Muhammad Ubaid Raza

Chairs E-Commerce Website

Day 7 - Functional, Performance, and Security Testing

Task Completion Report

1. Security & Performance Optimization

- **Penetration Testing:**

  - Check for vulnerabilities using tools like OWASP ZAP or Burp Suite (SQL injection, XSS, CSRF).

  - Verify the HTTPS certificate to ensure secure communication.

  - Secure the admin dashboard by implementing role-based access control.

- **Data Backup Setup:**

  - Configure automatic daily/weekly backups using Google Drive or AWS S3.

  - Maintain encrypted backups of critical data for added security.

- **Performance Testing:**

  - Use tools like GTmetrix or Google PageSpeed Insights to check website speed and optimize performance.

  - Implement a Content Delivery Network (CDN), such as Cloudflare, to improve loading speed.

- **Monitoring Tools Setup:**

  - Integrate Google Analytics and Sentry for real-time tracking of user behavior and system performance.

  - Set up server uptime monitoring using tools like Pingdom or UptimeRobot.

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2. Post-Launch Branding & Marketing

- **Branding:**

  - Optimize social media profiles (LinkedIn, Instagram, Facebook) to maintain a consistent brand image.

  - Implement a professional logo and consistent theme across all platforms.
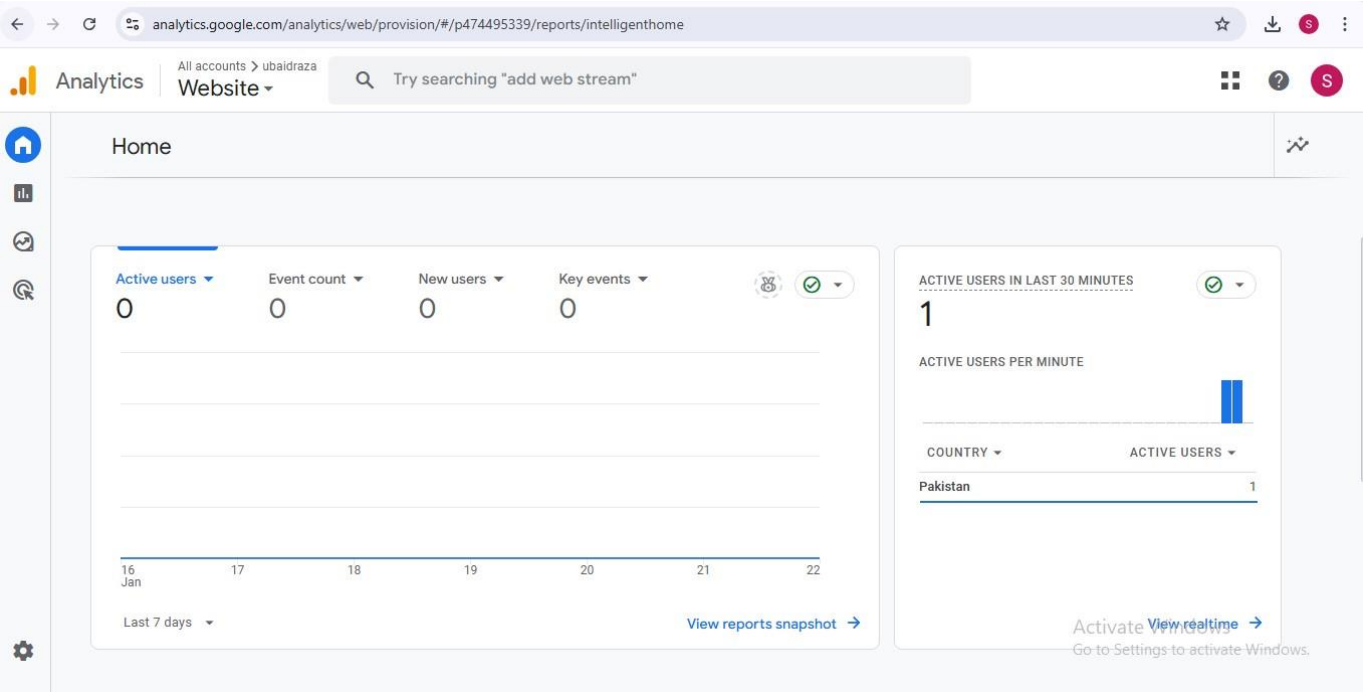
- **Marketing Strategies:**

  o Implement SEO strategies, including both on-page and off-page optimization.

  o Launch paid advertising campaigns using Google Ads and Facebook Ads.

  o Use email marketing tools like Mailchimp to engage customers.

- **Customer Engagement:**

  o Launch surveys to collect customer feedback and improve user experience.

  o Offer referral programs or discounts to encourage user engagement and retention.

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3. Business Expansion & Partnerships

- **Investor Pitch:**

  o Finalize the business pitch deck and share it with LinkedIn contacts or investor networks.

  o Explore funding opportunities, including startup accelerators and angel investors.

- **Inventory & Resource Management:**

  o Utilize automation tools (Zoho, Odoo) for order and inventory tracking.

  o Integrate live chat functionality for customer support and engagement.

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4. Continuous Improvement & Maintenance

- **Regular Updates:**

  o Continuously update website features and security patches to ensure optimal performance.

  o Analyze performance reports to identify weak areas and improve them.

- **Content Strategy:**

  o Set up a blog or knowledge base to increase organic traffic.

  o Develop a weekly/monthly content posting schedule to keep the audience engaged.

Analytics | All accounts > ubaidraza
Website ▾

🔍 Try searching "add web stream"

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🏠 Home 〰️

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Active users ▾   Event count ▾   New users ▾   Key events ▾   🛎 ⊘ ▾

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ACTIVE USERS IN LAST 30 MINUTES   ⊘ ▾

1

ACTIVE USERS PER MINUTE

COUNTRY ▾	ACTIVE USERS ▾
Pakistan	1

16   17   18   19   20   21   22
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Last 7 days ▾   View reports snapshot →

Activate View realtime →
Go to Settings to activate Windows.

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← Sameer3657767@g...

📁 e-commerce-ur.netlify.app ↕   (🕐 Pending Nameserver Update)   ☆ Star   Free plan

📄 Overview

🗂 AI Audit [Beta]

🕐 Analytics & Logs ▾

⛓ DNS ▴
    Records
    Analytics [New]
    Settings

✉️ Email ▾

🔒 SSL/TLS ▾

🛡 Security ▾

🔌 Access

⚡ Speed ▾

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	Type ⓘ ▲	Name ⓘ	Content ⓘ	Proxy status ⓘ	TTL ⓘ	Actions
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