the first year you implement the plan. Some of the initial marketing activities can be expensive. For example, it can cost more than $5,000 to have a corporate image package (i.e., logo, stationery and collateral pieces) developed by a professional and as much as $10,000 if you add a brochure. On the other hand, some of the best marketing activities cost practically nothing. For example, to build your referral network, you might try meeting with new physicians in your community and sending follow-up/thankyou notes to referring physicians. Big or small, these are all worthwhile investments that will give the community a positive image of your practice.

* 1. **Develop marketing strategies:**

With your budget in place, you can begin to define specific marketing strategies that will address your goals, reach your target audience and build your patient base. Remember to focus your strategies on the elements of your practice that can be used to create a special value in the minds of patients and referral sources. Each strategy should be related to a specific goal and should be made up of numerous actions. For example, one strategy related to the goal of increasing patient satisfaction might be to make the office more patient friendly. The actions required for that strategy might include the following:

* Provide patient satisfaction training sessions to staff;
* Develop a patient self-scheduling system within the practice Web site to eliminate the need to telephone the office for an appointment;
* Improve the reception-room decor;
* Provide name tags for staff;
* Require staff to introduce themselves to each new patient;
* Conduct post-encounter telephone interviews with new patients within three days of their appointments.
  1. **Develop an implementation schedule:**

An implementation schedule is a time-line that shows which marketing actions will be done when and by whom. The schedule should also include the cost of each marketing action and how it fits into the budget estimates for the 24-month period. When creating the schedule, carefully consider how the activities will affect the current practice operations and whether there are sufficient resources (such as staff, time and money) to accomplish the necessary tasks. In some cases, it may be necessary to whittle down the list or postpone some activities. In other cases, it might be best to go ahead with full implementation of your plan. If you want to fully implement the plan but don’t quite have the staffing resources, you might consider bringing in a consultant to coordinate the marketing activities and/or adding a part-time staff member to handle the majority of the marketing tasks. The implementation schedule will also give you a basis on which to monitor the progress of your marketing plan.

* 1. **Create an evaluation process:**

The value of a marketing plan is its effectiveness, which requires deliberate and timely implementation *and* monitoring and evaluation of results. It’s important to measure your results against the standards you set in establishing your goals. Review your plan periodically (we recommend quarterly) by comparing your progress with the implementation schedule. There are several ways you can measure the results of your progress: patient survey scores, referral sources, increased income, increased new patients and decreased complaints. If at any time you find your progress does not measure up to your expectations, you need to determine why. Perhaps the advertisement about a new service you are marketing has not attracted new patients. If the ad campaign has been carried out as directed without results, dump the campaign and try other actions. Perhaps you’ll want to try giving a series of seminars specifically targeted to the group you want to attract or developing a new segment on your Web site for patients that describes the benefits of the new service. You may even find that if each physician in the practice talks about the new service with his or her patients as merely informational conversation, favourable results will follow. In other words, the actions – and even the strategies and goals – in the marketing plan are not written in stone. By regularly monitoring and evaluating each action, you can always change and try new approaches.

**WEB-SITE PLANNING (for strategic flow):**

It is surveyed that [88% o](https://econsultancy.com/site-speed-case-studies-tips-and-tools-for-improving-your-conversion-rate/)f online consumers are less likely to return to a website after a bad experience. Launching a poorly designed or developed website will cost business in more ways than one, due to constant performance issues and the inability to scale. But most, if not all of these issues, can be prevented with careful website planning. Before starting planning answer self for following questions related to web-site:

* + 1. Cost of web-site
    2. Time required to build customised web-site
    3. Choosing of domain and URL
    4. Define website requirements –

These requirements should outline Website objectives, Competition, Target audience, Information architecture, Final design, Functional and non-functional requirements, Hosting, Support and maintenance etc.

 **Steps to create web-site strategy (for marketing):**

To begin with website strategy, a web design and development agency has to understand your business and your brand. The agency will need to review any materials that you can share, including business plans, minimum viable products, your brand book and other materials. With a thorough understanding of your business, the agency will go into research mode. Here’s what they should look at: STEP 1] Research -

* **Current performance analysis**: If a brand already has a website, the first thing to look at is data. This includes how the website is currently performing, as well as pain points, demographics, bounce rates, engagement rates and target audience. This analysis helps to identify realistic goals that are attainable and to understand how to get from point A to point B.
* **Target users**: This includes understanding user personas that your business wants to attract, how you define qualified leads and what you want visitors to do on your website. This and the following step, market research, is a crucial step of website strategy research.
* **Market research**: Once you know who you want to target, you have to find out how your target audience behaves online. What is the type of content they respond to? What is the best way to get their attention? This is the type of content that belongs in the conversion funnel.
* **Industry research**: This includes identifying the brand’s SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) within the industry.
* **Competition**: Who are the top competitors, online and offline? What you can learn from them and how you can outperform them?

There are many tools that businesses can use to gain a deeper insight into their competitors’ performance such as Similar Web that allows them to understand your competitors’ monthly traffic and monthly demographics.

Step 2]: Define the Conversion Funnel -

The conversion funnel starts with defining the specific conversion points within your website. For an eCommerce website, the primary conversion point is when users check out and purchase a product. There may also be a secondary conversion point where you want a user to sign up for a newsletter or send a product inquiry. For an informational website, the conversion point may be to request a quote. These are all examples of calls-to-action (CTAs). The conversion point has to be defined by a very specific call-to-action. CTA buttons should be bold, clearly visible and use striking design to draw the attention of visitors. The CTA text should be enticing enough for prospects to click, but should also be kept to-the-point and concise, so users clearly understand what to do next. When creating a conversion funnel, it’s important to start by deciding what action you need your target user to complete on your website in order to convert.

Then, you can identify the content that is going to funnel the user to the conversion point.

How does that look in practice? When a lead enters your website for the first time with very little awareness of your brand, you need to educate them about your business, including the basics of who you are and what you do. This is the top of the conversion funnel. It’s the brand awareness stage. Next, you need to build interest by telling them why they should choose your business by pointing out the benefits of your service or products. This happens in the middle of the funnel or the conversion stage. The bottom of the funnel is the final stage, it’s where you convince leads to consider your business. For example, if you know that your target users respond best to video testimonials and you want them to consider your product, then you have to give them video testimonials. This is where the research phase informs your funnel.

Sep 3] Map Your User Journey -

Once you understand the conversion points of your website, you need to know how the user is going to walk through your website.

For instance, if they land on the home page, you need to consider what their next step will be – will they go to the products page or the service page?

A stat to consider: B2B buyers need to consume at least thirteen pieces of informative, valuable content before they consider partnering with an agency. This would demand the blog articles page to be worked into their user journey. It is important to instate a flow that moves the user from one page to another for the purpose of acquiring the necessary information about your business, to ultimately go through with a conversion. A user needs to have a clear path through the website and they need to have options for a smooth, relaxed and enjoyable user journey.

 **Technical aspect for web-site planning**

**Web-site Structure** - Basically, it’s how your website sites are connected. How your main pages lead to deeper pages on your website. You can see it as how your navigation and sitemap are built.

**Why we need structuring of web-site? -** It can help to improve your user experience, your SEO, your internal linking and the simplicity of usage.

**Improving web-site user experience** - If a visitor can still find all the information easily it enhances his user experience. And most importantly the visitor stays longer on your site. This will have a direct impact on your SEO. As search engines look at the data, like bounce rate and time spent on your website, the longer the visitor is on your website the better your website will do in search engines. So, make sure your navigation makes sense and that your visitors can find important pages fast and with ease. If we plan the structure, it can also help you build groups of pages (also called content silo).

**A Good Structure Makes Your Website Easier to Crawl -** In order for your website to show up in a search engine, your website has to be accessible to web crawlers. And further for web crawlers to discover your pages your website needs to have a good structure. Even more, because it can happen (even with Google), that they are not able to find every page on your website. So having a sitemap is crucial. Having a Good Site Structure Enhances Your SEO This is in large part because if you do plan your structure, you will also plan your content groups,

and by doing that you’ll have a better way of telling search engine on how your content is connected. You remember that I talked about silos, right? Well, this is where it comes in handy.

When creating content groups, you are internally linking to between those pages. It’s even more important that you know which site is getting the most backlinks, so you pass the authority from that site to others. You see, usually, most of the backlinks come to your home page. So it’s a good idea to have a link from there to your services and blog. It’s good to structure your home page as a preview page of what you do and offer. Planning Your Website Structure Will Help You Set Goals and Expected Results What am I talking about? Well, if you plan out your website structure you also research your competitors and keywords. That way you get a good foundation to plan out your navigation and your content plan and structure. And by having all of that you get the estimate of how much of the traffic you can get. If you are doing a plan for a new website or a website that was just lying on the web, then you focus and the easiest keywords with the most search traffic that they can offer. This also depends on your language and area. If you are looking for a keyword in bigger markets, like the UK, Germany or the US, then you want probably your keywords to have around 1000 monthly search volumes. But you can go for less if you want to be more certain you will get the traffic. When you have your estimate of the traffic you can also start talking about conversions and what you need to do to have a higher CRO. As everything is connected, so you can then really plan for your website’s success. By creating a website structure you’ll save yourself a headache. Because you’ll have the list of the pages and the titles right in front of you when creating pages.

Also, you’ll know your pages descriptions up front. Well, at least you’ll have them planned.

This means that you won’t have:

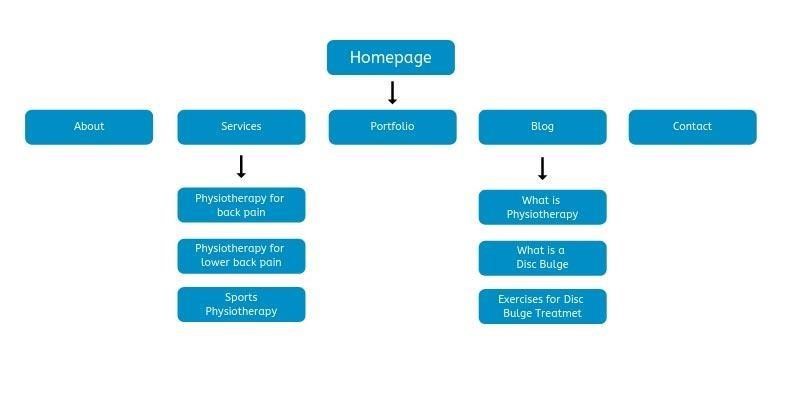
* Missing page descriptions
* Duplicate titles
* Duplicate page descriptions

The fact is, that by doing your research and your website structure before designing a website you’ll know where and what your potential clients are searching for and how you’ll compare to your competitors. And hence, just a simple sitemap and a structure are not enough. They are not showing you the right picture if no research is there to back it up.

With the research done you know exactly what pages to create, what the website structure will look like and what content you’ll need. Planning ahead for [content marketing.](https://nomiscomwebdesign.eu/content-marketing-definition/)

Essential steps for creating web-site structures:

1. Get basic insight to the business - What industry you are in? Who your competitors are? Which products or services do you sell? What is the price range? What are some alternatives to your business offer? This will identify the starting point of yours or my research. It will provide the basic info that will assure you that you can see what they are doing and where you stand compared to them. It will also show how you differentiate from them.
2. Do keyword research – Try using tools for keyword research. Save the results for keyword searches for analysis purpose. This file will help to improve appearing your web site in searches.
3. Competition research – try to detail out the keyword research phase with more precise and related tasks/ features.
4. Plan out web-site hierarchy – Prepare site plan, prepare hierarchy diagram, create and map navigation links.
5. Create website URL structure – create a structure something like in the below mentioned digram.



*Diagram: Sample website structure diagram (ref://nomiscomwebdesign.eu/)*

From this, you can easily get your URL structure. It would look something like this:

***physiotherapy.com/about*** ***physiotherapy.com/services*** ***physiotherapy.com/services/physiotherapy-for-back-pain***

As you can see, words are used. Make sure your URL structure uses words instead of IDs, symbols or date formats. This will enhance your SEO and it will be more appealing to your visitors. Where possible use keywords in the URL, especially important for your blog posts.

You can see that in the example structure too. When creating your URL structure, make sure you use hyphens (-) as seen in the above example, don’t use underscores (\_).

1. Create simple and logical navigation – both local and external navigation should be simple as well as logical. Also make sure that main page should be easily available.
2. Create navigation with HTML and CSS – Use of flash/JS/AJAX for navigation could be not much safe and it would be bad for SEO, so use HTML and CSS to maintain navigation.
3. Create internal linking strategy – internal linking is helpful for bots, and hence improves SEO.
4. Create and publish sitemap – always try to improve user experience by helping the user.

So, create and publish the sitemap.

# BOOK HUB

**Introduction of the Website :**

BOOK HUB is a free service that helps millions of students discover books they'll love while providing easy and simple way to solve maths.Its goal is creating a set of online tools that help educate students.The organization produces short lessons in the form of videos. Its website also includes supplementary practice exercises and materials for educators. It has produced over 8,000 video lessons teaching a wide spectrum of mathematics of Diploma. All resources are available for free to users of the website and application.

**URL :**

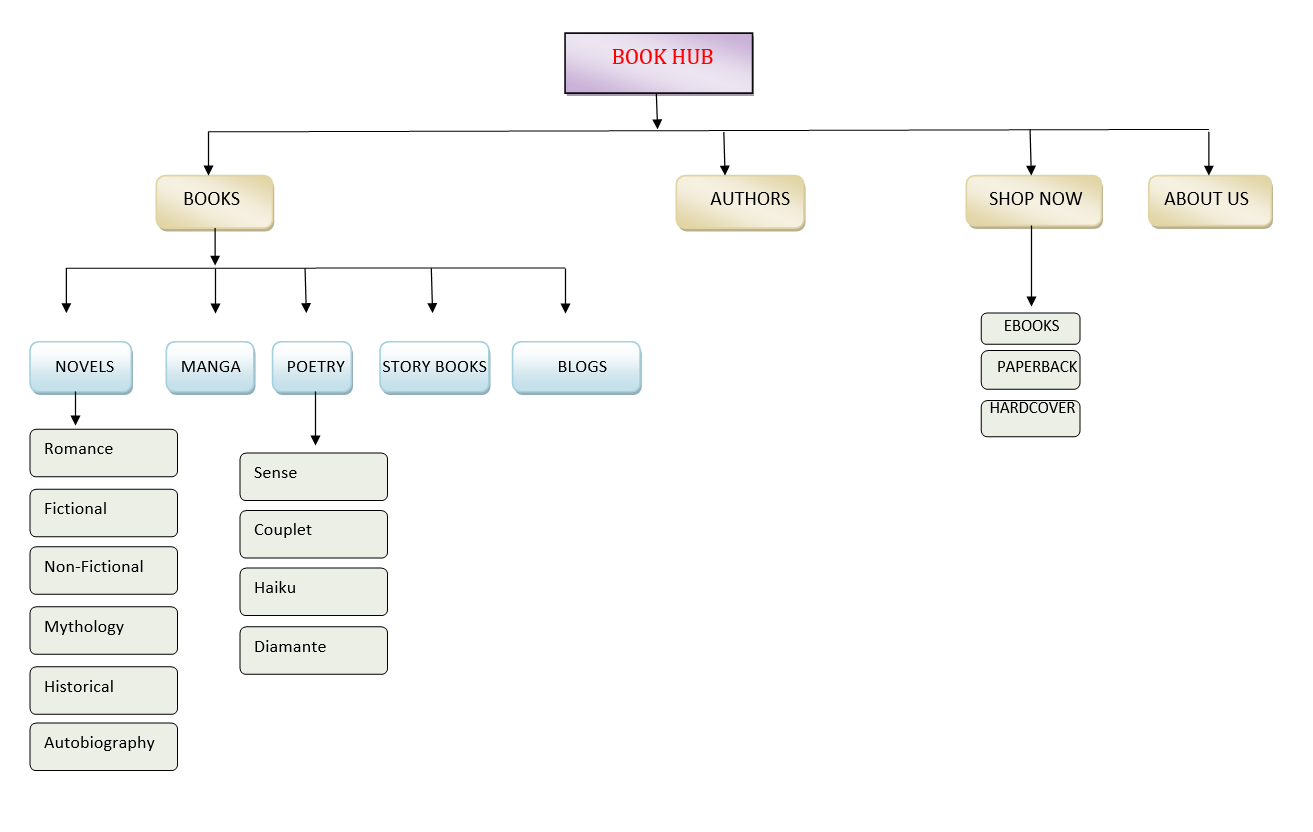
**Website Hierarchy :**

1. [HOME](https://mamaearth.in/)
2. Books
   * 1. Novels
     2. Manga
     3. Poetry
     4. Story Books
     5. Blogs
3. Authors
4. Shop Now
   * 1. Ebooks
     2. Paperback
     3. Hardcover
5. About us

\* **Languages :** HTML

1. **HTML** to define the content of web pages

* **Advertisements :**
* The advertisements are incorporated at the beginning of every page , throughout the website.
* That is , the area at the start of the page is been utilized to display the advertisements ; which keeps on changing the content after a fixed interval of time in a round robin fashion.
* The advertisements are related to their products and offers related to them.
* Books page displays a single ad related to books products.
* The Books products are been advertised on the Books page.
* The giftpacks page contains a constant ad.

**Website Structure :**

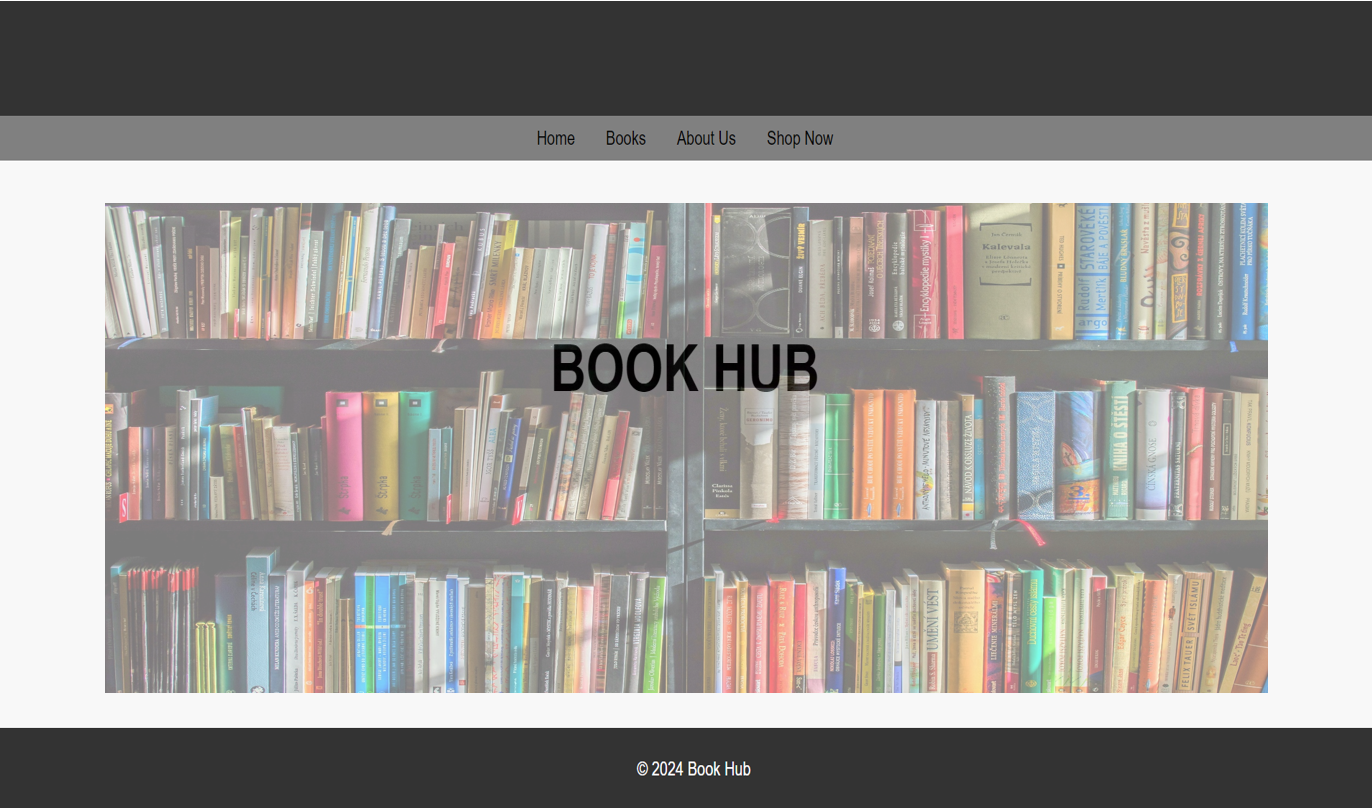
**Development Contents**

**Properties**

1. body
2. HTMLBodyElement
3. HTMLElement
4. Element
5. Node
6. EventTarget
7. Object

**Some of the specific features and properties used**

* <iframe> is used to define an inline frame.
* <div> is used to define a section in a document.
* <script> to define a client-side script.
* <img> to define an image.
* <input> to define an input control.
* Pseudo-elements selectors is CSS is used to select and style a part of an element.
* DOM EventListener is used that fires when a user clicks a button.
* Many Grid Overlays and Flexbox Overlays are also used.
* class attribute is used to point to a class name in a style sheet.
* HTML id attribute is used to specify a unique id for an HTML element.
* Various buttons are used to select different options.
* Hover effects is also used in the website design. • Dynamic properties of a website are used to design the pages of the website.





* **Conclusion :**

I think Book Hub really has a captivating website design.At the very beginning of the website itself the company has mentioned the reason why anyone should buy their products in a red color bar& when we click on that , we are redirected to a page which conveys genuineness of their products. Below this , customers can use the search bar , to find the product they want. There is a list of options provided through which we can navigate the different sections of the website.The ads at the beginning can easily attract the customers attention. There are some quality youtube videos provided in between for sake of advertisements.Once we click on any product , whole information regarding the product appears. There is sign in , contact us ,help ? options provided.At the bottom we can see happy customer feedbacks and some useful links such as faqs ,sitemap ,etc.Overall , it was a good experience using this website.