



ACTIVITY REPORT

Name of the activity	Website Design, Analytics and Insights – Leveraging Data to Optimize Performance	Date	6 th Nov. – 30 th Nov., 2023
Name of the Moderator	Dr. Rajni Bala	Time	9:15 – 12:15 pm
Name of the Resource Person	Mr. Ajay Aggarwal	Mode	Offline
Nature of the activity	Value Added Course	Program & Batch	BBA (DM) 2022-2025
Number of students participated	52	Academic Session	July- December, 2023

About the Activity

Mr. Ajay Aggarwal, Founder, Accosoft India took session of BBA Digital Marketing students on Website Design, Analytics and Insights – Leveraging Data to Optimize Performance. The session was insightful and started with full zest and zeal. Students were quite eager to learn about digital world. The session started with the introduction of digital marketing. Mr. Ajay Aggarwal taught students about digital world terminology like SEO, SEM, SMM, Web analytics, Content marketing, Email marketing, Mobile marketing, Affiliate marketing, Online reputation management, Opportunities on digital marketing, SEO heat map, SEO periodic table, On page SEO, Off page SEO, RSS field, Ranking Crawling, Stop words in SEO, Keyword density, Characters, words, Spam activity, cloaking crawling. Students learned about how to design a website by using different apps like Elementor Pro and Woo Commerce and adding product types, Price, Regular, Sale, Name servers etc. students also learned that how to use Elementor & its Pro ver. as well as plugins, themes enclosed in them after logging in with the help of c-Panel to wordpress.org website. Students also studied about how to add products and their images, title, prices & description on the product page after choosing single product type from product type category from add new option of products, wordpress website dashboard. In this we were taught in brief about different types of products, their sizes and mostly about the settings done for creation of product page in website.

Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
To Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.	Students learn emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
To get understanding of various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.	Students should demonstrate their understanding of the various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.

GLIMPSES OF THE ACTIVITY



Image 1-“Dr. Ajay Aggarwal delivering the session”.



Image 2 -“Dr. Ajay Aggarwal with students on closure of the course”.