

BUILDING A WEBSITE

USING CANVA

PROPOSED

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PROJECT REPORT

BUILDING A WEBSITE USING CANVA

CATEGORY: DIGITAL MARKETING

TEAM ID: NM2023TMID03511

TEAM MEMBERS:

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INTRODUCTION:

Marketing has always been a critical component of business success, serving as a bridge between companies and their target audiences. Over the past few decades, marketing has undergone a significant transformation, moving away from traditional methods and rapidly embracing digital channels. This shift, often referred to as the "Digital Marketing Revolution," has revolutionized the way businesses promote their products and interact with their customers. In digital marketing this project shows how to create website using canva.

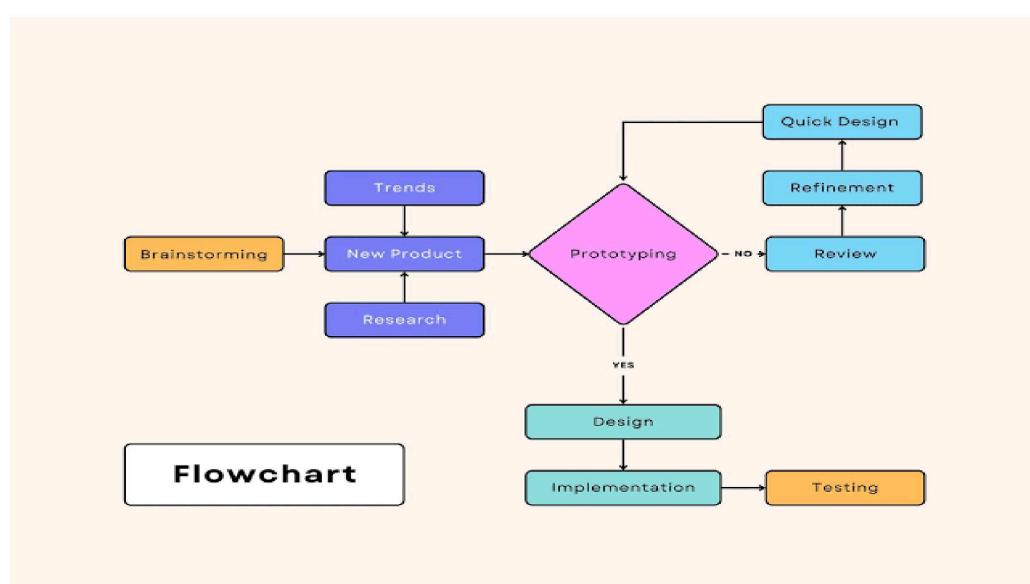
PROJECT OVERVIEW:

A website is a collection of web pages and related content identified by a common domain name and published on at least one web server. It's accessible over the internet and typically contains information, images, videos, or other digital assets. Creating a website used to be hard. It required specialized skills, in-depth practical coding knowledge, and a fair bit of luck for nothing to break. Now, Canva makes it easy to create your own website, and even transform your designs into websites.

REQUIREMENT ANALYSIS:

Requirement analysis is the process of identifying and documenting the needs of stakeholders for a project. This involves gathering and prioritizing requirements, ensuring their clarity and feasibility, and linking them to the project's objectives. Once approved, these requirements serve as the basis for project planning and development. Effective communication, documentation, and change control are essential throughout the process to ensure the project aligns with stakeholder expectations and delivers the desired outcomes.

FLOW CHART:



BENEFITS OF DIGITAL MARKETING:

1. Global Reach: Digital marketing allows businesses to reach a global audience, breaking down geographical barriers.
2. Cost-Effective: Many digital marketing strategies are cost-effective compared to traditional advertising methods.
3. Targeted Advertising: Digital marketing provides precise targeting options, ensuring your message reaches the right audience.
4. Measurable Results: It's easy to track and measure the performance of digital marketing campaigns, allowing for adjustments and improvements.
5. Interactivity: Digital marketing encourages two-way communication with customers, fostering engagement and brand loyalty.
6. RealTime Engagement: Businesses can engage with their audience in real-time, addressing concerns and inquiries promptly.
7. Flexibility: Digital marketing campaigns can be adjusted quickly in response to changing market conditions.

PROJECT IMPLEMENTATION:

Let us create a logo for our brand

Brand name: CKC(Clever Kitchen Chennai)

Brand logo:



Category: Organic food products

Email : ckchennai@gmail.com

Target Audience: For all food lovers

STEPS TO BUILD A WEBSITE USING CANVA:

STEP 1: Using google browser open canva.

Google search results for "canva":

- Canva** https://www.canva.com
- Canva: Visual Suite for Everyone**
Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.
- Free templates**
With Canva's drag and drop feature, you can customize your ...
- What will you design today?**
Canva is a free-to-use online graphic design tool. Use it to ...
- Free Logo Maker**
Browse our logo design templates or start one from scratch ...
- Free**
Canva is for everyone looking to create visual content easily ...

Canva snippet details:

Canva
Graphic design company
canva.com
Canva is an Australian global multi-national graphic design platform that is used to create social media graphics and presentations. The company has announced it intends to compete with Google and Microsoft in the office software category with website and whiteboard products. [Wikipedia](#)
Founders: Melanie Perkins, Cameron Adams, Cliff

STEP 2: Create a canva account for free.

Canva homepage:

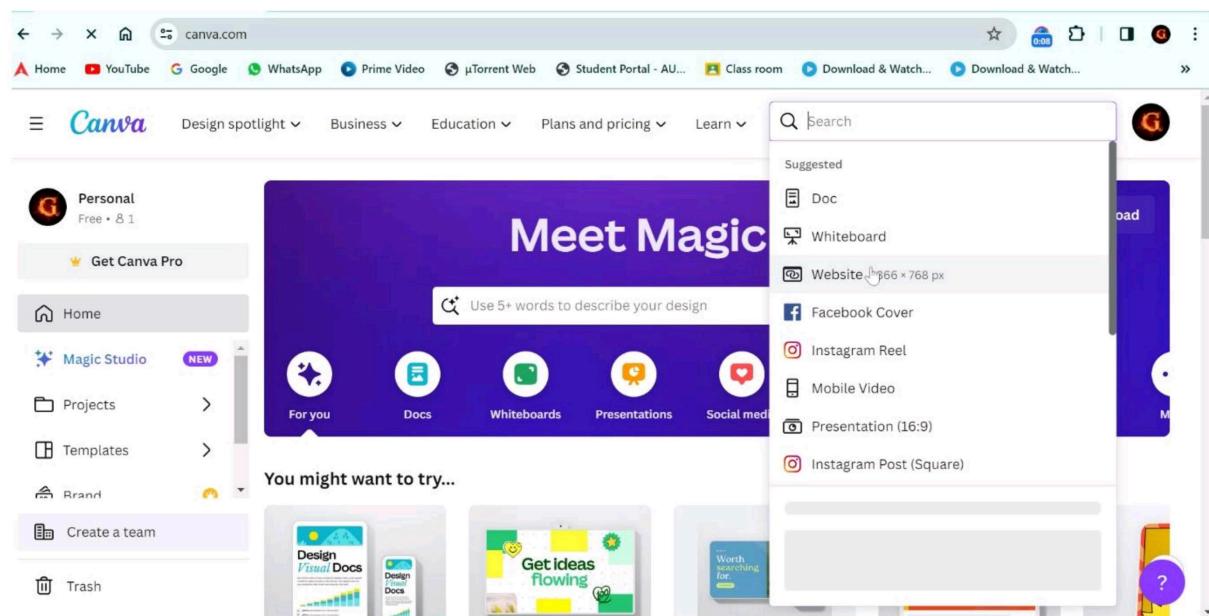
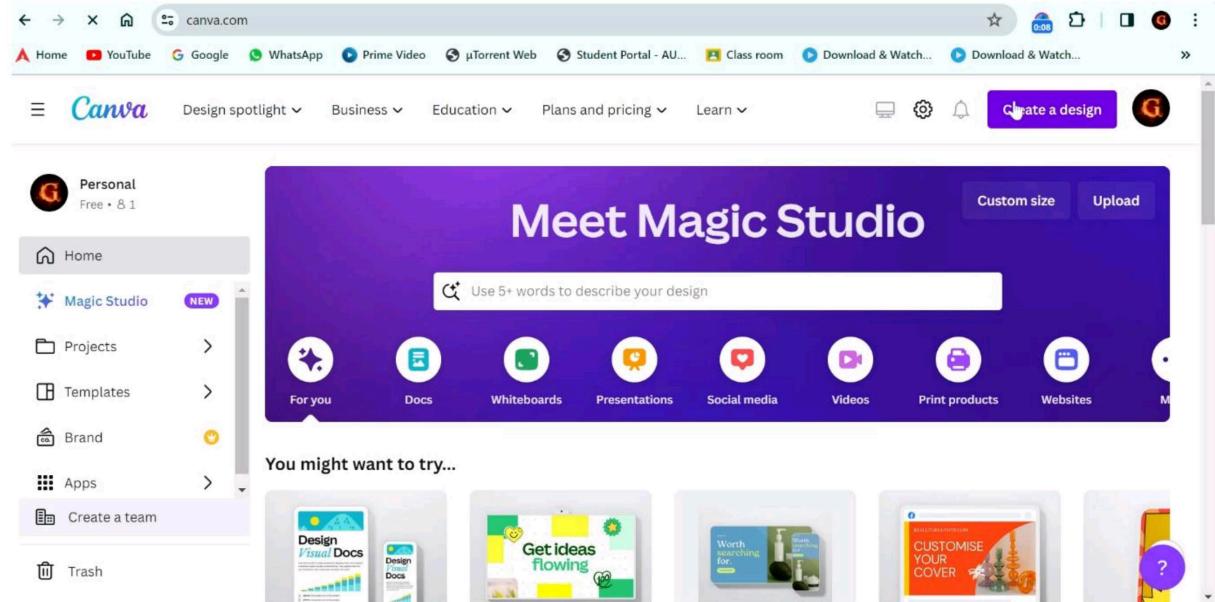
What will you **design** today?

Canva makes it easy to create professional designs and to share or print them.

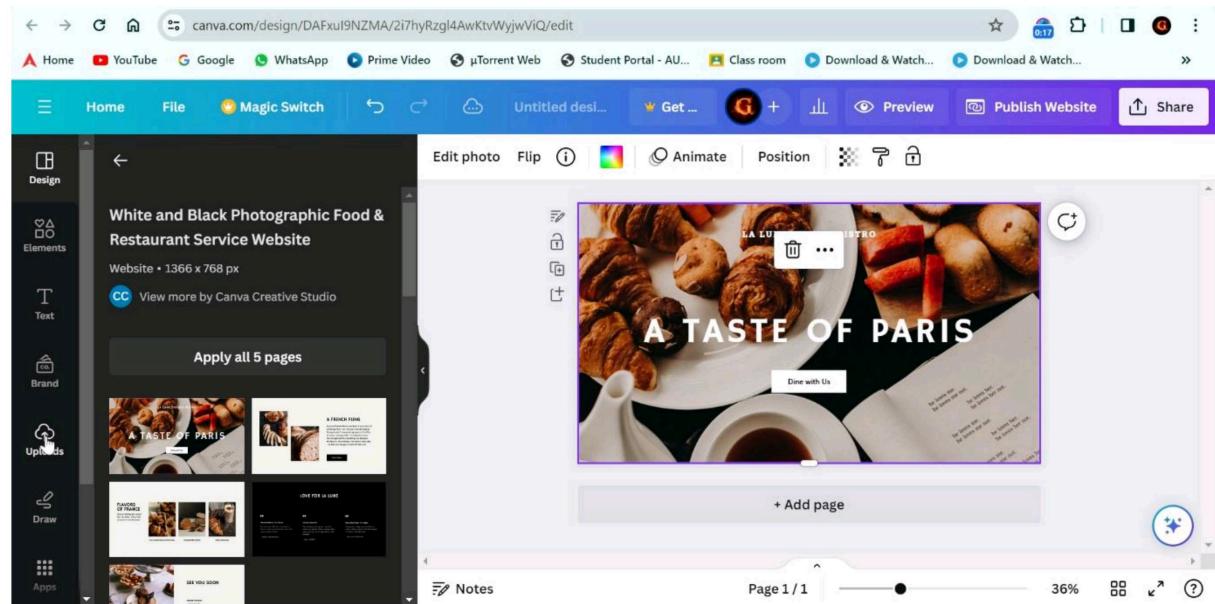
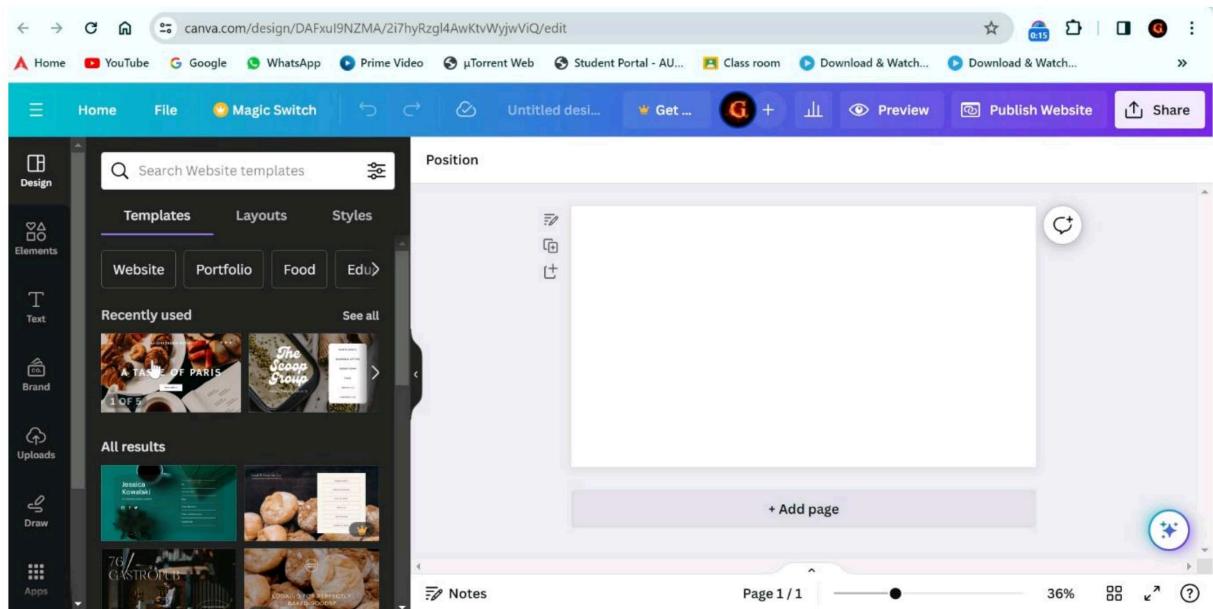
Sign up for free

Docs, Whiteboards, Presentations, Social, Videos, Prints, Websites

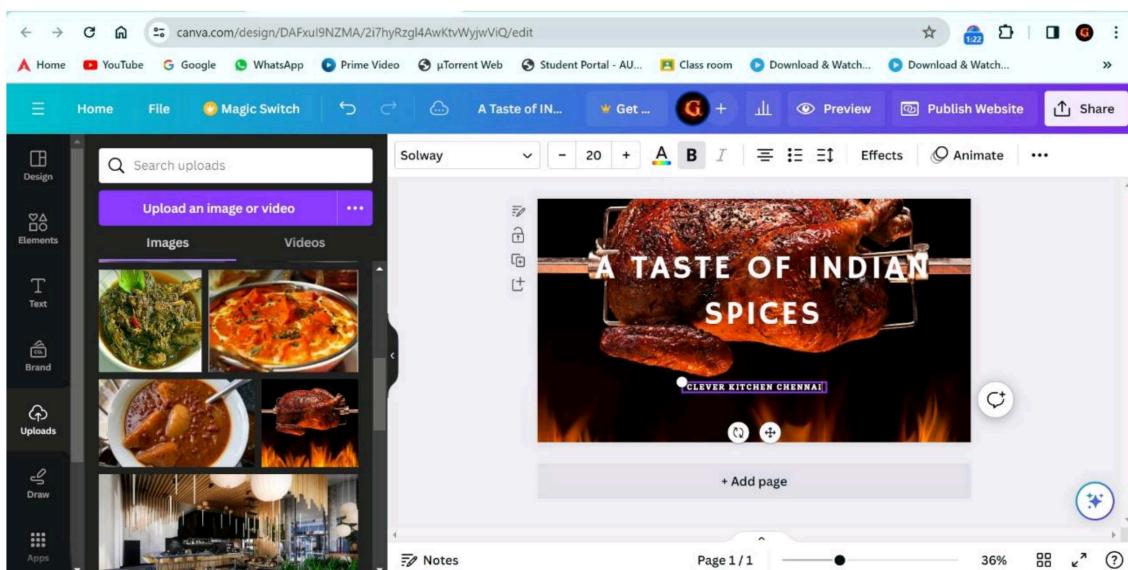
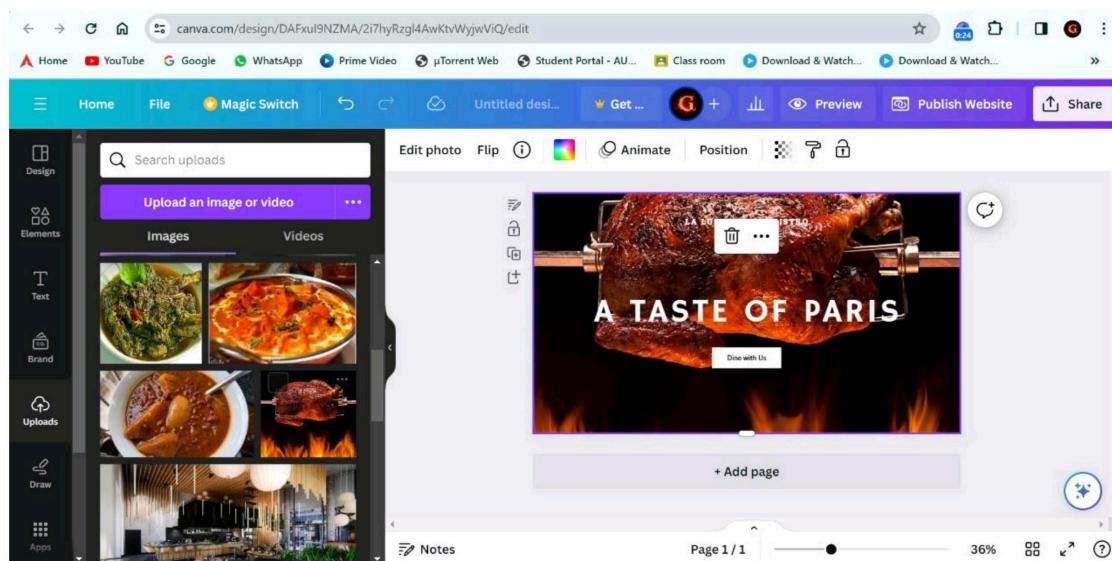
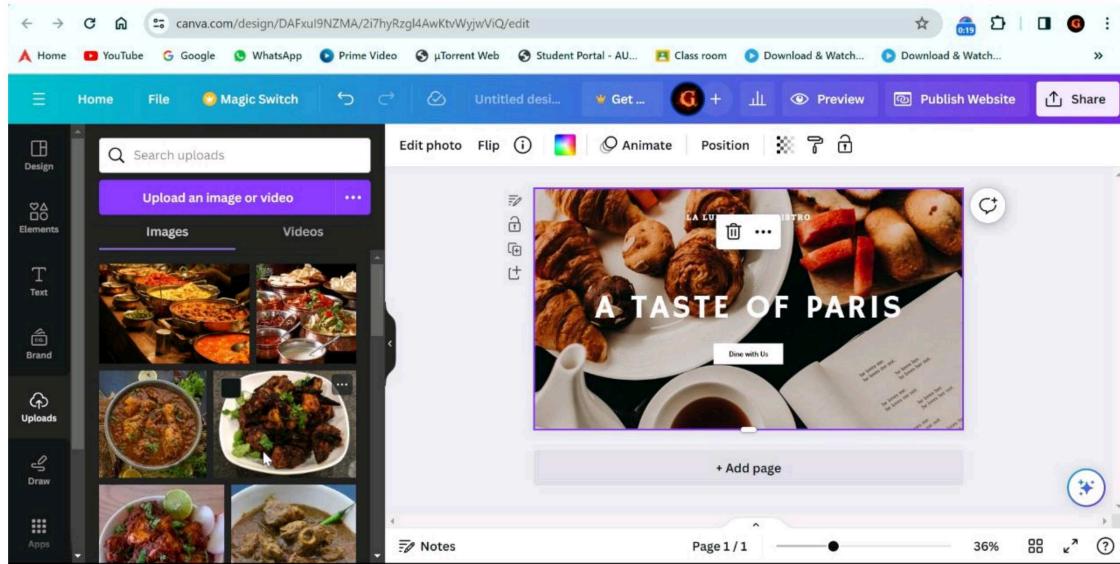
STEP 3: In create a design choose website.



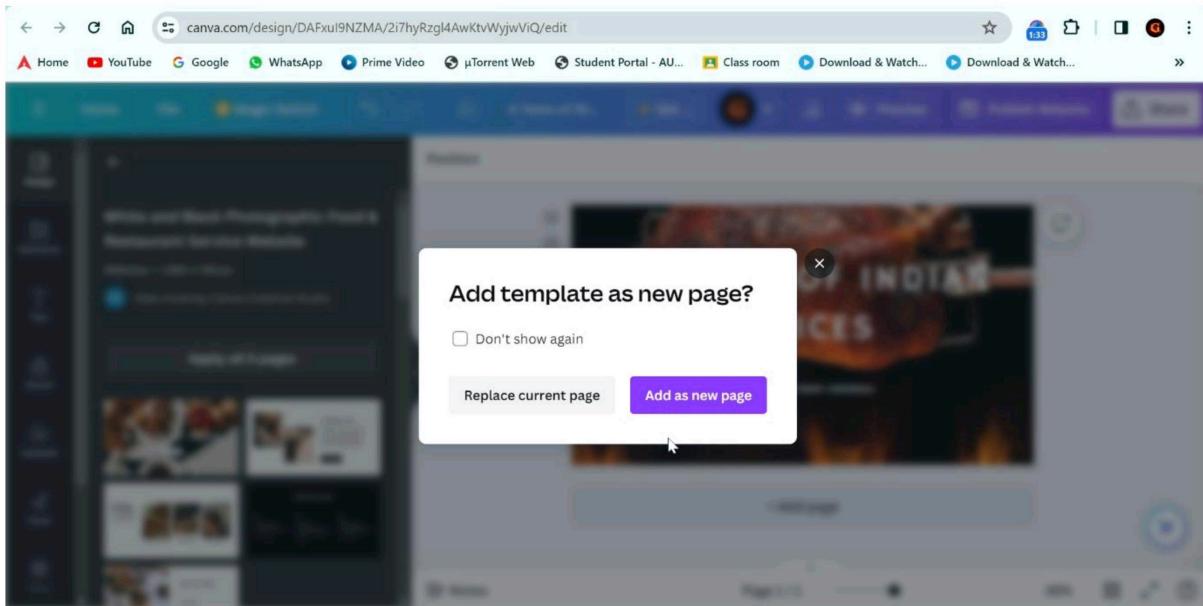
STEP 4: Select a website template that can be customized instantly.



STEP 5: Add pictures and edit the template.

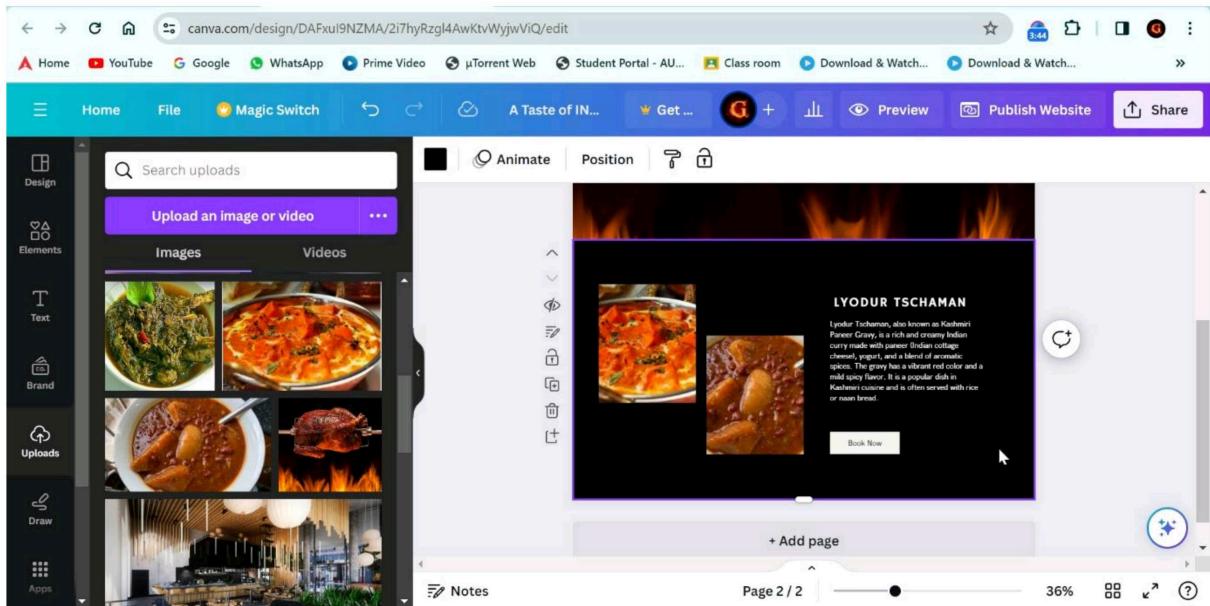


STEP 6: Add a new template as next page.

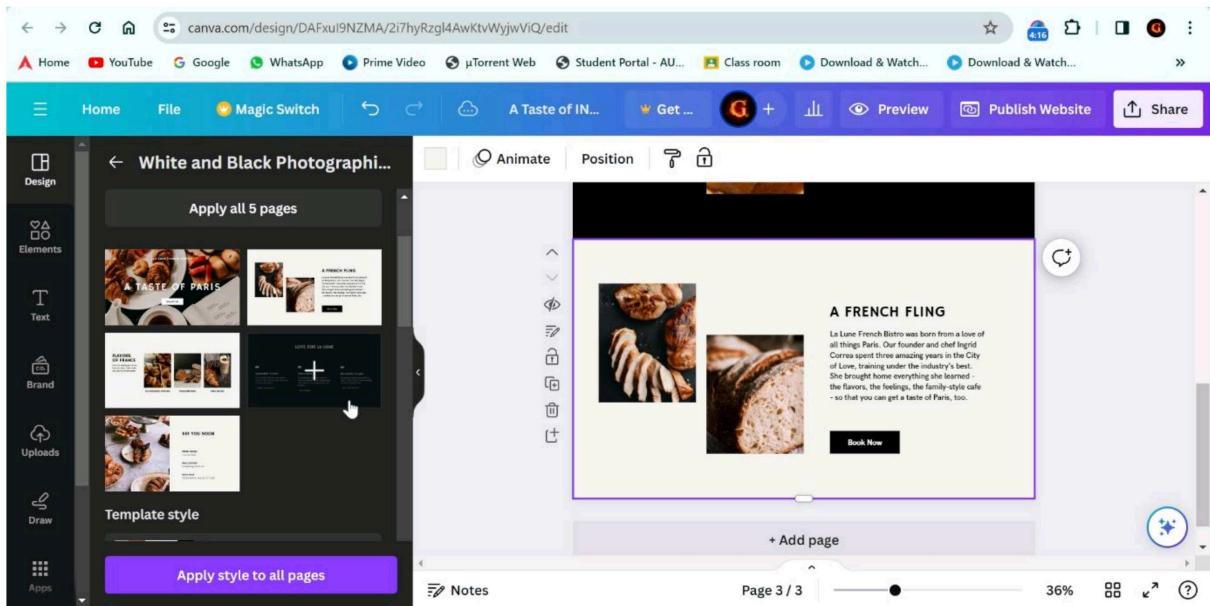


A screenshot of the Canva editor showing a detailed view of a website page. The main content area displays a section titled "A TASTE OF IN..." with a sub-section "A FRENCH FLING". The page features a large image of bread, a smaller image of a coffee cup, and some descriptive text. On the left side, there is a sidebar with various editing tools and sections like "Elements", "Text", "Uploads", "Draw", and "Apps". The top navigation bar includes "Home", "File", "Magic Switch", "Animate", "Position", and "Publish Website". The bottom of the screen shows a notes section, a page navigation bar ("Page 2 / 2"), and a zoom level indicator ("36%").

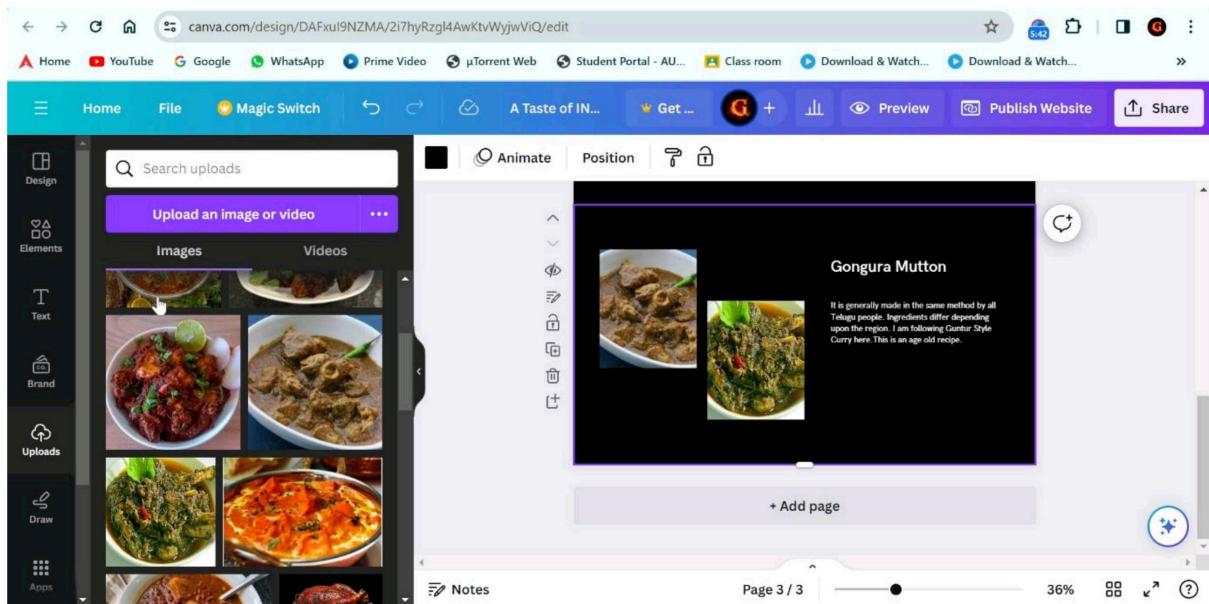
STEP 7: Edit the template according to the brand.



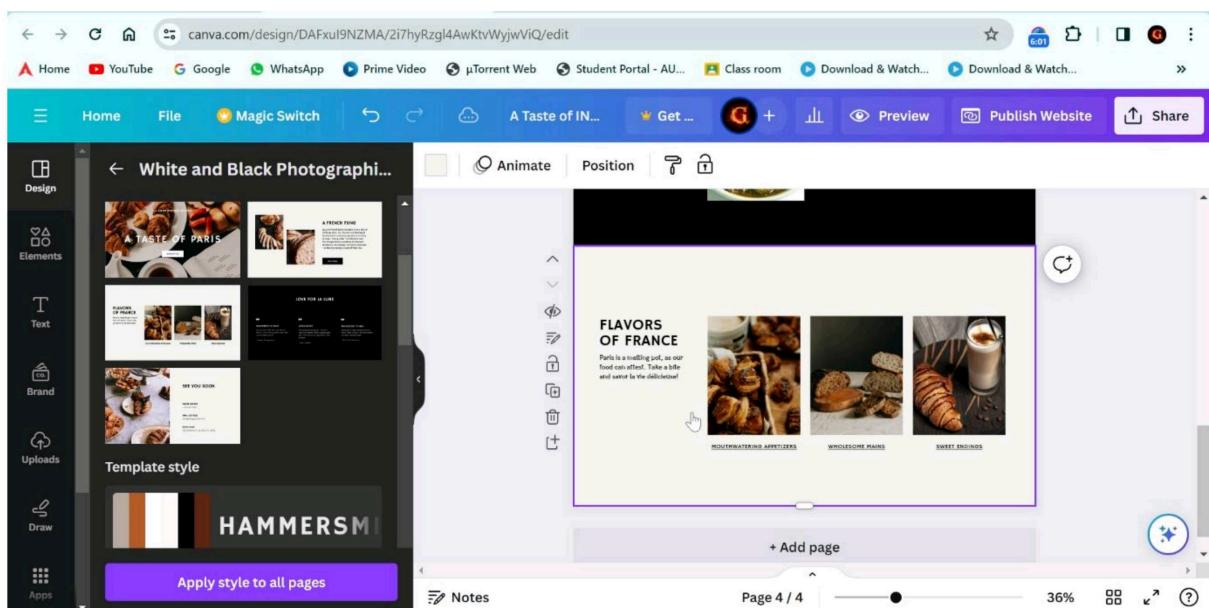
STEP 8: Add a new template as next page.



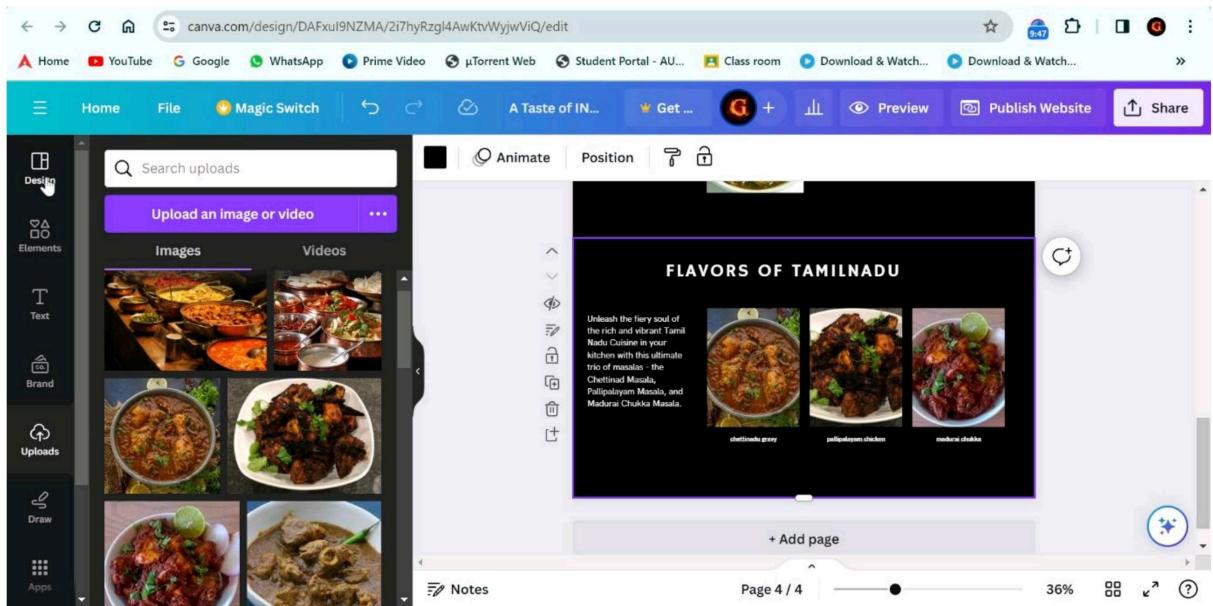
STEP 9: Edit the page 3.



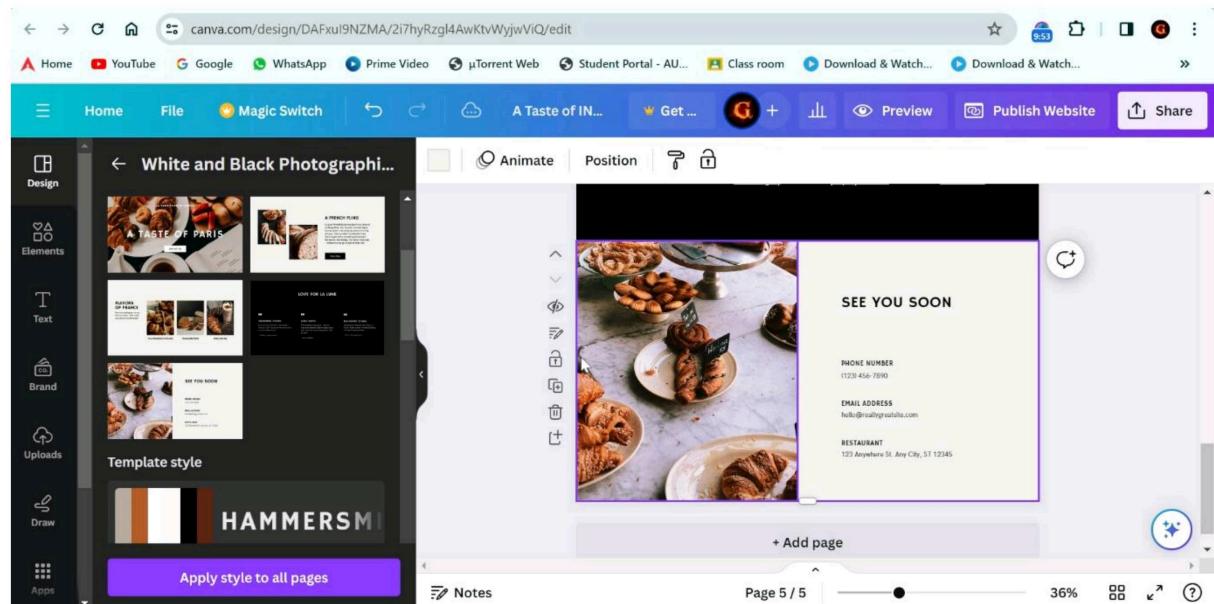
STEP 10: Add a new template as page 4.



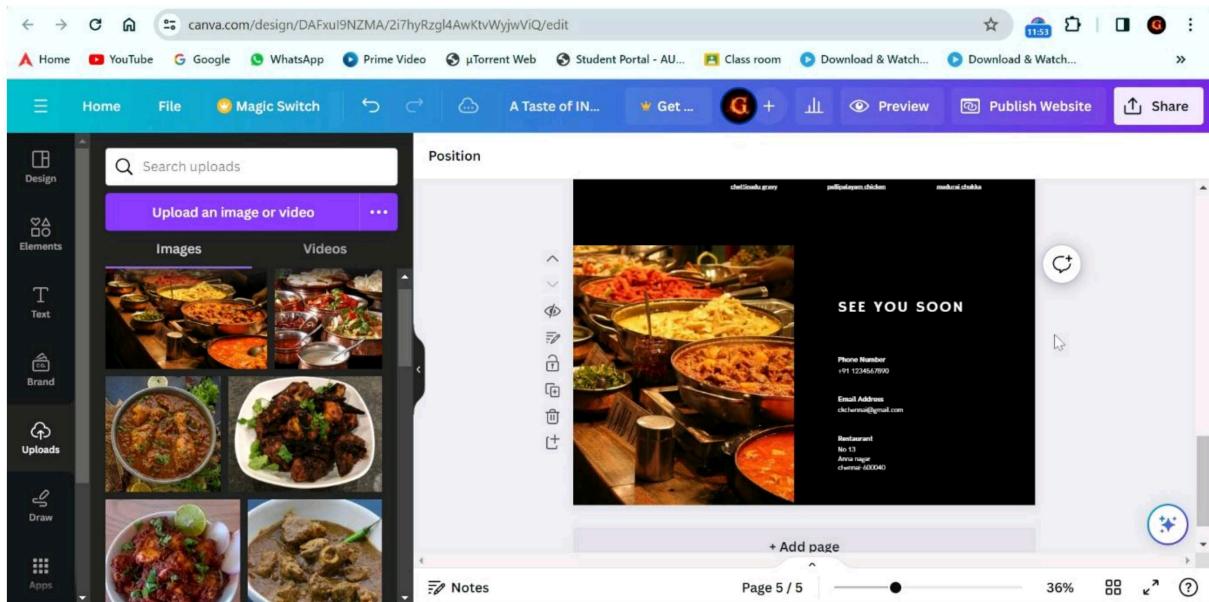
STEP 11: Edit the template according to the brand.



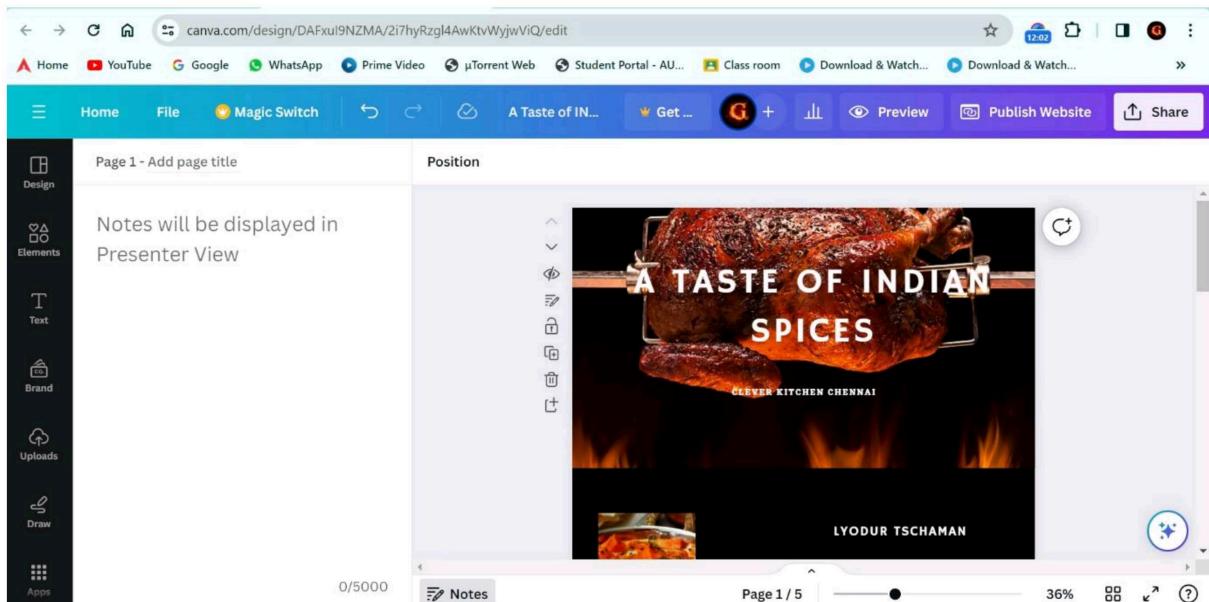
STEP 12: Add a new template as last page.



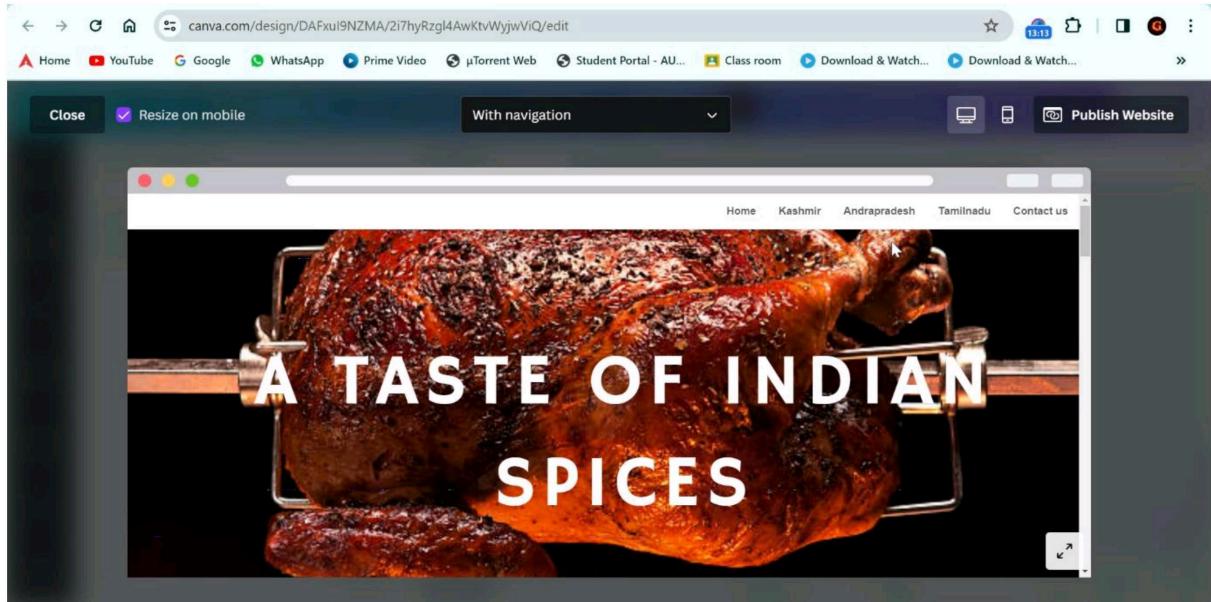
STEP 13:Edit the template and add contact details.



STEP 13:Add page title for each page.



STEP 14: Before publishing the website just look a preview.



STEP 15: Add subdomain for the brand.

We've locked your design while you publish your website.

Edit design

Choose your subdomain

Give your website a quality look by claiming a subdomain.

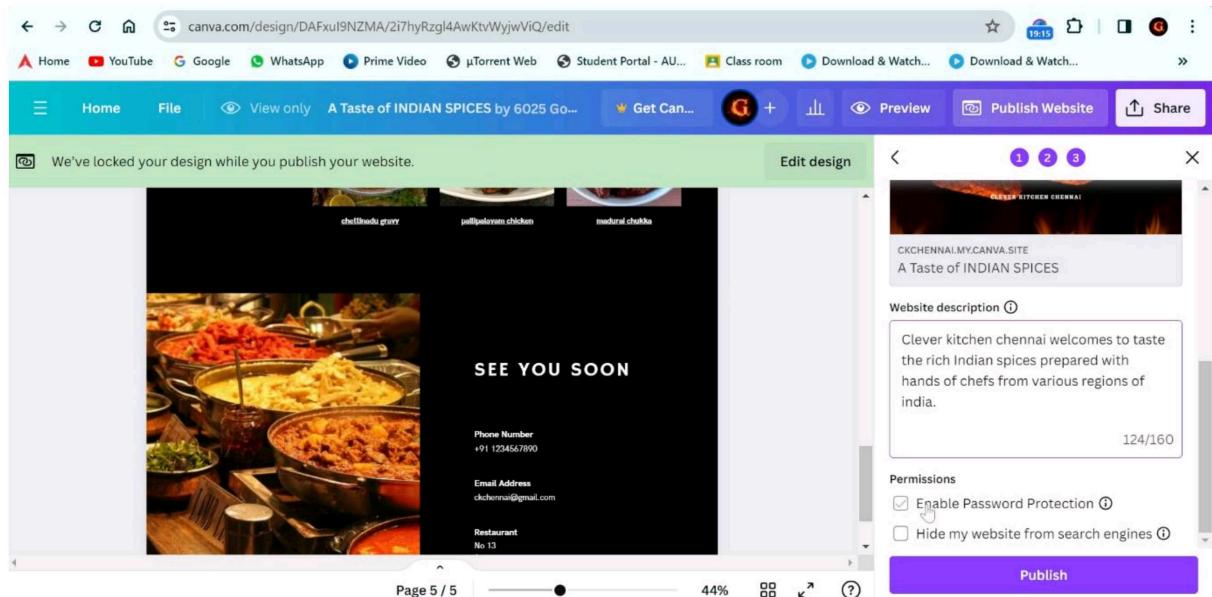
Enter your subdomain

ckchennai.my.canva.site

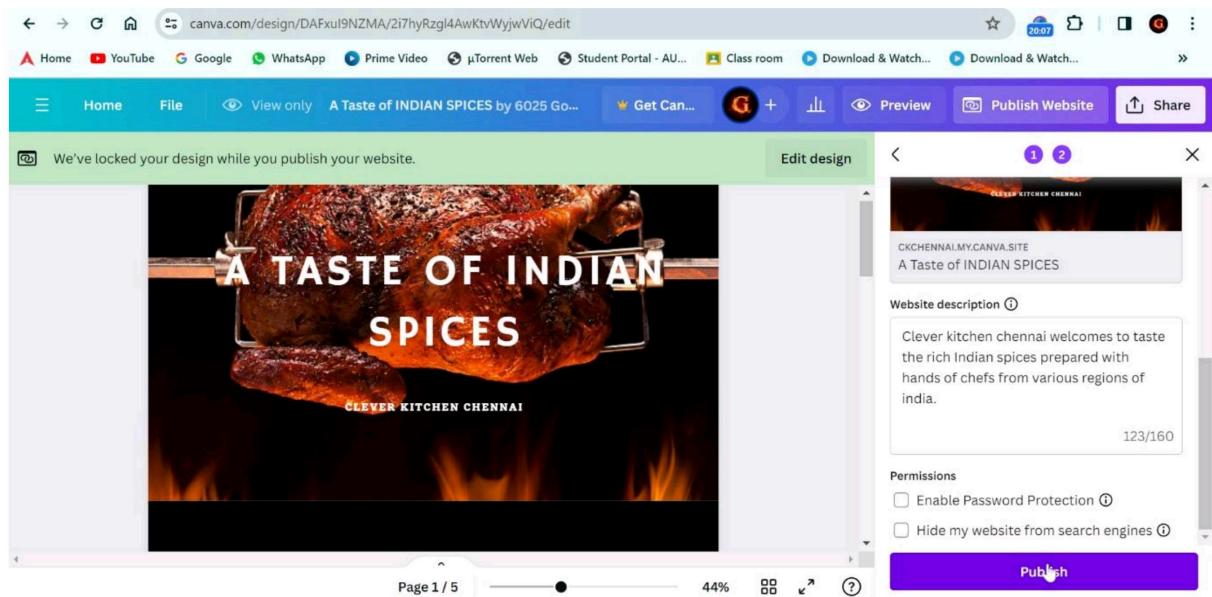
(i) You can edit your subdomain later in your [domain settings](#).

Continue

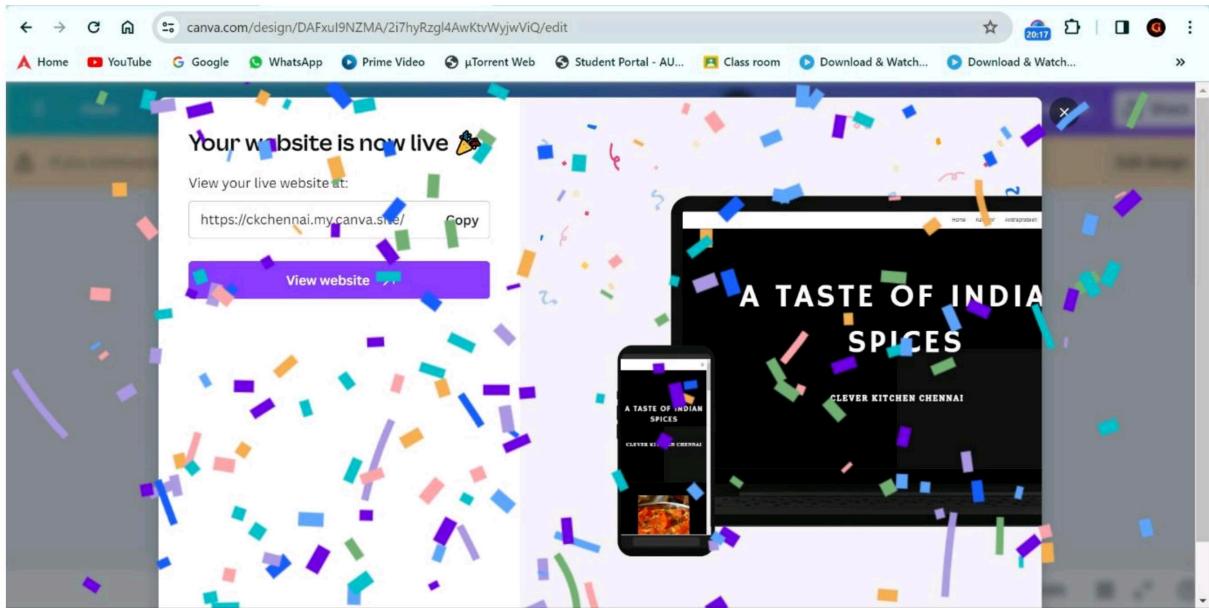
STEP 16: Add description for the website.



STEP 17: Finally publish the website.



STEP 18: After publishing the website ,check whether the website is opening correctly.



FINAL OUTPUT:

Home Kashmir Andrapradesh Tamilnadu Contact us

A TASTE OF INDIAN SPICES

CLEVER KITCHEN CHENNAI

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LYODUR TSCHAMAN

Lyodur Tschaman, also known as Kashmiri Paneer Gravy, is a rich and creamy Indian curry made with paneer (Indian cottage cheese), yogurt, and a blend of aromatic spices. The gravy has a vibrant red color and a mild spicy flavor. It is a popular dish in Kashmiri cuisine and is often served with rice or naan bread.

Home Kashmir Andrapradesh Tamilnadu Contact us

Gongura Mutton

It is generally made in the same method by all Telugu people. Ingredients differ depending upon the region. I am following Guntur Style Curry here. This is an age old recipe.

FLAVORS OF TAMILNADU

Unleash the fiery soul of the rich and vibrant Tamil Nadu Cuisine in your kitchen with this ultimate trio of masalas - the Chettinad Masala, Pallipalayam Masala, and Madurai Chukka Masala.



chettinad gravy



pallipalayam chicken



madurai chukka



SEE YOU SOON

Phone Number

+91 1234567890

Email Address

ckchennai@gmail.com

Restaurant

No 13
Anna nagar
chennai-600040

DRIVE LINK :

<https://drive.google.com/drive/folders/1dW1Z0MUb2yKWnlBvJDmWy-uKkfqlX0ID>

CONCLUSION:

In conclusion, creating a website in Canva is a user-friendly and accessible option for those looking to establish an online presence. Canva offers a range of templates and design tools that make it relatively easy for individuals or small businesses to create a basic website. However, it's important to note that Canva's website builder is more suitable for simple, one-page sites and may not be ideal for complex or advanced web development needs. Depending on your goals and requirements, Canva's website builder can be a great starting point, but for more extensive and customizable websites, other platforms or web development tools may be necessary.