

## Assignment -1

### Digital Marketing

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#### 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://www.blogger.com/blog/post/edit/3358544552427962713/6023115659237009438>

Blog Title: Glow of delights

The screenshot displays the Blogger post editor interface. The title bar shows the URL: [blogger.com/blog/post/edit/3358544552427962713/6023115659237009438](https://www.blogger.com/blog/post/edit/3358544552427962713/6023115659237009438). The title of the post is "SKINCARE IS IMPORTANT TO EVERYONE.HAPPY DAY AND HAPPY GLOW". The main content area contains a paragraph about the importance of skincare, followed by a list of four steps: 1. Cleansing, 2. Exfoliation, 3. Toning, and 4. Serums and Treatments. The right sidebar shows post settings, including labels, published date (9/3/23 9:17 PM), permalink, and location. The bottom status bar indicates the temperature is 30°C and the date is 27/10/2023.

Title

SKINCARE IS IMPORTANT TO EVERYONE.HAPPY DAY AND HAPPY GLOW

Preview Update

Post settings

Labels

Separate labels by commas

No matching suggestions

Published on 9/3/23 9:17 PM

Permalink

Location

30°C Haze

Search

ENG IN 11:07 27/10/2023

Title

SKINCARE IS IMPORTANT TO EVERYONE.HAPPY DAY AND HAPPY GLOW

 Preview  Update

    Paragraph            

Ingredients like alpha hydroxy acids or beta hydroxy acids. Exfoliation helps improve skin texture and can prevent clogged pores.

3.Toning: Toning is the use of a toner or astringent to balance the skin's pH and remove any remaining traces of impurities. Some toners also provide hydration and prep the skin for the next skincare steps.

4.Serums and Treatments: Serums are concentrated products designed to address specific skincare concerns, such as fine lines, dark spots, or acne. These products often contain active ingredients like vitamins, antioxidants, or hyaluronic acid.

5.Moisturizing: Moisturizers help lock in hydration and create a protective barrier on the skin's surface. They are essential for maintaining skin health and preventing dryness and flakiness.

6.Sun Protection: Sunscreen is crucial for protecting the skin from the harmful effects of UV radiation, which can lead to premature aging, sunburn, and an increased risk of skin cancer. Daily sun protection is recommended, even on cloudy days.

7.Eye Cream: Eye creams are specially formulated to address concerns like dark circles, puffiness, and fine lines around the delicate eye area.

8.Masks: Face masks can provide additional benefits to the skin, such as deep hydration, brightening, or detoxification. These are typically used a few times a week.

Post settings

Labels

Separate labels by commas

No matching suggestions

Published on  
9/3/23 9:17 PM

Permalink

Location

Title

SKINCARE IS IMPORTANT TO EVERYONE.HAPPY DAY AND HAPPY GLOW

 Preview  Update

    Paragraph            

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Post settings

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No matching suggestions

Published on  
9/3/23 9:17 PM

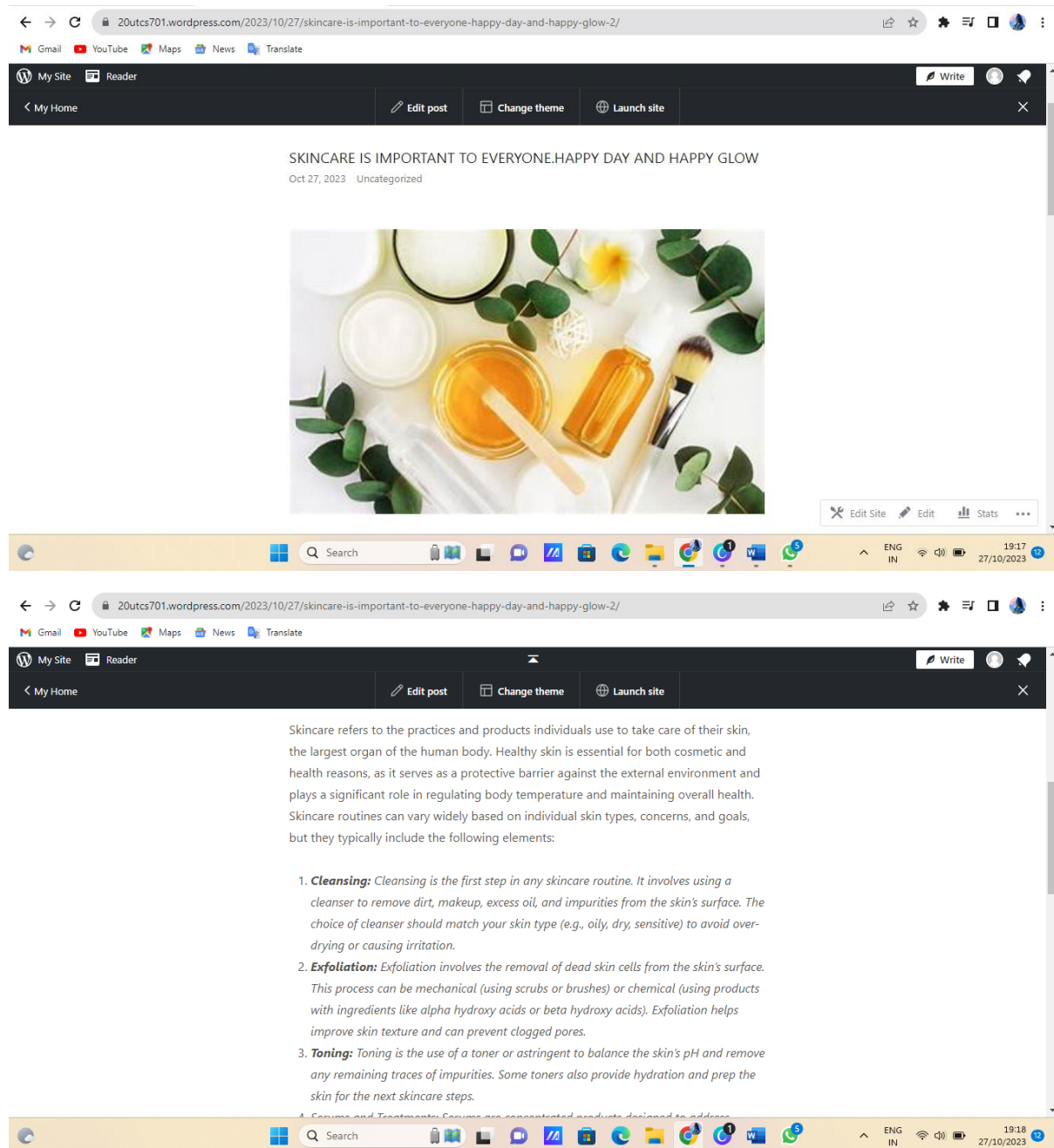
Permalink

Location

## BLOG USING WORDPRESS:


**Wordpress link:** <https://20utcs701.wordpress.com/2023/10/27/skincare-is-important-to-everyone-happy-day-and-happy-glow-2/>

### Blog Title: Glow of delights



The screenshot displays a WordPress blog post interface. At the top, the browser address bar shows the URL: [20utcs701.wordpress.com/2023/10/27/skincare-is-important-to-everyone-happy-day-and-happy-glow-2/](https://20utcs701.wordpress.com/2023/10/27/skincare-is-important-to-everyone-happy-day-and-happy-glow-2/). Below the browser, the WordPress admin bar is visible with options like 'My Site', 'Reader', 'Write', 'Edit post', 'Change theme', and 'Launch site'. The post title is 'SKINCARE IS IMPORTANT TO EVERYONE.HAPPY DAY AND HAPPY GLOW', dated 'Oct 27, 2023', and categorized as 'Uncategorized'. A featured image shows various skincare products including jars of cream, a bottle of oil, and a brush, surrounded by green leaves and a yellow flower. Below the image, the post content begins with a paragraph explaining the importance of skincare. It then lists three steps: 1. **Cleansing:** Cleansing is the first step in any skincare routine. It involves using a cleanser to remove dirt, makeup, excess oil, and impurities from the skin's surface. The choice of cleanser should match your skin type (e.g., oily, dry, sensitive) to avoid over-drying or causing irritation. 2. **Exfoliation:** Exfoliation involves the removal of dead skin cells from the skin's surface. This process can be mechanical (using scrubs or brushes) or chemical (using products with ingredients like alpha hydroxy acids or beta hydroxy acids). Exfoliation helps improve skin texture and can prevent clogged pores. 3. **Toning:** Toning is the use of a toner or astringent to balance the skin's pH and remove any remaining traces of impurities. Some toners also provide hydration and prep the skin for the next skincare steps. The bottom of the screenshot shows the Windows taskbar with various application icons and the system clock displaying 19:17 on 27/10/2023.

SKINCARE IS IMPORTANT TO EVERYONE.HAPPY DAY AND HAPPY GLOW  
Oct 27, 2023 · Uncategorized



Skincare refers to the practices and products individuals use to take care of their skin, the largest organ of the human body. Healthy skin is essential for both cosmetic and health reasons, as it serves as a protective barrier against the external environment and plays a significant role in regulating body temperature and maintaining overall health. Skincare routines can vary widely based on individual skin types, concerns, and goals, but they typically include the following elements:

1. **Cleansing:** Cleansing is the first step in any skincare routine. It involves using a cleanser to remove dirt, makeup, excess oil, and impurities from the skin's surface. The choice of cleanser should match your skin type (e.g., oily, dry, sensitive) to avoid over-drying or causing irritation.
2. **Exfoliation:** Exfoliation involves the removal of dead skin cells from the skin's surface. This process can be mechanical (using scrubs or brushes) or chemical (using products with ingredients like alpha hydroxy acids or beta hydroxy acids). Exfoliation helps improve skin texture and can prevent clogged pores.
3. **Toning:** Toning is the use of a toner or astringent to balance the skin's pH and remove any remaining traces of impurities. Some toners also provide hydration and prep the skin for the next skincare steps.

4. **Exams and Treatments:** Exams are concentrated products designed to address

