

CovidRadar-2020

Social Media Plan and Publicity Report

W.R.T - Google Analytics Stats

NINJATHON SUBMISSION OF TEAM 5- Chicken65

Nithin Sundhar - Team Lead

Sarthak Dhawan

Subham Kumar Verma

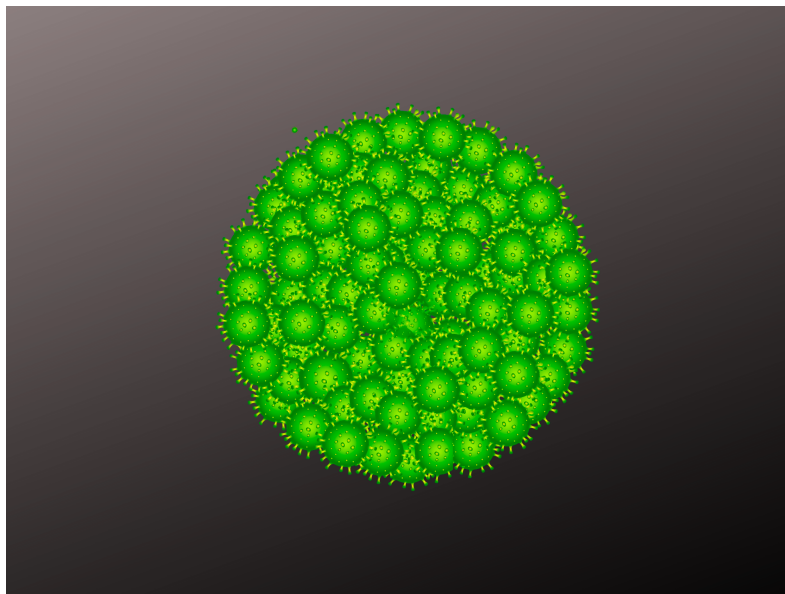
Vartika Shakya

Mayank Sharma

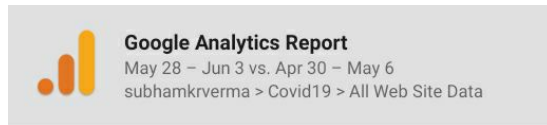
Akhil Sharma

Sachin Singh

Link to Website :- <https://hollowescape.co/>



Total Page Views And Users

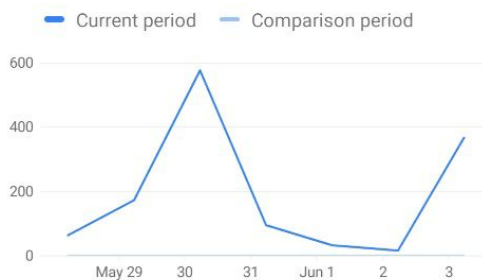


Page Views over time

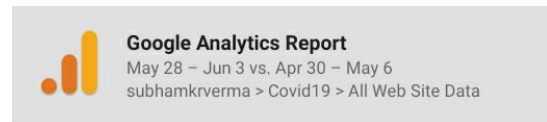
Page Views

1,327

+1,327 (+∞)



Shared from the Google Analytics mobile app

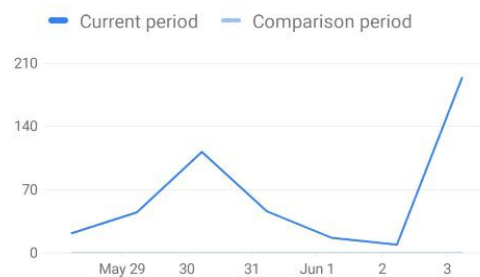


Users over time

Users

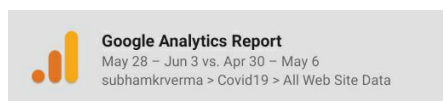
386

+386 (+∞)



Shared from the Google Analytics mobile app

Bounce Rate and Total Bounces

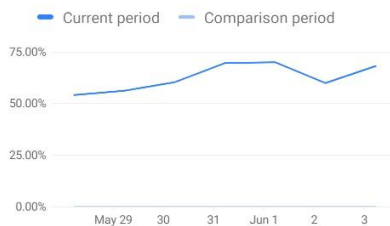


Bounce rate over time

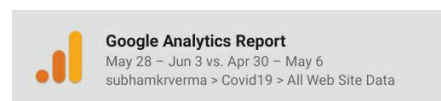
Bounce rate

63.72%

+63.72% (+∞)



Shared from the Google Analytics mobile app

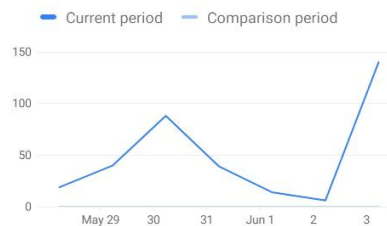


Bounces over time

Bounces

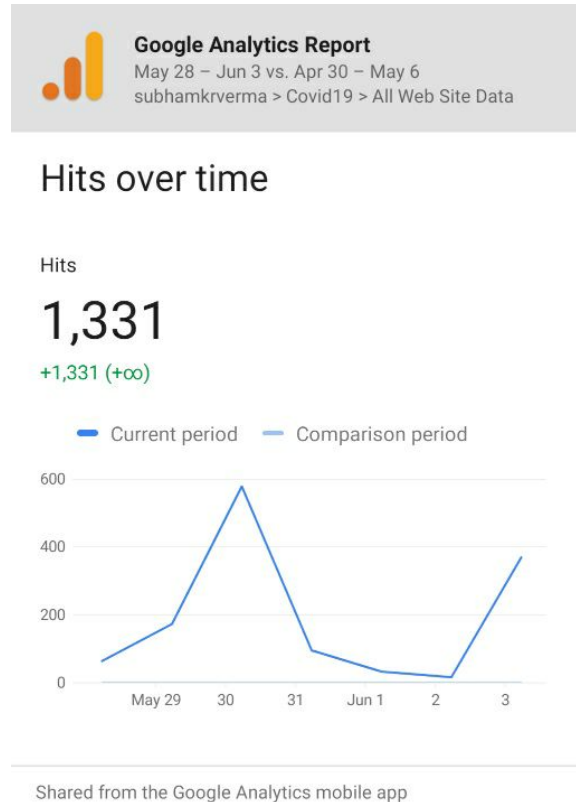
346

+346 (+∞)



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Total Hits Over Time



Social Media And Selective Analysis

The Website we made i.e. Covid Radar - 2020 was publicised through social media platforms like Whatsapp , Linkedin , Instagram , Facebook , Telegram .

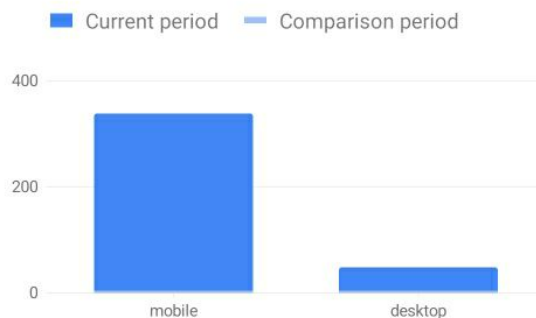
The approach followed by us was to gain publicity of the website through organic clicks and hits and to make the website grow by spread of word . Acc. To the google analytics , Over 80% of the user on the website were using mobile phone ans the rest viewed the website through a desktop . And it was also seen that the people who viewed the website on desktop viewed the website much longer than the people who viewed it on mobile .



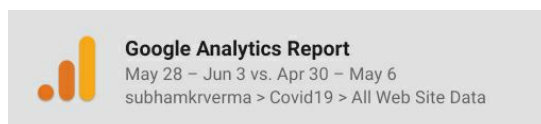
Users by device category

386

+386 (+∞)



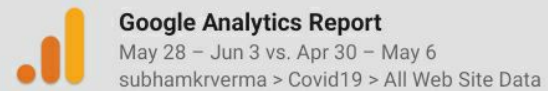
Shared from the Google Analytics mobile app



Users by default channel grouping

Default Channel Grouping	Users
Direct	365 +365 (+∞)
Social	21 +21 (+∞)
Referral	1 +1 (+∞)

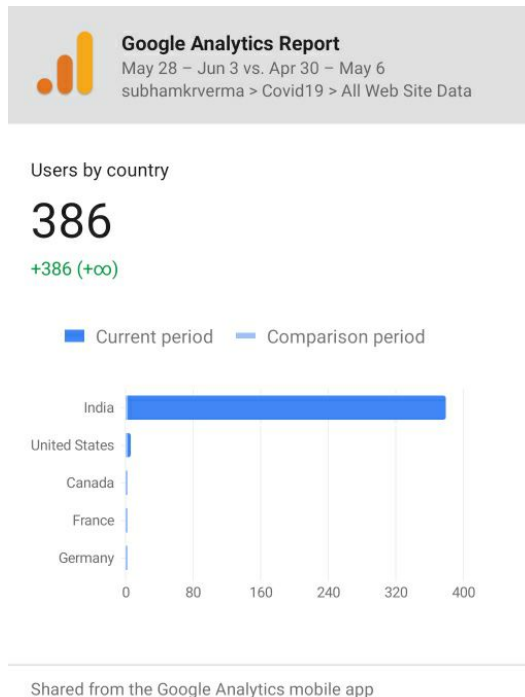
Shared from the Google Analytics mobile app

Avg. session duration
by device category

Device category	Avg. session duration
Total	00:03:07 +00:03:07 (+∞)
mobile	00:01:45 +00:01:45 (+∞)
desktop	00:09:19 +00:09:19 (+∞)

Shared from the Google Analytics mobile app

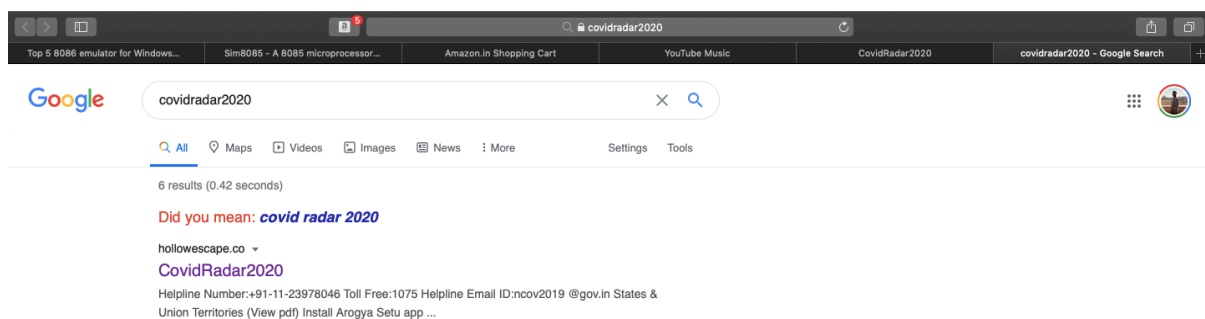
The users accessed the website through several different ways like direct link service , social media embedded link and referral link as well.



The Website was accessed by people over 5 countries and these access were through organic reach and personal acquaintances .

Search Engine Optimisation

We even have done a complete search engine optimisation of our website based on keywords , where the website will be shown at number 1 search result when key word covidradar2020 is searched on Google .



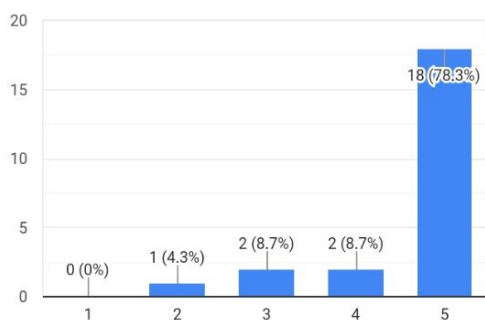
Response and Feedback

We got a total of 24 responses on the website in which it was analysed that :-

- ◆ Over 90% of the public found the website useful .
- ◆ 80% of people found no issues in the website in terms of responsiveness and data .
- ◆ The only negative feedback we got was in terms of UI and design that we lacked due to our team's lack of experience in website designing . But that too we plan to correct and enhance in phases 2 of the development of the website .

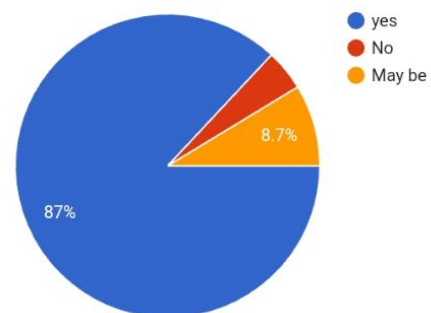
How would you rate our work

23 responses



was the website useful for you

23 responses



Development and Timeline

There used to be daily meetings and discussion regarding to the website development .

The development was completed in 3 phases :-

- ❖ The first phase was layout design and deciding the basic functionality of our website where we decided that what will be the USPs of our website and what will make our website different than others already there .
- ❖ The second phase was followed by the complete development of the front end and the backend and deployment of the website . This phase was completed by 26 May,2020.
- ❖ The third phase was entirely dedicated to making the website more responsive and dynamic where we followed several scripts and APIs.

Blog

For Blog we used Blogspot , where the blog was written and published later it was embedded in the website .

Link for Blogs :- <https://covidradarindia.blogspot.com/>