Day 1, 29 April 2013

Completion of following task

1. Process flow
2. Design Training Doc.
3. Worpress Introuction
4. SEO(Intoduction)

**Process flow from PM to the Implementor**

1. During Skype call with client, PM makes sure that he/she always creates writeboard/notepad so that before disconnecting call client can also look at it and make sure that all the discussed points are listed and taken care. Also this is helpful in discussing tasks with the team to provide better understanding.
2. While talking with client, PM creates To Dos with dedicated deadlines.
3. At the start of each day, 3 resources from QA team checks the basecamp to dos, messages and create a task sheet out of it, Meanwhile they also acknowledge every client, so as to adhere 24 hour rule. The deadline to create task sheet is by 11 am IST
4. The task sheet is shared with every team lead and then accordingly tasks are assigned to implementer by their TL in every team. And this whole process is completed by 11:30 am IST (within 2 and half hours from the time shift has started)
5. If any implementer completes his tasks, it is passed on to their TL , which checks his/her task and then pass it on to QA team. In case of bugs QA team respond back to TL as well as to impementer to correct it.
6. Once the QA team receives updated task, they check the full task thoroughly. For every task, a test case is maintained. Once the task is fully checked, the mail is sent to concerned Project manager.
7. The last person who checks the full task is Project manager and then mail the updated task to client before deadline ends.

**Designing Training Document**

1. **Logo Design** : graphical Mark/design uniquely defining clients website
2. **Header/Flashing Banner design:**  Images giving idea about client business /services
3. **Website template design:** provisional design or sample designed for clients approval
4. **Social media sites design** :pages designed for promotion using social media. Like- Facebook fanpage/Twitter background and youtube background/ Google Plus banner.
5. **Email marketing tools:** used to promote sales from website, forwarding newletter, integrating optin box.
6. **Hosting login details:** login details to host website on server
7. **Sales page design :** page designed for offered product purchasing .
8. **Teleseminar website design :** page consisting of videos of seminar/speeches hosted by client or to be hosted . subscription can also be done to attend upcoming
9. **Webinar:** Page hosting webinar video, describing client’s business information
10. **Newsletter design:** page designed as per website layout with details of clients business, testimonials of visitor or upcoming events details, sent to visitors those database is created through optins.
11. **Optin/ Squeeze page design:** page designed for promotional activity with images, which may contain video or audio

1. **Flyer design:** template in **JPEG/PDF** format consists of front.
2. **Business card design:** template designed similar to visiting card.
3. **Broucher design:** template designed with 3-4 folds as per clients website

**Front part :** Client’s Name, Contact info, logo

**Middle part & Back Part: Business description , details, event .**

1. **Rackcard design:** template designed for promotion of product/event . Front & back part

**Introduction to WORDPRESS**

A wordpress is a form of plug-in, a content management system that is installed at domain registering sites such as GoDaddy.com which helps to make the website editing easy and user friendly.

WORDPRESS consist of the following

1. Paid/ Free themes: These are themes used to create design layout that can be used to edit website design. These themes can be free as well as paid.
2. Optimize press site: this include some pre made design layout which can be used to create client’s website. These are paid layouts.
3. Optins: this is a box where the username and email address of the visitors are stored. Newsletter and auto responders use this box to send any mailer to the visitors. When a visitor register themselves, he she is redirected to the thank you page where the visitor gets a free gifts (such as audio, e-books etc). When a visitor is registered, automatically the username and email address is stored in the optin box.
4. Free bee: these are the gift provided to visitors who register themselves to the optin box.
5. Auto Responder: These are emails which sent to the visitor, these are computer generated mails; it can be a welcome/reminder mail/ invitation of some event etc. These mails are sent to visitor in a particular time frame already set by the client.
6. Email Marketing Tools: These are generally used for purchase of any new products/Services. It can be used to send news letter to website visitors who are registered in the optin box.
7. Hosting Plans: This consist of login details which the client needs to give us. These login details consist of username and password of C panel.
8. Wish List: This is a mandatory thing for clients and has to be purchased from us if clients want to make a membership site.
9. Membership site: these are sites specifically made as per the requirement of client. If client has some specific information and wants them to share only to those visitor who is a member of this site. Membership can be free or paid depending upon client.
10. Affiliates: We refer those affiliates who wish to work in partnership with the clients on basis of having their own product description; video etc. the affiliation between the two is done based on some commission terms both the parties agree on.
11. Blogs: client can have their own blog page where he can post blogs which is information related to clients business and visitor can also post their views.

SEO

**Lesson -1**

**Introduction to SEO (Search Engine Optimization)**

Google, world’s largest search engine. Google generates revenue by ads. This means they need to show ads to as many people as possible. And the way they get the largest number of people to use their search engine is by giving them the most relevant search results possible.

Primary job of any website is to make their webpage the most relevant pages for business related keywords.

**Number of ways to establish Web Page relevancy in the eyes of search engines.**

1. **On page strategy:**  It involves placing of Keywords in strategic locations throughout a webpage.These strategic locations include HTML tags such as in Title , body, header etc. the most strategic location is inside the title tag.
2. **Off page strategy:** It relates to pages that link to the webpage we want. This strategy include the following

* Anchor text- The actual keyword we click on a link that points to your website.
* Keyword text within paragraph surrounding that anchor text.
* Keyword within titles of pages that link to our WebPages.
* Keyword within body of the page that link to our WebPages.
* Directory category our site is listed on.
* Directory category of other site in which our site is listed on.
* The authoritative strength of the sites that link to our site.
* The authoritative strength of the sites that link to the sites , which links to our sites.

Listing of our website in the index of any search engine is always an added advantage

Getting Your Web Pages Listed

Obtain a link to your site from another site that is already listed in Google! **Being listed in the index of *any* of the major search engines legitimizes your site in the eyes of the others.**

What about Paying for Instant Traffic?

If your budget can afford it, and you're looking for immediate traffic to your Web site, then *pay-per-click* marketing is one way to help build your company's immediate web presence.

**PPC (Pay per click) Method**

PPC is a cost effective and simple method to route traffic to a particular website within a short period of time. This is a program in which an ad is listed on the first page of our search results.