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 1ˢᵗ page or 2ⁿᵈ page.

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

Variant 1 – Background color – YELLOW

Variant 2 – Background color – GREEN

Google Analytics Reporting:

Online Store

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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.

Online 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
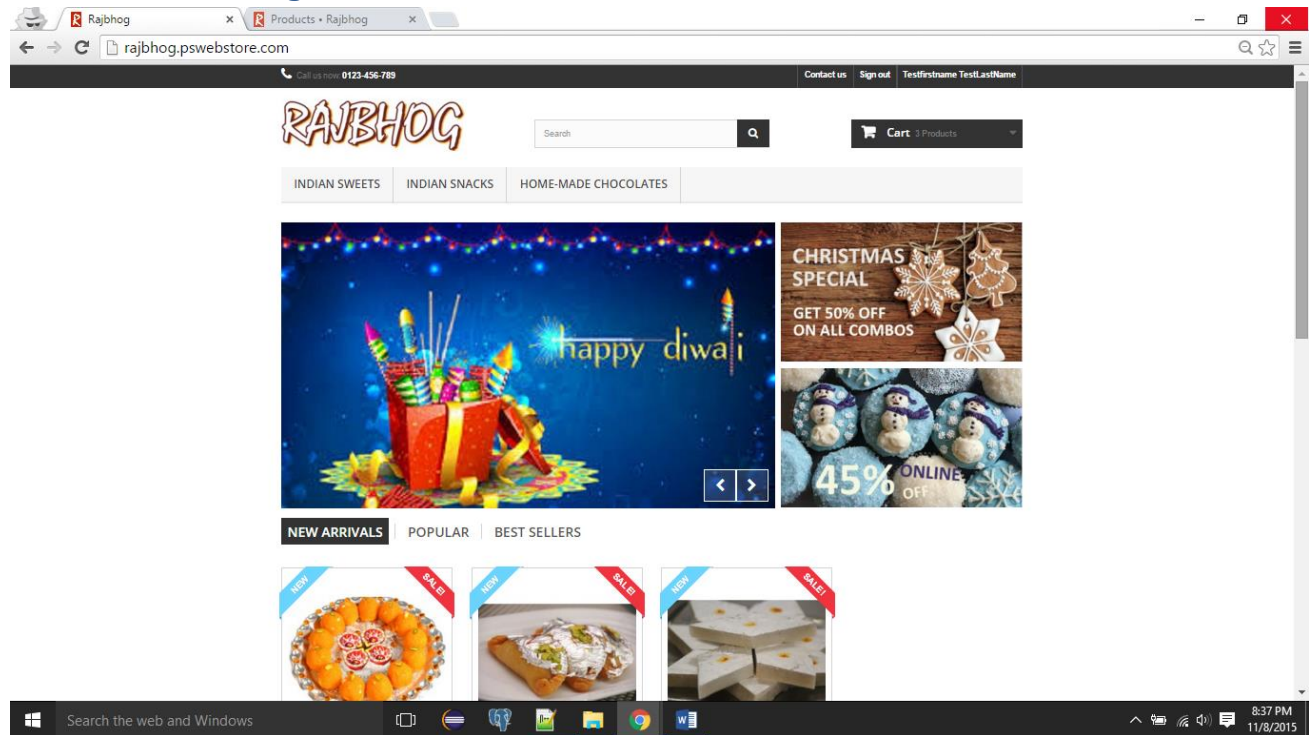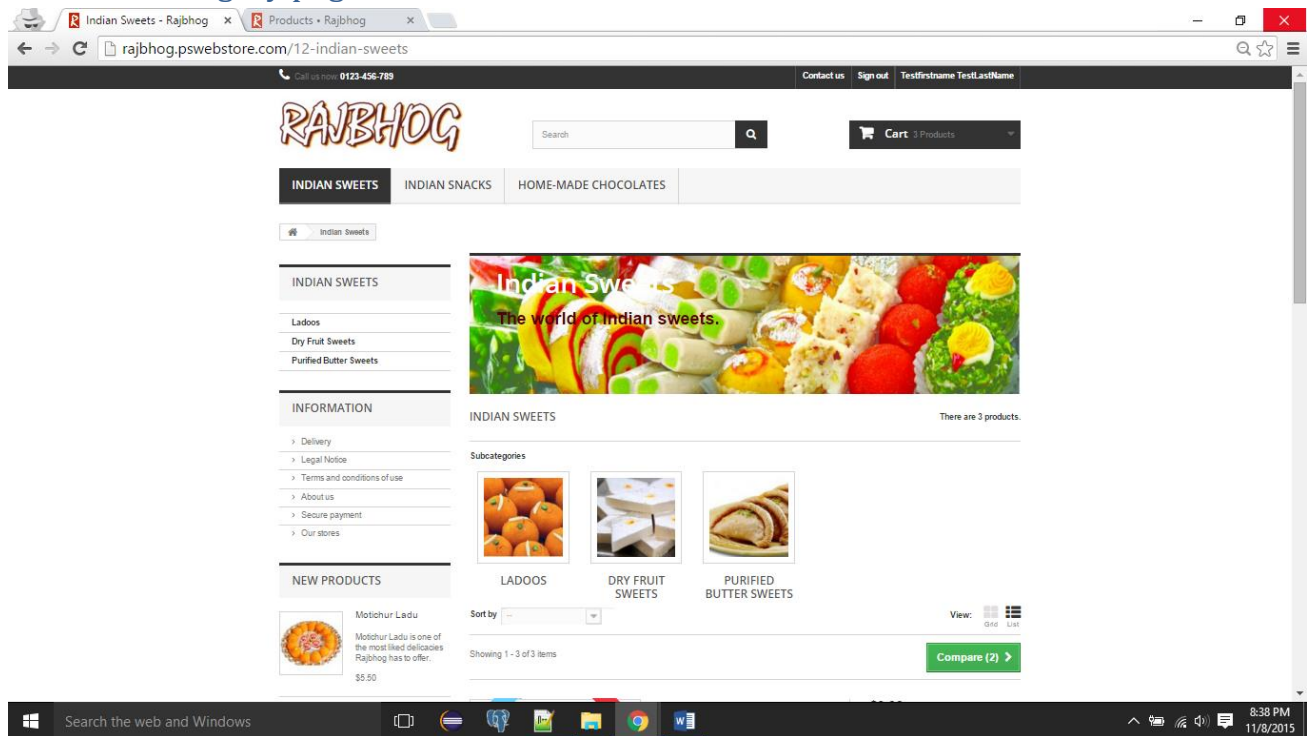

Figure 1 Home Page

1.2. Category page
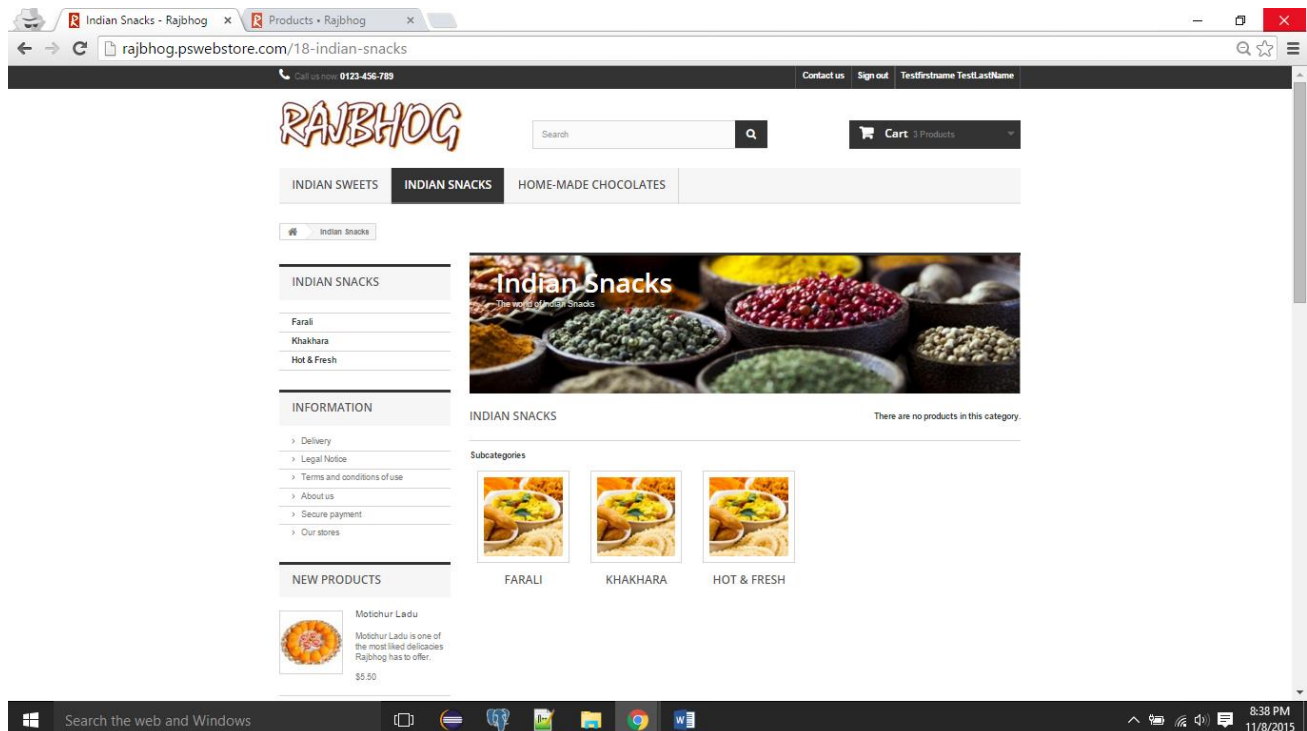

Figure 2 Indian Sweets Category Page

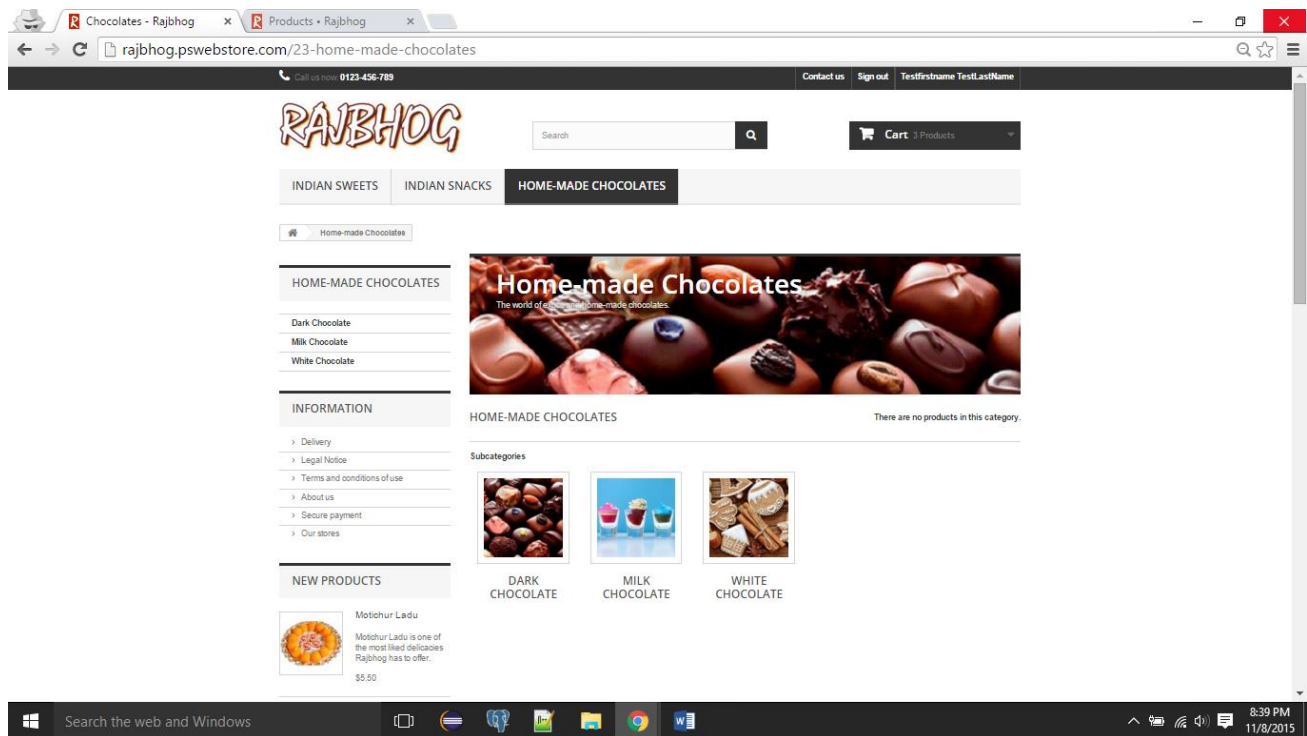*Figure 3 Indian Snacks Category Page*

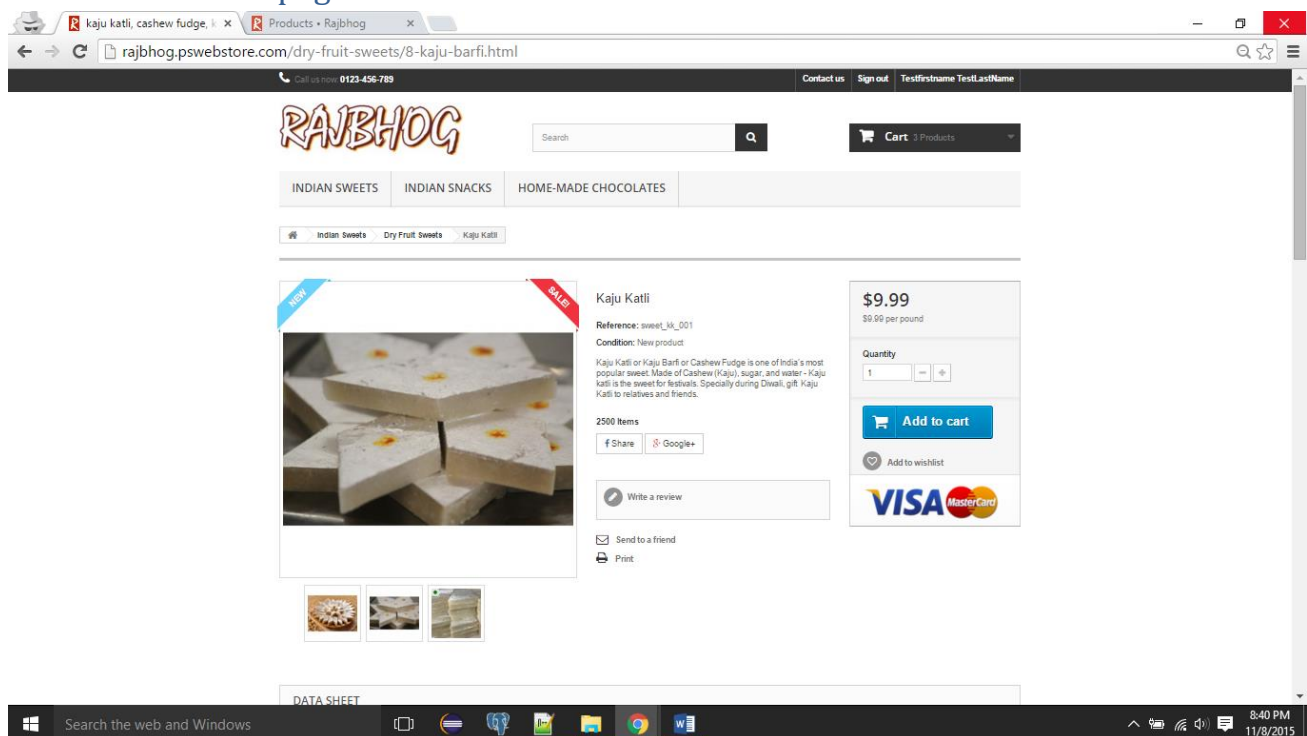*Figure 4 Chocolates Category Page*

1.3.   Product page

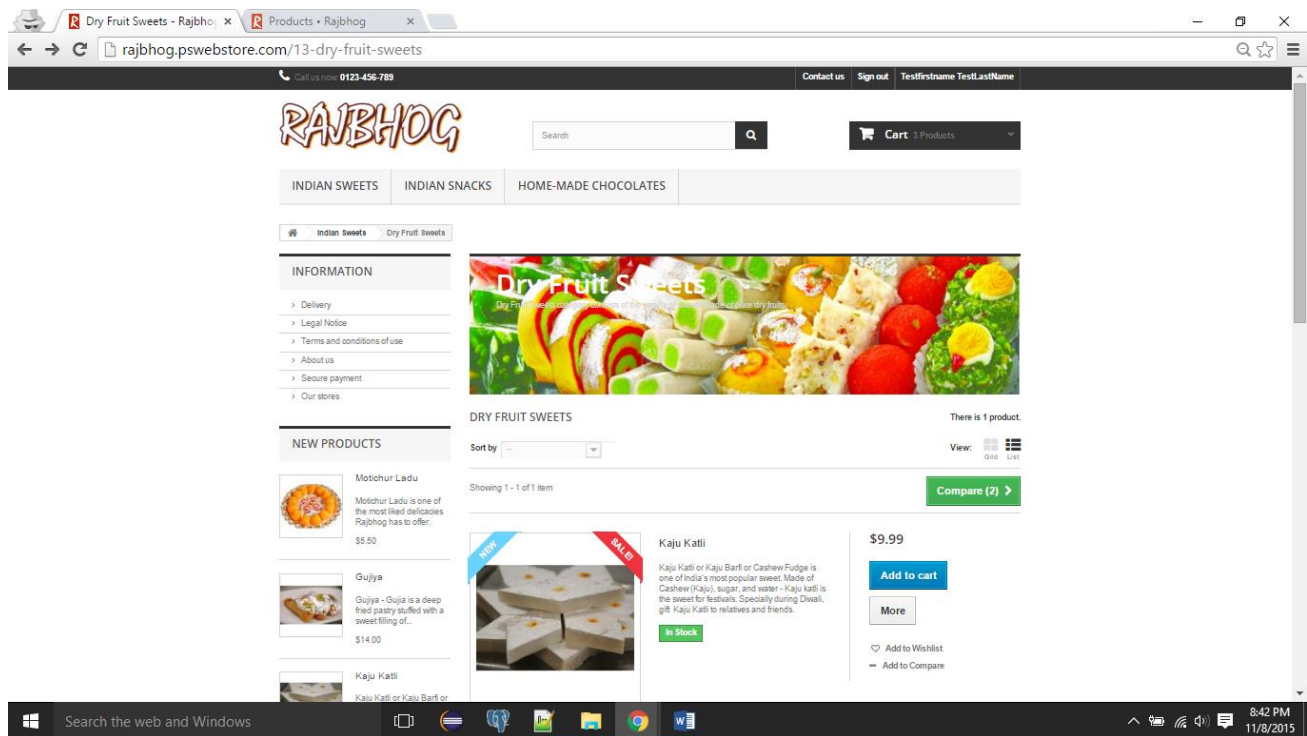*Figure 5 Descriptive Product Page - Kaju Katli*

Figure 6 Quick Access Product Page

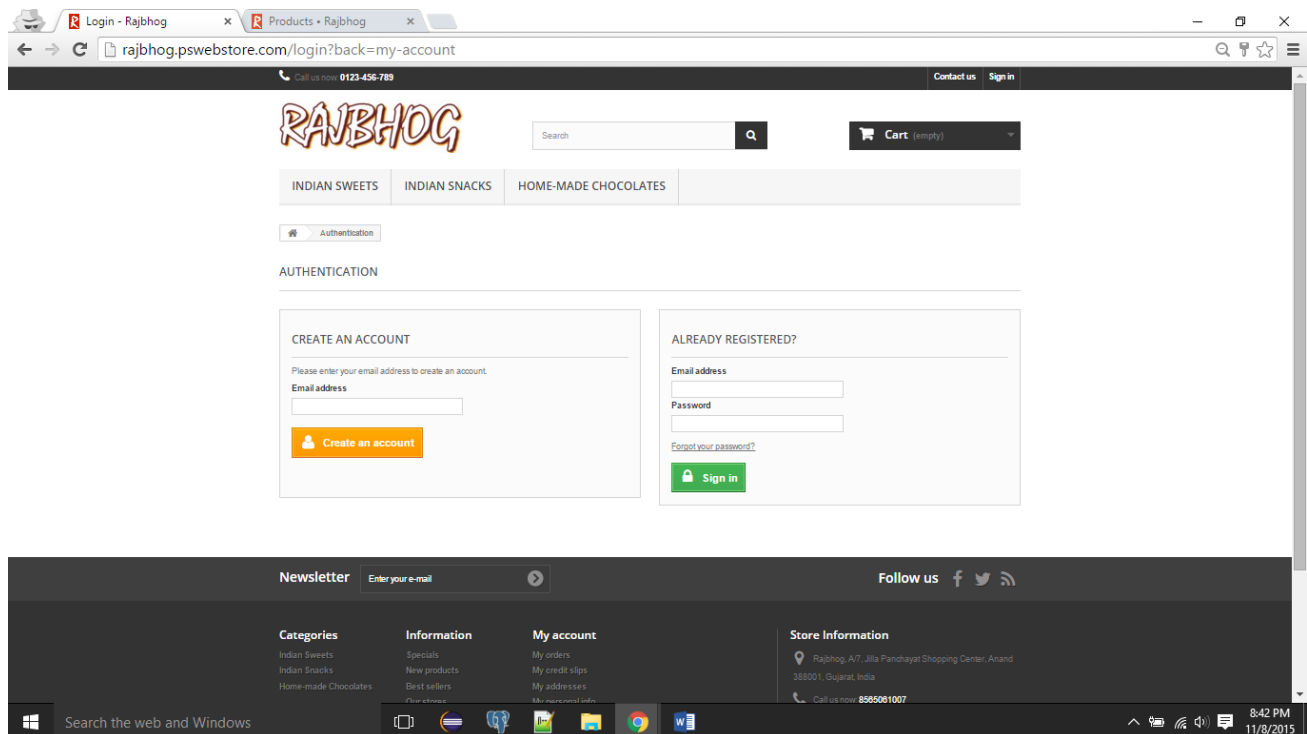## 1.4.   Create Account Page

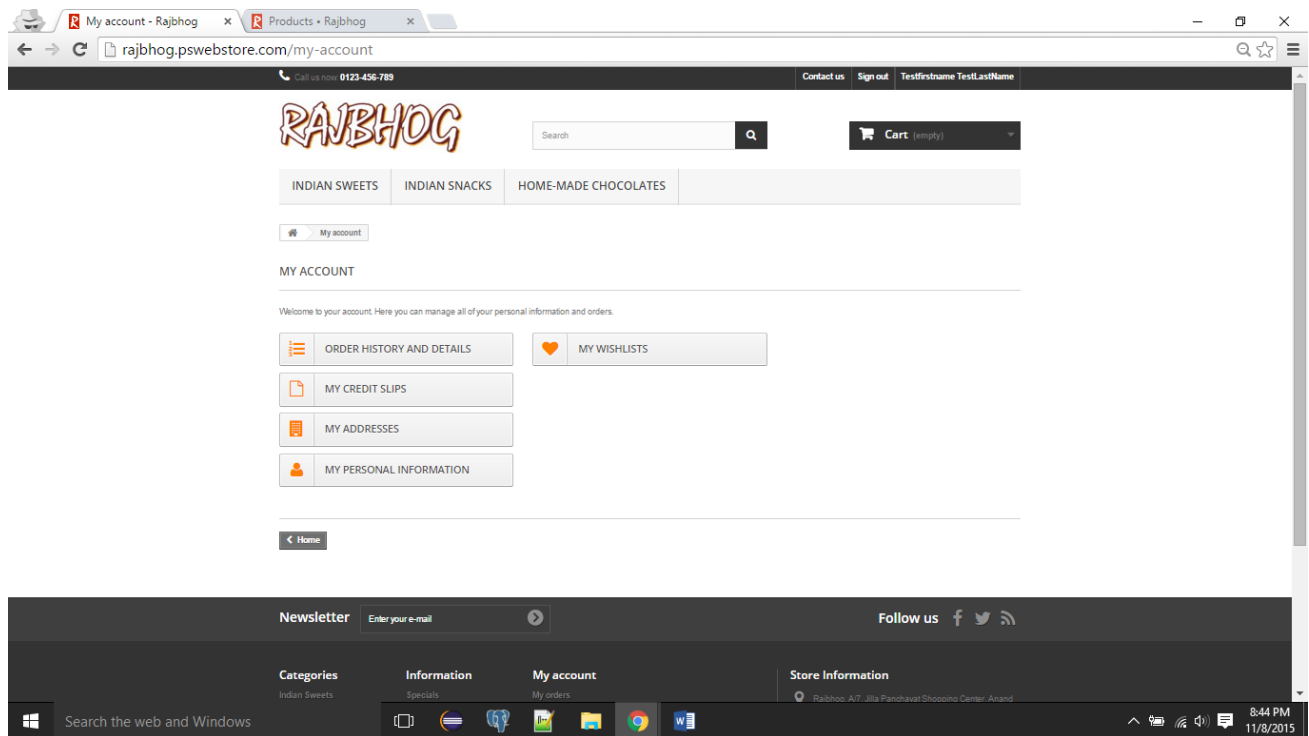*Figure 7 Sign In / Register Page*

Figure 8 My Account Home Page
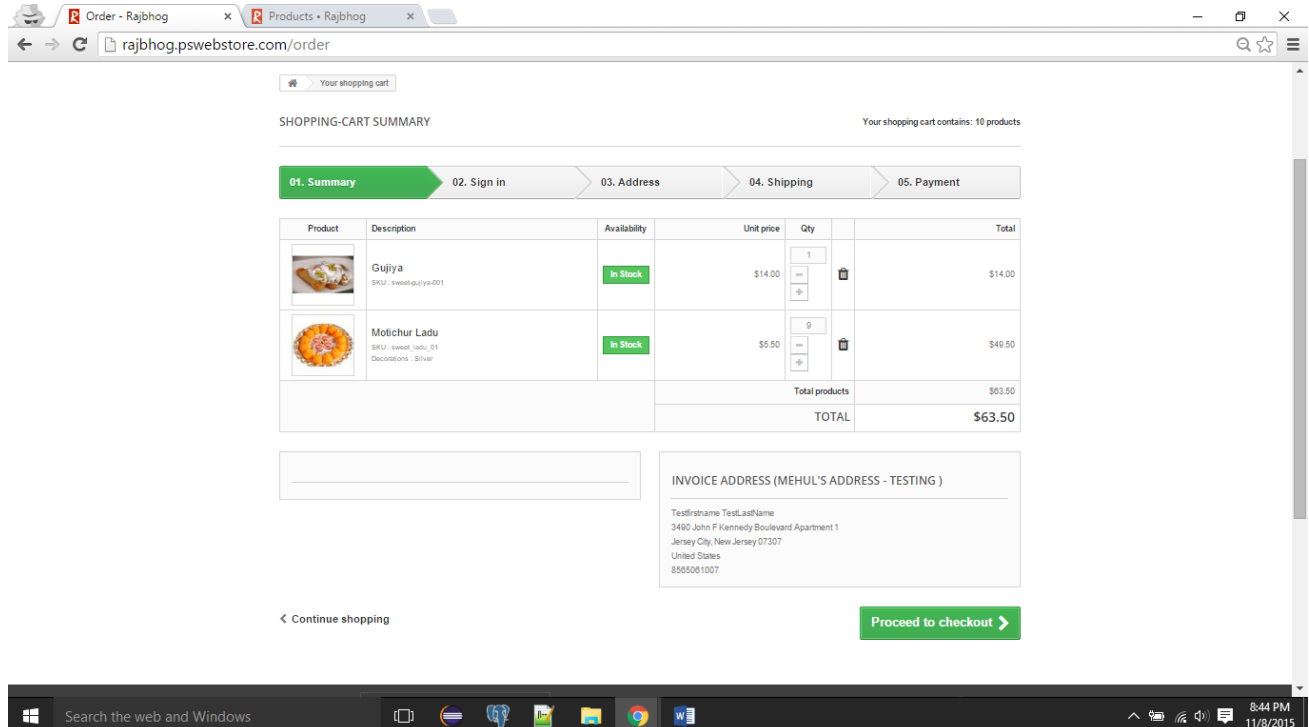
1.5. Shopping Cart page

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

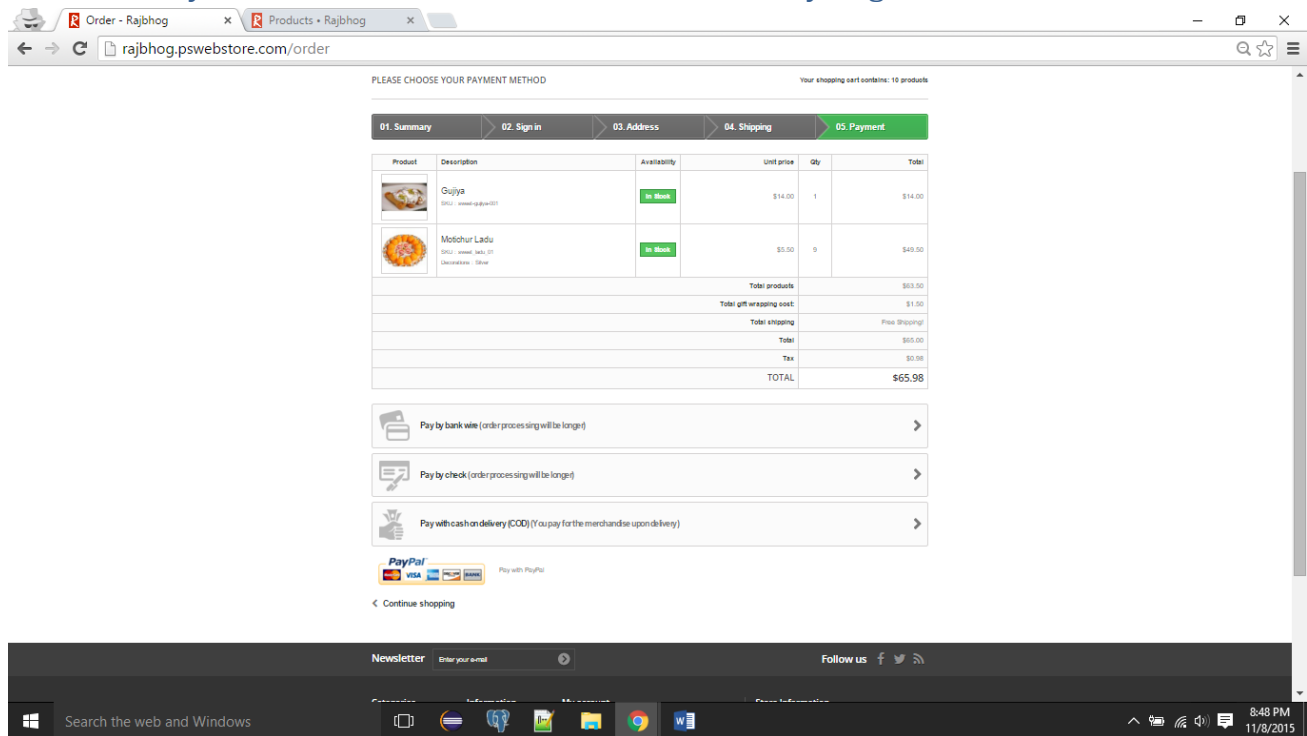## 1.8.   Payment Method Selection & Order Summary Page

Figure 12 Payment Method Selection & Order Summary Page
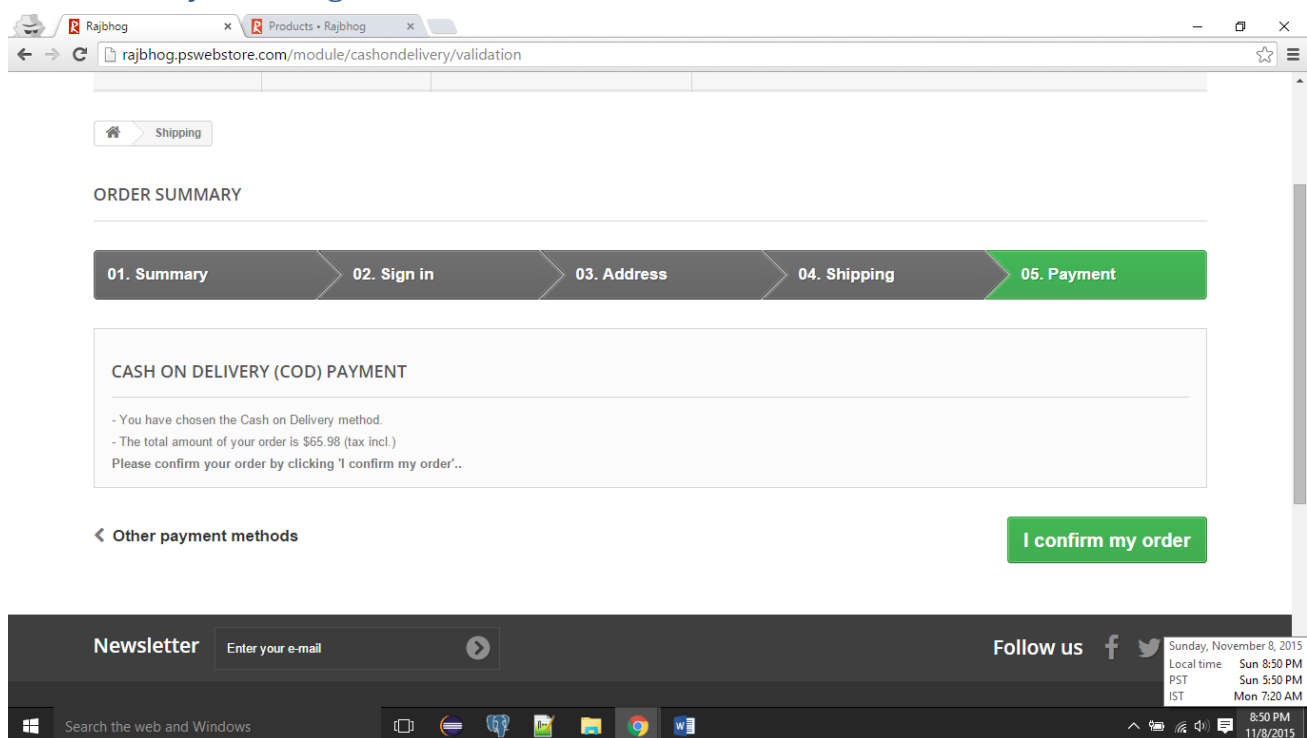
1.9.   Payment Page

Figure 13 Payment Page

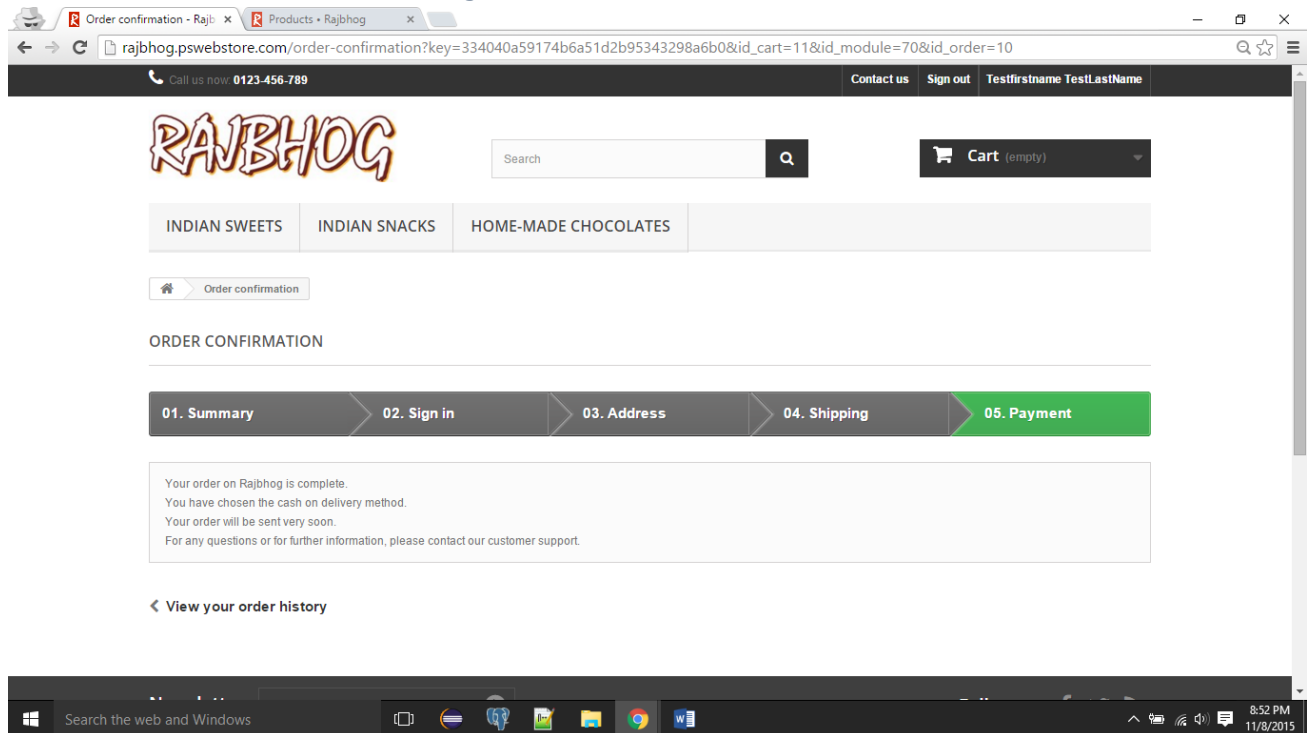## 1.10.   Checkout page

1.10.1. Order Confirmation Page

Figure 14 Order Confirmation Page
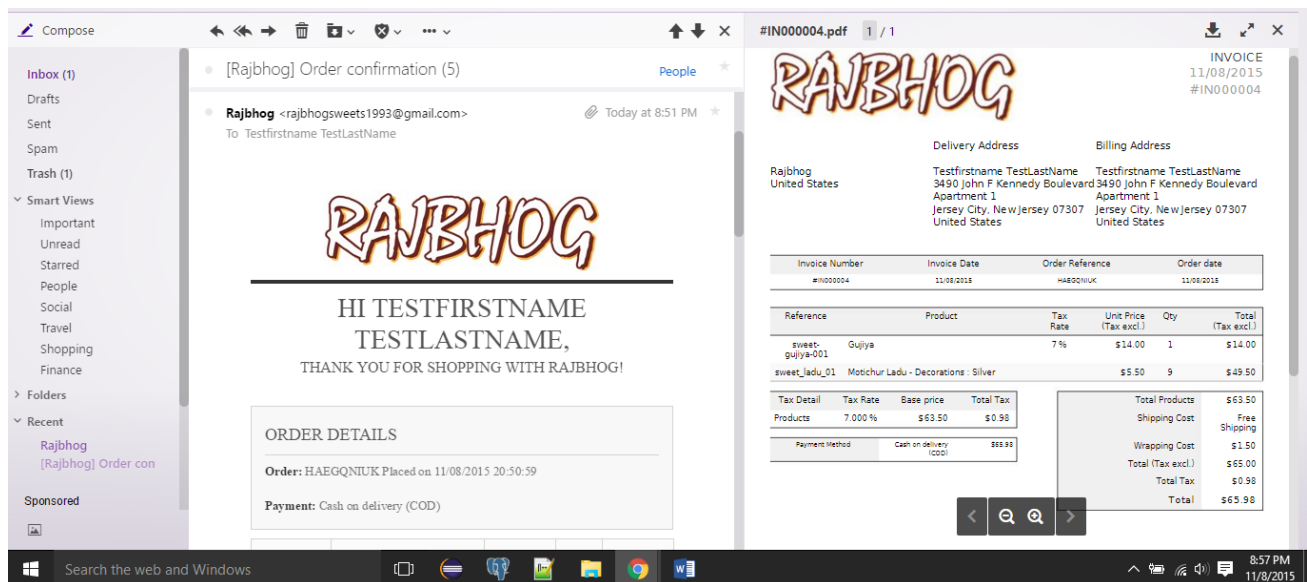
1.10.2. Order Confirmation Email

Figure 15 Order Confirmation EMail & Invoice

1.10.3. Order Tracking Page

Figure 16 Follow up & order tracking page

1.10.4.   View Order History page

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

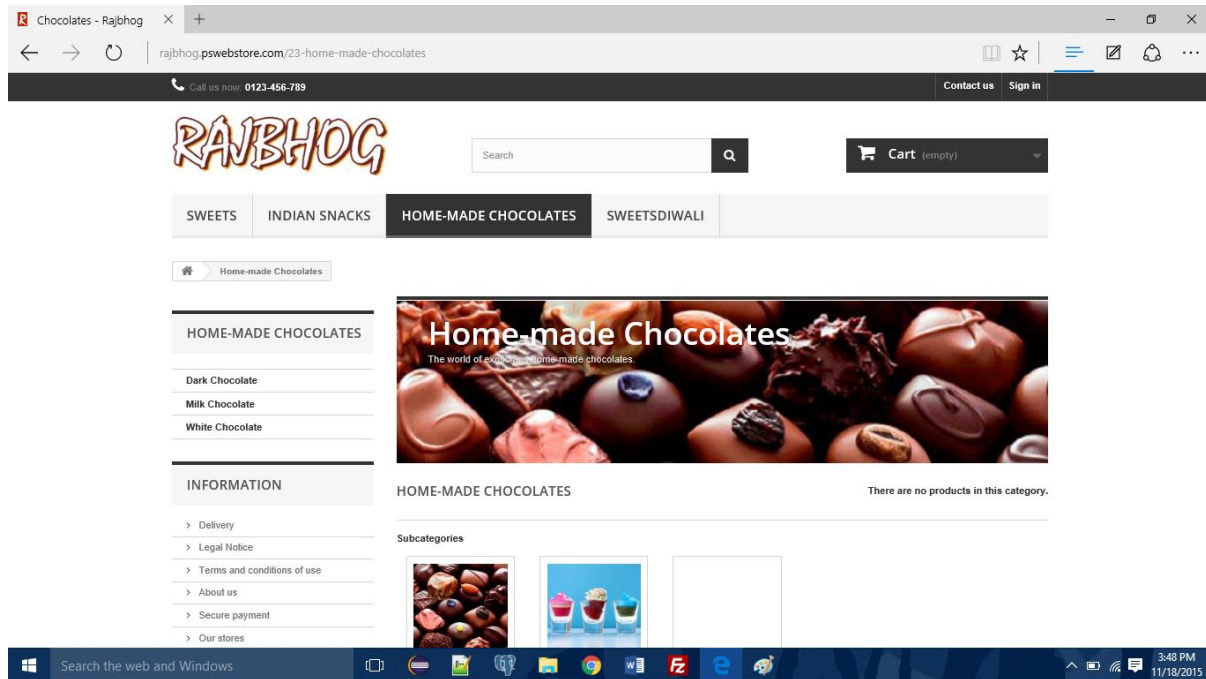*Figure 18 Original Page on Edge Browser*

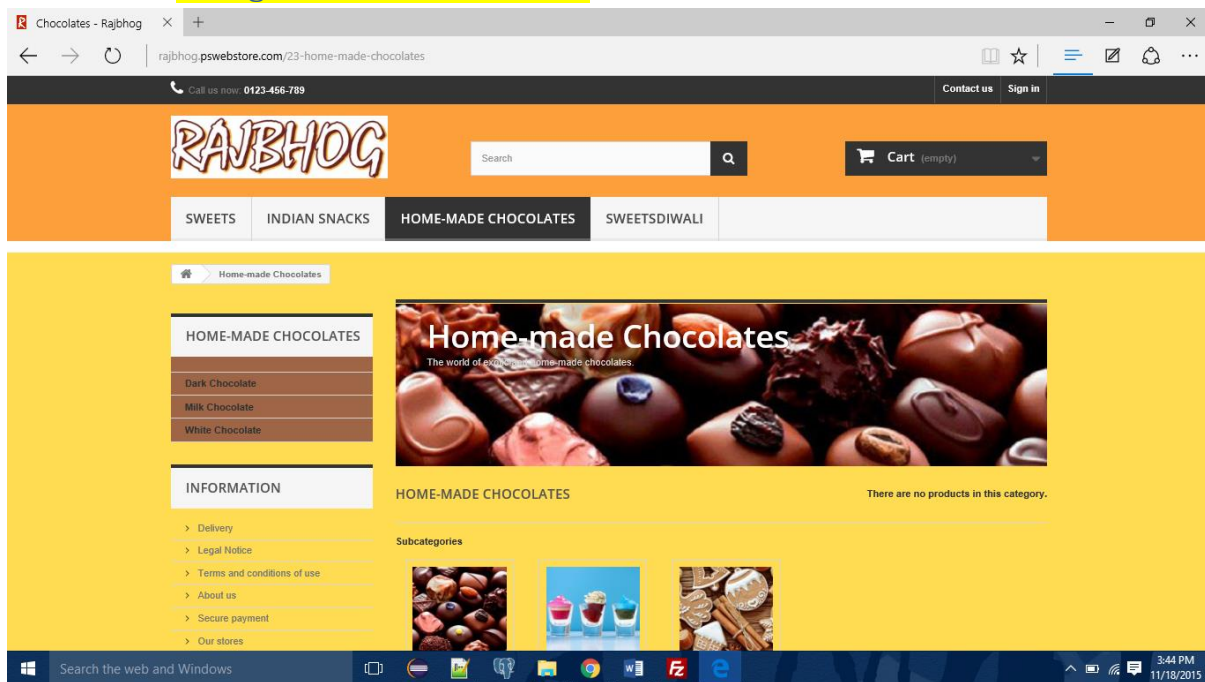## Variant 1 – Background color -YELLOW

Figure 19 Variant 1 on Edge Browser

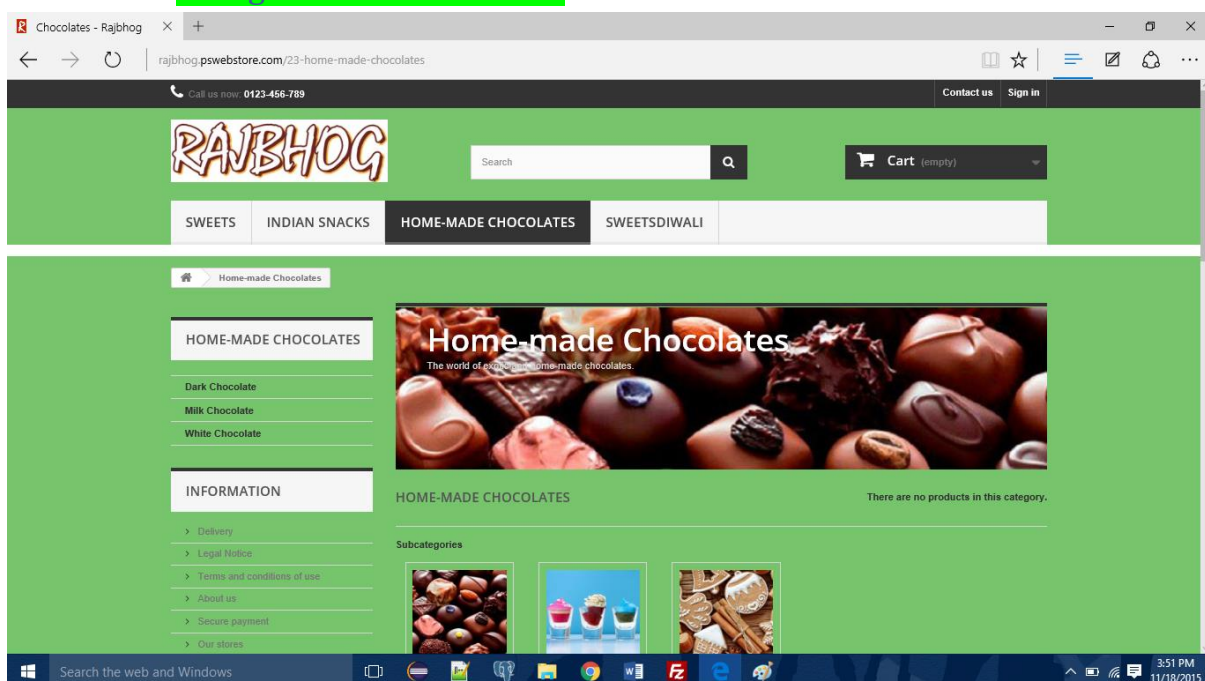## Variant 2 – Background color -GREEN

Figure 20 Variant 2 on Edge Browser

3. Google Analytics
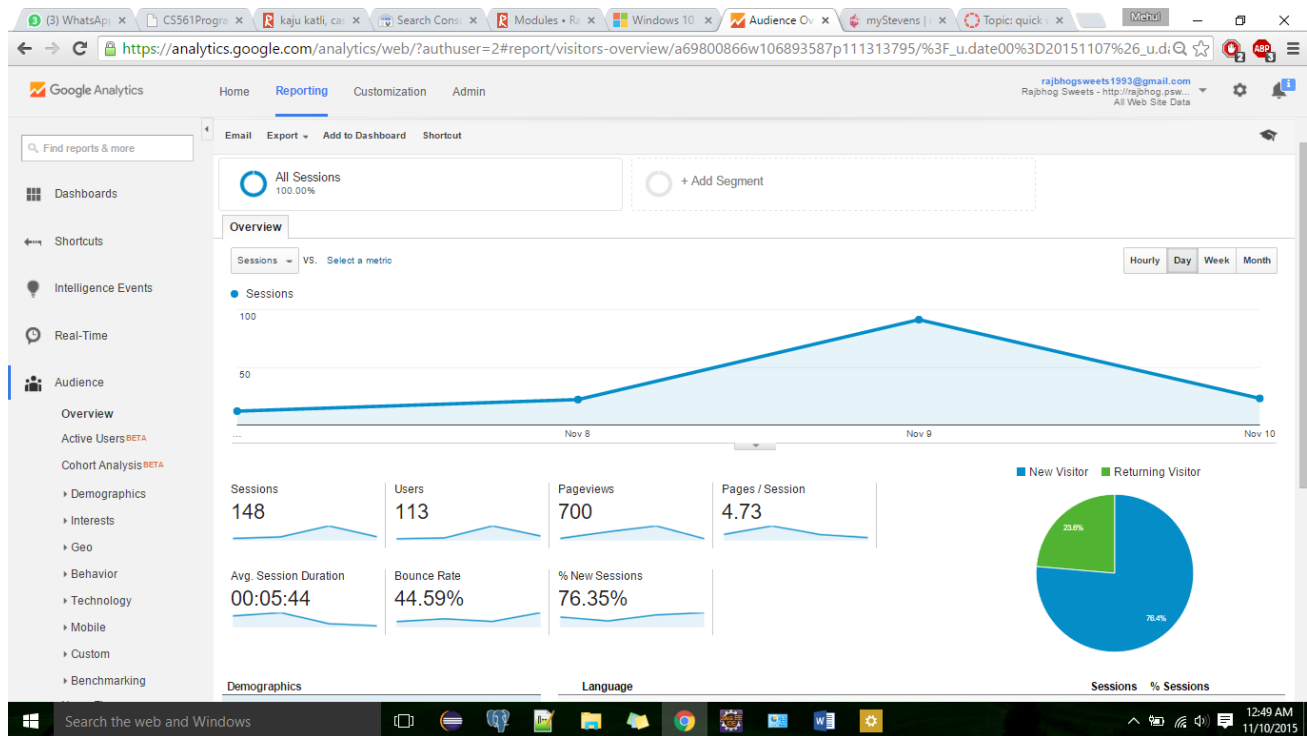
Figure 21 Google analytics home page - live

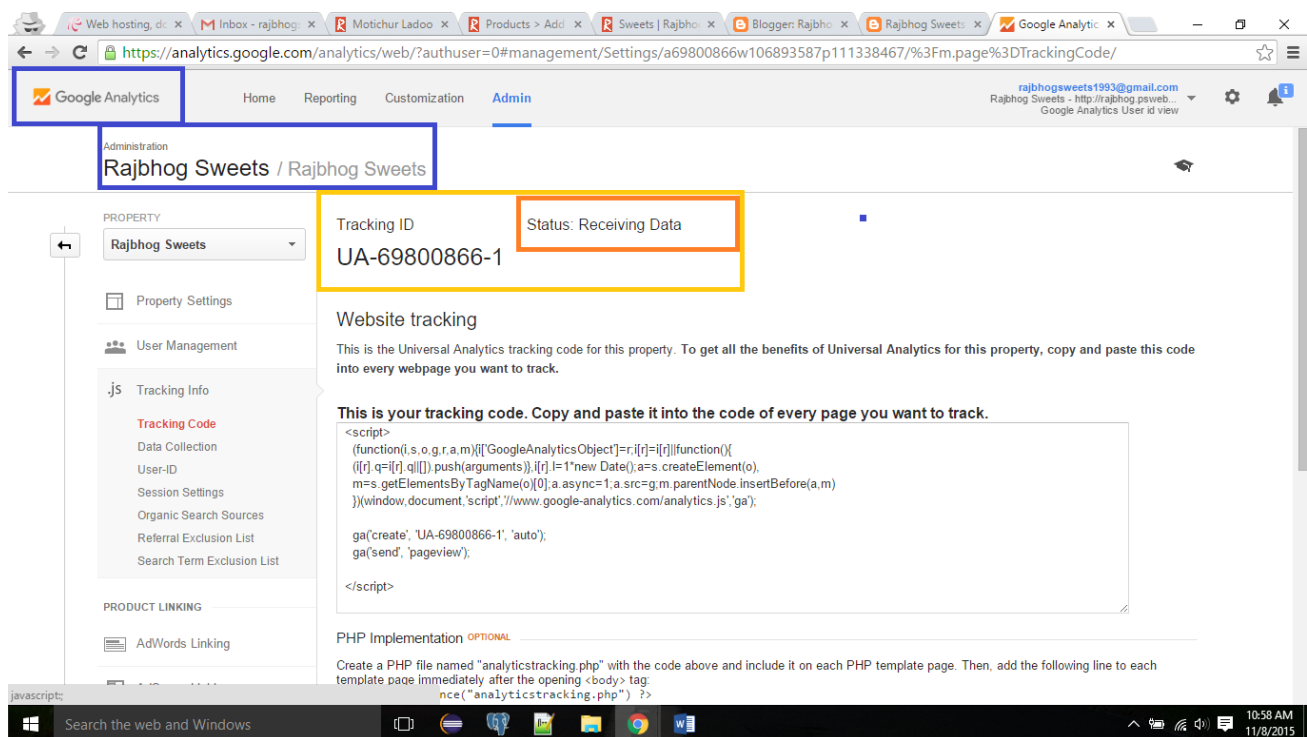### Step 1: Create Google Analytics account, to get a tracking Id.

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

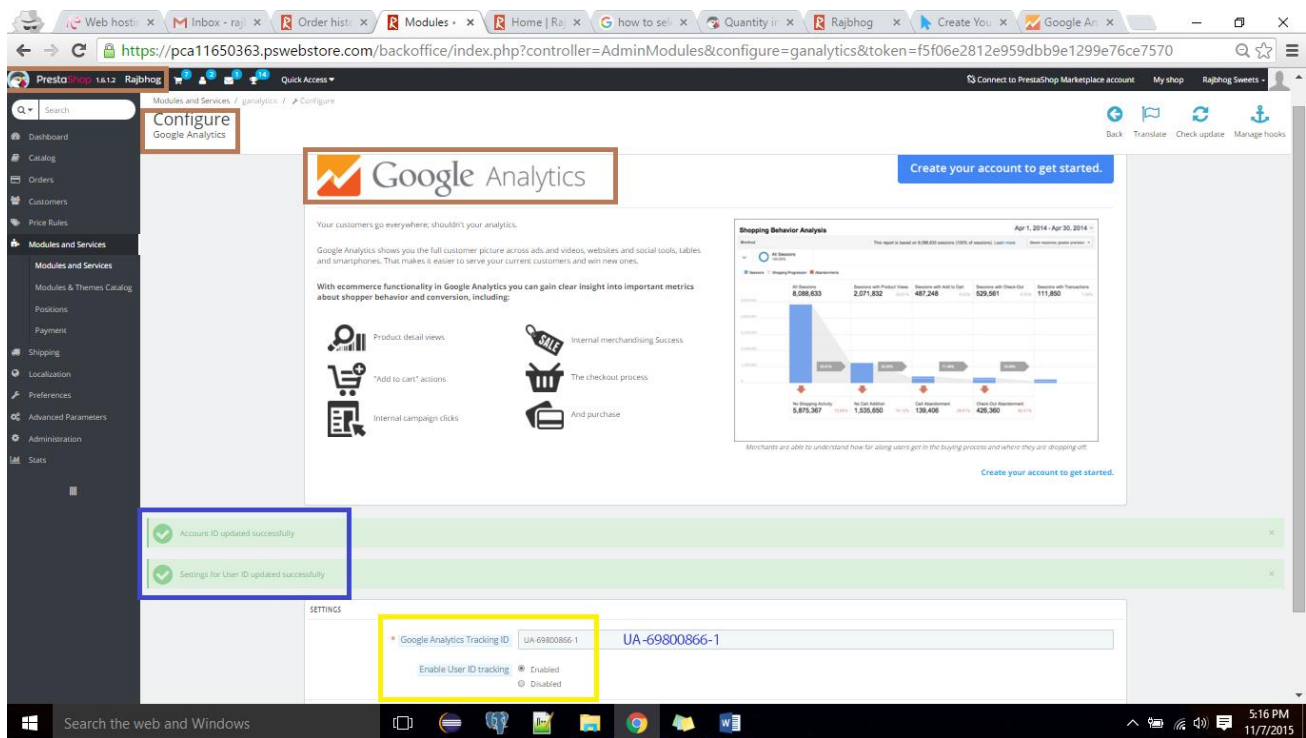## Step 2: Adding Google Analytics to your Prestashop store.

Figure 23 Adding Google Analytics to your Prestashop store.

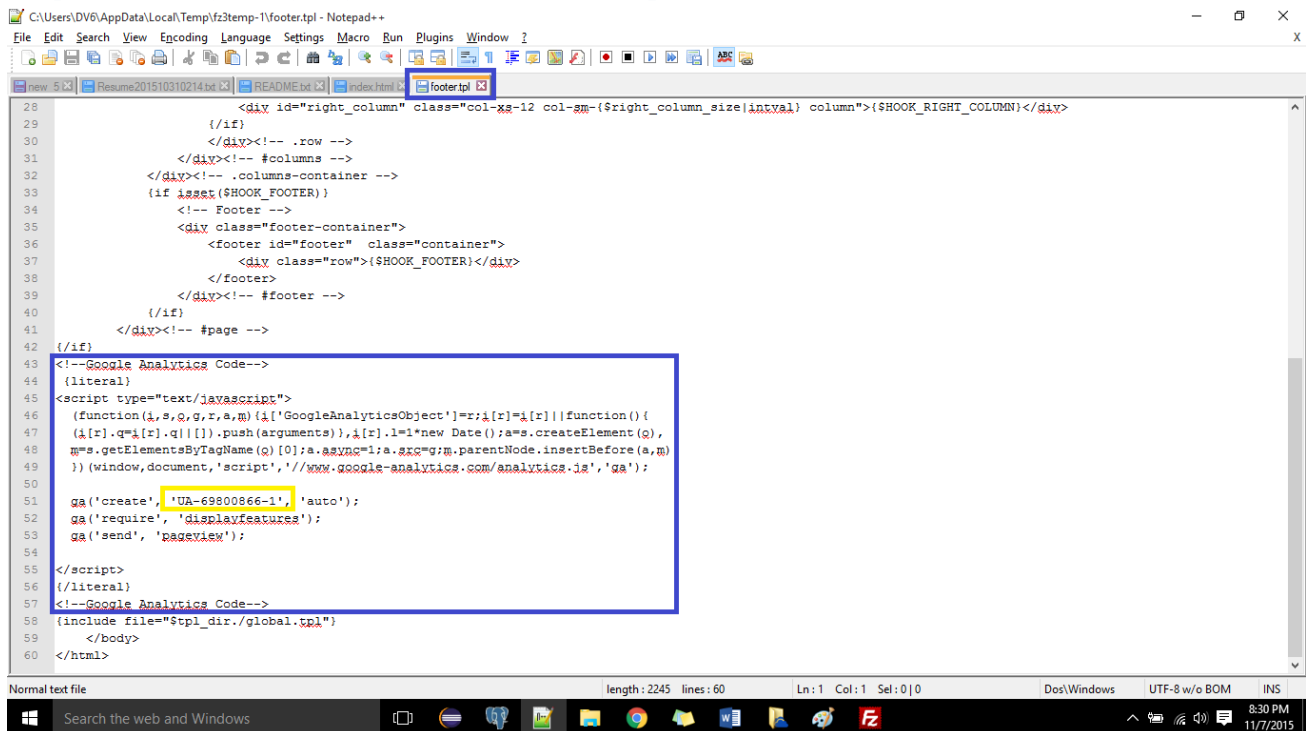## Step 3: Adding the google analytics JavaScript to the footer.tbl file

Figure 24 Adding the google analytics JavaScript to the footer.tbl 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":
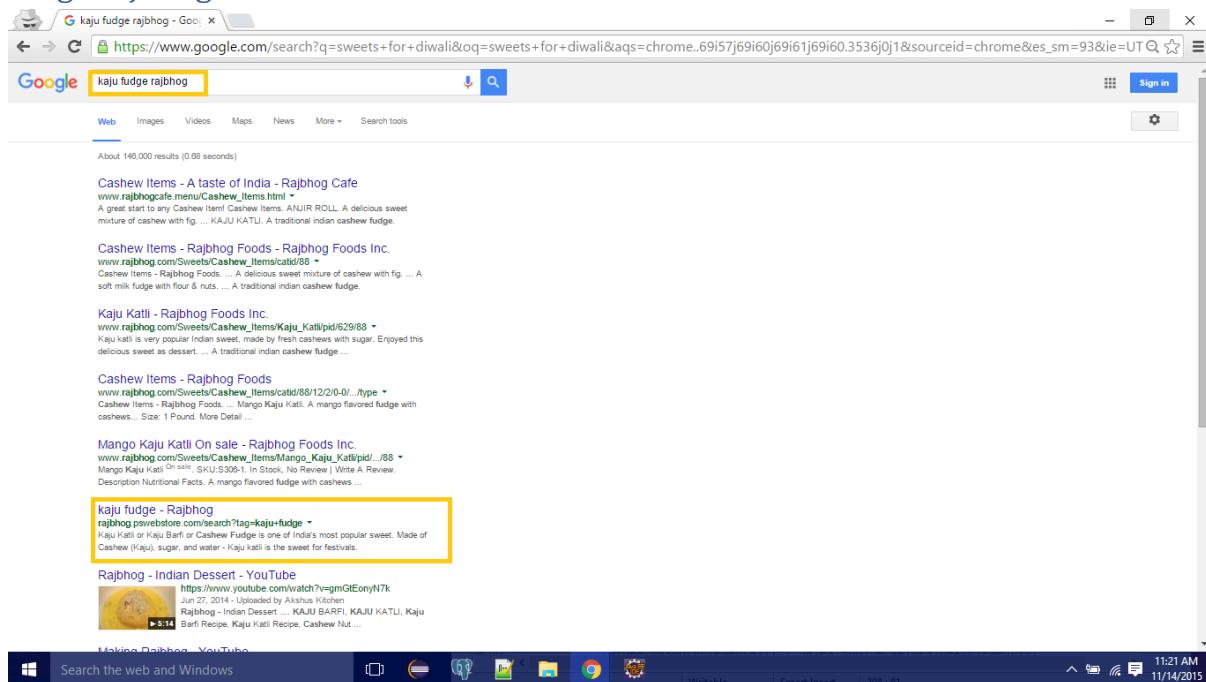

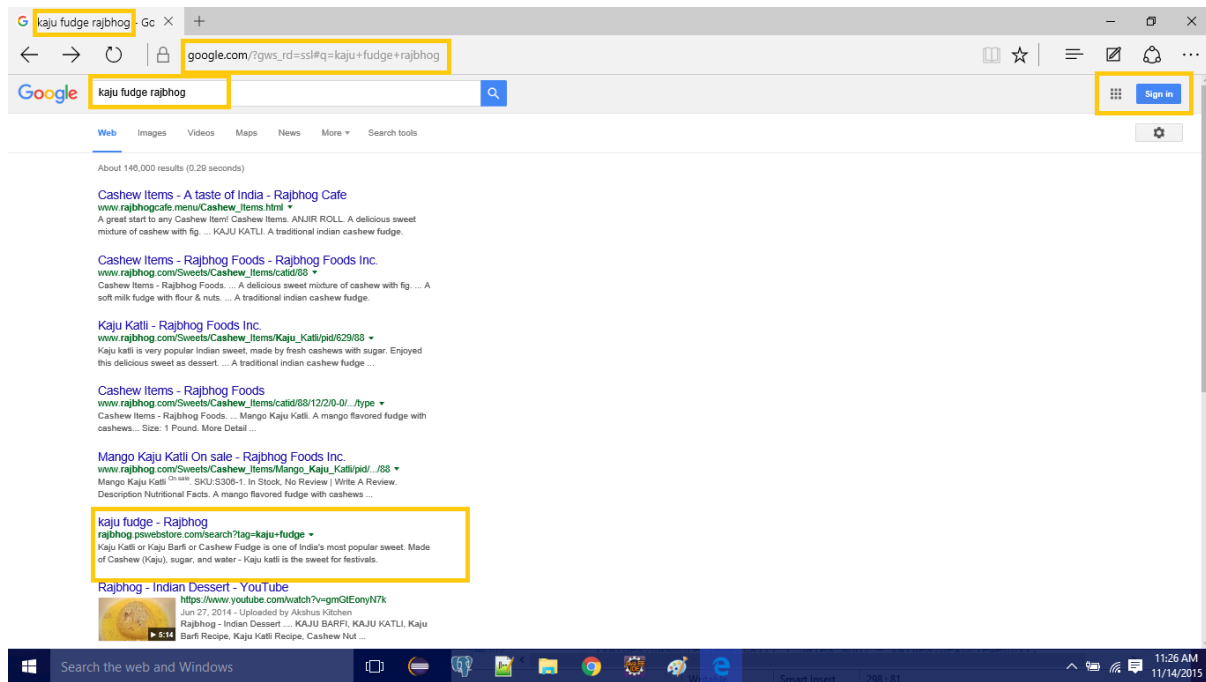*Figure 25 Keywords "kaju fudge rajbhog" in chrome*

Figure 26 keywords "kaju fudge rajbhog" in Edge browser

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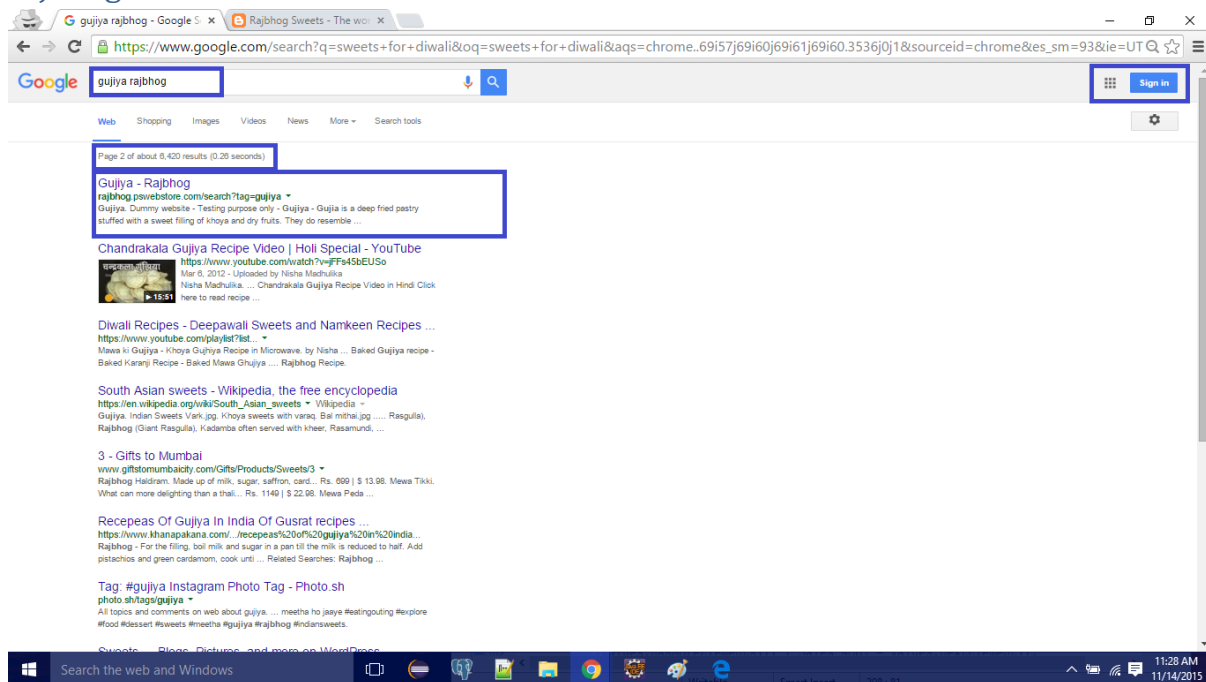

Figure 27 keyword "gujiya rajbhog" in chrome

Author: Mehul S. Gupta CWID # 10404643
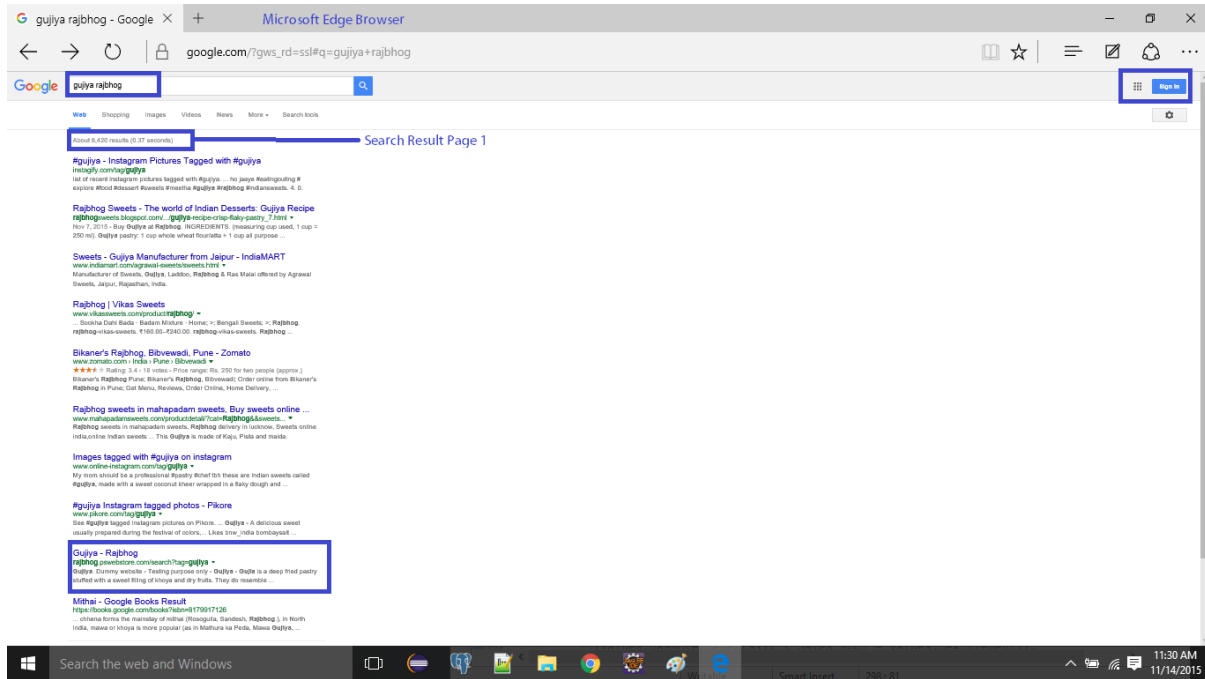Website: http://rajbhog.pswebstore.com/

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.
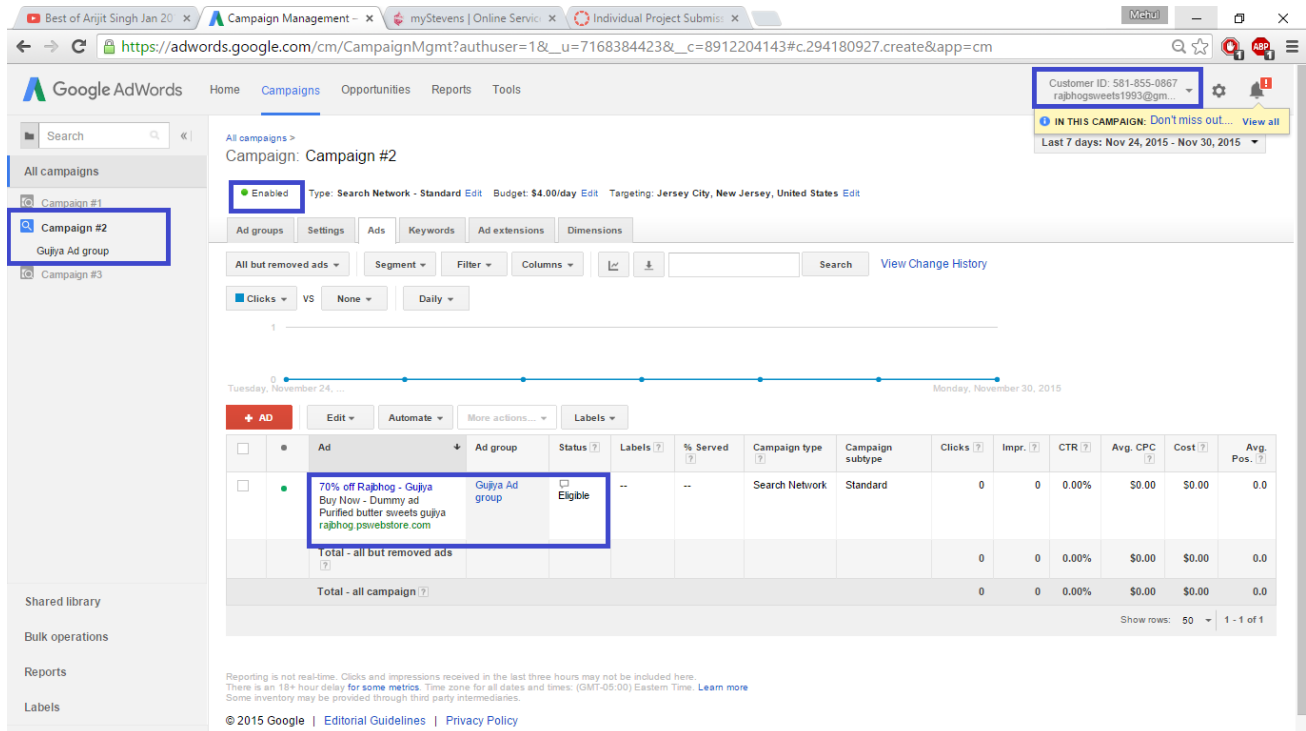
Google Adworks Admin Page:

Figure 29 Google Adworks Admin Page
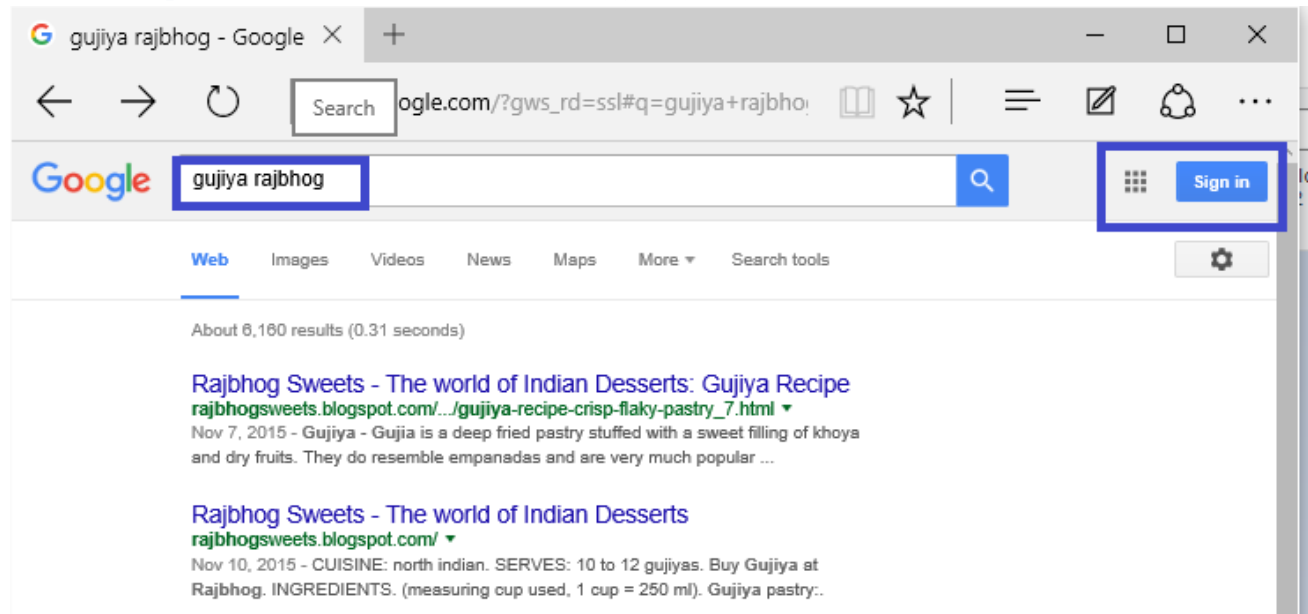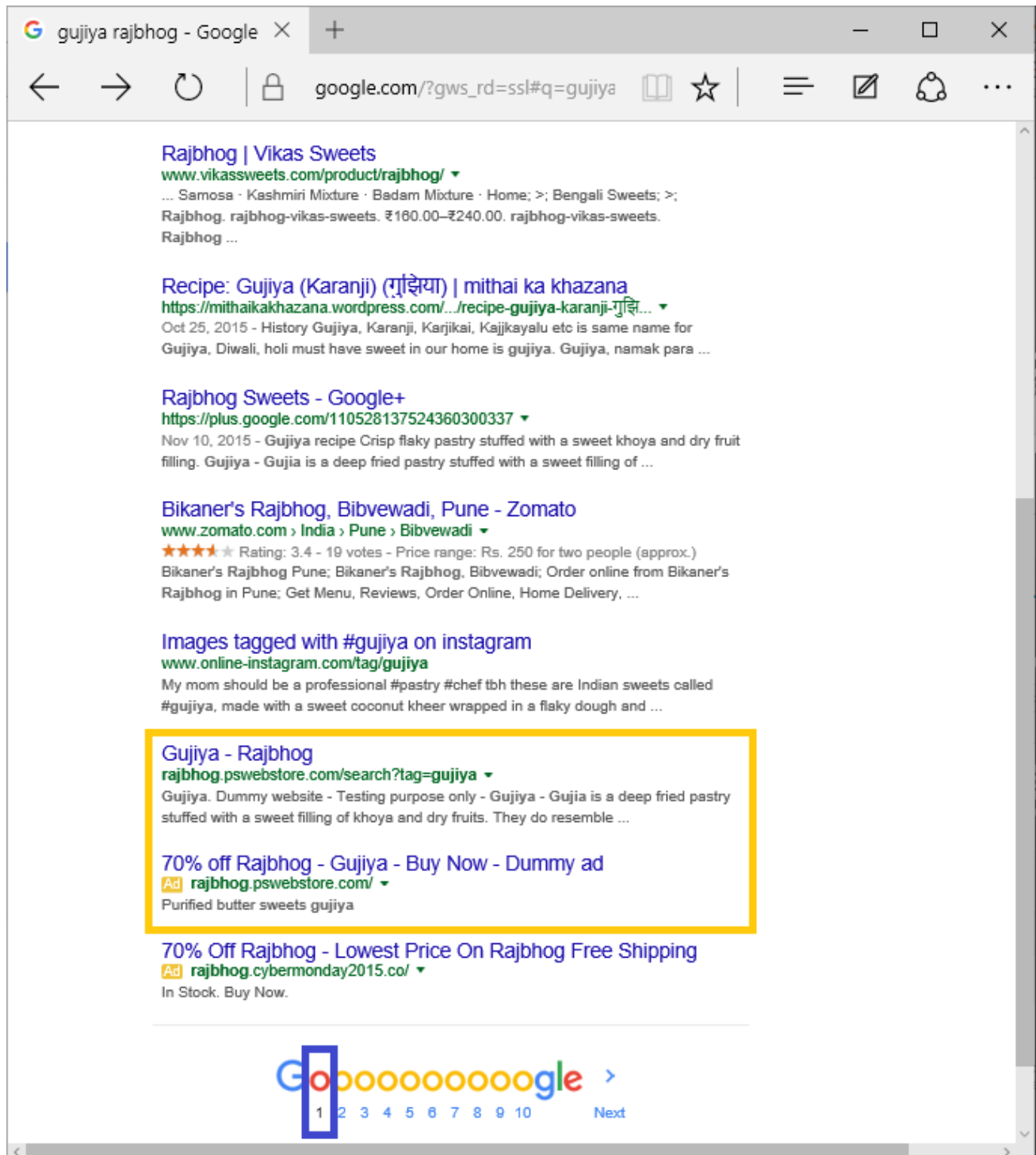
SEM Example – Keywords: "gujiya rajbhog"

Figure 30 SEM – Gujiya Rajbhog

Figure 31 SEM - Gujiya Rajbhog