

# RAJBHOG Online Store

CS519A – Individual Project

## Quick Review:

Home Page URL: <http://rajbhog.pswebstore.com/>

SEO Keywords: 1) kaju fudge rajbhog

2) gujiya rajbhog

SEM Keywords: gujiya rajbhog

*Note: My ads will be coming either at bottom of 1<sup>st</sup> page or 2<sup>nd</sup> page.*

A/B testing description: Original Page – Background color – WHITE

Variant 1 – Background color – YELLOW

Variant 2 – Background color – GREEN

## Google Analytics Reporting:

The screenshot shows the Google Analytics Admin interface for the property 'Rajbhog Sweets'. The 'Tracking ID' is UA-69800866-1, and the status is 'Receiving Data'. The 'Tracking Code' is displayed in a code block, and the 'PHP Implementation' section provides instructions for integrating the code into a PHP template page.

**Tracking ID:** UA-69800866-1

**Status:** Receiving Data

**Website tracking**

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

**This is your tracking code. Copy and paste it into the code of every page you want to track.**

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r,i[r]=i[r]||function(){
  ([r,q]=[r,q||[]].push(arguments)),i[r].l=1*new Date(),a=s.createElement(o),
  m=s.getElementsByTagName(o)[0],a.async=1,a.src=g,m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-69800866-1', 'auto');
ga('send', 'pageview');
</script>
```

**PHP Implementation** OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately after the opening <body> tag:

```
<body>
  <?php include("analyticstracking.php") ?>
  <!-- Your content -->
```

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## Introduction

[RAJBHOG](#) Online Store is created as a part of the individual project for CS519 course. This online store is created by Mehul Gupta (CWID # 10404643), the information used is with permission of the owners of [RAJBHOG Sweets](#).

This webstore will serve as an extension to the already functioning physical store. It was created with the aim of capturing the essence of the changing business model of RAJBHOG Sweets and nurturing the requirements of the modern internet driven society. Using the RAJBHOG online store a user can dwell into the delicious, tasty, mouth-watering and authentic world of Indian sweets / desserts / chocolates. The user can order the delicious sweets / candy from anywhere in the world. RAJBHOG sweets currently has limitation in terms of shipping and delivery and so is limited within the 15km radius of the physical store.

Also, the customer can be a part of RAJBHOG sweets' campaign "*Happiness for all*", and can contribute to spread the message of Love, Happiness and Celebrations.

## 1. Tour of RAJBHOG Online Store

Welcome to the Online Store of RAJBHOG Sweets.

### 1.1. Home Page

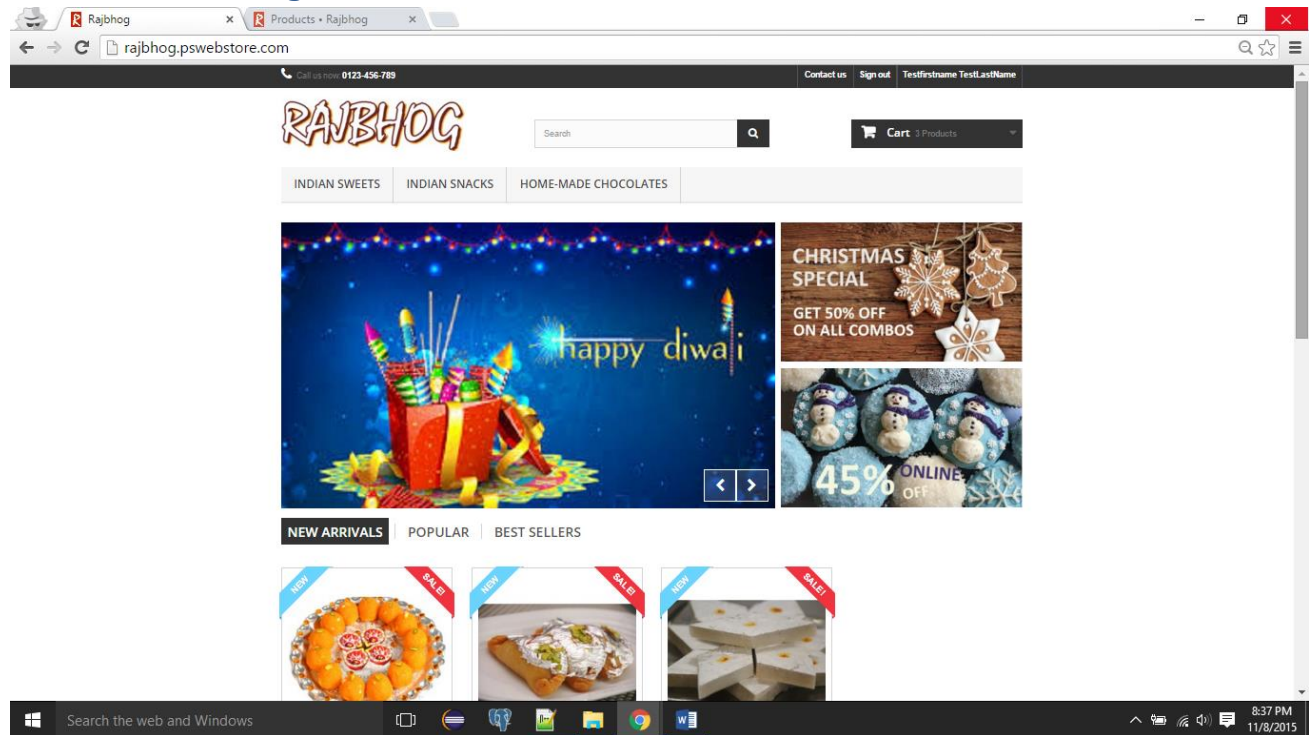


Figure 1 Home Page

## 1.2. Category page

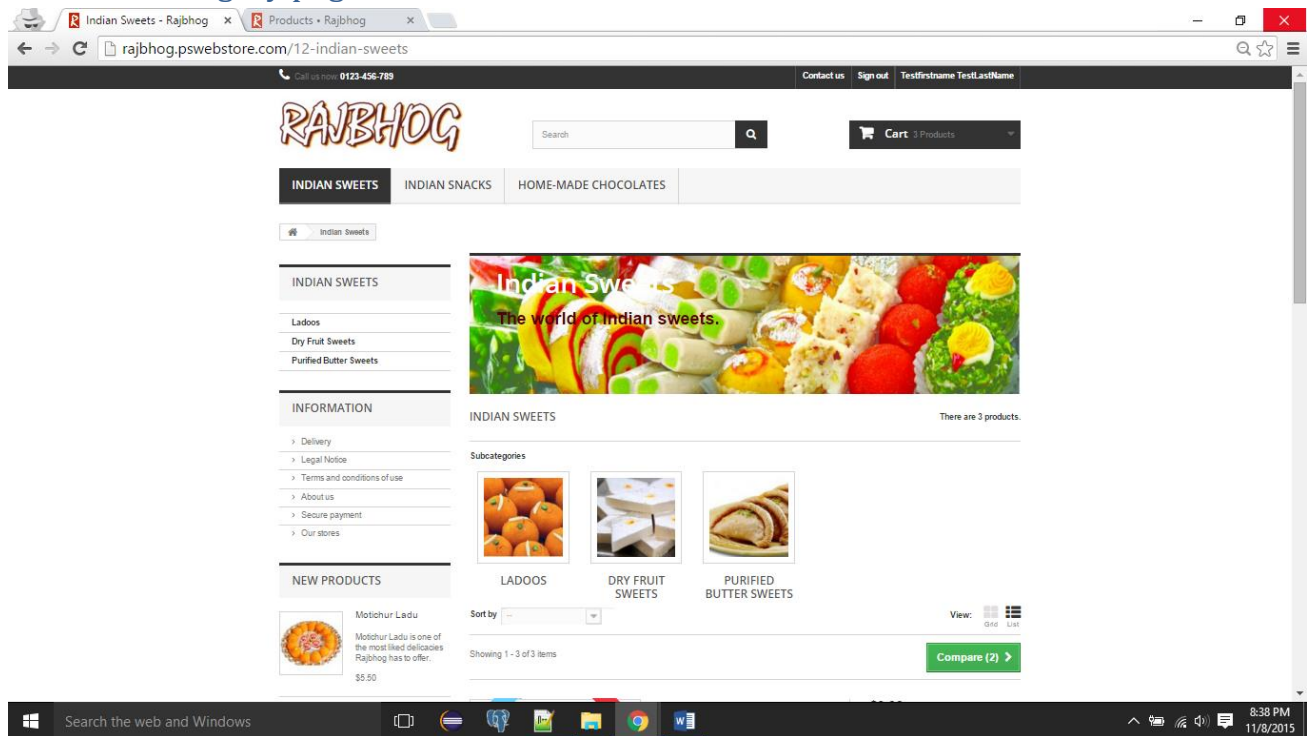


Figure 2 Indian Sweets Category Page

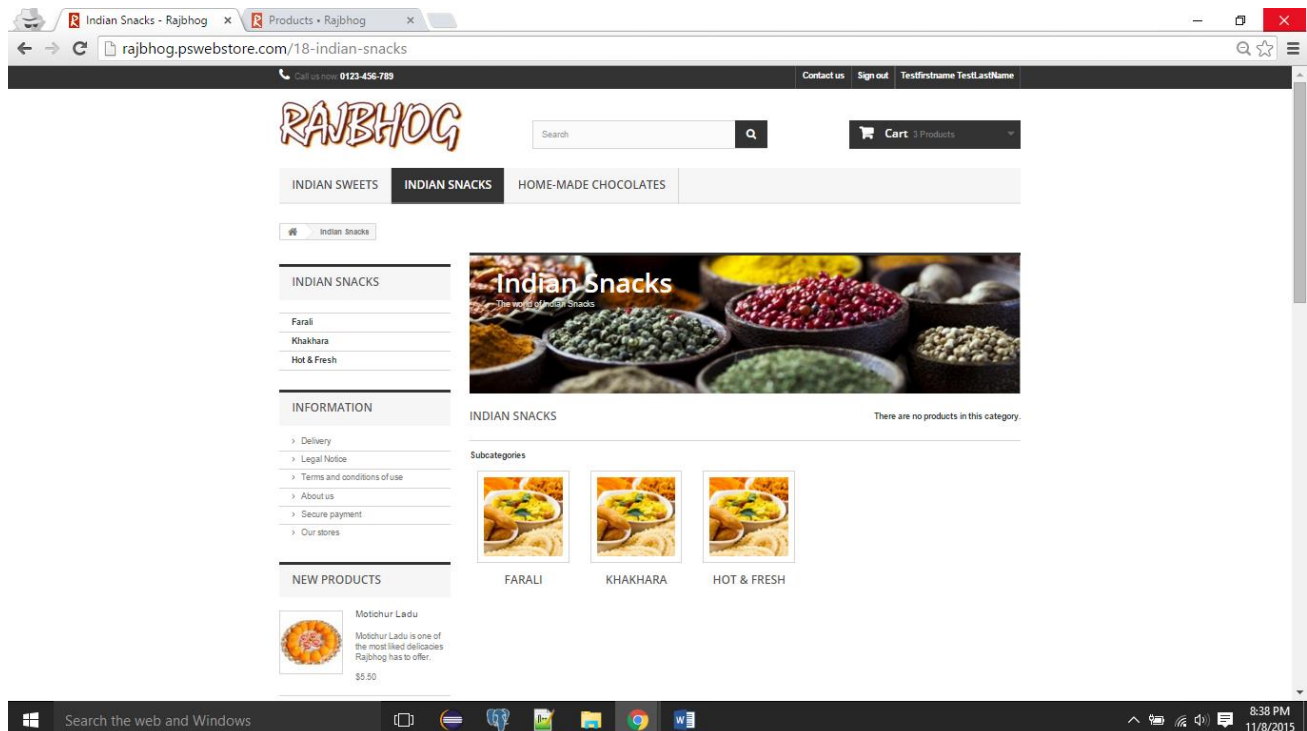


Figure 3 Indian Snacks Category Page

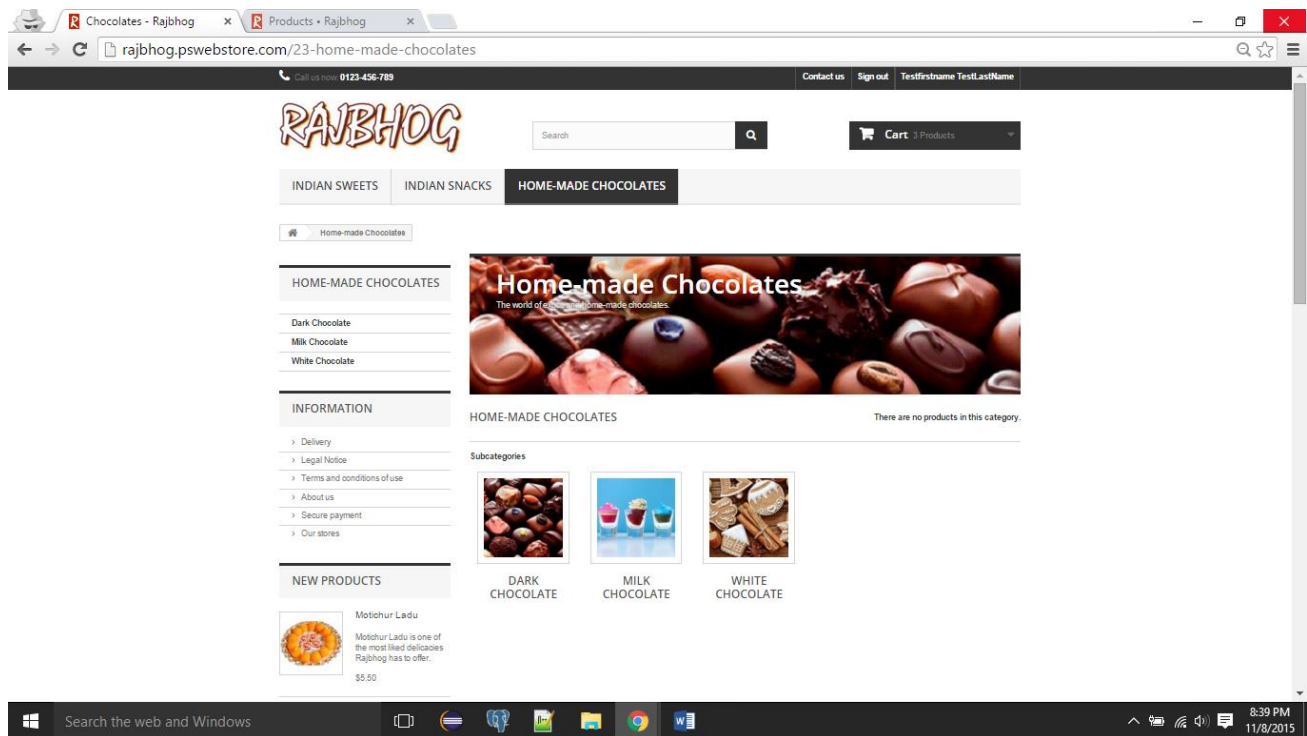


Figure 4 Chocolates Category Page

## 1.3. Product page

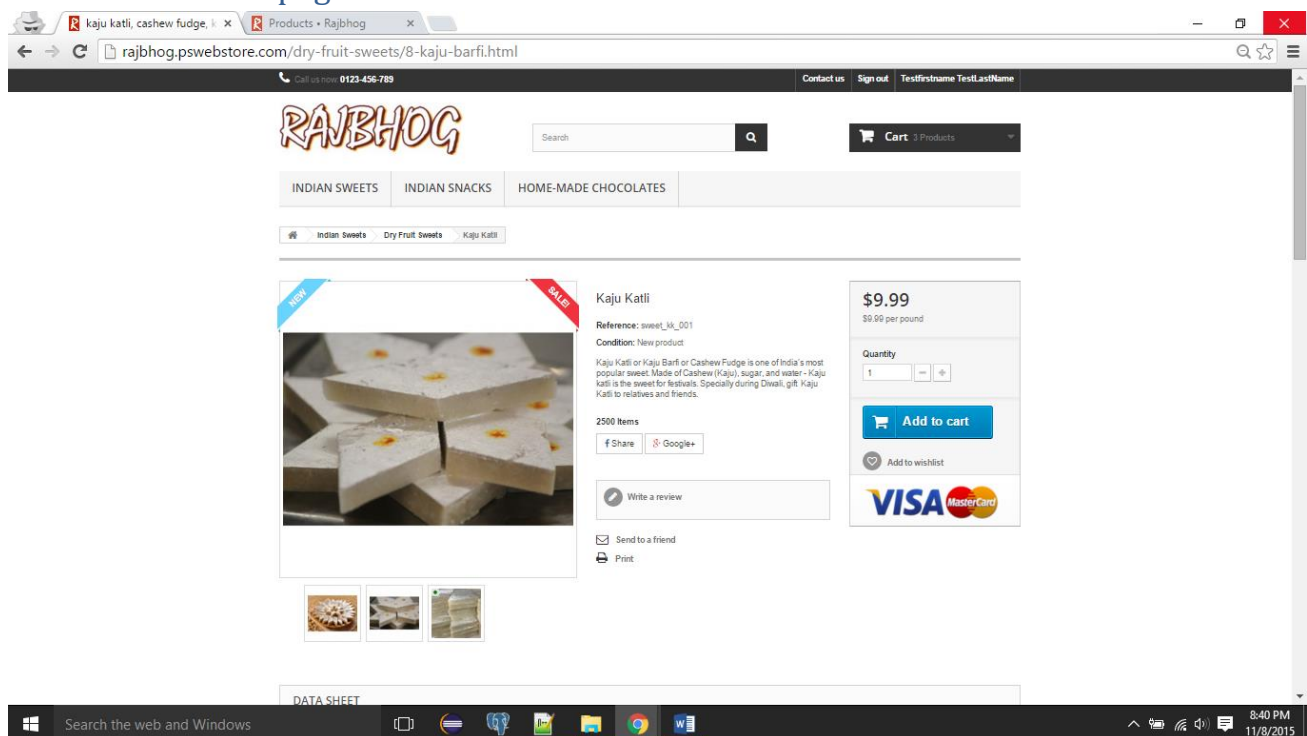


Figure 5 Descriptive Product Page - Kaju Katli



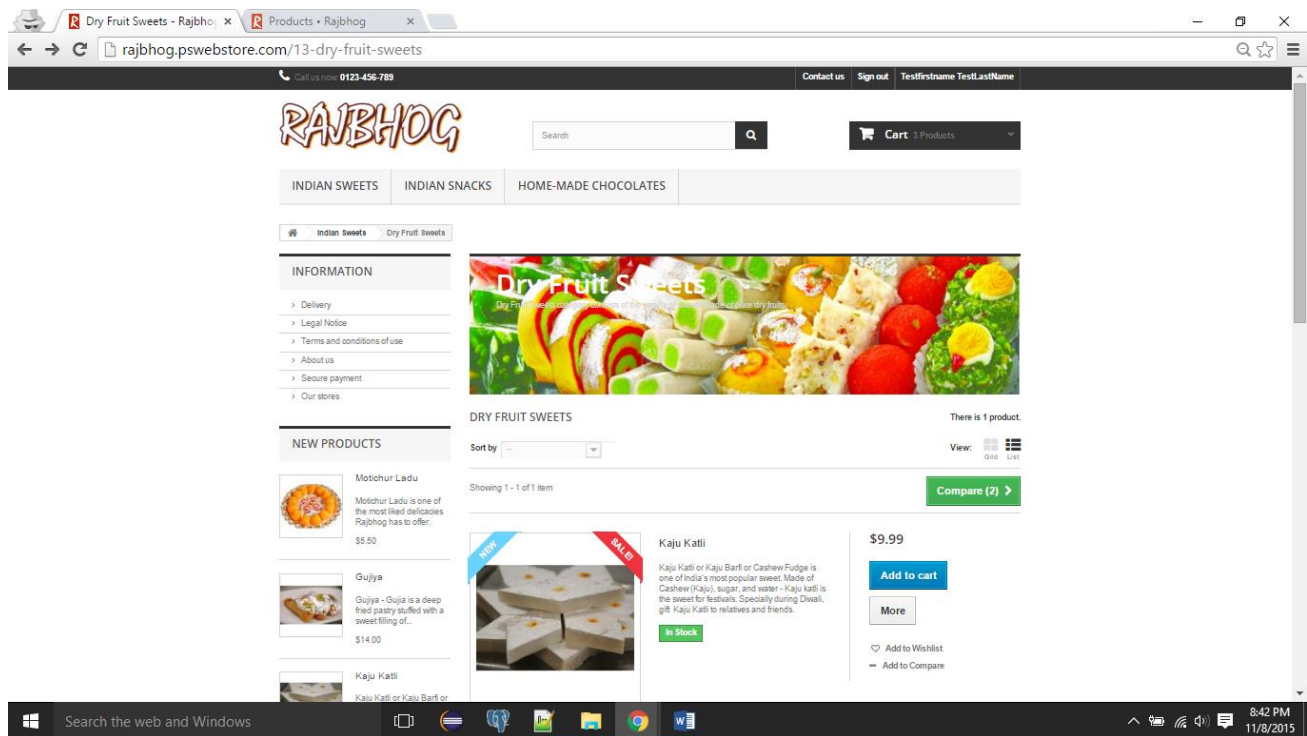


Figure 6 Quick Access Product Page

## 1.4. Create Account Page

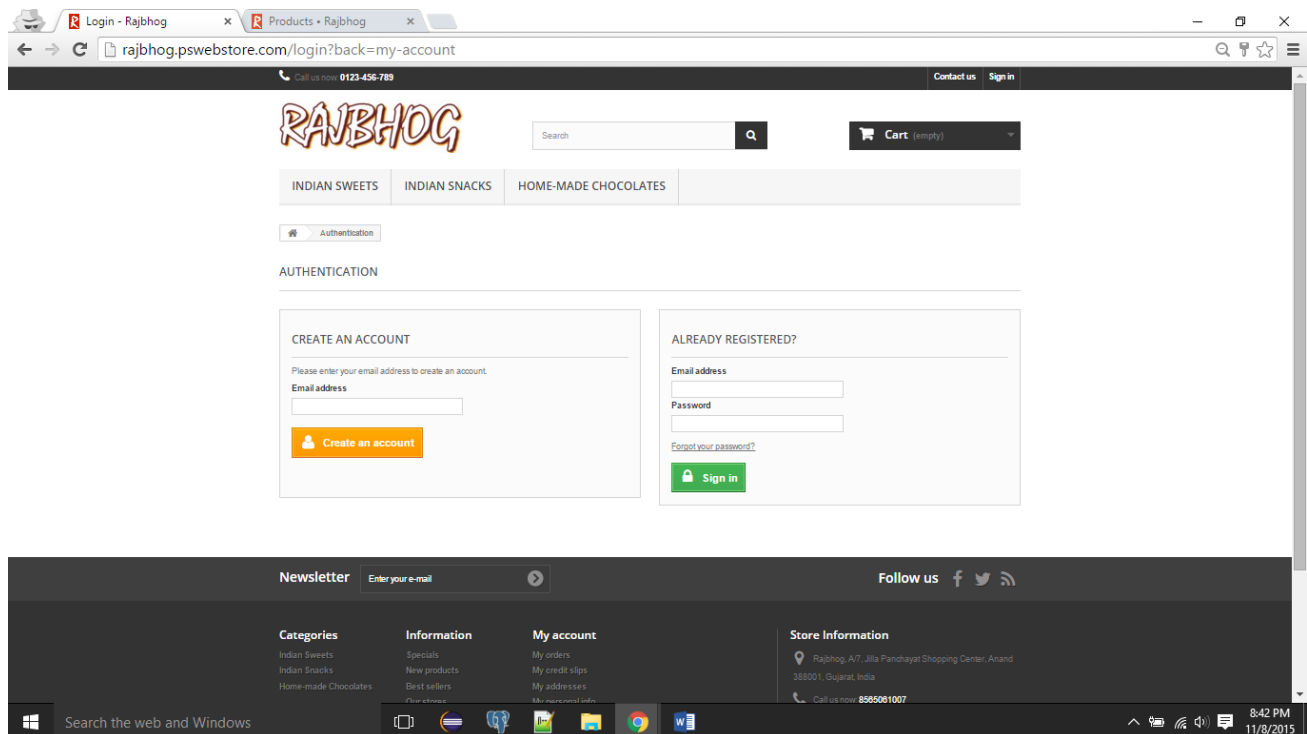


Figure 7 Sign In / Register Page

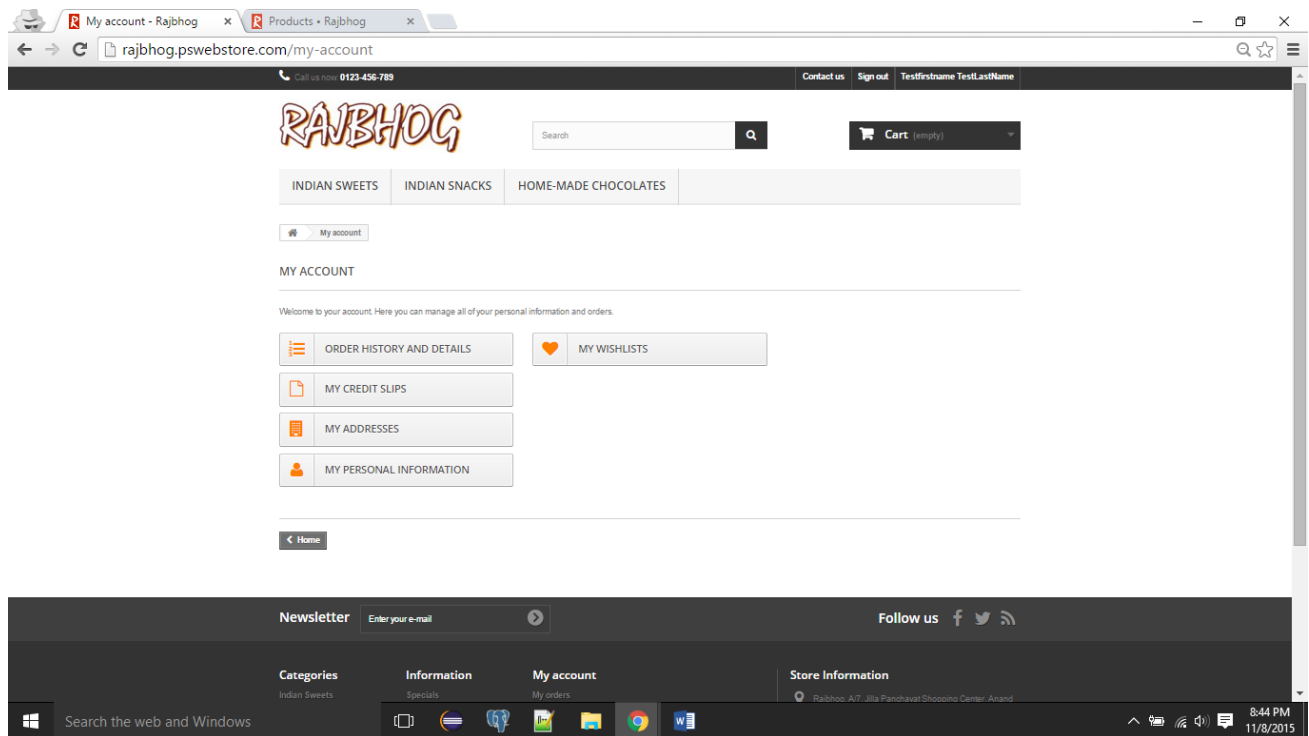


Figure 8 My Account Home Page

## 1.5. Shopping Cart page

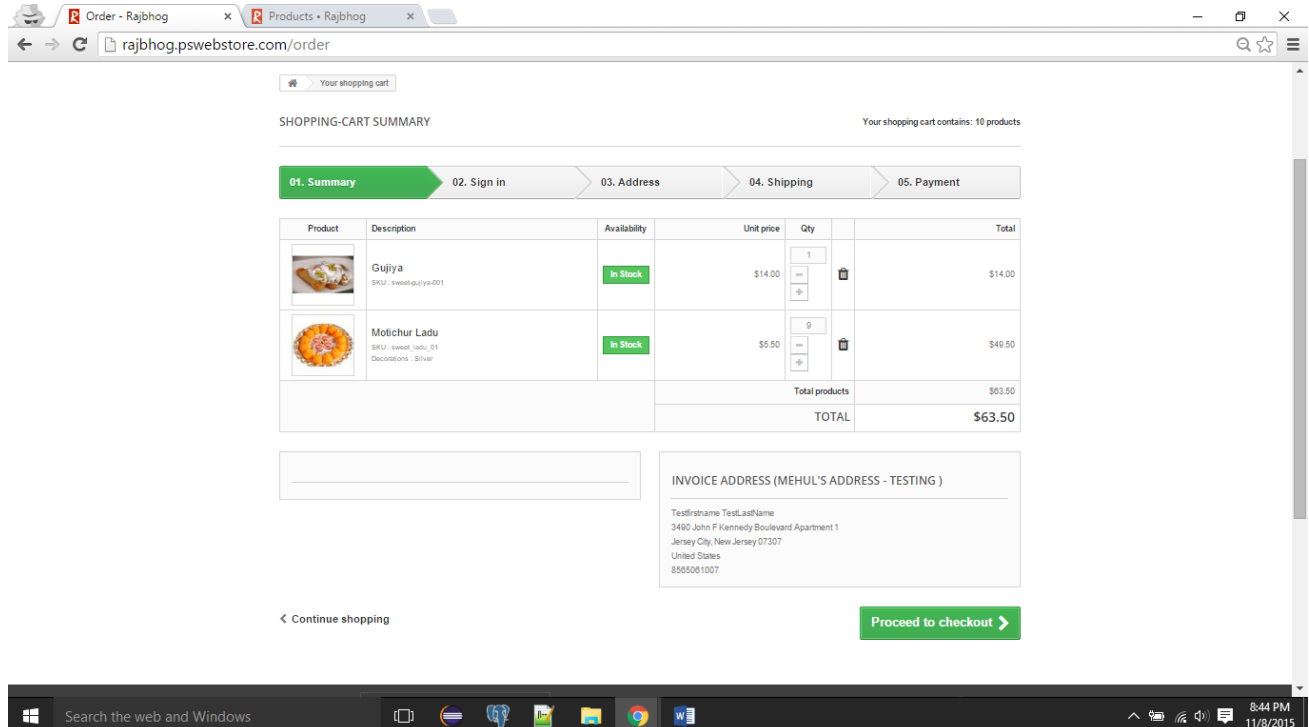


Figure 9 Shopping Cart Summary Page



## 1.6. Address Confirmation Page

Figure 10 Address Confirmation Page

## 1.7. Shipping Options page

Figure 11 Shipping Options Page

## 1.8. Payment Method Selection & Order Summary Page

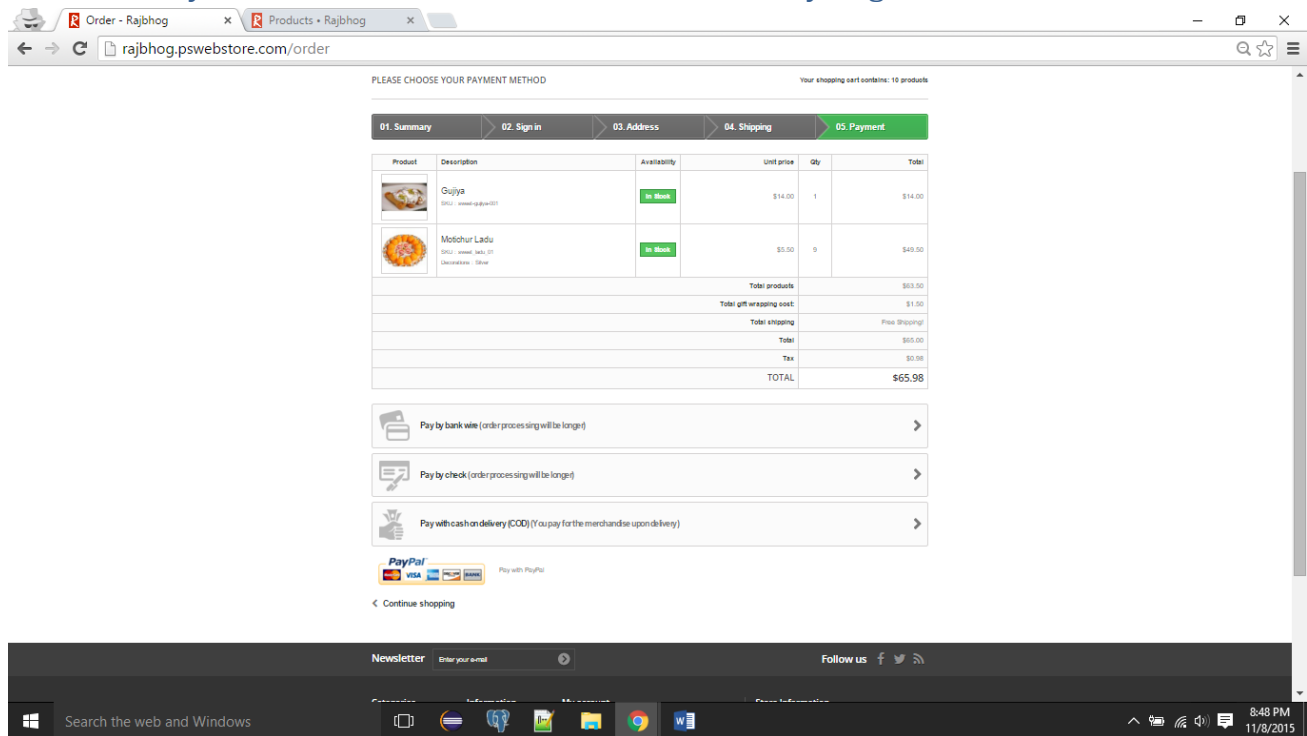


Figure 12 Payment Method Selection & Order Summary Page

## 1.9. Payment Page

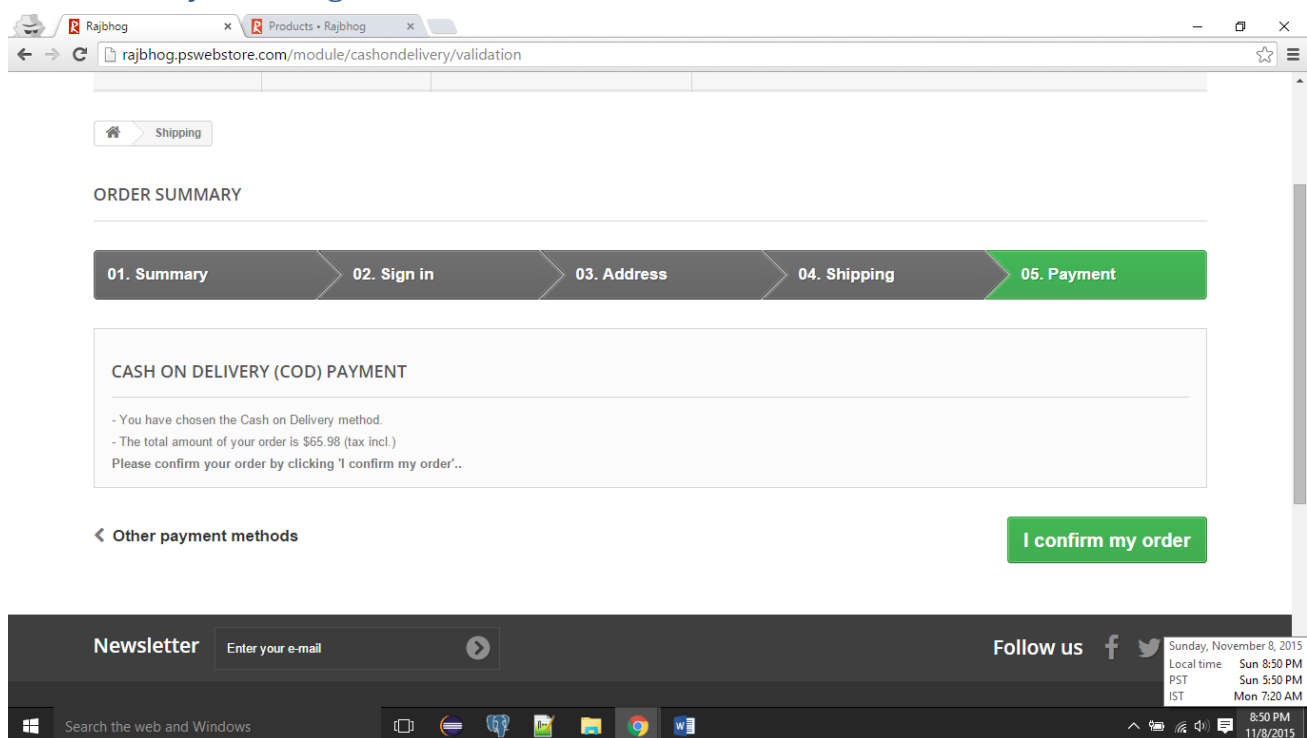


Figure 13 Payment Page

## 1.10. Checkout page

### 1.10.1. Order Confirmation Page

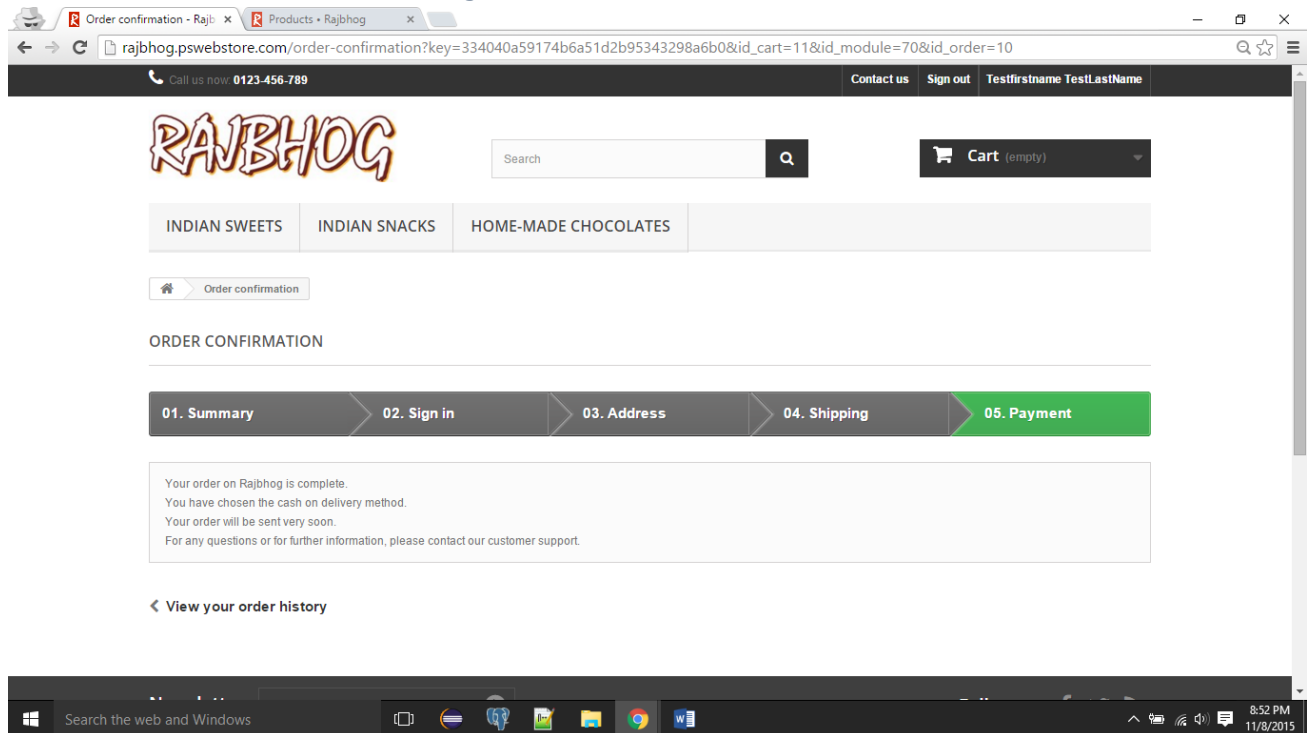


Figure 14 Order Confirmation Page

### 1.10.2. Order Confirmation Email

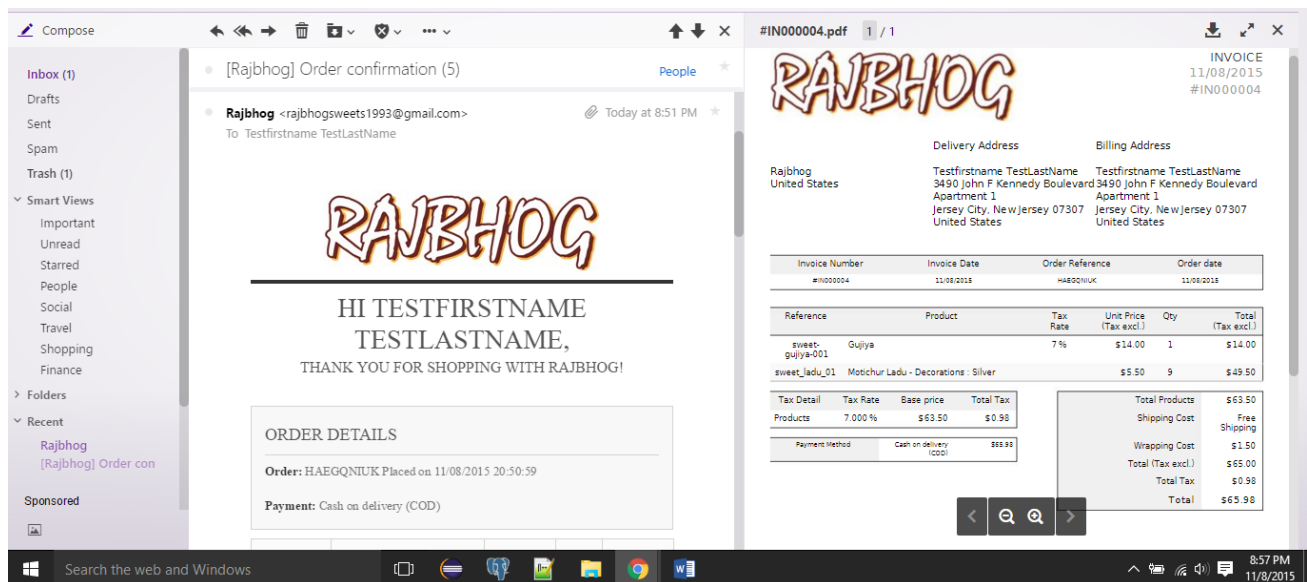


Figure 15 Order Confirmation Email & Invoice

## 1.10.3. Order Tracking Page

**FOLLOW YOUR ORDER'S STATUS STEP-BY-STEP**

Date	Status
11/08/2015	Processing in progress

**DELIVERY ADDRESS (MEHUL'S ADDRESS - TESTING )**  
 Testfirstname TestLastName  
 3400 John F Kennedy Boulevard Apartment 1  
 Jersey City, New Jersey 07307  
 United States  
 9595081007

**INVOICE ADDRESS (MEHUL'S ADDRESS - TESTING )**  
 Testfirstname TestLastName  
 3400 John F Kennedy Boulevard Apartment 1  
 Jersey City, New Jersey 07307  
 United States  
 9595081007

Reference	Product	Quantity	Unit price	Total price
sweet-guiya-001	Guiya	1	\$14.00	\$14.00
sweet_ladu_01	Motichur Ladu - Decorations : Silver	9	\$5.50	\$49.50
Items (tax excl.)			\$63.50	
Items (tax incl.)			\$64.48	
Total gift wrapping cost			\$1.50	
Shipping & handling (tax incl.)			\$0.00	
<b>Total</b>				<b>\$65.98</b>

Date	Carrier	Weight	Shipping cost	Tracking number
11/08/2015	My carrier	23.500 lb	\$0.00	-

Figure 16 Follow up & order tracking page

## 1.10.4. View Order History page

**RAJBHOG**

Search

**Cart** (empty)

INDIAN SWEETS INDIAN SNACKS HOME-MADE CHOCOLATES

My account Order history

**ORDER HISTORY**

Here are the orders you've placed since your account was created.

Order reference	Date	Total price	Payment	Status	Invoice	
HAEGQNIUK	11/08/2015	\$65.98	Cash on delivery (COD)	Processing in progress	PDF	Details > Reorder
YWAEVOMYG	11/08/2015	\$3,002.50	Payment by check	Awaiting check payment	-	Details > Reorder
SZQIVXTTG	11/08/2015	\$58.98	Cash on delivery (COD)	Delivered	PDF	Details > Reorder
PEQYDETQW	11/07/2015	\$29.97	Cash on delivery (COD)	Delivered	PDF	Details > Reorder
EKHEFVANVI	11/07/2015	\$9.99	Bank wire	Delivered	PDF	Details > Reorder

[Back to Your Account](#) [Home](#)

Newsletter  Enter your e-mail

Follow us [f](#) [t](#) [r](#)

Figure 17 User Order History Page

## 2. A/B Testing

Website: <http://rajbhog.pswebstore.com/23-home-made-chocolates>

NOTE: Even if in incognito mode, Please Clear Browsing Data (clear everything) after every page view.

### Original Page – Background color -WHITE

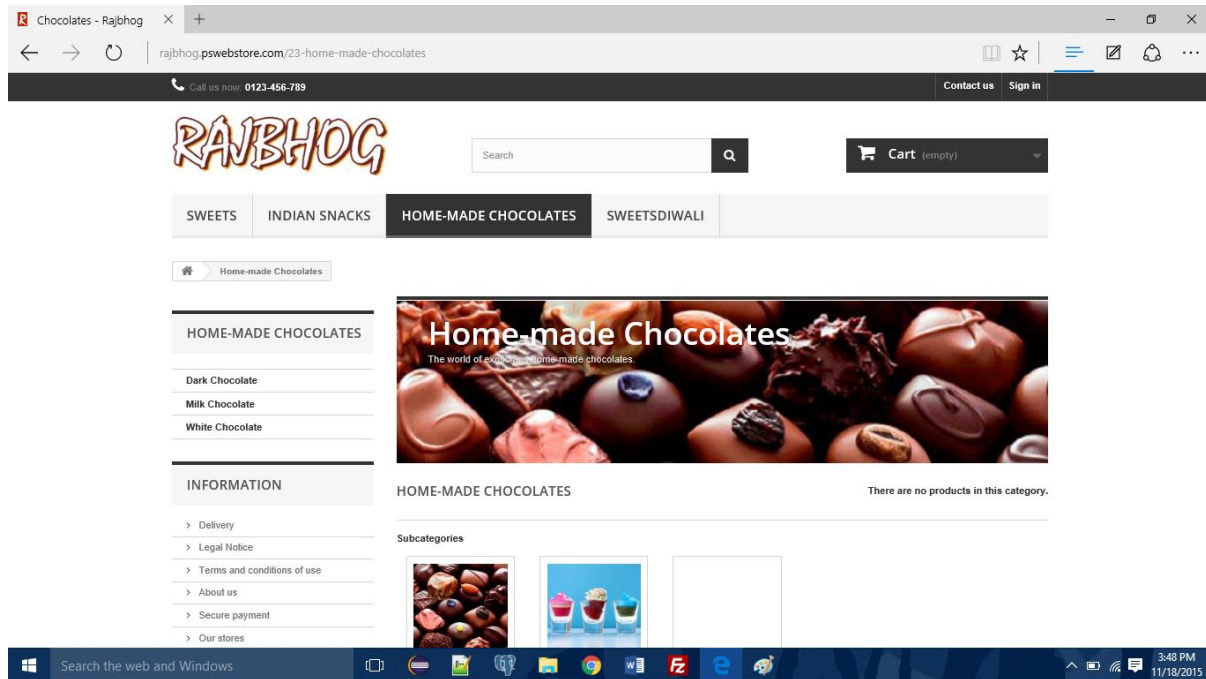


Figure 18 Original Page on Edge Browser

## Variant 1 – Background color -YELLOW

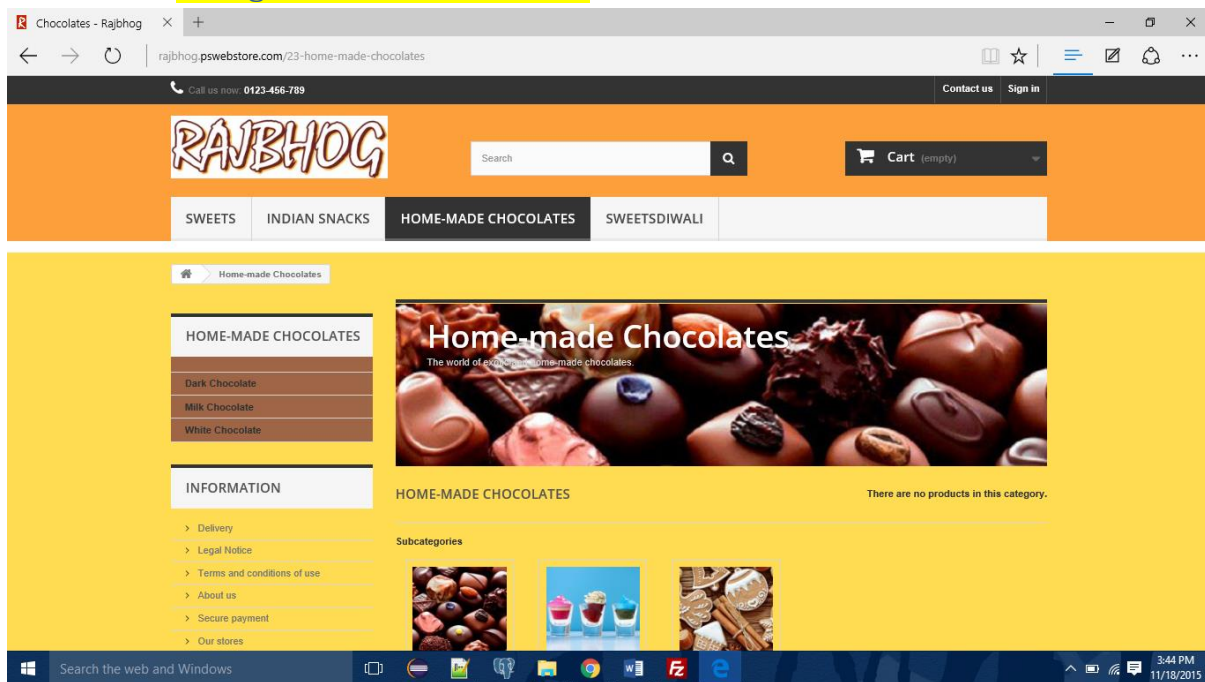


Figure 19 Variant 1 on Edge Browser

## Variant 2 – Background color -GREEN

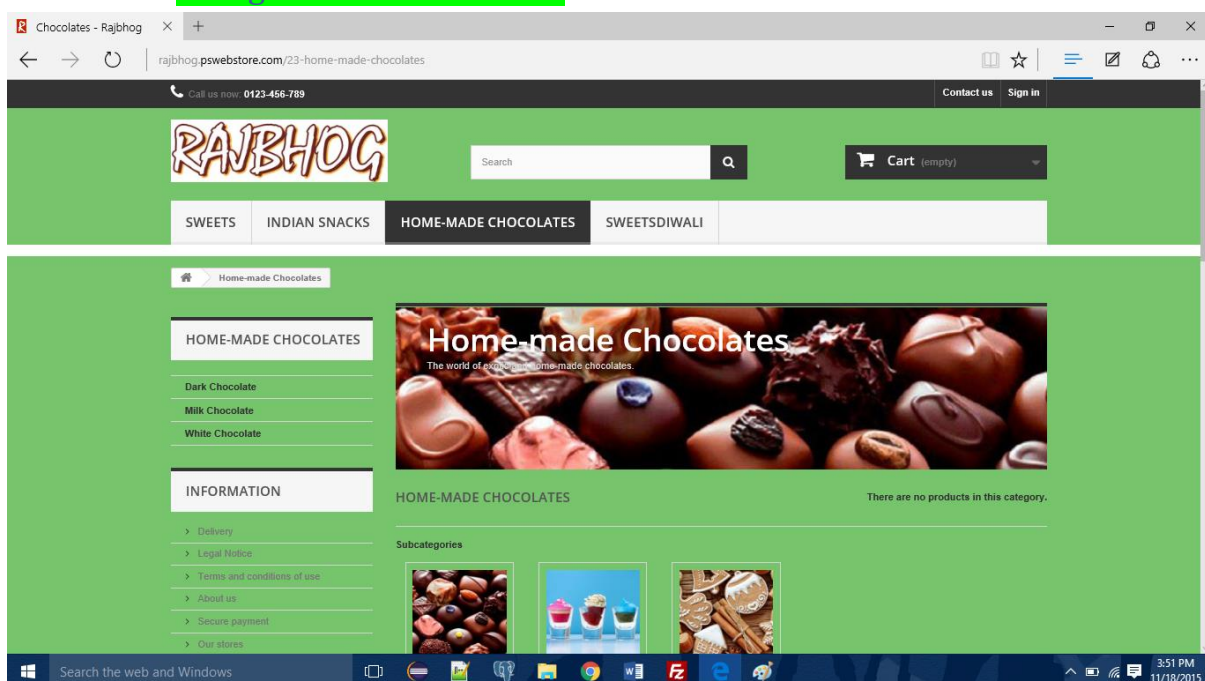


Figure 20 Variant 2 on Edge Browser



## 3. Google Analytics

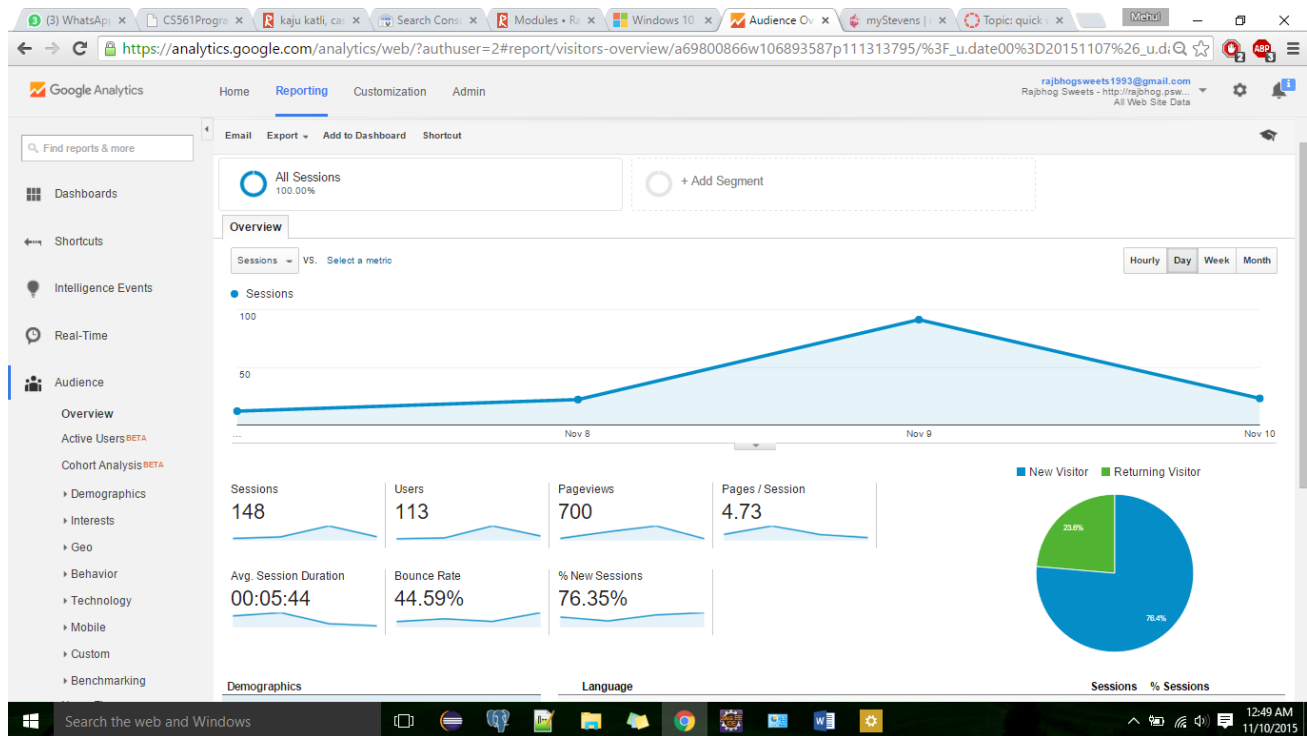


Figure 21 Google analytics home page - live

### Step 1: Create Google Analytics account, to get a tracking Id.

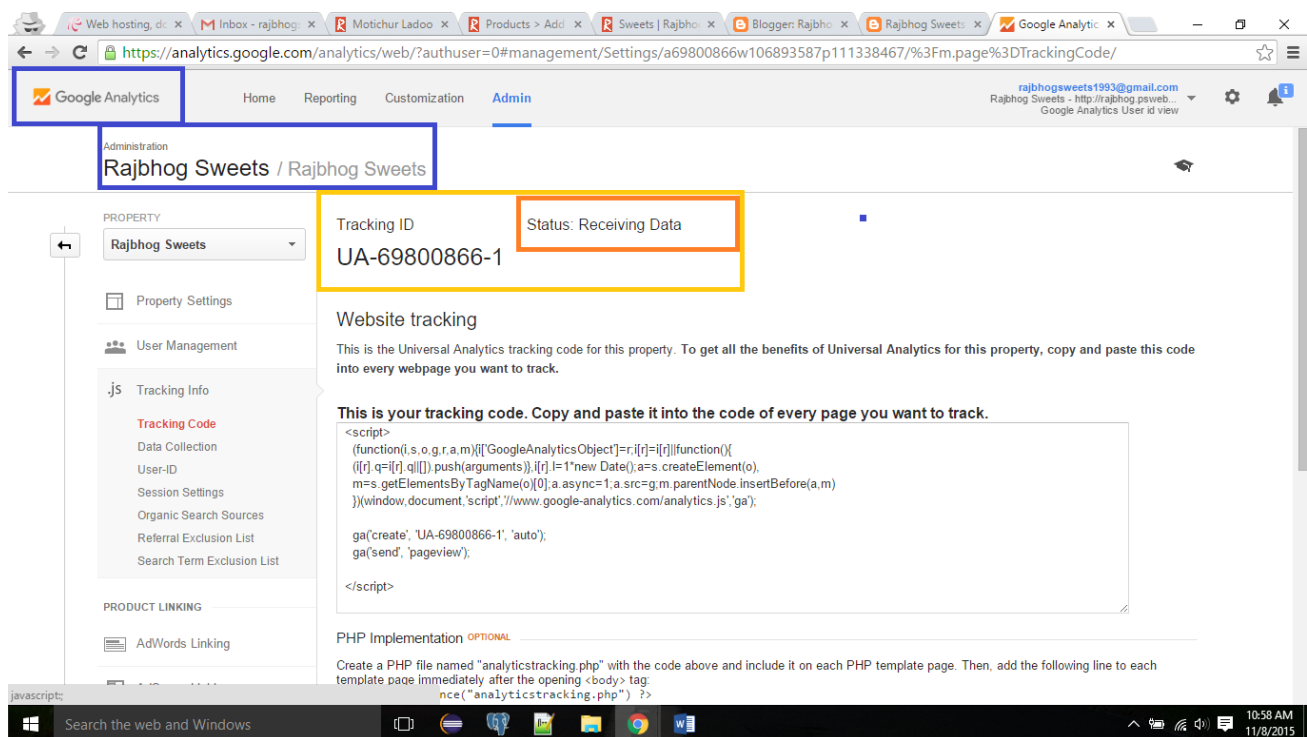


Figure 22 Create Google Analytics account, to get a tracking Id.

## Step 2: Adding Google Analytics to your Prestashop store.

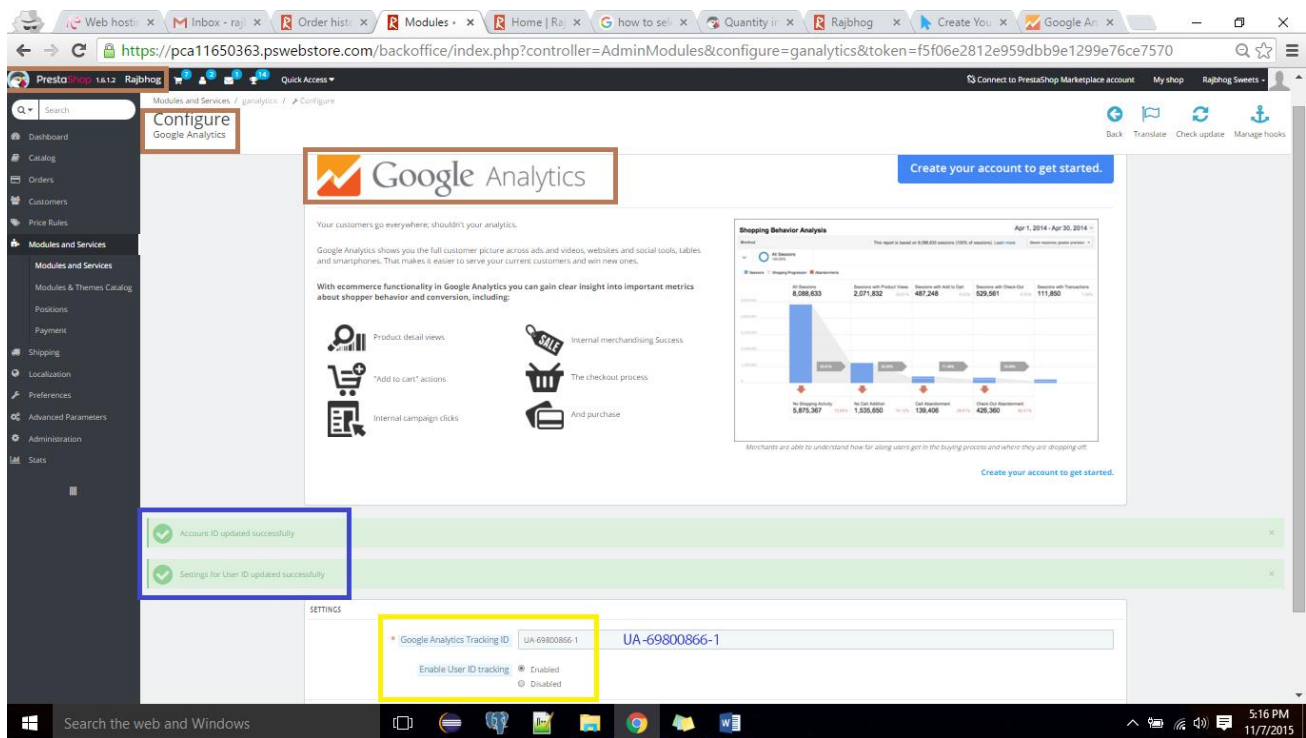


Figure 23 Adding Google Analytics to your Prestashop store.

## Step 3: Adding the google analytics JavaScript to the footer.tpl file

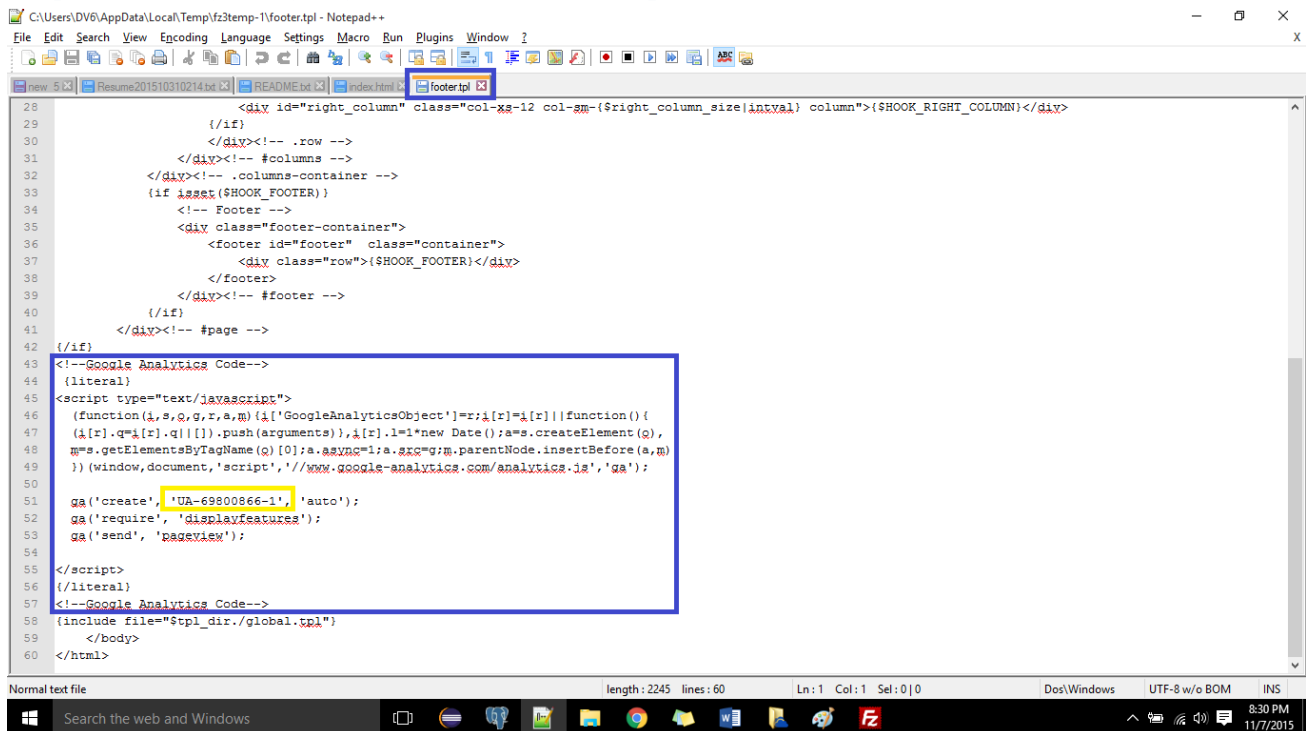


Figure 24 Adding the google analytics JavaScript to the footer.tpl file

**Note:** Normally google instantly starts tracking the website. But if the tracking does not start immediately then - Wait for a day for google to reflect changes.

## 4. SEO

**Website:** <http://rajbhog.pswebstore.com/>

**Keywords:** 1) kaju fudge rajbhog

2) gujiya rajbhog

**Search Result (using Google's Chrome and Microsoft's Edge Browser):** Keyword – “kaju fudge rajbhog”:

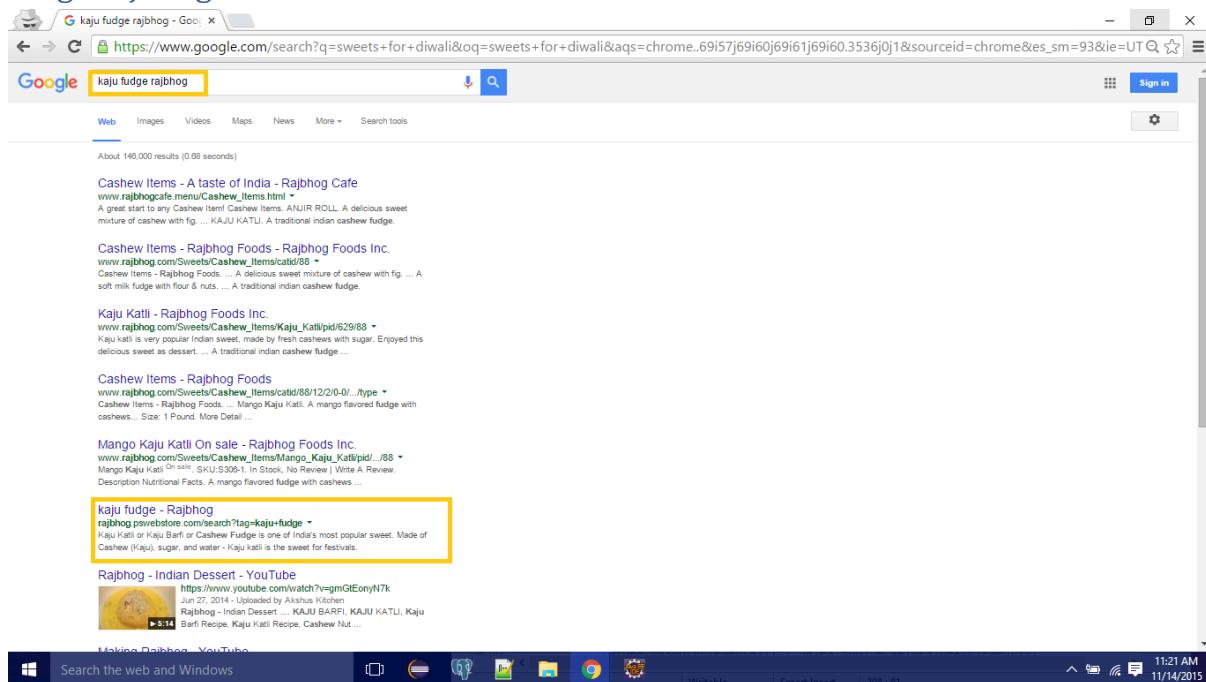


Figure 25 Keywords "kaju fudge rajbhog" in chrome

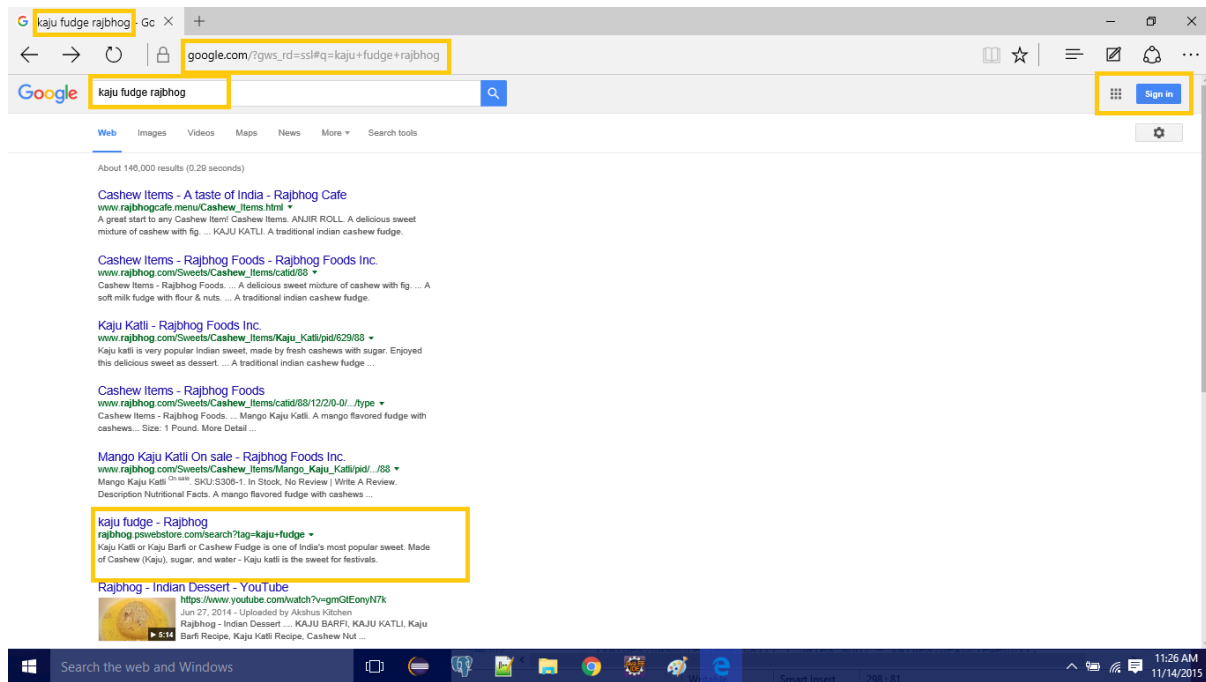


Figure 26 keywords "kaju fudge rajbhog" in Edge browser

## Search Result (using Google's Chrome and Microsoft's Edge Browser): Keyword – "gujiya rajbhog":

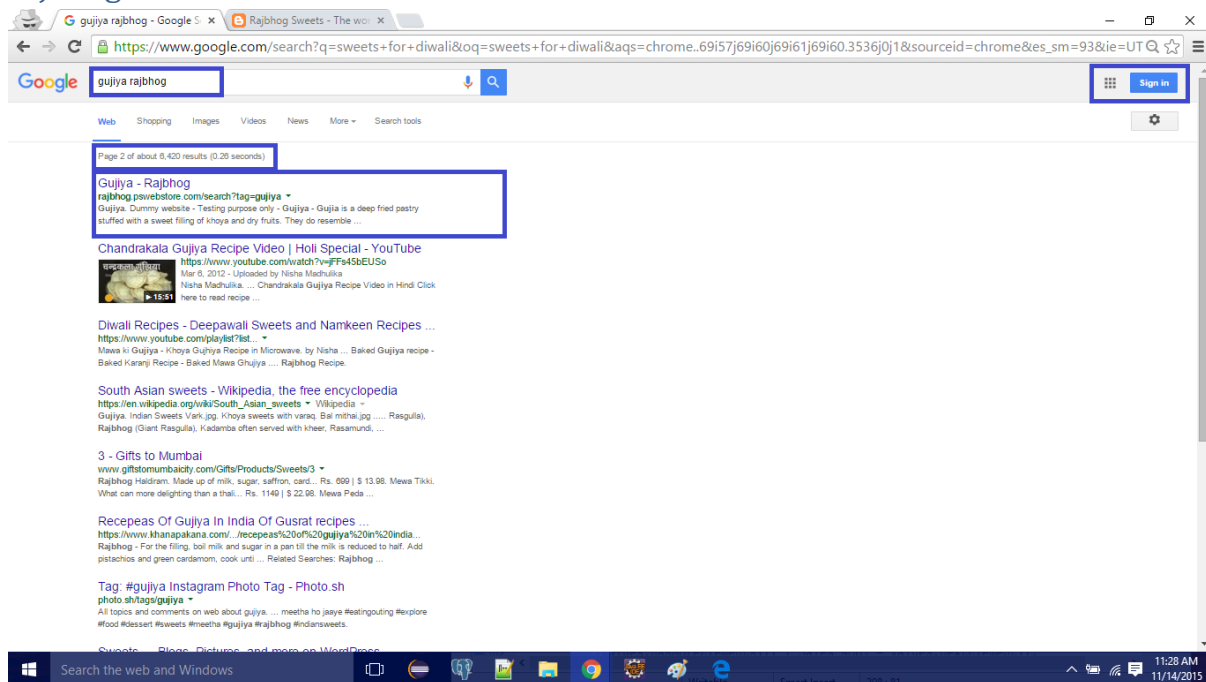


Figure 27 keyword "gujiya rajbhog" in chrome

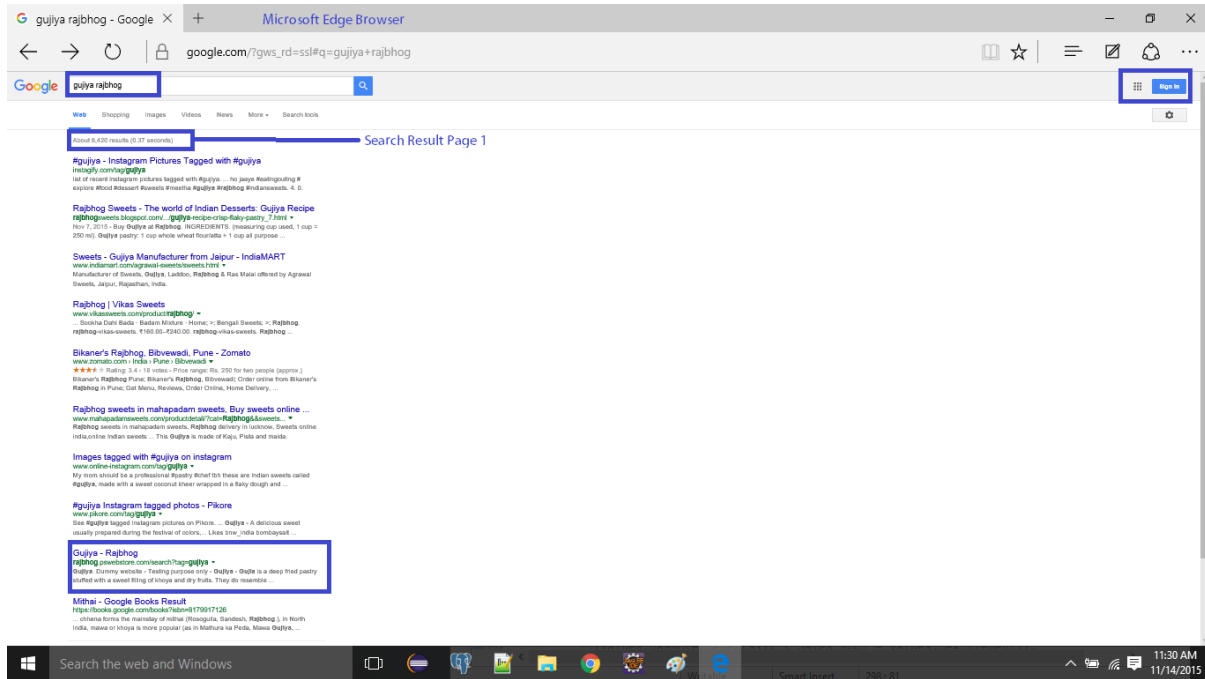


Figure 28 keyword "gujiya rajbhog" in Edge browser

## 5. SEM – Paid Search

Keywords: Gujiya rajbhog

Note: The Ad is coming on the bottom of the page.

Google Adwords Admin Page:

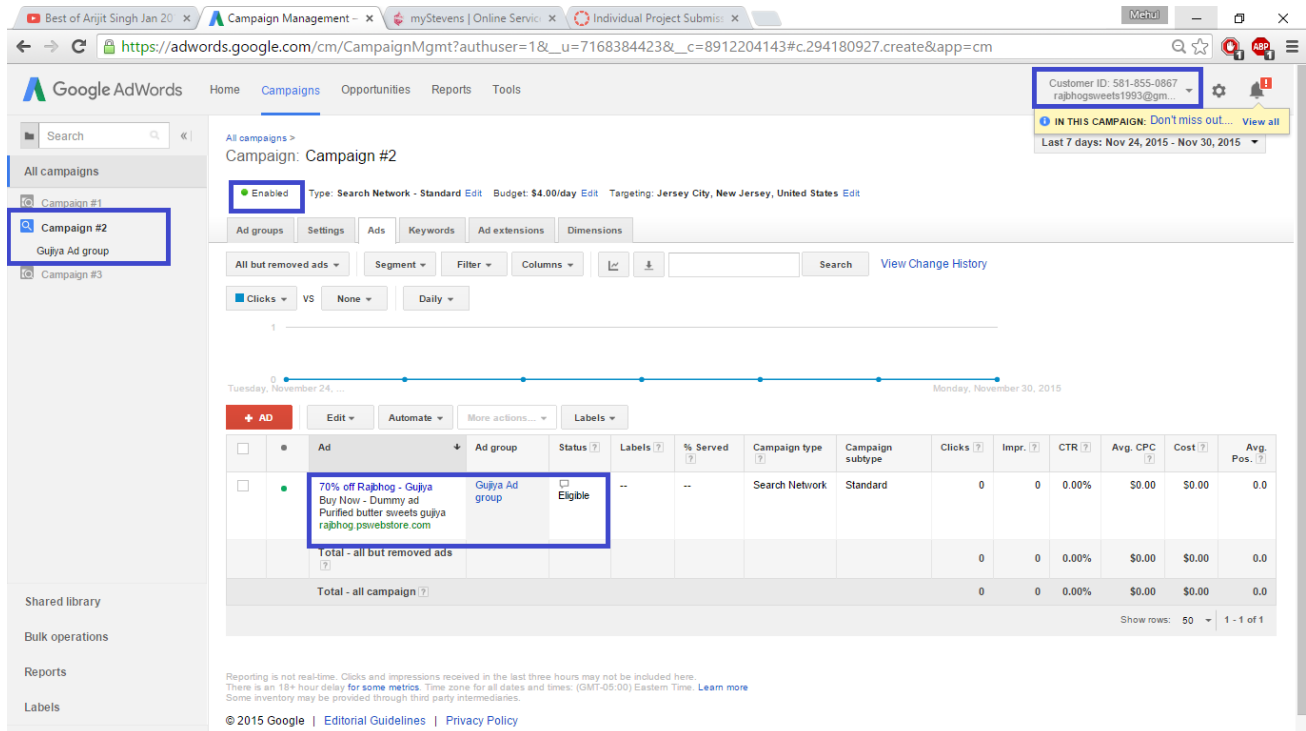


Figure 29 Google Adwords Admin Page

## SEM Example – Keywords: “gujiya rajbhog”

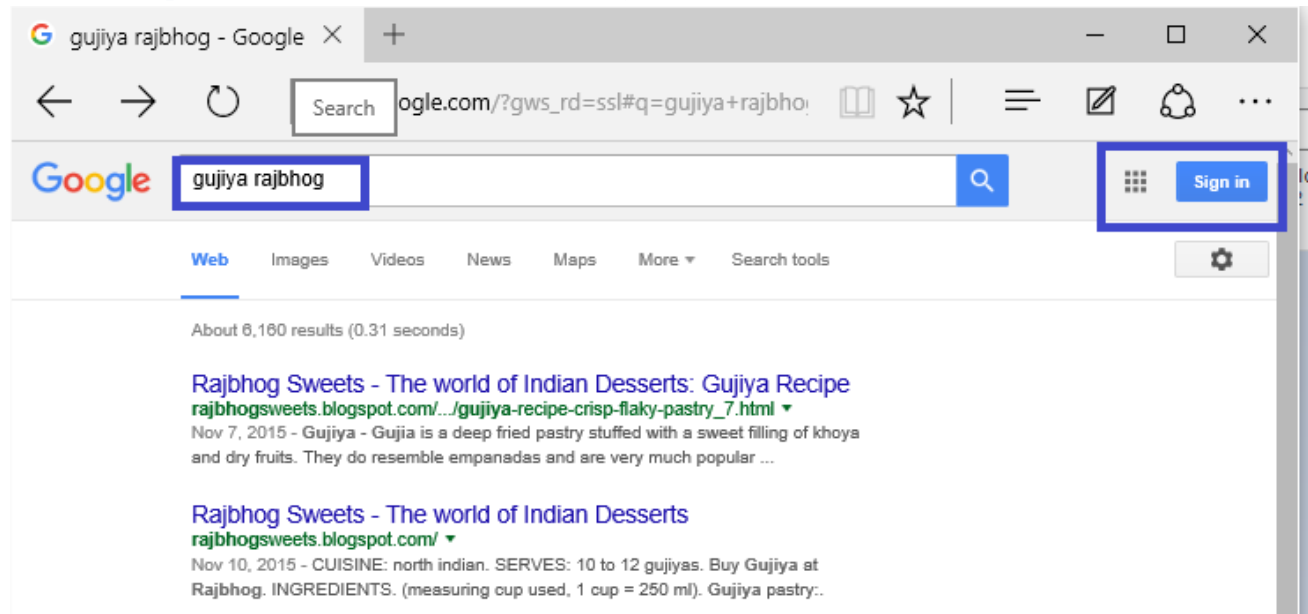


Figure 30 SEM – Gujiya Rajbhog



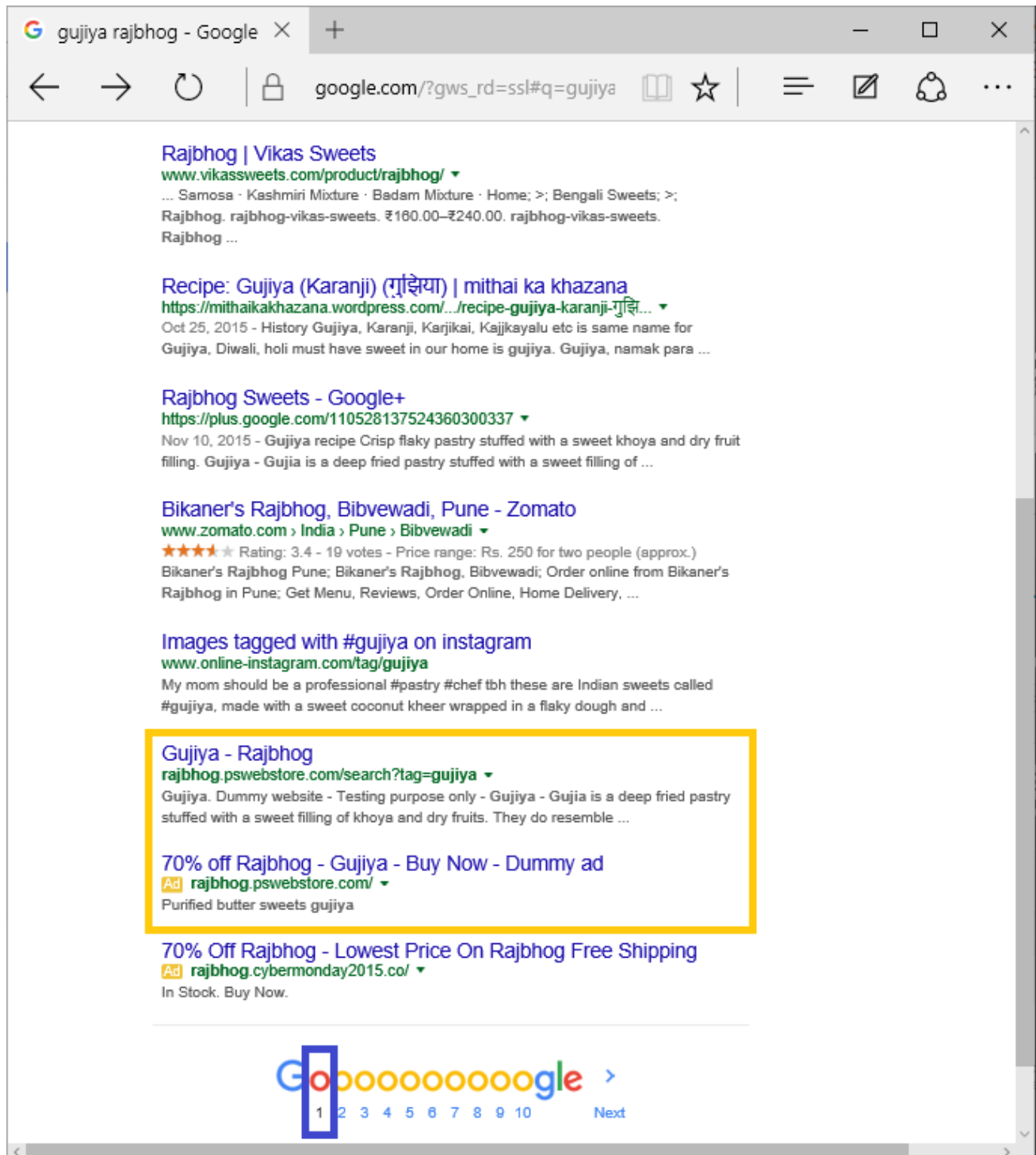


Figure 31 SEM - Gujiya Rajbhog