A REPORT

ON

(SEO, WEBSITE DEVELOPMENT AND FREELANCING)

BY

Name: Akiti Sri Kalyan Reddy ID.No.:19STUCHH010130

AT

(QI TECH INDIA, MADINAGUDA ,HYDERABAD))

An Internship Program-I, station of Qi tech

FACULTY OF SCIENCE AND TECHNOLOGY, IFHE UNIVERSITY

(July, 2021)

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Discipline:DSAI

Prepared in partial fulfillment of the
IP - 1 Internship Program Course

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 Thank You

ABSTRACT

Administrations are the foundation of current economies and are progressively upheld by innovation. In the interim, there is a speed up development of new advancements that can gain from themselves, giving to an ever increasing extent significant outcomes, for example Digital markating (IT service).While there have been critical advances in IT services, the effects of this innovation on administration arrangement at this point are unclear. Calculated exploration asserts that the IT industry offers an approach to increase digital utilization or position it as an advantage to human kind. The objective of this investigation is to get an overview of how IT companies work in particular by understanding things in digital Marketing, and how they are, and will, be beneficial to users.You should know that Freelancers are business owners. You'll need to carry out tasks related to marketing, invoicing, bookkeeping, contract negotiating, website upkeep, networking, and ongoing self-learning, and more.

KEY WORDS : IT service, Digital marketing and Freelancing

Faculty of Science & Technology, IFHE University

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Name of the Student: AKITI SRI KALYAN REDDY **ID**. **No:**19STUCHH010130

Discipline: DS&AI

Name of the Company's mentor: Mr. Ankur Srivastava

Designation: CEO

Name of the IP Faculty: Dr. Rashmi

Project Areas: SEO, DIGITAL MARKETING, STARTUPS

Signature of Student   Signature of IP faculty

   28-07-2021   28-07-2021

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CHAPTER-1

INTRODUCTION

The IP-1 internship is a mandatory internship which is a part of the curriculum provided by Icfai tech in 2021. The internship period begins immediately after the completion of the second semester. In the span of 2 - months internship program, there are about 37 to 40 companies which are available for us to join. We have to mention our top priorities in the given list and the company will be allotted according to our grades in previous semesters. The company which I was allotted is Qitech,it works on the background of IT networks and works on UI/UX Design, web development, marketing, social media marketing, E-commerce store, tech support. But the main purpose of this company is to design, develop and optimise websites that showcase your business services. I have gone through how to make blogs, posts, gather information from various websites, to build landing pages,website optimization, principles of web design, freelancing, startups, to build my own website. I will share my experience through upcoming chapters.

Chapter-2
Finding Books

In internship training, the first task assigned to us by the CEO is to find a few books whose topic would be of our own choice. Those books would be uploaded to the website named Magic Motivation.The task is to find books on my choice of topic and also to find books suggested by famous personalities on the same topic. Since there was the liberty of choosing a topic of our own, I had chosen the topic of motivation. After a brief research over the internet, I found books on motivation suggested by Elon Musk (founder of SpaceX, Tesla.) We were also asked to provide the links of those books on online purchasing platforms such as amazon, flipkart etc. which are to be documented.

2.1 Books Gathered

As part of the task I found 10 books out of which 5 books are the ones that I found great and also I recommend them. The other 5 books were recommended by Elon Musk. The following are the links of the books that I documented:

1) Man' s Search for Meaning

link:
https://www.amazon.in/Mans-Search-Meaning-Viktor-Frankl/dp/1846041244/ref=sr_1_1?dchild=1&keywords=Man%E2%80%99s+Search+for+Meaning+by+Victor+E.+Fankl&qid=1622691631&sr=8-1

2) You Are a Badass

link:
https://www.amazon.in/You-are-Badass-Doubting-Greatness/dp/1473649528/ref=sr_1_1?dchild=1&keywords=You+Are+a+Badass&qid=1622691786&sr=8-1

3) Make Your Bed

link:
https://www.amazon.in/Make-Your-Bed-William-McRaven/dp/0718188861/ref=sr_1_1?dchild=1&keywords=Make+Your+Bed&qid=1622691869&sr=8-1

4) High-Hanging Fruit book

link:
https://www.amazon.in/High-Hanging-Fruit-Mark-Rampolla/dp/0399562125/ref=sr_1_1?dchild=1&keywords=High-Hanging+Fruit+book&qid=1622691977&sr=8-1

5)Ikigai:The Japanese Art of a Meaningful Life

link:
https://www.amazon.in/Ikigai-H%C3%A9ctor-Garc%C3%ADa/dp/178633089X/ref=sr_1_1_sspa?dchild=1&keywords=ikigai&qid=1622692124&sr=8-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUE1NDNVMUNMVlRXVUwmZW5jcnlwdGVkSWQ9QTAxMjE1ODcxNzVFU1ZUUkk1OE1PJmVuY3J5cHRlZEFkSWQ9QTA5NDE5MDAzVTQ4UloyQkdRRWkpQJndpZGdldE5hbWU9c3BfYXRmJmFjdGlvbj1jbGlja1JlZGlyZWN0JmRvTm90TG9nQ2xpY2s9dHJ1ZQ==

Recommendations of books given by Elon Musk on motivation.

1) Einstein: His Life and Universe

link:
https://www.amazon.in/Einstein-Life-Universe-Walter-Isaacson/dp/1847390544/ref=sr_1_2?dchild=1&keywords=Einstein%3A+His+Life+and+Universe%27+by+Walter+Isaacson&qid=1622692354&sr=8-2

2) Zero to One: Notes on Start Ups, or How to Build the Future

link:
https://www.amazon.in/Zero-One-Start-Build-Future/dp/0753555190/ref=sr_1_1?dchild=1&keywords=Zero+to+One%3A+Notes+on+Startups%2C+or+How+to+Build+the+Future%27+by+Peter+Thiel&qid=1622692478&sr=8-1

3) Howard Hughes: His Life and Madness

link:
https://www.amazon.in/Howard-Hughes-His-Life-Madness/dp/0393326020/ref=sr_1_1?dchild=1&keywords=Howard+Hughes%3A+His+Life+and+Madness%27+by+Donald+L.+Barlett+and+James+B.+Steele&qid=1622692590&sr=8-1

4) Benjamin Franklin: An American Life

link:
https://www.amazon.in/Benjamin-Franklin-American-Walter-Isaacson/dp/074325
807X/ref=sr_1_1?dchild=1&keywords=%27Benjamin+Franklin%3A+An+American+
Life%27+by+Walter+Isaacson&qid=1622692666&sr=8-1

5)The Hitchhiker's Guide to the Galaxy

link:
https://www.amazon.in/Hitchhikers-Guide-Galaxy-Douglas-Adams/dp/15098083
10/ref=sr_1_1?dchild=1&keywords=The+Hitchhiker%27s+Guide+to+the+Galaxy%2
7+by+Douglas+Adams&qid=1622692740&sr=8-1

Chapter -3
ARTICLE WRITING

The second task which we were assigned is to find 10 blogs from the given set of topics out of which I had chosen motivation again. And also we were asked to write an article on the topic that I had chosen.

3.1 Blogs on Motivation

- Best time management skills/hacks

- Monthly goals/yearly goals

- What you do for self-care

- How to make the most of your day

- How to emotionally declutter your life

- Things you get done on daily basis

- Anything on meditation

- Favorite organizational apps/products

- Workout ideas and Exercise routine

- How to stay healthy

Chapter - 4

RESEARCH ABOUT SEO

The third task is to research about SEO and its types.

4.1 SEO

Whenever we search for something in a search engine, we get a series of links or web results which are related to what we are searching. The general tendency is to visit the top most links as most of the users assume or have a perception that these are the web results that contain the best of what we are searching about. But we should understand that these are the websites which are ranked as the top most. And this is possible with a web marketing tool known as SEO.

SEO stands for **"search engine optimization."** In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

4.2 Types Of SEO

There are mainly four types of SEO which are:
1. On-page SEO
2. Off-page SEO
3. Technical SEO
4. Local SEO

4.2.1. On-Page SEO

On-page SEO, also known as on-site SEO, is the process of optimizing the content on your website. This includes the keywords, headers, meta titles, meta descriptions, images, and more.Incorporating on-page SEO into your marketing efforts is helpful for search engines to understand the content on your site. And once Google understands your website, it can reward you by displaying your site for search queries it deems relevant.

Basic tips for an on-page SEO are as follows:

- **Researching your keywords** – Determine the terms and phrases that you want to rank for on search engines. It's better to have some research done on those keywords that have high relevance and search volume, but less competition. Once you've determined the right keywords, then optimize your landing page content and headers for those terms.
- **Optimizing metadata** – Metadata tells Google about the content of a page. Make sure your meta titles and meta descriptions include relevant content and your keyword phrases so you have a better chance at ranking higher.
- **Begin internal linking** – Internal links are URLs that link to other pages on your website. Often, you will attach these to anchored text. Insert links on targeted keywords in your copy and link to high-authority pages to better help Google read your site, and to make it more user friendly.

4.2.2. Off-Page SEO

Off-page SEO also known as off-site SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). Off-page SEO is all about creating exposure and trust for your company, which ultimately can result in more visitors and sales.

Most off-page SEO work is focused on link building.Link building is the practice of getting other reputable websites to link back to your site.

Link building techniques include:

- **Guest posting –** Many blogs and online publications will accept and publish your posts. Make sure the site is relevant to your work and include a link back to your company.
- **Competitor research –** Check out the backlink profile of your largest competitors. Find out where they are acquiring links and which sites will allow a hyperlink.
- **Help a Reporter Out (HARO) –** Help a Reporter Out is an online service where journalists request insights from certain industry experts. This is where you come in! Offer up a quote or information on your area of expertise and they will most likely link back to your website in the article.

4.2.3. Technical SEO
Technical SEO refers to the actions performed to help search engines crawl your

website. As search engines and their algorithms become more complex, these requirements change which means that this type of SEO is always evolving.

In order to make sure there are not any problems with Google crawling your website, your technical SEO efforts must be efficient.

Technical SEO efforts to be addressed should include:

- Website speed – A faster website speed is always better. Be sure to make your template simple, limit redirects, and optimize your visuals.
- Mobile friendliness – Many users are moving from desktop to mobile. Check your site on a mobile device to ensure that it's easy to navigate for any visitors coming via mobile.
- Site structure – Use the HTTPS hypertext, a user-friendly and consistent URL structure, and consistent internal links.

4.2.4. Local SEO

Local SEO is a variation of SEO that focuses on a specific area, rather than a national focus. It's all about increasing your online presence in your community and promoting your products or services to local customers.

Often, how well you rank on Google depends on your Google My Business profile. This is where you include your address, business hours, description, reviews and photos. The search engine results pages will look at proximity, relevance, and prominence based on the user's search query, and select your business if you meet various requirements.

The benefits of local SEO include:

- It's highly targeted
- It's free
- There is a greater opportunity to rank locally since only 44% of businesses claim their GMB listing

Keyword: Keyword research should be the basis of any online marketing campaign. The simple goal of keyword research is to find out what your target audience is searching and what it will take to actually rank for those keywords.

Without knowing what keywords you should be targeting, how will you effectively optimize your website, target phrases for link building, or know what content to develop for your audience.

Sucuri firewall:It is a cloud-based WAF that stops website hacks and attacks. Our constant research improves detection and mitigation of evolving threats, and you can add your own custom rules. Instantly Block Hackers. DDoS Mitigation and Prevention.

Ubersuggest :It is a free SEO tool that specializes in generating new keyword ideas. Originally founded as a tool that scrapped Google Suggest terms,it was recently acquired by entrepreneur Neil Patel, who has since expanded the feature set significantly.

CHAPTER-5
POSTERS

We have to make posters which are related to news and other stuff in which people are interested, so sir told us about canva website and I have made a few posters which are attached below. Using the canva interface we were asked to make the posts with a brief description. The following is a brief introduction to canva website and the posts created using the tool.
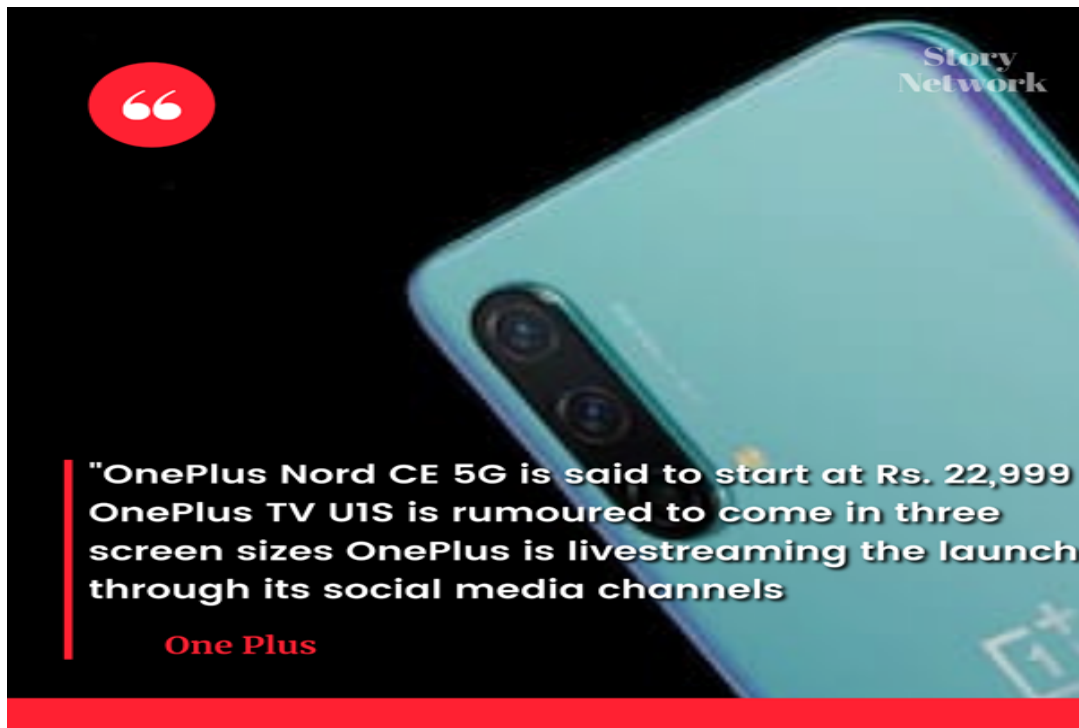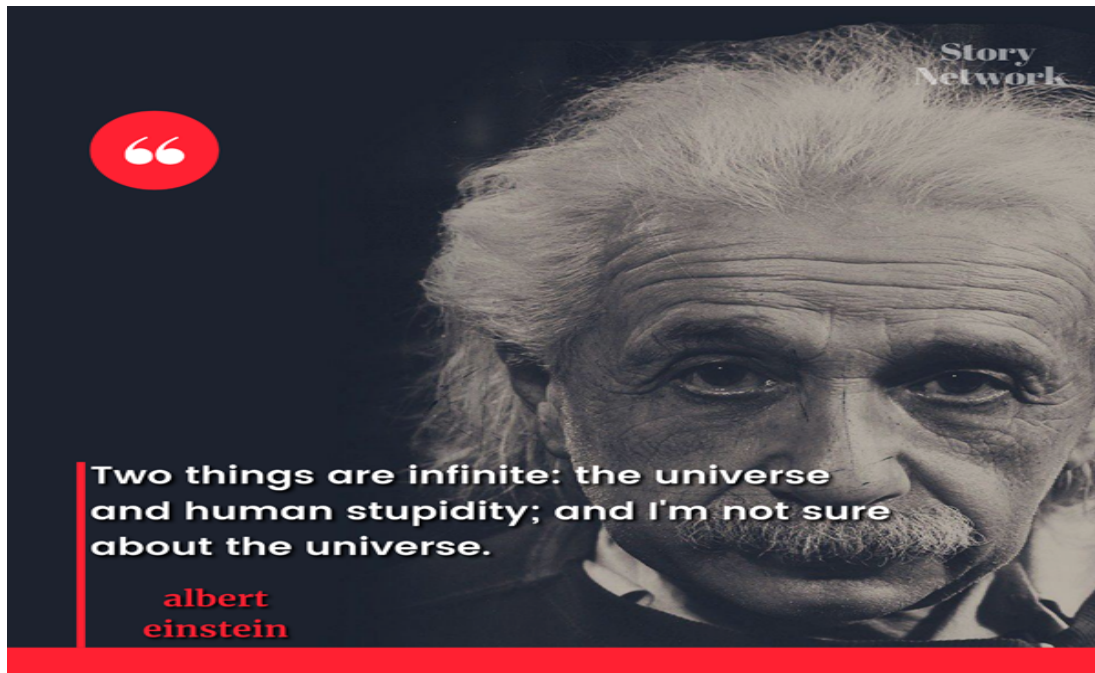
5.1 CANVA

Canva is a wonderful online tool that can help you design a wide range of things, from posters to business cards and trifold brochures to wedding invitations. Canva is a free service that requires a free account. You can sign up with an email account or by linking your Gmail or Facebook account to Canva. Canva is completely web based so the designs and projects you start on one computer can be accessed on from any other computer that can get onto the internet and to Canva.com.

Benefits of canva are:
1)A broad geographic reach:People can see your posts from any place
2) Quantifiable results: it give best results
3)Easier personalization: allows you to gather customer data in a way that offline marketing can't.
4)Easy and convenient conversions: lets your customers take action immediately after viewing your ad or content

5.2. Posters created using Canva

> 66
>
> Two things are infinite: the universe and human stupidity; and I'm not sure about the universe.
>
> albert einstein

> 66
>
> Flipkart Big Saving Days sale will kick off Sunday, June 13 with big offers, deals, and discounts on various smartphones, tablets, laptops, wearables, and other electronic devices.
>
> Kalyan Krishnamurthy

STAY HOME SHOP SAFE

Story Network

Business and tech mogul Elon Musk recently revealed that games such as "Cyberpunk 2077" and "The Witcher 3" will be playable on the newly refurbished Tesla Model Series S.

Elon musk

CHAPTER-6
WORDPRESS AND OTHERS APPLICATIONS

6.1 Wordpress:It is a content management system (CMS) that allows you to host and build websites.wordpress contains plugin architecture and a template system, so you can customize any website to fit your business, blog, portfolio, or online store.WordPress has been around since 2003 and is the most popular blogging software on the market. Over the last few years, WordPress has also become the content management software of choice for non-blogging websites. Here are the top 10 reasons why WordPress is so popular and why you might want to consider switching to a WordPress platform for your company's website. It is an open source software that anyone can use to make any kind of website imaginable.WordPress is easy to use and it can be a beginner-friendly platform.

Major advantage, especially at WordPress: the thousands of plug-ins available. These extensions provide the site with features that are not offered by default. For example, the WooCommerce plug-in allows you to add a complete online store to your site. As WordPress is designed by default for only one language, installing a plug-in like WPML will allow publishing a translated version of the site. Yoast's SEO plug-in is also very popular. It makes it possible to configure all the parameters in order to optimize the site for the search engines.

CMS or Content Management System (CMS) is more complex. In principle, they work as an online publisher, but in fact, they are not much more complicated to use. With an online publisher, you can not only easily insert content, such as text and images, but also design the entire site. A traditional CMS is much more limited in this respect and the appearance of the site depends primarily on the predefined model you choose.
Examples:WordPress,(Joomla and Drupal)

6.2 Elementor:
Elementor for WordPress is a great way to create a website. Using a codeless, drag-and-drop editor, you can customise pretty much every aspect of your website's design. There are more than 90 widgets to choose from – including text, images, buttons, and dynamic content – that you can drag and drop to any location across your website's pages and posts for the most visually stunning combination.

Elementor is available as a free plugin, but the best features, including premium support and the ability to build a whole template from scratch, are locked behind a premium subscription. Elementor Pro helps you design not only posts and pages but also headers and footers using the same drag-and-drop interface. Elementor Free, however, is limited to only post and page customisation.

Regardless of which version you choose, Elementor is a robust and flexible plugin that lets you create beautiful designs that can either enhance your existing theme or help you build a new one from scratch.

6.3 Content marketing:

It is a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material.

6.4 SMM (Social Media Marketing)

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. The most popular platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind.

Social media marketing offers built-in engagement metrics, which are extremely useful in helping you to understand how well you're reaching your audience. You get to decide which types of interactions mean the most to you, whether that means the number of shares, comments, or total clicks to your website.

CHAPTER-7
Landing Page

This time we were given a task to create a landing page for the website QiTech India.

7.1. What is a landing page:
In digital marketing, a landing page is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web.

Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal, known as a call to action

It's this focus that makes landing pages the best option for increasing the conversion rates of your marketing campaigns and lowering your cost of acquiring a lead or sale.

7.2. HOW TO CREATE A LANDING PAGE
1. Determine the Right Landing Page Platform for You
2. Define Your Goal
3. Pick a Call to Action
4. Write a Catchy Headline
5. Source Supporting Media
6. Use a Simple Contact Form
7. Link Your Landing Page to Your Ad
8. Add Analytics Tracking to Landing Page

These are the steps which I followed to create a landing page.
I have added the screenshots of my landing page in the appendix section.

CHAPTER-8: TRIPOREY

In this task we have to assign some tourist destinations and choose some of best places to visit sir also mentioned that we can take reference from other websites and can make tourist posts according to it so we basically have to write about some of tourist spots and mention their prices and cost of living over that place What are age restrictions to enter such tourist places or hotels.how many days a resident can spend in the whole tour.which is the closest nearby location to spend the next tour .sir also told us to mention your own experience if you ever visited such places and mention own view of sight regarding such places.Sir also gave us suggestions to take reference from articles and blogs for better understanding of tourist place which we are going to mention in our tourist post.

8.1 TRIPOREY:

It examines the values of outdoor living, sustainable ecology, and related creative projects, all toward the passions of readers who submit their own stories in addition to the publications of staff. The nature-driven topics they cover address a wide range of inspirational content, and the site's design offers close-up, high-def imagery from people exploring wildernesses from around the world. The homepage's large mountain range is perfect for their background image, and their online store is well-supported with thorough descriptions of their different books, prints, and bundle options from easy-to-browse store galleries.

If you're looking for exposure to a true winter wonderland, you'll be hard-pressed to find a better place than triporey for its bright Northern Lights and historical relation to the real Santa Claus and all of the above while offering more specific travel information about the country's climate, landscapes, urban sectors, and entertainment opportunities. The homepage provides an interactive map with plenty of user click feedback via small animations on a simple color grid. Scrolling down the landing page expands the degree of more specific visible information on the page, like which cities to visit, hotels to stay at, and everyday things to do about-town depending on which regions most interest you. It is one of the best tourist websites over the internet.

8.2 The destination which I chosen is Mumbai

Mumbai is India's City of Dreams and an ethical Mumbai tour package is the perfect way to see the city.

From the colonial era streets of Colaba to Dharavi, the economic heart of the city, our Mumbai tour guides can help you discover the best that the city has to offer. History buffs will love the Elephanta Caves Tour and the Colaba Heritage Tour. Our signature Dharavi tours provide an opportunity to learn more about this fascinating community in a respectful environment.

If you have more than 5 days to explore the city, our Mumbai sightseeing tours by

private car or by public transport can help you visit the must-sees including the Gateway of India, Dhobi Ghat and the magnificent Marine Drive.

For a one day trip from Mumbai, check out our Kanheri Caves tour or the Bollywood tour.

Day1: **A DAY IN DHARAVI TOUR PACKAGE**

Known to many as 'one of the largest slums in Asia', we prefer to think of Dharavi as Mumbai's beating heart. It houses about one million of Mumbai's inhabitants and its industries have an annual turnover of approximately US$ 665 million. Not only is Dharavi home to much of the city's economic activity, but it is also home to some of the best chefs!

Day2: **KANHERI CAVES TOUR**

Located in the wooded hills and valleys on the outskirts of Mumbai, Kanheri Caves are considered to be the finest in India. Between 1500 and 2000 years old, the hand-cut caves offer a glimpse into India's strong historical connection with Buddhism.

Day3:**BOLLYWOOD TOUR**

It's no secret that Mumbai is the centre of Bollywood. We'll take you on an exclusive behind the scenes experience at a Bollywood studio and learn about filmmaking so you can visit the place

Day4 :**ELEPHANTA CAVES TOUR**

A renowned Unesco World Heritage Site, the Elephanta Caves are one of Mumbai's most spectacular temple sites, boasting precious collections of Hindu temple art. In fact, Elephanta's cave-temples date back to 600 AD, named after the elephant statue that once stood near the island's shore.

Day5:**YOGA & SIGHTSEEING TOUR**

Rise and shine! Wake up to Mumbai's sights, smells, and sounds with a soothing yoga session in the park. We'll be taking you through Mumbai, exploring some of the city's best kept secrets along the way. Visually, this is an impressive tour: you will admire the majestic Banganga Tank, get a one-of-a-kind perspective of Mumbai (and Marine Drive) from the Hanging Gardens, and visit the famous world heritage site Victoria Terminus, as well as the bustling Crawford Market. Dhobi Ghat, the world's largest open-air laundry, is also conveniently located en route.

CHAPTER-9
PRINCIPLES OF DESIGN

Effective web design is judged by the users of the website and not the website owners. There are many factors that affect the usability of a website, and it is not just about form, but also function well designed tend to perform poorly and have suboptimal Google Analytics metrics Below we explore the web design principles that will make your website aesthetically pleasing, easy to use, engaging, and effective.

9.1 Principles of design:

- **Purpose**

Good web design always caters to the needs of the user. if You are a web visitor looking for information, entertainment, some type of interaction, or to transact with your business. Each page of your website needs to have a clear purpose, and to fulfill a specific need for your website users in the most effective way possible.

- **Communication**

People on the web tend to want information quickly, so it is important to communicate clearly, and make your information easy to read and digest. Some effective tactics to include in your web design include: organising information using headlines and sub headlines, using bullet points instead of long windy sentences, and cutting the waffle.

- Typefaces

In general, Sans Serif fonts such as Arial and Verdana are easier to read online. The ideal font size for reading easily online is 16px and stick to a maximum of 3 typefaces in a maximum of 3 point sizes to keep your design streamlined.

- Colours

A well thought out colour palette can go a long way to enhance the user experience. Complementary colours create balance and harmony. Using contrasting colours for the text and background will make reading easier on the eye. Vibrant colours create emotion and should be used sparingly. Last but not least, white space is very effective at giving your website a modern and uncluttered look.

- ## **Images**

A picture can speak a thousand words, and choosing the right images for your website can help with brand positioning and connecting with your target audience. If you don't have high quality professional photos on hand, consider purchasing stock photos to lift the look of your website. Also consider using infographics, videos and graphics as these can be much more effective at communicating than even the most well written piece of text.

- ## **Navigation**

Navigation is about how easy it is for people to take action and move around your website. Some tactics for effective navigation include a logical page hierarchy, using bread crumbs, designing clickable buttons, and following the 'three click rule' which means users will be able to find the information they are looking for within three clicks.

- ## **Grid based layouts**

Placing content randomly on your web page can end up with a haphazard appearance that is messy. Grid based layouts arrange content into sections, columns and boxes that line up and feel balanced, which leads to a better looking website design.

- ## **"F" Pattern design**

Eye tracking studies have identified that people scan computer screens in an "F" pattern. Most of what people see is in the top and left of the screen and the right side of the screen is rarely seen. Rather than trying to force the viewer's visual flow, effectively designed websites will work with a reader's natural behaviour and display information in order of importance (left to right, and top to bottom).

- ## **Load time**

Everybody hates a website that takes ages to load. Tips to make page load times more effective include optimising image sizes (size and scale), combining code into a central CSS or JavaScript file (this reduces HTTP requests) and minify HTML, CSS, JavaScript (compressed to speed up their load time).

- ## **Mobile friendly**

It is now commonplace to access websites from multiple devices with multiple screen sizes, so it is important to consider if your website is mobile friendly. If your website is not mobile friendly, you can either rebuild it in a responsive layout or you can build a dedicated mobile site, a beautiful and functional website, simply by keeping these design elements in mind.

If you are planning a website and you are looking to get the design right from the ground up. Either way, these principles of effective web design can help your website be more engaging, useful, and memorable for visitors.

CHAPTER - 10
WEBSITE OPTIMIZATION

10.1 Website Optimization:

It is also known as page speed optimization.Page speed is often confused with (site speed), which is actually the page speed for a sample of page views on a site. Page speed can be described in either (page load time) or (time to first byte).

You can evaluate your page speed with Google's PageSpeed Insights. PageSpeed Insights Speed Score incorporates data from CrUX (Chrome User Experience Report) and reports on two important speed metrics: First Contentful Paint (FCP) and DOMContentLoaded (DCL).

Google has indicated site speed (and as a result, page speed) is one of the signals used by its algorithm to rank pages. And research has shown that Google might be specifically measuring time to first byte as when it considers page speed. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.

Page speed is also important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversions.

10.2 Tips to improve your website using website optimization

- **MINIMIZE HTTP REQUESTS**

An HTTP request is made for each one of these elements, so the more on-page components, the longer it takes for the page to render.The first step to minimizing your requests is to figure out how many your site currently makes, to use as a benchmark.If you use Google Chrome, you can use the browser's Developer Tools to see how many HTTP requests your site makes.

- **MINIFY AND COMBINE FILES**

Now that you know how many requests your site makes, you can get to work on reducing that number. The best place to get started is with your HTML, CSS, and JavaScript files.These are extremely important files, as they determine your site's appearance.They also add to the number of requests your site makes every time a user visits it.You can reduce this number by "minifying" and combining your files. This reduces the size of each file, as well as the total number of files.Combining files is exactly what it sounds like. If your site runs multiple CSS and JavaScript files, you

can combine them into one.

● USE ASYNCHRONOUS LOADING

Once you've minified and combined some of your files, you can also optimize the way that they load on your pages.Scripts like CSS and JavaScript can be loaded in two different ways: Synchronously or Asynchronously.

If your scripts load synchronously, they load one at a time, in the order they appear on the page. If your scripts load asynchronously, on the other hand, some of them will load simultaneously.Loading files asynchronously can speed up your pages because when a browser loads a page, it moves from top to bottom.

● DEFER JAVASCRIPT LOADING

Deferring a file means preventing it from loading until after other elements have loaded. If you defer larger files, like JavaScript, you ensure that the rest of your content can load without a delay.If you have a WordPress site, you can use the WP Rocket plugin mentioned above to easily enable deferred JavaScript loading. Simply check the box next to "Load JS files deferred," and you're good to go.

● REDUCE SERVER RESPONSE TIME

One of the biggest factors in how quickly your page loads is the amount of time your DNS lookup takes.A DNS, or domain name system, is a server with a database of IP addresses and their associated hostnames. When a user types a URL into their browser, a DNS server is what translates that URL into the IP address that indicates its location online.A DNS lookup, then, is the process of finding a specific DNS record. You can think of it as your computer looking up a number in a phone book.

● CHOOSE THE RIGHT HOSTING OPTION

Most new site owners choose the cheapest possible option for hosting. While this is often enough in the beginning, you'll likely need to upgrade once you start getting more traffic. Don't skimp on your host, get one that you can trust. There are a great set of reviews on the best web hosts here.When looking at hosting, you have three different options:

- Shared hosting
- VPS hosting
- Dedicated server

Shared hosting is the cheapest option and you can often get it for about five dollars per month. While it's fine for low-traffic sites, shared hosting does struggle to keep up with traffic spikes and high-volume sites. And it is possible for your site to be impacted by traffic spikes from other sites using the same server as you.

- **RUN AND COMPRESSION AUDIT**

It's in your best interest to get your files to the smallest they can be, without sacrificing quality. The smaller your files, the faster they'll load — and the lower your overall load times will be.Pages with lots of images and other content can often end up being over 100KB in size. As a result, they're bulky and slow to download.You can speed up download times by compressing them.To get a sense of how compression could speed up your site, you can use GIDNetwork to run a compression audit.

- **ENABLE BROWSERS CATCHING**

When you visit a website, the elements on the page you visit are stored on your hard drive in a cache, or temporary storage.This means that the next time you visit the site, your browser can load the page without having to send another HTTP request to the server.

- **REDUCE IMAGE SIZE**

Images can play a major role in your site speed. They're often very large files, which can slow down page load times.But removing them altogether is not an option. Consider this: Average Ecommerce website conversions hover around 1-3% .But that number can rise as high as 5 percent for some sites, like NatoMounts — which sees an average conversion rate around five percent, with roughly 85% of those conversions on mobile.

One of the best ways to get your conversion rate to this level is including lots of helpful product images. In one survey, 66% of consumers said they wanted to see at least three product photos before buying.

- **REDUCE NUMBER OF PLUGINS**

As you've likely gathered from this post so far, plugins can do a lot to improve your WordPress site. You can use them to add custom functionality, clean up your code, improve user experience, and more.They also eliminate the need to mess with a lot of code, which makes for an extremely user-friendly experience when working on your

site.Plus, they're extremely easy to install.

This makes it easy to continue adding and installing plugins, without considering the potential downside.Unfortunately, having too many plugins installed can cause some issues.They can slow your site, create security issues, and even cause crashes and other technical difficulties.

Plus, keeping up with maintenance and updates can be tedious when you have a lot and even if you *don't* have a ton of plugins, it's a good idea to evaluate the ones you have installed on a regular basis. Any that are outdated, inefficient, or incorrectly configured can have a negative impact on your site speed.Deactivating and deleting any that are unnecessary can both improve your overall speed and make maintenance easier in the long run.

- ## **REDUCE REDIRECTS**

Redirects are often necessary when you move and delete pages, and are the best way to eliminate issues with broken links.But having too many of them can create additional HTTP requests, which can negatively impact speed, particularly on mobile devices.This means it's best to keep them to a minimum. In fact, Google says that ideally, site owners would eliminate them entirely.

Unfortunately, this is not realistic for most site owners who've ever eliminated or restructured their content.Still, in most cases, there's room for improvement.You can start by using Screaming Frog to quickly identify all of the redirects currently on your site.

By using the above steps you can make your website faster and optimize it for better management of your site .

CHAPTER-:11 FREELANCING

In this task we have to make a fiverr account and input details according to our profession in Qitech company and post some gigs,if we are able to create another account and mention our profession details their we are free to do so and sir mentioned us how to make and post according to our convenience and attract other customers using some of best photos and descriptive writings. In this sir also mentioned some of the profiles and told to take examples from there.

11.1 FREELANCING:

Essentially, a freelance job is one where a person works for themselves, rather than for a company. While freelancers do take on contract work for companies and organizations, they are ultimately self-employed.

Freelancers are responsible for all sorts of things that traditional employees are not, such as setting their work hours, keeping track of time spent on different projects, billing clients, and paying their own employment and business taxes. Freelancers are not considered "employees" by the companies they work for, but rather contractors.

Whether you want to be your own boss, test drive a new career, or have a side hustle that focuses on your passion project, freelancing can be the way to go. And, if you decide to pursue freelance work, you wouldn't be alone.

To break that down a little further, nearly 15 million workers claimed to be part-time freelancers, and 12.4 million called themselves full-time freelancers!With these kinds of numbers, it's imperative to prepare yourself to freelance and freelance well. Use this guide to understand what freelancing is, how to find companies and jobs hiring, and the characteristics needed to succeed as a freelancer.

11.2 GIG IN FIVERR:

A Fiverr gig is a term commonly used to describe the service you sell on Fiverr. It provides you with the opportunity to showcase your unique talent and inform buyers that you are well and truly capable of completing the service you render. Since you are mostly dealing with buyers whom you've never met before, the only way they can discover your quality is through your gig. That's why there's a need to put a lot of details into gig creation.

11.3 TIPS TO CREATE A FREELANCER ACCOUNT:

- **CHOOSE PARTICULAR SUBJECT**

    If your goal is to start freelancing, you might feel ready to take any paid work on Fiverr or Upwork you can get your hands on. But as you get deeper into your freelancing career, you'll need to start being more strategic about the types of work you do and the clients you take on.When you specialize in a skillset, you become an expert in a specific field, and experts can charge more for their specialized service

If you were a prospective client and you needed someone to fix your email marketing so people actually sign up, write ads that convince people to buy, or just update your outdated website, would you rather hire someone who's a jack of all trades, or a person who's a pro at doing one thing and doing it well? I'll choose the specialist every time.When it comes to my own experience, choosing to specialize as a content marketing consultant — as opposed to being a general digital marketer for hire — has been the single best decision I've made with my freelance business

- **CLEAR ON YOUR SERVICE OFFERS**

One major decision you need to make early on in your freelance career is what you do and what you *don't* do.The more specific you can be about what services you offer, the better. Not only will it help you brand yourself, it'll allow you to control how prospective clients perceive you and give you the opportunity to continue building your portfolio in the direction you want to move in.

While the short-term benefits of steady work are tempting, taking on projects that aren't getting you closer to your ultimate goal of becoming the best in your field, will only distract and delay you from making meaningful progress.

- **IDEAL CLINT LOOKS LIKE**

Before you can go out and start looking for clients, you'll need to develop a clear picture of who you're going to work best with. Do you want to build websites for small business owners, make a name for yourself blogging as a professional blogger, work as a copywriter, pitch in on new feature development for high growth technology startups, or take on longer-term contracts with enterprise-sized companies? Or maybe you want to work specifically for brands and clients with values that align with yours, etc.

- **CREATE HIGH QUALITY PORTFOLIO SITE**

It goes without saying that one of the best ways to demonstrate your technical skills is by having an amazing portfolio site open in a new tab of your own. If you want to be taken seriously as a new freelancer, you're going to need a website that:
- Showcases your expertise.
- Highlights relevant past experiences.
- Shows who you are.
- Includes your contact information so that potential clients can easily find you.

A stellar portfolio can really help you out if you don't have a lot of *job* experience or testimonials to prove that you know your stuff.

- **LEVEL UP YOUR SKILLS**

The best way to justify higher hourly rates? Make sure you have impressive skills that are in high demand.Practice using your new skills by building the types of projects that you want to eventually be paid to work on. Whether that's WordPress websites, mobile apps, or something else entirely, such as graphic design, copywriting, etc, the more you can differentiate yourself among a sea of competition with cool side projects and examples that'll attract potential customers, the better.

CHAPTER-12:HTML AND CSS

12.1 HTML

Hypertext Markup Language is the code that is used to structure a web page and its content. For example, content could be structured within a set of paragraphs, a list of bulleted points, or using images and data tables. As the title suggests, this article will give you a basic understanding of HTML and its functions.

Html is a *markup language* that defines the structure of your content. HTML consists of a series of elements, which you use to enclose, or wrap, different parts of the content to make it appear a certain way, or act a certain way. The enclosing tags can make a word or image hyperlink to somewhere else, can italicize words, can make the font bigger or smaller, and so on.

1. **The opening tag:** This consists of the name of the element (in this case, p), wrapped in opening and closing angle brackets. This states where the element begins or starts to take effect in this case where the paragraph begins.
2. **The closing tag:** This is the same as the opening tag, except that it includes a forward slash before the element name. This states where the element ends in this case where the paragraph ends. Failing to add a closing tag is one of the standard beginner errors and can lead to strange results.
3. **The content:** This is the content of the element, which in this case, is just text.
4. **The element:** The opening tag, the closing tag, and the content together comprise the element.

12.1.1 HEADINGS:

Heading elements allow you to specify that certain parts of your content are headings — or subheadings. In the same way that a book has the main title, chapter titles, and subtitles, an HTML document can too. HTML contains 6 heading levels, `<h1>`–`<h6>`, although you'll commonly only use 3 to 4 at most

12.1.2 PARAGRAPH:

As explained above, `<p>` elements are for containing paragraphs of text; you'll use these frequently when marking up regular text content.

12.1.3 LISTS:

A lot of the web's content is lists and HTML has special elements for these. Marking up lists always consists of at least 2 elements. The most common list types are ordered and unordered lists:

1. **Unordered lists** are for lists where the order of the items doesn't matter, such as a shopping list. These are wrapped in a `<ul>` element.
2. **Ordered lists** are for lists where the order of the items does matter, such as a recipe. These are wrapped in an `<ol>` element.

Each item inside the lists is put inside an `<li>` (list item) element.

12.1.4 LINKS:

Links are very important — they are what makes the web a web! To add a link, we need to use a simple element — `<a>` — "a" being the short form for "anchor". To make text within your paragraph into a link, follow these steps.

12.2 CSS

CSS (Cascading Style Sheets) is the code that styles web content. *CSS basics* walks through what you need to get started.Like HTML, CSS is not a programming language. It's not a markup language either. CSS is a style sheet language. CSS is what you use to selectively style HTML elements. For example, this CSS selects paragraph text, setting the color to red.

12.2.1 CSS RULESET:The whole structure is called a ruleset

Divided parts are:

Selector
    This is the HTML element name at the start of the ruleset. It defines the element(s) to be styled (in this example, `<p>` elements). To style a different element, change the selector.

Declaration
    This is a single rule like color: red;. It specifies which of the element's **properties** you want to style.

Properties
    These are ways in which you can style an HTML element. (In this example, color is a property of the `<p>` elements.) In CSS, you choose which properties you want to affect in the rule.

Property value
    To the right of the property—after the colon—there is the property value. This chooses one out of many possible appearances for a given property. (For

example, there are many color values in addition to red.)

Note the other important parts of the syntax:

- Apart from the selector, each rule set must be wrapped in curly braces. ({})
- Within each declaration, you must use a colon (:) to separate the property from its value or values.
- Within each ruleset, you must use a semicolon (;) to separate each declaration from the next one.

12.2.2 MULTIPLE ELEMENTS:

You can also select multiple elements and apply a single ruleset to all of them. Separate multiple selectors by commas

12.2.3 CSS BOXES:

Something you'll notice about writing CSS: a lot of it is about boxes. This includes setting size, color, and position. Most HTML elements on your page can be thought of as boxes sitting on top of other boxes.

CSS layout is mostly based on the *box model*. Each box taking up space on your page has properties like:

- padding, the space around the content. In the example below, it is the space around the paragraph text.
- border, the solid line that is just outside the padding.
- margin, the space around the outside of the border.

12.2.4 CENTERING THE IMAGE:

Next, we center the image to make it look better. We could use the margin: 0 auto trick again as we did for the body. But there are differences that require an additional setting to make the CSS work.

The <body> is a block element, meaning it takes up space on the page. The margin applied to a block element will be respected by other elements on the page. In contrast, images are inline elements, for the auto margin trick to work on this image, we must give it block-level behavior using display: block.

CHAPTER 13: CONCLUSION

In conclusion I was able to build a website from scratch and learnt about article writing, Research about seo, Making posters,wordpress and other applications, landing page, principles of web design ,web optimization, freelancing and html,css languages and known about.
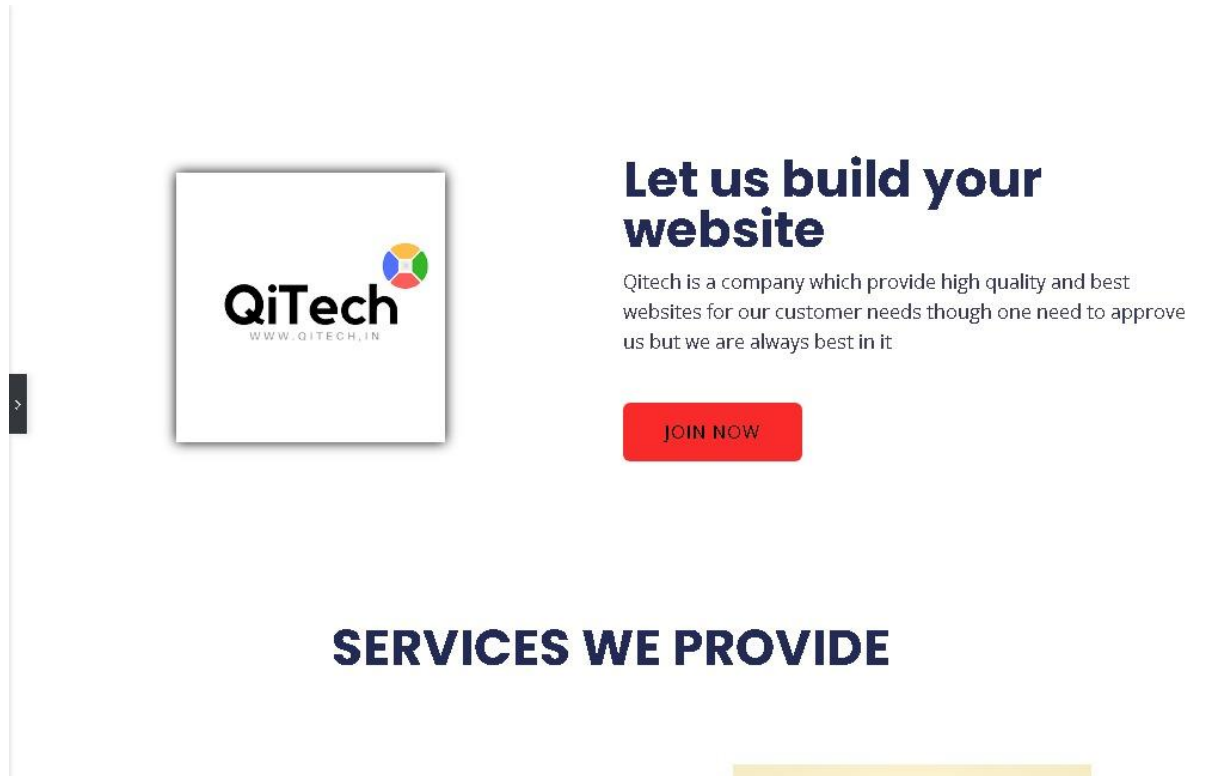
The importance of search engine optimization is primarily the fact that it improves the visibility of your website. In modern business, visibility is everything if you want to go ahead. People have to be able to find you and this is not an easy task, having in mind the number of competitors, i.e. those who want to be positioned for the same keywords.If you are able to understand the importance of visibility, you will be able to understand how this reflects to your business. Starting from the number of visits to your website, which is the first to improve once you increase visibility, you will see how other aspects of business are affected, such as sales, reputations, etc.coming to Digital Marketing it is very important for specialists in digital marketing.

Digital marketing is a perfect business opportunity for digital marketers. To be competitive on the digital market, you need to have a clear understanding of the advantages and disadvantages of digital marketing.websites are playing an important part in improving business. Most people are using dynamic and interactive websites because of their eye capturing visual effects. Static websites also have their own place for the platform where there is specific information required. Static websites require less investment as compared to dynamic websites.

Freelancing is a very exciting way to earn better money. It allows a person to decide his own schedule, the type of tasks he likes to work on, and how much he wants to work. Its benefits are much more than its drawbacks.

APPENDIX A

The screenshots of the landing page

Supporting staff

"WE BUILD WEBSITES WHICH ARE DIFFERENT FROM OTHER'S"

CLICK HERE TO JOIN US

Marketing

At present we are at development stage so we update our fundamentals to catch up market.

SEO

SEO(search engine optimization) it is used to get more traffic to websites. our web service include it in trade service's

Design

planning our web design according to costumer needs and making it a bit more attractive or better.

Help and Support

All tanks to digital transformations we are available 24X7 any time.

APPENDIX B

This is the article I wrote

<u>NEVER GIVE UP</u>

At the point when you show mental fortitude notwithstanding misfortune, you completely change you and others.

The most provocative individuals on the planet are the ones who will not agree to average and have prevailed through misfortune. We are generally enlivened by individuals who have encountered trouble and never under any circumstance surrender.

Karma is extraordinary, however the vast majority of life is a struggle. Some of the time the lone way out of pressure is through it; face battle to conquer difficulties throughout everyday life. Ordinarily battle ends up aiding show us a thing or two. We can either gain from that exercise or deny it.

We want to surrender, sooner or later in our lives, in the different excursions that we attempt. At times we surrender even before we start. Furthermore, at different occasions, most essentially, we will in general surrender not long before we are going to make a gigantic leap forward.

In any case, we ought to understand that our hardest occasions frequently lead us to the best snapshots of our lives. 'Continue to go' ought to be our mantra. Predicaments fabricate tough individuals eventually. We ought not dread disappointment but instead dread not difficult.

The sky's the limit. However long you are alive, sound and free, you have the decision to continue to attempt until you at last succeed. In any case, yes you must be sensible.

The words "give" and "up" ought to never be together. What's more, especially, the word 'No' shouldn't be in your jargon. Being important for humanity you are perhaps the most eager and most grounded creatures to have at any point strolled on the earth.

You presumably, don't understand that there are an incalculable number of positives

within you. Furthermore, once in a while when you lose inspiration, a speedy token of what your latent capacity is can truly help. To taste achievement, you are constantly confronted with impermanent loss, just consistently remember.

On the off chance that you surrender at these losses you will come up short, however on the off chance that you continue to go you will get fruitful.

key points to remember:

Boldly go in the direction of your dreams.

Stand tall and show the world what you are made of. When the world beats you down, find a reason to get back up again. Never give up on success.

Try, try, try and try again. Feed your mind ideas of success, not failure.

Remember, the only way you can fail is if you give up. Every time you fail, you come one step closer to success.

You are not scared; you are courageous. You are not weak; you are powerful. You are not ordinary, you are remarkable.

Do not back down, do not give up.

When you look back on your life, don't have regrets. Believe in yourself, believe in your future, you will find your way.

There is a fire burning inside you that is very powerful; it is waiting to burn bright. You are meant to do great things.

So stay consistent with yourself, yet consistently be available to learn. Buckle down, and never abandon your fantasies, in any event, when no one else accepts they can materialize yet you. These are not banalities but rather genuine apparatuses you need, regardless of what you do in life to keep fixed on your way.

APPENDIX-C
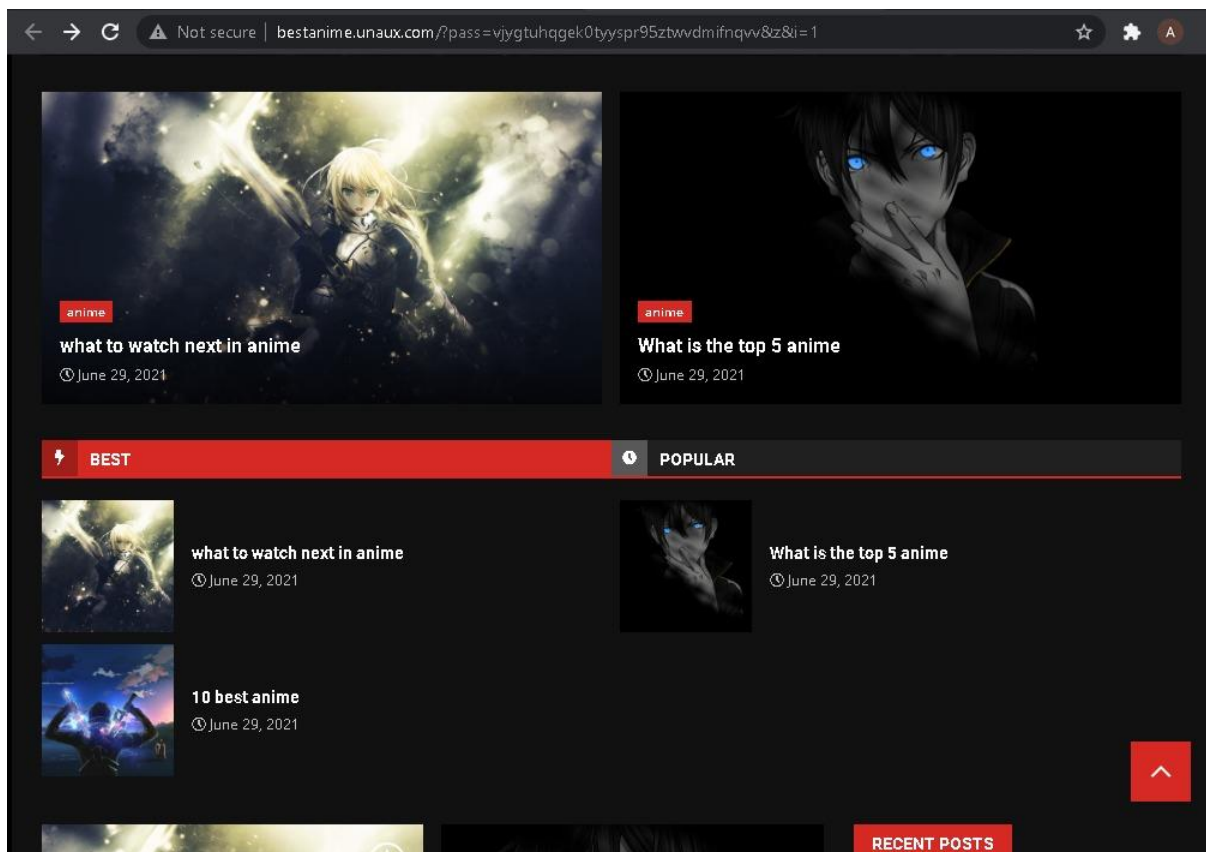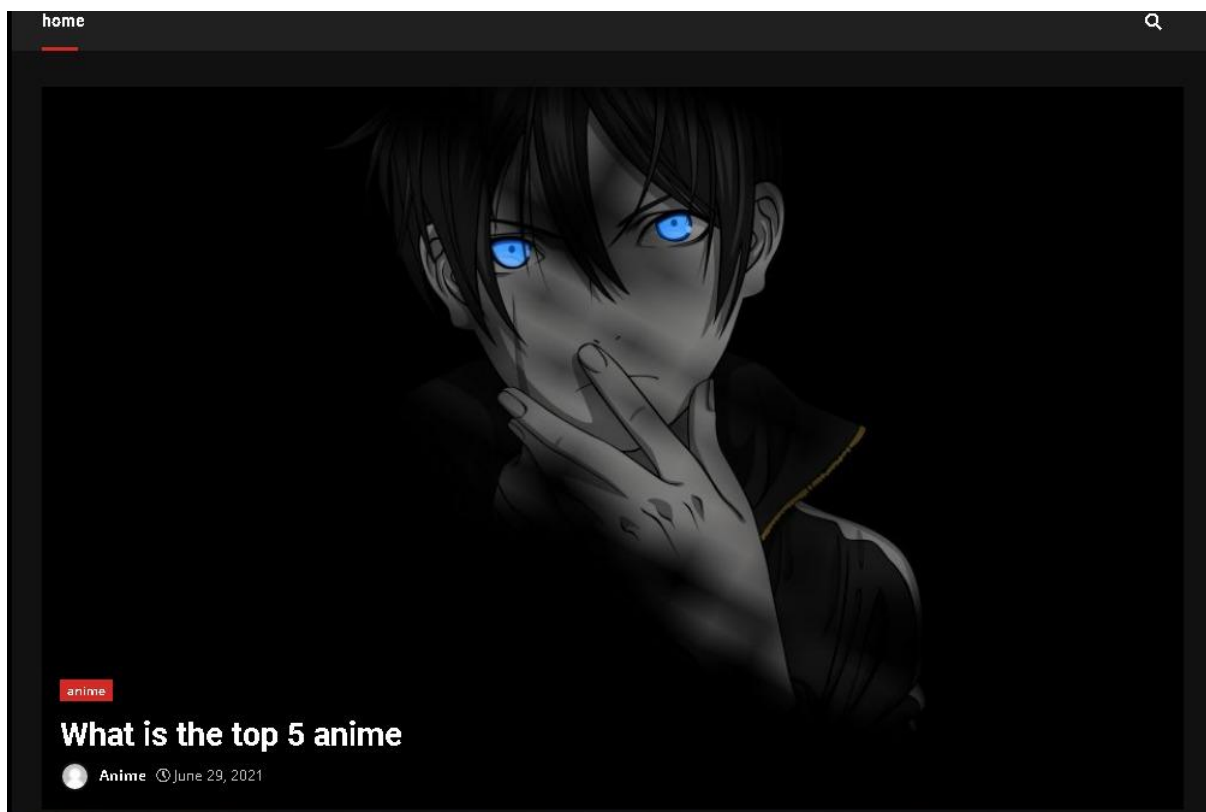
The account photos which I created during freelancing task:

APPENDIX-D

THE SUB DOMAIN WEBSITE WHICH I CREATED USING WORDPRESS AS PART OF MY OWN CREATIVITY
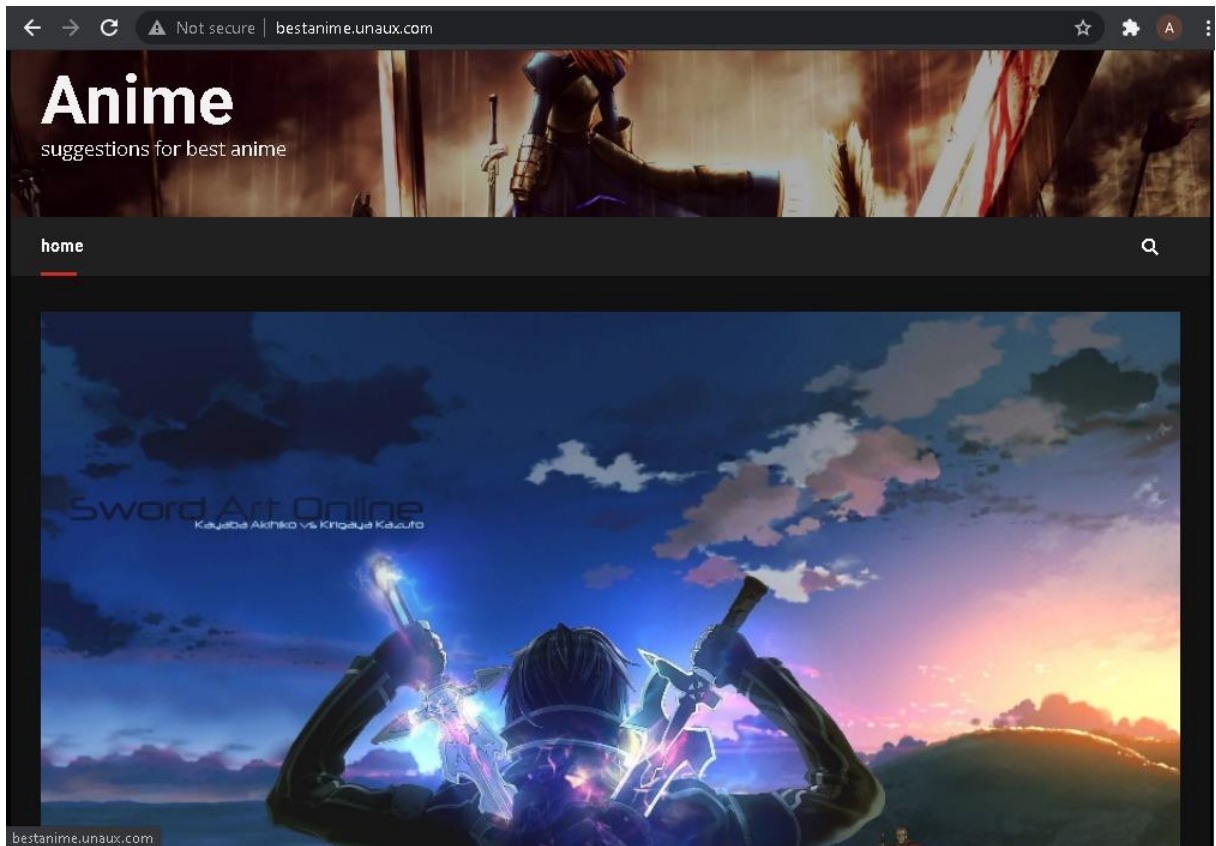
home

anime

What is the top 5 anime

Anime · June 29, 2021

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8. https://triporey.com/
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10. https://www.w3schools.com/
11. https://www.pingdom.com/

GLOSSARY :

- GAKT – Approximate CPC (Google AdWords Keyword Planner)
- SEOmoz KA – Difficulty (Moz Keyword Explorer)