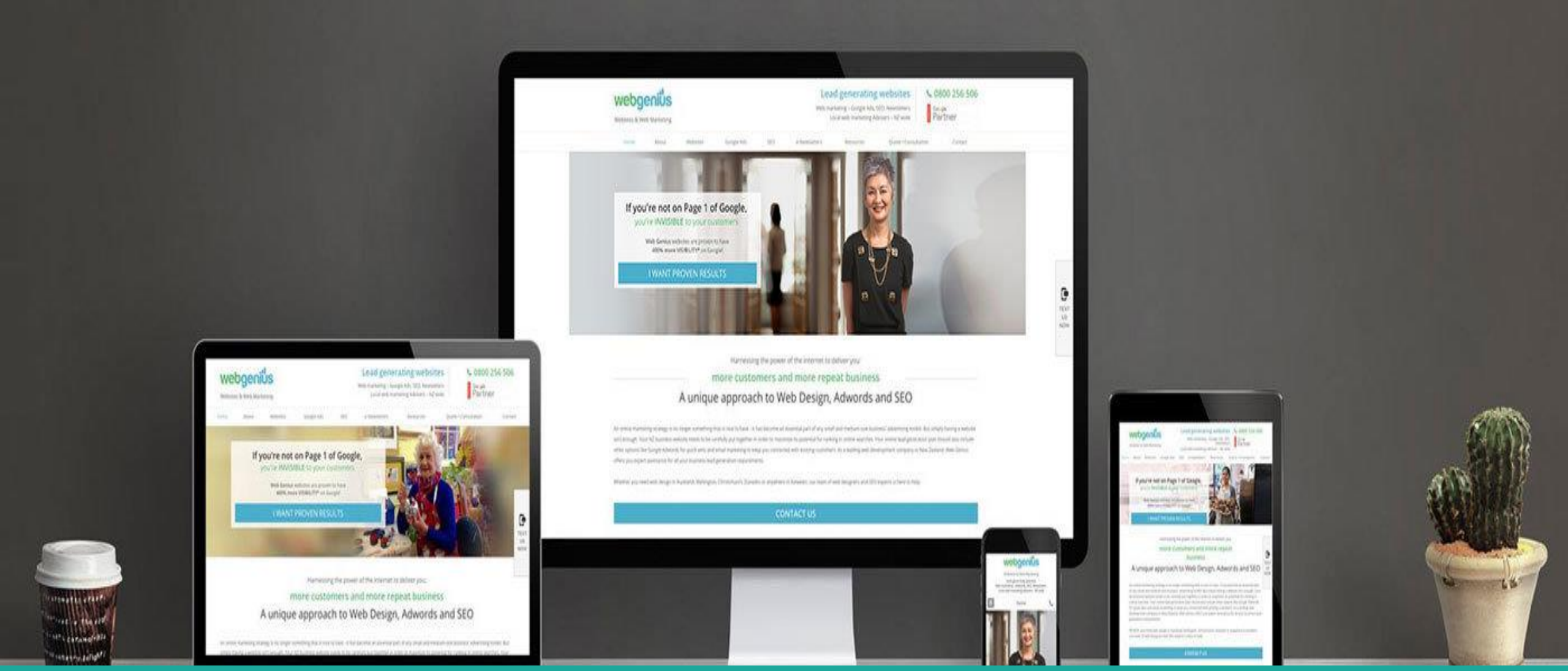
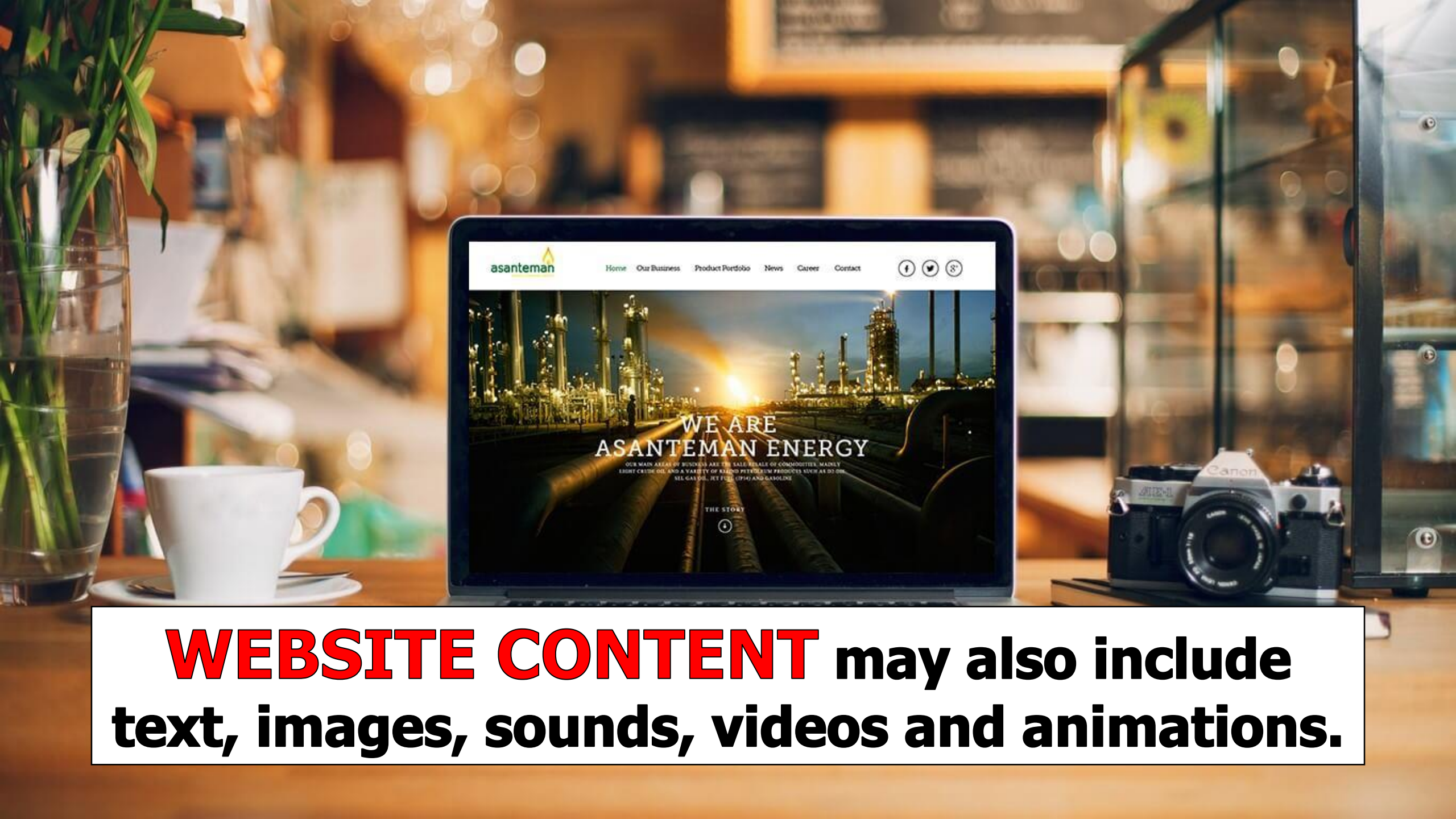
أشيقر
DIGIMENTORS
WELCOME
DAY 11/100
DIGITAL MASTERY CHALLENGE
DATE: July 13, 2020, MONDAY
TIME: 07:00 PM (AST)
LIVE FROM DOHA, QATAR



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.

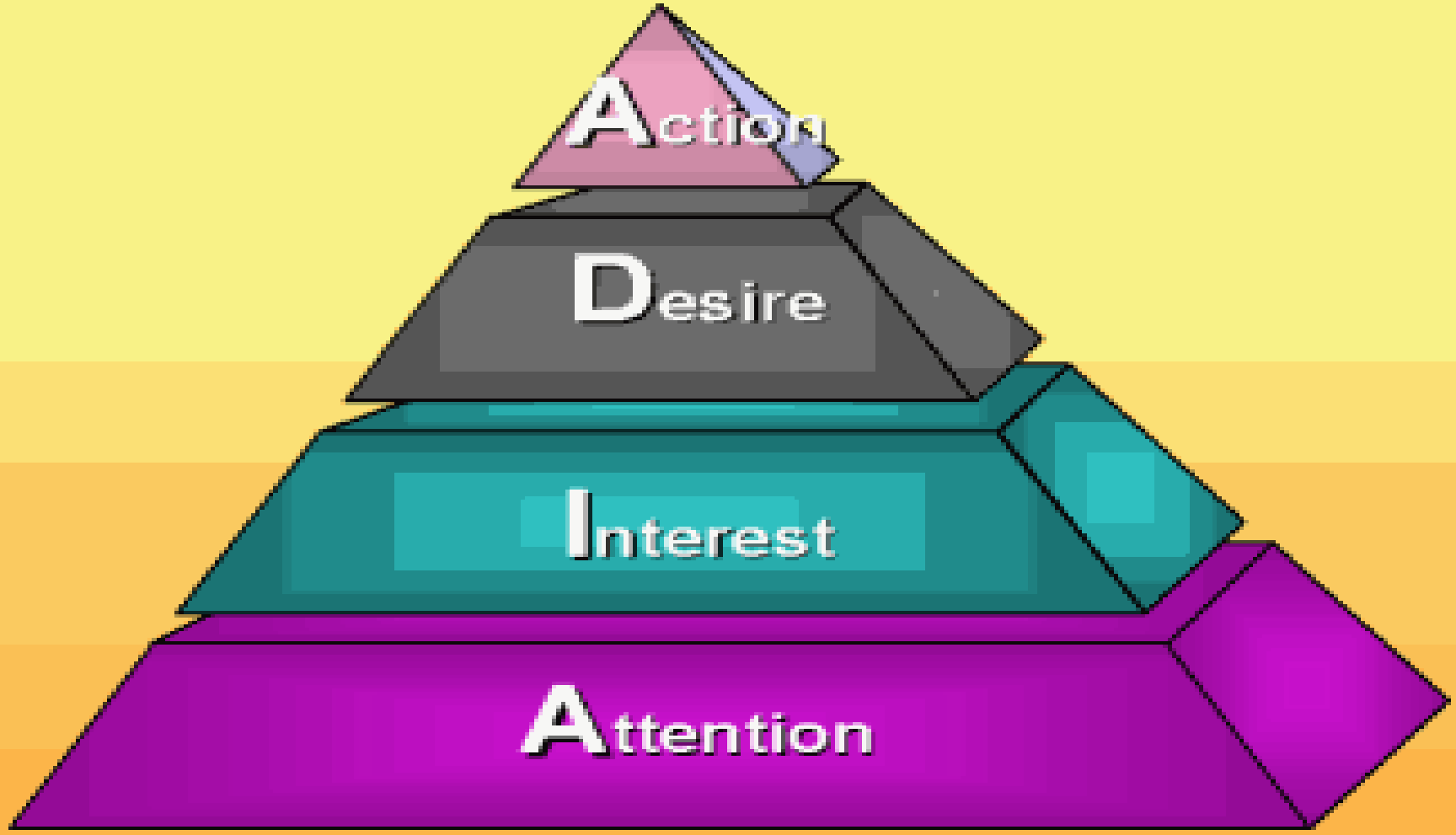
Relevant for search engines, at the same time easy for your visitors

أشيقر
ADM DIGIMENTORS

100 DAYS
DIGITAL MASTERY CHALLENGE

STRATEGY 11/100

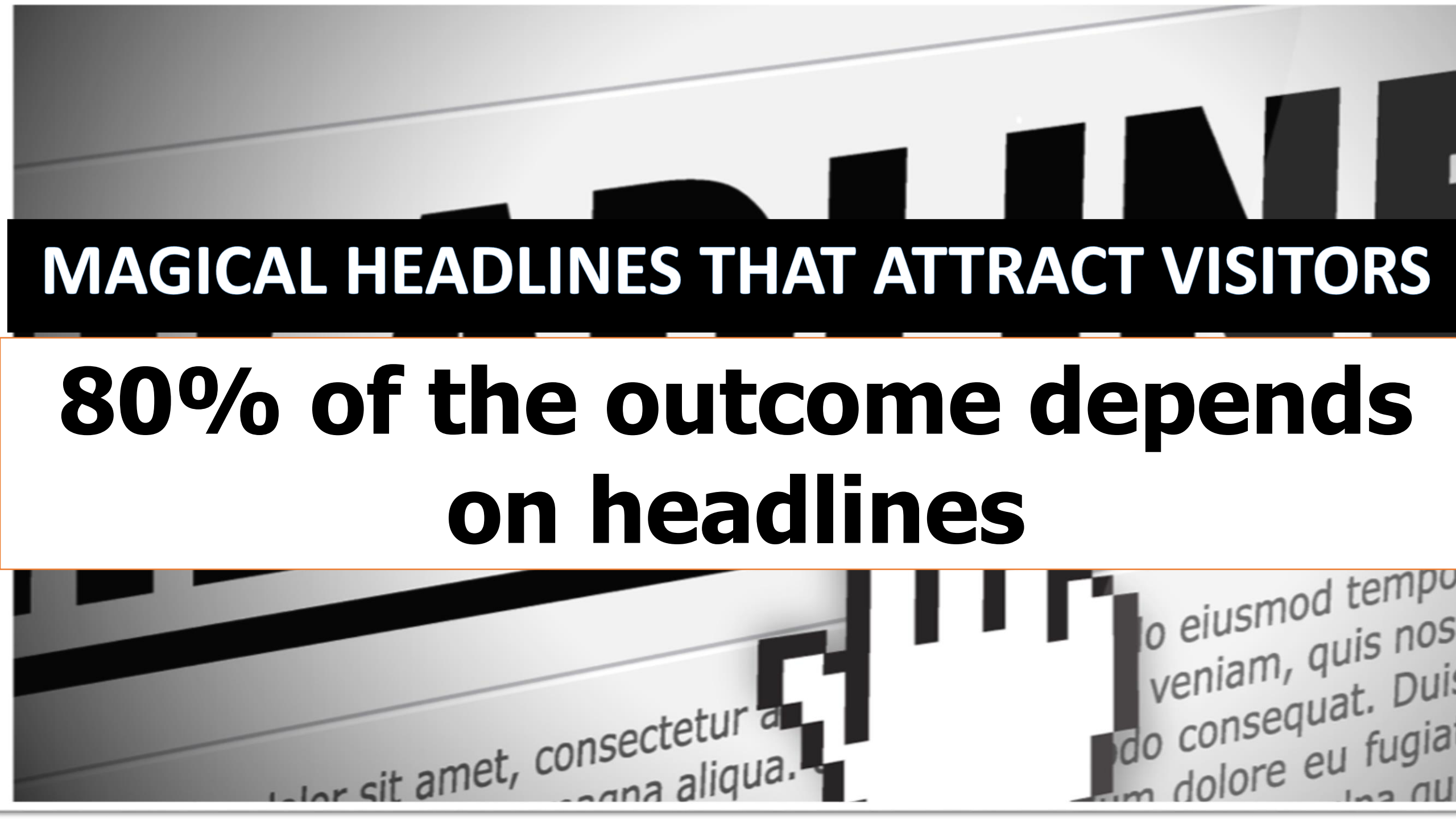
The AIDA Concept



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

WHAT IS THE MAGIC WORD?

FREE

2. INSERT DATE IN
TO HEADLINES

3. FEATURE SPECIAL BENEFITS

4. INCORPORATE YOUR USP

أشيقر DIGIMENTORS

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

EFFECTIVE WRITING TIPS

USE

Simple

English

EFFECTIVE WRITING TIPS

on your prospects

Home About

Search Twitter

Have an acco

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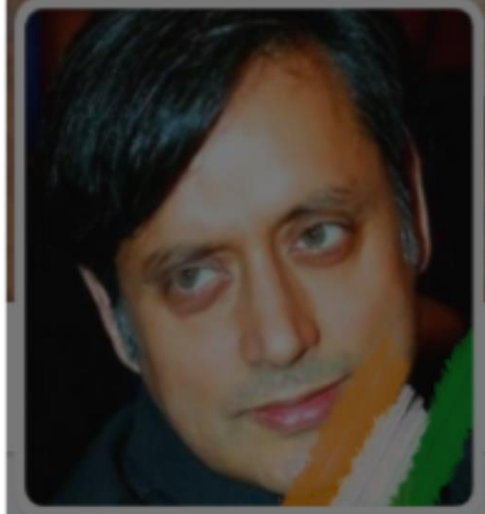
HASHI THA



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	LIKES
4,883	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?

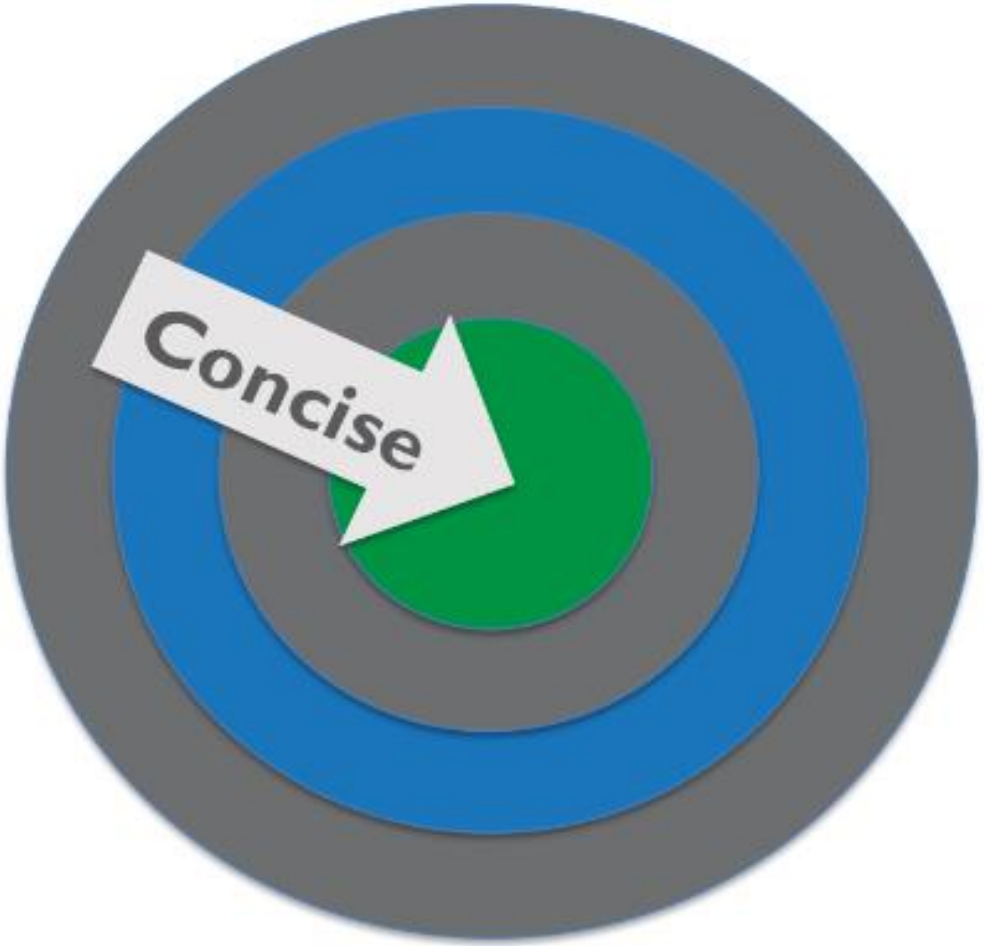
© 2017 Twitter About

Privacy policy C

EFFECTIVE WRITING TIPS

Keep your sentences and paragraphs short

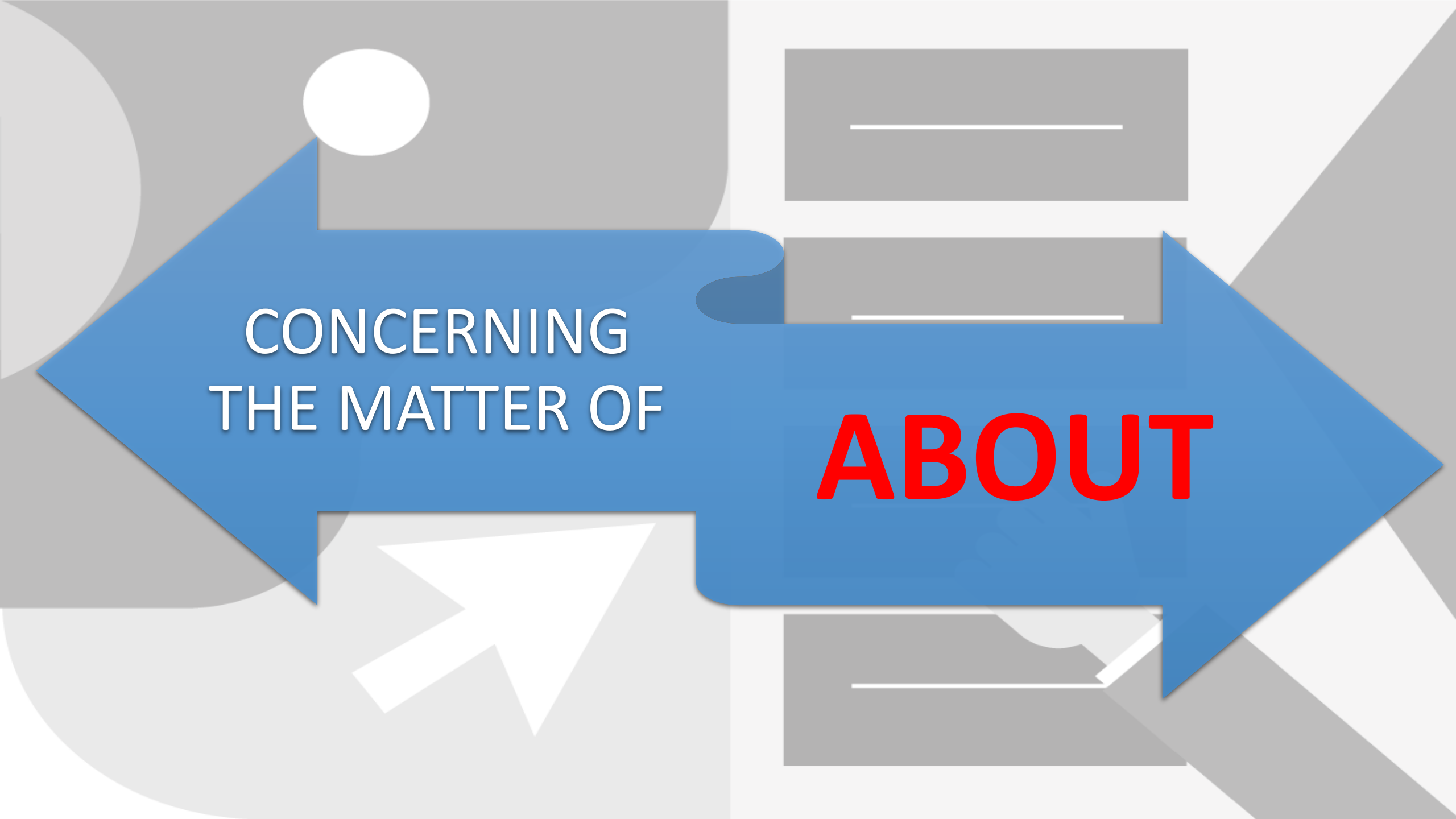
EFFECTIVE WRITING TIPS



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

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.

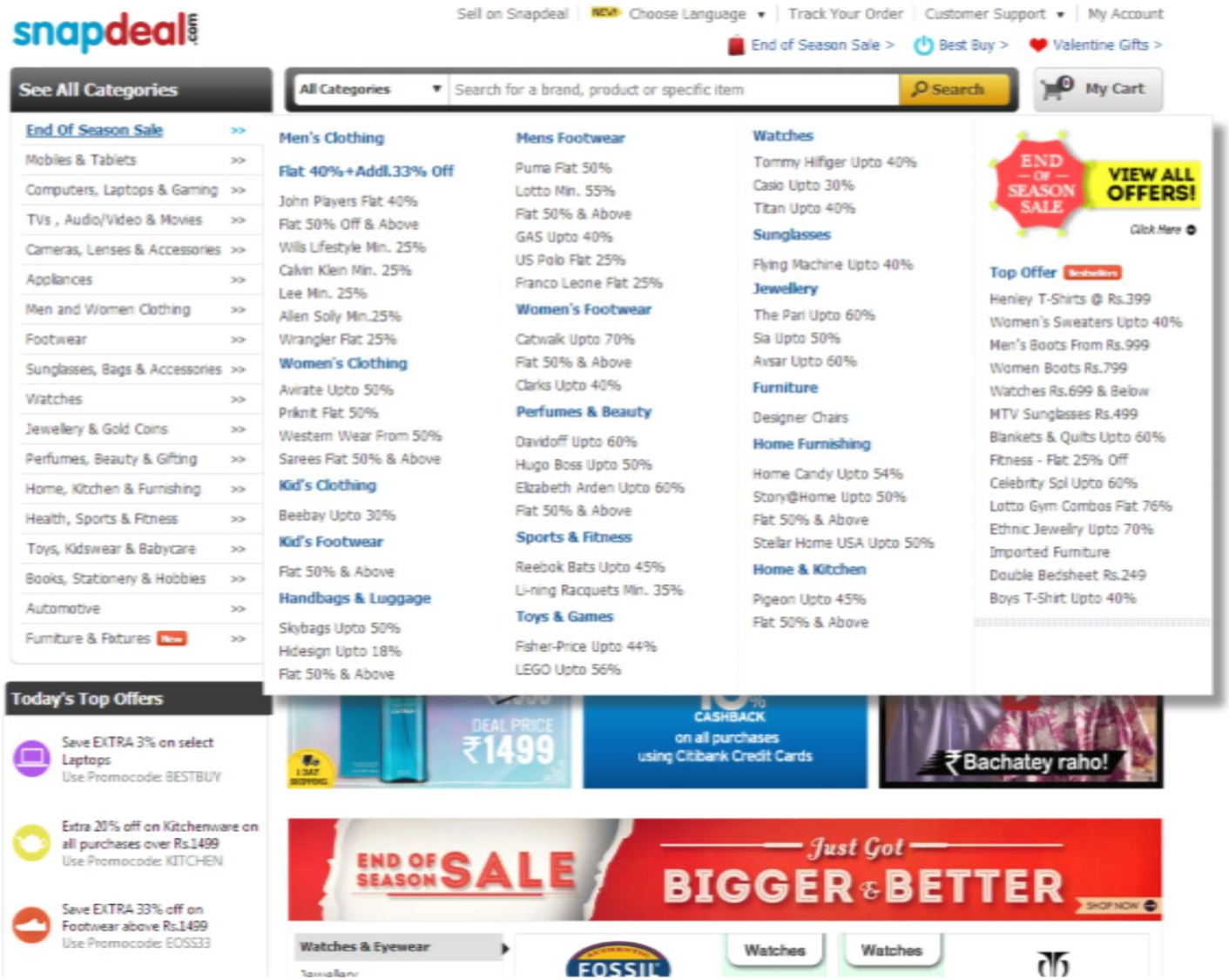
But design isn't the first step in the process of creating a successful small business website. Before we get started on the design of any client site, we first need to work with our clients to plan the site.

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
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
Mobiles & 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
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%
Prikrit 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
END OF SEASON SALE
VIEW ALL OFFERS!
Click Here
Top Offer
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 & Quilts Upto 60%
Fitness - Flat 25% Off
Celebrity Spl 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
DEAL PRICE ₹1499
CASHBACK on all purchases using Citibank Credit Cards
Bachatey raho!
END OF SEASON SALE
Just Got BIGGER & BETTER
SHOP NOW
Watches & Eyewear
Watches
Watches
TRY

SHOULD INCLUDE SOME SPECIAL OFFERS & PROMOTIONS

SHOULD EMPHASISE ON YOUR USP

(UNIQUE SELLING PROPOSITION)

CTA

CALL TO ACTION

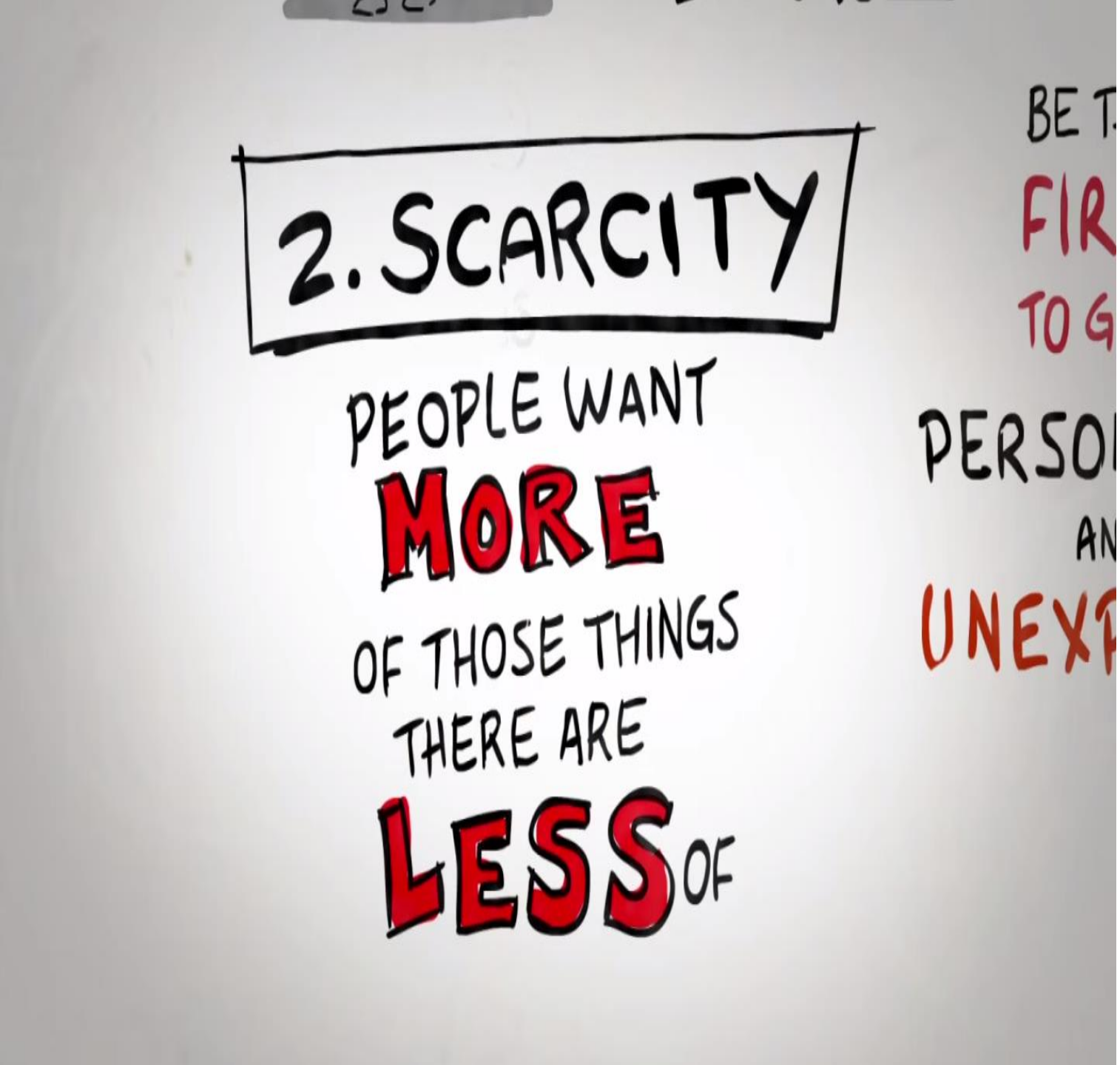
USE SALES PSYCHOLOGY TO SUPERCHARGE YOUR SALES

- **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**



USE SALES PSYCHOLOGY TO SUPERCHARGE YOUR SALES

- **Create Scarcity**

USE SALES PSYCHOLOGY TO SUPERCHARGE YOUR SALES

- **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 Deadline

Readability Calculator

WHAT IS GOOGLE TRENDS?

WHAT IS GOOGLE NEWS?

WHAT IS AFTER THE 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+ Raiting 4+ Essay

Verified ✓

Most popular!

★★★★

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

Advanced english

Orders 10+ Raiting 4.2+ Essay

80%+ delivered orders

No warnings

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

English copywriters

French copywriters

German copywriters

Gujarati copywriters

WRITERS BY LANGUAGES
Hindi copywriters
Italian copywriters
Dutch Copywriters

WRITERS BY COUNTRY
Indian copywriters
Kenyan copywriters
Nigerian copywriters
American copywriters

WRITERS BY COUNTRY

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 ✓

Most popular!

★★★★

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

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

1. FIND YOUR NICHE

أشيقر DIGIMENTORS

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

2. DEFINE YOUR BRAND AND CUSTOMER

3.DECIDE THE NAME OF YOUR COMPANY

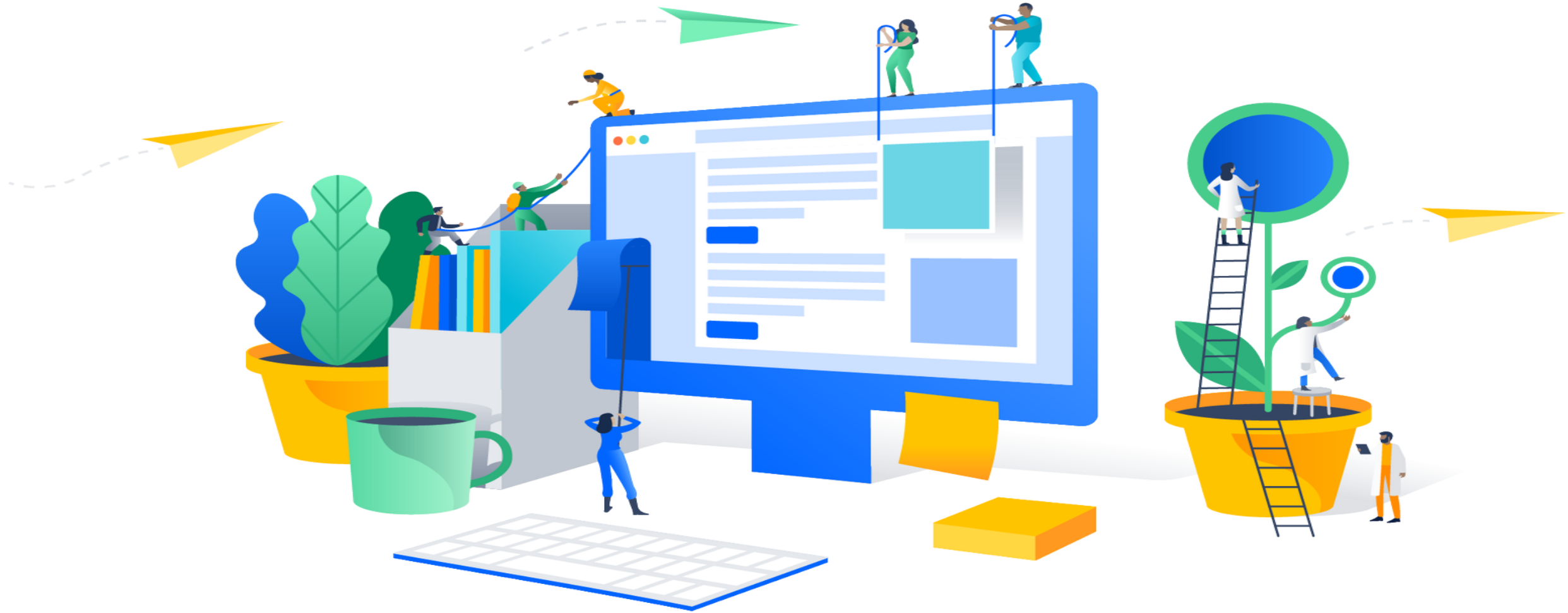
4.MAKE SURE YOU UNDERSTAND YOUR MARKET

5. EVALUATE THE DEMA

6.KNOW YOUR COMPETITORS

7. SELECT YOUR VENDORS

8.UNDERSTAND THE SOURCING PROCESS



9. SET UP THE WEBSITE

10.HOW YOU WILL DEAL WITH:

CONTENT

❖Pricing & inventory

❖Logistics

❖Service & support

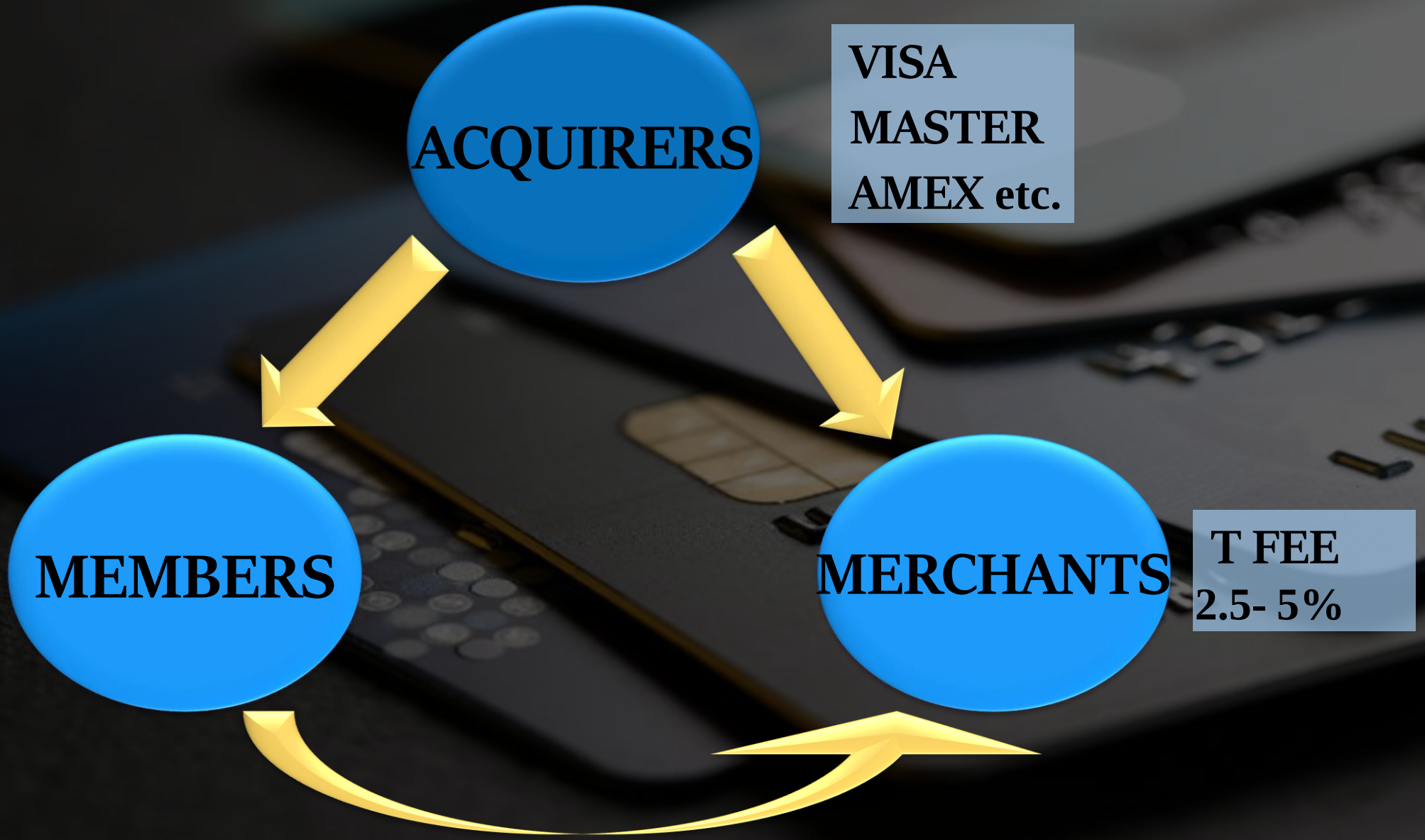
❖Payment & Refund/Returns

Security

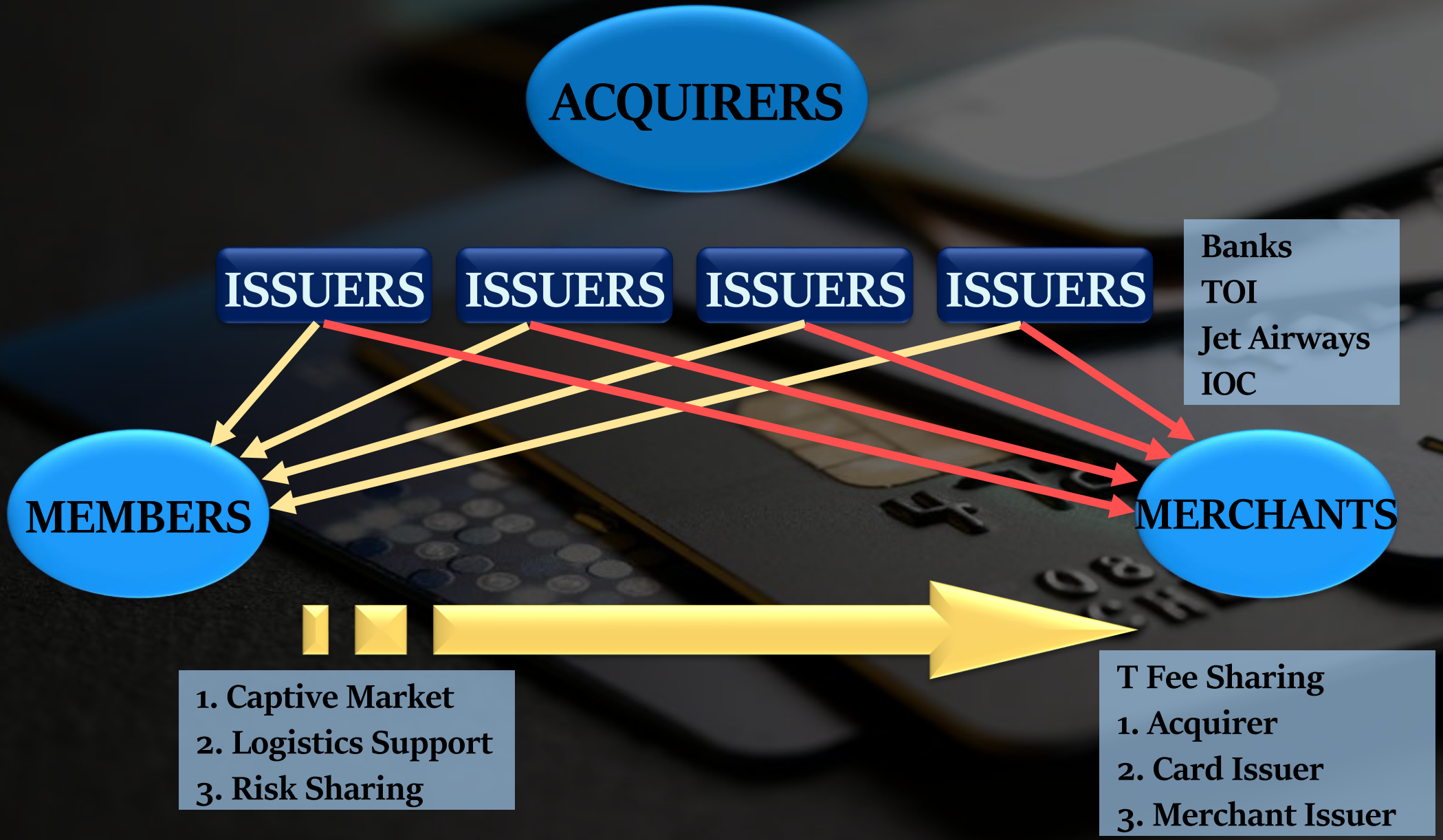
❖Regulatory Compliance

11. CHOOSE A TRUSTED PAYMENT GATEWAY

CREDIT CARDS MARKET



CREDIT CARDS MARKET



MARKET EVOLUTION

NEW MARKET

Credit Traps

Mortgage-based Lives

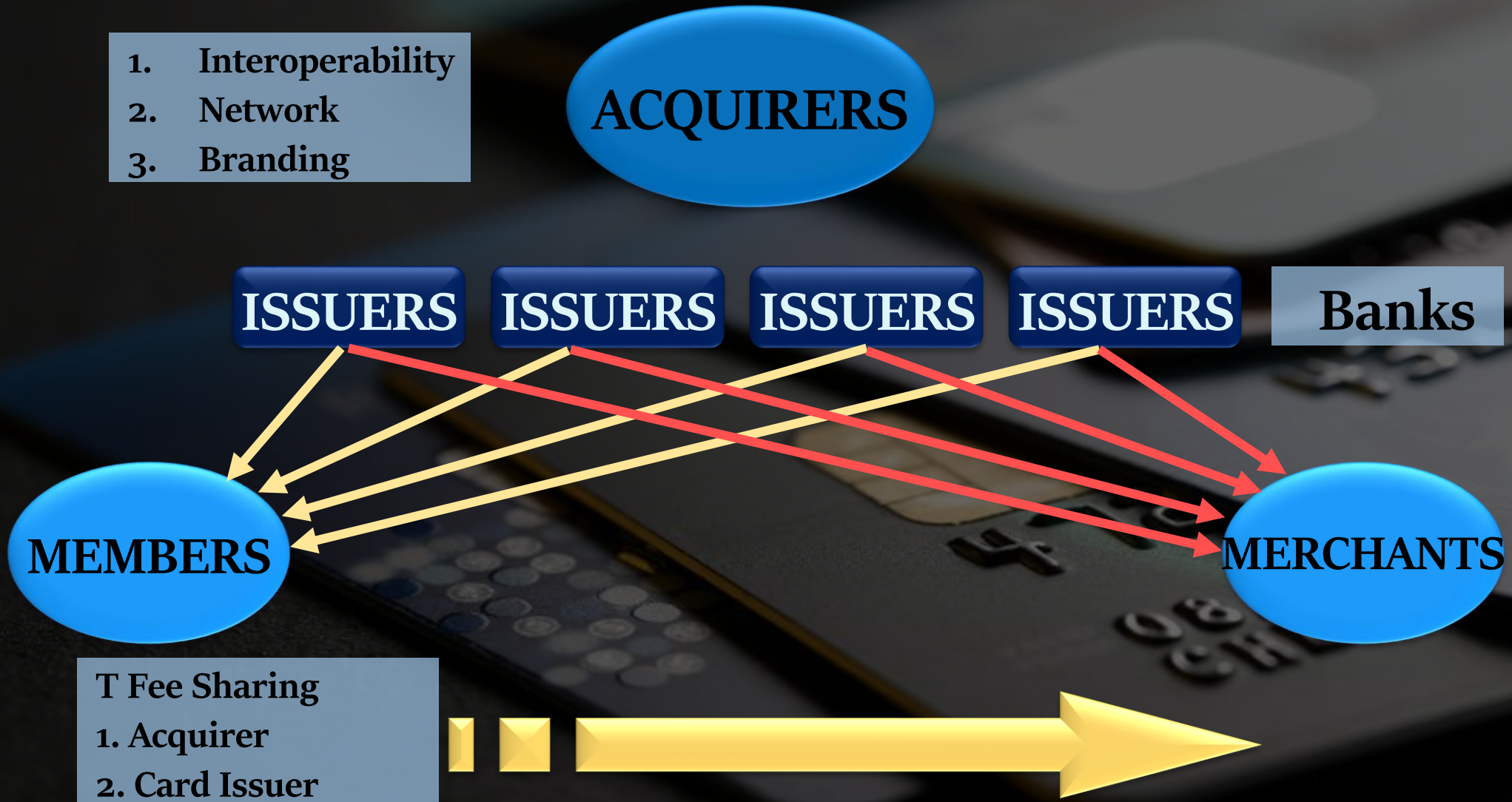
DEBIT CARDS

Same Technology

Same System

DEBIT CARDS MARKET

1. Interoperability
2. Network
3. Branding



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

Third party

Bank Offers software

PAYMENT GATEWAY WORKS

E-Commerce

- This process all starts on your 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 withdrawl.

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

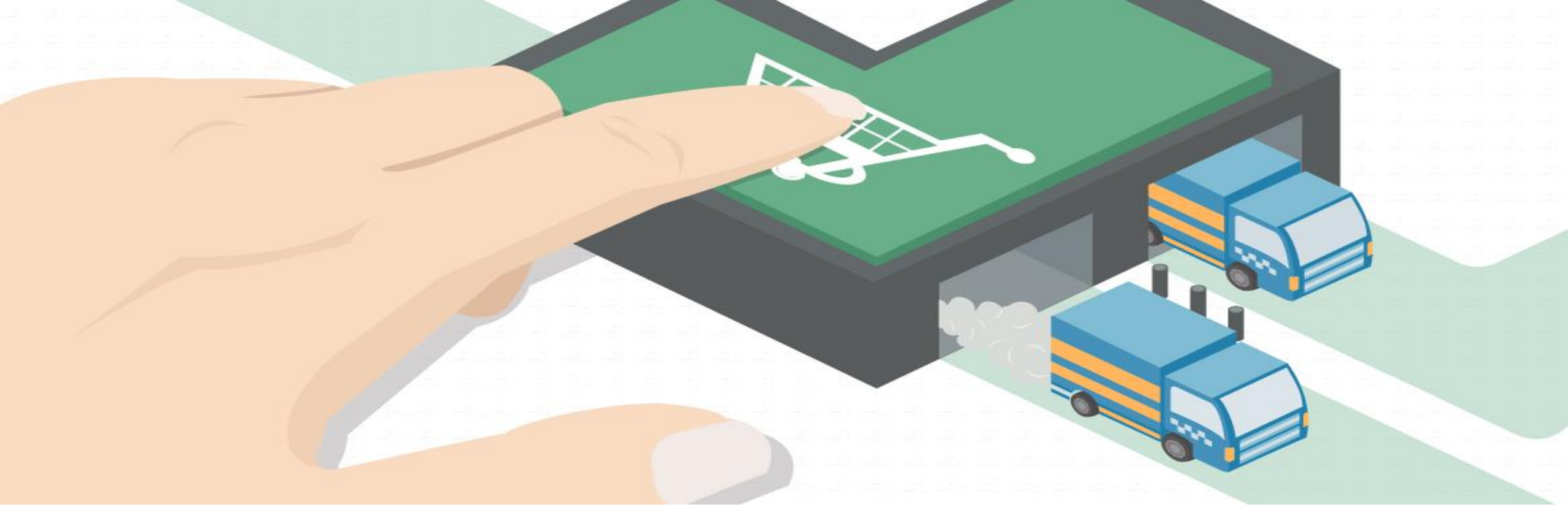
13.Consider Localization Requirements – Currencies And Languages

14.CONSIDER CUSTOMER RELATIONSHIP MANAGEMENT AND PERSONALISATION

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

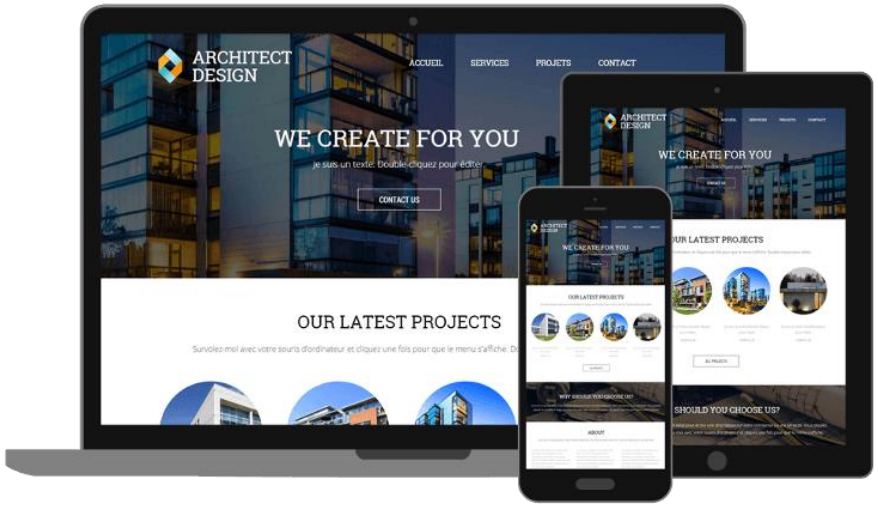
21.PREPARE A SOCIAL MEDIA PLAN

22.PREPARE A MOBILE E-COMMERCE PLAN

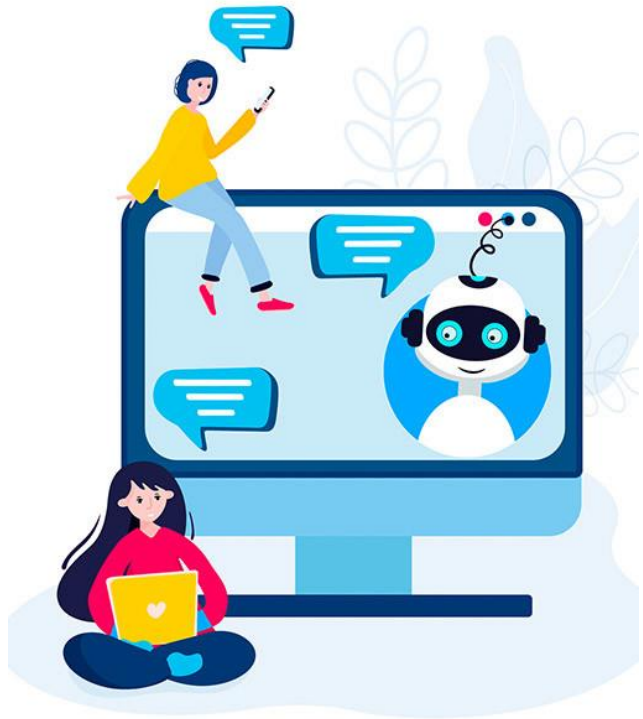
23.PREPARE A CONTENT MANAGEMENT PLAN

24.GIVE THEM A REASON TO BUY

25. BE MORE PRODUCTIVE WITH TECHNOLOGY


ARCHITECT DESIGN
ACCUEIL
SERVICES
PROJETS
CONTACT
WE CREATE FOR YOU
CONTACT US
OUR LATEST PROJECTS

blog



YouTube

LOGO Landeux
Landing page template

About Features Use case Pricing Free Version Pro Version

Beautiful Landing Page

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

Get it now Features

FORUMS

Articles

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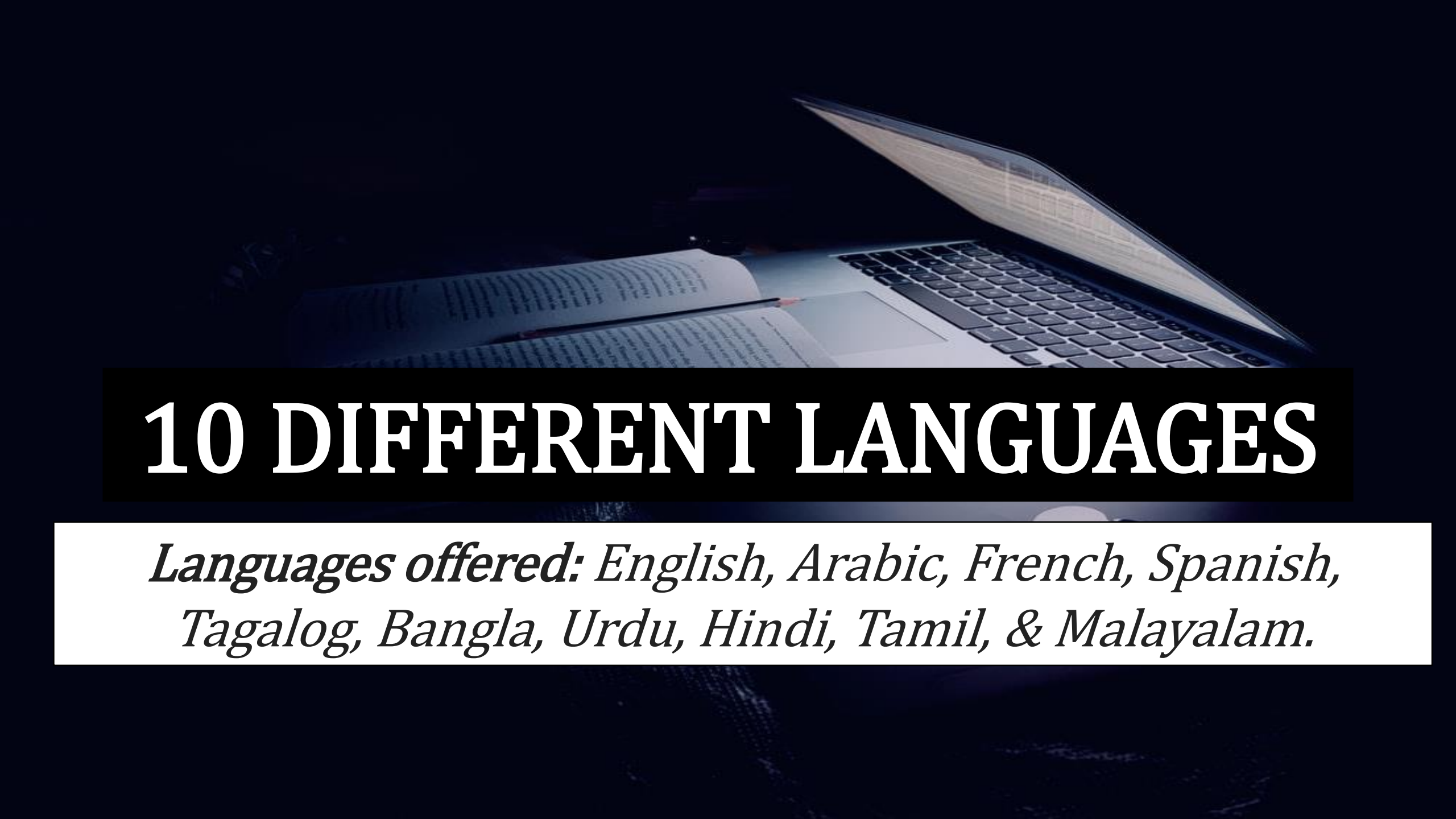
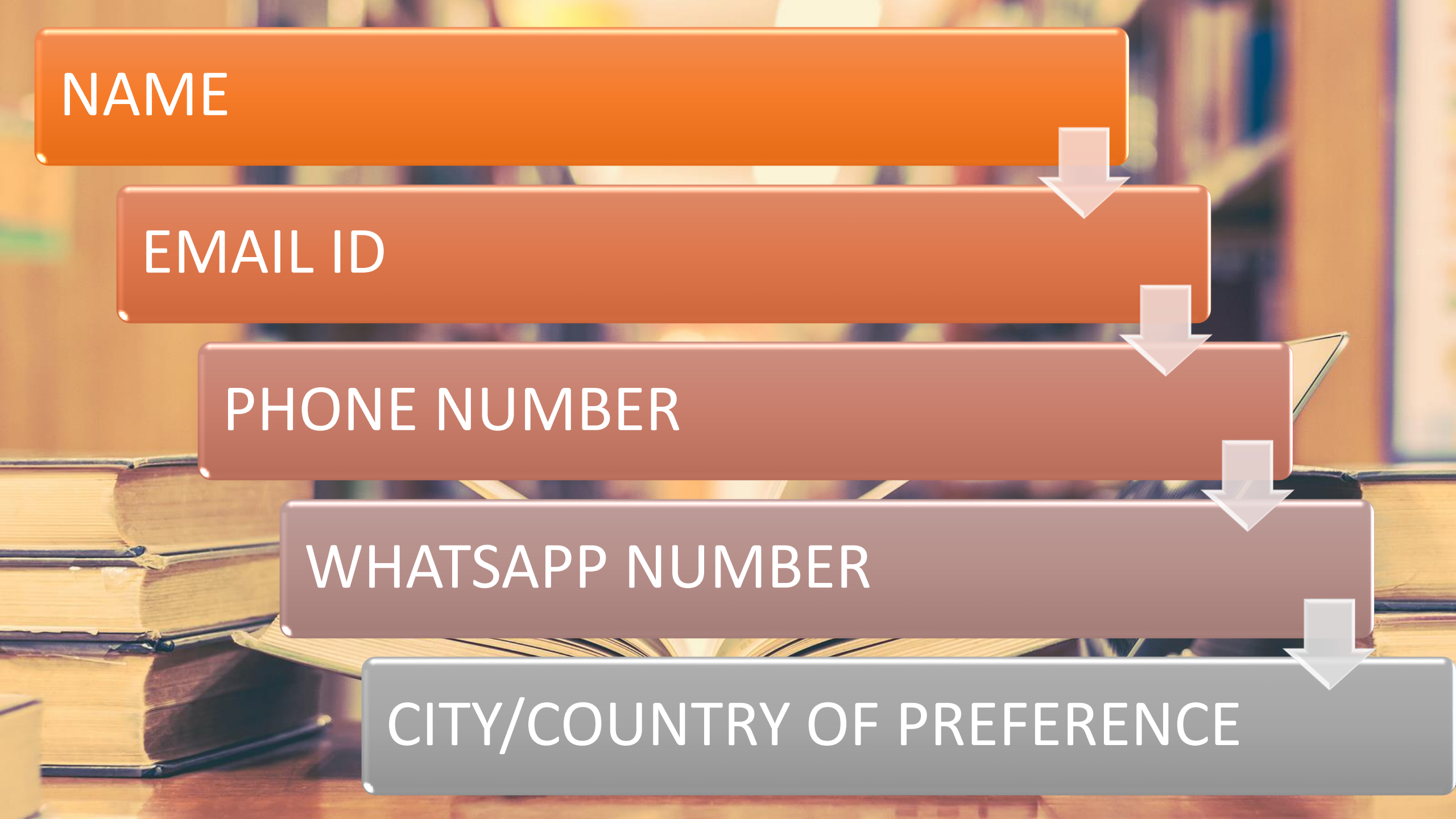
CONTACT US

mentors@adm.qa



10 DIFFERENT LANGUAGES

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


NAME
EMAIL ID
PHONE NUMBER
WHATSAPP NUMBER
CITY/COUNTRY OF PREFERENCE

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ASK SHAN

Q & A SESSION ON DIGITAL ENTREPRENEURSHIP

100 DAYS
DIGITAL MASTERY
CHALLENGE

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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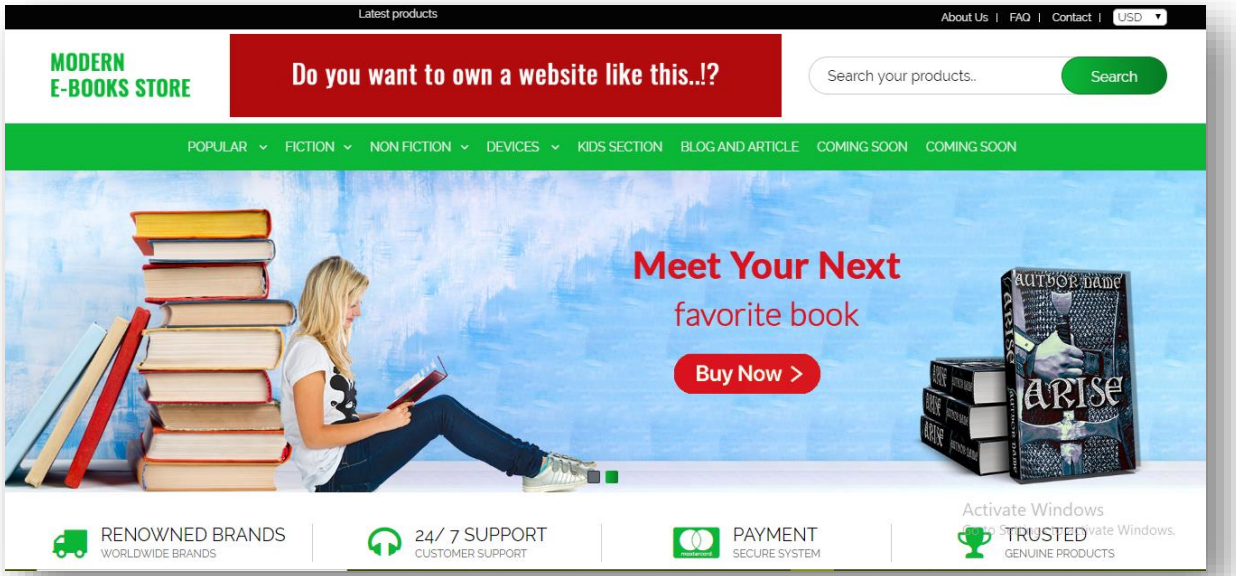

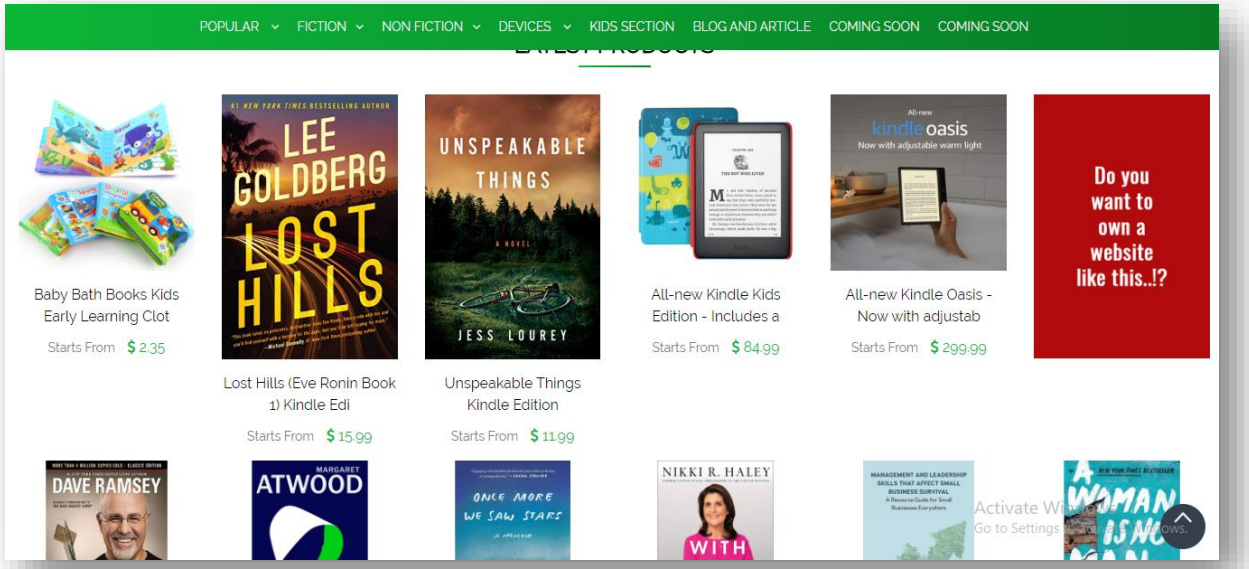

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THANK YOU