Certified Digital Marketing Professional

Practical Exercises
Exercise Solutions
Website Optimization
EXERCISE 8: WEBSITE OPTIMIZATION

The aim of this module is to enable learners to build and publish a basic, well-designed, high-performing and optimized website that is aligned to specific business goals. The Practical Exercise associated with this module includes three tasks:

Task 1 – Set up a Domain
The first task requires the learner to choose and purchase an appropriate domain name for a website based on the scenario details provided in the exercise.

Learning Objective: -
• Select and purchase a domain name for a website, for a given scenario

Step 1: In the Scenario page, select Set up a domain from the list of tasks
Step 2: Read the steps required and select Begin to move forward
Step 3: Select the search field where it says ‘Find your perfect domain name’
Step 4: Enter organicbewt.au into the search field and then Select Search Domain
Step 5: Select Add to Cart
Step 6: Select Continue to proceed

[Task complete]

Task 2 – Create a Website
This task requires the learner to use Wordpress.org to create a basic commercial website.

Learning Objective: -
• Set up a basic commercial website using Wordpress.org

Step 1: In the Scenario page, select Create a website from the list of tasks
Step 2: Read the steps required and select Begin to move forward
Step 3: Click the Get Started button.
Step 4: Click the field below ‘What would you like to name your site?’ and enter OrganicBewt.
Step 5: Click field below ‘What will your site be about?’ and select Beauty and wellness from the dropdown list.
Step 6a: Select Sell products or collect payments from the options available in ‘What’s the primary goal you have for your site?’.
Step 6b: If you select another option you will be prompted to try again.
Step 7a: Select 1 in the ‘How comfortable are you with creating a website?’ field.
Step 7b: If you select another option you will be prompted to choose 1.
Step 8: Click Continue to proceed.
Step 9a: Select Shoreditch as your store theme.
Step 9b: If you select another option you will be prompted to choose again.
Step 10: Click the field that says 'Enter a name of keyword' and enter organicbewt.au.
Step 11: Click Continue.
Step 12: Click the field below 'Choose a username' and enter any name you like, preferably your own name.
Step 13: Click the field below 'Choose a password' and enter Organic.
Step 14: Click Continue to proceed.
Step 15: You will then see an example of the website you have created. Click Continue to complete the task.

Task 3 – Customize a Website Theme
This task focuses on customizing and optimizing a website using the features and tools available from Wordpress.org.

Learning Objective: -
- Edit and customize the website theme, for a given scenario

Step 1: In the Scenario page, select Customize the theme from the list of tasks
Step 2: Read the steps required and select Begin to move forward
Step 3: Select the Customize button in the bottom-left corner
Step 4: Select Site Identity in the left column
Step 5: Select the button Select logo
Step 6a: Select the fourth image in the pop-up window
Step 6b: If you select another option you will be prompted to try again
Step 7: Select Continue
Step 8: Select Colors & Backgrounds in the left column
Step 9: Select the button Palettes
Step 10: Select the third palette featuring the color yellow
Step 10b: If you select another option you will be prompted to try again
Step 11: Select Continue
Step 12: Select Fonts in the left column
Step 13a: Select the small down arrow in the field under 'Headings' and select Abril Fatface
Step 13b: If you select Base Font you will be prompted to choose 'Headings'
Step 13c: If you choose the wrong font you will be prompted to choose again
Step 14: Select Continue
Step 15: Select Edit near the bottom of the image on screen
Step 16: Select the small pen icon in the bottom right corner of the image
Step 17a: Select the first image from the list of images
Step 17b: If you choose another option you will be prompted to try again
Step 18: Select Finish to complete the task

[Task complete]