



WELCOME

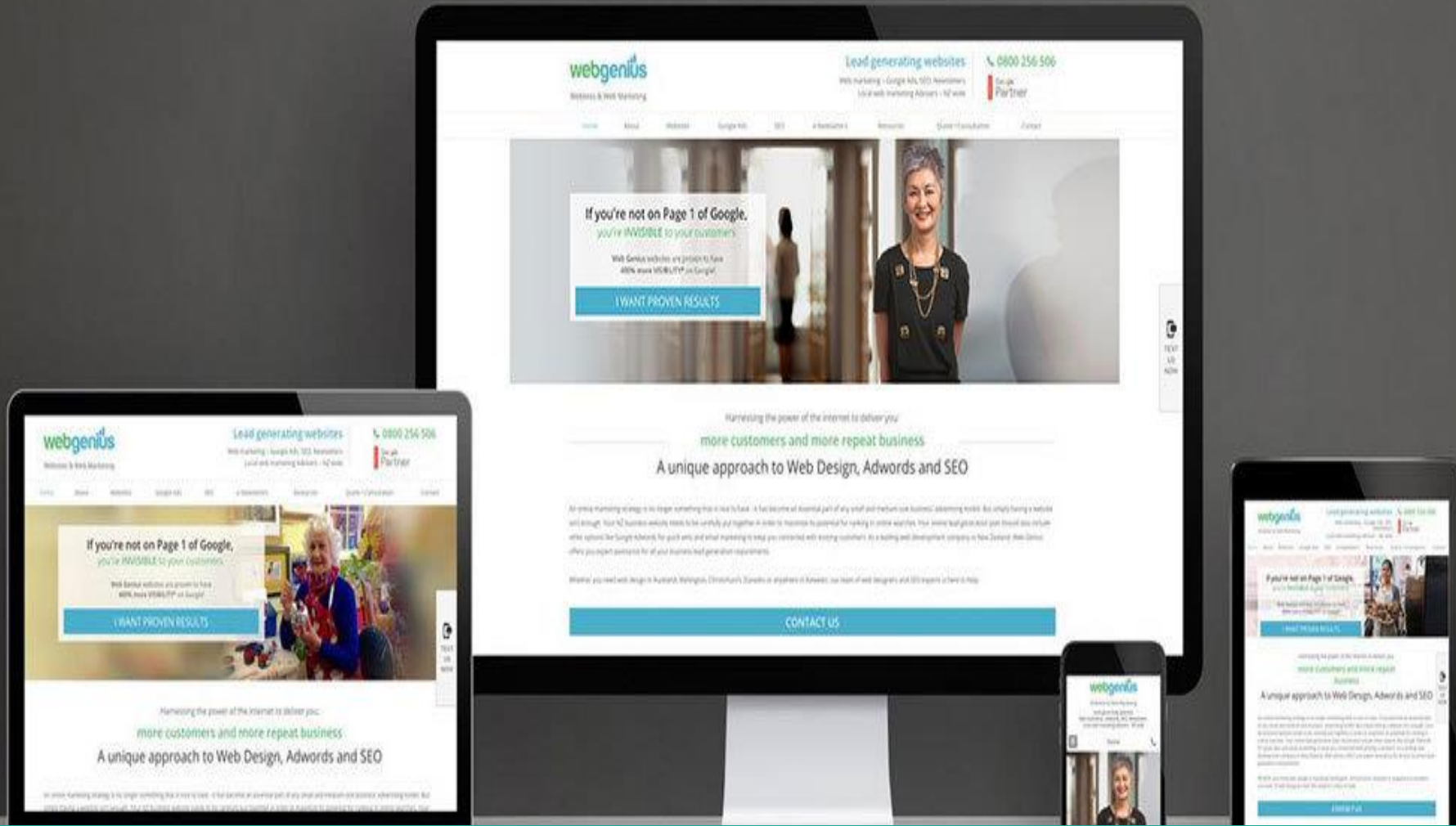
DAY 11/100

DIGITAL MASTERY CHALLENGE

DATE: July 13, 2020, MONDAY

TIME: 07:00 PM (AST)

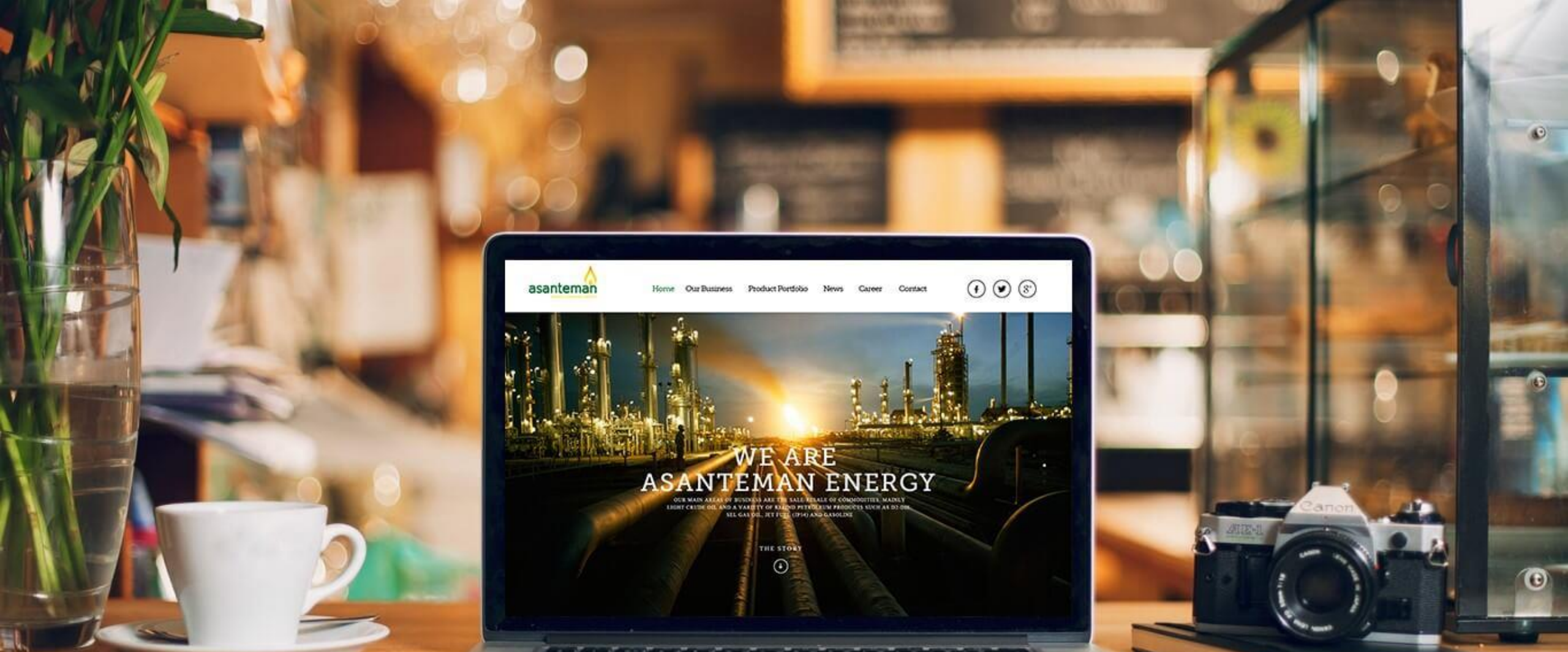
LIVE FROM DOHA, QATAR



WEBSITE CONTENT



WEBSITE CONTENT is the textual, visual or aural content that the user encounters on websites.



WEBSITE CONTENT may also include text, images, sounds, videos and animations.



Visitors to your website tend to scan content, hunting for the information they're after, they do not 'read word to word'.

Website content should be written in a totally different format compared to when writing for printed matter.

ENCOSTA DO LAGO
Quinta do Lago

Book Now, check our Price and Availability

2017-07-18

Welcome
Home

Encosta do Lago Resort Club is the perfect place for you and your family to get away, or play some of the best golf of your life. In outstanding natural surroundings on European soil. Live it up at the palm-fringed swimming pool and bar, or dine in high style at Tucano's. With a gym, sauna, massage and beauty spa, this is a dream location available to just the select.



WEBSITE CONTENT SHOULD BE:

**Relevant for search engines, at the
same time easy for your visitors**

CONTENT



CONTENT



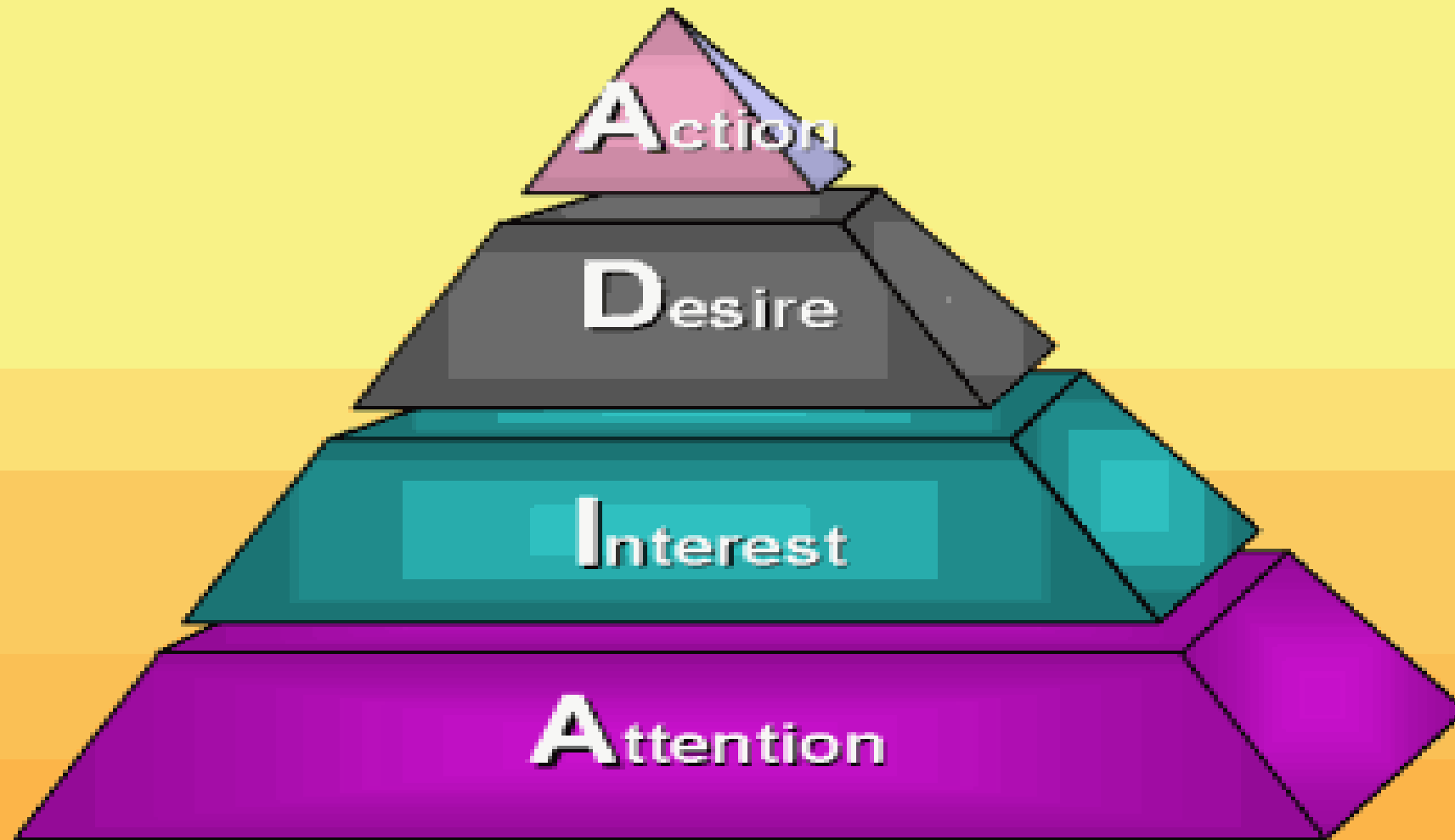
أشيقر
DIGIMENTORS

100 DAYS

DIGITAL MASTERY CHALLENGE

STRATEGY 11/100

The AIDA Concept



**TREAT YOUR WEBSITE AS
A SALES LETTER OR AN
ADVERTISEMENT**

USE AIDA RULE:

A - ATTENTION	Via Headlines
I - INTEREST	Via Sub Headlines , Benefits
D - DESIRE	Usp, Freebies/Special Offers/Bonus/ Testimonials
A - ACTION	Order/Time Sensitive Offers

MAGICAL HEADLINES THAT ATTRACT VISITORS

**80% of the outcome depends
on headlines**

MAGICAL HEADLINES THAT ATTRACT VISITORS

Readership of headlines is 5 times more than the body.



MAGICAL HEADLINES THAT ATTRACT VISITORS

Use descriptive sub headings



FORMULA FOR GREAT HEADLINES



**1. BEGIN WITH
MAGIC WORDS**





2. INSERT DATE IN TO HEADLINES

A top-down view of a meeting table with people's hands, coffee cups, and glasses. The table is covered with a large white sheet of paper. Several hands are visible, some holding pens or pointing. There are three coffee cups and a pair of glasses on the table. The background is a dark grey surface.

3. FEATURE SPECIAL BENEFITS

4.
INCORPORATE
YOUR USP

Unique
Selling
Proposition

**REFER TO THE DAY 5/100
DIGITAL MASTERY NOTES
AND RECORDINGS**

EFFECTIVE WRITING TIPS

USE

Simple
English

EFFECTIVE WRITING TIPS



on your prospects

N ERA OF DA
E BRITISH EMPIRE IN
HASHI THA



Shashi Tharoor ✓

@ShashiTharoor

MP for Thiruvananthapuram. Author of 16 books. Former Minister of State, Govt of



Shashi Tharoor ✓

@ShashiTharoor

Follow



Exasperating farrago of distortions, misrepresentations&outright lies being broadcast by an unprincipled showman masquerading as a journalst

RETWEETS

4,883

LIKES

8,783



8:48 AM - 8 May 2017

2.9K

4.9K

8.8K



Sankrant Sanu सानु ✓ @sankrant · May 8

Replying to @ShashiTharoor

@ShashiTharoor pulls out an archaic word "farrago" to make his point. Word origin is "cattle feed." Next step from Cattle class.

Did You Know?

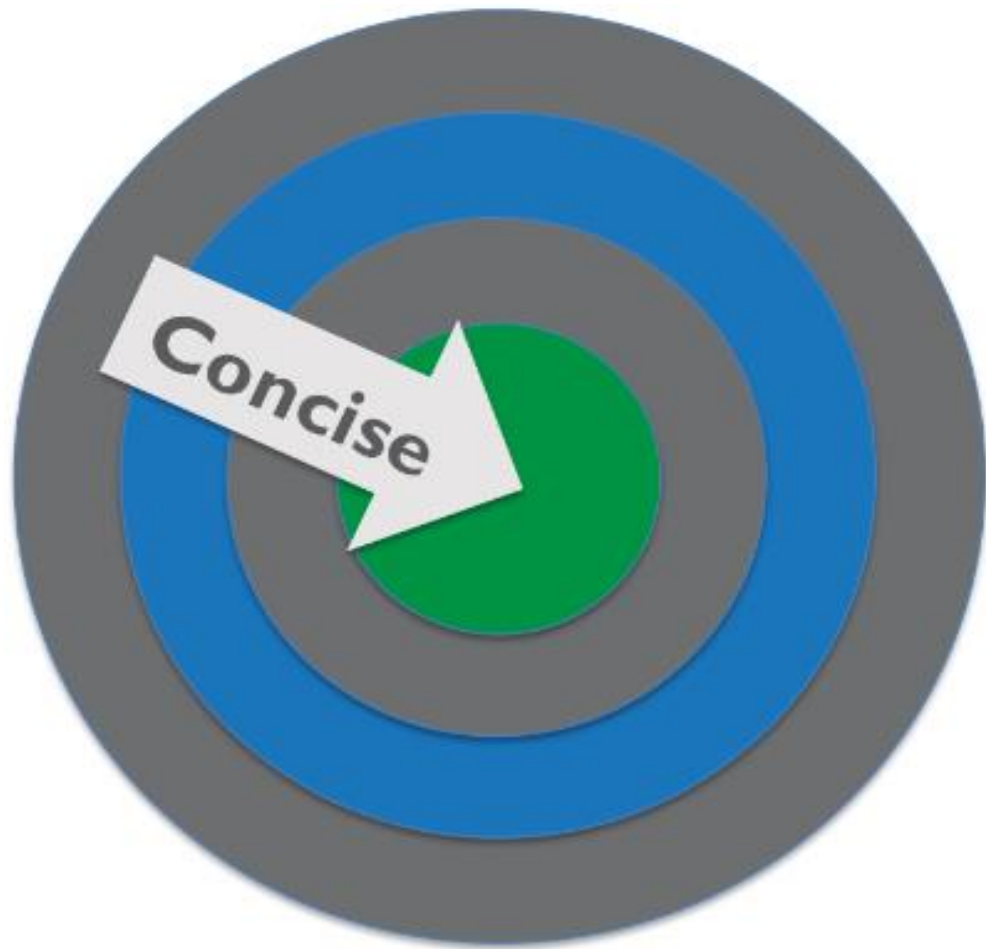


EFFECTIVE WRITING TIPS

**Keep your
sentences and
paragraphs
short**



EFFECTIVE WRITING TIPS



**USE
CONCISE
WORDINGS**

SHE IS OF THE
OPINION THAT

**SHE THINKS
THAT**

CONCERNING
THE MATTER OF

ABOUT



DURING THE
COURSE OF

DURING

IN THE
EVENT THAT



IF

IN THE
PROCESS OF



**DURING,
WHILE**

REGARDLESS
OF THE FACT
THAT



ALTHOUGH

FOR THE
SIMPLE
REASON THAT



BECAUSE

IT IS OFTEN
THE CASE
THAT



OFTEN

EFFECTIVE WRITING TIPS



Write about your products like OFFERING A SOLUTION.

EFFECTIVE WRITING TIPS

USE DIFFERENT COLOURS/FONTS/HIGHLIGHTS FOR IMPORTANT POINTS AND OFFERS.



BOLDEN IMPORTANT WORDS

BUY 3 GET 4 FREE!

I LOVE MEGAMART.

ALSO GET ASSURED GIFTS!



Cherokee
Backpack



Cherokee
Dinner Set - 17 pcs



Cherokee
Strolley



Giordano
Bandan Watch Set

gosf

kotak[®]
Kotak Mahindra



₹1000
CASH BACK
TO THE HIGHEST SPENDER
ONLY WITH
KOTAK CARDS

USE DESCRIPTIVE LINK TEXT

Planning a Successful Small Business Website

March 18, 2011 by Jennifer Bourn | [2 Comments](#)

Often when we start working with a new client, they are anxious to get their site up quickly and want to jump into the website design process and get started right away.

But design isn't the first step in the process of creating a successful small business website. Before we get started on the design of any client site, we first need to work with our clients to plan the site.

Planning a [small business website or a small business blog](#) can be a daunting task, but it will make a huge difference in your conversion rates, sales, and results you see from the site.

Here is a list of things you need to take into consideration and plan for before you get started on the design of your website.

[Read More About Planning a Successful Small Business Website](#)

USE LISTS



snapdeal.com

Sell on Snapdeal | **NEW** Choose Language | Track Your Order | Customer Support | My Account

End of Season Sale > Best Buy > Valentine Gifts >

See All Categories

All Categories

Search for a brand, product or specific item

Search

My Cart

End Of Season Sale >>

Mobles & Tablets >>

Computers, Laptops & Gaming >>

TVs , Audio/Video & Movies >>

Cameras, Lenses & Accessories >>

Appliances >>

Men and Women Clothing >>

Footwear >>

Sunglasses, Bags & Accessories >>

Watches >>

Jewellery & Gold Coins >>

Perfumes, Beauty & Gifting >>

Home, Kitchen & Furnishing >>

Health, Sports & Fitness >>

Toys, Kidswear & Babycare >>

Books, Stationery & Hobbies >>

Automotive >>

Furniture & Fixtures **NEW** >>

Men's Clothing

Flat 40%+Addl.33% Off

John Players Flat 40%

Flat 50% Off & Above

Wills Lifestyle Min. 25%

Calvin Klein Min. 25%

Lee Min. 25%

Allen Solly Min.25%

Wrangler Flat 25%

Women's Clothing

Avirate Upto 50%

Prikit Flat 50%

Western Wear From 50%

Sarees Flat 50% & Above

Kid's Clothing

Beebay Upto 30%

Kid's Footwear

Flat 50% & Above

Handbags & Luggage

Skybags Upto 50%

Hidesign Upto 18%

Flat 50% & Above

Mens Footwear

Puma Flat 50%

Lotto Min. 55%

Flat 50% & Above

GAS Upto 40%

US Polo Flat 25%

Franco Leone Flat 25%

Women's Footwear

Catwalk Upto 70%

Flat 50% & Above

Clarks Upto 40%

Perfumes & Beauty

Davidoff Upto 60%

Hugo Boss Upto 50%

Elizabeth Arden Upto 60%

Flat 50% & Above

Sports & Fitness

Reebok Bats Upto 45%

Li-ning Racquets Min. 35%

Toys & Games

Fisher-Price Upto 44%

LEGO Upto 56%

Watches

Tommy Hilfiger Upto 40%

Casio Upto 30%

Titan Upto 40%

Sunglasses

Flying Machine Upto 40%

Jewellery

The Pari Upto 60%

Sia Upto 50%

Avsar Upto 60%

Furniture

Designer Chairs

Home Furnishing

Home Candy Upto 54%

Story@Home Upto 50%

Flat 50% & Above

Stellar Home USA Upto 50%

Home & Kitchen

Pigeon Upto 45%

Flat 50% & Above



Top Offer **Subscribers**

Henley T-Shirts @ Rs.399

Women's Sweaters Upto 40%

Men's Boots From Rs.999

Women Boots Rs.799

Watches Rs.699 & Below

MTV Sunglasses Rs.499

Blankets & Quits Upto 60%

Fitness - Flat 25% Off

Celebrity Sol Upto 60%

Lotto Gym Combos Flat 76%

Ethnic Jewellery Upto 70%

Imported Furniture

Double Bedsheet Rs.249

Boys T-Shirt Upto 40%

Today's Top Offers



Save EXTRA 3% on select Laptops
Use Promocode: BESTBUY



Extra 20% off on Kitchenware on all purchases over Rs.1499
Use Promocode: KITCHEN



Save EXTRA 33% off on Footwear above Rs.1499
Use Promocode: EOSS33



Watches & Eyewear



Watches

Watches



TRY

നിങ്ങൾ ഉപയോഗിക്കുക



SHOULD INCLUDE SOME SPECIAL OFFERS & PROMOTIONS



SALE

FLAT
50% OFF

Use Code: **SALE50**

PHONICS
LITTLE SOUND

BEN 10

SHOULD EMPHASISE ON YOUR USP (UNIQUE SELLING PROPOSITION)





CTA

CALL TO ACTION

Books
Cameras
Accessories
Apparel
Tablets
Watches
Charity
Budget Phones
Smart Phones
Memory
Travel Essentials
Health & Beauty
Laptops
Home Décor
Jewellery

VIEW MORE

Dealicious on **DOT** Style



Nikhaar Designer Boutique
Flat 60% Off



Festive Season Sarees
Upto 27% Off



Idol Pendants
Upto 50% off



Men's Perfumes
Upto 60% Off

5% OFF

* Max discount ₹750

* Offer not applicable on Promoted Products

SHOP FROM OVER 7 MILLION ITEMS

OFFER ENDS ON 31st DECEMBER 2012

* T&Cs Apply

Nikon Canon SONY

₹1000
INSTANT CASHBACK
ON ALL DSLR'S

EMI AVAILABLE 3, 6, 9, 12 Months

SHOP NOW

10-90% discount
FOR SALE

FREE SALE

BUY
THE BEST
FORGET
THE REST

80%
discount

BUY

USE SALES PSYCHOLOGY TO SUPERCHARGE YOUR SALES



- **Greed** : Bribe your prospects to take IMMEDIATE ACTION with free offers/bonus etc.

USE SALES PSYCHOLOGY TO SUPERCHARGE YOUR SALES



only

products left

- **Create Scarcity**

2. SCARCITY

PEOPLE WANT

MORE

OF THOSE THINGS

THERE ARE

LESS OF

BE T

FIR

TO G

PERSON

AN

UNEXT

**USE SALES
PSYCHOLOGY TO
SUPERCHARGE
YOUR SALES**

- **Create
Scarcity**

USE SALES PSYCHOLOGY TO SUPERCHARGE YOUR SALES

Read Our Customer

TESTIMONIALS



- **Build confidence and trust using User Testimonials**

TARGET AUDIENCE



**Website content should
relate to your TARGET AUDIENCE**

TOOLS FOR EFFECTIVE CONTENT WRITING

Google
Trends



Google news

CopyScape

After ^{the} \wedge Deadline

**Readability
Calculator**

WHAT IS GOOGLE TRENDS?



WHAT IS GOOGLE NEWS?

Google news

WHAT IS AFTER THE DEADLINE?

After ^{the} \wedge *Deadline*



WHAT IS KEYWORD DENSITY ANALYZER



WHAT IS COPYSCAPE?

Copyscape

WHAT IS READABILITY CALCULATOR?

**Readability
Calculator**



CONTENT SELLING PLATFORM

INTERNET BUSINESS IDEA # 5

Standard



This comprises of content from less experienced freelance writers who work at lower rates.

Beginner english

Experienced



This comprises of content from average experienced freelance writers who work at average rates.

Intermediate english

Orders 3+ Rating 4+ Essay

Verified



This comprises of content from highly experienced freelance writers who work at higher rates.

Advanced english

Orders 10+ Rating 4.2+ Essay

80%+ delivered orders

No warnings

Most popular!

Hand picked



This comprises of content from exclusively selected and well-experienced hand-picked writers/editors, who work at exclusive rates.



WRITERS BY EXPERTISES



ENTERTAINMENT COPYWRITERS



TRAVEL COPYWRITERS

RESUME COPYWRITERS





**HEALTHCARE
COPYWRITERS**



**KIDS/PARENTING
COPYWRITERS**

WRITERS BY CATEGORIES

Article
Copywriters

Blog
Copywriters

Creative
Copywriters

E-book
Copywriters

WRITERS BY CATEGORIES

Editing
Copywriters

Technical
Copywriters

Web Content
Copywriters

White Paper
Copywriters

WRITERS BY LANGUAGES

Arabic
copywriters

Bengali
copywriters

Brazilian
Portuguese
copywriters

Danish
copywriters

WRITERS BY LANGUAGES

A person with long brown hair, wearing a white shirt and a blue jacket, is sitting at a desk. They are looking at a laptop screen on the left and have their hand on an open notebook on the right. The background is slightly blurred, showing a white coffee cup and other desk items.

English
copywriters

French
copywriters

German
copywriters

Gujarati
copywriters

WRITERS BY LANGUAGES

Hindi
copywriters

Italian
copywriters

Dutch
Copywriters

WRITERS BY COUNTRY

A person with long brown hair, wearing a white shirt and a blue jacket, is sitting at a desk. They are looking at a laptop screen on the left and have their hand on an open notebook on the right. The background is slightly blurred, showing a white cup and some papers on the desk.

Indian
copywriters

Kenyan
copywriters

Nigerian
copywriters

American
copywriters

WRITERS BY COUNTRY

A person with long brown hair, wearing a white shirt and a dark blue blazer, is sitting at a desk. They are writing in a notebook with a pen. To their left is a laptop and a white cup of coffee. The background is a bright, slightly blurred office setting.

British
copywriters

Australian
copywriters

Canadian
copywriters

Pakistani
copywriters

WRITERS BY COUNTRY

Sri Lankan
copywriters

Malayalam
copywriters

Mandarin
copywriters

WRITERS BY CITIES

Filipino
copywriters

Delhi
copywriters

London
copywriters

Sydney
copywriters

Chinese
copywriters

Islamabad
copywriters

Budapest
copywriters

American
copywriters

Jaipur
copywriters

Russian
copywriters

Simplified
Cantonese
copywriters

Spanish
copywriters

Standard



150 words	\$ 0.9
300 words	\$ 1.8
400 words	\$ 2.4
500 words	\$ 3
700 words	\$ 4.2
1000 words	\$ 6
2000 words	\$ 12
3000 words	\$ 18
4000 words	\$ 24

\$ 0.006
per word

Experienced



150 words	\$ 1.5
300 words	\$ 3
400 words	\$ 4
500 words	\$ 5
700 words	\$ 7
1000 words	\$ 10
2000 words	\$ 20
3000 words	\$ 30
4000 words	\$ 40

\$ 0.01
per word

Verified



150 words	\$ 4.5
300 words	\$ 9
400 words	\$ 12
500 words	\$ 15
700 words	\$ 21
1000 words	\$ 30
2000 words	\$ 60
3000 words	\$ 90
4000 words	\$ 120

\$ 0.03
per word

Most
popular!

Hand picked



150 words	\$ 10.5
300 words	\$ 21
400 words	\$ 28
500 words	\$ 35
700 words	\$ 49
1000 words	\$ 70
2000 words	\$ 140
3000 words	\$ 210
4000 words	\$ 280

\$ 0.07
per word





**HAPPY CONTENT
MANAGEMENT!**

CONTACT US

Ms. Thannia

- Phone: 974 3309 7169
- Email: admwb@adm.qa





25 FACTORS TO CONSIDER BEFORE YOU START AN E-COMMERCE BUSINESS

A large field of black umbrellas, all open and facing upwards, creating a dense, repetitive pattern. In the center of the field, one umbrella is bright yellow, standing out prominently. The text "1. FIND YOUR NICHE" is printed in bold black letters across the yellow umbrella.

1. FIND YOUR NICHE

**REFER TO THE DAY 3/100
DIGITAL MASTERY NOTES
AND RECORDINGS**

2. DEFINE YOUR BRAND AND CUSTOMER



3.DECIDE THE NAME OF YOUR COMPANY

Your business name here:



4. MAKE SURE YOU UNDERSTAND YOUR MARKET



5. EVALUATE THE DEMA

DEMAND

6.KNOW YOUR COMPETITORS

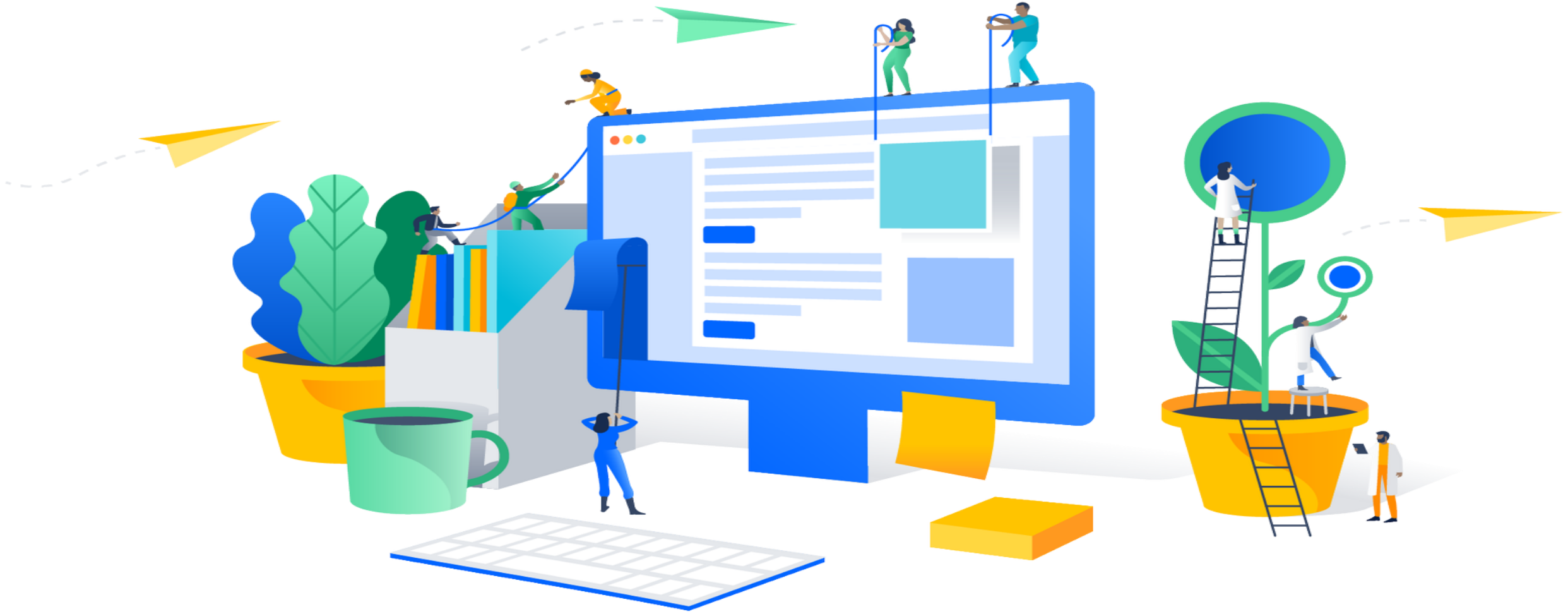




7. SELECT YOUR VENDORS



8.UNDERSTAND THE SOURCING PROCESS



9. SET UP THE WEBSITE

A close-up photograph of a person's hand holding a silver pen and writing in a spiral-bound notebook. The notebook is open to a blank page. To the right, a portion of a silver laptop is visible, showing the keyboard. The scene is set on a dark wooden desk. A semi-transparent white banner is overlaid at the bottom of the image, containing the text "10.HOW YOU WILL DEAL WITH:".

10.HOW YOU WILL DEAL WITH:

CONTENT

CONTENT



A hand holding a magnifying glass over a piece of paper with the word 'Pricing' written on it. The word 'Pricing' is written in a blue, hand-drawn style font. The background is a white brick wall.

Pricing

❖ **Pricing & inventory**

A miniature yellow shipping container is placed on a computer keyboard. The container is open, revealing several small yellow boxes inside. A small wooden pallet is also visible in front of the container. A semi-transparent dark grey rectangular box is overlaid on the center of the image, containing the text '❖ Logistics'. The background shows a blurred computer screen with various icons.

❖ Logistics



❖ **Service & support**



❖ Payment & Refund/Returns





❖ Security

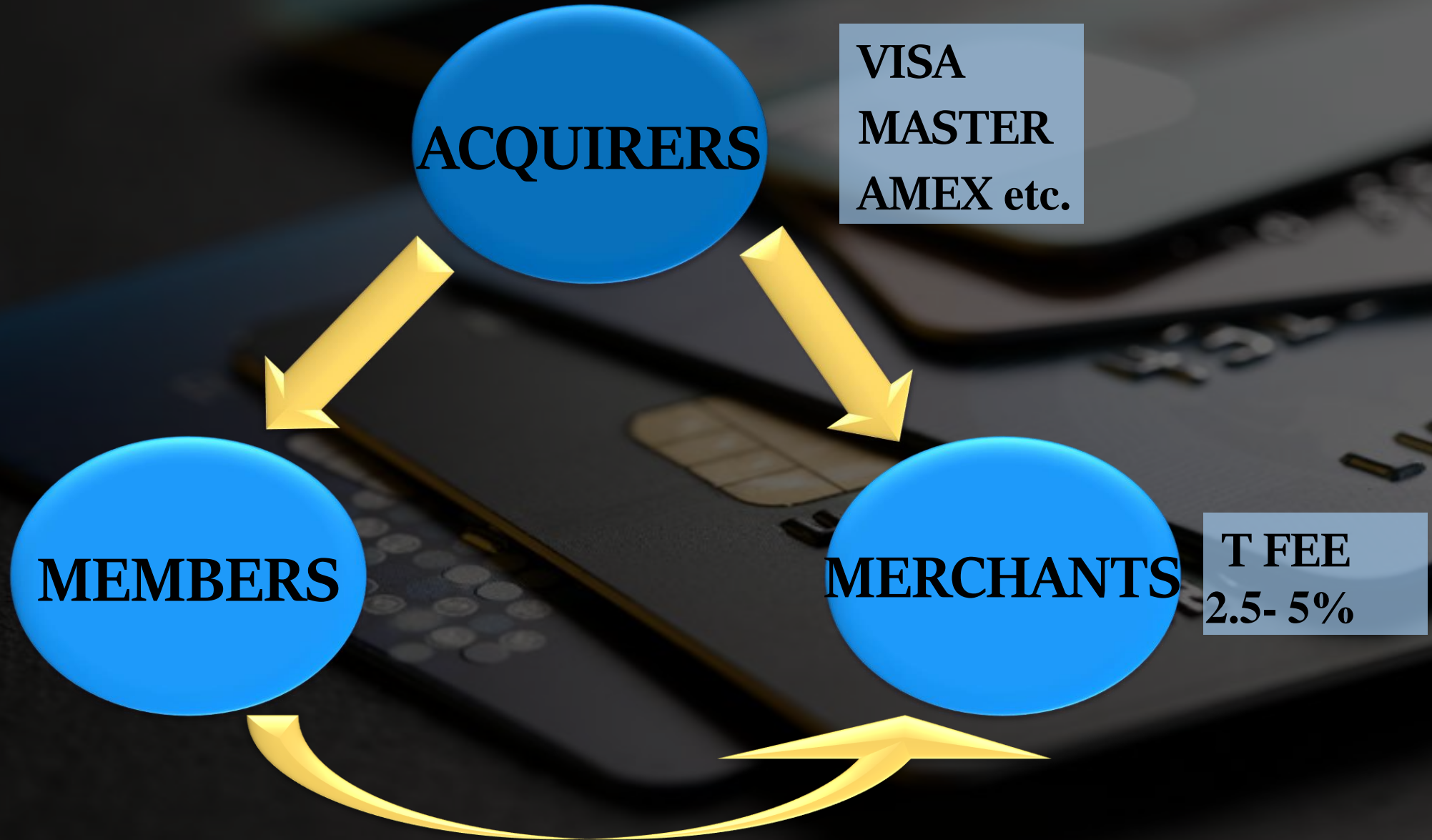


❖ Regulatory Compliance

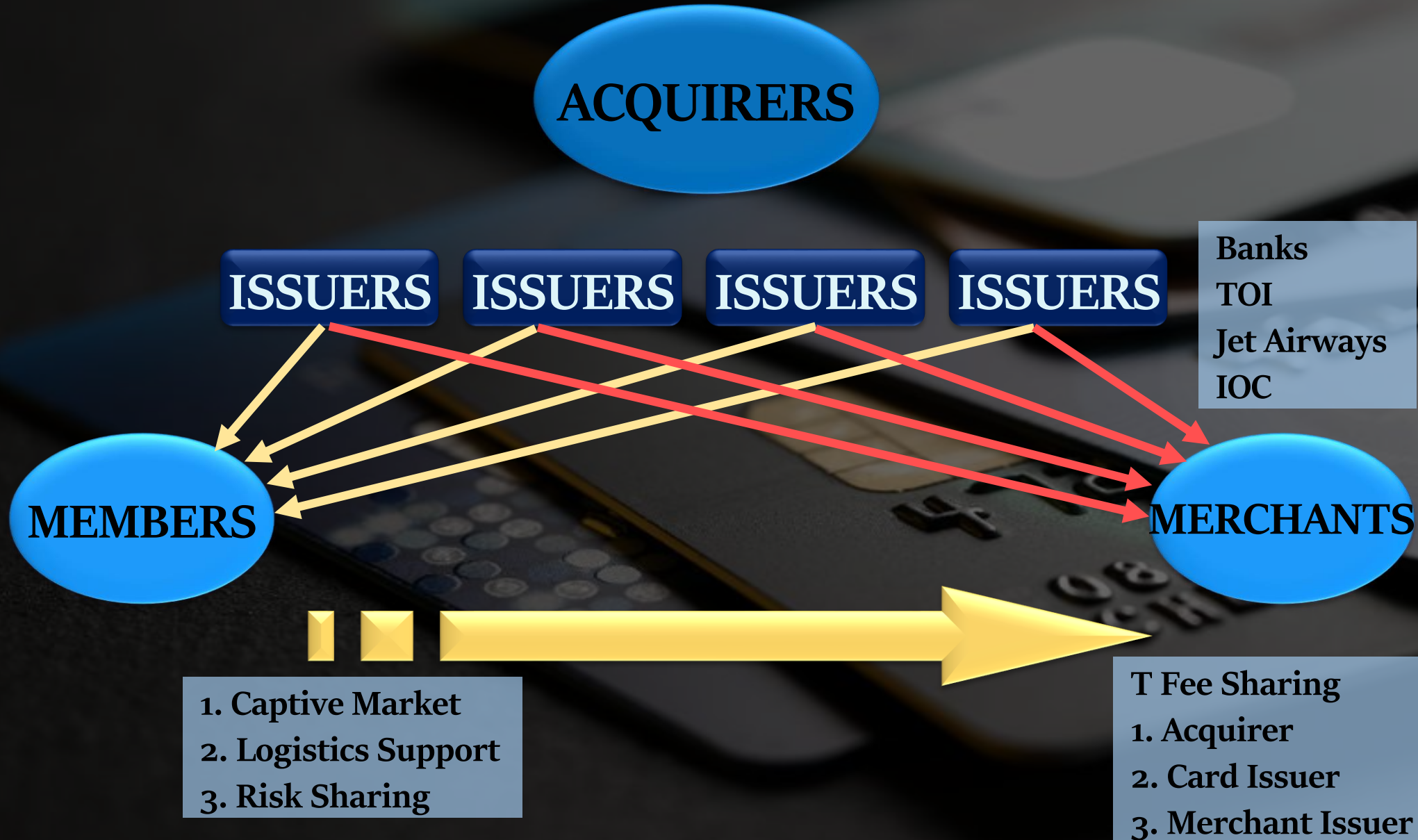


11. CHOOSE A TRUSTED PAYMENT GATEWAY

CREDIT CARDS MARKET



CREDIT CARDS MARKET



ACQUIRERS

ISSUERS

ISSUERS

ISSUERS

ISSUERS

MEMBERS

MERCHANTS

Banks
TOI
Jet Airways
IOC

1. Captive Market
2. Logistics Support
3. Risk Sharing

T Fee Sharing
1. Acquirer
2. Card Issuer
3. Merchant Issuer

MARKET EVOLUTION

NEW MARKET

Credit Traps

Mortgage-
based Lives

DEBIT CARDS

Same
Technology

Same System

DEBIT CARDS MARKET

1. Interoperability
2. Network
3. Branding

ACQUIRERS

ISSUERS

ISSUERS

ISSUERS

ISSUERS

Banks

MEMBERS

MERCHANTS

- T Fee Sharing
1. Acquirer
 2. Card Issuer
 3. Merchant Issuer



Payment Gateway (Easy Transfer)

Why Payment gateway?

-Enables process transactions online over internet.



TWO TYPES OF PAYMENT GATEWAY



100%

Secured
Payment

Third party

Bank Offers
software

PAYMENT GATEWAY WORKS



E-Commerce

- ▶ This process all starts on your website when a visitor comes to your site and decides to make a purchase.
- ▶ Your website serves as a place where the customer can input his cc information.

Gateway

- ▶ Your website takes that data that customer put in your site and authorizes the transaction.
- ▶ The gateway is activated when the customer hits the final submit button.

Merchant

- ▶ After the transaction is authorized, the merchant processes the transaction.
- ▶ The merchant then sends your money to the bank.

Bank

- ▶ The bank receives the money from the merchant and places it into your account.
- ▶ Your money is now available for withdrawal.

Other Payment Gateways



Payment gateway set up from payment gateway providers like banks & other third party providers .

**Points to consider before
choosing a provider:**



**Please make sure it supports
your products & services.**

POINTS TO CONSIDER BEFORE CHOOSING A PROVIDER:



**Accepts foreign countries bank issued
debit/credit cards**

POINTS TO CONSIDER BEFORE CHOOSING A PROVIDER



**Also make sure it accepts all major
acquirers like visa/ MasterCard / AmEx**

POINTS TO CONSIDER BEFORE CHOOSING A PROVIDER:

4. Charges : initial setup fee, every transaction fee, maintenance/ annual fee.

Please note every service provider offer different packages; the charges are negotiable based on your business transactions.

Payment Gateway



After “Checkout”??

- Delivers the order to the payment gateway.



**YOU CAN
ALSO SETUP**



- Offshore Bank Account
- Offshore Company



12. INTEGRATE YOUR CUSTOMERS' SHOPPING EXPERIENCE



Select your language



English



Deutsch



Español



Nederlands



Italiano



Português



한국어



日本語



Français



中文



العربية



Türkçe

**13.Consider Localization Requirements –
Currencies And Languages**

An illustration depicting customer relationship management and personalisation. It features a male customer on the left and a female customer on the right, both with speech bubbles above them. In the center is a laptop displaying a user profile and a list of items with green checkmarks. Surrounding the central elements are various icons: question marks, exclamation marks, a calendar, a dollar sign, gears, a magnifying glass over a bar chart, and several green checkmarks, symbolizing customer support, data analysis, and successful outcomes.

14. CONSIDER CUSTOMER RELATIONSHIP MANAGEMENT AND PERSONALISATION

Customer Relationship Management



15. MAKE SURE YOU SELECT A SCALABLE PLATFORM OR SOLUTION





16. MAKE SURE YOU HAVE A TEAM IN PLACE



18.MARKETING CAMPAIGNS AND REQUIREMENTS



**19. INTEGRATE TO EXTERNAL SYSTEMS, SUPPLIERS ,
PACKAGING LOGISTICS**



20. CREATE A BUZZ



21.PREPARE A SOCIAL MEDIA PLAN



22. PREPARE A MOBILE E-COMMERCE PLAN



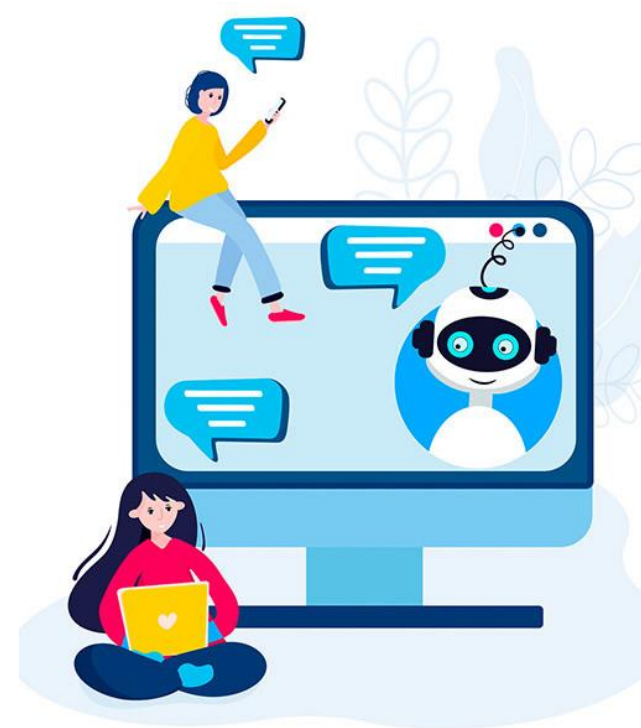
23. PREPARE A CONTENT MANAGEMENT PLAN

A collage of images illustrating online shopping. On the left, a person in a grey jacket holds several brown and yellow shopping bags. In the center, a laptop displays a teal online store interface with the text 'Online Shopping'. To the right, a smartphone also shows the 'Online Shopping' app. A tablet with a similar interface is visible below the laptop. A pair of white headphones is on a blue folder in the background. A hand is seen typing on the laptop keyboard. The text '24.GIVE THEM A REASON TO BUY' is overlaid in the center.

24.GIVE THEM A REASON TO BUY

A futuristic digital interface with a hand holding a glowing orb. The background is dark with blue and yellow light effects. There are various UI elements like a search bar, analysis tool, and a glowing orb. The text "25. BE MORE PRODUCTIVE WITH TECHNOLOGY" is overlaid in the center.

25. BE MORE PRODUCTIVE WITH TECHNOLOGY





Beautiful Landing Page

We built this template to help you create modern and beautiful marketing page.

[Get it now](#)

[Features](#)





FORUMS



Articles



DOMAIN NAME

CONTACT US

mentors@adm.qa



A dark-themed image featuring a laptop and an open book. The laptop is on the right, and the book is on the left. The text is overlaid on a black bar across the middle of the image.

10 DIFFERENT LANGUAGES

Languages offered: English, Arabic, French, Spanish, Tagalog, Bangla, Urdu, Hindi, Tamil, & Malayalam.

NAME



```
graph TD; A[NAME] --> B[EMAIL ID]; B --> C[PHONE NUMBER]; C --> D[WHATSAPP NUMBER]; D --> E[CITY/COUNTRY OF PREFERENCE];
```

EMAIL ID

PHONE NUMBER

WHATSAPP NUMBER

CITY/COUNTRY OF PREFERENCE



ASK SHAN

Q & A SESSION ON DIGITAL
ENTREPRENEURSHIP



**FREE
LIVE WEBINAR**

TUESDAY @7PM(AST)

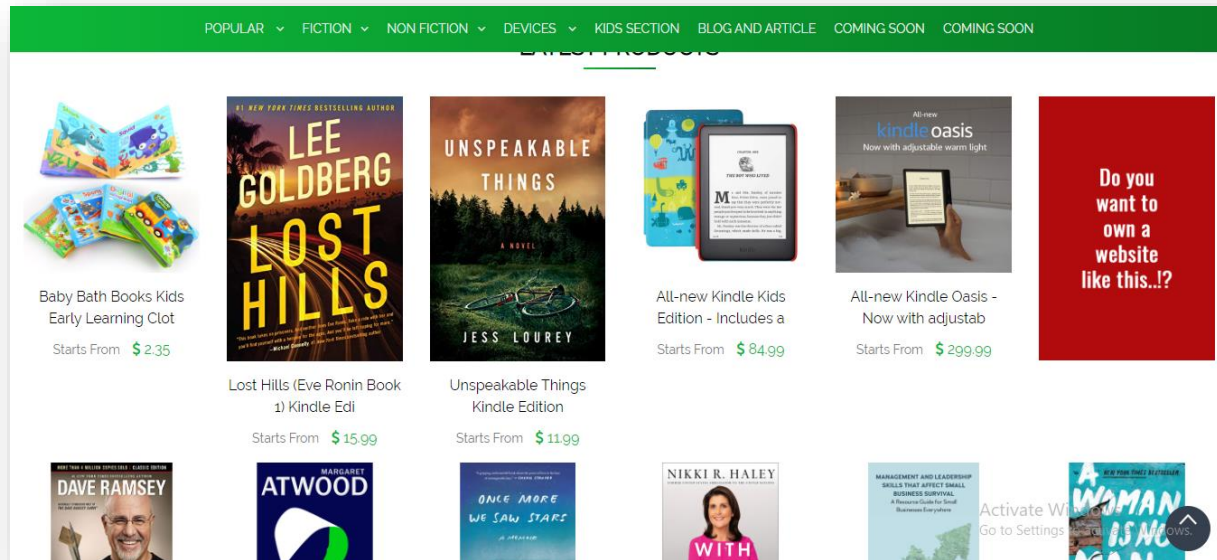
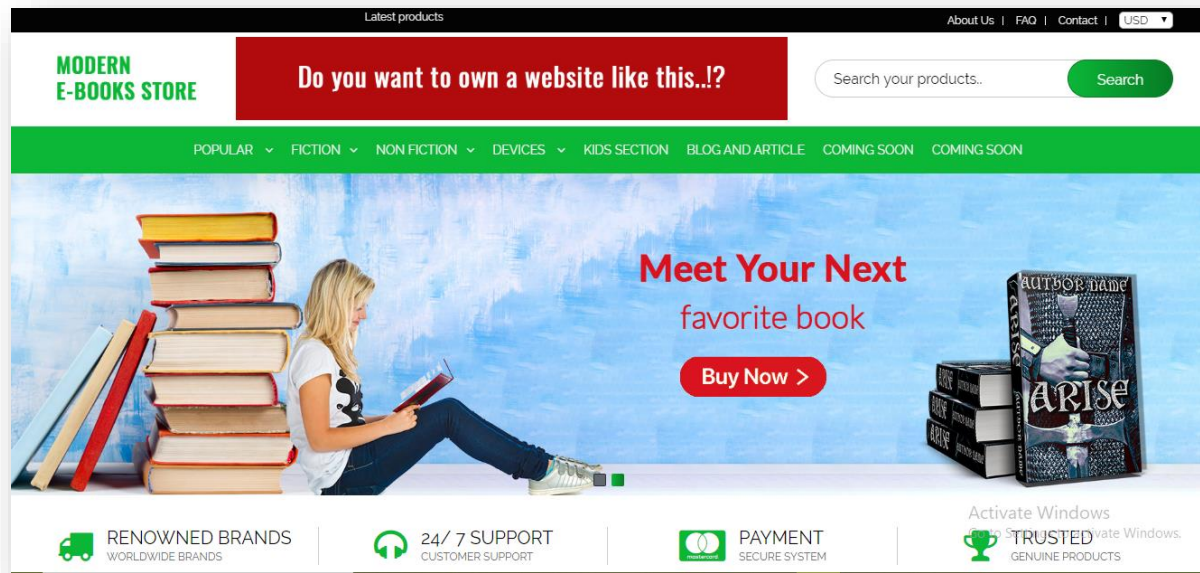
14th JULY 2020

www.adm.qa



M. P. Shanavas (a.k.a. Shan)
Chief Mentor, CEO & Co-founder, ADM
Digital Entrepreneur | Speaker
Online Business Consultant | Marketing Expert





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**THANK
YOU**



**أشيقر®
DIGIMENTORS**