Module 4

Website Planning and Development
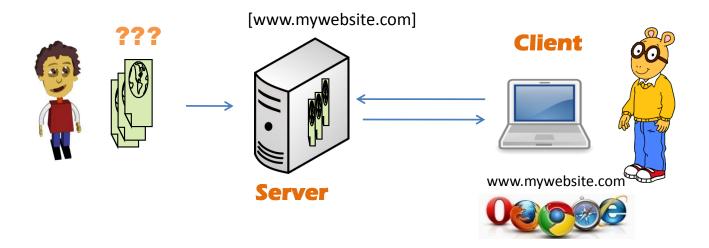
Types of Websites

Learning Objectives

- To understand various types of websites from digital marketing point of view

- To learn about various phases of website planning and development process

What is a Website and Does it works ?

A website is a collection of WebPages stored on a web server and these web pages are accessible on a request to the user through web browser installed on various devices likes desktop, laptop, tabs and mobile phones.

[www.mywebsite.com]

???

Server

Client

www.mywebsite.com

Types of Websites

- Performance Based
- Purpose Based

How websites are designed and presented

Performance Based Websites

- Static websites
- Dynamic websites
- Mobile websites
- Responsive websites

Static Websites

- Very basic form of website and **easy to create**
- It is designed using **HTML and CSS , no scripting**
- The content of the website is **fixed** unless manually changed by webmaster
- The content of the website **remains same** for every visit

User

Location

Time

Dynamic Websites (CMS)

- Information on web page is **not fixed**
- **Information changes** according to user, time of day, country and other factors
- It contain **client-side scripting** or **server-side scripting** to generate the changing content, or a combination of both scripting types

Mobile Websites

www.m.xyx.com

www.xyx.com

There was often mismatch in the content on two different websites

Challenge

Responsive Websites

Responsive website responds to or resizes itself depending on the type of device it is being seen through

Single Domain Name

Based on purpose or objective of a website

Purpose Based Websites

- Personal Websites
- Business Websites
- e-Commerce websites
- Social Networking sites
- Info websites
  - Blog
  - Forum
  - Wiki
  - Answer
  - Web directories

Personal Websites

Personal Information
Personal Content
Career Marketing
Express Personal Views
Creative Endeavor

Business Websites

Any website that is designed to show the information related to your business

Vision and mission
Products and Services
News
Career
Contact Information
Any other business related
    information

What is ecommerce?

Ecommerce simply means selling or buying and products/ service using electronic medium like internet

| Business | → | → | Website | → | Consumer |

e-Commerce websites

- e-Commerce websites are designed to facilitate the transactions of goods and services online An e-Commerce website helps in transfer of
- Information and payments over the internet website

e-Commerce Website

Social Networking Sites

Source: Hootsuit, 2019

Social Networking Sites

Social Networking site (SNS)?

A Social Networking Site is an online platform where user create a public profile and communicate or interact with other users of the site

Info Websites

Purpose of such websites is to share the information with users on variety of topics. Info websites can be a

Blog
Forum
Wiki
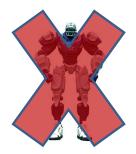**Answer**
Web directories

Phases of Website Development

Phases of Website Development

1. Prerequisites
2. Defining website objectives
3. Understanding Target Audience
4. Selection of Keywords
5. Number of Website pages
6. Designing blueprint of web pages

Person

Creativity

Engagement

Domain Name

www.mywebsite.com

Address of website

Domain Name

?

Web Hosting

Where the website will be stored

Webhosting
?

Blogger

Seller

Affiliate Marketer

?
Objectives

Objectives

Micro Objectives
Macro Objectives

Micro objectives includes planning some activities for website that increases the chances of visitors to spend more time on the website

Macro objectives are the ultimate goals your website wants to achieve i.e. selling of products

Micro and Macro Objectives
(Case Study Of Advertising Agency)

MICRO	MACRO
Information about services	Sales
e-book download	Queries
Case studies	Inbound Calls
Research Articles	Free Trails
Newsletter submission	Demo
Meet our Client	Brand Building
Testimonials	Engagement
Watch video	To build Trust
Plans and Pricing	Many more…….

Needs, Interest , Preferences

Call to Action

4 Selection of Keywords

Insert y key word clip here with laptop

Audience search keywords

Key Words

?

5 Number of Website Pages

Counter Number

Content and Easy Navigation

Site: yourwebsite.com

Home Page and Other Pages

Logo of business
Navigation
Headline
Call to action
Social profile
Photos
Text Content
Footer

Module: 4: Website Planning and Development: Types of Websites

Presenter:
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Learning Objectives:

- **Understanding various types of websites**

With the internet almost being everywhere and for everything, a website is a most basic and most crucial interface between the creator (of goods or services) and the consumer. Websites do not only act as bridges or as an interface between the seller/creator and the consumer, but they are also the identity of the respective business. Your websites represent you and your business to the world. So, it's very important to have the right kind of website in place in order to achieve your business goals.

Clearly, websites are one of the most crucial factors that contribute to the success of a business. That is precisely why they need to develop properly to fit the needs of the business. Following are the steps that lead to the formation of a good website:

- **Planning the Website:** Perhaps this is the most crucial phase or step in the entire website creation journey. With a well thought out plan, the whole process of putting up a website can be much more effective and stress-free. It's very important to determine in this stage itself the goals and objectives your websites would seek to fulfil. What is/are the purposes of your website? This needs to be clear because this clarity "of what you want from the website?" will always help you in making decisions from thereon. Another important thing that you must do in this stage is to identify and define your target market or audiences. A better understanding of your audience will automatically lead to the creation of a website that's more user friendly and effective. This can also be done by analyzing the websites of your competitors. This will help you in so many ways. It will enable you to create a website that's not only more effective in your line of business but also devoid of the possible shortcomings that your competitors' website may contain. Another thing that you must consider while planning for your website is SEO (Search Engine Optimization). It is a very important factor that directly affects the success of your venture online. With Google being the most popular and used search engines currently, it becomes

very important for you to know the Keywords that rank higher and incorporate them into the architecture of your website. Also, make sure that your website is mobile-friendly as Google ranks such websites higher. Proper SEO can have a big positive impact on your business and may just turn out to be the key factor in the success of your website. It is also very important to plan a sitemap and 'wireframe' which is basically a blueprint of your website in advance. It helps the designer to understand the basic look and vision of the website that you want to create for your business. In other words, it enhances clarity for both you and the designers that how will the final version of the website look. In all the planning phase is very important and must be taken very seriously for the success of the business. Without proper planning, you may still manage to have a website, but it may not be as effective as you would have wished to.

- **Designing:** The next step in the process of creation of your website is to design each page of the website. The sitemap and wireframe determined in the planning phase come to practical use in this phase. The designer clearly knows what he/she has to do as everything is pre-planned. The design of your website is critical to user experience so it is very important that the website is aesthetically alluring to the visitors. Small and minute details regarding your website such as the interplay of colours, shadow, font style etc., should be taken into consideration. As per research, it has been proved that different colours evoke different emotions, so you should design your site appropriately. For example, if your website is about gifts that can be given to loved ones, then having the colour red can certainly boost your website's performance. Recent research also reveals that consumers form judgements within 90 seconds of interactions on your website, and almost 60%-90% of it is based on colours.

- **Development:** It is in the development phase where after completing the design stage, the website is turned into a working website. It is basically the process where the website development team makes the website functional for use. Implementing payment gateways, choosing a content management system etc, are the elements considered in this phase. HTML, CSS and JavaScript are the primary web development technologies that you will most commonly encounter and work with. HTML stands for 'Hypertext Markup Language', though it can be used to build an entire website but it is specifically used for layout and format of the webpage. HTML is basically a series of tags that defines the different components of a web page. On the other hand, CSS was created to overcome some of the major difficulties posed by

HTML. CSS or Cascading Style Sheets separate the content of a web page from its styling. To define the styling for a particular web page CSS can be linked to it. The CSS technology makes it easier to make changes in the styling of the web page, as it can be done simply by modifying the CSS file. Introduction of JavaScript has made a huge difference to the web pages and in the web development world. The structure of JavaScript enables it to interact directly with the DOM of a web page. By using this the entire structure and style of the web page can be changed. JavaScript not only allows manipulation of web pages and their content but also makes them more interactive. Therefore it can be reasonably concluded that JavaScript has a more central role in web development.

- **Website Testing and Deployment:** Before the website is launched or deployed, it's very important that tests are run on it in order to ensure its bug-free. Testing the website is very important as an improperly tested website may encounter issues and affect consumer engagement. This hampers not only the experience of the consumer but also turns out to an embarrassment for the company or organization. Performance test, compatibility test, usability test, functionality test etc., are performed in order to check the quality of the website. Normally a quality team performs such tests. It is ensured in this stage that the website runs smooth and that there are no glitches or issues with its functioning. For this purpose, internal links are verified, it is ensured that the website displays well on all devices and platforms, website codes are validated and many other such actions are performed. After running all the tests successfully and obtaining the approval of the owner of the website, the web design team uploads the website on the hosting server using a File Transfer Protocol (FTP).

Types of Websites:

British physicist Tim Berners-Lee, published the world's first website on August 6, 1991. With over 1.6 Billion websites existing out there on the World Wide Web as of 31st March 2019. But only 25% of all registered websites are active as of 31st March 2019. (Source: techjury)

The signs are of only further growth for the Internet. Internet penetration reaching over fifty per cent of the world's population, the net has simply become a part of people's lives. As per Internet World Stats, 56.1% of the world's population has access to the internet as of 31st March 2019 and a whopping 81% of the population in Developed Countries has access to the internet as of 31st March 2019.

Websites have played a crucial role in this and they continue to do so. Websites have gone through a great deal of transformation and evolution over the years. It all started from static HTML pages, but with growing demand and needs of the world, came up more dynamic web pages, though it still had some shortcomings it was a major advancement. The first generation of 'Web Designers' was born in this phase, as they developed better programming and designing skills. The next stage saw the creation of CMS- Content Management System. It is basically a software which can be used for managing, organizing, editing and publishing content. The biggest plus point of this software is that one need not necessarily be a programmer or a designer to use CMS. The CMS software keeps the content of the website separate from its styling (i.e., layout, colours, font style etc.). This helps in modifying the look of the website without re-doing the content again.

The next stage of evolution of websites belonged to the creation of Intranet, then the Read/Write web and ultimately the creation of Social Websites. As per definition, Intranet is a network which can be accessed only by a specific set of users. The read/write web is basically this intranet with the ability to read, write and manage content. This fusion of intranet and read/write web allowed them to connect with their friends, clients etc. This ultimately led to the development of the Social Web. The Social Web can be said to the culmination of all Social Networks. The development of Social Web has revolutionized not only the virtual world but also the various aspects of real-world very significantly. The Social Web has helped take products, news, information and entertainment to places where it was not possible before. It has opened up the world in true sense.

Interestingly WordPress alone powers 32% of all the websites on the internet. (Source: www.websitehostingrating.com). Though classifying websites into different categories or types looks an easy task, it's not, mainly due to the complex nature of websites in the modern technological environment. Different types of websites serve different purposes, from selling products, providing information to the visitors to showcasing an individual portfolio. It is extremely crucial for one to select the right type of website for their respective purposes and according to the functionalities they want before one starts to design or redesign their website. The highest worldwide internet penetration was recorded at Falkland Islands and Iceland which was 99.3% and 99% respectively. (Source: www.websitehostingrating.com)

Websites can mainly be classified according to three main factors or into three categories: design/responsiveness and content.

Responsiveness:

As internet penetration and usage increases, optimization becomes one of the biggest factors for the success of any website. With more and more people now engaging with the internet through their smartphones websites should be designed in the way that they run effectively on all devices and operating systems. Even Google had announced that more mobile-friendly websites rank higher on the search engine as compared to less mobile-friendly websites. This clearly means optimization and responsiveness of the website are factors which influence the traffic on the website directly. Following are the different types of websites as per responsiveness:

- **Static Website:** Static websites are websites which are not optimized at all. They have a fixed layout and design which is generally meant for the personal computer. This means when one opens a static website on their phone, they have to zoom in order to use it. This type of website is inconvenient and extremely discomforting for the user. Though it has a greater loading speed, thanks to its simple design, but it is not recommended as more than 50% search requests now come from mobile and having a static website may end up taking visitors away.

- **Fluid Website:** A fluid website is more user friendly as the different components of the website are laid out in proportions. These proportions remaining the same irrespective of the device size on which it is opened. These websites are also known as Liquid Websites. In simple terms, it means that all the components of the website will take the same percentage of space whatever be the size of the screen. It is better than a fixed/static website as it can adjust to users set up.

- **Responsive Website:** A responsive website is the most user-friendly website. It has the highest level of adaptation and thus is well optimized for different devices and platforms. In other words, a responsive website will look different on different devices to better suit the size and operating system on which the device runs. Where a large portion of the targeted audience is inclined to use more devices such as mobiles and tablets as compared to personal computers, then it's very important and necessary to have a responsive website to generate higher engagement and ultimately achieve the desired results.

Content:

One of the most common ways to classify websites is on the basis of the content they comprise of. Content being the king in the modern era, where no field is untouched by

competition, it is very important to choose the right type of website as per one's content. A mismatch in this regard can be dangerous and embarrassing for the organization. Following are different types of websites classified on the basis of content:

- **Corporate Websites:** With the growing penetration of the internet, it has become for any successful business to have a presence and footprint online. A website is the most basic online infrastructure that a corporate body must-have in modern time. A corporate website not only serves as an information centre of the company online but also in many cases becomes directly responsible for the growth and success of the company. Where the objective of the website is just to provide information about the organization, the costs of creating and managing a corporate website are seen to be very low, in fact, as low can $1 per month. These websites cost low but have a great impact on the perception outsiders may develop about an organization. The website should contain information relating to the company's or organization's goals, vision, philosophy and flow of work etc., along with testimonials, reviews and a list of achievements (if any). They help the organization to look more credible and professional.

- **E-Commerce Websites:** The new age business world is not about the customer/consumer reaching the business but the business reaching the doorstep or to put it more precisely the fingertips of the consumer. This is made possible thanks to the technological revolution called the Internet and it's continued advancement. E-Commerce websites are basically those websites which are used to sell goods and services online. E-Commerce platforms or websites enable the consumer to buy, sell, compare whatever goods or services they want from a wide range of available goods and services at the time of their choosing. These websites can be accessed at any time of the day, making the business 24×7. E-Commerce websites have completely revolutionized the retail business world. Some major examples of E-Commerce giants being eBay, Ali Baba, Amazon and Flipkart. About 49% of all online sales and 5% of all retail sales in the United States Of America are done on Amazon. (Source: www.websitehostingrating.com)

- **Social Media Websites:** Apart from the E-Commerce Websites, the rise and growth of the Social Media Websites and platforms have really changed the lives of people across the globe. It has completely revolutionized the way people interact with each other. Even though it is virtual, but it has played a great role in bridging several gaps

and bringing people together. The main goal being communication, they help people, organizations, governments in many ways to reach the masses directly, very swiftly and quickly without the message getting diluted in transmission. Social Media websites enable people to connect with other people and share their thoughts, ideas, pictures and also things related to their lifestyle. It has opened up the world and made it into one big community. Though social media websites have their own challenges such as fake news and trolling, the advantages continue to outweigh the drawbacks. Twitter, Facebook, Instagram etc., are examples of some popular social media websites.

- **Crowdfunding Websites:** Crowdfunding is basically a process of raising capital in small amounts from a large number of individuals. This money can be used to finance a social, political campaign or a business venture. Crowdfunding websites connect the people with lack of funds with individuals who can make contributions voluntarily. Another plus point is that the amount of contribution can be decided by the individual contributors themselves, though a minimum amount is prescribed which in most cases is very nominal. These websites make it easier to access large groups of people spread throughout the globe through the Internet. Crowdfunding websites play a great role in the promotion of social awareness and entrepreneurship by making funds available through mediums other than the traditional channels. Crowdfunding is becoming a new and transparent source of raising funds for several new start-ups and social groups.

- **Blog or Personal Websites:** These websites are typically promoted by individuals or a small group of people who belong to a certain field of work and share their views, thoughts, research and knowledge by regularly updating these web pages. Normally these personal websites are run by writers, academicians, researchers, scientists, movie-book reviewers, technology geeks, self-help gurus and life coaches. These types of websites have increased massively in the few recent years. They can generally have content on any topic and are written mostly in an informal style. These websites are very useful for people who are just bursting upon the blogging scene like freelancers. It also allows them to have a source of income using these websites.

- **Educational Websites:** The internet or the web is nothing but a huge culmination of data and information. With people now being able to connect with each other irrespective of the physical, social and financial barriers, a rise of educational platforms and websites was inevitable. These websites have a huge variety of content

from online libraries, encyclopedias to online courses and professional guidance. The best thing about these websites is that much of it is free or a nominal fee is charged based on the topic you choose to study about. Such a nominal fee is usually less than the fee charged by teachers or institutions who teach offline. Another plus point of these websites is that the content can be accessed at any time.

- **News Websites:** The invention and growth of the internet have changed the world, and so it has also changed the way news used to reach to the public. Previously, the time between the happening of an event and the time when it reached the public was huge. But the internet has filled this time lag. This helps news agencies to deliver news to the public almost instantly- breaking news. News is not only delivered through the websites of the news agencies but also through the various social media channels. But one major flaw with this speed with which every agency wants to deliver news is the lack of background research and verification. This often leads to fake news. News websites are considered a more credible source for news as they belong to a genuine news agency.

- **Entertainment or Video Streaming Websites:** For the last couple of years or so, there has been seen a huge rise in entertainment streaming websites and platforms coming up throughout the globe. One of the main advantages of these platforms is that by using them, the content can be taken to places or virtually all around the globe. This was not possible before. This has opened up a whole new space for the entertainment industry. YouTube was one of the first video streaming websites, but since the rise of Netflix, Amazon Prime etc., even YouTube has evolved itself to compete with the new market players. These websites have truly revolutionized the t.v. experience especially for young people, though they have shown that cater to everyone.

- **Brochure Websites:** These type of websites are mainly used by small businesses for the purpose of maintaining their online presence. They don't have many pages. They simply contain the basic information about the organization, the area in which it works and contact details. It basically acts as an online visiting card for small businesses. This helps small businesses to put up a professional and corporate like feel.

- **Web Portals:** These are websites which comprise of various information that a user may need. It's like a one-stop shop for information which is otherwise not available at one place easily. Apart from providing information, they also provide other services

such as emails, forum and news. Yahoo, Orkut are one of the first portals. Google can also be an example of a portal even though it has diversified to venture into a lot of different things. Some portals are also exclusively for internal use of specific people. This is generally seen in colleges, university campuses, research institutes and other like institutions. The creation of these kinds of web portals, limited to a specific group of people is made possible through Intranet. Every day Google accounts for more than 5 million searches. (Source: www.websitehostingrating.com).

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- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
- Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M4 (JAN 2024)

Due date: 2024-04-30, 23:59 IST.

Assignment submitted on 2024-02-19, 21:10 IST

1) Which of the following are the perquisites of a website ?

1 point

○ Person

○ Domain

○ Hosting

◉ All of the above

2) Where all the websites are stored ?   *1 point*

◉ Server

○ Desktop

○ On Domain name

○ All

3) Static websites are   *1 point*

◉ Same for everyone

○ Vary from person to person

○ Cannot be modified

○ None of the above

4) Website that changes its view according to the screen size of a device on which it   *1 point*
appears

○ Dynamic site

◉ Responsive website

○ Mobile website

○ Static website

5) There are chances of mismatch of content between desktop version of a site and   *1 point*
mobile version of a site

◉ True

○ False

6) Website design for career purpose or resume purpose, are   *1 point*

◉ Personal websites

○ Business websites

○ Forum

○ Wiki

7) Amazon is an example of   *1 point*

○ Dynamic website (a)

○ Static website (b)

○ Responsive website (c)

◉ Both a and c

8) Which of the following is an example of info websites   *1 point*

○ Blog

○ Forum

○ Wiki

◉ All of the above

9) Macro objectives are set for engagement purpose   *1 point*

○ True

◉ False

10) How will you check number of web pages of your sites on google ?   *1 point*

◉ Site:www.yourdomainname.com

○ Site//www.yourdomainname.com

○ Site/www.yourdomainname.com

○ Site-www.yourdomainname.com

You were allowed to submit this assignment only once.
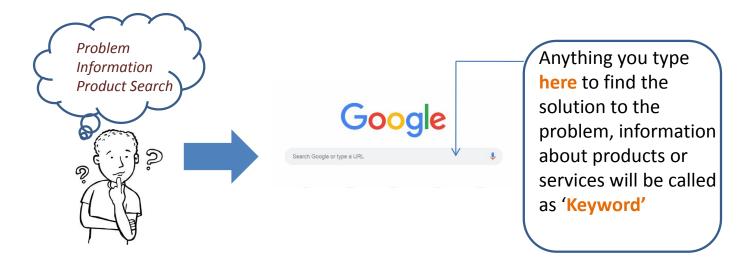
Module 5

Website Planning and Development

Keywords Selection Process

Learning Objectives

1. To discuss the significance of Keywords in Website Development
2. To understand various types of Keywords
3. To describe the process of identifying keywords

What is a Keyword ?

Problem
Information
Product Search

Anything you type **here** to find the solution to the problem, information about products or services will be called as '**Keyword**'

What is a Keyword ?

> **Keywords** are the **words** and phrases in web content that facilitate the visitors to find website via search engines.

Types of Keyword

- **Primary Keywords**
- **Sub- Primary Keywords**
- **Secondary Keywords**
- **Sub- Secondary Keywords**

Primary Keywords

Primary keywords represent core business

Examples | Marketing Research Agency
Marketing Research Company
Marketing Research Services

Sub-Primary Keywords

Sub-Primary Keywords are the extended versions of primary keywords words

Examples
Best Marketing Research Agency
Best Marketing Research Company
Best Marketing Research Services

Secondary Keywords

Secondary Keywords represent your products/ services

Examples

Questionnaire design services
Survey building and hosting
Data collection and reporting

Sub- Secondary Keywords

Sub -Secondary Keywords represent Sub categories of product and Services

Examples

Quantitative data collection
Qualitative data collection
Survey Hosting

There is no Hard and fast Rule for Defining Key words

It depends on understanding of your business and type of website

What are Sources of Key Words

?

1 │ Your Business

Business Details │ Name of the business
Name of the brand
Product Name

2 | Your Customer

Customers know better what words are they using while searching your business

Customers can provide better list of words

Listen to your customers (Research)

Social Media Survey

3 | Your Competitor

Your competitor is best source of keywords

www.yourcompetitor.com

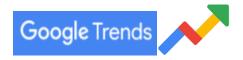Scan the website for important keywords and make a list

Free tools to audit the website

4 | Suggestions

Free Keyword Suggestion Tools

5 | **Expansion**

Add details to the Selected Keywords to make it phrase

SEO
Search Engine Optimization
Search Engine Optimization in India
Search Engine Optimization in India, Chandigarh

Prepare a list of keywords

6 | Narrow Down

Selection of keywords from the Keyword List based
on some criteria

7 | Use of Keywords

Select each keyword and develop the content around that keyword

Module: 5: Website Planning and Development: A Keyword Selection Process

Presenter:
Dr. Tejinderpal Singh
Associate Professor
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Transcription: Video-1

Hello Learners!!

As promised, we are going the start with the **Module: 5** and the name of this module is **Website Planning and Development: A Keyword Selection Process**

The keyword selection process is a very significant part of the overall **Website Planning and Development Process** and we will discuss various aspects of the keyword selection process in detail.

Under this Module, you will learn

What is the meaning of Keywords in context of Website Development

What are various types of Keywords?

What is the process Keyword Selection?

Let us begin by understanding the meaning of a Keyword first

What is a Keyword?

Suppose, you are looking for some information or you want to know more about a specific product/ organization/ person/ brand or you have any specific problem and want a solution for that. From where will you get this information?

It is very obvious that most of us will prefer to visit a search engine like Google (https://www.google.com/) or Bing (https://www.bing.com/) for this purpose. Depending upon your query, you may type a word or couple of words or a very long-phrase and sometimes even a full question in the search bar of a search engine and hit the centre.

What is next?

The search engine will show you the most relevant results that match with your Keywords in the Search Engine Result Page in short called SERP. Here whatever you have typed in the search bar is known as a Keyword in internet terminology More precisely

Keywords are the **words** and phrases in web content that facilitate the visitors to find the website via search engines.

Let me show it.

Suppose, I am curious to pursue a course in digital photography.

I will simply search in Google to have more information about digital photography courses by using different keywords like 'learn digital photography' or 'digital photography course' or 'digital photography course online' and bla….bla……

Google is so quick to show me the results.

Whatever results, Google is showing to me in the form of WebPages, have those keywords that I typed in the search engine to search for a website.

You can see here, all the results are having keywords that I typed though not in the same order.

Though it would be very early to say, but admit it at first instance that it is very important to include all the keywords in a website that visitors use to search for your website.

Types of Key Words

After understanding the meaning and role of keywords, let us discuss various types of keywords. There are four types of keywords and I will explain these four types from a business website point of view. These four types of Keywords are.

Primary Keywords

Sub- Primary Keywords

Secondary Keywords

Sub- Secondary Keywords

Let us discuss them one by one

Primary Keywords

Primary keywords represent your core business that means words associated with your core business. Suppose, you are a company offering services in marketing research. Think about a few words that represent your core business. Think for a while. Ok, let me tell you. These words maybe

Marketing Research Agency

Marketing Research Company

Marketing Research Services and many more ….

These are very generic keywords and most of the other businesses might be using them.

Sub-Primary Keywords

Now we have 2nd type of keywords i.e. Sub Primary keywords

Sub-Primary Keywords are the extended versions of primary keywords words. Here you expand your primary keywords like

> Best Marketing Research Agency
>
> Best Marketing Research Company
>
> Best Marketing Research Services
>
> And so on

Secondary Keywords

Secondary keywords represent your product and services. To identify such keywords, make a list of the products or services of your company like in case of marketing research firms, secondary keywords may be

> Questionnaire design services
>
> Survey building and hosting
>
> Data collection and reporting

Sub-Secondary Keywords

Similarly, there can be sub secondary keywords. These keywords represent subcategories of the products or services like

> Quantitative data collection
>
> Qualitative data collection
>
> Survey Hosting, are sub-categories of data collection services

I tried to give you a brief idea about various types of keywords. The question is, do I always start with these categories of keywords while planning for a website

No !!!!

Actually, there is no hard and fast rule for defining Keywords. These four categories are just indicatives in nature. It depends more on understanding someone's business and a type of website. For example, if there are no sub-categories of product in any case then there is no need to identify the sub secondary keywords.

Transcription: Video-2

You must be wondering!!!! After all, what will you do with these keywords?

Let me tell you. Actually, you have to develop the content of your website around these keywords. In other words, you have to intentionally embed these keywords in the content of your website.

But, the question is why?

Because it will help the search engines to find your website when such keywords are typed in the search engine like Google.

Sources of Keywords

Now let us discuss what are the sources of keywords and how to shortlist the relevant keywords for your website.

You and Your business

The most important source of finding keywords is You and Your business. You know more about your business than anyone else. Just note down every detail of your business like

> *Name of the business*
>
> *Name of the brands*
>
> *Product Name*
>
> *And so many other details of your business*

After this exercise, you will find a good number of keywords.

Customers

The second source of keywords is 'Customers'. Your customers know better, what keywords words are they using while searching for your business or products through search engines. Here you have to listen to your customers,

> What are they talking about your brand?
>
> What are they talking about your products or services on various social media platforms and internet?

Further, you may also organize informal discussions and talks with your customers to arrive at a list of important keywords.

You may also conduct a small survey, maybe on a payment basis, to know more about what words they associate with your business. Perhaps, it will give you more insight into your business for website development purpose.

Competitor

Another source of keywords is your competitor.

It is often said that your competitor is the best source of keywords, if it is there.

But the question is how can I know about the various keywords, my competitor is using

There are many tools available for this purpose. I will discuss these tools in **Module 10** of this course when we will discuss about **Search Engine Optimization**

Just to begin with, scan the website of your competitor and analyze it for keywords and prepare a list of these keywords. You may also use a few tools like screaming frog, siteanalyzer etc. for website audit purpose.

After preparing the list of important keywords suggested by these tools, make sure that your website must contain all these keywords, if not then get them in order.

You may also use a very sophisticated tool for keyword suggestions like

>Google Keyword Planner (https://ads.google.com/intl/en_in/home/tools/keyword-planner/)
>
>Google Trends (https://trends.google.com/)
>
>Keyword Shitter (https://keywordshitter.com/)
>
>Google Search Console (https://search.google.com/search-console/about)
>
>Suggestion Keyword Finder(https://tools.seochat.com/tools/related-keywords-tool/)
>
>Word Tracker Scouts (https://tinyurl.com/y5qr9xh5)

Let me tell briefly about these Tools

Google Keyword Planner

Google Keyword Planner is primarily used for Google Ads. However, this tool can also be used to identify keywords for website planning as well. The keyword planner is free tools by Google which show the average number of searches on a given keyword and suggest related keywords which users are actually using in search engine.

Google Trend

Google trend is a platform of Google that examines the popularity of search query in the Google search across various regions and languages.

Google Search Console

Search Console is issued for indexing of a website. It also offers analysis of keywords as well

Suggestion Keyword finder

Suggestion Keyword Finder is another very simple tool to get ideas about Keywords. It has three levels which help in finding the long-phrase.

Keyword Shitter Shitter

Keyword Shitter is a very simple tool to get keyword ideas in bulk on the seed keyword

Word Tracker Scouts

Word Tracker Scouts is a chrome extension and can be used to find important keywords from competitor's site and to check the relevancy of keywords.

I have just given an overview of these tools. How these tools actually work and can be used for keywords ideas, I will demonstrate it in **Module 10** in a very comprehensive way. I will advise you to start thinking about the theme of your website and prepare the list of keywords representing the theme of your website.

- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
- Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M5 (JAN-2024)

Due date: 2024-04-30, 23:59 IST.

Assignment submitted on 2024-02-13, 10:34 IST

1) Which of the following is not an example of a keyword ?   *1 point*

○ Mobile phone

○ Buy mobile phone

○ How to repair mobile phone

◉ All are examples of Keywords

2) Primary keywords represent   *1 point*

○ Product and services

◉ Core business

○ Categories of product and services

○ None of these

3) How many types of keywords are there ?   *1 point*

◉ 4

○ 5

○ 6

○ There is no hard and fast rule

4) Which of the following is not a source of keyword ?   *1 point*

◉ You

○ Your customer

○ Your competitor

○ All are the sources of keywords

5) Google keyword planner tool is a part of   *1 point*

◉ Google Ads

○ Google analytics

○ Google webmaster

○ Google search console

6) Key related to the core business are called   *1 point*

◉ Primary keywords

○ Secondary keywords

○ Sub primary keywords

○ Sub secondary keywords

7) Which of the following is an example of sub primary keyword ? *1 point*

○ Advertising agency

○ Advertising company

○ Advertising firm

◉ Best advertising firm

8) Is it possible to scan the website of your competitor to search for keywords idea? *1 point*

◉ Yes

○ No

9) Word tracker scouts is *1 point*

○ Software

○ Application

◉ Chrome extension

○ A website

10) Which of the following technique is useful for getting keyword ideas from your customers? *1 point*

○ Follow them on social media

○ Conduct information discussions with them

○ Conduct survey

◉ All of these

You were allowed to submit this assignment only once.

Module 6

Understanding Domain Name and Webhosting

What will you Learn?

1. What is the meaning of Doman Name and Webhosting?
2. What is the Process of Buying a Domain Name and Webhosting?
3. What is the Process of buying a Webhosting for your website
4. How to change the Domain Name Servers

Domain Name
Webhosting

?

Let us discuss

What is domain Name?

Domain name is the address or name of any website which
you want to access

More Features

Domain name is typed in address bar of the browser
Domain name is unique to every website
Domain names are managed through DNS (Domain Name System)

Examples	1. www.puchd.ac.in
	2. www.amazon.in
	3. www.flipkart.com

Types of Domain Name?

Generic Top-Level Domains (gTLD)

Country code top-level domains (ccTLD)

| .com | .net | .org | .mil | .edu |

| .in | .au | .uk | .pk | .us |

Generic Top-Level Domains (gTLD)

The Generic Top-Level Domains (gTLD)   domain name represent
the highest level in the Domain Name System hierarchy

The Internet Assigned Numbers Authority
(IANA) in the year 1985

6 21

Top Level Domains

.com   .net   .org   .mil   .edu

Country code top-level domains (ccTLD)

Two letter domains
Associated with countries

`.in`   `.au`   `.uk`   `.pk`   `.us`

Select Domain Name Carefully

It helps to
- Create first impression
- Define your brand
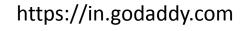- Optimize the Search Engine Optimization (SEO)

How and from where to buy a Domain Name?

?

Domain Registrars

GoDaddy India	https://in.godaddy.com
DOMAIN.COM	https://www.domain.com
bluehost	www.bluehost.com
namecheap	https://www.namecheap.com

Space to store your website on server
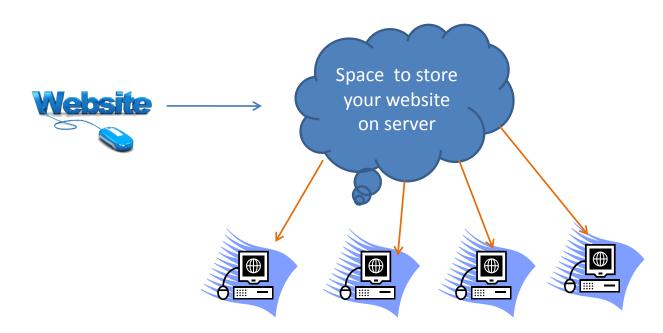
How and from where to buy a Webhosting?

Webhosting Service Providers

HostGator — https://www.hostgator.in/

BIGROCK
Domains, Websites and more... — https://www.bigrock.in/

India
GoDaddy® — https://in.godaddy.com

bluehost — www.bluehost.com

Module 6: Understanding Domain Name and Webhosting

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

Transcription: Video-1

Hello learners!!

Now we will inch one step more towards the development of our website. Once the list of your keywords is final, now it is time to buy the **Domain Name and Webhosting** for your website that you are planning to develop during this course.

In this background, we are going to start with our next **Module i.e Understanding Domain Names and Webhosting**.

Under this Module, you will learn

What is the meaning of Doman Name and Webhosting?

What is the Process of Buying a Domon Name?

What is the process of buying a Webhosting for your website?

How to change the Domain name servers?

Let us begin.

What is a Domain Name?

In simple words, a domain name is the address or name of any website which you want to access

There are few unique features of a domain name like

- It is typed in the address bar of a browser to access the website.
- The domain name is unique to every website, means there can not be two websites on a single domain name
- Domain names are managed through DNS (Domain Name System) to avoid the duplicity of domain names.

Here are few examples of domain name like

1. www.puchd.ac.in
2. www.amazon.in

3. www.flipkart.com

Types of Domain Names

There are different types of DomainNames like

Generic Top-Level Domains (gTLD)

Country code top-level domains (ccTLD

Generic Top-Level Domains (gTLD)

The Generic Top-Level Domains (gTLD) domain name represents the highest level in the Domain Name System hierarchy. The Internet Assigned Numbers Authority (IANA) in the year 1985 released six top-level domain names, however, at present, the number is 21. Few of popular top-level domains are.

.com

.net

.org

.mil

.edu

Country Code Top-Level Domains (ccTLD)

With a purpose to distinguish one country from another, two-letter domains were established and became associated with countries or geographical locations. These are called Country Code Top-Level Domains (ccTLD)

Few Example of Country Code Top-Level Domains (ccTLD) are

.in

.au

.uk

.pk

.us

As you have to buy the domain name for your website, you should be very careful while selecting a domain name as it helps to

Leave the first impression of your business

Defines your brand

Improves search engine optimization

Now the question is, from where to buy the domain name?

There are so many domain registrars in the market. Like

Godaddy.com (https://in.godaddy.com/)

Domain .com (https://www.domain.com/)

Bluehost.com (https://www.bluehost.com/)

Namecheap.com (https://www.namecheap.com/)

and so on from where you can buy the domain name.

Before making the final decision, compare their pricing plans, services and customer care feedback

With this, I have explained the meaning of **Domain names** and apprise you about the importance of the selection of the right domain name for your business. Now let us move further

<h2 style="text-align:center; color:orange;">Transcription: Video-2</h2>

As we have to buy the **Domain Name** for our website. So, it is very important to understand the process of buying a domain name with no step skipped. There are many domain registrars offering **Domain Name Services**. But, I personally prefer Godaddy.com (https://in.godaddy.com/). I will also suggest to you to buy your domain name from Godaddy.com only so that we all are on the same platform while developing our websites.

Let us begin

Process of Buying Domain Name

To buy it, Go to https://in.godaddy.com/

As I mentioned earlier, domain names are unique that means there can exist only one domain name. Therefore, first of all, you have the check the availability of the domain name that you are looking for your website.

Start the search in the search bar with keywords representing your business or brand or any name you want to have a domain name.

For example, I want to buy a domain name on *digital marketing*

Let us check it whether it is available or not by clicking-> *Search Domain*

Ohh,

it says that *digitalmarketing .in* is taken away. That simply means I can't buy this domain name. However, Godaddy will suggest you other domains similar to your searched keywords here with different extensions.

If you are interested you may click add to cart, otherwise, change your query.

While finalizing the **Domain Name**, I advise you to buy the domain name with the extension **".com"** or **".in"** because these extensions are good when it comes to **Search Engine Optimization** of your website.

I will explain to it *why* at the appropriate time

Another thing, don't go for very costly **Domain Name** as of now as we are going to use this domain name for learning purpose only in this course. Once you are expert in digital marketing, then you can think about premium domain names.

As I am not satisfied with suggestions, let me change my search query

Let me search on "dmmooc" means *Digital Marketing Mooc Course*

Yes!!!

This domain is available. Buy it before someone else does.

And this domain is available with 149 RS with a two-year registration.

It means I have to buy this domain at least for two years to avail this offer. For the first year, the price will be 149 RS and for the second year, it will be 599.

If you want to buy a cheaper one then explore the suggested options as well.

Once you finalize your decision, click on **ADD TO CART.** Don't click on any other option. The domain is added to your cart. Click **'Continue to Cart'** for check out options

Godaddy will try to sell other products as well. I advise you not to buy any additional product at this stage and click on **No thanks**.

Here the total price is Rs.860 for two years i.e Rs.149 for the first year and Rs. 599 for the second year. However, if you want to buy it for one year only or for a longer period then change it from here. I am going to buy it for one year only for which I will pay Rs. 516

These are just pricing strategies of Godaddy.com

As you are the first time users so before making payments you have to click here to create your account. If already have then click on **sign in**

To create a new account click here and fill the required details

I already have an account with Godaddy.com, so I will sign in with my login details.

Now I will check out by making the payment.

Many payment options are available like Credit Card, Net Banking, Debit Card etc. You may use option as per your convenience. Make sure that the correct **Country or Region** is selected

I am using my **Net Banking**

Once everything is in order click "**Complete"** purchase.

Here, once again you have to enter select your banking details and make the payment

Yes!!! You have purchased the domain name. The confirmation will also be sent on your mail ID.

Let us check it. Yes, it is there. It is confirmed now that you have purchased the domain name

You may also again login to Godaddy account and check under my products your domain name is listed

Congratulations!!!!

Hope it was interesting. I explained the process of buying **Domain Name** in **a** very simple way. Over a period of time there may be few changes in this process. But I think it is a very simple process. You can buy the domain name easily. Thanks

<h1 align="center">Transcription: Video-3</h1>

Hello learners !!!

Welcome back. After purchasing the Doman Name, there is a need to buy the Webhosting. In this video, I will explain what is Webhosting and how to buy the Webhosting from reputed hosting service providers. Let us begin

What is Webhosting?

As, you know, you need a space to store your website somewhere on the **server** that is called **Hosting**.

From where to buy it the answer is **Webhosting Service Provider.**

Similar, to the *Doman Name Service Providers*, there are a large number of Webhosting service providers from where you can buy the space on the server to store your website like

      Hostgator (hostgator.in)

      Bigrock (https://www.bigrock.in/)

      Godaddy (https://in.godaddy.com/)

      Bluehost (https://www.bluehost.com/)

      and so many other

Let us understand the process of buying it

As earlier discussed, there are many **Web Hosting Service Providers**. But based on my personal experience, I will prefer and suggest you to buy it from Hostgator (Click Here), one of the trusted service providers. Without wasting time let us begin with the process

Go the site (Hostgator) or click on the link given in the description.

Click on **GET STARTED NOW**

On this page, the very first thing you have to do is to select the server location. You have to select India not USA. You will see here that there are four different plans like

- Starter
- Hatchling
- Baby and
- Business

Each plan has different features and accordingly the price has been set. Like under **Starter and Hatchling** plan you can host only one domain name whereas under **Baby and Business** plan you can host unlimited domains on a single hosting.

At this stage, we are going to host one domain only, so I advise you to go for the **Starter Plan**

This plan includes:

Single Domain

10 GB Disk Space

100 GB Transfer

5 Email Account(s) and

Free SSL Certificate

That is more than sufficient for the purpose of learning.

Now you have to select the tenure of Webhosting from this dropdown menu. It is clear that longer duration plans are cost-effective. But as per the course requirements, we need our website active for a minimum of three months. So, go for **THREE months plan.** Rest it is up to you. If you want to buy it for a longer duration you can buy it. Let us go for three months plan

Next, it asks.

Do you already have a domain for your hosting plan?

Yes, we have. We have already purchased it from Godaddy. Click **yes** and enter your domain name here. In my case it was dmmooc.in

Now the very important point

We are not going to buy any additional service at this stage so uncheck all the options and *CONTINUE*

This is the summary of your order. Make sure everything is as per your selection. If things are ok then click **Continue.**

Now you have to log in to your account and there are multiple options to log-in like Google, Facebook or you can create your own account. As I already have my account with Hostgator I will Sign in with my credentials.

Here again, you have multiple options for payment and depending upon your convenience you may select the relevant option and complete the payment process.

Congratulation!!!!

You have successfully placed the order. Within a few seconds, you will receive the confirmation mail.

Yes. It is here with the subject

Completed: addition of Single Domain Linux Hosting (India) for dmmooc.in

This mail is very important for future use. So save the copy of it somewhere else also as we have to refer to this mail again and again in the future. Please do save all your password of Godaddy and Hostgator at a safe place for future reference

SO this was the process of buying a domain name and hosting

Congratulation!!!,

You have purchased the Webhosting as well. Hope you found this process simple. Remember you have purchased the domain name and Webhosting from two different service providers. Therefore, let us move to the next challenge**.**

Transcription: Video-4

There is a challenge, as we have purchased our **Domain Name and Hosting** from different service providers. Hostgator does not know that you have purchased the domain name from Godaddy and Godaddy does not know that you have purchased the hosting from Hostgator.

So, there is a need to establish the connection between Domain Name Provider and Webhosting Provider. This will be done by replacing the name server of Godaddy with Hostgator.

Let us start

Login to your Godaddy account (https://in.godaddy.com/) using your credentials

Under my products, you look for the domain name for which you have purchased the Webhosting. In my case, it is dmmooc.in

Now click on DNS

On this page, look for nameservers. These are nameservers of GoDaddy, but we have to replace it with the nameservers of Hostgator. To do this click **Change** and then on **Custom**

Now you have to enter two new name server here

Where are the new name servers?

Let me tell you

When you purchased the Webhosting from Hostgator, you received a confirmation mail open that mail

Make sure, you have to open the mail with the title

Completed: addition of Single Domain Linux Hosting (India) for dmmooc.in

Here, under *Accessing your website*

You see two name servers. Now we have to copy them one by one and past in Godaddy name server. Make sure that no blank space before and after the name servicer is copied

Once both are copied click on **Save**

Name servers will be updated within 24 hours.

Once the name servers are updated, you will receive a confirmation mail from Godaddy with the subject:

Your name server has changed. It also confirms your domain name. Like, in this case, it is DMMOOC.in that is my domain name

The second way to check it, type your domain name in browser /cpanel (like dmmooc.in/cpanel)

If you are able to see this page, it is confirmed that nameservers are updated

You are doing great. We have successfully changed our nameservers.

With this, we have completed our Module on **Understanding Domain Names and Webhosting.**

- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
- **Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)**
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M6 (JAN-2024)

Due date: 2024-04-30, 23:59 IST.

Assignment submitted on 2024-02-13, 10:36 IST

1) In layman's language the address of a website is known as

1 point

○ Web hosting

● Domain name

○ Name Servers

○ None of these

2) How many generic top level domains (gTLD) were release in the year 1985?   *1 point*

○ 7

○ 8

● 6

○ 9

3) Which of the following is an example of generic top level domains (gTLD)   *1 point*

○ .com (a)

○ .mil (b)

○ .in (c)

● Both a and b

4) Which of the following is an example of country code top level domains (ccTLD)?   *1 point*

○ .in

○ .us

○ .au

● All of these

5) There can be more than one website on a single domain   *1 point*

● True

○ False

6) The process of buying a space on the server for your website is called   *1 point*

● Web hosting

○ Domain name

○ Web setup

○ Server setup

7) If you buy a domain name and web hosting from 2 different service providers, there is a
need to change the name servers.

○ True

○ False

8) You can host more than one domain on a single hosting   1 point

● True

○ False

9) Which of the following is web hosting service provider?   1 point

○ Hostgator

○ Godaddy

○ Bluehost

● All

10) How will you confirm that name servers have been updated?   1 point

○ From confirmation mail (a)

○ By opening Cpanel/Hpanel (b)

● Both a and b

○ None of these

You were allowed to submit this assignment only once.