

Module 2

Website Development and Optimization

(3 Hours)

- *Basics of website creation WordPress, Wix, etc.*
- *User Experience (UX) and User Interface (UI)*
- *Introduction to SEO On-page and Off-page*

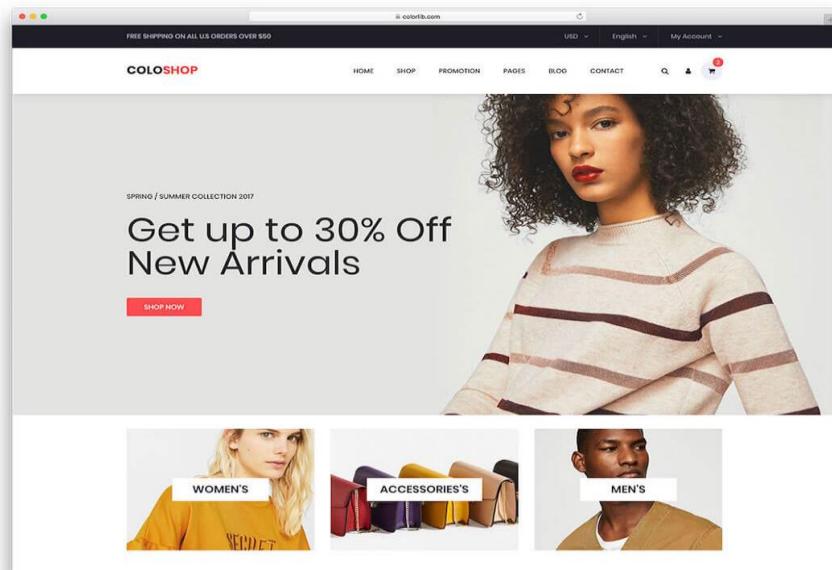
What is Marketing?

- Marketing is the process of identifying customer needs, creating products or services to satisfy those needs, and communicating value to customers to achieve organizational goals.
 - It includes activities such as market research, product design, pricing, promotion, and distribution.



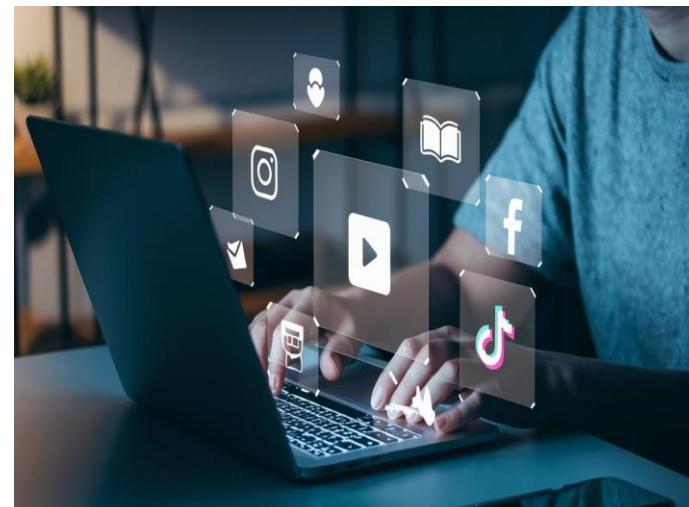
Example

A **clothing company** creates a website where it studies visitor behavior (market research), displays new fashion items (product), shows prices and discounts (price), allows online ordering (place), and runs website banners and blogs (promotion). In this way, the website becomes a complete marketing platform.



Why Digital Marketing?

- Digital marketing refers to promoting products and services using digital platforms such as websites, search engines, social media, and email.
 - Digital marketing is important because customers now search for information online before making purchasing decisions.



- A website acts as the central hub where all digital marketing activities are directed.

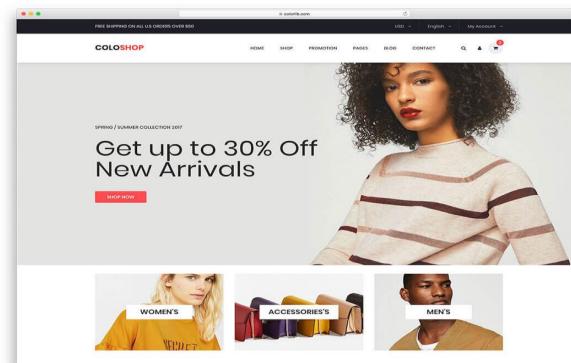
Example:

A travel agency uses Facebook and Google Ads to attract customers. When users click the ads, they are redirected to the company's website where they view packages, read blogs, submit inquiries, and make bookings. Thus, digital marketing channels bring traffic, while the website converts visitors into customers.

Example

A **clothing company** creates a website where it studies

- visitor behavior (market research),
 - displays new fashion items (product),
 - shows prices and discounts (price),
 - allows online ordering (place), and
 - runs website banners and blogs (promotion).
- In this way, the website becomes a complete marketing platform.



MATH (Intuition)

The goal of the website marketing system is usually to **increase sales or conversions**.

Let the target (dependent) variable be: $Y = \text{Sales} / \text{Conversion Rate} / \text{Revenue}$

Step 2: Define Independent (Input) Variables from the Content

From your paragraph:

Marketing Activity	Variable	Meaning
Visitor behavior analysis (market research)	X_1	User engagement (time on site, clicks, visits)
Display of new fashion items (product)	X_2	Product attractiveness & variety
Prices and discounts (price)	X_3	Pricing strategy & discount level
Online ordering facility (place)	X_4	Ease of purchase / website usability
Website banners & blogs (promotion)	X_5	Promotional content effectiveness

Step 3: Mathematical Function Representation

The website as a **digital marketing platform** can be modeled as: $Y = f(X_1, X_2, X_3, X_4, X_5)$

Or more explicitly (linear form): $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$

Where:

- β_0 = baseline sales
- $\beta_1 \dots \beta_5$ = impact of each marketing factor

Step 4: Mapping 4P Concept into Variables

$$Y = f(\text{Product}, \text{Price}, \text{Place}, \text{Promotion})$$

With website integration:

$$Y = f(X_2, X_3, X_4, X_5)$$

And market research (visitor behavior):

$$X_1 \rightarrow \text{Data-driven optimization of all Ps}$$

Step 5: Example with Simple Numbers

Assume:

- $X_1 = 0.8$ (high engagement)
- $X_2 = 0.7$ (good product display)
- $X_3 = 0.6$ (moderate discounts)
- $X_4 = 0.9$ (easy checkout)
- $X_5 = 0.75$ (effective promotion)

Then:

$$\begin{aligned} Y &= 10 + 5(0.8) + 4(0.7) + 3(0.6) + 6(0.9) + 4(0.75) \\ Y &= 10 + 4 + 2.8 + 1.8 + 5.4 + 3 = 27 \end{aligned}$$

→ Higher website effectiveness ⇒ higher sales

Step 6: Final Conceptual Interpretation

The website acts as a function that transforms digital marketing inputs (4P + data) into business outcomes (sales/conversions).

DEMO

Google search results for "free clothing company html templates git hub as index page".

AI Mode All Images Short videos Forums Videos Web More Tools

AI Overview

Several free HTML clothing company templates are available on GitHub, many of which include a standard `index.html` as the main landing page file. These templates are responsive and built with HTML, CSS, and often JavaScript or Bootstrap. [View](#)

Here are some popular, free clothing company HTML templates found on GitHub:

- [Clothing Brand Website Template](#): This repository offers a modern, minimalist, and responsive design, perfect for showcasing a clothing brand. It includes multiple pages, such as `index.html` (homepage), `about.html`, and features smooth hover animations.

Show more ▾

[GitHub](#) <https://github.com/topics/clothing-website-template> [clothing-website-template](#)

[GitHub](#) <https://github.com/topics/clothing-website-template> [clothing-website-template](#)

'Modish' is a clothing shop free eCommerce HTML CSS Website Template by TemplatesJungle. It best suits clothing stores. bootstrap ecommerce fashion store ... [Read more](#)

Missing: `index` | Show results with: `index`

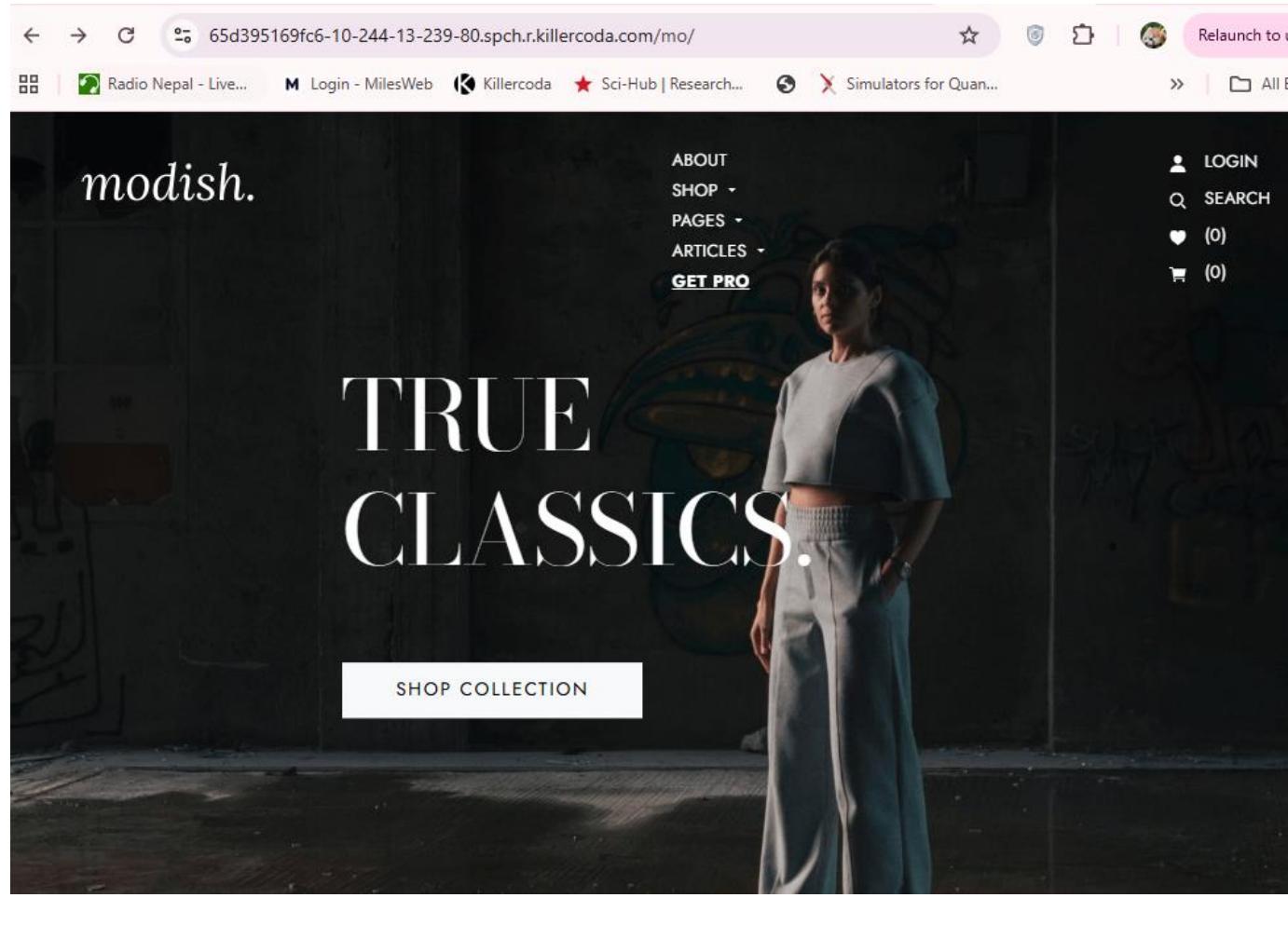
[Colorlib](#) <https://colorlib.com/home/website-templates/> [24 Best Free Fashion Website Templates 2026](#)

Sep 25, 2025 — We bring you a complete collection of the best free fashion website templates that you can utilize for your thriving online businesses.

[GitHub Pages documentation](#) <https://themewagon.github.io/kaira/> [Kaira - Bootstrap 5 Fashion Store HTML CSS Template](#)

New Collections · Book An Appointment · Pick up in store · Special packaging · free global returns. [Read more](#)

git clone <https://github.com/Bernaldo-ALonso/modish-free-e-commerce-website-template.git>



4P Concept of Marketing

Product

Product refers to goods or services offered to customers. In digital marketing, websites showcase product details, images, videos, and customer reviews.

Example:

An electronics company displays mobile phone specifications, demo videos, and FAQs on its website to educate customers about the product.

Price

Price is the amount charged for a product or service. Websites allow businesses to show pricing, discounts, and flexible payment options.

Example:

An e-commerce website displays original price, discounted price, EMI options, and coupon codes during online sales.

**Place**

Place refers to how products are delivered to customers. In digital marketing, the website itself becomes a distribution channel.

Example:

An online bookstore sells books directly through its website and delivers them to customers' homes, removing the need for a physical store.

Promotion

Promotion includes activities to inform and persuade customers. Websites support promotion through blogs, landing pages, SEO, and banners.

Example:

A restaurant promotes a new menu through a website landing page optimized for Google search and promoted via social media links.

Product

The service or product offered online, clearly explained through website content.

Example:

An online education website explains courses, syllabus, and certification details.

Price

Digital pricing strategies displayed on websites.

Example:

Subscription plans (monthly, yearly) shown on a SaaS company's website.

Place

Online availability of services through the website.

Example:

A bank allows customers to apply for loans directly via its website.



Promotion

Digital promotion techniques driving traffic to the website.

Example:

Blogs, SEO articles, and email newsletters linking back to the website.

People

Employees or support teams interacting with customers via the website.

Example:

Live chat support and contact forms handled by customer service staff.

Process

Example:

Search product → Add to cart → Checkout → Payment → Confirmation.

Physical Evidence

Visual and tangible elements that build trust.

Example:

Professional website design, testimonials, security badges, and contact details.

Role of Website in Digital Marketing

- A website is the **backbone of digital marketing**. It acts as a central platform where customers learn about the business, evaluate products, and make purchase decisions.
- All digital marketing channels such as **SEO, social media marketing, email marketing, and online advertising** ultimately direct users to the website.
- Websites help businesses generate leads, **collect customer data, analyze behavior using tools like Google Analytics**, and improve marketing strategies.

Example:

A digital marketing campaign on Instagram attracts users to a website landing page. Visitors fill out a form to download a brochure. The business then uses email marketing to follow up, turning website visitors into customers.

Part 1: What is a Website

A **website** is just a **text file** with:

- some **HTML** (structure – text, images, buttons)

👉 **Good news:**

You do **NOT** need to install anything to run a website.

Part 2: Run a Sample Website on Your Laptop (Local)

Step 1: Create a folder

1. Right-click anywhere (Desktop is fine)
2. Click **New → Folder**
3. Name it:

my-first-website

Step 2: Create an HTML file

1. Open the folder
2. Right-click → **New → Text Document**
3. Rename it to:

index.html

⚠ Make sure it is **.html**, not .txt

If Windows asks:

“Are you sure you want to change the extension?”

Click **Yes**.

Step 3: Open the file and paste this code

Right-click **index.html** → **Open with → Notepad**

Paste this **very simple** website:

```
<!DOCTYPE html>

<html>

<head>
```

</head>

<body>

<h1>Hello World 🎉</h1>

<p>This is my first website.</p>

<p>

I am learning website development.

This page is made using simple HTML.

</p>

</body>

</html>

Press **Ctrl + S** (Save).

Step 4: Run the website

1. Double-click index.html
2. It opens in **Chrome / Edge**



Congratulations!
You just ran your first website.

Part 3: Very Basic HTML Understanding (only what you need)

You don't need to memorize — just understand the idea.

Code	Meaning
<html>	Website starts

<head>	Page info (title)
<title>	Browser tab name
<body>	Visible content
<h1>	Big heading
<p>	Paragraph

Think of **HTML as labels**, not programming.

Part 4: Put the Same Website on GitHub (Free Hosting)

GitHub can host websites for **FREE using GitHub Pages**.

https://github.com/sanjeevlcc/notes_2081/blob/main/DM/MBA%20DMP/Contents_aka_Notes.pdf

Page 51 - 52 – step 1 - 5

Step 1: Create a GitHub account

Go to  <https://github.com>

Sign up (free).

Step 2: Create a new repository

1. Click + (top right) → **New repository**
2. Repository name:
3. my-first-website

4. Set Public

5. Click **Create repository**

Step 3: Upload your index.html

1. Click **Add file** → **Upload files**

2. Drag your index.html

3. Click **Commit changes**

Step 4: Enable GitHub Pages

1. Go to **Settings**

2. Click **Pages** (left menu)

3. Under **Source**:

○ Branch: main

○ Folder: /root

4. Click **Save**

Step 5: Open your live website

After 30–60 seconds, GitHub gives a link like:

<https://your-username.github.io/my-first-website/>

 Your website is now **LIVE on the internet.**

Part 5: How This Connects to Digital Marketing (**Intuition**)

- Your **HTML page** = website
- GitHub Pages = **online presence**
- Website becomes:
 - Product display

- Promotion platform
- Data collection base (later)

This is the **foundation of digital marketing websites.**

The screenshot shows a Google search results page with the query "free ecommerce website templates github". The results are as follows:

- ecommerce-website-template**
GitHub
<https://github.com/topics/ecommerce-website-template> ::
I make Ecommerce Website Design. It will be completely responsive for any devices like phone, tablet etc. This website developed by using Tailwind CSS. [Read more](#)
- ecommerce-template · GitHub Topics**
GitHub
<https://github.com/topics/ecommerce-template> ::
Shoply is a modern and responsive e-commerce website template built using HTML, CSS, and Bootstrap. It's a static front-end template designed for online stores, ... [Read more](#)
- multipurpose-ecommerce-template**
GitHub
<https://github.com/topics/multipurpose-ecommerce-template> ::
Ecommerce Admin Panel Template Free Download. Free Bootstrap4 Multipurpose Admin Template. Suitable for eCommerce, CRM, HealthCare...etc. [Read more](#)
- Free & Premium E-Commerce Website Templates**
ThemeWagon
<https://themewagon.com/ecommerce-template> ::
Exclusive free and premium e-commerce website themes for your online shop. High quality free html ecommerce templates to start a shop today

← → ⌂ github.com/topics/multipurpose-ecommerce-template

Radio Nepal - Live... Login - MilesWeb Killercoda Sci-Hub | Research... Simulators for Quan...

Explore Topics Trending Collections Events GitHub Sponsors

multipurpose-ecommerce-template

Here are 5 public repositories matching this topic...

Language: All ▾

[ahmadhuss / ludus-free-premium-ecommerce-template](#) Star 293

Code Issues Pull requests

Ludus - Multipurpose E-commerce Template - 40+ Pages, User Dashboard Module & Blog Module

css scss bootstrap4 blog-theme multipurpose-ecommerce-template

Updated on Dec 19, 2023 HTML

[ahmadhuss / groover-free-premium-ecommerce-template](#) Star 137

<https://github.com/ahmadhuss/ludus-free-premium-ecommerce-template>

<https://github.com/AHMAD-JX/Website-GameOver>

A management/ marketing student doesn't need to build the website—
they need the **idea to sell, the plan to execute, and the strategy to make the website generate business value.**

Basics of website creation WordPress, Wix, etc.

A **website** is a collection of web pages that can be accessed on the internet using a web browser.

Steps in Website Creation

1. Choose a website platform
 2. Select a domain name
 3. Choose hosting
 4. Design the website
 5. Add content
 6. Publish the website
-

Website Builders / CMS

Website builders allow users to create **websites without deep coding knowledge.**



◆ WordPress

- Open-source **Content Management System (CMS)**
- Powers blogs, business sites, and e-commerce
- Uses **themes** for design and **plugins** for functionality
- Highly customizable and SEO-friendly

Example uses: Blogs, news portals, company websites

<https://nepal.wordcamp.org/2026/>

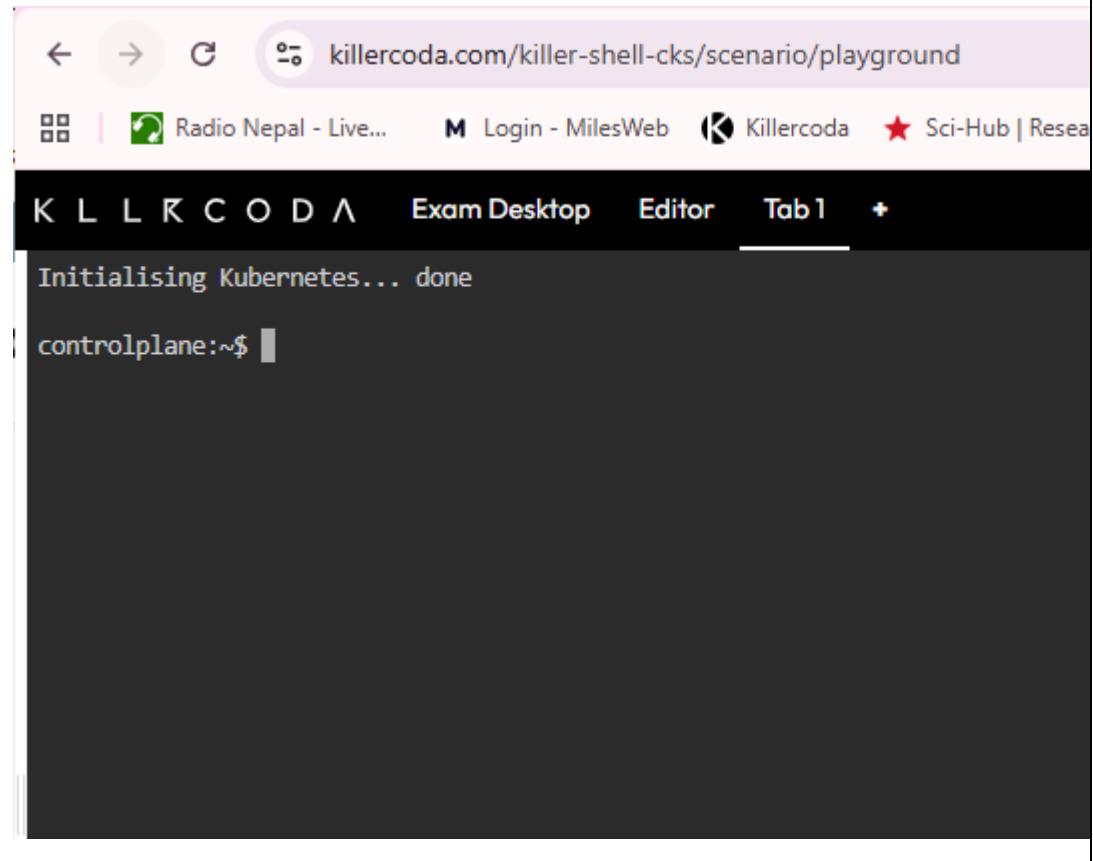
<https://github.com/sanjeevlcc/word-camp2026/blob/main/single.txt>

<https://killercoda.com/killer-shell-cka/scenario/playground>

Login: google account/ github account

killer-shell-cks/scenario/playground

<https://killercoda.com/killer-shell-cks/scenario/playground>



KILLER CODA Exam Desktop Editor Tab 1 +

```
Initialising Kubernetes... done
controlplane:~$
```

The screenshot shows a Google search results page for "web hosting in nepal". The results are as follows:

- Nest Nepal** (<https://nestnepal.com/>) - Described as "#1 Best Web Hosting in Nepal | Web Hosting Nepal", featuring unlimited nvme-SSD disk space and bandwidth along with free Domain, SSL, email accounts & 24/7 support.
- Himalayan Host** (<https://www.himalayanhost.com>) - Described as "Web Hosting in Nepal: Himalayan Host - Cloud, Reseller ...", offering best web hosting in Nepal with exceptional uptime, fast loading speeds, and dedicated customer support.
- Babal Host** (<https://babal.host>) - Described as "Babal Host: Unlimited Web Hosting in Nepal".

<https://nestnepal.com/>

<https://www.himalayanhost.com/>

<https://babal.host/>

<https://www.webhostnepal.com/>

◆ Wix

- Drag-and-drop website builder
- Hosting included
- Very easy for beginners
- Limited advanced customization

Example uses: Personal sites, portfolios, small businesses

◆ Other Platforms

- **Squarespace** – modern design templates
- **Shopify** – best for online stores

Advantages of Using Website Builders

- No coding required
 - Quick website development
 - Pre-designed templates
 - Easy maintenance
-

Disadvantages

- Limited control compared to custom coding
- Some features require paid plans

User Experience (UX) and User Interface (UI)

◆ User Interface (UI)

User Interface refers to how a website or application **looks visually**.

Includes:

- Layout and structure
- Colors and fonts
- Buttons and icons
- Images and design elements

Goal: Make the website attractive and visually consistent.

◆ User Experience (UX)

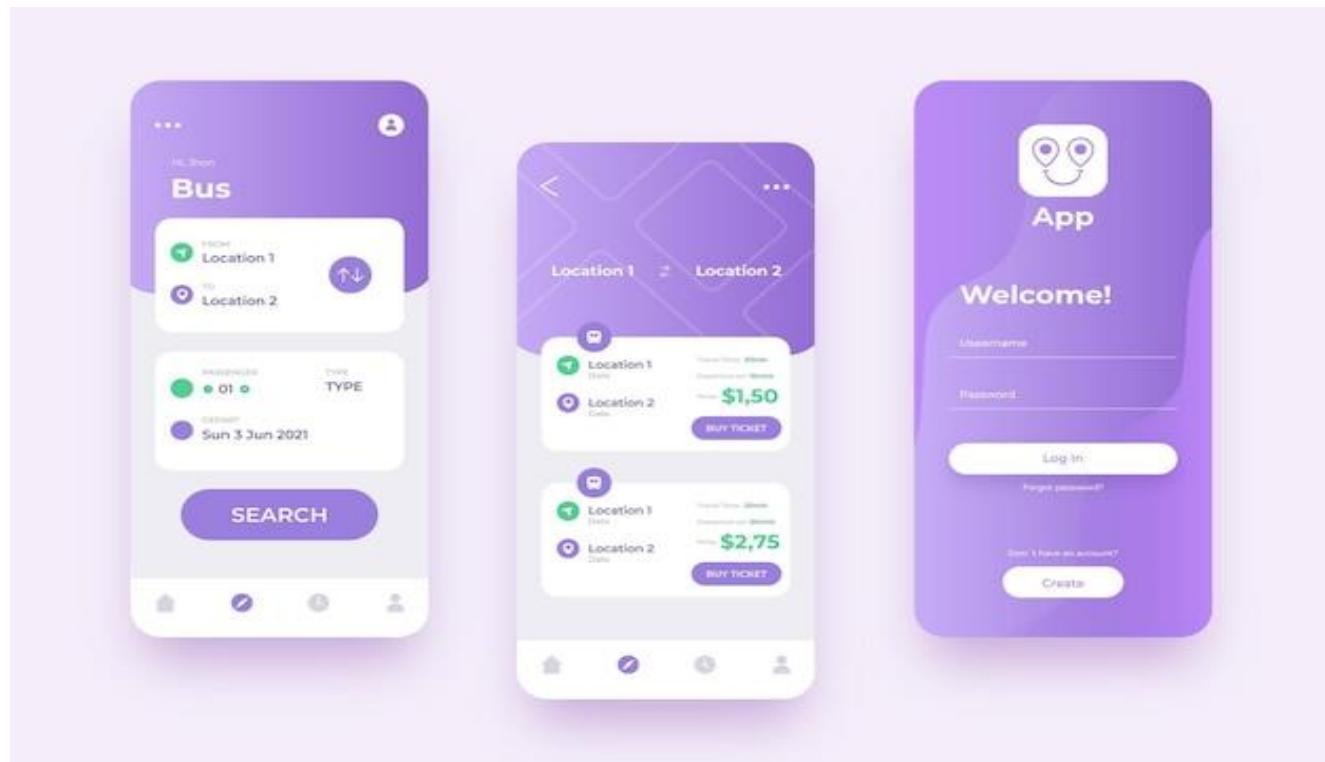
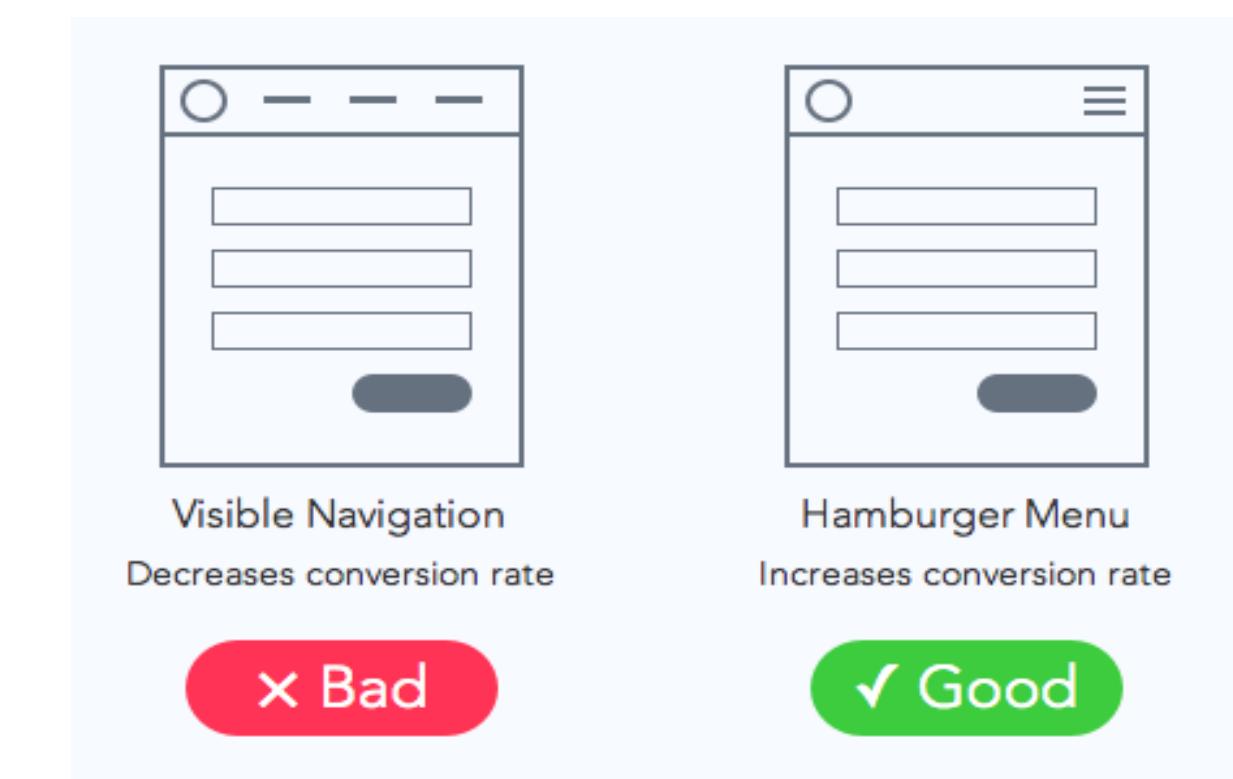
User Experience refers to how a user **feels while using** a website or application.

Includes:

- Easy navigation

- Fast loading speed
- Mobile responsiveness
- Clear information flow

Goal: Make the website easy, smooth, and satisfying to use.



Key Differences (UX vs UI)

UX	UI
Focuses on usability	Focuses on appearance
User journey & satisfaction	Visual design
Structure & flow	Colors & typography

Example

A website may look beautiful (**good UI**) but be difficult to navigate (**poor UX**).

Free UI/UX Design & Prototyping Tools

1. Penpot — Free & Open Source

- Web-based design & prototyping tool similar to Figma
- Unlimited projects and collaboration
- Works on any device with a browser
- Great for beginners & teams
-  <https://penpot.app/>

2. Uizard — Easy, AI-Assisted Design

- Simple UI/UX design tool with templates
- Can generate UI from sketches and text
- Good for fast designs and beginners
-  <https://uizard.io/>

3. Pixso — Figma-like Alternative

- Similar interface to Figma

- Good for UI components + prototypes
- Free plan available
- 🔗 <https://pixso.design/>

4. Visily — Beginner-Friendly Wireframes

- Focuses on early stage wireframes and mockups
- Lots of pre-made UI templates
- 🔗 <https://visily.ai/>

📌 Bonus (Free Tools Useful for UI/UX Work)

🖼️ **Canva (Free Plan Available)** – Great for quick mockups, layouts & basic UI visuals

🔗 <https://www.canva.com/>

🖌️ **Photopea (Free Online Editor)** – Browser tool to edit graphics and UI assets (PSD, JPG, PNG)

🔗 <https://www.photopea.com/>

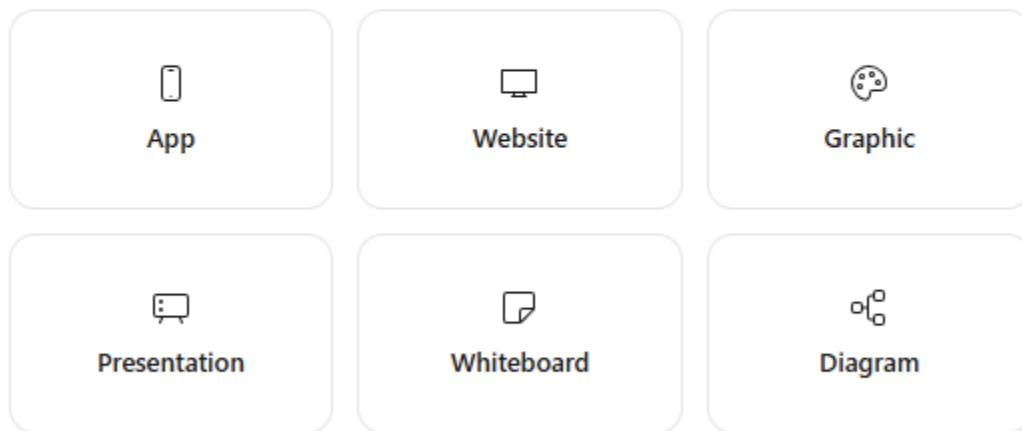
Figma

IT is the industry-standard, cloud-based design tool used to create websites, mobile apps, and interactive digital experiences

<https://www.figma.com/>

Product	Best For
Figma Design	High-fidelity UI/UX design, mobile apps, and websites.
FigJam	An online whiteboard for brainstorming, diagrams, and "sticky note" sessions.
Figma Slides	Creating interactive, design-led presentations for stakeholders.

What do you want to make first?

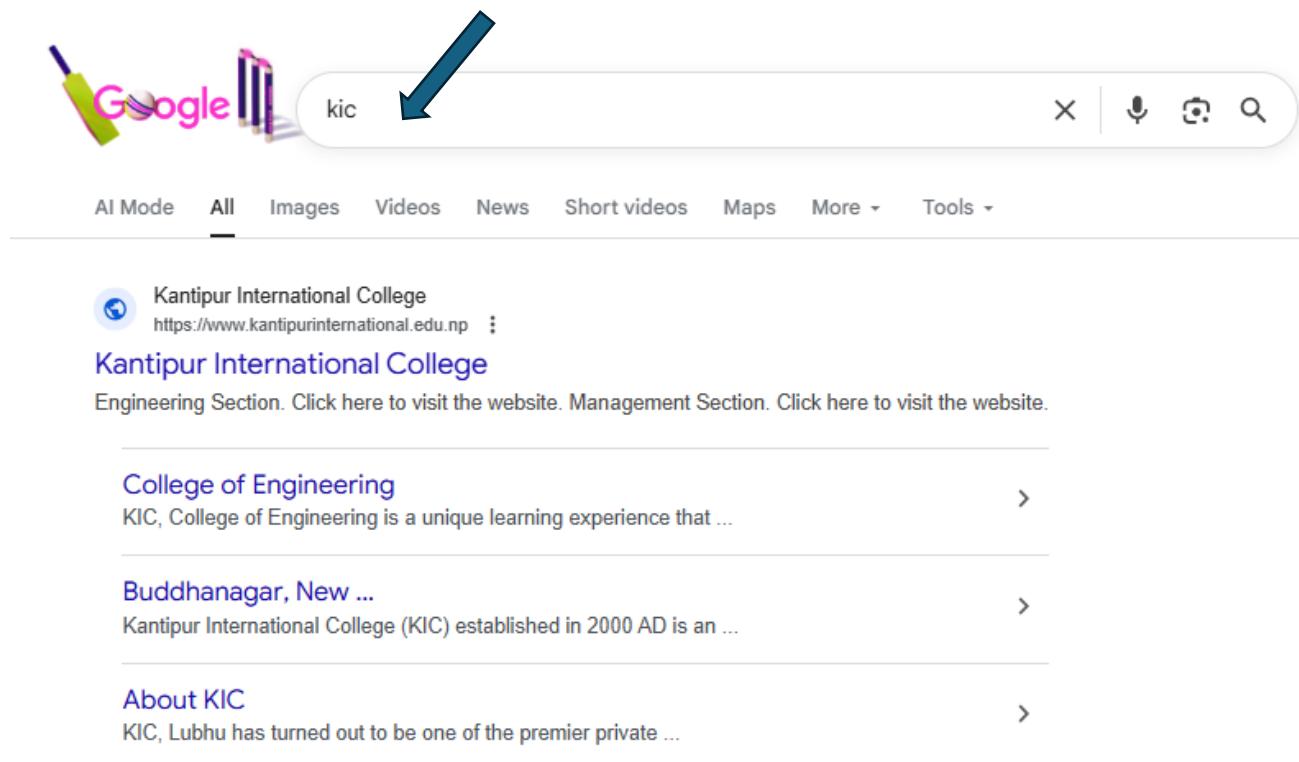


<https://www.youtube.com/watch?v=NdKvKEO2HRc&start=6789>

SEO is the process of improving a website so that it **ranks higher in search engines** like Google and gets more organic (free) traffic.

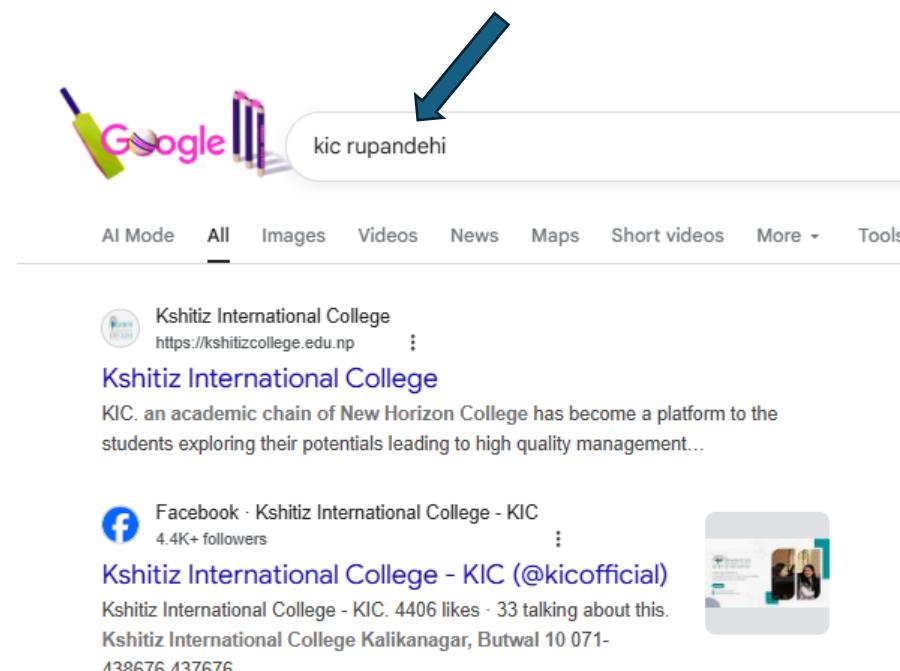
Main goal:

- 👉 Increase website visibility and visitors from search engines.



A screenshot of a Google search results page. The search bar at the top contains the query "kic". A blue arrow points from the search bar to the search results. The results show the following items:

- Kantipur International College**
https://www.kantipurinternational.edu.np ...
Kantipur International College
- College of Engineering**
KIC, College of Engineering is a unique learning experience that ...
- Buddhanagar, New ...**
Kantipur International College (KIC) established in 2000 AD is an ...
- About KIC**
KIC, Lubhu has turned out to be one of the premier private ...



A screenshot of a Google search results page. The search bar at the top contains the query "kic rupandehi". A blue arrow points from the search bar to the search results. The results show the following items:

- Kshitiz International College**
https://kshitizcollege.edu.np ...
Kshitiz International College
- Facebook · Kshitiz International College - KIC**
4.4K+ followers
Kshitiz International College - KIC (@kicofficial)
Kshitiz International College - KIC. 4406 likes · 33 talking about this.
Kshitiz International College Kalikanagar, Butwal 10 071-438676,437676...



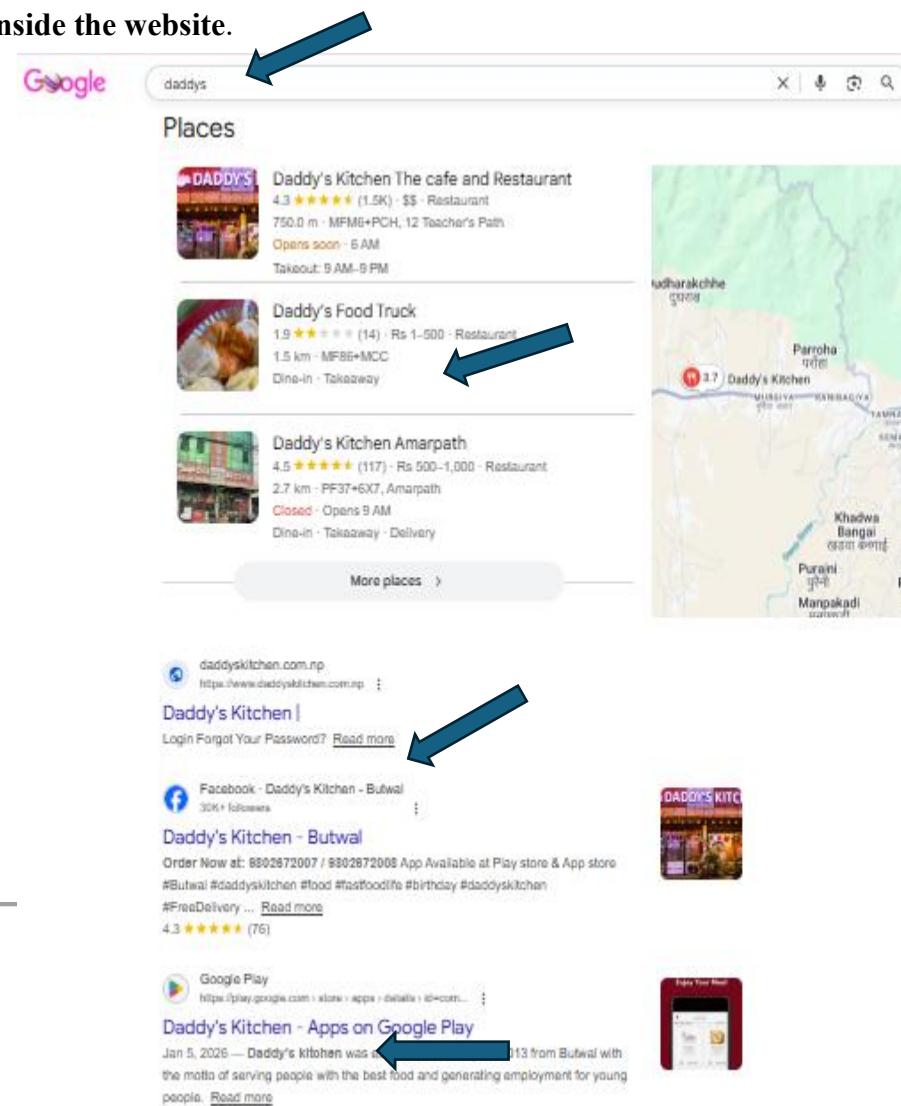
Latest posts from Kshitiz International College

On-page SEO refers to optimization done **inside the website**.

Key On-Page SEO Elements

- Page title & meta description
- Proper headings (H1, H2, H3)
- Keyword optimization
- Quality and original content
- Image optimization (alt text)
- Internal linking
- Mobile-friendly design
- Fast page loading speed

 **Focus:** Content quality and website structure



Google search results for "daddys":

- DADDY'S** Daddy's Kitchen The cafe and Restaurant 4.3 ★★★★★ (1.5K) - \$ - Restaurant 750.0 m · MFMB+PCH, 12 Teacher's Path Opens soon · 6 AM Takeout · 9 AM-9 PM
- Daddy's Food Truck** 1.9 ★★★★★ (14) - Rs 1-500 · Restaurant 1.5 km · MFBB+MCC Dine-in · Takeaway
- Daddy's Kitchen Amarpath** 4.5 ★★★★★ (117) - Rs 500-1,000 · Restaurant 2.7 km · PP3T+6X7, Amarpath Closed · Opens 9 AM Dine-in · Takeaway · Delivery

More places >

[daddyskitchen.com.np](https://www.daddyskitchen.com.np)
Facebook · Daddy's Kitchen - Butwal
Daddy's Kitchen - Butwal
Order Now at: 8802872007 / 8802872008 App Available at Play store & App store #Butwal #daddyskitchen #food #fastfoodlife #birthday #daddyskitchen #FreeDelivery ... [Read more](#)

4.3 ★★★★★ (76)

Google Play · Daddy's Kitchen - Apps on Google Play Jan 5, 2026 — Daddy's Kitchen was created by [REDACTED] from Butwal with the motto of serving people with the best food and generating employment for young people. [Read more](#)

2. Off-Page SEO

Off-page SEO refers to optimization done **outside the website** to improve authority and trust.

Key Off-Page SEO Activities

- Backlinks from other websites
- Social media sharing
- Guest blogging
- Online reviews & ratings
- Brand mentions
- Directory submissions

 **Focus:** Website reputation and credibility

Difference Between On-Page and Off-Page SEO

On-Page SEO	Off-Page SEO
Inside the website	Outside the website
Content & HTML	Backlinks & promotion
Direct control	Indirect control

How to Make Your Website Top in SEO

1 Start with the Right Foundation

Before SEO tricks, basics matter.

- ✓ Choose a **good domain name** (short, clean, related to topic)
- ✓ Use **fast hosting** (slow site = bad SEO)
- ✓ Use **WordPress** (best for SEO beginners)

👉 *Why?* Google prefers fast, stable, well-structured websites.

2 Keyword Research (MOST IMPORTANT)

Find what people actually search on Google.

Free tools:

- Google Search (auto-suggest)
- Google Keyword Planner
- Ubersuggest (free limit)

- ✓ Choose **low competition + relevant keywords**
- ✓ One main keyword per page

👉 Example:

- ✗ “SEO” (too competitive)
- ✓ “SEO tips for beginners”

3 On-Page SEO (Inside Your Website)

◆ Title & Meta Description

- Put keyword in title
- Keep title under **60 characters**

Example:

SEO Tips for Beginners | Easy Guide

◆ Headings

- H1 → Main topic
- H2/H3 → Sub-topics

◆ Content Quality

- Write **original & useful content**
- Minimum **800–1200 words** for main pages
- Answer user questions clearly

◆ Image SEO

- Compress images
- Add **ALT text**

Example:

alt="on page seo checklist"

4 Technical SEO (Basic Level)

You don't need to be a developer.

- ✓ Mobile-friendly design
- ✓ HTTPS (SSL certificate)
- ✓ Fast loading speed
- ✓ Clean URLs
- ✓ Submit sitemap to Google Search Console

❖ Use plugins:

- **Yoast SEO or Rank Math**
- **WP Rocket** (speed)

5 Off-Page SEO (Outside Your Website)**◆ Backlinks (VERY IMPORTANT)**

Get links from other websites.

Free methods:

- Guest blogging
- Medium / Blogger posts
- Quora answers (with link)
- Social media profiles
- Business directories

 Quality > Quantity

6 Content Strategy (Google Loves This)

Post content **regularly**.

- ✓ Blog weekly
- ✓ Solve real problems
- ✓ Update old posts
- ✓ Use internal linking

 Google rewards **fresh & helpful content**.

7 User Experience (UX = SEO Booster)

Google tracks how users behave.

- ✓ Easy navigation
- ✓ Clear menu
- ✓ Fast loading
- ✓ Mobile friendly
- ✓ Low bounce rate

Good UX = Better ranking 

8 Track & Improve

Use free tools:

- Google Search Console
- Google Analytics

✓ Track keywords
✓ Improve weak pages
✓ Fix errors