

### **Q.1 Create Twitter Business accounts.(Write all the steps )**

Ans:

Step 1 : Create Twitter Account .

Go to [www.twitter.com/signup](https://www.twitter.com/signup) right from the home page (A Create your account pop up box will appear, and you'll be guided through our sign up experience. You'll be prompted to enter information such as your name and phone number or email address.)

#### **Step 2: To sign up for a developer account: (Follow This Steps)**

1. Log-in to Twitter and verify your email address and phone number
2. Go [sign up at developer.twitter.com](https://developer.twitter.com/sign-up) with your basic name, location and use case details
3. Review and accept the [developer agreement](#)
4. You should now have access to the Developer Portal to create a new App and Project with Essential access
5. To check if you have a developer account go to the [developer portal dashboard](#) to review your account status and setup.

### **Q.2 What is the developer portal and how can I access it?**

**Ans:** The developer portal is a self-serve user interface within developer.twitter.com where developers can manage their API access through Projects, and Apps. The developer portal is visible when a user is logged in (with Twitter) and has a developer account on developer.twitter.com. You can access the developer portal by clicking the "Developer Portal" link in the top right-hand corner of developer.twitter.com.

### Q.3 Create New Project/App in Twitter Developer Portal. Write all the steps

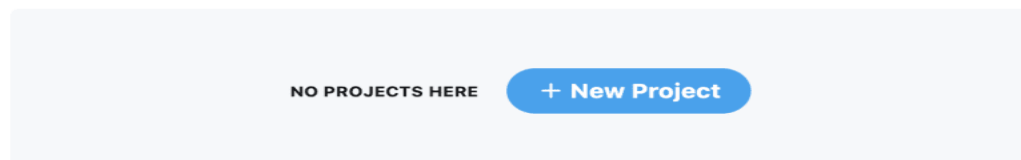
Ans :

**Step 1: Sign up for access** In order to get started with the new Twitter API, you need a developer account. If you do not have one yet, you can [sign up for one](#).

#### **Step 2: Create a Project and connect an App**

Next, in the [developer portal](#), create a new Project.

#### **Projects**



Give it a name, select the appropriate use-case, provide a project description.

Next, you can either create a new [App](#) or connect an existing App (an App is a container for your API Keys that you need in order to make an HTTP request to the Twitter API).



-  STEP 1
-  STEP 2
-  GETTING CLOSE
-  ALMOST DONE!

## **Add your App**

Pick which App you'd like to add to your Project.

[Create a new App instead.](#)

Choose App



**Complete**

Click 'create a new App instead' and give your App a name in order to create a new App.



✓ STEP 1

✓ STEP 2

✓ GETTING  
CLOSE

ALMOST  
DONE!

## Last step, name your App

Apps are where you get your **access keys and tokens** and set permissions. They are encompassed within your Projects.

[Add an existing App to this Project instead.](#)

6

Complete

Once you click complete, you will get your API Keys and the Bearer Token that you can then use to connect to the new endpoints in the Twitter API v2.

## Here are your keys & tokens

For security, this will be the last time we'll display these. If something happens, you can always regenerate them.

API key ⓘ

API secret key ⓘ

Bearer token ⓘ

Click the (+) next to API Key, API Secret Key and Bearer Token and copy it in a safe place on your local machine, you will need these to make the API calls in the next step.

**Please note:** The keys in the screenshot above are hidden, but in your own developer portal, you will be able to see the actual values for the API Key, API Secret Key and Bearer Token

**Step 3 -to one of the n: Make an HTTP request new endpoints**

**Q.4 Write general site visit survey question for <https://bmc.bhonsala.in/>**

1. How did you hear about us?
2. How likely are you to recommend our website to a friend?
3. What are you hoping to accomplish by visiting our website?
4. Why are you leaving?
5. Are you having trouble finding anything?
6. Is there anything missing on this page?
7. How did your experience compare to your expectations?
9. What should we write about next?
10. Which of our competitors did you consider before choosing us?
11. Compared to our competitors, is our product quality better, worse, or about the same?
12. How easy was it to use our website? Did you have any problems?
13. What is a feature you wish our website had?
14. If you could change one thing about our website, what would it be?
15. Are there any features that you don't find helpful?
16. What is the most useful feature of our website?

**Q.5. What is a survey? Explain Post visit survey**

A survey is a research method used for collecting data from a predefined group of respondents to gain information and insights into various topics of interest. They can have multiple purposes, and researchers can conduct it in many ways depending on the methodology chosen and the study's goal. In the year 2020, research is of extreme importance, and hence it's essential for us to understand the benefits of social research for a target population using the right survey tool.

**Post visit survey-** Post visit survey are usually done via email, to invite customers to fill feedback from ,after their experience on the website. They are shorter much more targeted than website survey .they are a great compliment to website surveys.

## **Q.6 How to Create a Web Analytics Dashboard**

To create a web analytics dashboard in Chartio, follow these steps:

1. Identify the metrics and KPIs you want to track in your dashboard
2. Determine the appropriate data sources for these metrics such as Google Analytics, Marketing Automation, CRM, Intercom data, etc.
3. Connect your data sources to Chartio via direct connections, a data warehouse or ETL tool
4. From your organization homepage in Chartio, click the + New Dashboard button to create a new dashboard
5. A popup modal will appear and direct you to name your new dashboard
6. Click the Add Chart icon on the right to create your first chart
7. From the Data Explorer, use the Interactive Mode to quickly start building charts without writing queries, or you can use the SQL mode (to directly write queries) and create individual charts for each metric on your dashboard
8. Continue building out your dashboard by using the appropriate chart type for each metric
9. Once you're done, save and share your dashboard with your organization via a scheduled report or shareable link

## **Q.7 What is a KPI?**

KPI stands for key performance indicator. While a metric is any quantified measurement, a KPI is an important metric. These are the numbers that you track for growth. While site visits may be important, orders could be your KPI. Usually a handful of critically important numbers is how you're being evaluated. These are your KPIs.

## **Q.8 How Page Load Time Works?**

The "stopwatch" begins when a user makes a request and ends when the entire content of the page is displayed on the requesting browser. Below is a typical request-response cycle with various steps that contribute to page load time:

1. User enters a URL, submits a form, or clicks on a hyperlink
2. Browser makes a request to the server through the network
3. The request is processed by the web server

4. Web server sends the response back to the browser
5. Browser starts receiving the requested page (known as time to first byte)
6. Browser parses, loads, and renders the page content
7. The entire requested page becomes available on the browser

### **Q.9 What is the formula for Engagement rate by reach (ERR)**

This formula is the most common way to calculate engagement with content.

ERR measures the percentage of people who chose to interact with your content after seeing it.

Use the first formula for a single post, and the second one to calculate the average rate across multiple posts.

- $ERR = \text{total engagements per post} / \text{reach per post} * 100$

To determine the average, add up the all the ERRs from the posts you want to average, and divide by number of posts:

- $\text{Average ERR} = \text{Total ERR} / \text{Total posts}$

In other words:  $\text{Post 1 (3.4\%)} + \text{Post 2 (3.5\%)} / 2 = 3.45\%$

### **Q.10 List the most important metric for E-Commerce store**

1. Impressions.
2. Reach.
3. Engagement.
4. Email click-through-rate.
5. Cost per acquisition (CPA).
6. Organic acquisition traffic.
7. Social media engagement.
8. Abandonment.
9. Micro to macro conversion rates.
10. Average order value (AOV).
11. Sales conversion rates.
12. Customer Retention rate.

**13.Customer lifetime value (CLV).**

**14.Repeat customer rate.**

**15.Refund and return rate.**

**16.Ecommerce churn rate.**

**17.Net promoter score (NPS)**

**18.Subscription rate**

**19.Program participation rate.**

## **Q.11. How to Open Twitter Account**

**To create your account, follow these steps:**

**Step 1: Go to the Twitter homepage and click on the button that says "Sign Up Now."**

**Step 2: Begin the sign-up information by providing your username, date of birth, and your choice of an email account or phone number. Your contact information and date of birth will not be public. Stay away from cute usernames, things that are hard to spell, or just plain silly. For a business account, use the name of your business or a word or phrase closely associated with your business. Shorter is always better, so don't get hung up trying to use all the spaces you are allocated. Click on the button that says "Next."**

**Step 3: Choose how you want to view ads. Click on the button that says "Next."**

**Step 4: Click on the button that says "Create Account." A verification code will be sent to your email address or phone number. Enter the verification code once you receive it.**

**Step 5: Create a password. It will need to be at least six characters.**

**Step 6: Add your picture. At the top of the settings page, you will see a "photo" tab. Click this and add a photo of you. For a business account, you can add your logo or an icon.**

**Step 7: You will be given the option to import your email addresses from your Gmail, Yahoo, or Outlook email accounts. It is a great way to get started in following current contacts.**

**Step 8: Complete the rest of your profile information. This is where you can provide a brief summary of your business, list your website, and more.**

### **Q.12. What is page Load Time**

Page load time is a web performance metric that directly impacts user engagement and a business's bottom line. It indicates how long it takes for a page to fully load in the browser after a user clicks a link or makes a request. There are many different factors that affect page load time. The speed at which a page loads depends on the hosting server, amount of bandwidth in transit, and web page design – as well as the number, type, and weight of elements on the page. Other factors include user location, device, and browser type.