

Czech University of Life Sciences Prague
Faculty of Economics and Management
Department of Information Technology



Master's Thesis

Measure to improve the Performance of an E-Business

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ASSIGNMENT

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Pryas Mehta, BSc

Informatics

Thesis title

Measures to improve the performance of an e-business

Objectives of thesis

The thesis is thematically focused on the study and understanding of the viability of e-shop indickynabytek.cz And how to boost online business/e-business. The main goal is to analyze the current state and limitations of e-business and how to overcome those limitations.

The partial goals of the thesis are:

- to characterize the current state of e-business in the Czech Republic,
- to identify obstacles in e-business and ways to overcome them, and
- to design possible solutions for the improvement of e-business.

Methodology

The methodology of the thesis is based on the study and analysis of specialized information resources and scientific literature. Data will be obtained from the selected organization. The practical part will use scientific methods such as analysis, synthesis, comparison, and deduction. An analytical study that will look for the barriers in e-business and provide possible improvement solutions. Based on theoretical, practical knowledge and the author's own work, the conclusions of the thesis will be formulated.

The proposed extent of the thesis

60-80pages

Keywords

Electronic business (e-business), business barriers, Internet, Marketing, analytics.

Recommended information sources

- Hyper-localizing e-Commerce Strategy: An Emerging Market Perspective Nitish Singh & Brendan M. Keating Chapter First Online: 12 April 2018
- Ming, C. (2016, November 11). Singles' day: Alibaba smashes records at world's largest online shopping event. CNBC.com. Accessed June 7, 2017, from <http://www.cnbc.com/2016/11/11/singles-day-news-alibaba-poised-to-smash-records-at-worlds-largest-online-shopping-event.html>
- Modern Web Performance Optimization : Methods, Tools, and Patterns to Speed up Digital Platforms by Shailesh Kumar Shivakumar 2020-11-24
<https://ebookcentral-proquest-com.infozdroje.czu.cz/lib/czup/detail.action?docID=6408038>
- The E-Commerce Investment and Enterprise Performance Based on Customer Relationship Management. Authors: Sun, Yili1 (AUTHOR) Wang, Ping1 (AUTHOR) Source: Journal of Global Information Management. 2022, Vol. 30 Issue 3, p1-15. 15p. ISSN: 1062-7375
- The optimal combination between selling mode and logistics service strategy in an e-commerce market Xuelian Qin Zhixue Liu LinTian Available online 22 July 2020

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Declaration

I declare that my diploma thesis "Measures to improve the performance of an e-business" I developed independently under the supervision of the thesis supervisor and using professional literature and other information sources that are cited in the work and listed of used resources at the end of the work. As the author of the said diploma thesis, I further declare that I did not break the copyrights of third parties in connection with its creation.

In Prague on 29.11.2023

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I would like to take this opportunity to thank the supervisor Ing. Alexander Vasilenko for professional guidance and advice regarding this thesis. I would also very much like to thank BISHNOI S.R.O. for the willingness and permission to submit their websites practical analysis and obtaining useful output information.

Measures to improve the performance of an e-business

Abstract

The diploma thesis deals with the optimization of electronic commerce. The final goal of this research project is to create an optimization plan that can most effectively improve business operations. The secret is to develop a strong marketing plan that will increase brand awareness while simultaneously expanding the customer base, driving more visitors to the website, and increasing sales. This thesis's theoretical framework is derived from a wealth of academic research, carefully chosen scripts, and relevant internet sites. It describes each step in detail, provides a thorough explanation of basic principles, and looks at several optimization approaches. The toolset supporting online marketing tactics, website performance assessment, and website accessibility received the most attention. Entering the practical section, the thesis takes the form of a strong optimization idea implemented on a concrete, real-world project. This step of implementation made it possible for theories to become practical tactics. Ultimately, the thesis provides a thorough synthesis of the results, assessing the effectiveness and concrete consequences of the optimization strategies that were put in place.

Keywords

Electronic business (e-business), business barriers, Internet, Marketing, analytics.

Opatření ke zlepšení výkonnosti elektronického obchodu

Abstraktní

Diplomová práce se zabývá optimalizací elektronického obchodování. Konečným cílem tohoto výzkumného projektu je vytvořit plán optimalizace, který může co nejúčinněji zlepšit obchodní operace. Tajemstvím je vyvinout silný marketingový plán, který zvýší povědomí o značce a zároveň rozšíří zákaznickou základnu, přivede více návštěvníků na web a zvýší prodeje. Teoretický rámec této práce je odvozen z bohatého akademického výzkumu, pečlivě vybraných skript a relevantních internetových stránek. Podrobně popisuje každý krok, poskytuje důkladné vysvětlení základních principů a zabývá se několika optimalizačními přístupy. Největší pozornost si získala sada nástrojů podporující taktiku online marketingu, hodnocení výkonu webu a dostupnost webu. Po vstupu do praktické části má práce podobu silného optimalizačního nápadu implementovaného na konkrétním reálném projektu. Tento krok implementace umožnil, aby se teorie staly praktickou taktikou. Nakonec práce poskytuje důkladnou syntézu výsledků, hodnotí efektivitu a konkrétní důsledky zavedených optimalizačních strategií.

Klíčová slova

Elektronické podnikání (e-business), obchodní bariéry, Internet, Marketing, analytika.

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1. Introduction

There are now so few industries left where information technology has not been incorporated because the entire world is so accustomed to it. Nobody anticipated the popularity and scope of online commerce when the first electronic retailers began to appear in the 1990s. In the Europe, there are currently more than 150,000 sales websites, including. They produce more than 200 billion turnover a year. Small business start with their basic websites and A websites can now be made without any prior expertise like a programmer as the process gets easier and easier. Person is able to build a website thanks to several web solution providers. Making a website, however, does not guarantee success in trading online. The swift expansion of technological advances has changed consumer business interactions, leading to a growing preference for online shopping as a means of making purchases. Even though e-commerce offers an infinite number of potentials, many companies face challenges when it comes to improving their online platforms. While trading online You must have a well-considered marketing strategy and the proper technical solution, and you must continuously improve and adapt this solution to changing trends and client demands. From various perspectives, optimization signifies a transition from state A to another state B. Since a status change occurs even when the initial state is 0, optimization may therefore be discussed. The purpose of this thesis is to Understand the major or most basic Obstacles which most commonly ignored by most of the small business and then to overcome these obstacles and put policies in place that will increase the effectiveness and exposure of e-commerce websites.

Understanding the Barriers of E-Commerce:

E-commerce systems frequently encounter a wide range of difficulties that impair their efficiency. These obstacles, which obstruct the smooth running of online stores, might vary from technological constraints to customer-related problems. Some typical obstacles consist of:

1. Technical challenges: These include problems with how well a website functions, like poor loading times, a bad user experience, and accessibility with different browsers and devices.

2. Visibility and traffic Generation: Having well design website which can Generate the flow of the visitors continuously can be very challenging.

Factors like search engine optimization (SEO) or Lack of Online Visibility tends to low website traffic.

Strategies to overcome those Barriers:

1. Technical Optimization: It is essential to carry out routine audits in order to find and fix technical problems. Important technical optimizations include increasing website speed, optimizing the user design and experience, making sure the website is responsive on mobile devices, and putting strong security measures in place.

2. SEO and Marketing: It is essential to use efficient SEO techniques to improve the website's search engine visibility. In order to boost brand exposure and drive traffic, this entails keyword optimization, content marketing, establishing links, and making use of social media platforms.

3. User trust: Establishing trust necessitates open and honest communication regarding security precautions, precise and unambiguous policies, evaluations and reviews from customers, safe payment channels, and a hassle-free and easy-to-use buying experience.

Techniques for Marketing E-Commerce Sites

Many tactics can be used to draw in more visitors and efficiently market an e-commerce website, such as:

1. Social media marketing: You may increase website traffic and brand exposure by interacting with potential customers on social networking platforms, publishing pertinent information, and running targeted advertisements.

2. Email marketing: You may foster client relationships and promote repeat business by creating an email list and delivering customized newsletters, special offers, and product updates.

3. Affiliate marketing: By collaborating with suitable affiliates, a website can reach a wider audience and attract new clientele.

4. Pay-per-click (PPC) advertising: Targeted adverts can be displayed to prospective buyers through PPC marketing tools like Google adverts, directing them to certain product pages or landing pages.

2. Objectives and methodology

2.1. Objectives

The goal of the diploma thesis is to develop a general understanding of enhancement, which would improve traffic, broaden the client base, and boost the chosen company's performance. This idea will be put into practice before its effectiveness is determined. The definition of fundamental concepts, the description of particular phases, and the potential for e-shop optimization will be the focus of the theoretical part's literary research. For the practical part main goal is to analyze the current state and limitation of e-business and to overcome those limitations

The implementation of chosen appropriate techniques and methods for optimization to a particular e-shop will be carried out during the practical portion. The effectiveness of this approach will subsequently be assessed based on economic indicators and web analytics data.

2.2. Methodology

The theoretical portion will be developed using professional and scholarly literature, significant Internet articles, and publications from informational, marketing, and practical sources. Data collection and analysis, the introduction of chosen optimization processes, and then the re-gathering of data following the application of the procedures and their analysis will all be employed in the practical portion. In the end, data will be compared before and after the suggested processes are applied, and their effectiveness will be assessed.

3. Literature Review

3.1. Web Pages

Today's generation now primarily uses the Internet as a search engine to find the information they need. Therefore, it is essential for businesses to develop websites that promote their businesses and assist visitors in finding exactly what they were looking for when they came to the site.

The Internet is a place that customers visit. Since it is marketers who try to get to know the customer's needs and their incentives and motives for buying behavior through their studies, the creation of the website should begin with in their competence, so as to fulfil one of the most important functions (Collective of Authors, 2015).

Ellis (2022) describes the common types of websites:

- Business websites – Businesses use these websites to advertise their goods and services and to provide information about their operations.,
- E-commerce Websites – These websites are made to facilitate online sales of goods and services.
- Blog websites – These websites are used to publish postings or articles on a specific subject.
- Event Website – These websites are made to advertise and disseminate information around a specific event.
- Portfolio Websites – Individuals and companies use these websites to display their work or products.
- Landing Page – These are standalone web pages created to advertise a particular good or service.

All these basic types of websites occur in the so-called. surface web, i.e. commonly available and legal. However, the Surface Web is only a fraction of the actual number of websites (Cerny, 2017). The largest part consists of the so-called. a deep web that is not accessible to standard search bots. This includes, for example, in scientific articles,

studies, patent documents, standards, business information or paid information and documents. The last part is the so-called. dark web from the English "dark web", which is accessible only through special anonymous browsers. This part of the Internet consists mainly of illegal activities (Václavík, 2018).

3.1.1. Rules for the correct creation of WEB pages

Websites are always made with a certain aim in mind, which must be specified in advance.

Following most significant reasons:

- Building the company's reputation and brand educating consumers (or other interested parties) about the company's offerings,
- E-commerce,
- The sale of advertising space,
- Customer service and support,
- Earnings through affiliate programs,
- Information gathering on customer wants, preferences, and experiences with the company's products.

A company must stand out from the competitors in order to succeed in the market and have a solid reputation with consumers.

According to Kristi Hines essay from 2022 the following guidelines should be followed in order to build a good website:

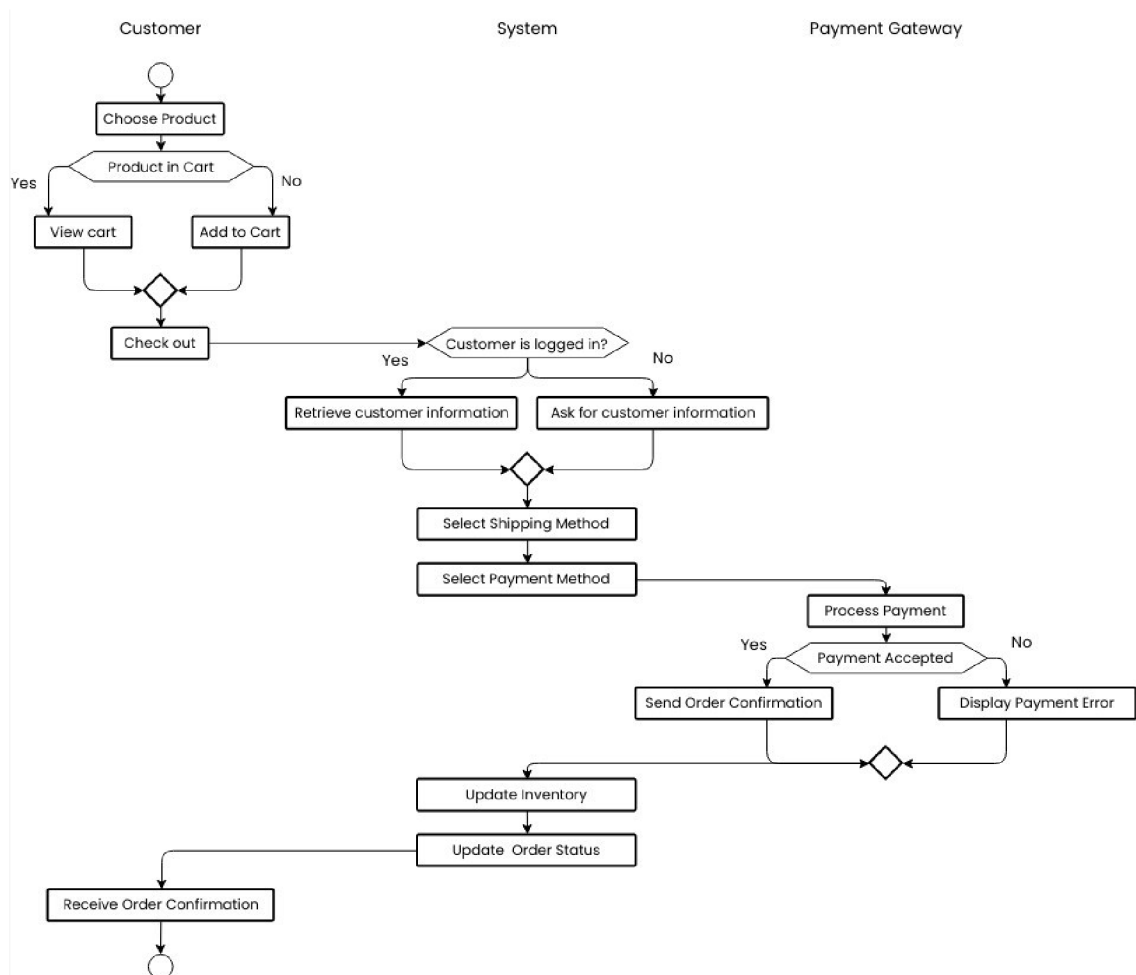
- A website must represent a real benefit for the potential customer: it is not about the experience and image of the company, but about the focus on how the customer benefits from the consumption of the product or services get.
- The benefit must be exceptional, difficult to replicate for competitors: here Holly draws attention to the "me-too" syndrome, where businesses just copy the existing ways of organizing websites and they do not come up with their own original idea.
- The benefit must have some added value for the potential customer: the benefit must be strong enough to force the visitor to become a customer.

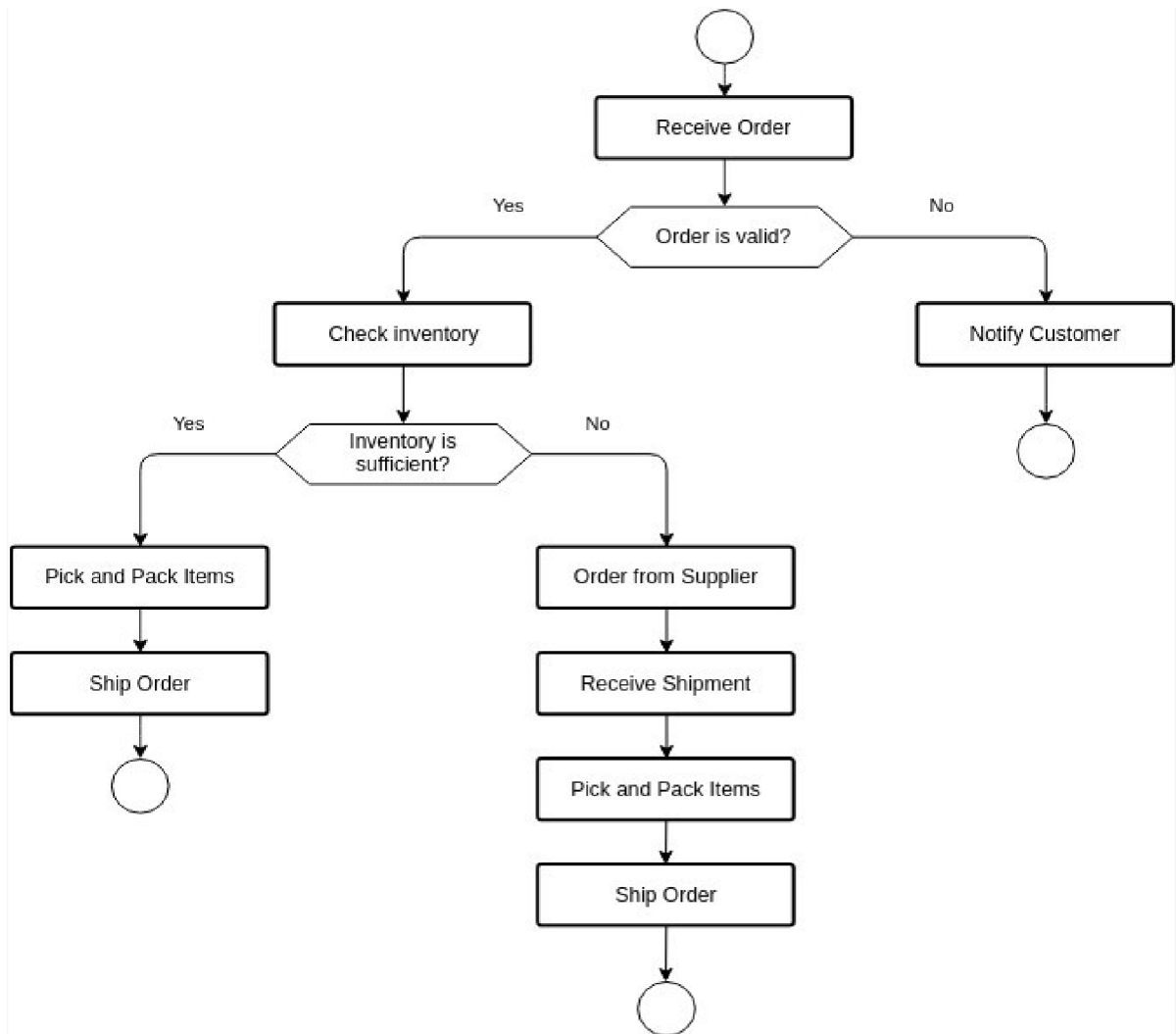
- Using the site to bring unique benefits to visitors: these are the unique benefits that the business offers through its activities, and which should reach the subconscious of the site visitors.

3.1.2. General website creation procedure

The basic steps in establishing a website are outlined in the following diagram, which is then broken down into a number of distinct tasks underneath the tasks. In the steps that follow, each phase will be described in greater detail.

Figure 1: Flow Chart for e-commerce Website Creation





Source 1: Monirujjaman 2020

In his article (2015), Otto Bohuš simplified this procedure and defined seven basic steps for creating a website:

1. Position – branding
2. Survey – General Analysis & Keyword Analysis
3. Persona Scenarios
4. Prototype – design
5. Form – graphics
6. Writing – copywriting

7. Screening – Testing

3.1.3. Internet domains

A network that is connected to the Internet has a name or identifier called an Internet domain. Because of the uniqueness of this name, only one domain can be used by different distinct websites. A period is used to denote the end of every part of a domain name.

Domain is divided into two categories General and National. Examples of general domains include .com, .net, .org, .info etc. The ISO 3166 standard governs national domains, which are represented by two-digit state abbreviations such as .in, .cz, .sk, .uk, etc (International Organization for Standardization, 2020).

Branding Domains

Your brand should be the foundation of your domain name. Users will find, recall, share, and recognize your company online in this way. Normally, you ought to select your domain name at the same time as your company name. In other words, if your company already has a name, you should also use it for your domain name. Branding is the primary component of an SEO-friendly domain name. Would Apple, for instance, buy the domain name best-smart-phone-ever.com? No. Apple already has a well-known brand; therefore its domain name doesn't need to contain any additional keywords. (website.com,2020)

Google enjoys brands because consumers do. Users are more inclined to click on, read, share, and link to a website that has a strong online brand. Positive branding will boost your website's Google rankings since the more people who remember your brand will visit you again, enhancing the credibility and trust value of your website.

It makes sense to use your brand name as your domain name if:

- Your company's name is already well-known and established.
- Brand awareness and advertising have already begun.
- Your name alone is your brand (such as YourName.com)
- Your company is incredibly distinct.
- If someone searches for your brand name, you want your website to come up highly. (website.com,2020)

If the name you want is already taken, you might need to come up with another name or come up with a different spelling of the name that is not already taken to avoid the conflicts with respected company. Then necessary to come up with alternate names, choosing a different top-level domain (TLD) which can bring credibility and trust, such as .net or .org, or modifying your chosen name by adding a word or phrase to make it distinctive.

only chances of getting your preferred name are it may be through these. Even if it might not be possible, it's worth a try.

Buy it if you can: You can always make the current owner of the name an offer to buy it. You can get in touch with the domain owner directly to check if they're interested in selling if the Who is information is available to the public. If the information is confidential, you can check their website to see whether they have provided contact details. Remember that it's highly improbable that the owner will want to sell, or that they won't accept a low offer. (Google domain, 2022)

If this goes to impossible then Start over. The finest and simplest choice might be to choose a new name. These are some justifications:

red alert: If the name you seek is already in use by another person or organization, it implies that name has already been taken. A similar domain name attempt could result in concerns with originality or customer misunderstanding, as well as possible legal problems. Check to see if the name you choose is already a brand or trademark by doing some research. Your domain name ought to be exclusive to you and unaffected by any possible trademark infringements.

Set aside perfection: It's crucial to keep in mind that there isn't actually such a thing as the ideal domain name. Don't waste your time on getting the taken domain name When a perfectly good domain name is already available.

One of the most crucial aspects in building your brand or company is picking a domain name. One of the first things people frequently notice is your domain name, which can influence how they perceive both your website and your brand. User interest and website traffic could both rise with a correctly picked domain name.

Ways create a memorable domain name:

- Length: Less is more when it comes to domain names. Longer names are more difficult to recall.
- Keywords: Relevant words enable users to locate your website during a search and quickly understand what you do.
- Brand names should be reflected in their domain names, and vice versa. Brands can take time to establish, so having a distinctive brand name in the domain can help you stand out, become well-known, and get more people to visit your website.
- Domain name: Although it might seem apparent, your domain name should be identical to, or as similar to, your brand name.

Issues to avoid

The following factors, for example, could have a negative effect on how people view your domain name:

- In domain name, using numbers or dashes. These difficult-to-type characters could damage the credibility of your website and company.
- funny spellings or words with several spellings (such as "way" or "too"). This could make it challenging for users to find your website.
- Misspellings: They can give website a sketchy appearance and cause visitors to suspect phishing or malware.
- Trademarks and brand names used by other businesses: Never use these in your domain name; doing so could result in legal action and domain suspension. (google domains,2022)

A variety of AI techniques are available for naming domains.

- NameMesh is a well-known AI-based domain name generator that assists users in coming up with original domain names by fusing keywords and employing various domain extensions. (namemesh.pro)
- Panabee is an AI tool that suggests various keyword combinations and makes use of several domain extensions to assist users in coming up with original domain names. (Panabee)
- Using a keyword and a set of frequent words, the AI-powered domain name generator LeanDomainSearch suggests original domain names. (leandomainsearch)

- Using a combination of keywords and several domain extensions, the AI program Nameboy provides suggestions for domain names.
- DomainWheel - DomainWheel is an AI-based domain name generator that generates original domain names using rhymes, synonyms, and other methods. (DomainWheel,2023)

3.2. Accessibility of the Website

Director and founder of www (World Wide Web) Bernes-Lee said: "The strength of the web lies in its versatility. An essential aspect is accessibility for all, regardless of disability." (1997) (own translation).

Websites should be accessible to as many people as possible and minimise obstacles that make it difficult to access and navigate the website. When creating a website, all possible types of disabilities should be taken into account, including visual, auditory, mental and physical disabilities (Education and Outreach Working Group, 2019).

3.2.1. Accessibility of the Website

The guidelines for building a website are laid forth in this document. These concerns the website's accessibility and legibility, the information's comprehension and clarity, the website's control, technological prowess, and the code's organization. ("Guidance on Web Accessibility and the ADA," 2022).

The following are the key considerations for designing an accessible website:

- Non-text site elements that have text equivalents
- The website's visual appearance must be understandable even if the viewer is unable to perceive it (shapes, sizes, visuals);
- Color elements must be clear even without color resolution; Backgrounds and text must be contrasted
- Page content and code must be legible from any device.
- Changes in color brightness, or element positioning must not occur more than three times per second.

- The information must be presented in an understandable form and in plain language.
- Web interface should be obvious and uniform.
- For lengthy pages, you need to include an instant search or a hyperlink to the site map.
- Content needs to be organized, with lengthier texts broken up into smaller sections.
- The information of the tables must make sense when read in lines from left to right when filling out the form, and the website must be able to alert the user of any potential errors.

3.2.2. Website Responsiveness

One of the more significant requirements for website accessibility is Responsiveness. Nearly 50% of website visitors come from mobile or Tablet devices, which has much smaller displays than the traditional PCs, on which practically all webpages were previously developed. Websites that aren't responsive may make it difficult for users to browse and display content. This issue can cause a client to leave and browse a rival website. (Hodgson 2018)

In 2001, the first examples of responsive design were documented. In 2010, American programmer Ethan Marcott became the first person to define this concept. Changeable website structure, flexible visuals, and Media Queries are the main features. These functions will guarantee that the website functions properly on all devices. Because the concept of size has changed from pixels to percentages, flexibility is a result. Because of percentage, all material is adjusted to fit the size of the browser window or device being used to access the page. Thanks to media queries, the design of the website is adjusted to the width of the viewing window. In other circumstances, just shrinking could cause the webpage to become unreadable. Media Queries allow for the hiding or moving of certain elements, ensuring that the user can view accurate and useful material on each device. (Hodgson 2018)

If your website is not mobile-friendly, mobile users will leave it right away because they can't see it correctly on their phone or tablet. If your website is not mobile-friendly, you are losing out on vital traffic from mobile users. An improved user experience on a responsive

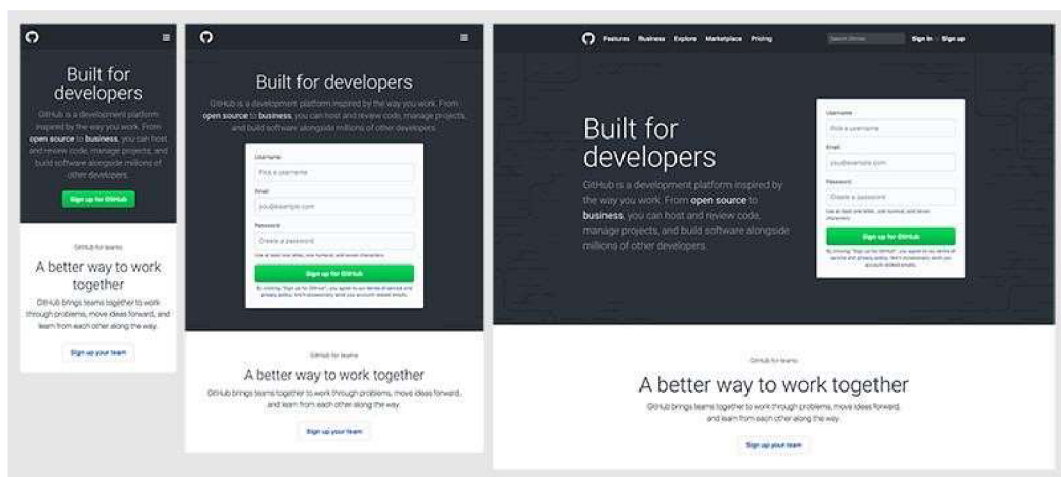
website can result in more visitors and conversions. Not just businesses can benefit from responsive websites. Also, they benefit consumers. Users may access anything they need from whichever device they like, be it their laptop, tablet, or phone, with just a single touch or mouse click. most business owners, wants to make sure that as many people as possible can see your website. Because of this, responsive design is crucial. Because it can make content modifications on one version and they will automatically appear on all screens, responsive websites are also simpler to maintain. Long-term, this can save you both time and money.(Gatwiri, 2022)

Examples

GitHub : The GitHub website provides a consistent user experience on all platforms.

Nonetheless, there were a few distinct variations:

Figure 2: Github repsonsiveness in all devices



Source 2 Github

- The material is now above the signup form rather than beside it when switching from desktop to tablet devices, which results in a two-column layout in the region above the fold.
- GitHub only displays a call-to-action button on mobile devices, as opposed to their signup form being the main focus on desktop and tablet devices. To display the form, users must click the call to action.

- On mobile devices, GitHub did some changes as removal of the search bar and substitution of a hamburger icon for the menu. This is a fairly typical technique because it clears up space-constrained mobile devices of unnecessary clutter.

3.2.3. Alternative display devices

Our pages can now be seen on many different types of devices. Websites can be seen on devices other than the traditional ones, such desktop, laptop, and tablet, such as smartphones of different sizes, smartwatches, or portable PCs. Alternative display devices are additionally offered to traditional display devices for people with various types of abilities. The conversion of page text into voice readers or braille lines is used by people who are blind. Generally speaking, magnifying or contrasting features are used by low vision users. The amount of users with disabilities is often not insignificant, thus the site owner should make everyone's time on it as simple and enjoyable as feasible. Failure to do so increases the likelihood that the user will leave and utilize a competitor. (Wai, 2022)

3.3. Usability of the Website

The fundamental principle of usability is crucial to the proper creation of webpages. According to this definition, applicability refers to how well a website fits its audience and mission, including its ease of use, credibility, discoverability, and aesthetic appeal. It can be done, for instance, by including a phone number, a description of the business and its operations, regular content updates, quick page loads, functionality across all major browsers, the proper hierarchy and visibility of key content, design consistency online, security of the checkout process, or privacy. In the case of websites, simplicity has successfully demonstrated its effectiveness, complicated graphic elements can act as a barrier and make it challenging for users to move around and traverse the site.(Jones, S. 2019)

3.3.1. Information architecture

It is possible to build a website yourself, have one customized to your needs, or employ the services of companies who offer pre-made websites. You may utilize the 'Website' if you're

building your own website. systems for managing content. A content management system is software used to manage the content of websites.

The two main categories of its functions are user and administrator. The fundamental duties of content management systems are as follows:

- Create, modify, and share web material such as images, documents, and texts
- Manage discussions and comments
- User and access rights management (W3Techs.com, 2022).

Content Management System (CMS)

There are various ways a content management system (CMS) might help a website run better:

- **Faster Content Delivery:** Caching, which caches frequently visited content in a way that lessens server load and speeds up page loading times, is a feature of CMSs that enables quicker content delivery.
- **Search Engine Optimization:** By optimizing content for search engines, a well-structured CMS can increase website performance and make it simpler for consumers to find your website in organic search results.
- **Streamlined Content Creation:** With pre-built templates, workflows, and collaboration tools, CMSs make it simple to produce and distribute content. Time is saved, and the website's consistency is improved.
- **The ability to adjust websites to different screen sizes and devices is known as responsive design, and it is a feature that many contemporary CMSs offer. This makes it simpler for consumers to access material from any device.**
- **Security:** CMSs come with built-in security tools like user authentication, access control, and SSL encryption, which serve to guard against malware and hacking assaults and prevent unauthorized access to critical information.

CMSs can significantly increase a website's performance overall by speeding content generation, better user experience and security, and optimizing search engine optimization.

3.3.2. Website design

The building of websites must include interactive design in some way. It deals with the interaction between a person and a product, which ought to result in the satisfaction of the user's demands. Making a website is mostly about customizing digital elements to the user's preferences. In general, users are more satisfied with designs that are straightforward and easy to understand than with those that are complex and confusing. (Lepard, 2023).

The fundamental aspect of interface design, according to (Usability.gov), is:

- simplify the user interface: The best user interfaces are essentially undetectable. They steer away of superfluous parts and utilize straightforward language on labels and in messages.
- Utilize common UI components to maintain consistency: Users will feel more at ease and be able to complete tasks more quickly if your UI uses familiar elements. To increase efficiency, it's crucial to establish recurring language, layout, and design themes across the entire website. Once a user has mastered a task, they need to be able to apply it to other areas of the website.
- Page layout should have a purpose: Structure the page according to relevance while taking into account the spatial relationships between the elements on it. The most crucial pieces of information can be highlighted with careful positioning, which can also improve scanability and readability.
- Make thoughtful use of texture and color: Use color, light, contrast, and texture to your advantage to draw attention to or divert it from objects.

Websites are frequently developed using "personas," or generalizations of probable users. The idea is to conduct genuine user interviews first, then build generalized profiles of potential users off on those profiles. Demographics, education, marital status, employment, way of life, interests, and behaviors are typically included in these profiles. (Dikijian, 2020)

User interface

A channel of communication between the user and the system is represented by the user interface, which is derived from the English word "user interference" (UI). The user interface should be designed such that the user can utilize the system as quickly and effectively as feasible while avoiding time and energy wastage. The objective is to align aesthetically and technological functionality. (Dikijian March 29, 2022)

Elements required for User Interface

- Input controls: textbox, textarea, radiobutton, checkbox, dropdownlist
- Navigation Elements: Slider , Search field, pagination
- Information Components: Description, messages, notification pop up.

Consistency and predictability should be upheld while choosing interface elements. The user should have no trouble moving around the system. Clear hierarchy, effective use of colors and textures, and appropriate page layouts can all contribute to good user orientation and usability. (U.S. Department of Health & Human Services, 2020).

According to the Kristen Baker UX design, is the process of raising a user's level of happiness with a good or service by enhancing its convenience, functionality, and usability.

There are several different categories of UX design.

- Interaction Design Interaction design is a subset of UX design (IXD): It is described as the interaction between a user and a product, with the aim of making that engagement enjoyable for the user.
- Graphic Design: To improve user experience, visual designers employ imagery, typography, space, layouts, and color. Artistic design elements like balance, space, and contrast are essential for effective visual design. Visual design is influenced by a variety of factors, including color, shape, and scale.
- User Research: The final important component of UX design is user research. Companies find out what their consumers and customers want and need through user research. Ultimately, your website should provide a solution to a problem, thus this is a crucial stage in figuring out what your consumers really need. Your designs are just educated guesses without it.

- Information Architecture: Information architecture is used by designers to organize and categorize content so that users can discover information quickly. Websites, cellphones, apps, and even the real places we visit use information architecture. Information architecture places a strong emphasis on discoverability and ease of use, which is why UX design is so closely tied to it."

UX Design Principles

UX is a field that constantly evolves, but the core principles of UX design never change. Also, designers need to decide what they want in terms of visual harmony.

There are a few fundamental ideas that never change. (Stevens,2022)

- User-centricity: The creation of goods and services that address user needs is the first of the UX design principles, or user-centricity. Because of this, user centricity ought to guide everything a UX designer does. In essence, user centricity refers to prioritizing the demands of the user and making decisions that take into account their preferences for the product as well as your knowledge of them. The UX process is designed with the needs of the user in mind. It begins with user research to determine the problem to be solved and to identify your target user base. Next, user testing determines how well the product satisfies the user's demands.
- Consistency: In UX design, consistency takes many forms. One the one hand, you want to maintain consistency in the look and feel of your designs for all pages, screens, and items that belong to the same brand or family. Meanwhile, being consistent also means that the product you're building should live up to user expectations. If you are creating an app for booking flights, for instance, customers will come to you with preconceived notions about how the app should work based on their usage of other applications that are similar to yours. It's not necessary to copy your rivals, but it's also not necessary to start from blank.
- Hierarchy: An essential UX design concept is hierarchy, which influences how a user interacts with a product and how simple or complex the process

is. Information architecture and the visual hierarchy of separate pages and screens are related to hierarchy. Generally speaking, you want the most significant components to be at the "top" of the hierarchy—that is, more noticeable and accessible to the user.

- **Context:** Context plays a crucial role in how people engage with your designs. In this context, context refers to being aware of the devices that visitors to your webpage will use to view it, especially since mobile surfing has become the main source of traffic to websites.
- **Usability:** The product must be simple to use, requiring little effort from the user to access all of its capabilities. It should not require users to read through lengthy user manuals in order to get started. Instead, users should be able to learn how to use it with ease and have a simple learning path.
- **Accessibility:** Making sure your product or service is useable and accessible to as many people as feasible is the goal of accessibility. It means accommodating the needs of those with disabilities and being aware of how various settings or contextual elements may affect the user experience. Using a strong color contrast to make text readable for persons with vision problems is one example of designing for accessibility.

3.4. SEO Optimization

Website optimization, often known as SEO (Search Engine Optimization), is the process of increasing the number of visitors to a particular website with the goal of converting those visitors into paying customers. The main goal of this lengthy process is to achieve harmony between the keywords and the entering lines. Continuous optimization must be done, and any modifications must be made after outcomes are tracked, analyzed, and monitored.

Increasing both the quantity and quality of search engine traffic is the primary objective of SEO. What matters are the search engine's usability for business objectives and the volume of users that may be found inside, also known as traffic volume (volume of visitors) traffic condition. (Oetting, 2023)

Define keywords that can convert a visitor into a buyer for SEO success. (Leist, 2022) defines the keywords: It is a phrase, a word, or a statement that captures the spirit of the page the best and most accurately. Briefness is crucial.

A keyword is a verbal description of what a specific website accomplishes.

During the harvest, keywords need to be watched, and the ones that brought in the most visitors need to be encouraged. The marketer should consider two issues when developing them: issues that are answered by the company's products and issues that are not addressed by those items. (Karel Hladiš, 2019)

The marketer should choose the best keywords based on the three sorts of search inquiries that (Osman, 2022b) distinguishes:

1. Search for general information,
2. Search for product and brand information,
3. Search to spark purchase action.

Prior research of the websites and search terms of the competition is required to make the best decision (eg. by entering keywords into search engines in order to find out who is in the top positions). Links pointing to a specific website have an impact on its top rankings in search engines. The marketer should therefore concentrate on their identification as well (using tools like Google Search Console or Yahoo! Site Explorer, for example). Analyzing traffic, or watching how users behave on a website, can help with monitoring, evaluating, and then introducing potential adjustments.

According to Karel Hladi (2019), appropriate keywords should often include the following characteristics:

1. High search,
2. Little competition,
3. High relevance with industry
4. CPC Low cost-per-click

Your standing in the seekers is impacted by a variety of things. On-page factors and off-page factors are two categories into which they are separated. On-page elements are those that are present on a certain page. Flori Needle (2022) includes

- **Keyword Research:** - You can uncover the most popular search terms for items connected to your business by conducting research. Afterward, you'll want to include these terms into the text of your website.
- **Meta Titles:** - The headings you select for your meta titles should describe the content of your page. You should use a relevant keyword to succinctly state the core idea of your website while writing them.
- **Meta Descriptions:** - Especially significant from the perspective of users, since it can draw interest and boost website traffic. Meta descriptions are textual summaries found in SERPs (Search Engine Results Page) that explain the content of particular sites. It aids users in determining whether the page is pertinent to their search. You should include your goal keywords while composing this summary because it is only shown in search results.
- **URL Structure:** - Your website's subdirectories and slugs are referred to in your URL structure. Best practices are to keep your URLs brief, utilize relevant keywords, and always hyphenate your slugs.
- Your URL structure should be organized logically so that both browsers and search engines can understand when your pages are becoming more specialized.
- **Product description:** - Product and category descriptions properly clarify what your product is. You should use the keywords you've obtained from your study when composing them.
- **Link text :-** Again, it is advised to update the language of the links. The link should always be stated by the keyword of the page to which it redirects.
- **Content quality and engagement:-** heading and subheadings, font size, color, and attributes like photos and videos. The value of the website's content determines whether visitors decide to stay on it and make purchases or depart.

Off-page factors, often known as "off-site SEO" or "off-page SEO," are components and activities used outside of a website to raise rankings (ranking and placement in organic search). Because it informs search engines that your website is significant to other online users, off-page SEO is incredibly valuable. Each and every link you get from external sources validates the quality of your website. Silva (2022)

- Backlinks, commonly referred to as Link Building. Getting links from other websites to pages on your own website is known as link building. These links are referred to as backlinks in SEO. A page may appear more authoritative to Google if it has more backlinks from reputable websites. Additionally, that may raise the page's ranking. They are crucial because they increase traffic. Look for backlinks from websites that have a good reputation, are reliable, and have something to do with what you have to offer. (Needle, 2022)
- Content Marketing: - One crucial off-page SEO strategy is content marketing. Putting out excellent content is a terrific method to demonstrate E-A-T, get media attention, and acquire backlinks. Additionally, figuring out how to get that material via several platforms can help increase off-page signals. Silva (2022)
- Reviews: - One of the best ways to build trust for your business is through reviews. In actuality, one of the most crucial elements Google considers when assessing the E-A-T of your website is reviews. which implies that they are essential to the success of your local SEO. Google advises responding to every review. As well as terrible. By doing this, you demonstrate your appreciation for their business and input. Silva (2022)

RSS

According to Tyler Lacombe (15 March 2021), RSS stands for "straightforward syndication" or "rich site summary." RSS primarily refers to straightforward text files containing relevant, up-to-date information, such as articles and news items. This condensed content is put into a feed reader, an interface that instantly transforms the RSS text files into a stream of the most recent changes from all over the internet.

For websites that often update their material, or so-called "RSS dynamic pages," RSS technology is frequently employed. Since not all websites implement this technology, it is important to provide an RSS feed with a unique code. The RSS reader then loads this code, taking care of the rest automatically. It is possible to install the RSS reader as a standalone software or use online readers. Currently, Old Reader or Feedly are extensively utilized.(Frmol, 2017).

3.5. Web Analytics

Every digital marketing effort revolves around web analytics since it provides valuable insights into the characteristics, habits, and interests of website users. By using this data, you can scale your organization more quickly and create advertising initiatives and approaches that are more impactful and well-informed. (Arora, 2023)

Gandhi (2023) explained web analytics as the measurement, collecting, tracking, and assessment of data with the purpose of comprehending and improving websites. The fundamental parameters that should be tracked are:

- Source: identifies the source of the visitor's arrival at the website
- Keywords
- Bounce rate: this refer how many people visit and leave the web page without moving to other page of websites
- Page Visits: this refer to traffic on website or on particular webpage over specific period of time.
- Number of visitors : It is looked at how many people visit the website, how they navigate it, whether they are returning visitors or first-timers, etc.
- Medium: displays the visitor's preferred internet channel (eg. advertising, link on the page, etc.)

3.5.1. Ways to visit the website

Visitor and customer can access the website in different ways. According to the Google analytics 4 ([GA4] Campaigns and Traffic Sources - Analytics Help, n.d.) there are four basic ways of tracking visits

- Direct traffic: The website can be accessed by users by typing in a certain URL (or, in various ways, as by double-clicking a bookmark, email, or document link to a page).
- Traffic through search engines: Visitors arrive at the website by typing relevant search terms into the search bar and then clicking twice on the page link. The website's optimization is crucial to the success of this traffic (so-called. SEO),
- Traffic from referring pages: Double-clicking on a link on another website brings a visitor to the site (so-called referral).
- Campaigns and other resources: Clicking on banner advertisements, email campaigns, partner programs, etc. from marketing campaigns brings people to the website.

3.5.2. Selection of relevant data for evaluation

Huge volumes of data are measured using analytics technologies. The data that are relevant and authoritative for us must be identified before the examination of the data can begin. It's crucial to comprehend and be aware of the paths taken by website visitors, including the keywords they used, their origin, whether a conversion took place, the page on which they left the website, the duration of their stay, etc. It is therefore feasible to strategically plan and implement any adjustments based on this data.

(Sankar, 2023) lists the following as the positive variables that are monitored: traffic, bounce rate, revenue, conversion rate, average session time, and average order value.

Attendance

One of the most crucial signs to watch is traffic. This pointer provides data on the number of visitors to a specific website. Monitoring attendance is important, along with other metrics. Gross sales or conversion rates It's possible that source A will receive a lot of traffic but have a low conversion rate, while source B may receive little traffic but have a high conversion rate. Using this knowledge, strategic choices can then be made.

Bounce rate

The percentage of visitors who arrived at the page but departed it right away can be determined using the bounce rate indicator. This problem is particularly common on web

pages with irrelevant content for the user. Clarity and reactivity have an impact on abandonment rate as well. Typically, the abandonment rate ranges from 25 to 50 Sales

Sales are a measure of how much money an online store has made by offering its goods or services for sale. It is feasible to determine whether or not the costs incurred were profitable based on the combination of this indicator and other data points. For assessing AdWords and Sklik campaigns, the revenue indicator is crucial. Depending on the efficiency of individual initiatives, cost-profit ratios can be optimized.

Average order value

The average order value reflects the average amount of purchases made during the chosen time frame. Once more, it's important to evaluate the costs incurred against the number of sales. Generally speaking, there are superior sources from which the average buy prices are the greatest, even though the volume of orders, for instance, may be lower. (Sankar, 2023).

Conversion rate

The ratio of total site visitors to visitors who have completed a particular action is expressed as a percentage in this way (eg. completed the order, started the video, filled out the form, etc.). Resources with a high conversion p meter should generally be treated special. Sources with poor conversion rates ought to investigate the root of the issue.

Between 1% and 2% is the typical conversion rate for internet retailers. (Slad, 2016).

3.5.3. Google Analytics

Google Analytics is a tool for gathering statistical information about current site visitors. It is one of the most commonly used analytical tools worldwide, according to W3Techs (2022). 56.6% of websites use it, making up 86.1% of the market. There is a free and a premium version of Google Analytics. However, due to its monthly request cap of 10 million, the free version is adequate for the majority of websites, both for profit and nonprofit organizations. Due to various rules and restrictions in each place in which Google operates, the availability of these premium versions may vary by nation.

Google Analytics processes the following fundamental data:

- User flow (users' movements on the site)
- Source from which users arrived

- Keywords used by users to find the site
- Exit rate and
- Time spent on the page.

Google Analytics, sometimes known as GA, is a free analytics tool that provides you with a thorough analysis of the performance of your website and/or app. It is a popular option for anyone using various Google tools because it connects with Google's marketing and advertising platforms and products (including Google AdWords, Search Console). The most recent Google Analytics version is GA4. The reports, tools, and features have all been improved, and the user interface has changed slightly

Analytics Google Analytics offers five main reports that can help you understand how well your website is performing. (Frost 2023)

- **Google Analytics Real-Time Report:** The Real-Time report provides you with information about current events on your website. You may see the number of visitors to your site, the pages they are seeing, the social media sites they are coming from, their location, and other information.
- **Google Analytics Audience Report:** The GA Audience report provides you with a high-level summary of the property you are currently viewing. Every day, check this report to see how you're doing overall.
- **Google Analytics Acquisition Reports:** The Acquisition report divides your traffic into many categories, including organic, direct, referral, email, social, paid search, display, affiliate, and (Other). (GA employs the (Other) category when it's unsure how to classify a particular type of traffic.)
- **Google Analytics Behavior:** gives you information on how visitors engage with your website. Data about the most popular sites, content, speed, search volume, event tracking, and other aspects of the website are all included.
- **Google Analytics Conversion Reports:** For e-commerce and goal-oriented websites, it is essential to learn about conversion performance. You can create and monitor goals, e-commerce transactions, and discover which campaigns or channels are generating conversions with Google Analytics.

- Google Tag Manager: By utilizing GTM's tracking features to analyze user behavior, you will improve the user experience on your website. This entails enhancing the performance of the website, optimizing the navigation, and providing tailored content or product suggestions in response to user interactions.

3.6. Internet Marketing

Reaching your target audience at the appropriate time and place is the key to successful marketing. Internet marketing is one of the simplest and most cost-effective ways to reach your prospects because there are already more than 4.8 billion internet users worldwide. Internet marketing is the process of promoting a business and its goods or services online using methods that increase leads, traffic, and sales. Internet marketing, often known as online marketing or digital marketing, uses digital platforms to disseminate advertising messages. The word "internet marketing" serves as a catch-all for a variety of marketing techniques and methods. There is one aspect that all of these strategies have in common: they all center on delivering content. This theme applies to emails, search engines, social media posts, and blog articles. The era of furious sales pitches and conventional marketing is over thanks to content marketing. Businesses can now deliver pertinent information to their audience with pin-point accuracy. That's exactly what today's consumers want, so this is ideal. Individuals do not want to be informed about goods and services that they are not interested in. (McCoy, 2021)

The Use of Internet Marketing to Develop Brand Loyalists Internet marketing is important for keeping a devoted, long-term consumer base as well as for drawing in new ones. To raise brand awareness, build a vibrant online community, and keep customers loyal, you should employ email, blogging, and social media strategies. For example, you may provide discounts depending on what they've previously bought, wish them a happy birthday, or remind them of future events via tailored emails to past clients to impress or inspire them (Forsey, 2022)

Contrasting Internet and Content Marketing

The tactics utilized to draw leads and prospects to your website and eventually convert online visitors into customers, include content marketing and internet marketing. There are

a few minor variations between the two, though. content marketing is the processes that fall under the umbrella of online/internet marketing, which is the larger, overarching approach. Only the process of producing and disseminating content to reach audiences falls under the heading of content marketing. On the other hand, online marketing covers spreading that material through email, search engines, and social media. It also covers paid advertising, retargeting, and a wide range of additional techniques you could employ to reach audiences online. (Forsey, 2022)

Creating a strong online marketing strategy is essential to online marketing success.

According to Indeed editorial team there are certain ways to Develop an Online Marketing Plan

1. Carry out market analysis

The first step in creating an effective internet marketing plan is conducting market research. Finding out who the target market is for your client's business and what internet channels they utilize are the goals of market research. By conducting market research, you may also learn what online marketing techniques your rivals are using and how successful they are. Moreover, market research can reduce the likelihood of future business failure.

Ways to conducting market research:

A) Surveys and Questionnaires: Make questionnaires to ask your target audience for quantitative information. Utilize tools such as SurveyMonkey or Google Forms to collect data on consumer behavior, choices, and fulfilment levels.

B) Focus groups and interviews: Hold group discussions or one-on-one interviews to obtain qualitative insights. Talk to stakeholders, industry experts, and prospective customers to get detailed information.

Online Resources and Tools:

A) Google Analytics: Examine user activity, audience demographics, and website traffic to learn how users engage with the customer's website.

B) Social Media Insights: Gain insight into audience participation, demographics, and preferences by utilizing the analytics tools offered by social media platforms.

2. Establish the main goals

Determine the marketing aims and objectives of the business you are promoting using the data you gather from your market research. Choose media platforms that will enable you to connect with the company's target market and meet its main marketing goals. To target internet users from various age groups, for instance, you can decide that the organization requires a strong social media presence, a working website with an active blog, and a search engine optimization strategy.

3. Create a budget.

After you are aware of the company's needs for web marketing, you can create a budget for them that takes into consideration the sporadic processes. If your initial marketing budget is insufficient to cover the costs of all the strategies you want to test, start with one or two and base your decisions on how well they work. Once you start to see a return on your original investment, you can progressively boost the marketing budget.

4. Create business accounts on social media channels

To increase customer involvement and receive real-time comments and inquiries, set up a business account on at least one social networking site. Several companies have social media presence on many platforms, and they may use various techniques depending on the site. Develop a social media marketing approach that is most suited to user activity on the social media sites that your target demographic uses the most.

5. Discover other online marketing channels

Choose the additional online marketing initiatives you want to include in your strategy once you have a user-friendly website and social media profiles for your business. Start with one or two strategies and verify their effectiveness by implementing them concurrently or one at a time. For instance, you may start by using social media pay-perclick campaigns to direct visitors to your client's website, then follow that up with an SEO campaign before starting an email newsletter a few months later.

3.7. Direct marketing

Direct marketing how small businesses may utilize it to reach and interact with their target audience in productive ways. The article examines the benefits of direct marketing, including its capacity to deliver quantifiable results, target particular customer segments, and foster relationships with consumers. McCandless (2022)

Additionally, the essay offers some advice on how small firms might employ direct marketing successfully. For instance, it advises companies to concentrate on developing a precise and high-quality mailing list as well as personalizing and creating communications that speak directly to the needs and interests of their target audience. McCandless(2022)

The article from Robinson also lists some advantages and disadvantages of direct marketing, such as:

Advantages

- Targeted audience: With the help of direct marketing, companies can focus on particular customer or lead groups based on their demographics, interests, and other traits.
- Results that are quantifiable: Because direct marketing initiatives are quantifiable, companies may monitor their effectiveness and modify their methods as necessary.
- Cost-effective: Because direct marketing enables companies to contact their audience without spending a lot of money on advertising, it can be more cost effective than conventional advertising techniques like TV or print commercials.
- Personalization: By making offers and communications specific to each receiver, businesses using direct marketing can boost the likelihood that they will receive a response. (Myles Robinson 2022)

Disadvantages

Direct marketing has a lot of benefits, but there are also some drawbacks to take into account:

- Direct marketing can be obtrusive and annoying to certain consumers. People may associate your brand negatively if they find your marketing materials irritating.
- Environmental Effect - Some direct marketing strategies, primarily direct mail, are thought to have an adverse effect on the environment. By using recycled materials and conducting targeted direct mail campaigns, this can be decreased. (Robinson 2022)

3.8. Sales Promotion

A sales promotion is a marketing tactic used to increase sales by providing customers with discounts and incentives to buy a good or service.

The buy one, get one free model is a popular sort of sales promotion, but there are many other types you can use to help you reach your sales targets. (Tyre 2022)

There are different types of sales promotion

1. Discount: A price reduction of, say, 30% is a strong offer for prospects with whom you have established trust, who adore your product or service, and whose only reservation is price. If they're a good fit, a decent discount may encourage them to decide once and for all. (Tyre 2022)

Advantages of discounts

- It can boost sales immediately.
- It's an effective strategy to move surplus or stale inventory.
- It might assist you in developing demand for a fresh good or service.
- You can draw in new clients.
- It may improve your standing with particular populations.

Drawbacks of discounts

- It conveys a lack of assurance.
- It sets a poor example.
- Your product or service's perceived value is lowered as a result.
- You can come across as being unreliable.

- Your profits are reduced, and your sales team may become worn out. (Jay Fuchs 2022).
2. Free shipping: "High, unforeseen extra charges are the main cause of shoppers abandoning their carts (like shipping). As a result, providing free shipping is a type of sales promotion because customers are more likely to complete their purchases if there are no hidden fees."(Tyre 2022).
 3. Buy one get one Free: (BOGO) is a marketing strategy where a company gives away a second product to encourage customers to buy the first one. The buyer is first interested in the first "one" of BOGO, and the second "one" is a free product. Customers enjoy getting free stuff, thus giving them a free product may encourage them to make a buy."
 4. Loyalty program: Since discounts and awards given to loyal consumers might encourage them to buy more than they would have otherwise, loyalty programs are a type of sales promotion. A consumer in your loyalty program might be persuaded to buy if, for instance, you offer a free trial size item with every purchase. This is because the customer wants to sample something you have to offer without having to pay for it. (Dan Tyre 2022)
 5. Pay per click: Pay-per-click (PPC) advertising lets you pay a charge to have your website appear on the SERP when a user puts in a certain set of keywords or phrase(s) into the search engine. The advertising you produce to drive traffic to your website will appear on the SERP, and you will only be charged if someone clicks on them. It is one of the most common and best way for promotion now days and there are a lot of websites and advertising company doing this kind of promotions. The most well-known platforms include Facebook, Instagram, Twitter,

Pinterest, Spotify, Google AdWords (available globally), and Sklik
(Perricone 2022)

PPC's Benefits

- PPC provides immediate results.
- PPC advertising are displayed above organic rankings. While it may take months to see benefits from your SEO approach, it may just take a few hours. Your website would show up first on the search engine result page if

you ran a PPC campaign for your chosen term. Your viewers will see you first thanks to this rating before scrolling down to view additional results.

- PPC enables you to identify your target market.

PPC's drawbacks

- PPC marketing is pricey.
- You cannot operate a PPC campaign without funding. As you must pay for each link that a user clicks, as soon as your budget runs out, so does your traffic.
- PPC ads eventually grow stale. (Corinne McGinley 2022)

3.9. Social Network

In the terminological dictionary of the National Library, A social network has been explained as an internet service which allows users which are generally registered members to create a profile which can be public or partially public in order to establish a virtual relationship with their friends, family, colleagues, acquaintances, etc., by sharing pictures, information, texts, graphics, etc., as well as gives them a platform to plan any kind of event. Mostly content on social media is user-generated. Social networks provide a virtual platform for people sharing the same interests, professions or artistic ideologies, to connect and widen their horizons on the same things. (Kenton, 2023) According to Kenton, Social networks are a place where people create a circle and join everyone who shares common interests and creates a community.

Since the amount of time spent by people on social media is surging every day, the importance of social media is increasing with it. With the availability of various services, the possibility of promoting e-shops on social media is getting better. Various discounts and news can be promoted on social media. In addition to this, users can enter in e-stores, do shopping and various other things through the links. Other than that, social media also allows the brands and companies to communicate and be in touch with their potential and existing customers. (Chouffani, 2022).

If you run a company, you've probably looked into social media marketing for small businesses. And with good cause.

4.2 billion people are currently using social media regularly. It is almost twice as many as there were in 2017, which was only five years ago. These people log onto social media every day for an average of 2 hours and 25 minutes. You must go online if you wish to compete. The following are the top five benefits of using social media for business.

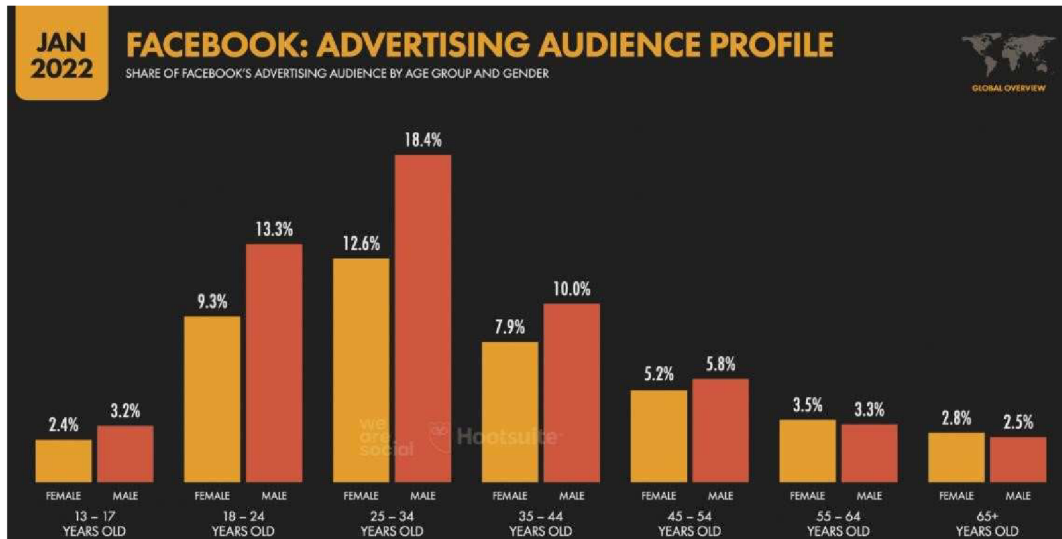
(Hannah Macready November 7, 2022)

- Get more prospective clients
- Make your brand more well-known.
- Create enduring connections with your clients.

Facebook

Facebook is one of the most popular social networks with a wide range of users. Originally available for only students at Harvard University, Facebook was founded by Mark Zuckerberg and Dustin Moskovitz, Chris Hughes and Eduardo Saverin in 2004. Seeing its popularity and promising prospects, Facebook was launched for the general public in 2006. At present, it is translated in 101 different languages (Facebook, 2020) and has a user engagement of 2.6 billion. (Statista, 2020) In this, 98% of users operate Facebook on their mobile devices whereas only 2% use it on laptops or desktops. (Statista, 2020). Facebook is not just restricted to personal usage. Along with that, it can be used as a platform for products or brands or businesses to stay in touch with the existing and make a relationship with the potential customers. As soon as a post is shared by a business, it can be boosted to have a maximum reach to potential audience for a particular amount of fee. Paid advertising is said to be the biggest source of revenue for Facebook. (Chouffani, 2022). Business pages can be created and managed in Business manager which is a tool characteristically designed for the purpose of advertising. The general idea of promoted posts is to escalate the brand awareness, expand the website traffic through the links attached to the posts, enhance the conversion i.e. enhancing traffic to the website and finally leading towards completing the action i.e. purchasing of the product. Ads could be based on interest, location, demographics etc. of the target.

Figure 4: Facebook audience



Source 4: Statista,2020

For small businesses, Facebook is an excellent medium because There is a broad demographic spectrum. All ages, genders, and interests are represented among Facebook users. It is versatile. On a single platform, you can set up an e-commerce store, execute advertising campaigns across Meta products, and create a Facebook profile. It might serve as a one-stop shop. From the initial contact through the actual sale, Facebook can offer a complete customer service journey. Ask yourself the following questions before utilizing Facebook for your small business: Whom are you trying to reach? The age group on Facebook with the highest level of engagement is 18 to 44. You might want to think about using a different platform if your target audience is older or younger than this.

What are your company's objectives? On Facebook, objectives can include promoting a brand through a Facebook Page, selling goods in the Shop, or running Facebook advertising campaigns. You can decide whether Facebook is the best platform for your business by understanding your goals. (Macready 2022)

Instagram

In contrast to Facebook, which serves as a generalist network, Instagram allows you to focus on a particular area of interest. It's likely that the majority of your target audience uses Instagram whether you work in the fashion, food, or movie industries, for example.

It's also important to note that the site has a younger demographic; most users are between the ages of 18 and 34. So, you might want to direct your attention elsewhere if baby boomers are your target market. It provides in-app purchasing. Users can easily purchase items they see in your posts, reels, and stories on Instagram. The visual nature of the platform makes it perfect for companies in the fashion, Home Decor beauty, travel, and food sectors. Users of Instagram are active; they spend an average of 11 hours per month using the app. (Macready 2022)

Instagram has a tons of features and capabilities that may help small companies and online stores grow. Here's how Instagram can support the growth and promotion of these Initiatives.

1. Instagram Shopping: Companies are able to enable consumers to explore and buy products straight from posts as well as stories by setting up Instagram Shopping. Posts can have product tags attached to them, allowing users to easily examine product details and make payments directly from the app.
2. User-Generated Content (UGC): Use a branded hashtag in order to motivate customers to share their product-related experiences with you. Providing user-generated content improves audience engagement, authenticity of the product, and trust-building.
3. Influencer marketing: Reach and reputation can be increased by working with Instagram influencers or micro-influencers. Influencers may help small businesses by promoting things to their engaged audience, which can increase traffic and sometimes even purchases.
4. Paid Advertising: Instagram advertisements let companies target particular groups of people based on their interests, habits, and demographics. They may even retarget users who have interacted with their website or content. Ecommerce businesses can benefit from increased visibility and traffic through sponsored posts and stories.

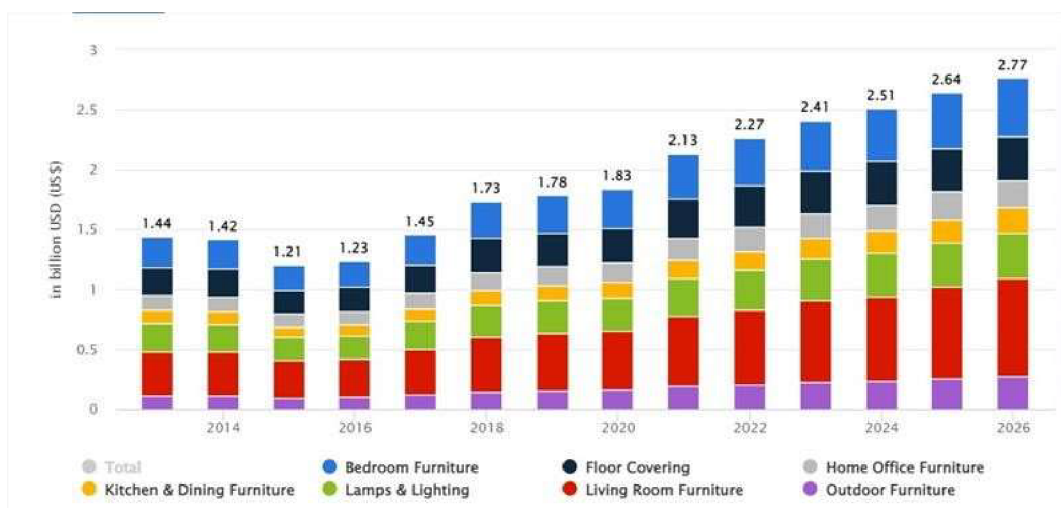
4. Own work

The subject of practical part is project called indisches-moebelhaus.de.

Indisches-moebelhaus.de service which offer a wide range of high-Quality, elegant pieces of furniture and decorative elements. Indickynabytek.cz is parent company of Indischesmoebelhaus.de and Indickynabytok.sk. all these shops provide Indian Furniture. They have stores in the Czech Republic, Germany (indisches-moebelhaus.de) and Slovak (indickynabytok.sk) and they provide these services throughout the Europe. In year company (formerly an association of entrepreneur) was established by RAVI KUMAR BISHNOI. This company was founded because the demand for furniture purchases online has grown over time in the Europe, and it is anticipated to expand even more in the coming years. The graph below demonstrates how demand for online furniture shopping is growing yearly.

Customers are forced to purchase from other brand since they don't have very good material in the market and no one to compete them. With our product their major issue was resolved like long lasting product, good quality wood and not very expensive. India makes some of the best custom furniture in the world, which gives it a chance to compete in the Europe. Below is the diagram which shows the demand of various types of furniture per year online.

Figure 4: Demand of various type of furniture



Source 5: eca.europa.eu

This also predicts that people are going for online options to get the best deals in reasonable prices where bedroom and living room furniture tops the list.

4.1. Optimization Concept

Concept is to devote to the analysis the traffic and the current situation before optimization. Based on that making necessary steps in order to gain more web traffic and improve the sales of website.

4.1.1. Initial Situation

Online platform used for website is prestashop. Because it is easy to handle and very user friendly. To use adOn API or different modules in the prestashop are way more easy then the other platforms. More importantly it support multi-language support which help us to reach global audience. And its Cost effective

Table 1 landing page analysis

Landing Page ?	Acquisition				
	Impressions ? ↓	Clicks ?	CTR ?	Average Position ?	Sessions ?
	8,791 % of Total: 100.00% (8,791)	185 % of Total: 100.00% (185)	2.10% Avg for View: 2.10% (0.00%)	15 Avg for View: 15 (0.00%)	577 % of Total: 3.00% (19,252)
1. /	2,750 (31.28%)	150 (81.08%)	5.45%	8.8	204 (35.36%)
2. /55-couchtische	966 (10.99%)	0 (0.00%)	0.00%	5.2	1 (0.17%)
3. /24-sofas	963 (10.95%)	1 (0.54%)	0.10%	5.3	1 (0.17%)
4. /angebote	689 (7.84%)	0 (0.00%)	0.00%	4.5	5 (0.87%)
5. /23-buecherregale	400 (4.55%)	0 (0.00%)	0.00%	30	9 (1.56%)
6. /41-kommoden	345 (3.92%)	1 (0.54%)	0.29%	40	4 (0.69%)
7. /14-esszimmer	322 (3.66%)	0 (0.00%)	0.00%	13	0 (0.00%)
8. /33-esstische	242 (2.75%)	2 (1.08%)	0.83%	46	7 (1.21%)
9. /17-badmobil	227 (2.58%)	1 (0.54%)	0.44%	28	2 (0.35%)
10. /13-wohnzimmer	207 (2.35%)	7 (3.78%)	3.38%	26	5 (0.87%)

Source 1: Own Process

The main page of your website is the most frequent landing page, according to study of landing pages. Most people who view the home page later remain on the website. The page

with the most recently added citations, /55-couchtische, is the second-best landing page. This website has a higher percentage of new visitors than returning ones. So, it seems sense that it has a high bounce rate.

4.1.3. Keywords

Table 3: Analysis for Keywords

●	Keyword	Match type	Ad group	Status	Conv. value	Conv. value / cost	Final URL	↓ Clicks
	i: Keywords in your current wor... ?				1,088.33	1.14		1,428
11	"sheesham möbel"	Phrase match	Möbel Sheesham	Paused	689.00	1.85	—	530
12	"mangoholz möbel"	Phrase match	Möbel Mangoholz	Paused	399.33	1.26	—	472
13	"palisander möbel"	Phrase match	Möbel Palisander	Paused	0.00	0.00	—	122
14	"Indische möbel online"	Phrase match	Möbel indisch	Paused	0.00	0.00	—	108
15	"indische holzmöbel"	Phrase match	Möbel indisch	Paused	0.00	0.00	—	91
16	"möbel mangoholz"	Phrase match	Möbel Mangoholz	Paused	0.00	0.00	—	25
17	"möbel sheesham"	Phrase match	Möbel Sheesham	Paused	0.00	0.00	—	19
18	"möbel sheesham holz"	Phrase match	Möbel Sheesham	Paused	0.00	0.00	—	14
19	"massivholz sheesham"	Phrase match	Möbel Sheesham	Paused	0.00	0.00	—	13
20	"Indische möbel kaufen"	Phrase match	Möbel indisch	Paused	0.00	0.00	—	12
21	"möbel aus mangoholz"	Phrase match	Möbel Mangoholz	Paused	0.00	0.00	—	6

Source 6 : Own Process

The structure of the keywords shown in Figure shows that more than half of visitors from the search engine come through the "sheesham möbel", or its combination or by entering the Keyword into search. Other keywords are the result of natural indexing of site content by the search engine. Which needs to be improve.

4.1.4. Engagement overview

According to the Google analytics for the month of October we have 37,792 page views. In which we have the new visitor more than the returning visitor.

Figure 3: Engagement Overview

Figure 6: Engagement Overview



Source : Own process

Channels from where we receive the most Traffic is Paid Search which is 7649 (46%) and there were Referral 3670 (22.12%). there were 2142 (12.91%) from direct link. And only 504 of Organic Search. With all this total revenue was 23,164.97 As shown in fig below

Table 5 visitors with different channel

Default Channel Grouping		Acquisition
		Users ? ↓
<input type="checkbox"/>		16,331 % of Total: 100.00% (16,331)
<input type="checkbox"/>	1. Paid Search	7,649 (46.11%)
<input type="checkbox"/>	2. Referral	3,670 (22.12%)
<input type="checkbox"/>	3. Direct	2,142 (12.91%)
<input type="checkbox"/>	4. (Other)	1,371 (8.26%)
<input type="checkbox"/>	5. Display	1,097 (6.61%)
<input type="checkbox"/>	6. Organic Search	504 (3.04%)
<input type="checkbox"/>	7. Social	157 (0.95%)

Source 8 Own Process

The main source of traffic is Google/cpc, Through which 8737 (52.61%) user visited. There were 2142(12.90%) from direct link. And 1.703(10.26%) user visited from the moebel.de. Google’s strong lead in traffic sources is largely due to the ongoing paid promotion which enables advertise to reach massive amount of audience across the different platforms and geolocations.

Table 7 visitors with different sources

Plot Rows		Secondary dimension	Sort Type: Default
<input type="checkbox"/>	Source/Medium ?	Acquisition	
		Users ?	↓
		16,331	% of Total: 100.00% (16,331)
<input type="checkbox"/>	1. google / cpc	8,737	(52.61%)
<input type="checkbox"/>	2. (direct) / (none)	2,142	(12.90%)
<input type="checkbox"/>	3. moebel.de / referral	1,703	(10.26%)
<input type="checkbox"/>	4. social_paid / Traffic 2022	1,347	(8.11%)
<input type="checkbox"/>	5. r.srvtrck.com / referral	1,178	(7.09%)
<input type="checkbox"/>	6. google / organic	439	(2.64%)
<input type="checkbox"/>	7. moebel.ladenzeile.de / referral	359	(2.16%)
<input type="checkbox"/>	8. ladenzeile.de / referral	150	(0.90%)
<input type="checkbox"/>	9. lionshome.de / referral	149	(0.90%)
<input type="checkbox"/>	10. l.facebook.com / referral	55	(0.33%)

Source 10 Own Process

4.1.5. Engagement according to devices

Visits with respect to the different screen size devices like desktops, mobile or tablets

Table 9 visitors with different devices

Device Category	Acquisition			Behaviour			Conversions			E-commerce
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate	
	16,331 % of Total: 100.00% (16,331)	15,875 % of Total: 100.00% (15,871)	19,262 % of Total: 100.00% (19,262)	73.86% Avg for View: 73.86% (0.00%)	1.96 Avg for View: 1.96 (0.00%)	00:01:00 Avg for View: 00:01:00 (0.00%)	42 % of Total: 100.00% (42)	€23,164.97 % of Total: 100.00% (€23,164.97)	0.22% Avg for View: 0.22% (0.00%)	
1. mobile	10,159 (62.14%)	9,838 (61.97%)	12,164 (63.15%)	73.55%	1.89	00:00:53	15 (35.71%)	€7,535.43 (32.53%)	0.12%	
2. desktop	5,029 (30.74%)	4,922 (31.00%)	5,749 (29.85%)	75.54%	2.03	00:01:13	24 (57.14%)	€15,013.05 (64.81%)	0.42%	
3. tablet	1,161 (7.10%)	1,115 (7.02%)	1,349 (7.00%)	69.38%	2.27	00:01:10	3 (7.14%)	€616.49 (2.66%)	0.22%	

Show rows: 10 Go to: 1 1-3 of 3

This report was generated on 23/02/23 at 7:19:57 pm - Refresh Report

Source 7: Own Process analytics

If we talked according to visit with devices we had 10,159 for mobile and 5,029 for desktop and 1,161 for the tablet visits regular user out of 16331 and 15,75 New user with the avg session duration is 1 minutes, bounce rate reaches to the 73.86% in total we had revenue 23,164 Euros.

Most of the visit are done with the Mobile and then to desktop and then to the tablets.

Which lead us to work more on the mobile device.

4.1.6. website objectives and optimization

Engagement in the initial stage it not very good. We need to focus on things which are must to change and improve. The website itself doesn't offer any promotion on the products or services that are for sale. The sale of ad space on a per-impression basis is the only source of income. Therefore, increasing the number of sales is the site's economic objective. This can be done by increasing the number of users, the number of visitors, increasing the promotion, the average number of pages read per visit, or the number of users interacting with the site.

To raise the percentage of visitors coming from search engines is the aim of optimization.

4.2. Strategy and application of the solution

4.2.1. SEO recommendations

- Header Since the header can be seen on every page, it is almost the figurehead. This should therefore look the same on all pages and also offer

the same functions (exceptional case may be the checkout) The name and logo should be clearly highlighted. This serves to identify and strengthen awareness / familiarity.

- **Menu** The customer must recognize what he can do from the respective pages or where he can navigate. The most important menu items (categories of the page) should be recognizable and clearly and comprehensibly formulated.
- **Usps (unique selling points)** By formulating the USPs (3-5), the focus should always be on the USER. The USPs must be concrete, clearly formulated, relevant, individual, convincing and verifiable.

Recommended: In the header, USPs of the shop should be added. It should be mentioned that furniture made of mango wood, rosewood, etc. are offered.

- **Shipping and payment conditions** These should be listed in the footer so that the customer always has access to them quickly and from any page. Recommended: Information on shipping/delivery and payment or the logos of the corresponding service providers should be added to the footer
- **Social Media Buttons** The social media buttons are used for interactions (e.g. recommendations, etc.) or information about your company outside the website.

Recommended: Social media buttons should be supplemented.

- **Home page Slider / Images / Heroshot** Is content (images, size, text) suitable? Is the Heroshot or the Slider meaningful?

Recommended: The start page slider is currently running too fast, the content is partly not comprehensible for users.

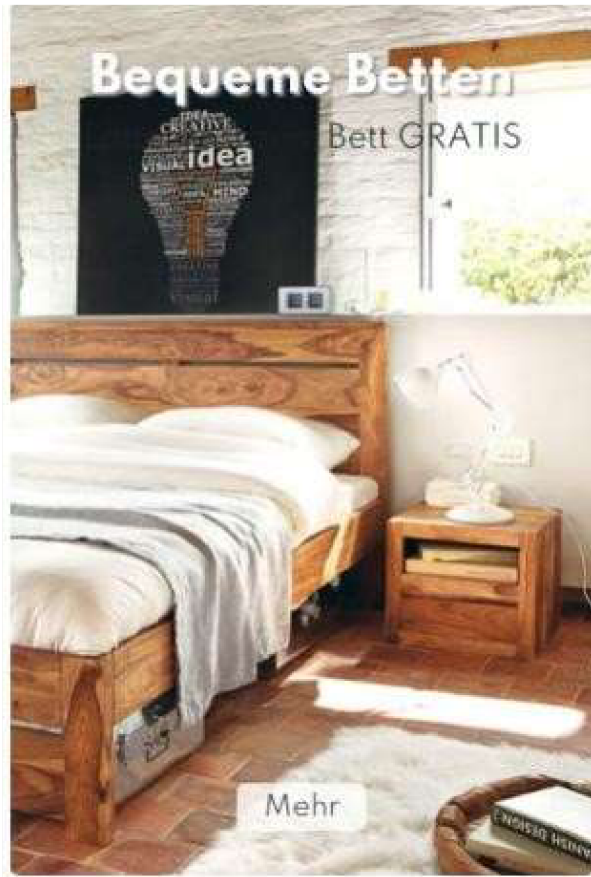
- **Greeting** The welcome text should NOT only be "Welcome..." but be more imaginative: e.B. "We provide perfect gastronomic, etc. Conditions..." or something like that.

Recommended: A start page text should be added.

- Mobile display: The tiles on the Start screen do not display correctly on mobile. The navigation does not work correctly on mobile, only the upper categories can be called.

Recommended: The font on the tiles is partially unreadable

Figure 8: website old mobile display



Source 8: Indisches-moebelhaus.de

- Filter it should be possible to filter by product-relevant properties (price, color, size, etc.) Filters and sorting should never cancel each other out!
Recommended: For the wood products, a filter should be added according to the type of wood.
- Mobile display: The tiles on the Start screen do not display correctly on mobile

Figure 10: mobile tiles display



Source 9:Indisches-moebelhaus.de

The navigation does not work correctly on mobile, only the upper categories can be called.

- Presentation of product images: Currently there is no change function between the different color variants.
Recommended: It would be better if the user would also see a corresponding product image when choosing a different color
- Dispatch Is the delivery time noted under or next to the product
Recommended: Currently there is no information about the delivery time.
Recommended: There is no information about the shipping costs.
- Related Products: Are similar products listed under the detailed product description(often marked as "Customers who have purchased this product are also interested in this" or "similar products", etc.) The similar products

should not be placed in the immediate vicinity of the call-to-action button, as they could distract from the actual product and the customer simply clicks on, although he actually wanted to buy. To minimize possible distractions before the call to action, the similar products could also be displayed in the shopping cart feedback

- Shipping Methods/Delivery Services What shipping methods are available (standard shipping, express shipping, 24-hour delivery, in-store pickup)? With which delivery services (DPD, DHL, Hermes, etc.) is cooperated (detailed description of the differences between shipping methods/delivery services)? Recommended: It should be explained in more detail how the delivery is made by DHL, especially for large pieces of furniture. Recommended: With the option "Abholung im Lager(Pick-up at the warehouse)", the warehouse address should be specified, otherwise the user cannot imagine anything about it.

4.2.2. Ads Strategies

- Correct conversion tracking setup with Google Tag Manager o accurate tracking including value import and target group orientation
- Correct Merchant Center & Feed Setup o feed title optimization
- Desired increase in online orders from 200 to 400-600 -> in the first 3 months, 300 to 400 should be considered realistic (+50-100%) with a monthly Google Ads budget from 7000 to 8000 EUR
- Google Ads Full Funnel Strategy: There are three stages of full funnel strategy
 1. Top of the funnel: To expand your audience and build brand awareness, use display ads, video ads
 2. Middle of the funnel: To maintain contact with clients who have already expressed interest in your business, use remarketing advertisements.
 3. Bottom of the funnel: Remarketing advertising can be used to target customers who have expressed a significant interest in a certain product or who have abandoned their online shopping carts.

- Creation & segmentation of the performance max/shopping campaigns
- Strategic advertisement for important products or specials combos.

Separation of generic, intent & brand campaigns to increase sales:

- Creation of separate intent & brand campaigns to reach users with a clear purchase intention.
- Specific application of product categories for direct forwarding to the individual product pages.
- Implementation of branding campaigns to reach new users and remarketing to achieve sales.
- Focus on Desktop-to-Mobile Traffic reaching a 50-50 proportion (current mobile traffic >70% but at the same time less converting)
- Switch to Smart Bidding (SB) technology from Google = Automated bidding strategies and target group orientation o SB Technology is based on several million signals to automate & optimize the bids for each user with an intention to buy
- By implementing advanced conversions (feeding hashed information to the algo, such as address, etc.), the bidding technology can be further optimized. Target: data-based conversions

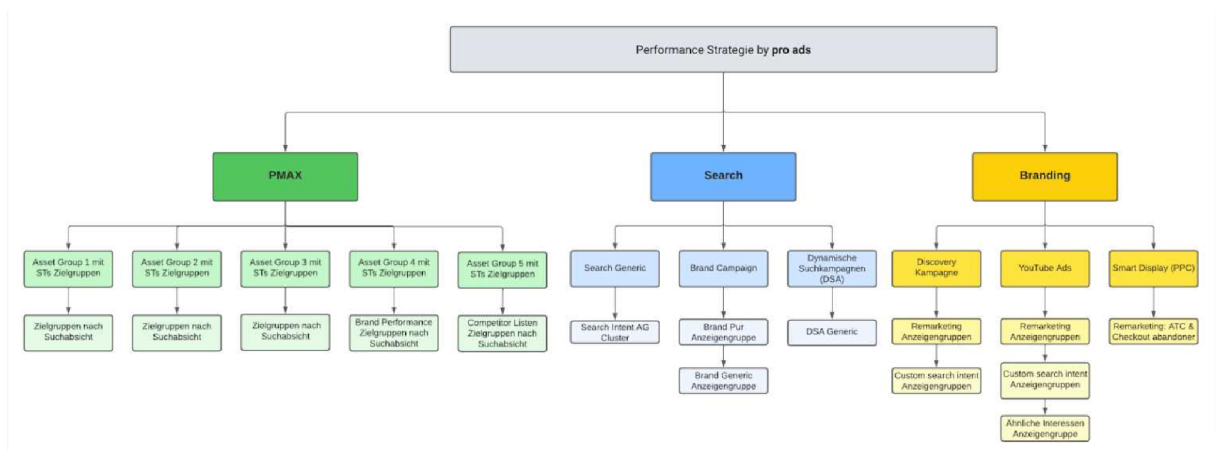
Website Optimization

- Logo outdated -> user trust issues. Check with updated format of log and all the images and keep your image formats updated in the website
- product picture prioritization -> 1st environmental pics, 2nd “clean” product pics. Use specific background and with good quality pixel image
- Implement as many relevant attributes as possible into the product meta data, titles and descriptions: where missing, integrate dimensions in cm, weight, material, color

- e-Trusted shops -> increase review amount to increase user trustworthiness o Sale psychology -> include USPs with bullet points along the description consolidate description on top and below
- Conversion rate dropping due to mobile and referral traffic -> check mobile speed and core web values (mobile is the biggest traffic share)
- priority on speed -> 2nd UX design (so called user experience design for Conversion rate optimization easy way to do it with enable browser caching removing the comments or redundant code from HTML or CSS
- Optimize Images: try to use the updated format of image like WebP image its more efficient developed by google

4.2.3. Campaign Structure

Figure 12: Campaign Flow Chart demo



Source 11: team process

Some campaign structure which is planned for next few month to see the best growth of our website and this campaign will be perform mostly on the google ads.

5. Evaluation of the effectiveness of the works

5.1. Engagement overview

According to the Google analytics for the month of October we have 1,53,349 page views.

In which we have the new visitor more than the returning visitor.

Figure 13: Engagement overview after evaluation



Source 12: Google analytics

As shown in table below Channels from where we received the most Traffic is Paid Search which is 41,4562 (64.43%) and there were Referral 14,347 (22.30%). there were 4,491 (6.98%) from direct link. And only 2047 of Organic Search. With all this total revenue is 1,36,562 Euros. All of them are increased as compared to the October month.

Table 11:visitors with different channel after evaluation

Default Channel Grouping	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	62,817 % of Total: 100.00% (62,817)	62,446 % of Total: 100.03% (62,426)	83,214 % of Total: 100.00% (83,214)
1. Paid Search	41,452 (64.43%)	40,864 (65.44%)	56,694 (68.13%)
2. Referral	14,347 (22.30%)	13,790 (22.08%)	15,803 (18.99%)
3. Direct	4,491 (6.98%)	4,461 (7.14%)	5,694 (6.84%)
4. Organic Search	2,047 (3.18%)	1,445 (2.31%)	2,898 (3.48%)
5. Social	1,114 (1.73%)	1,056 (1.69%)	1,185 (1.42%)
6. Display	443 (0.69%)	433 (0.69%)	465 (0.56%)
7. (Other)	441 (0.69%)	397 (0.64%)	475 (0.57%)

Source 13: Own Process

In table 7: The main source of traffic is Kelkoo Group, Trough which 4,732 (29.78%) users visited. There were 3270(20.58%) from mobil.de.

The leading pan-European e-commerce marketing platform, Kelkoo Group, links customers and merchants. having been involved in e-commerce and digital marketing for more than 20 years. Which help user to reach different brand on single platform. For which are benefiting.

Table 12 visitors with different sources after evaluation

Source ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	15,457 % of Total: 24.61% (62,817)	14,846 % of Total: 23.78% (62,426)	16,988 % of Total: 20.41% (83,214)
1. de-go.kelkoogroup.net	4,732 (29.78%)	4,599 (30.98%)	4,846 (28.53%)
2. moebel.de	3,270 (20.58%)	3,118 (21.00%)	3,697 (21.76%)
3. r.srvtrck.com	1,827 (11.50%)	1,760 (11.86%)	1,854 (10.91%)
4. findbestop.com	1,110 (6.99%)	1,109 (7.47%)	1,110 (6.53%)
5. moebel.ladenzeile.de	903 (5.68%)	844 (5.69%)	1,012 (5.96%)
6. mondial-deals.com	574 (3.61%)	574 (3.87%)	574 (3.38%)
7. top-rebates.com	574 (3.61%)	574 (3.87%)	575 (3.38%)
8. lionshome.de	422 (2.66%)	311 (2.09%)	515 (3.03%)
9. ladenzeile.de	348 (2.19%)	285 (1.92%)	370 (2.18%)
10. m.facebook.com	333 (2.10%)	324 (2.18%)	345 (2.03%)

Source 14: Own Process

5.2. Keywords

After optimization, the number of visits from search engines increased to 4654 using some new and old keywords. In which "sheesham möbel" has the more number of click than any other keyword but the conversion rate of "indische möbel online" is the maximum of all the keywords

Table 13: keyword analysis after evaluation

● Keyword	Match type	Ad group	Status	Conv. value	Conv. value / cost	Final URL	↓ Clicks
ist: Keywords in your current wor... ?				4,084.95	1.34		4,654
● "sheesham möbel"	Phrase match	Möbel Sheesham	Paused	453.75	0.86	—	803
● "mangoholz möbel"	Phrase match	Möbel Mangoholz	Paused	473.39	1.13	—	642
● "indische möbel online"	Phrase match	Möbel indisch	Paused	0.00	0.00	—	232
● indische möbel	Broad match	Möbel indisch	Eligible	0.00	0.00	—	223
● mangoholz möbel	Broad match	Möbel Mangoholz	Eligible	0.00	0.00	—	220
● sheesham möbel	Broad match	Möbel Sheesham	Eligible	589.00	3.82	—	203
● indische holzmöbel	Broad match	Möbel indisch	Eligible	0.00	0.00	—	195
● "palisander möbel"	Phrase match	Möbel Palisander	Paused	0.00	0.00	—	179
● indische möbel online	Broad match	Möbel indisch	Eligible	1,198.00	16.07	—	146
● möbel sheesham	Broad match	Möbel Sheesham	Eligible	0.00	0.00	—	138
● massivholz sheesham	Broad match	Möbel Sheesham	Eligible	0.00	0.00	—	131

:

Source 15: Own process

During the period considered Conversion value has increase from 1,088 to the 4,084 which indicates that content is resonating with the audience and encouraging them to engage or interact. This improved Conversation value increase the brand awareness, and improve the search engine ranking.

5.3. Engagement with devices

Table 14: visitors with different devices after evaluation

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	62,817 % of Total: 100.00% (62,817)	62,446 % of Total: 100.03% (62,426)	83,214 % of Total: 100.00% (83,214)
1. desktop	31,871 (50.99%)	32,067 (51.35%)	42,064 (50.55%)
2. mobile	27,036 (43.25%)	26,853 (43.00%)	36,504 (43.87%)
3. tablet	3,598 (5.76%)	3,526 (5.65%)	4,646 (5.58%)

Source 16 Own process

After the evaluating engagement through the device has been increased for desktop and mobile to more than 20 thousand each. But here we can see that number of user are increased from desktop then the mobile which it different behavior then our previous analysis

5.4. Social network

An Instagram account under the name “Lakshmi_indischesmoebelhaus” was set up for , as well as a Facebook page under the same Lakshmi_indischesmoebelhaus name. For these purposes , product photographs were taken. The photos were taken by a Professional

Contact details were filled in on the Instagram profile and the following caption was written in the header of the so-called bio. The header has a limited number of characters to 150 characters, so the text must be short and concise.

“Massivmöbel aus Südasien

- Hohe Qualität und Langlebigkeit

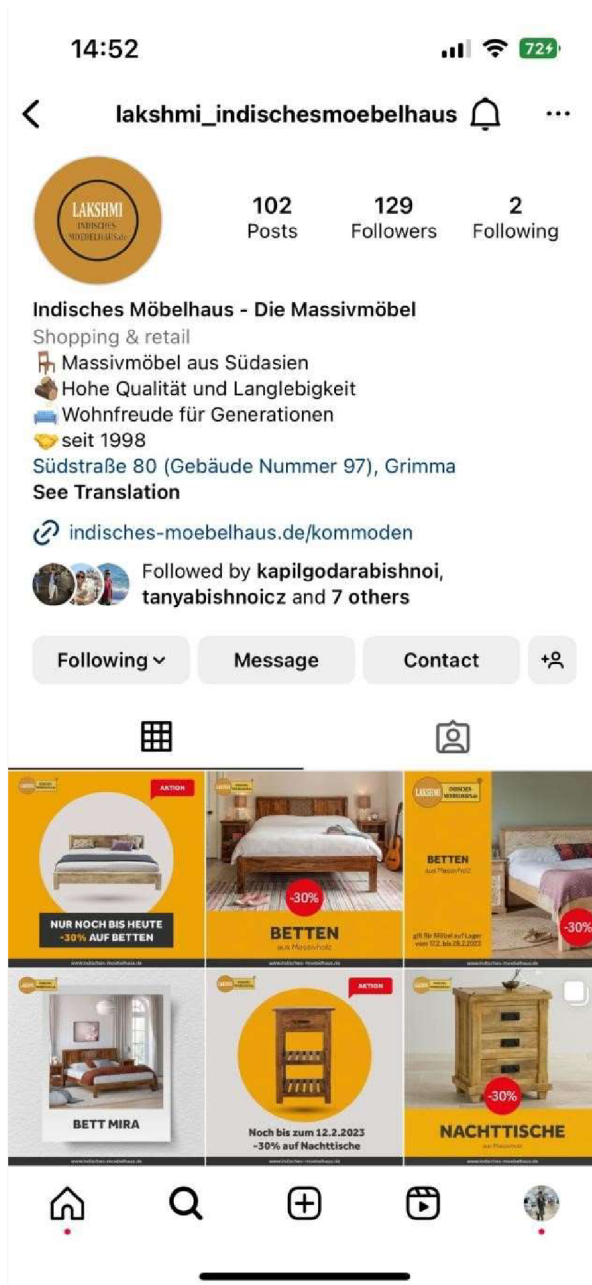
Wohnfreude für Generationen” Which means “Solid furniture from South Asia

- High quality and durability

Joy of living for generations”

Instagram

Figure 14: Instagram Home page



Source 17: Instagram

Facebook

Filling in the Facebook pages from an administrative point of view was facilitated by linking the Facebook account with the Instagram one. Facebook posts were created separately due to the different dimensions. The lyrics were taken from Instagram posts and slightly altered.

Figure 15: Facebook Home page



Source 18: Facebook page

For the purpose of promoting and spreading awareness of the service using the social network Facebook and Instagram, the following Paid advertisement has been done. The promotion focused on social networks. Numbers of followers for Instagram and Facebook are very less. We are planning on the social network, a joint was campaign with influencers to increase the number of followers and reach among public. And promote the ads on social network As part of offline marketing activities, a leaflet was created, which was distributed among potential customers in public places.

5.5. Market campaign carried out

5.5.1. Campaign with google ads

Table 15: Google ads Campaign analysis

Campaign / Campaign ID	Acquisition				
	Clicks	Cost	CPC	Users	Sessions
	40,430 % of Total: 100.00% (40,430)	€26,173.80 % of Total: 100.00% (€26,173.80)	€0.65 Avg for View: €0.65 (0.00%)	29,970 % of Total: 47.71% (62,817)	39,315 % of Total: 47.25% (83,214)
1. pro ads DE_Perf Max 18651392053	25,791 (63.79%)	€13,980.60 (53.41%)	€0.54	18,827 (60.04%)	24,612 (62.60%)
2. pro ads indisches-moebelhaus Mobil 15458363261	4,905 (12.13%)	€3,212.55 (12.27%)	€0.65	4,235 (13.51%)	4,888 (12.43%)
3. pro ads DE_DSA Search 18651359452	2,259 (5.59%)	€2,230.83 (8.52%)	€0.99	1,927 (6.15%)	2,212 (5.63%)
4. pro ads indisches-moebelhaus Tische 17292410155	1,943 (4.81%)	€1,764.37 (6.74%)	€0.91	1,654 (5.27%)	1,875 (4.77%)
5. pro ads indisches-moebelhaus consolidated ad groups 19087976130	1,841 (4.55%)	€1,380.10 (5.27%)	€0.75	1,620 (5.17%)	1,776 (4.52%)
6. pro ads indisches-moebelhaus Regale 17628118036	1,593 (3.94%)	€1,701.33 (6.50%)	€1.07	1,357 (4.33%)	1,691 (4.30%)
7. pro ads indisches-moebelhaus Brand 17384667995	709 (1.75%)	€601.00 (2.30%)	€0.85	470 (1.50%)	880 (2.24%)
8. pro ads indisches-moebelhaus Chesterfield 17628118033	630 (1.56%)	€807.42 (3.08%)	€1.28	529 (1.69%)	578 (1.47%)
9. pro ads indisches-moebelhaus Display 17876638202	525 (1.30%)	€202.21 (0.77%)	€0.39	443 (1.41%)	465 (1.16%)
10. pro ads indisches-moebelhaus Schränke 17878603904	193 (0.48%)	€232.25 (0.89%)	€1.20	172 (0.55%)	165 (0.47%)

Source 19: Own Process

So far, we had a lot of different ads campaign to promote the sales and reach of our site and they gave use very good response. In the Fig above we can see the campaign with DE_Part Max has maximum number of clicks, engagements and view with amount of 26801 reach. These campaign help in the revenue and also help in the increase the reach of websites to the wide range of consumers. This campaign can be the expensive, but they also help to get more orders.

Figure 16: overview after the campaign



Source 20: Own Process

After all the campaign in the considered time period we have increase the number of click by 18.4% and reach the ROAS (return of advertising spend) value to 3.32

5.5.2. Sales promotion/Direct marketing

- Discount promotion: these Discount attracts the consumer to buy more and more products. So, Over the every month we have different type of discount like in November we had “Black Friday” sale, for December we had Christmas sale, January we had new year sale. These sales can also affect the income, They decrease the amount of profit but it also help us to maintain cash flow and also we get some good customer faith which very important to maintain relation with customers with these discount promotions

Figure 17: Black Friday banner



Source 21: Own Process

Christmas banner

Figure 18: Christmas Sale Banner



Source 22: Own Process

Sales Banner:

Figure 19: 30% sale banner



Source 23: Own Process

- Free Shipping: we have current going campaign with free shipping in all over Germany for order 200 Euro or above

Figure 20: Free shipping banner



Source 24: Indisches-Moebelhaus.de

- BOGO promotion: we have tried to work things with Buy one get one free campaign but it turns more expensive and according to the consumer requirements BOGO offer does not fit maximum time so we didn't proceed with the offer

We do have strategy for the Cross-Sell strategy. In which we will combine two products which can sell together like chairs and table, sofa with coffee table or office table with office chair with particular price. We will look forward to this strategy and implement it in upcoming months

- Email Marketing: This to send all the audience direct promotion or sale emails to their personal email account we did marketing in the month of January here are the results

Figure 21: Analysis of email marketing



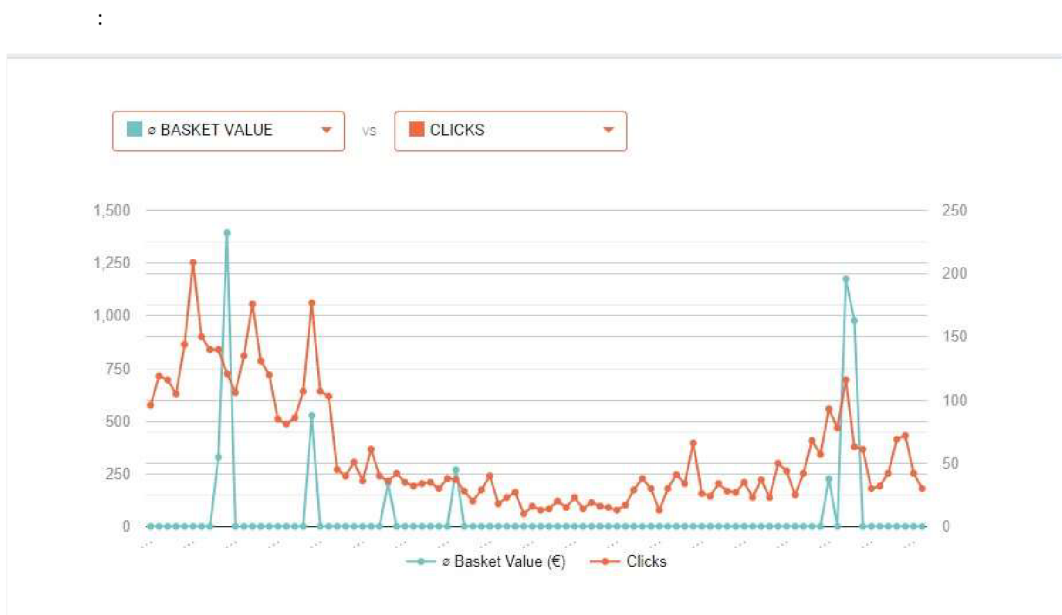
Source 25: <https://laksmi.ecomailapp.cz/reports/55>

In this marketing we have send emails to 10543 audience in which only 26.8% of audience has open the email and only 3.73 % clicks receive.

- Pay per click: There are a lot of Partner website which promote the website with PPC marketing and customer also encourage this because they can easily compare same product at single platform with different price quality and Brands.

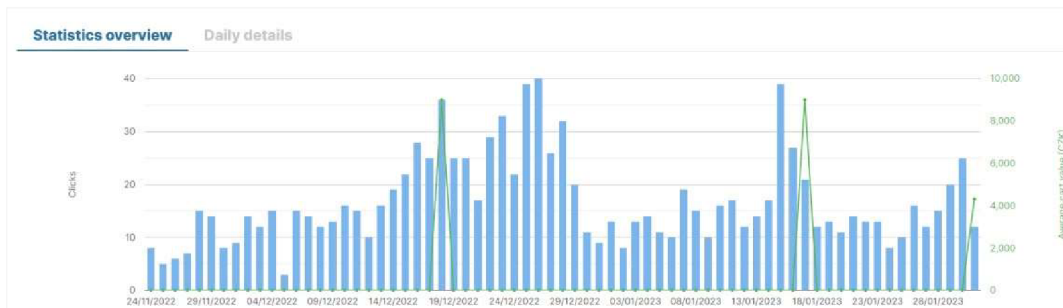
we have done the PPC to many partner website which are very common in Germany. Like Kelkoo.de, Landenseile.de, Moebel24.de, billiger.de and many more

Figure 22: Statistics from Moebel.de



Source 26: partner Moebel.de

Figure 23: Statistics from Kelkoo Group



Source 27: Merchant kelkoo group

Here in the Figure below represents the number of clicks or user are engage to our site in the given period of time

Figure 24: website performance



Source 28: Own Process

During the period considered(1st Nov 2022 to 31st Jan 2023, a total of 139 conversions took place, i.e. conversions. new user registrations are done 12,077, increment in the click in the this period is 40,430. And total revenue for last 3 months are 87,483 Euros and total number of item purchase are 235 products.

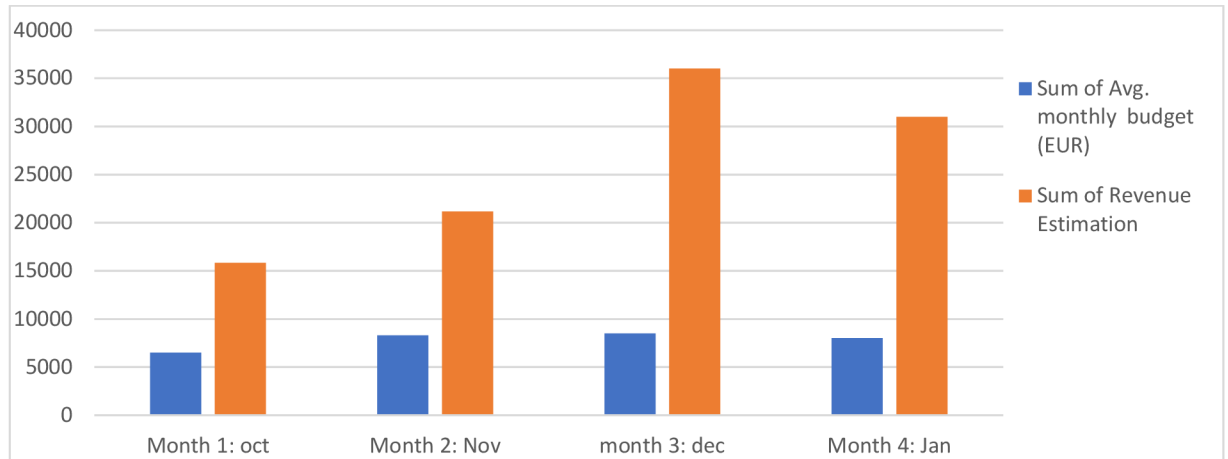
Figure 25: website performance



Source 29: Own Process

Marketing Results:

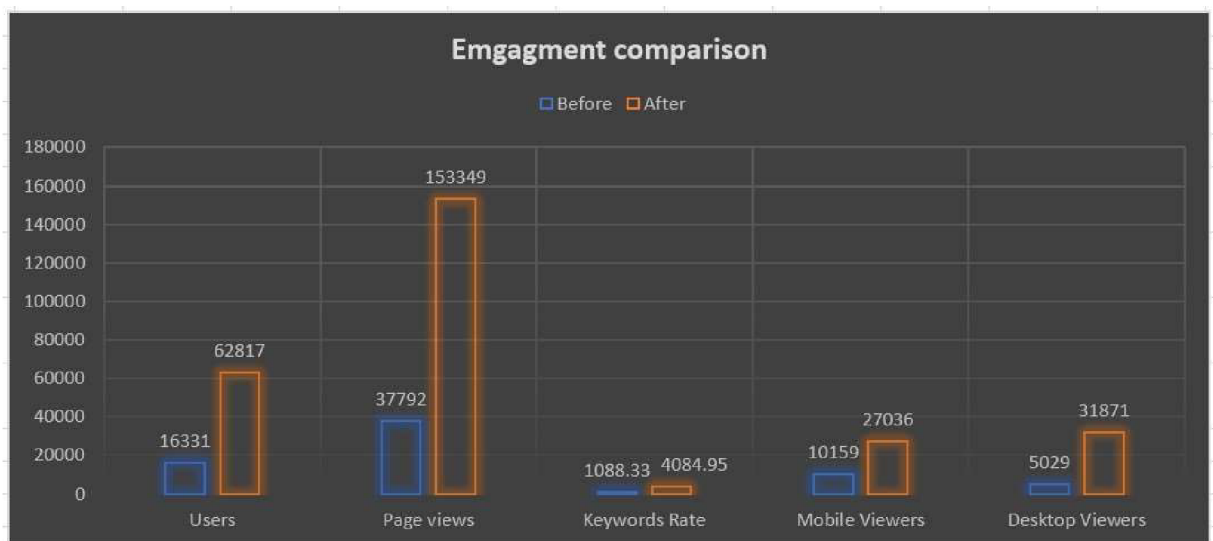
Figure 26: Marketing Result



Source 30: Own Process

Engagement Comparison

Figure 27: Engagement Comparison



Source 31: Own Process

However, considering all these numbers we did some progress. The low conversion rate can be explained by the rate of page abandonment of social visitors, who usually leave after reading the linked page. Another fact is that although the site has a very large number of readers, the number of contributors is significantly lower.

6. Conclusion

The promotion of a website after specific keywords can be improved with website optimization for search engines, increasing traffic and, ultimately, revenue. Advanced optimization methods make it possible to produce excellent results and considerably raise the site's competitiveness. It is feasible to submit repeated optimization requests in some circumstances with significantly reduced demands, even though this is typically a long term process that should be repeated frequently dependent on the evolution of the current situation. Advanced analysis tools make it possible to track user behavior on the web and adjust to their needs as well as analyze the effectiveness of optimization. Also, these instruments provide top-notch marketing materials.

The idea of optimization was developed in the practical section of the thesis and then used on a genuine project. The case study makes it simpler to comprehend how the concept is used in actual market circumstances. By using the idea in a real project, the theoretical understanding is gradually put into practice. Simple and clear material is first generated, after which a technical solution, including add-ons and outside services, is chosen. A marketing strategy was then developed, and examples of successfully carried out marketing actions were provided.

The efficiency of the optimization concept is assessed using web analytics and Google Analytics at the conclusion of the practical section. The introduction of the optimization strategy improved the business's financial performance. After the concept was introduced and the website was continually optimized, there was an almost 4-times increase in visitors during the monitored period. Orders climbed from 12 to 235 throughout the measurement period, and revenues reached 87,483 Euros. From 50 to 139, the conversion Purchases improved. The idea has been found to be really beneficial, and it is advised that it be employed again in the event that another e-commerce needs to be optimized.

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