Content

Pages with content –   
Editing, re-writing and formatting required

1. Website Design  
   Webpage: website-design.php  
   Source: <https://techterms.com/definition/web_design>
2. Website Development  
   Webpage: website-development.php  
   Source: <https://www.techopedia.com/definition/23889/web-development>
3. Website Rebuilds  
   Webpage: website-rebuilds.php  
   Source: <https://www.entrepreneur.com/article/251652>
4. Website Hosting  
   Webpage: hosting.php  
   Source: https://www.website.com/beginnerguide/webhosting/6/1/what-is-web-hosting?.ws
5. Website Domains  
   Webpage: domain-check.php  
   Source:
6. Webpage: search-engine-optimisation.php  
   Source: http://websitemagic.co.za/searchEngineOptimisationSolutions.php
7. Webpage: website-costs.php  
   Source: https://www.afrihost.com/site/product/domain\_registration
8. Webpage:  
   Source:
9. Webpage:  
   Source:
10. Webpage:  
    Source:

Missing Portfolio Websites

1. Glitterama Electroplating
2. Rushfords Rosettes

Covenant

270977

TCAH

Traveling Casino Host

TCPM

Traveling Compliance Process Manager

**Database columns**

id

hostingPackage

hostingBenefit

cost

description

display

To Do List – Friday 5th Jan 2018

* Upgrade and upload web-objectives logo - Completed
* Include Captcha on Request a Quote page - Completed
* Create a Website Costs page
* Mail Scripts – work in progress
* Mail Email Messages – work in progress
* Change front page testimonial images - Completed
* Front page “Unique Content” – work in progress
* Front page “Change Order of services” - Completed
* Content on all pages “Unique Content”
* Medium = Mobile   
  Omit Carousel - Completed  
  Increase H1 font “Objective –User Expectations”
* FAQ – Use Websitemagic to assist in building this page – work in progress
* Communication via email, FB or Skype only
* For Medium Small – remove all icons, email buttons and headings “Left side of page” – work in progress
* Update business signature - Completed

**Editor**

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ab libero, cupiditate veniam officiis itaque in porro iure fugit iusto reprehenderit commodi earum cum blanditiis quos error similique quod, facere! Hic

Having a domain name ensures the future and the integrity of your brand. These days, it’s literally the first thing you do before starting a new venture, and it’s also the very first thing unscrupulous competitors may do to keep you from success. You can sign up your domain with any hosting package (.co.za domain registration is FREE if you sign up with any Shared Hosting package) or you can register the domain without a hosting package (if you’re not ready for that just yet).

Registration without hosting still offers full DNS control, so you can point your browsing and mail records to any IP address, depending on your specific requirements.

18ct Gold Diamond Ring set with 1 x Round Brilliant Cut Diamond  
Weighing 0.68 – H-I VS-SI: 75grms.  
  
Total Value: $ 3 500.00

Looking For: $ 1 500.00

**Search Engine Optimization (SEO)**

Search engine optimisation (SEO) is the process of improving the volume and quality of targeted visitors to a web site from search engines by better ranking in organic FREE search results. Our Search engine optimisation services will obtain better search engine visibility and increased targeted visitor traffic, guaranteed.

### Search Engine Optimizations (SEO) Monthly Management

An effective website takes a lot of hard work and time to maintain and update, this is where our SEO Management services comes in. We know that the design of your website is the initial foot in the door and we will continue working with you to ensure your selected keywords gain higher search engine positioning and improving there exposure to make your website a profitable part of your business.

Google Analytics for Beginners

**Why digital Analytics?**

Let’s begin by understanding how digital Analytics can help you improve your business.

What is Digital Analytics and why it’s important?

People usually purchase goods in stages. In marketing we have the concept of a purchase funnel. They’re different stages within the funnel that describe customer interactions. A basic purchase funnel includes the following steps:

Acquisition – Involves building awareness and acquiring user interest.

Behaviour – When users engage with your business.

Conversion – When a user becomes a customer and transacts with your business.

In the offline world this process can be hard to measure, however in the online world we can measure many different aspects of the funnel using Digital Analytics. We can track what online behaviour lead to purchases and use that data to make informed decisions about how to reach new and existing customers.

Think about an online store such as a merchandise store, it might have a goal to sell more t-shirts. Using Digital Analytics the store could collect and analysis data from their online advertising campaigns, to see which are most effective and expand those marketing efforts. For example:   
The store could Analysis Geographical Sales Data to understand if people in certain places buy a lot of shirts, and then run additional advertising campaigns in those areas.  
They could also use Analytics to understand how users progress through their online shopping cart.   
If they notice that users have a trouble with a particular step on their website they can make changes to the site to resolve the problem.  
Different types of businesses can benefit from Digital Analytics. Publishers can use it to create a loyal highly engage audience and to better align onsite advertising with user interests.   
E-commerce businesses can use Digital Analytics to understand their customer’s online purchasing behaviour and better market their products and services.   
And Lead generation websites can collect user information for a sales teams to connect with potential leads.

While we’ve primary talked about collecting data from a website, Google Analytics can also collect behavioural data from a variety of systems, such as Mobile Applications, Online Point of Sales systems, video game consoles, Customer Relationship Management systems or other internet connected platforms. This data is compiled into Analytic Reports which can be used to perform in depth Analysis to better understand your customers and their purchase journey. Then you can just add new solutions to improve your business.

**How Google Analytics works**

Google Analytics uses javascript code added to your website pages to collect data and send it to Google Analytics.

So, for someone who has never used Google Analytics, how does it work exactly?

Remember that Google Analytics is a platform that collects data and compiles it into useful reports.  
To track a website, you first have to create a Google Analytics Account. Then you need to add a small piece of JavaScript tracking code to each page on your site. Every time a user visits a page the tracking code will collect anonymous information about how that user interacted with that page. So for the Online Store, the tracking code can show us how many users visited a page that sells drink ware, versus a page that sells house ware, or it can tell us how many users bought an item like an android doll by tracking whether they made to the purchase confirmation page.

But the tracking code will also collect information from the Browser, like the Language the browser is set to, the Type of browser, such as Chrome or Safari, and the Device and Operating system used to access the online store. It can even collect the tracking source, which is what brought the users to the site in the first place. This might be a search engine, an advertisement they’ve clicked on or an email marketing campaign.

Keep in mind that every time a page loads, the tracking code will collect and send updated information about the user’s activity. Google Analytics groups this activity into a period of time called a Session. A session begins when a user navigates to a page that includes the Google Analytics Tracking Code. A Session ends after 30 minutes of inactivity. If the user returns to a page after the session ends, a new session will begin. When the Tracking Code collects data, it packages that information up and sends it to Google Analytics to be processed into reports. When Analytics processes data it aggregates and organizes the data based on a particular criteria, like whether a user’s device is mobile or desktop or which Browser they’re using?

But there is also configuration settings that allow you to customize how that data is processed.

For example:  
You might want to apply a filter to make sure data doesn’t include any internal company traffic, or only includes data from particular country or region

Dean Gerald Menzies and Service Excellence!

Database: seven\_star\_service

User: dgmenzies

Tables: Food, service

Table: Food

Columns:

1. Id
2. food\_name