MKT - 309

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Roll No.: 26

Care for you

Introduction

In MKT-309 course, we have given a project on:

The students would be asked to identify their own area of interest on which they would be building their website and they required to conduct web analytics and prepare analytical report of the website. Students will be evaluated on the following Parameter:

1. Design and Layout - 5 Marks
2. Ease of Navigation - 5 Marks
3. SEO for content creation-5 Marks
3. User Engagement implementation- 5 Marks
4. Functionality - 5 Marks
5. System to gather analytics - 10 Marks
6. Web analytics and report analysis- 5 Marks:

- **And I have chosen my website theme as "Online Medical Store"**

I had chosen this theme because in day-to-day life medicine is our daily requirement.

These days, medicines come from a variety of sources. Many were developed from substances found in nature, and even today many are extracted from plants.

Some medicines are made in labs by mixing together a number of chemicals. Others, like penicillin, are by products of organisms such as fungus. And a few are even biologically engineered by inserting genes into bacteria that make them produce the desired substance.

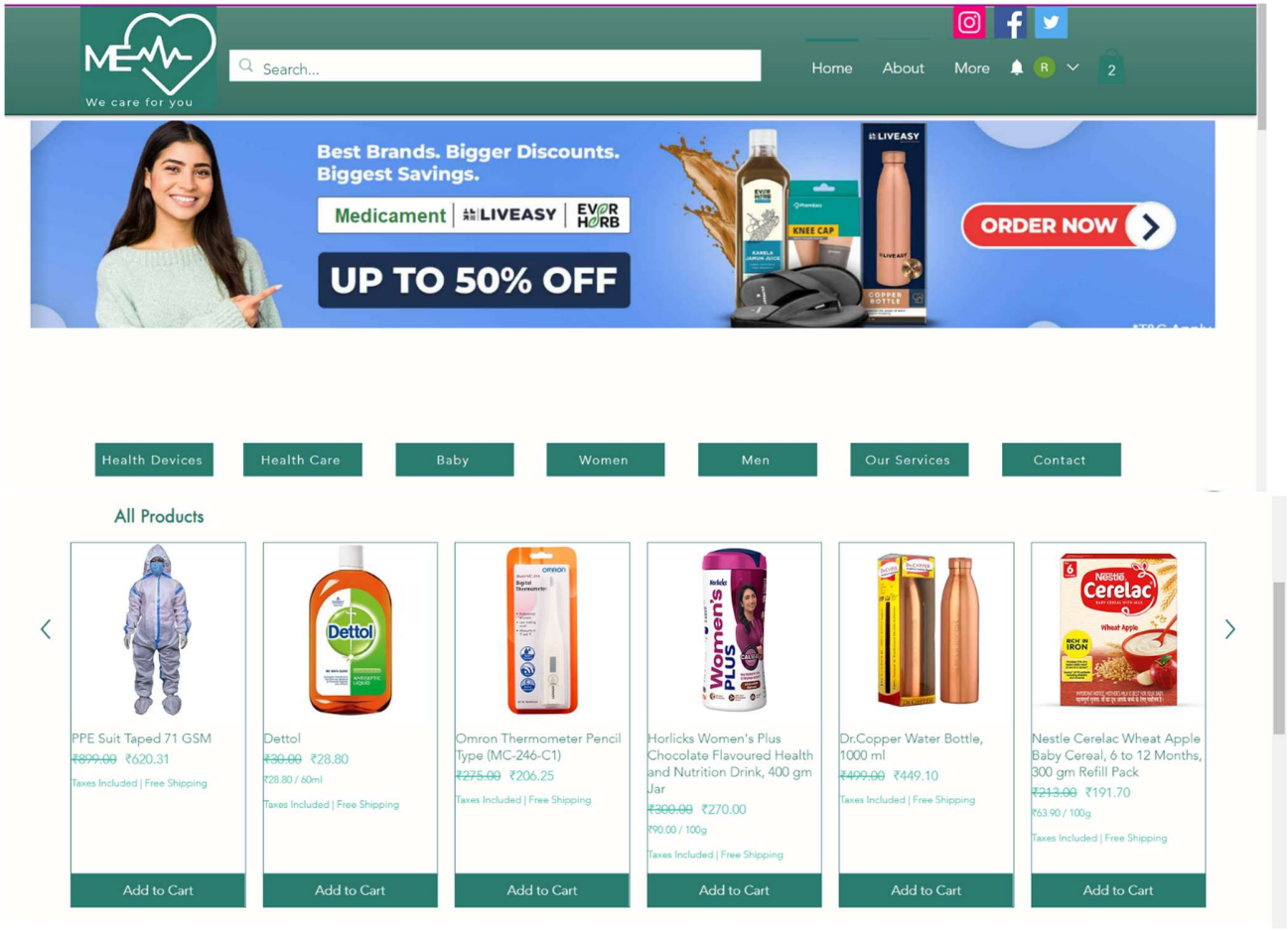
My idea is that like we get delivery food on ordering within 1hrs likewise medicine will also deliver to the customers at customer's location. And also, daily updates of health awareness notification get to the user who are subscribing our sites.

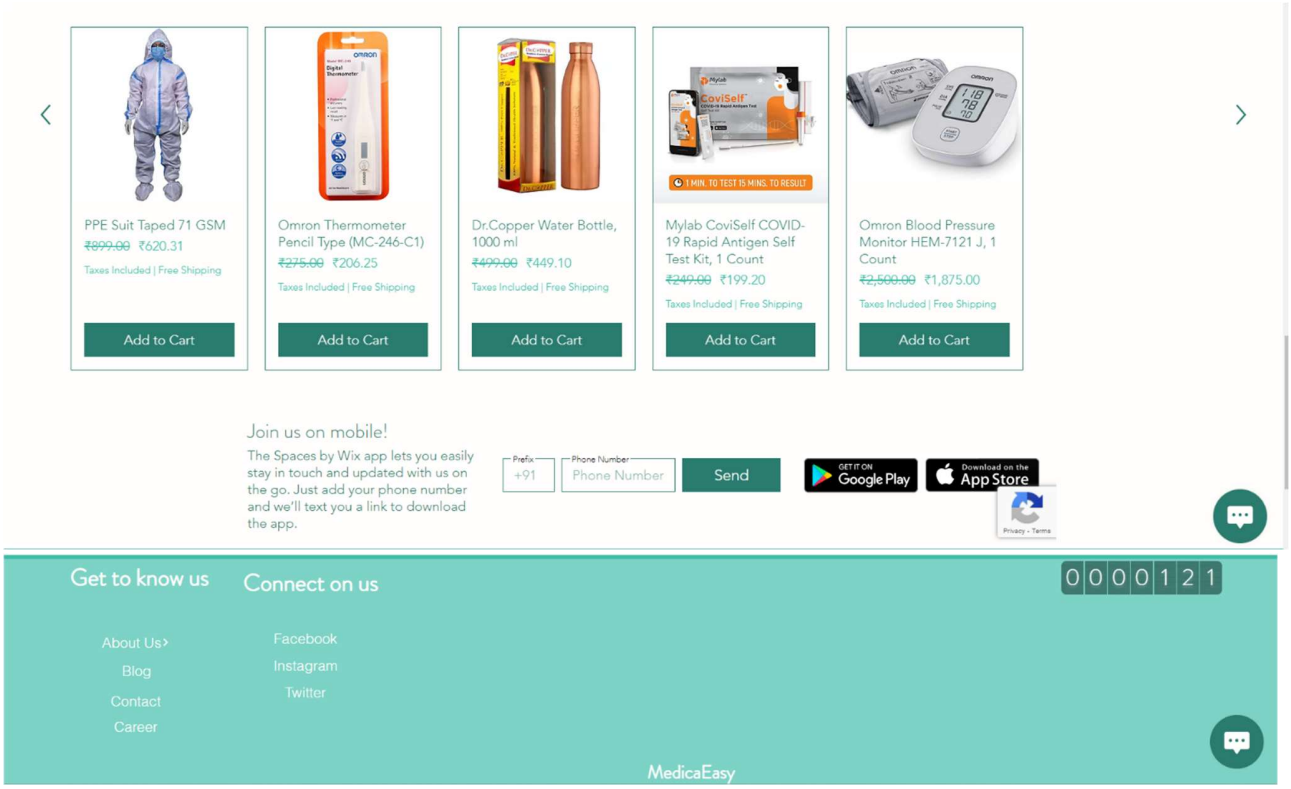
“एतत्सर्वं पुनर्लभ्यं न शरीरं पुनः पुनः।।”

The above para tells us that “Everything in life can be regained- wife, kingdom, friend and wealth. The only thing that you can't ever regain is your body. Once your body / health is lost, it can never reach its fullness again”

1. **Design and Layout**
2. **Ease of Navigation**
3. **Functionality**

- **Home**





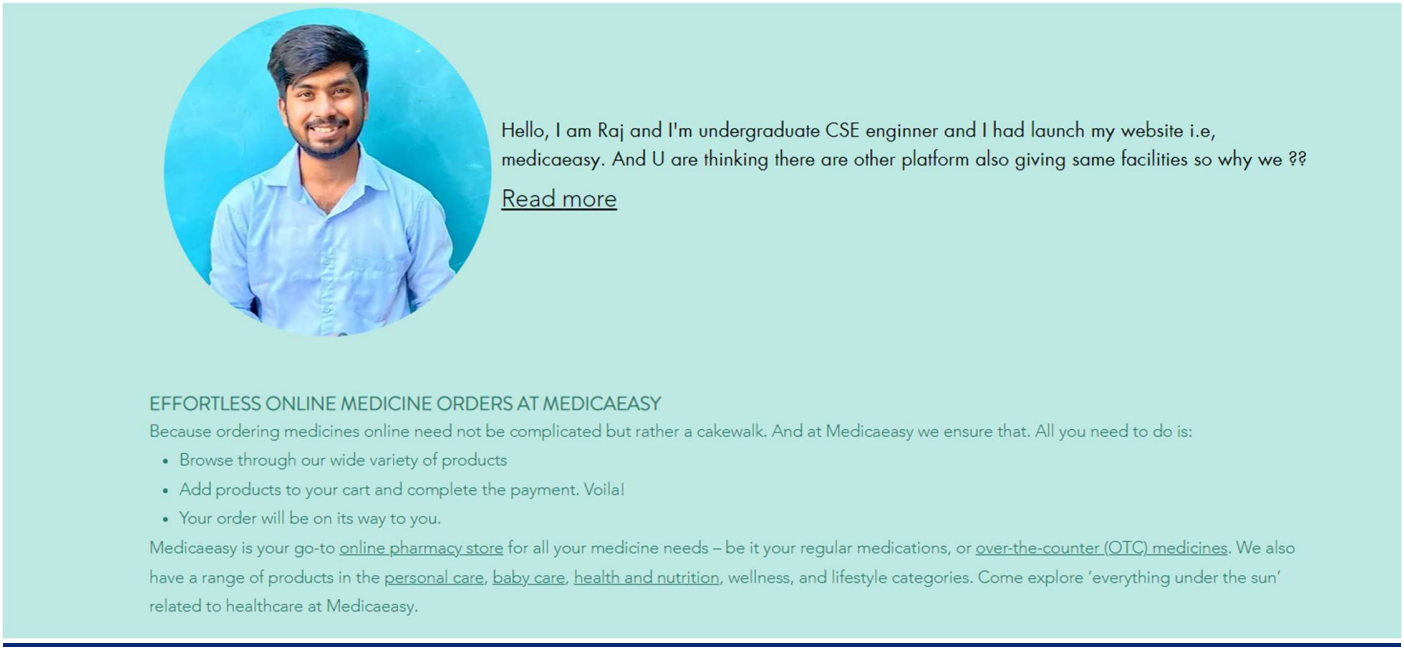
So, In the Home page:

Left side of header we find logo of the page followed by search menu. Follow Menu i.e., Home, About and More, Notification, Profile.

- *About consists of two subpages:*
    - *i) Contact*
    - *ii) Blog*
- *More consists of:*
    - *i) Book Online i.e., services*
    - *ii) Price and planning i.e., subscription*
    - *iii) Shop*
    - *iv) Jobs i.e., career*

- *Social media links are added to upper right corner in header of website*
- *Just below the header in the body. It consists of Special offers of the website and then different menu of the products i.e., links of different types of products.*
- *And then all types of products in the website.*
- *And the just upper of the footer. You can download the mobile application.*
- *Then In the footer different links are attached to i.e., how to connect us and no. of visitor's count.*

➢ ***About***

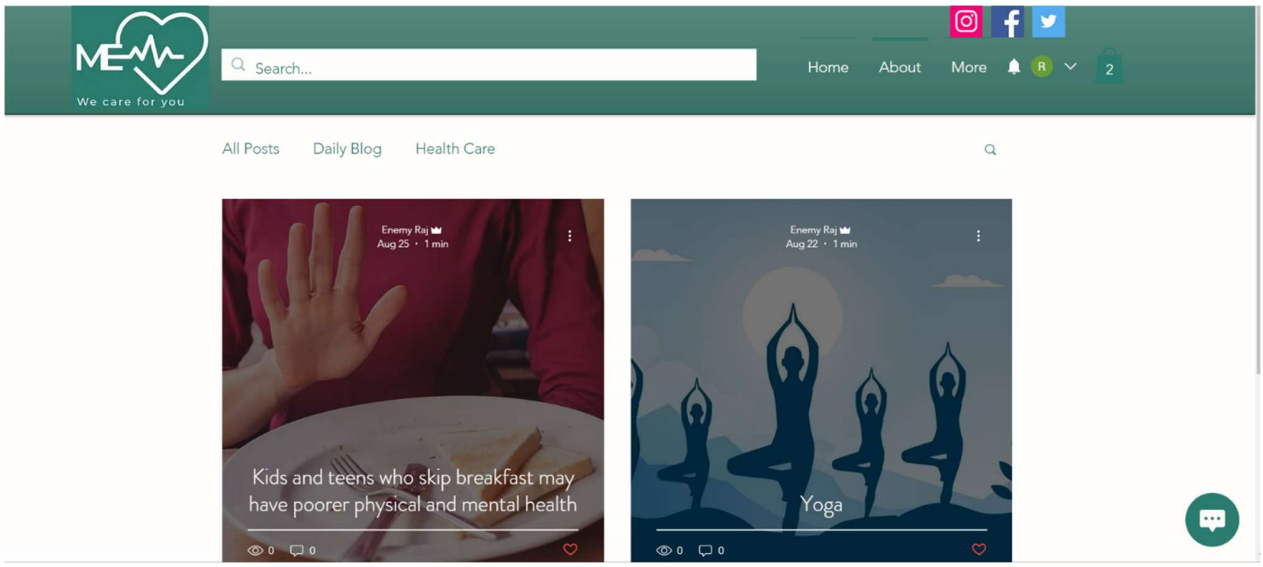


Additional Services I Will Receive

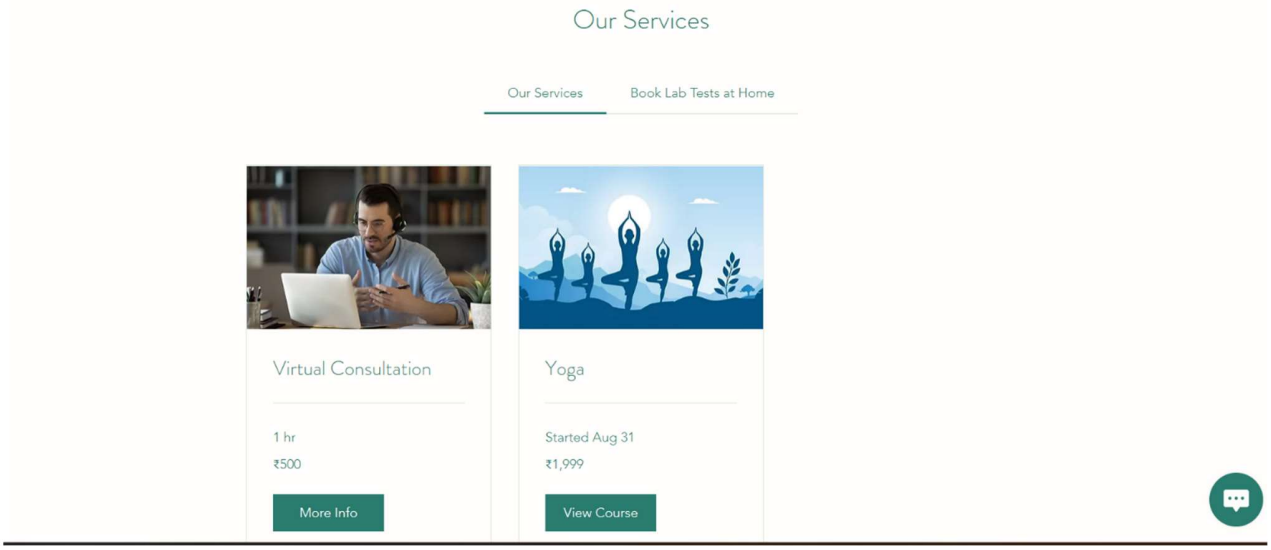
Besides purchasing medicines, the additional services you can avail on our platform are doctor consultations, symptom checker, ordering diagnostic tests, and digitization of your health records. These services let you consult with doctors from over 70 specialities, check and understand your symptoms, book diagnostics tests, and converts your physical health records into digital records.With so many services under our umbrella, you wouldn't need to go anywhere else.

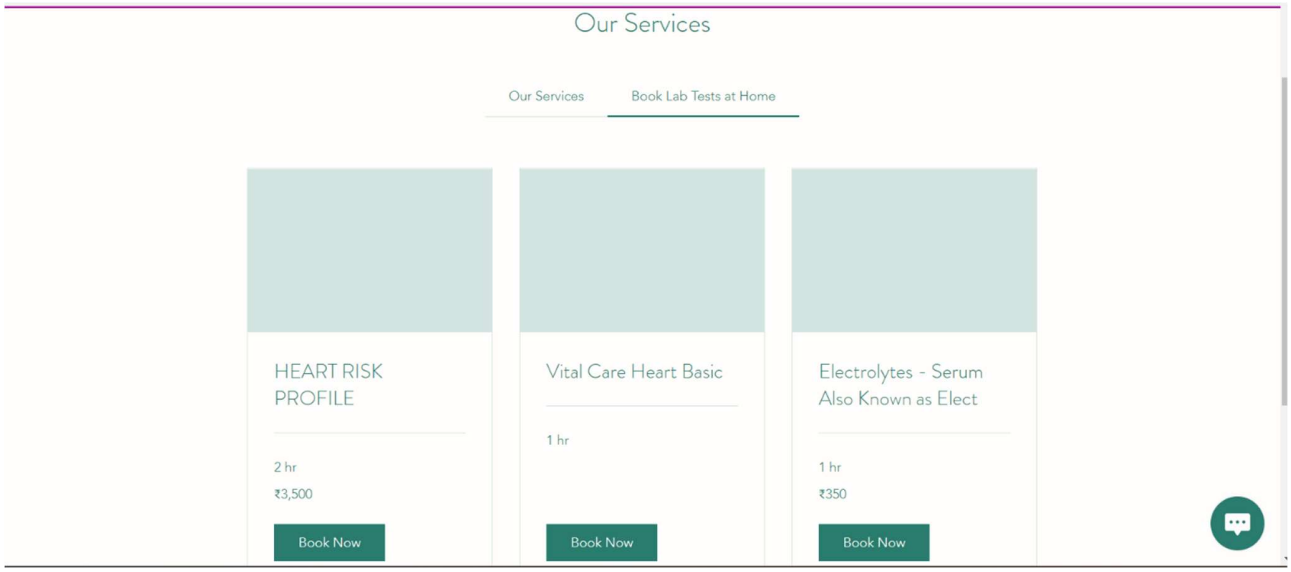
Why Trust Online Medical Store

As pioneers in the healthcare segment, we understand the importance of trust. And that is why, over the years, we worked on building that trust. We ensure that every product sold through our offline/online stores are checked for their authenticity, quality, and compliance with the Central Drugs Standard Control Organization, the national regulatory body for Indian pharmaceuticals and medical devices.

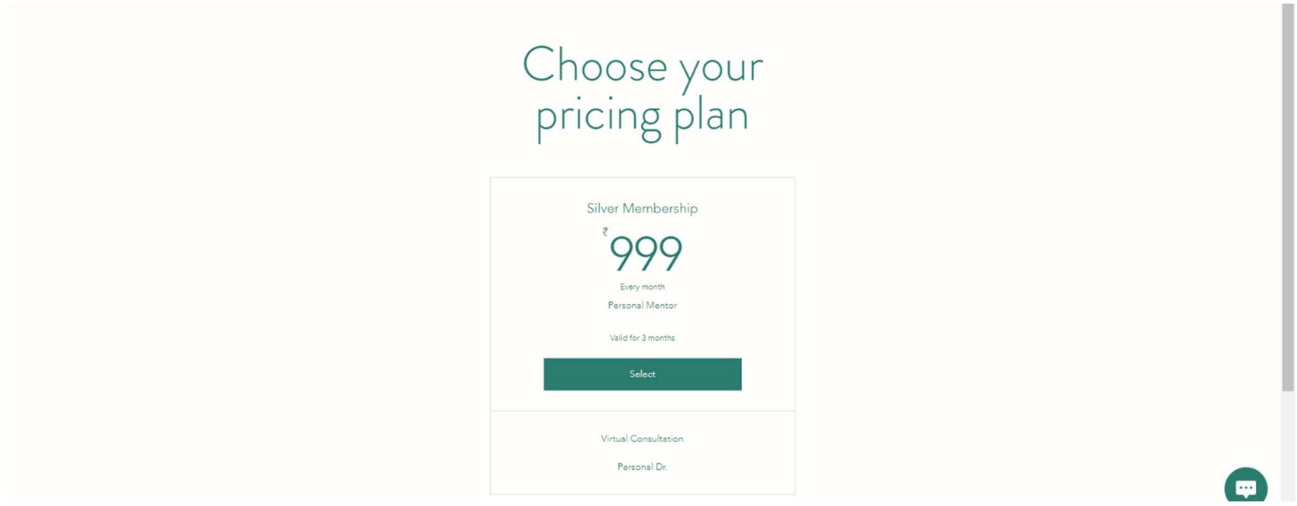


➢ *Our Services*

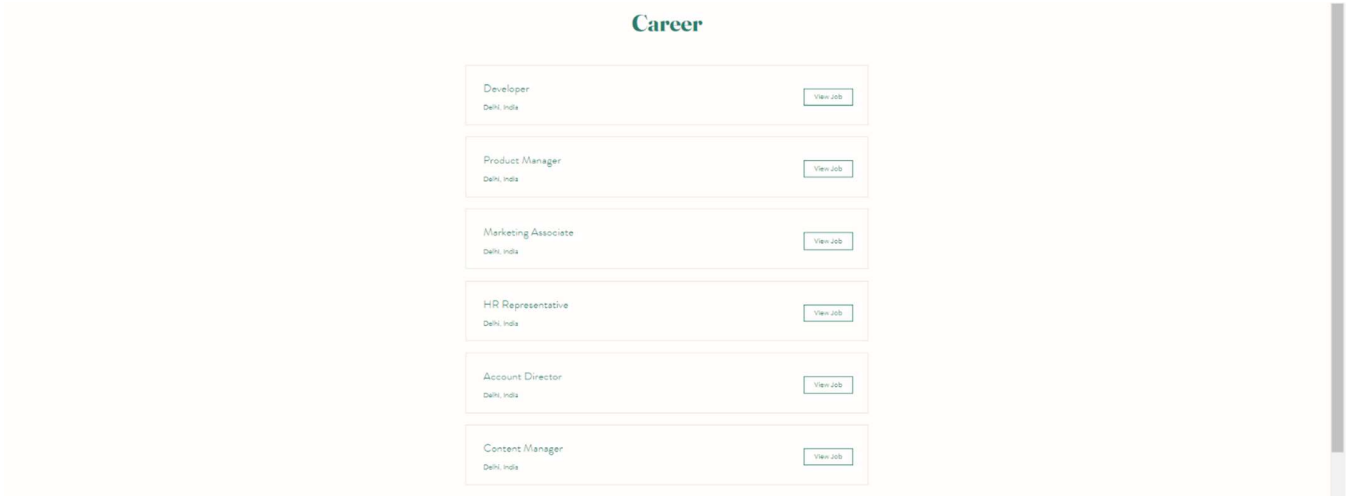


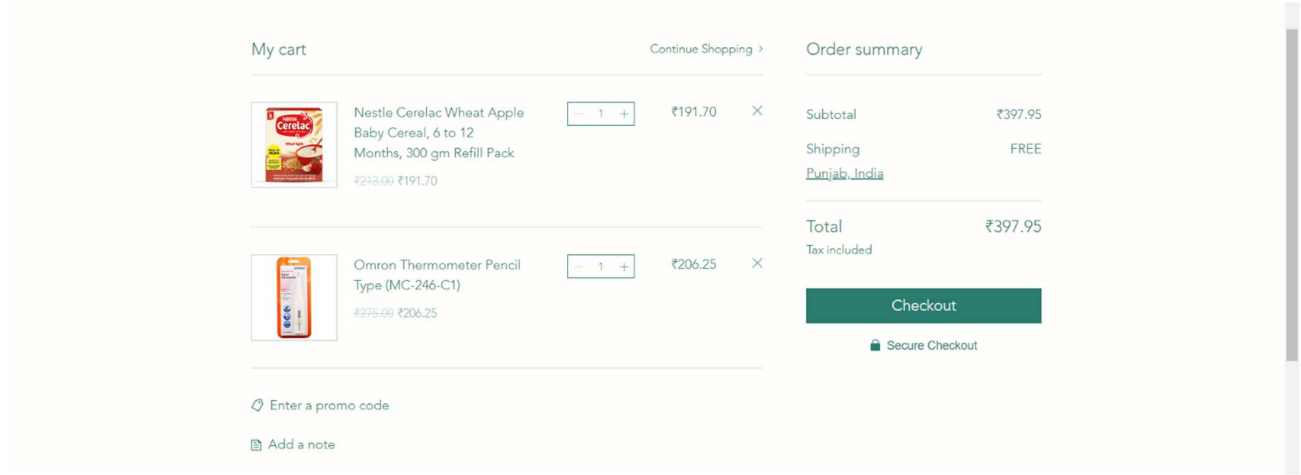


Price and Planning



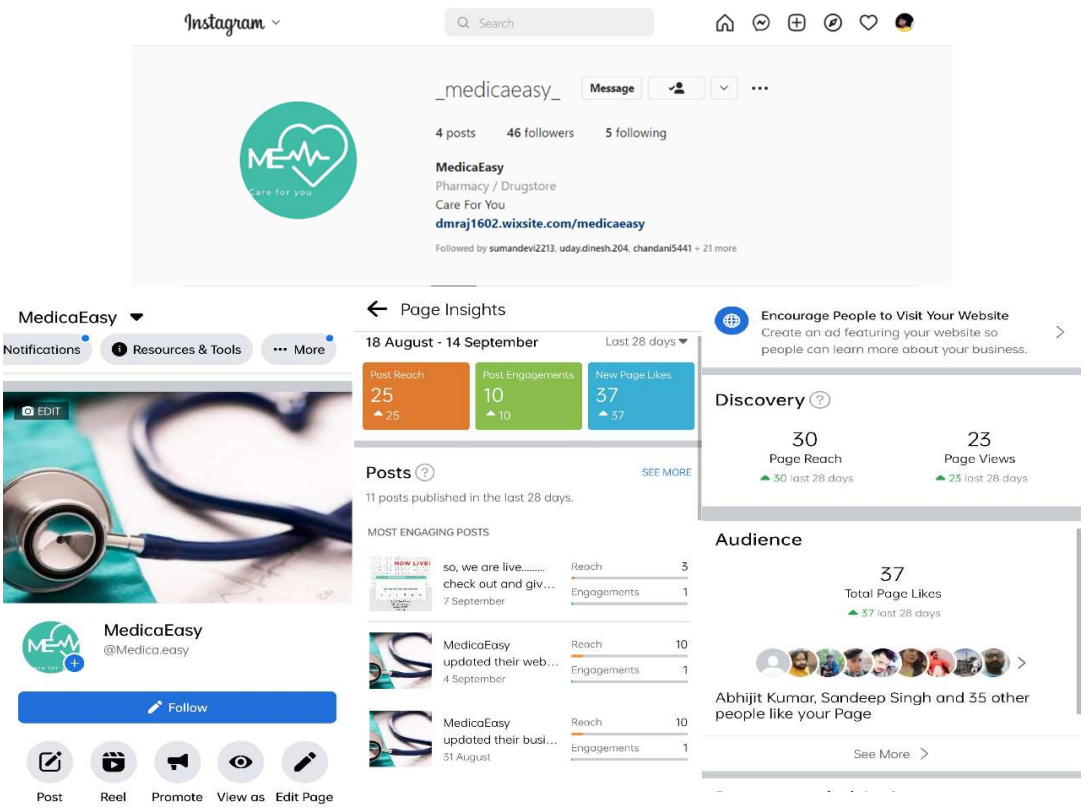
Career

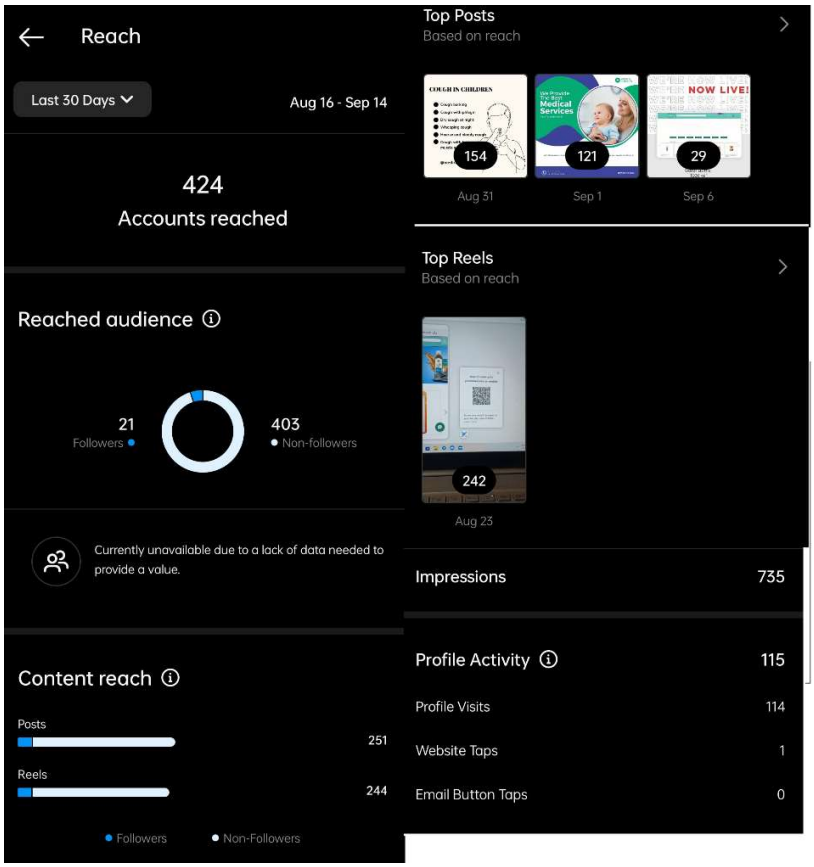




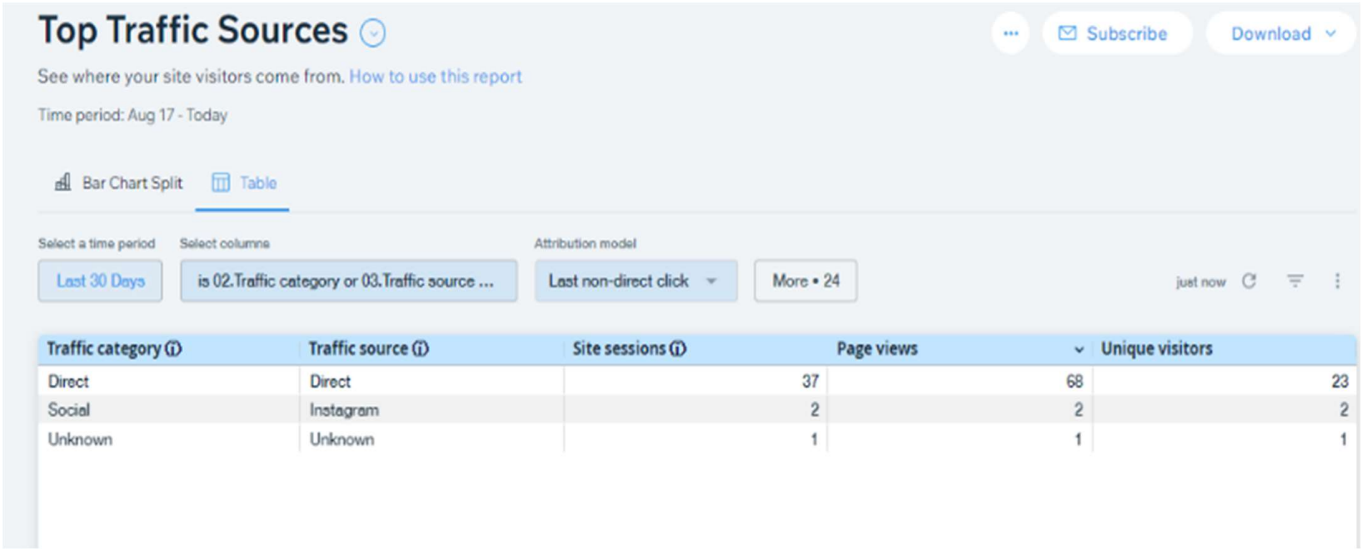
- **SEO for content creation-**
- **User Engagement implementation**
- **System to gather analytics**
- **Web analytics and report analysis**

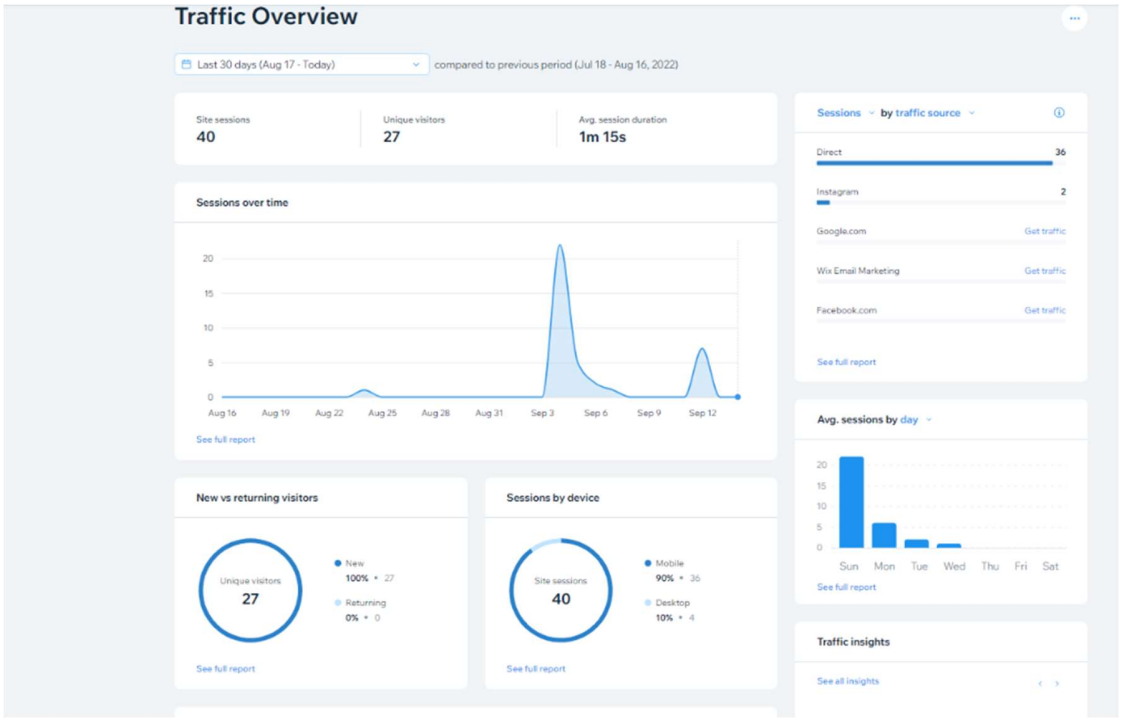
Social Media Analysis:

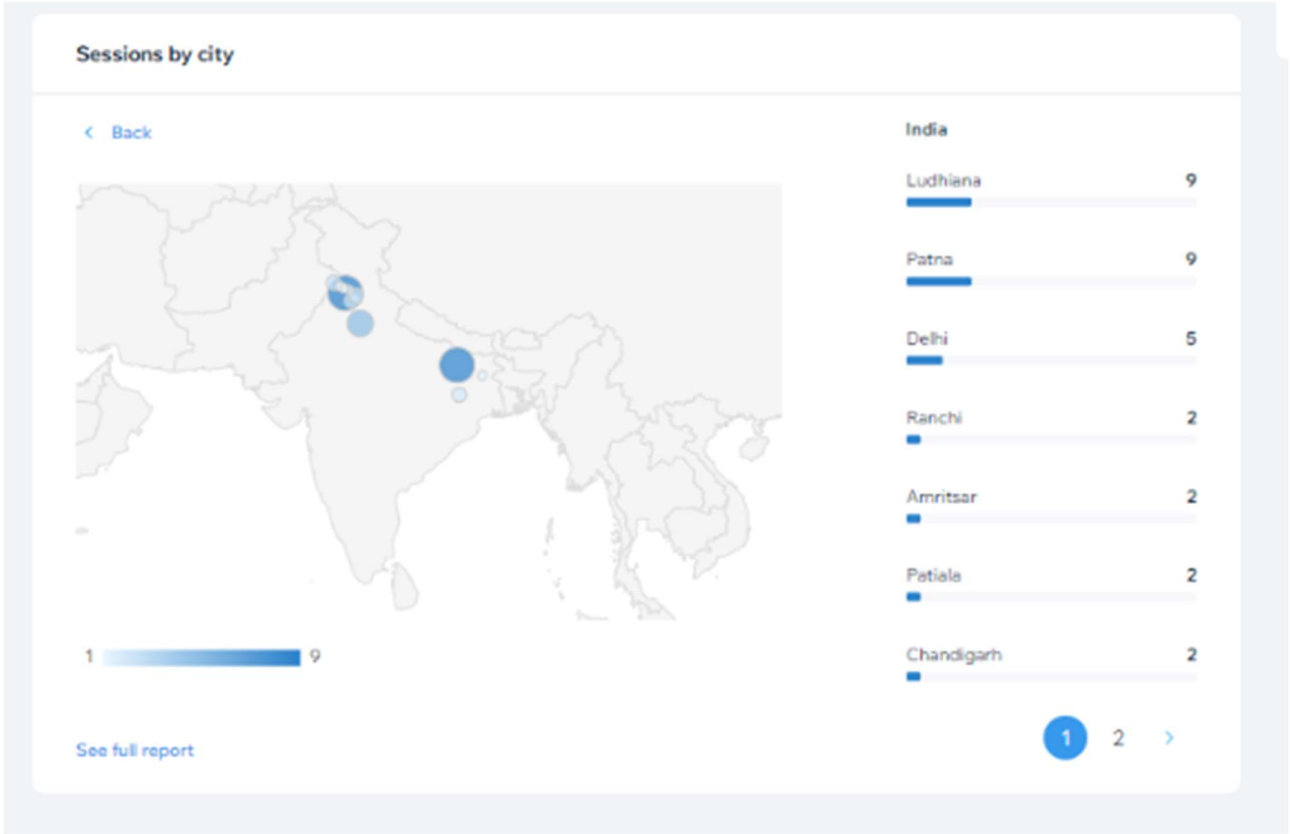


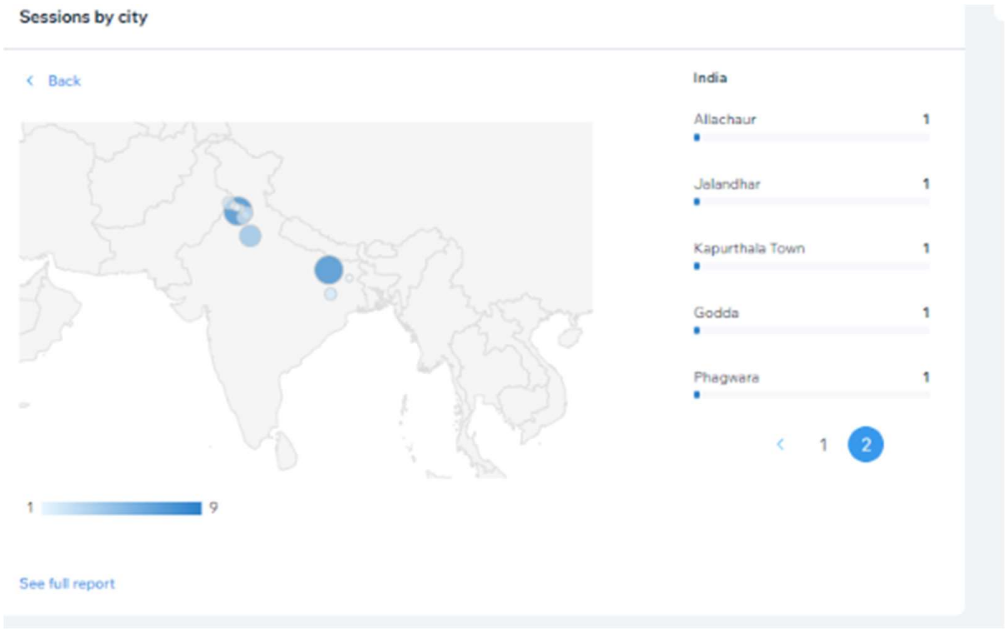


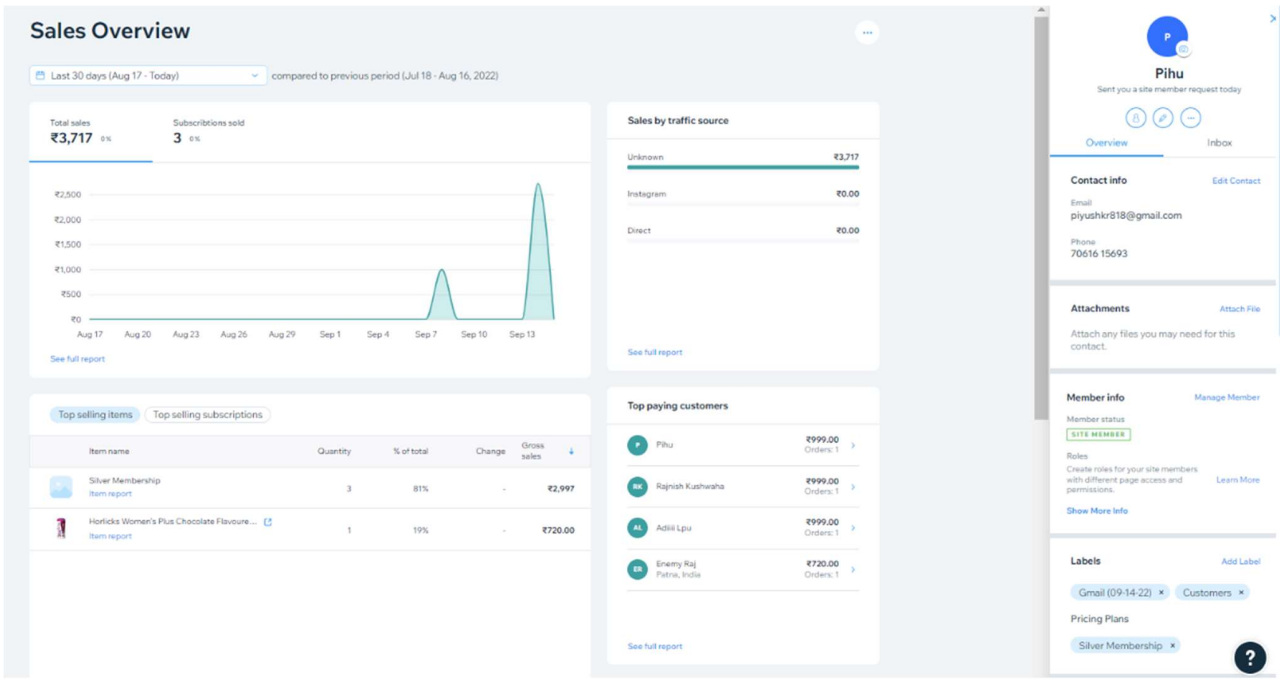
- **Wix site analysis**
-

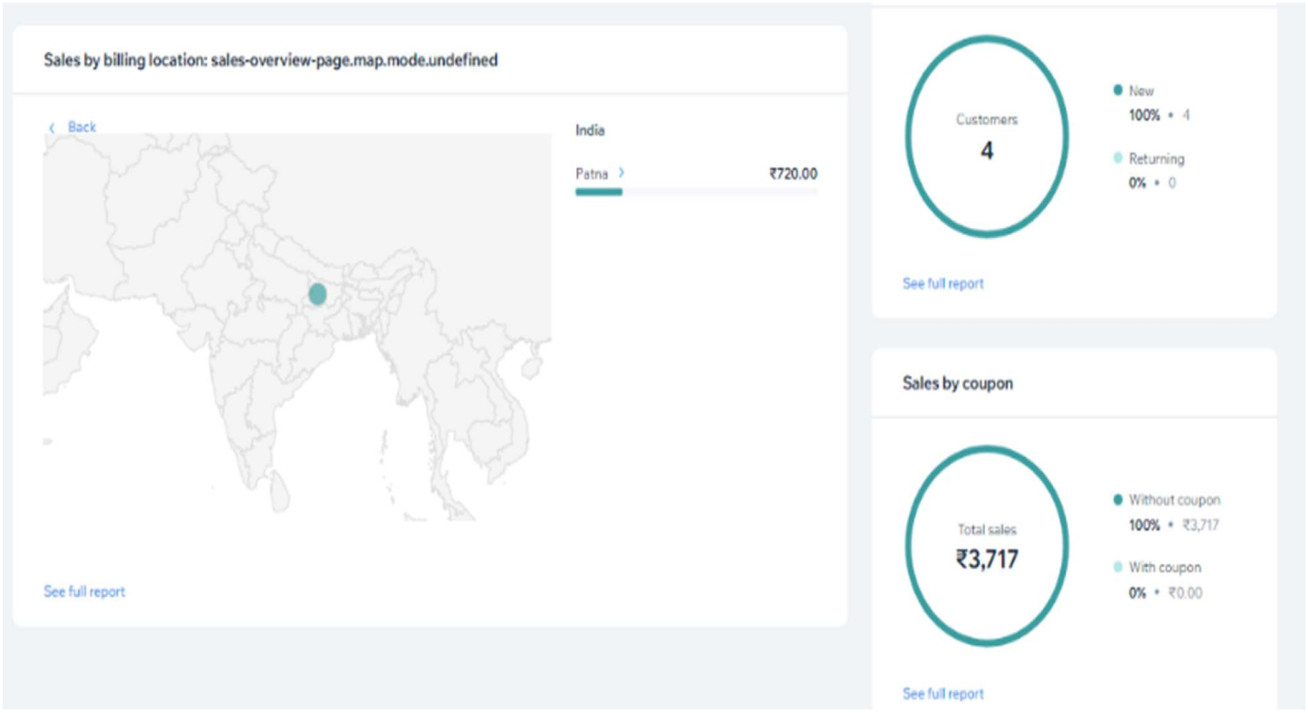



Traffic Overview
Last 30 days (Aug 17 - Today)
compared to previous period (Jul 18 - Aug 16, 2022)
Site sessions
40
Unique visitors
27
Avg. session duration
1m 15s
Sessions over time
See full report
Sessions by traffic source
Direct 36
Instagram 2
Google.com Get traffic
Wix Email Marketing Get traffic
Facebook.com Get traffic
See full report
Avg. sessions by day
Sun Mon Tue Wed Thu Fri Sat
See full report
New vs returning visitors
Unique visitors 27
New 100% • 27
Returning 0% • 0
See full report
Sessions by device
Site sessions 40
Mobile 90% • 36
Desktop 10% • 4
See full report
Traffic insights
See all insights


Sessions by city
Back
India
Ludhiana 9
Patna 9
Delhi 5
Ranchi 2
Amritsar 2
Patiala 2
Chandigarh 2
1 9
See full report
1 2


Sessions by city
Back
India
Allachaur 1
Jalandhar 1
Kapurthala Town 1
Godda 1
Phagwara 1
1 2
1 9
See full report


Sales Overview
Last 30 days (Aug 17 - Today)
compared to previous period (Jul 18 - Aug 16, 2022)
Total sales
₹3,717
Subscriptions sold
3
Sales by traffic source
Unknown ₹3,717
Instagram ₹0.00
Direct ₹0.00
Top selling items
Top selling subscriptions
Item name
Quantity
% of total
Change
Gross sales
Silver Membership
Item report
Horlicks Women's Plus Chocolate Flavoure...
Item report
Top paying customers
Pihu ₹999.00
Rajnish Kushwaha ₹999.00
Adiiii Lpu ₹999.00
Enemy Raj ₹720.00
Patna, India
Pihu
Sent you a site member request today
Overview
Inbox
Contact info
Edit Contact
piyushkr818@gmail.com
70616 15693
Attachments
Attach File
Attach any files you may need for this contact.
Member info
Manage Member
SITE MEMBER
Labels
Add Label
Gmail (09-14-22)
Customers
Pricing Plans
Silver Membership



Benchmarks

Find out how you're doing compared to sites like yours.

Not enough data yet

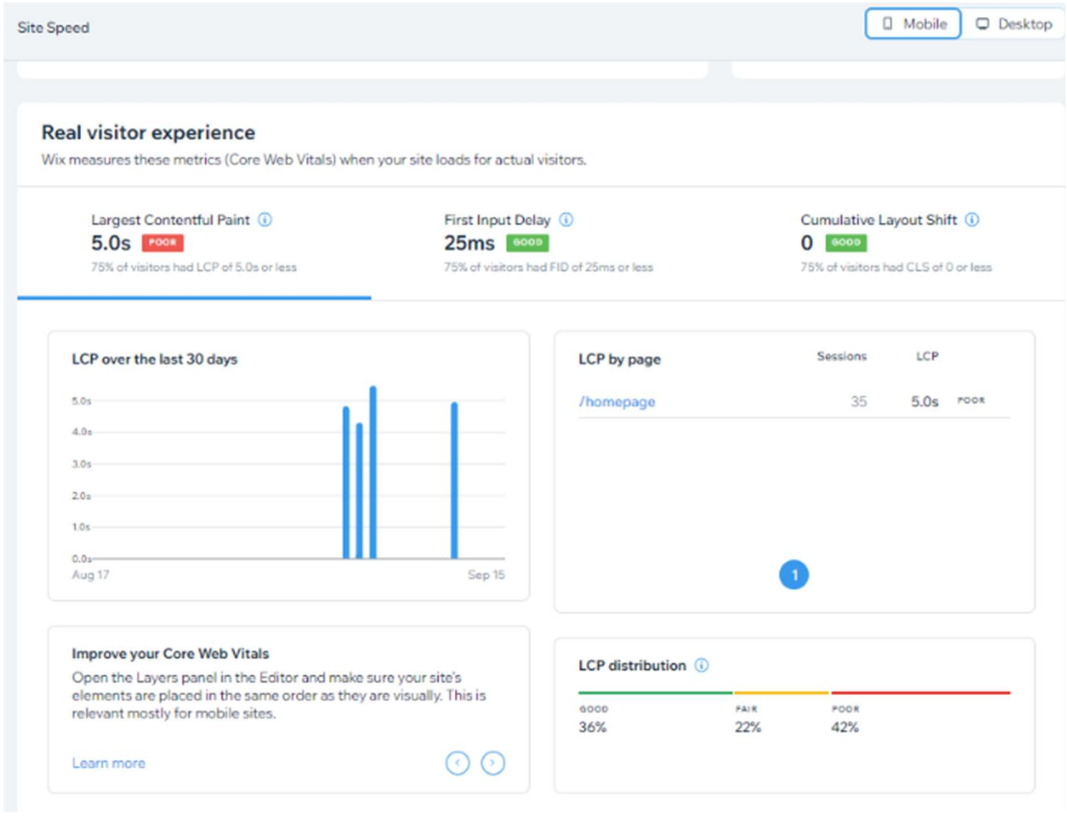
You'll see benchmarks once you have 30 monthly visitors.
Use marketing tools to drive traffic to your site.

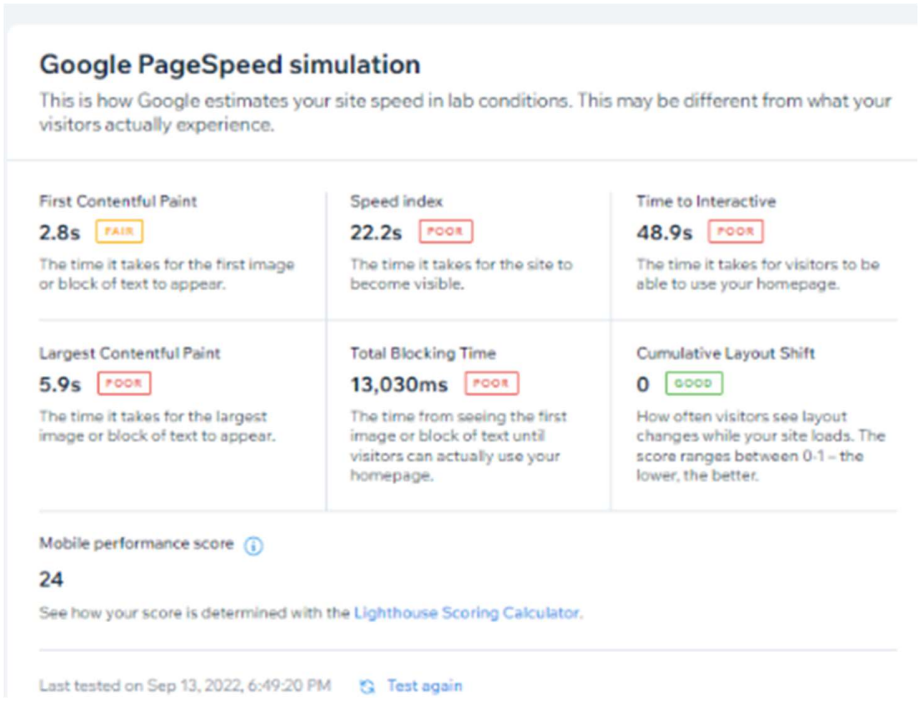
Learn More

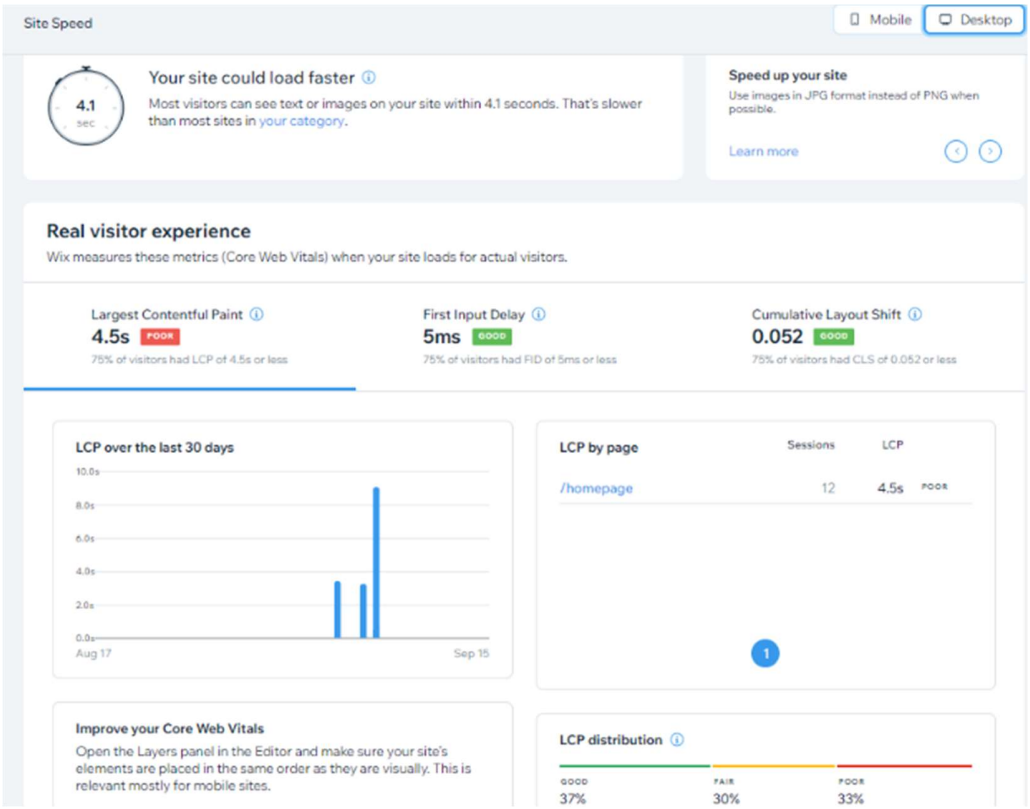
Traffic	Your stats	Better than
Unique visitors	25	Unknown
Avg. session duration	1min 10sec	Unknown
Bounce rate	73%	Unknown
Returning visitors	4%	Unknown
Organic search	0%	Unknown
Social	5%	Unknown

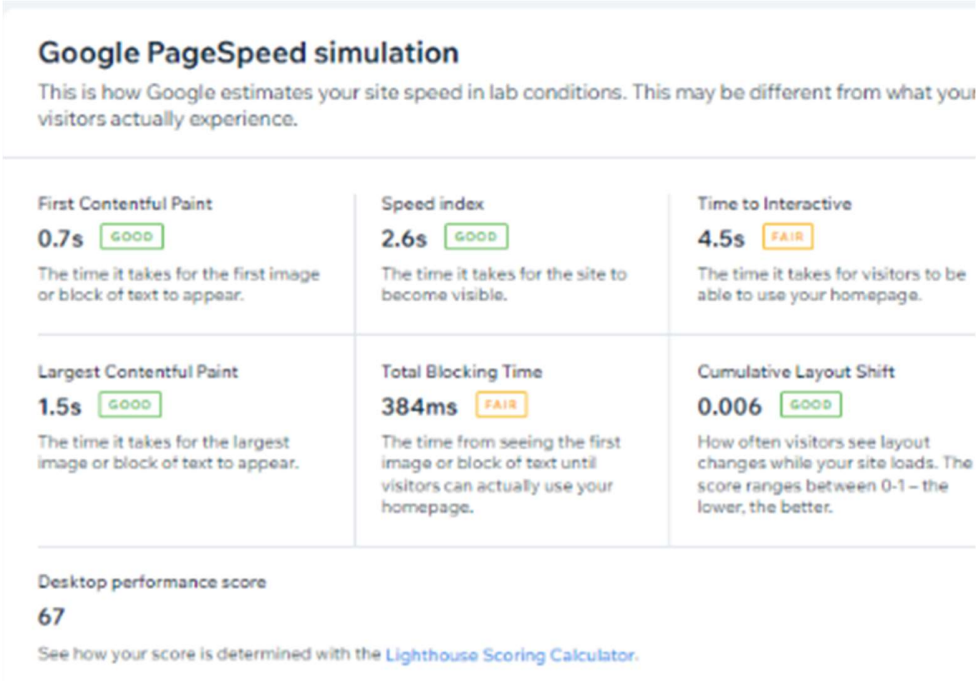
Sales	Your stats	Better than
Total sales	₹3,717	Unknown
Total orders	4	Unknown
Avg. order value	₹929.25	Unknown
Conversion rate	10%	Unknown

Stats are relevant for the last 30 days: Aug 17 - Sep 15


Site Speed
Mobile
Desktop
Real visitor experience
Wix measures these metrics (Core Web Vitals) when your site loads for actual visitors.
Largest Contentful Paint
5.0s
POOR
75% of visitors had LCP of 5.0s or less
First Input Delay
25ms
GOOD
75% of visitors had FID of 25ms or less
Cumulative Layout Shift
0
GOOD
75% of visitors had CLS of 0 or less
LCP over the last 30 days
5.0s
4.0s
3.0s
2.0s
1.0s
0.0s
Aug 17
Sep 15
LCP by page
Sessions
LCP
/homepage
35
5.0s
POOR
1
Improve your Core Web Vitals
Open the Layers panel in the Editor and make sure your site's elements are placed in the same order as they are visually. This is relevant mostly for mobile sites.
Learn more
LCP distribution
GOOD
36%
FAIR
22%
POOR
42%

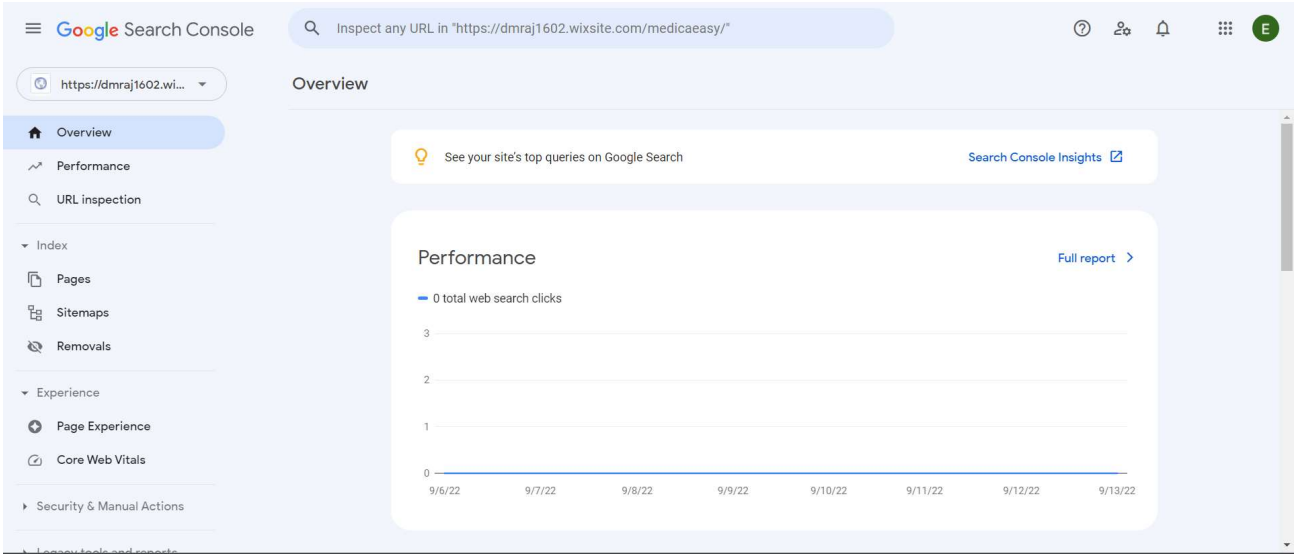

Google PageSpeed simulation
This is how Google estimates your site speed in lab conditions. This may be different from what your visitors actually experience.
First Contentful Paint
2.8s
FAIR
The time it takes for the first image or block of text to appear.
Speed index
22.2s
POOR
The time it takes for the site to become visible.
Time to Interactive
48.9s
POOR
The time it takes for visitors to be able to use your homepage.
Largest Contentful Paint
5.9s
POOR
The time it takes for the largest image or block of text to appear.
Total Blocking Time
13,030ms
POOR
The time from seeing the first image or block of text until visitors can actually use your homepage.
Cumulative Layout Shift
0
GOOD
How often visitors see layout changes while your site loads. The score ranges between 0-1 – the lower, the better.
Mobile performance score
24
See how your score is determined with the Lighthouse Scoring Calculator.
Last tested on Sep 13, 2022, 6:49:20 PM
Test again


Site Speed
Mobile
Desktop
4.1
sec
Your site could load faster
Most visitors can see text or images on your site within 4.1 seconds. That's slower than most sites in your category.
Speed up your site
Use images in JPG format instead of PNG when possible.
Learn more
Real visitor experience
Wix measures these metrics (Core Web Vitals) when your site loads for actual visitors.
Largest Contentful Paint
4.5s POOR
75% of visitors had LCP of 4.5s or less
First Input Delay
5ms GOOD
75% of visitors had FID of 5ms or less
Cumulative Layout Shift
0.052 GOOD
75% of visitors had CLS of 0.052 or less
LCP over the last 30 days
10.0s
8.0s
6.0s
4.0s
2.0s
0.0s
Aug 17
Sep 15
LCP by page
Sessions
LCP
/homepage
12
4.5s POOR
1
Improve your Core Web Vitals
Open the Layers panel in the Editor and make sure your site's elements are placed in the same order as they are visually. This is relevant mostly for mobile sites.
LCP distribution
GOOD
37%
FAIR
30%
POOR
33%


Google PageSpeed simulation
This is how Google estimates your site speed in lab conditions. This may be different from what your visitors actually experience.
First Contentful Paint
0.7s GOOD
The time it takes for the first image or block of text to appear.
Speed index
2.6s GOOD
The time it takes for the site to become visible.
Time to Interactive
4.5s FAIR
The time it takes for visitors to be able to use your homepage.
Largest Contentful Paint
1.5s GOOD
The time it takes for the largest image or block of text to appear.
Total Blocking Time
384ms FAIR
The time from seeing the first image or block of text until visitors can actually use your homepage.
Cumulative Layout Shift
0.006 GOOD
How often visitors see layout changes while your site loads. The score ranges between 0-1 – the lower, the better.
Desktop performance score
67
See how your score is determined with the Lighthouse Scoring Calculator.

SEO

I connected my site with google consol.



Contact on us :

Website link: https://dmraj1602.wixsite.com/medicaeasy

Instagram Profile link: https://www.instagram.com/_medicaeasy_/

Facebook page link: https://www.facebook.com/Medica.easy/

Twitter: https://twitter.com/medica_easy