

Assignment 1

3 brands:

→ Servis:

Platform used:

Website
Facebook
Instagram
Tiktok
Youtube
Snapchat
Email Marketing

Why They're Successful:

Product based ad

Personalized content

Highly active on social media

→ outfitters:

Platform used:

Website
Facebook
Instagram
Tiktok
Youtube
Pinterest
Email Marketing

Why They're Successful;

- target the youth
- social media trends
- sales campaigns
- Customers Engaged

→ nishat:

Platform used:

Website

Facebook

Instagram

Youtube

Email Marketing

Why They're Successful;

- Highly active on social media
- Email Marketing
- Personalized content
-

Assignment 2

Mock Campaign:

https://www.canva.com/design/DAGvIFmYwLY/xDGSILVbQ1Ut21tcDY35Uw/edit?utm_content=DAGvIFmYwLY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Ad Copies:

Style for every step With Stylo

From your morning routine to midnight, plan stylish shoes. Eternal symbol of luxury. "Because fashion never takes a break."

Email Ideas:

Subject Line:

Stylo Every Step – Discover Stylo New Collection!

header:

Step into elegance with our latest arrivals — shoes, bags & more just for you.

Email Body:

Your Next Favorite Pair Is Waiting...

Stylo latest

The collection is here to bring color, comfort, and confidence to your every step. Whether it's casual, formal, or festive — we have something for every occasion.

CTA:

[Shop Now](#)

https://www.canva.com/design/DAGylCV4iEo/-zVII2Sq-sx0CFIpHrqDUQ/edit?utm_content=DAGylCV4iEo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Ad Copies:

New arrivals, new vibes!

“Discover Miss Rose’s latest lipstick shades. Experience makeup that speaks elegance. Shop Miss Rose now and shine every day!”

Email Ideas:

Discount / Flash Sale

Subject: “Miss Rose Sale: Up to 25% Off! ”

Body: Highlight top-selling products, create urgency with countdown timers or “Limited Stock”.

CTA: “Grab Your Favorites”

Assignment 3

Buyer persona:

LimeLight: Clothing Brand

Name:Esha Javed

Age & Occupation:

22-35, Junior Accountant

Goals:

- Stay fashionable without spending too much

Challenges:

- Limited budget for shopping every month
-

Where do they hang out online?

- Instagram (follows fashion influencers & brand pages)
 - Online shopping
-

What motivates them to buy?

- Discounts and limited-time offers
- New arrivals and trending styles

Assignment 4

https://www.canva.com/design/DAGyx1IzmWk/XMJMroIAF8e6Lvwdf6pv5g/edit?utm_content=DAGyx1IzmWk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Discover Luxury Fragrances

Explore the world of exquisite scents
with J. Perfumes. Find your
signature fragrance and elevate your
senses



A close-up photograph of a bouquet of lavender flowers, showing the intricate details of the small purple blossoms. The flowers are positioned in the lower-left corner of the frame, with their green stems visible. The background is a dark, textured surface, possibly stone or concrete, in shades of blue and grey, which provides a contrasting backdrop for the vibrant purple of the lavender.

Find Your Perfect Scent

Get inspired by our curated
selection of luxury perfumes.
Learn about fragrance families,
notes, and more to find your ideal
scent

Shop Luxury Perfumes Online

Indulge in the finest fragrances from J. Perfumes.
Shop our collection of luxury perfumes online and
discover your new signature scent



Assignment 5

1. (SMM)

Why Picked:

- Around **63-64%** of people globally are active social media users.
- People spend 2–3 hours daily on social media, a perfect place to grab attention with workout videos, client success stories, and promotions.
-

Content to Create:

- Workout reels (15–30 sec).
- User transformation stories (Before/After).
- Q&A sessions.

Tools:

- Canva.
 - CapCut/InShot.
 - Instagram Insights.
-

2.Content Marketing (Blogs, YouTube, E-books)

- **Reason:** Educates and builds trust through content like “10 Diet Tips for Weight Loss” or “Best Workout for Beginners.”
- **Numbers:**
 - Companies that blog get **55% more website visitors** (HubSpot).

- **70% of people** prefer learning about a brand through content rather than ads (Demand Metric).
- YouTube has **2.7 billion users**, so posting videos there will give your gym huge visibility."

What Content They Would Create

- Blog posts on workout tips, diet plans, fitness challenges.
- YouTube tutorials & Instagram reels with exercises.
- Client transformation stories to inspire others.

3. What Tool(s) They Would Use

- WordPress
 - YouTube & Instagram
 - Canva
 - Google Analytics & SEMrush
-

3. Influencer Marketing

- **Reason:** Fitness influencers inspire audiences and create social proof.
- **Numbers:**
 - **61% of consumers trust influencer recommendations** over brand ads (Edelman).
 - Fitness influencers on Instagram/TikTok have **engagement rates 2x higher** than average (Influencer Marketing Hub).
 - "Influencer marketing is huge worldwide — brands are spending \$24 billion this year alone because it works in attracting new customers."
 - This creates social proof. Instead of us telling people your gym is great, someone they already trust does it for us — which drives faster sign-ups."

✓ Attracts new customers through trusted voices.

What Content They Would Create

1. **Workout Videos** – influencers filming their training routine at your gym (Reels/TikTok).
2. **Behind-the-Scenes** – influencer showing gym environment, trainers, and equipment.

What Tool(s) They Would Use

1. **Instagram & TikTok**
2. **YouTube**
3. **Canva / CapCut / InShot**

Assignment 6

Domain names:

customized gifts.info

Gift Secrets.store

Domain Purchase:

Godaddy

Namecheap

Hosting type:

Managed WordPress Hosting

Why choose

Easily handle traffic without slowing down your website.

30-day money-back guarantee

24/7 expert support

is specifically optimized for WordPress websites, handling server maintenance, security, and performance

What is the difference between shared hosting and managed hosting?



The main difference lies in the level of tools and support offered. Shared hosting is a more affordable solution that provides basic hosting services. On the other hand, managed WordPress hosting provides a suite of advanced features, including automatic updates, enhanced security, and specialized WordPress support. 25-Apr-2025

70% OFF

Premium

Everything you need to get started

Rs. **599**/mo

+3 months free

Choose plan

Get 48 months for **Rs.28,752** (regular price Rs.95,952).
Renews at Rs.1,699/mo.

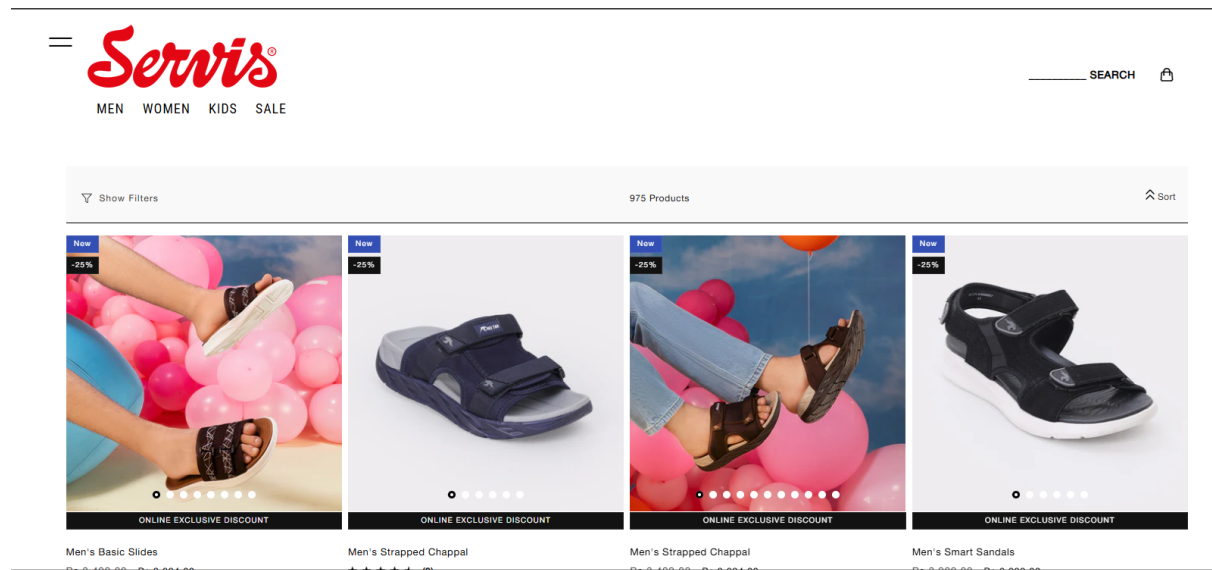
-  Create up to **25** websites
-  **25** GB of storage for your files (SSD)
-  **2** mailboxes per website – free for 1 year

All the benefits of Single, plus:

-  Free domain for 1 year
-  Enjoy having your WordPress sites maintained for you
-  Manage sites easier with WordPress Multisite

Assignment 7

URL: <https://servis.pk/>



Three Strong UI/UX:

Navigation – Men, Women, Kids categories clear.

Shopping – Cart, Login, Price sab clear.

Track your order

Fonts: Readable

Colors: Balanced

Buttons: Clear

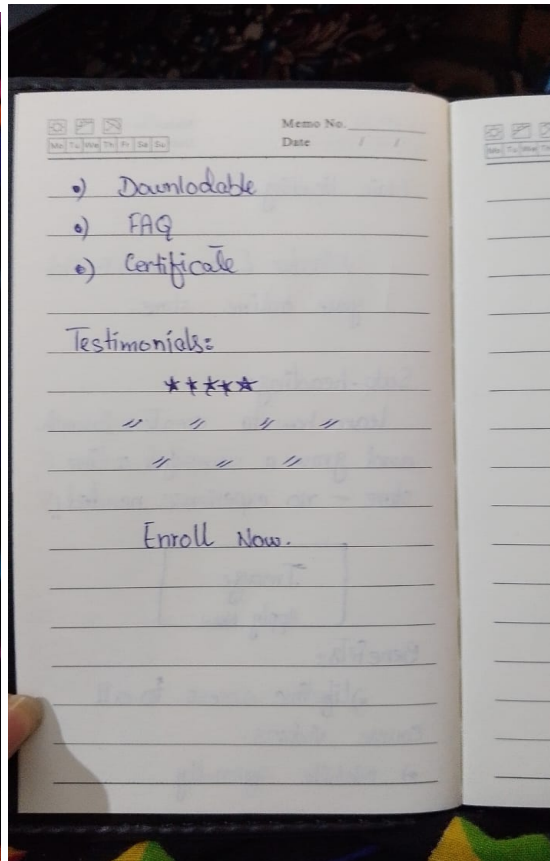
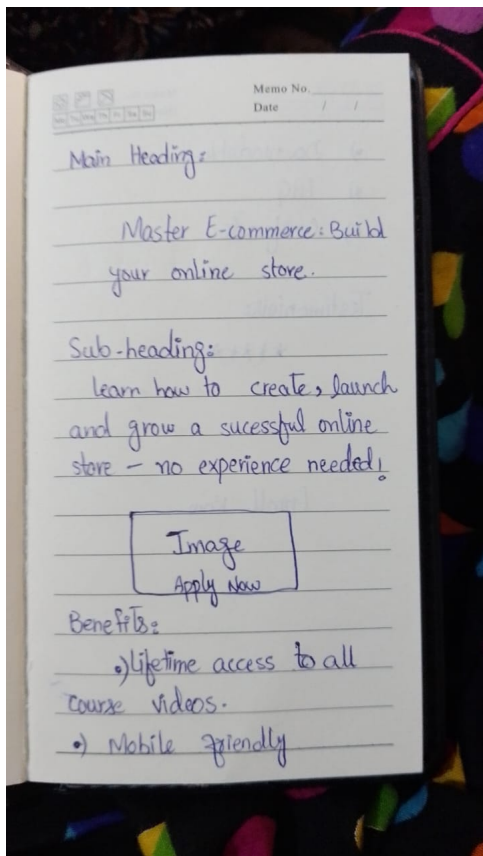
Spacing: Comfortable

Improvement:

Speed – Page loads slowly.

Design – Needs more attractive visuals.

Assignment 8



Assignment 9

“Master [Web Development Course] in Just 4 Weeks”

Join 200+ students in our expert-led online classes designed to make learning fast.



Apply Now

Benefits:

Live & On-Demand

Join live sessions or learn anytime with lifetime access to recordings.

Learn from Industry Experts

All lessons taught by professional web developers with real experience.

Mobile & Desktop Friendly

Study from anywhere—on your laptop, tablet, or mobile phone.

Support

Get personal guidance from instructors and weekly Q&A sessions.

Hands-On Projects

Build real websites and web apps to add to your portfolio.

Job & Freelance Ready

Gain the skills to start a career or work with clients online.



5

40+ Reviews

"This course completely changed my career! I went from knowing nothing about coding to building my own websites and landing freelance clients in just 3 months. The live support and real projects made all the difference."

– Sara K., Web Developer

Enroll Now

First Name

Noor

Email*

noormahkhali2@gmail.com

Company

Cresco Digital

Phone Number

PK ▼

+92 320-4166068

Submit

Hello Inbox



nn90...e...a2hs... 2:35 PM
to me ▼

Unsubscribe



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Thanks so much for joining our mailing list. I hope you enjoy the content we provide throughout the year.

You can let us know if you have any questions or ideas by simply responding to this email. We'd love to hear from you.

Thanks,

Your full name

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Pakistan, 03204166068

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Send free email today

HubSpot

Meclay

HAIR REVIVAL KIT™ BUNDLE OFFER



Buy 2 bottles of Meclay Shampoo (any variant) and get a FREE hair serum or mini conditioner.

ORDER NOW

We'd love to hear from you! Please fill out the form and we'll get back to you as soon as possible.

Name

Pho

Email*

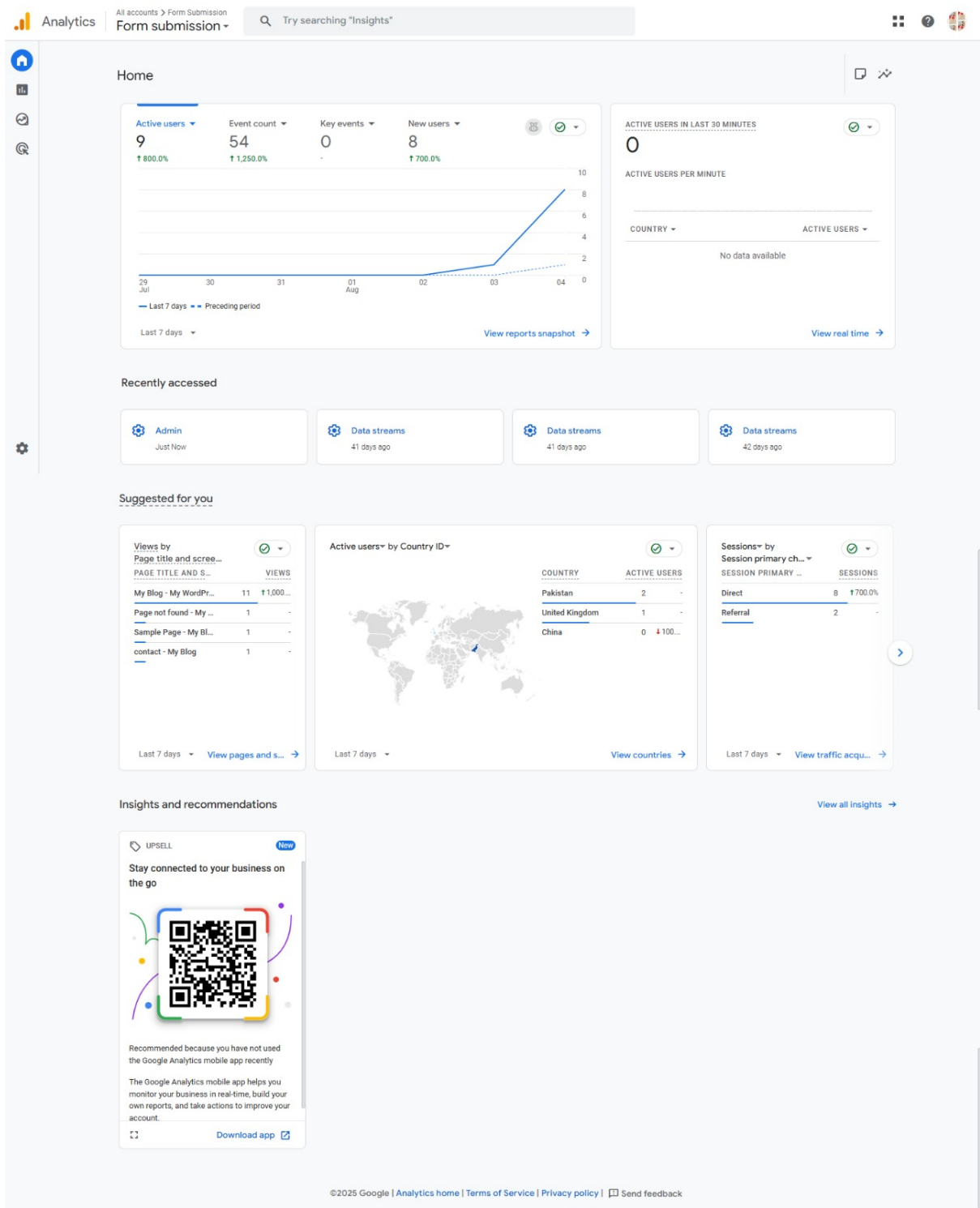
Hubspot why use

1. HubSpot offers free packages for beginner
2. Auto-sends emails after form submission

3. all-in-one platform for marketing, sales, and service teams

Assignment 10

Web Analytics



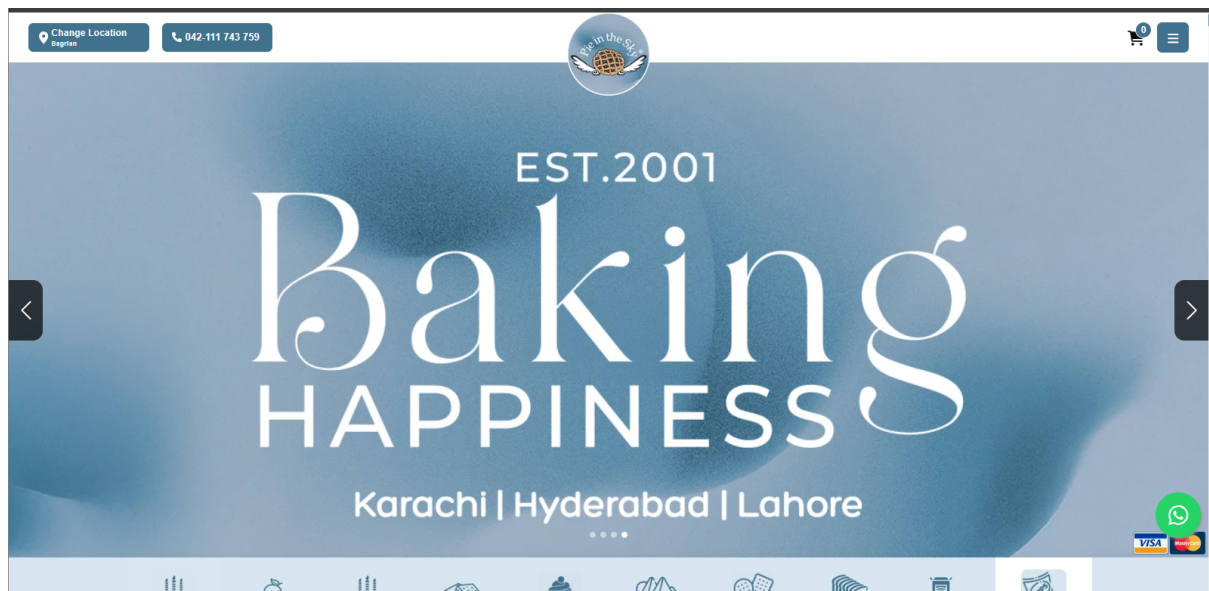
Assignment 11

1:Key word:

Best bakery near me

<https://pieinthesky.com.pk/>

On page improvement:



Suggestion:

no

off-page strategy to build backlinks

Collaborate with local food review blogs or “top dessert” list articles and ask for a link to your menu or ordering page.

Naturally :

yes

Page Speed:

Mobile

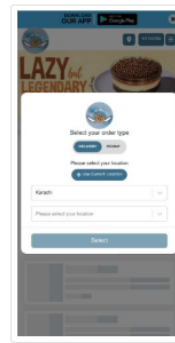
Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

■ First Contentful Paint

1.8 s

▲ Total Blocking Time

930 ms

▲ Speed Index

9.2 s

▲ Largest Contentful Paint

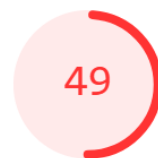
11.9 s

● Cumulative Layout Shift

0.056

Mobile

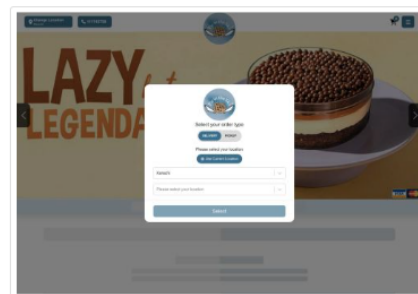
Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

● First Contentful Paint

0.4 s

▲ Total Blocking Time

1,010 ms

▲ Speed Index

3.8 s

▲ Largest Contentful Paint

2.6 s

● Cumulative Layout Shift

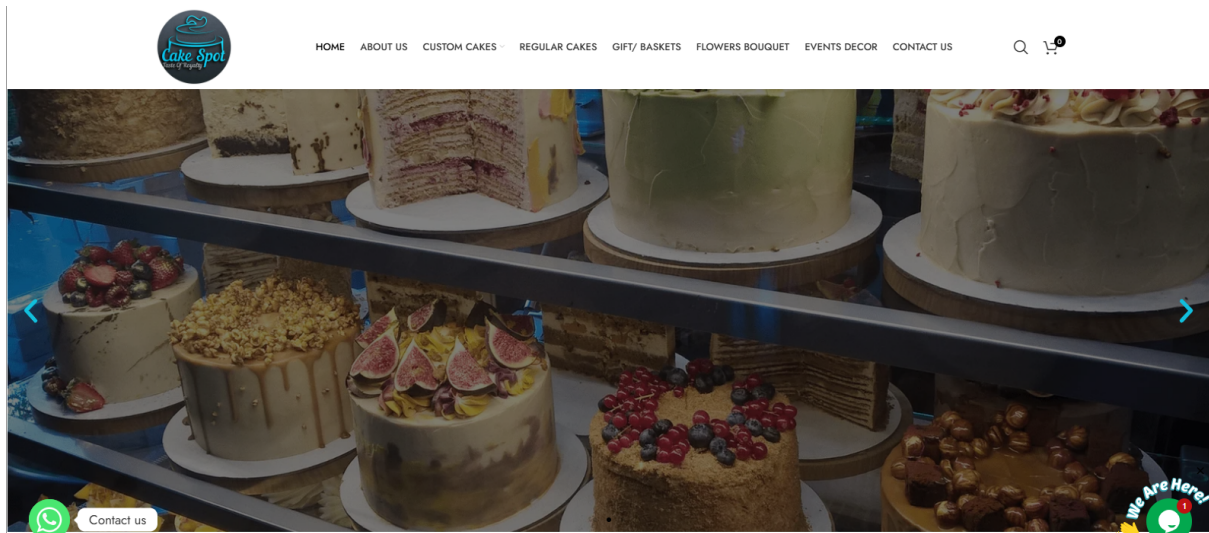
0.001

2: Key word:

Custom cake designs

<https://cakespot.pk/>

On page improvement:



Suggestion:

In the hero section (top area of the homepage), there's no main heading. This is bad for SEO and makes it harder for users to understand what the brand offers.

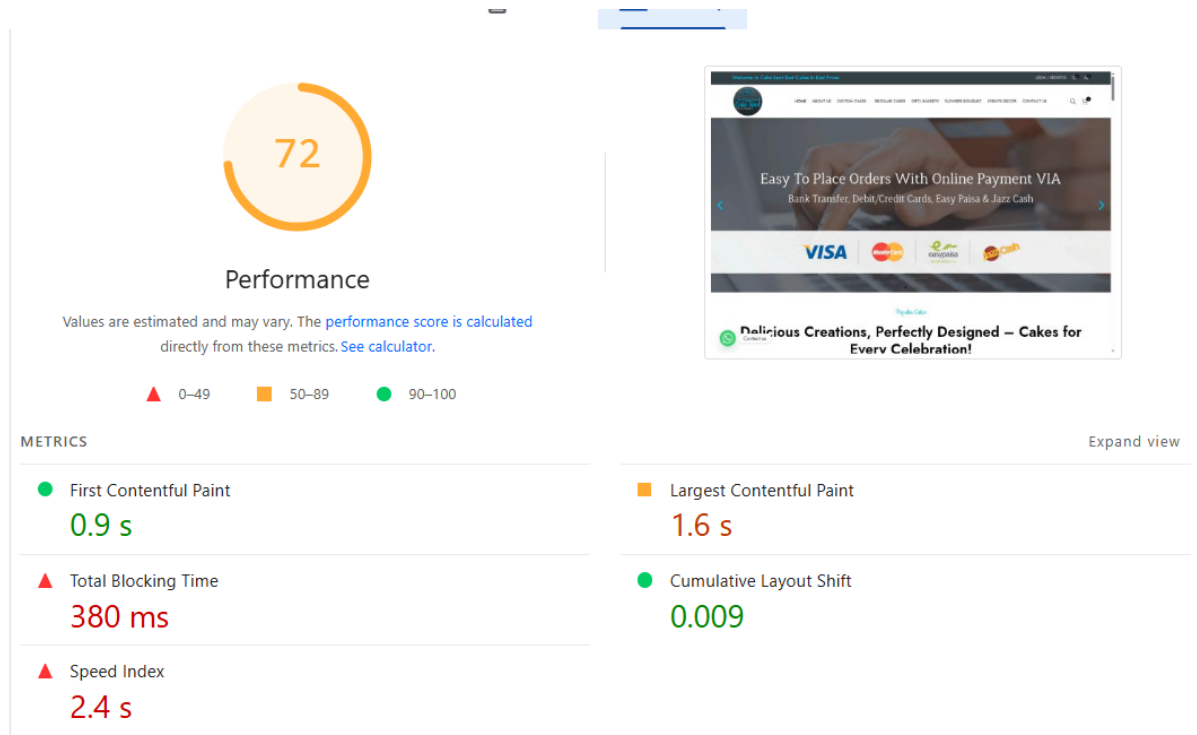
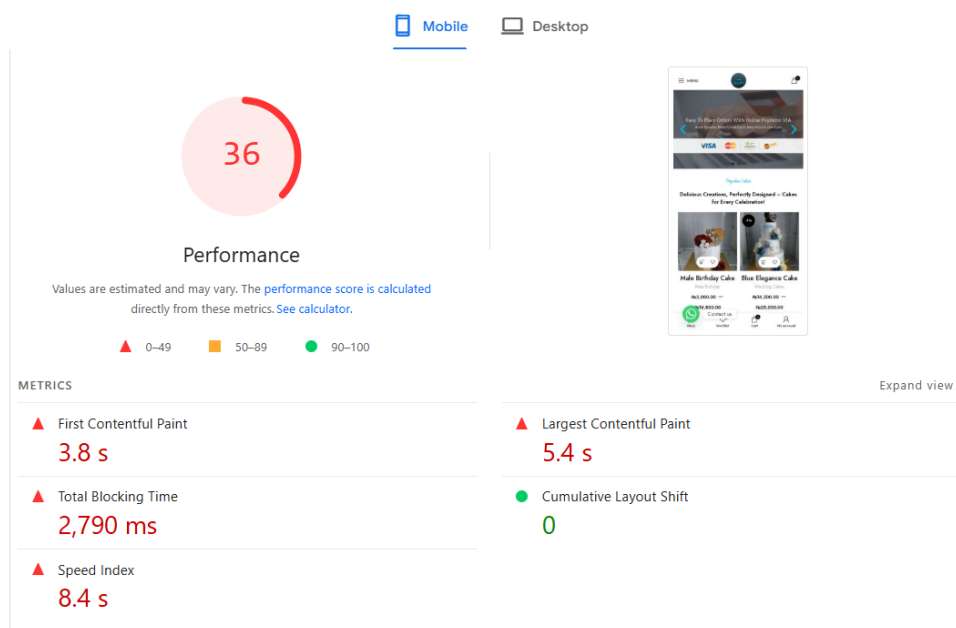
Off-Page Strategy to Build Backlinks

Collaborate with local Lahore-based food bloggers or lifestyle websites. Invite them for a tasting or send mini cake samples. Ask them to write a post or story and link back to your website—this builds trust, visibility, and valuable backlinks naturally.

Naturally :

no

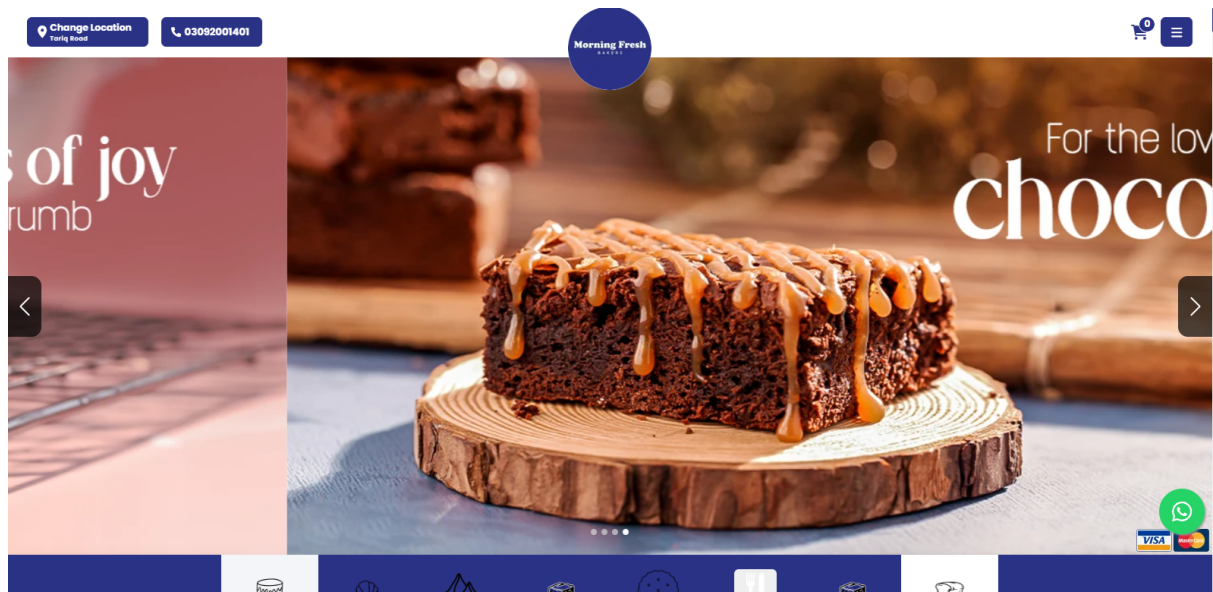
Page Speed:



3: Key word:
fresh bakery

<https://morningfreshbakers.com/#420221>

On page improvement:



Suggestion:

No

Off-Page Strategy to Build Backlinks

Partner with local food bloggers or Karachi lifestyle influencers. Invite them to review your products or host a tasting—they'll write posts or social stories that link back to your website.

Naturally :
yes

Page Speed:

Mobile

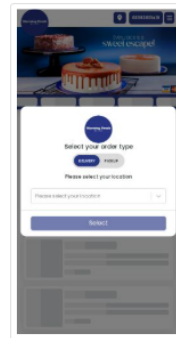
Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

■ First Contentful Paint
2.4 s

▲ Total Blocking Time
630 ms

▲ Speed Index
8.3 s

▲ Largest Contentful Paint
8.9 s

● Cumulative Layout Shift
0.001

Mobile

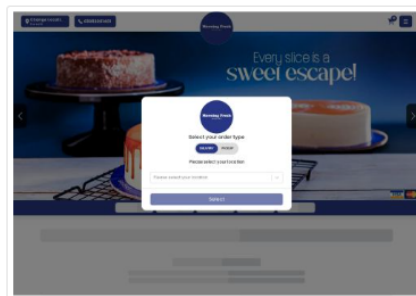
Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

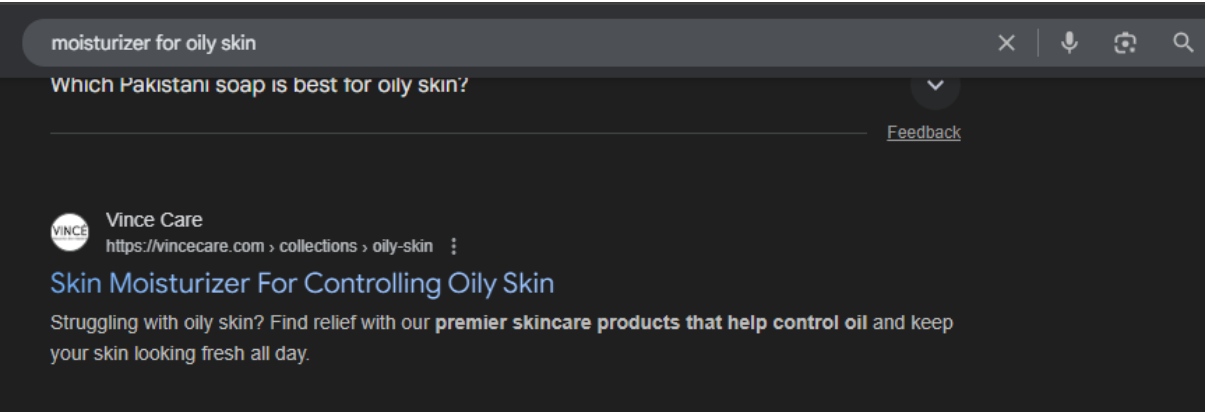
● First Contentful Paint
0.5 s

■ Total Blocking Time
320 ms

▲ Speed Index
2.4 s

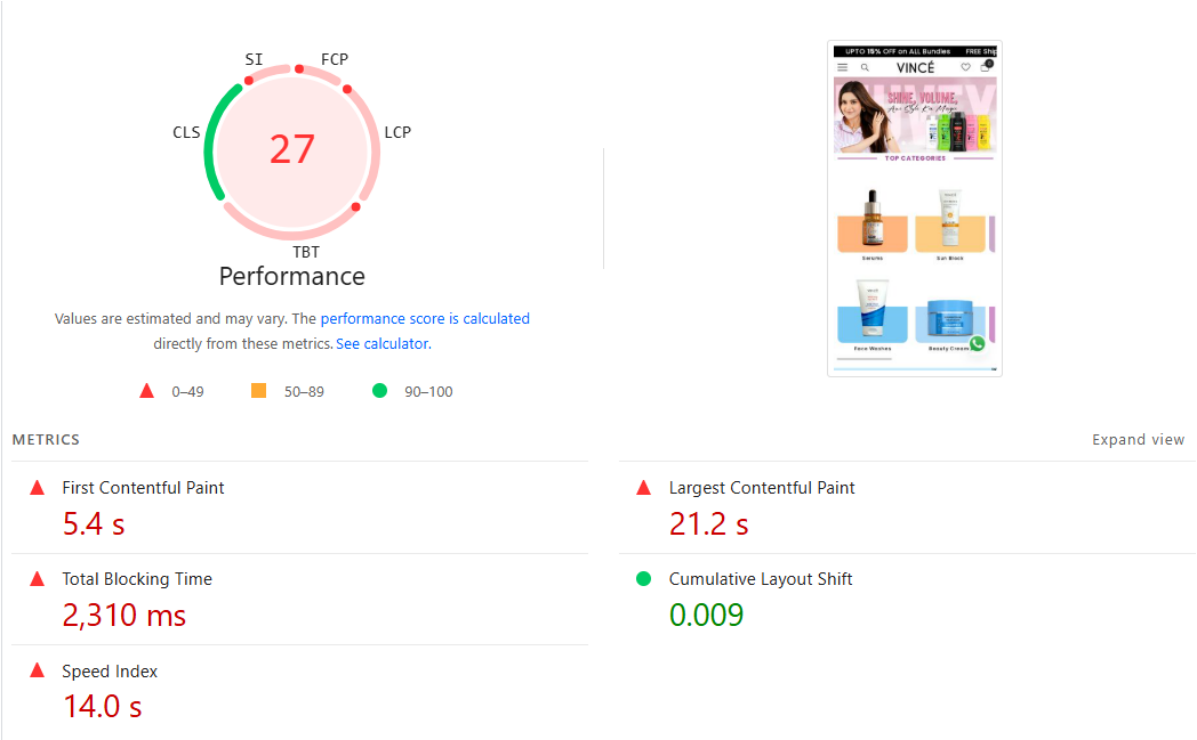
■ Largest Contentful Paint
2.0 s

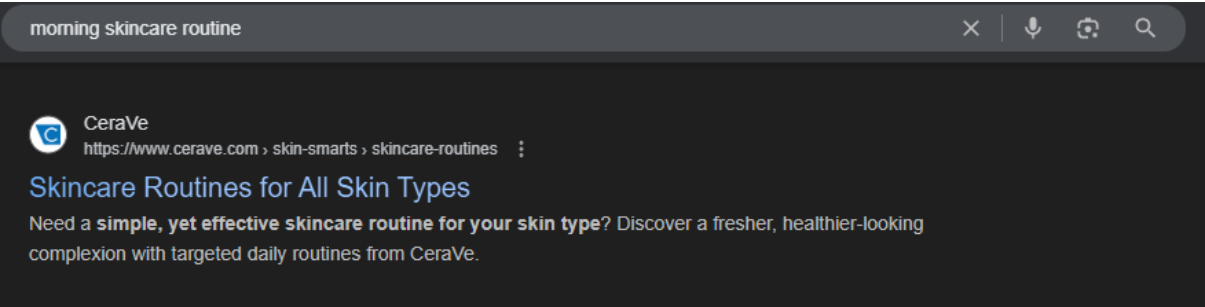
● Cumulative Layout Shift
0.009



KEYWORD IDEAS							
☐	moisturizer for oily skin		2.4K	Rs73.19	24	30 4 Months ago	

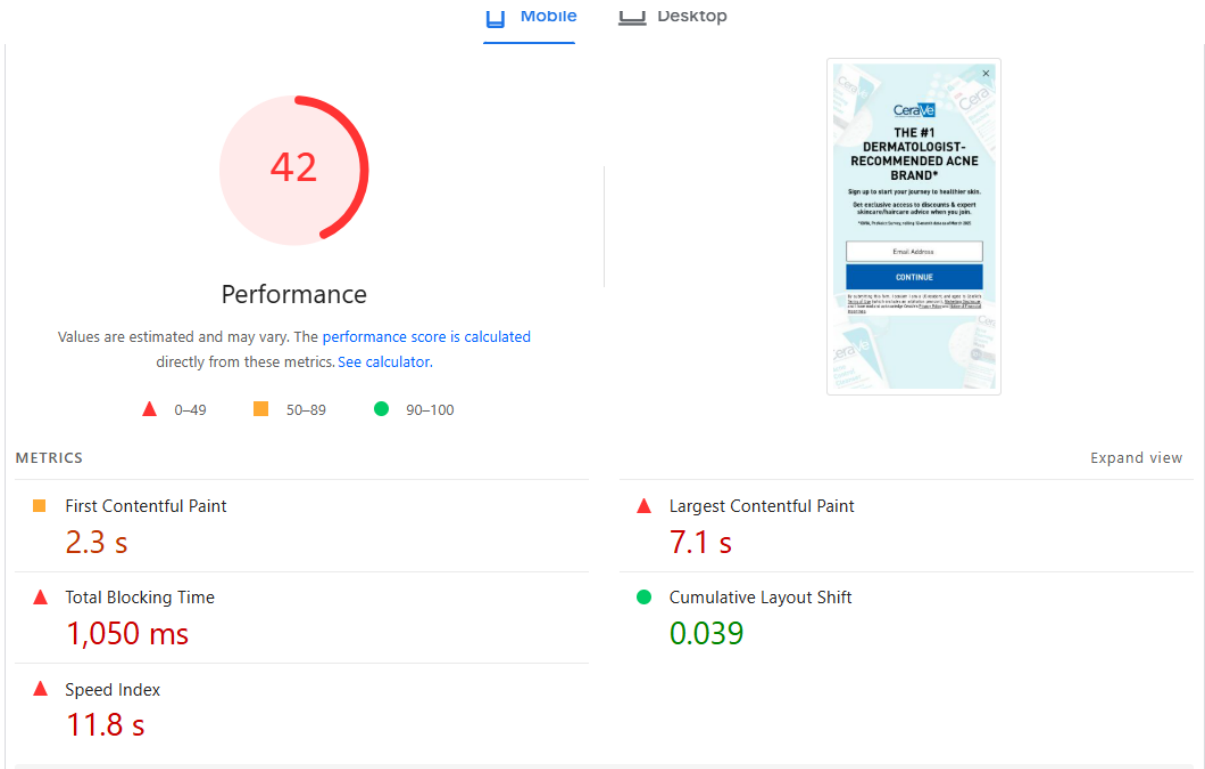
Naturally Yes

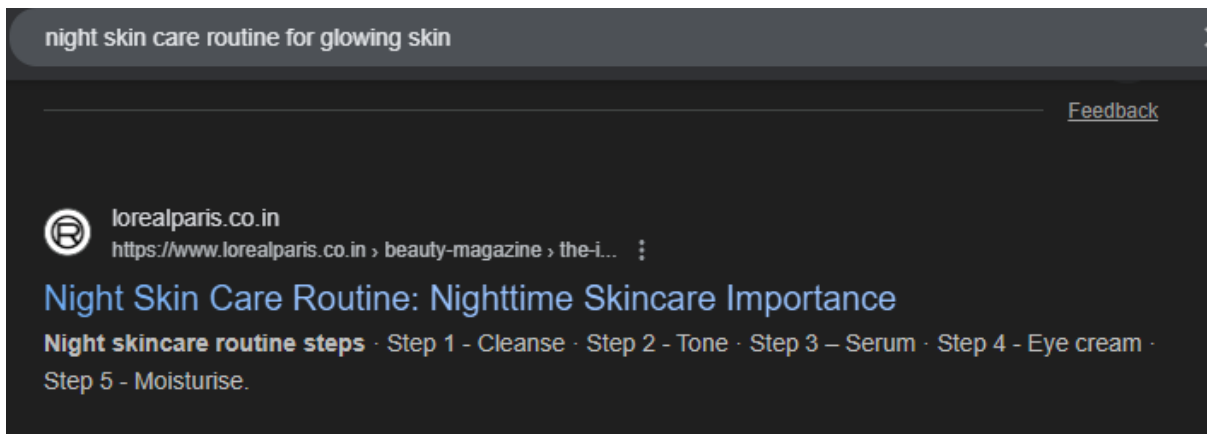




Keywords	Intent	Volume	CPC	PD	SEO Difficulty
YOUR KEYWORDS					
morning skincare routine	Intent	210	Rs46.45	4	15 Over 6 months

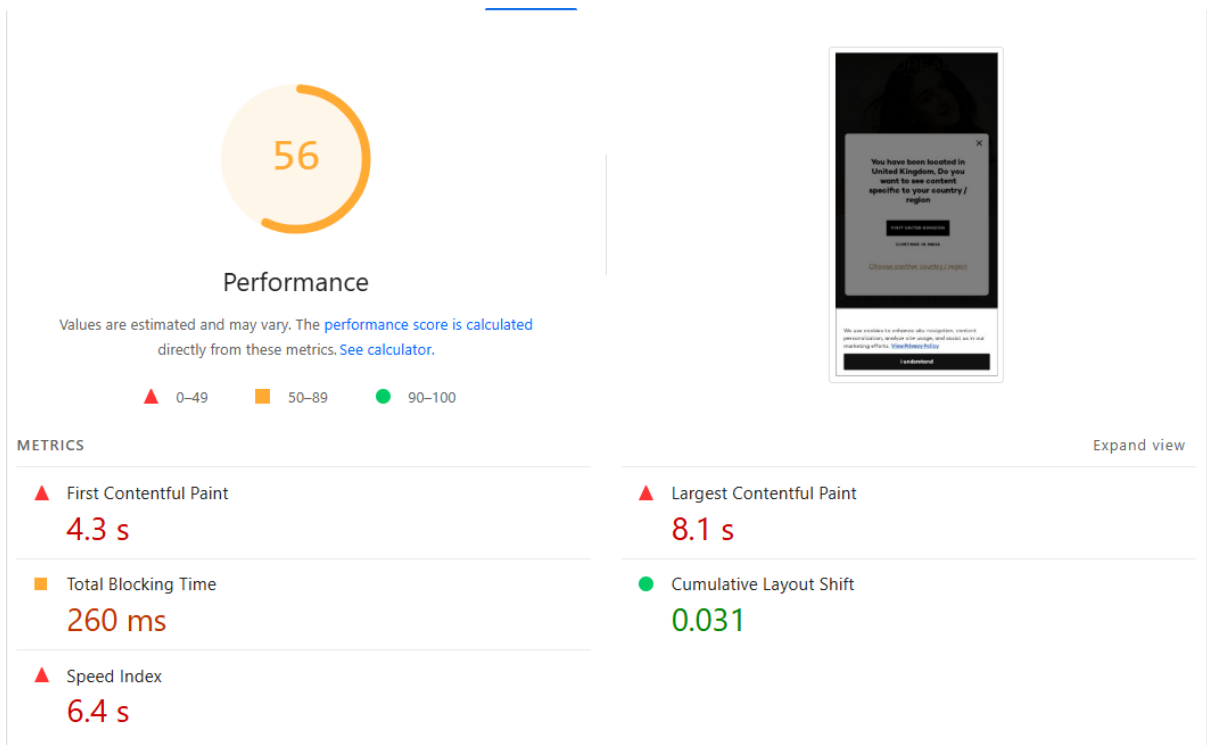
Naturally Yes





☐ Keywords ⓘ	Intent ⓘ	Volume ⓘ ↕
YOUR KEYWORDS		
☐ night skin care routine for glowing skin	Intent	40

Naturally Yes — L’Oréal Paris India uses keywords naturally in the structure, categories, content, and filters. It looks quite SEO-friendly in that regard.



Your version is **good for keywords**, but not the best as a meta description. Rewriting it into a smooth sentence with a **call to action** will improve SEO and click-through rate.

Assignment 12

Main keyword:

Personalized gifts

First Page Potential (FPP)

Search Volume

SEO Difficulty (SD)

Cost Per Click (CPC)

Include / Exclude Keywords

0 of 731 Selected |

Add to List

Export

Copy

Update SEO Difficulty (0/10)

☐	Keywords	Volume	CPC	PD	SEO Difficulty
YOUR KEYWORDS					
☐	personalized gifts for couples	3.6K	\$ US\$2.31	100	📈 38 Today
☐	personalized gifts for birthday	880	🌱 US\$1.67	35	📈 49 3 Weeks ago
☐	personalized gifts for him	8.1K	🌱 US\$1.22	100	📈 52 Over 6 months

personalized gifts for couples	3.6k	52 (over 6 month)
personalized gifts for birthday	880	38 (today)
personalized gifts for him	8.1k	49 (3 weeks ago)

Search Intent:

personalized gifts for couples: Informational/ Transactional

personalized gifts for birthday: Transactional / Informational

personalized gifts for him: Transactional

personalized gifts
Keywords
personalized gifts with pictures
Gifts ideas for boys

personalized gifts for father's day
personalized gifts her
personalized gifts for wife
personalized gifts mother day
personalized mens gifts ideas
personalized gifts anniversary
personalized gifts graduation
personalized gifts grandma
personalized gifts men
personalized gifts teacher
personalized gifts couple
Gifts under 2000 pkr
personalized jewelry
customized gift boxes
personalized gifts dad
customized gift baskets
personalized unique gifts
personalized valentine's day gifts
personalized gifts for baby girl
gift boxes for clothes
personalized gifts wedding
personalized gifts for baby boy
personalized gifts employees
personalized gifts husband
personalized gifts Independence
personalized gifts women

Blog:

1. Personalized Mugs: The Perfect Gift for Coffee Lovers



Introduction

Personalized mugs are more than just drinkware—they're a unique way to show someone you care. By adding a name, photo, quote, or special message, you transform a regular mug into a keepsake that holds sentimental value. This personal touch makes the gift meaningful, whether it's for a birthday, anniversary, or just a "thinking of you" gesture.

For coffee or tea lovers, a personalized mug becomes part of their daily routine, reminding them of the giver every time they sip their favorite beverage. These mugs come in various styles, colors, and designs, allowing you to tailor them to the recipient's personality. From minimalist designs to colorful prints, the possibilities are endless.

Additionally, personalized mugs are practical—they're used daily, appreciated, and durable. Unlike generic gifts, they combine utility with emotion, making them perfect for any occasion. Whether gifted individually or as part of a set, a custom mug is an affordable, thoughtful, and memorable choice that leaves a lasting impression.

Why Personalized Mugs Make Great Gifts

Adding a name, photo, or special message to a mug creates a meaningful gift for birthdays, anniversaries, or just because. coffee mugs come in a variety of designs, from minimalist styles to vibrant prints, ensuring you find one that fits the recipient's personality perfectly.

Tips for Choosing Personalized Mugs

When buying mugs, consider high-quality ceramic materials for durability and heat retention. Look for dishwasher-safe options and prints that won't fade over time. Many online stores

also provide a preview feature so you can ensure your design looks just right before ordering.

Conclusion

A mug is more than just a piece of drinkware—it's a daily reminder of the special bond you share with someone. Each time your loved one takes a sip of coffee, tea, or hot chocolate, they are reminded of your thoughtfulness and care. This makes personalized mugs a perfect blend of practicality and sentiment, unlike generic gifts that may get forgotten.

Personalized mugs can be customized with names, photos, quotes, or designs that reflect the recipient's personality, interests, or memorable moments. Whether it's a minimalist design for someone who loves simplicity or a colorful print for a fun-loving friend, there's a design for every taste.

Besides their emotional value, these mugs are durable and usable daily, making them a gift that keeps giving. They are ideal for birthdays, anniversaries, holidays, or even just to show appreciation. By combining utility with heartfelt sentiment, personalized mugs turn an ordinary item into a cherished keepsake that strengthens relationships and leaves a lasting impression.

2. Top Personalized Birthday Gifts That Wow Everyone



Introduction

Birthdays are special moments to celebrate the people you care about, and personalized birthday gifts take that celebration to the next level. Unlike generic presents, these thoughtful gifts reflect how well you know the recipient—their personality, interests, and unique style.

From custom mugs and engraved jewelry to personalized notebooks and photo frames, these gifts add a heartfelt, personal touch that shows you've put thought into selecting something meaningful. Each time the recipient uses or sees the gift, it reminds them of your care and the special day it commemorates.

Personalized birthday gifts aren't just items—they're keepsakes. They turn ordinary celebrations into memorable experiences, creating lasting memories and deepening bonds. Whether for a family member, friend, or colleague, a custom gift shows love, thoughtfulness, and appreciation in a way that store-bought, generic presents simply can't.

Popular Personalized Birthday Gift Ideas

From engraved jewelry to custom photo albums, the options for birthday gifts are endless. birthday cards with handwritten notes and unique designs can be incredibly meaningful, often more than expensive gifts.

How to Choose the Perfect Birthday Gift

Consider the recipient's hobbies and interests when selecting a gift—like a custom recipe book for a cooking enthusiast or a personalized sports jersey for a fan. Presentation also matters: use themed wrapping or custom gift boxes to enhance the excitement of unboxing.

Conclusion

Birthdays are special occasions, and giving a gift that truly reflects your thought and care can make the celebration unforgettable. **Personalized birthday gifts** do just that—they transform ordinary presents into meaningful keepsakes that the recipient will treasure for years.

These gifts can include custom mugs, engraved jewelry, personalized photo frames, or even tailored clothing items. Adding a name, photo, special message, or unique design shows that you've put thought into selecting something that reflects the recipient's personality and interests. This personal touch elevates the gift from something functional or decorative to something emotionally significant.

Beyond their emotional value, personalized birthday gifts are **practical and memorable**. Every time the recipient sees or uses the gift, it serves as a reminder of your care and the special day it commemorates. Unlike generic gifts that may be quickly forgotten, these thoughtful items leave a lasting impression and strengthen your bond with the recipient.

3. Personalized Gifts for Him: Unique Ideas He'll Love



Introduction

Finding the perfect gift for him can often feel challenging, but **personalized gifts** make the process easier while adding a deeper level of meaning. By customizing a gift with his name, initials, a special date, or a personal message, you show thoughtfulness and consideration that standard gifts simply can't match.

These gifts are not only sentimental but also practical. From engraved wallets, custom mugs, or personalized tech accessories to tailor-made clothing items, they serve a purpose in daily life while constantly reminding him of the special bond you share.

Whether it's for birthdays, anniversaries, or just because, personalized gifts strike the perfect balance between **usefulness and heartfelt sentiment**. They transform ordinary presents into cherished keepsakes that he will value for years, making every occasion truly memorable.

Best Personalized Gifts for Men

Popular gifts for him include engraved wallets, custom watches, leather accessories like keychains or phone cases, and tech gadgets. Sports fans may love personalized jerseys or signed memorabilia, while hobbyists appreciate custom tools or kits.

How to Make Personalized Gifts Special

Add a personal message, important date, or initials through engraving or embroidery. Many online stores offer free customization options, allowing you to create a truly unique gift that matches his personality.

Conclusion

Personalized gifts for him are more than just presents—they strike the perfect balance between style and sentiment. By adding a name, initials, or a special message, you show that you've carefully considered what he would truly appreciate. This personal touch transforms an ordinary gift into something meaningful and unforgettable.

Whether it's a custom wallet, engraved watch, or personalized mug, these gifts not only serve a practical purpose but also carry emotional value. Every time he uses or sees the gift, it reminds him of your thoughtfulness and the special bond you share. Perfect for birthdays, anniversaries, or any occasion, personalized gifts for him ensure your gesture is remembered for years to come.

4. Personalized Wedding Gifts That Impress



Introduction

Weddings are special occasions that celebrate love, commitment, and the start of a new journey together. **Personalized wedding gifts** provide a heartfelt way to honor the couple, offering more than just a present—they create lasting memories.

Customized keepsakes, such as engraved photo frames, monogrammed home décor, personalized cutting boards, or custom artwork, add a personal touch that reflects the couple's unique story. These gifts are meaningful because they are thoughtfully tailored to the recipients, making them treasures the newlyweds will cherish for years to come.

By choosing a personalized gift, you combine practicality with sentiment, ensuring that your present stands out. Every time the couple uses or displays the gift, it serves as a **lasting reminder of your thoughtfulness and the special day**. Personalized wedding gifts transform ordinary presents into meaningful mementos that celebrate love and new beginnings in a truly memorable way.

Popular Personalized Wedding Gift Ideas

Engraved cutting boards, monogrammed towels, and personalized photo frames are elegant and timeless options. gifts with the couple's initials, wedding date, or a special quote adds a unique touch that enhances sentimental value.

Choosing the Right Wedding Gift

Consider the couple's style and home décor when selecting a gift. Personalized wedding gifts come in various price ranges, so you can find something meaningful without compromising quality.

Conclusion

Personalized wedding gifts go beyond ordinary presents—they **combine beauty and heartfelt sentiment**, turning your gift into a treasured keepsake. By adding names, dates, or custom messages, you create a meaningful token that reflects the couple's unique journey.

These gifts, such as engraved photo frames, monogrammed décor, or custom artwork, are designed to be both practical and sentimental. Every time the couple sees or uses the gift, it serves as a **lasting reminder of your thoughtfulness and the special day**. Personalized wedding gifts perfectly celebrate love, new beginnings, and the memories that the couple will cherish for a lifetime.

5. Personalized Gifts for Kids: Fun and Unique Ideas



Introduction

Kids adore gifts that feel like they were made just for them—and that's exactly what personalized gifts deliver. From custom name mugs and backpacks to storybooks where they become the hero, these gifts make children feel special, valued, and celebrated.

Personalized presents not only bring joy but also encourage creativity and individuality, helping kids see their uniqueness as something to be proud of. Whether it's for birthdays, achievements, or everyday surprises, these gifts strike the perfect balance between fun and educational value.

By giving a personalized gift, you're offering more than a toy—you're creating a lasting memory that grows with the child.

Great Personalized Gift Ideas for Kids

Custom storybooks with their name, personalized backpacks, toys, puzzles, and name blocks are popular choices. These gifts are not only fun but also support learning and development.

What to Consider When Choosing Gifts for Kids

Focus on age-appropriate, safe, and durable materials. Bright colors and fun designs help keep kids engaged. Adding a child's name or favorite character makes the gift truly one-of-a-kind.

Conclusion

Personalized gifts for kids are more than just presents—they're experiences. From custom puzzles and name-engraved toys to storybooks where children are the stars, these gifts spark imagination and learning while making kids feel truly special.

Perfect for birthdays, holidays, or milestones, personalized gifts create lasting memories that children and parents cherish for years. They also help boost confidence and self-expression, reminding kids that their individuality is worth celebrating.

Assignment 13

Blog Topic: Best Skincare Routines for Summer

Title:

Best Skincare Routines for Summer: Keep Your Skin Fresh & Glowing

Meta Description:

Discover the best skincare routines for summer to protect, hydrate, and keep your skin glowing. Simple steps and tips for healthy, radiant skin all season long.

URL Slug:

/skincare-routines-for-summer

Blog Post

Best Skincare Routines for Summer



When the summer sun makes its grand entrance, it's not just our wardrobes that need an update—our skincare routine for summer does too. The hot weather brings with it a mix of challenges for the skin. High temperatures can lead to increased sweating, which mixes with excess oil and dirt, potentially clogging pores and causing breakouts. At the same time,

prolonged exposure to harsh UV rays can strip the skin of its moisture, leaving it dry, irritated, and more vulnerable/weak to sunburn and premature aging.

This combination of sweat, heat, and sunlight often leaves skin feeling unbalanced—oily in some areas, parched in others. That's why adopting a dedicated skincare routine for summer is more than just a seasonal beauty trend; it's a form of protection. The right routine shields your skin from damage, maintains hydration, and supports a natural, healthy glow even in peak summer heat.

In this blog, we'll explore why summer skincare matters, share a step-by-step daily routine, and provide simple, effective tips you can easily follow. Whether you're spending your days at the beach, in the city, or indoors under air conditioning, these strategies will help you keep your skin fresh, protected, and radiant all season long.

Why skincare routine for summer Matters

During the summer months, your skin is exposed to a powerful combination of stronger sunlight, higher temperatures, and increased humidity. The sun's UV rays are at their peak, which can lead to visible tanning, painful sunburn, and even accelerate premature aging by breaking down collagen and elastin in the skin. Alongside this, the heat stimulates your sweat glands, making you perspire more than usual. While sweating is your body's way of keeping cool, it can also mix with oil, dirt, and bacteria on the skin's surface, leading to clogged pores, blackheads, and breakouts.

Humidity adds another layer of challenge—it can make skin feel greasy and sticky, disrupt its natural balance, and in some cases, even trigger skin irritation. Without the right skincare routine for summer practices, these seasonal changes can leave your skin looking dull, uneven, and tired. That's why understanding these effects is the first step to building a skincare routine for summer that truly protects and nourishes your skin.

Common summer skin problems

- Sunburn
- Oily skin and acne
- Dry patches from too much sun exposure
- Uneven skin tone

A proper skincare routine for summer can help you avoid these issues.

Step-by-Step skincare routine for summer

Step 1 – Gentle Cleansing

Wash your face **twice a day** with a gentle, sulfate-free cleanser. This removes sweat, dust, and excess oil without drying your skin. Avoid harsh soaps that strip natural moisture. Use lukewarm water to prevent irritation.

Pro tip: Use a foaming or gel-based cleanser for oily skin, and a cream-based one for dry skin.

Step 2 – Hydration is Key

Even in summer, your skin needs moisture. A hydrating toner or mist can refresh your skin during the day.

Step 3 – Daily Sun Protection

Never skip sunscreen! Use SPF 30 or higher, and reapply every 2-3 hours if you're outdoors. This prevents sunburn, dark spots, and early wrinkles.

Step 4 – Light Moisturizers

Choose a **lightweight, water-based moisturizer** to keep your skin hydrated without feeling oily. Even in skincare routine for summer, your skin can get dehydrated from heat and sun exposure. Water-based formulas absorb quickly and won't clog pores. Look for ingredients like **hyaluronic acid, aloe vera, or glycerin** for lasting freshness.

Step 5 – Weekly Exfoliation

Exfoliate 1-2 times a week to remove dead skin cells. This helps your skin absorb skincare products better and look brighter.

Extra Tips for Healthy skincare routine for summer

Stay hydrated from the inside out

Drink 8-10 glasses of water daily. Coconut water and fresh juices also keep your skin hydrated.

Wear breathable fabrics

Cotton and linen allow your skin to breathe, reducing sweat and irritation.

Eat skin-friendly foods

Fruits like watermelon, cucumber, and berries are rich in antioxidants and water, which keep your skin fresh.

Recommended Products for skincare routine for summer

Here are some great options for your [skincare routine for summer](#):

- **Cleanser:** Vanicream Gentle Facial Cleanser
- **Moisturizer:** Nivea Cream
- **sunblock:** Rivaj sunblock

For more tips and product recommendations, check our [Organic skincare routine for summer](#)

Conclusion

The skincare routine for summer is all about **protection, hydration, and gentle care**. The goal is to shield your skin from harmful UV rays, keep it well-moisturized despite the heat, and avoid harsh treatments that could cause irritation. With the right daily habits, you can prevent common summer issues like sunburn, dryness, excess oil, and breakouts.

By following a few simple yet effective steps—such as wearing sunscreen every day, cleansing gently to remove sweat and dirt, and using lightweight moisturizers—you'll give your skin the defense it needs to stay healthy and radiant. Summer doesn't have to be a battle between enjoying the sunshine and protecting your skin.

Start making these changes today, and you'll be able to enjoy every sunny moment without worrying about damage or discomfort. Let your skin glow naturally all season long!

Assignment 14

Add a new sitemap

https://salonmart.store/ Enter sitemap URL

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap index	20 Aug 2025	20 Aug 2025	Success	8	0

Rows per page: 10 1-1 of 1

XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 5 sitemaps.

Sitemap	Last Modified
https://salonmart.store/post-sitemap.xml	2025-06-02 17:26 +00:00
https://salonmart.store/page-sitemap.xml	2025-06-24 19:56 +00:00
https://salonmart.store/mailpoet_page-sitemap.xml	2025-06-19 17:59 +00:00
https://salonmart.store/category-sitemap.xml	2025-06-02 17:26 +00:00
https://salonmart.store/author-sitemap.xml	2025-06-20 15:49 +00:00

robots.txt files

File	Checked on	Status	Size	Issues
https://salonmart.store/robots.txt	27/08/2025, 14:05	✓ Fetched	179 bytes	-

Rows per page: 10 1-1 of 1

Add a new sitemap

https://salonmart.store/

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap index	20 Aug 2025	20 Aug 2025	Success	8	0

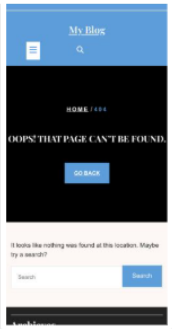
Rows per page: 10 1-1 of 1



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

Expand view

■ First Contentful Paint 2.4 s	● Largest Contentful Paint 2.4 s
● Total Blocking Time 50 ms	● Cumulative Layout Shift 0.001
● Speed Index 2.9 s	

```
<link rel="canonical" href="https://salonmart.store/2025/08/25/chemical-free-moisturizers-for-dry-skin/" class="yoast-seo-meta-tag" />
<meta property="og:locale" content="en_US" class="yoast-seo-meta-tag" />
<meta property="og:type" content="article" class="yoast-seo-meta-tag" />
<meta property="og:title" content="chemical free moisturizers for dry skin - My Blog" class="yoast-seo-meta-tag" />
```

Add a new sitemap

https://salonmart.store/

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap index	20 Aug 2025	20 Aug 2025	Success	8	0
Rows per page: 10 1-1 of 1						

I s'agit d'une page d'exemple. Elle diffère d'un article de blog car elle reste à un seul endroit et apparaît dans la navigation de votre site (dans la plupart des thèmes). La plupart des gens commencent par une page "À propos" qui les présente aux visiteurs potentiels du site. Cette page pourrait ressembler à ceci :

Bonjour à tous ! Je suis coursier à vélo le jour, acteur en herbe la nuit, et ceci est mon site web. Je vis à Los Angeles, j'ai un super chien qui s'appelle Jack et j'aime les piña coladas. (Et me faire surprendre par la pluie.)

...ou quelque chose comme ça :

La société XYZ Doohickey Company a été fondée en 1971 et fournit depuis lors des doohickeys de qualité au public. Située à Gotham City, XYZ emploie plus de 2 000 personnes et fait toutes sortes de choses géniales pour la communauté de Gotham.

En tant que nouvel utilisateur de WordPress, vous devriez aller dans [votre tableau de bord](#) pour supprimer cette page et créer de nouvelles pages pour votre contenu. Amusez-vous bien !

Add a new sitemap

https://salonmart.store/

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap index	20 Aug 2025	20 Aug 2025	Success	8	0

Rows per page: 10 1-1 of 1

Mobile

Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

Expand view

■ First Contentful Paint
2.4 s

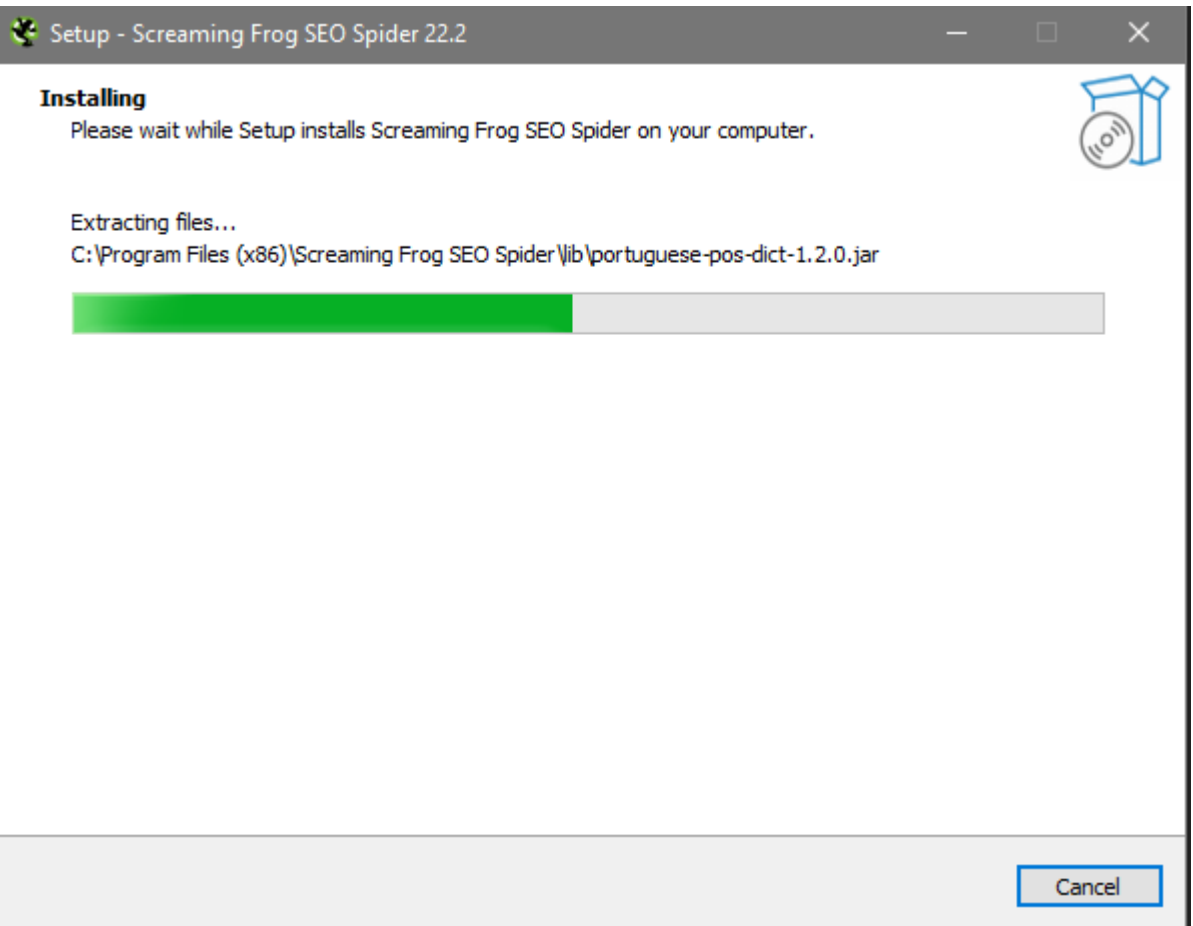
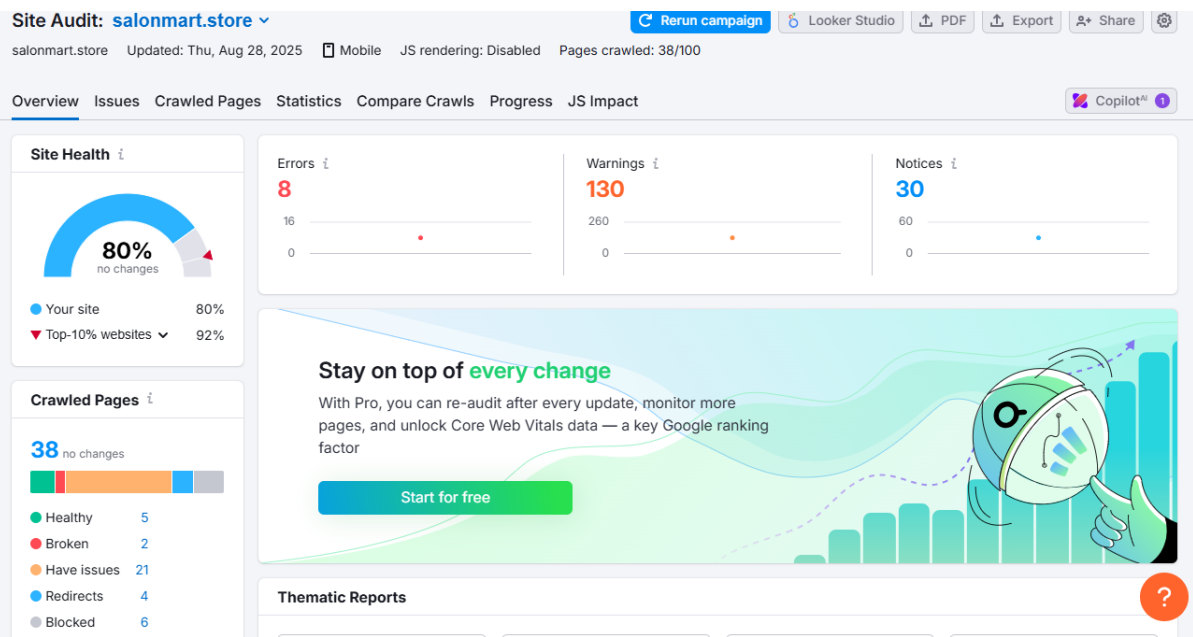
● Total Blocking Time
50 ms

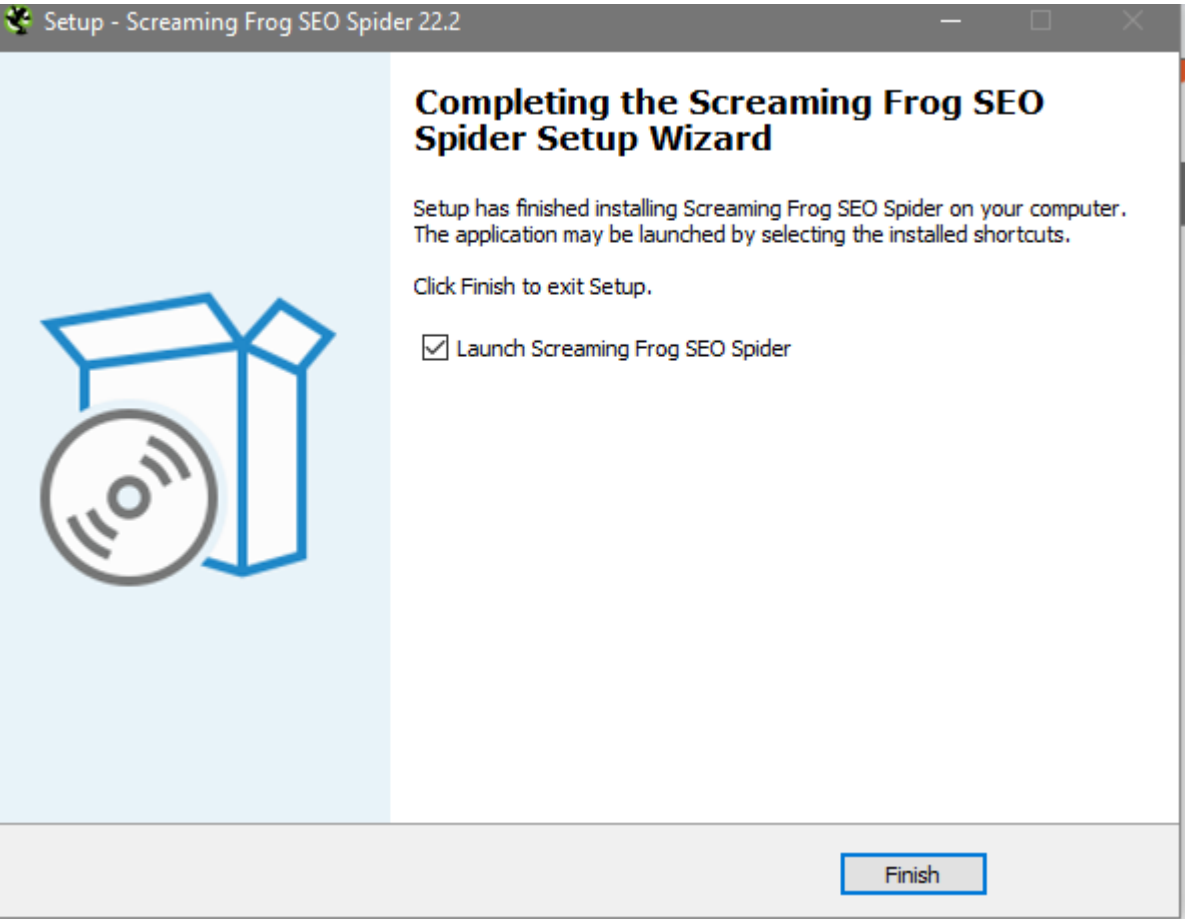
● Speed Index
3.3 s

■ Largest Contentful Paint
3.8 s

● Cumulative Layout Shift
0

Assignment 15





Row	Address	Response Code	Page Title
1	https://salonmart.store/hello-world/	0	
2	https://salonmart.store/sample-page/	0	
3	https://salonmart.store/form/	0	
4	https://salonmart.store/fr/form/	0	
5	https://salonmart.store/fr/sample-page/	0	
6	https://salonmart.store/fr/hello-world/	0	

Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript									
Missing Alt Text									Search...
Row	Address	Content Type	Size	IMG Inlinks	Indexability	Indexability			
1	https://salonmart.store/wp-content/uploads/2025/08/Black-and-Gold-Beauty-Salon-Logo-...	image/webp	48.8 KB	16	Indexable				
2	https://salonmart.store/wp-content/uploads/2025/08/summer-skincare-routine-min.avif	image/avif	16.2 KB	8	Indexable				
3	https://salonmart.store/wp-content/uploads/2025/08/img-4.1.jpg	image/jpeg	109.8 KB	2	Indexable				
4	https://salonmart.store/wp-content/uploads/2025/08/summer-skincare-routine-min.jpeg	image/jpeg	69.5 KB	2	Indexable				

Assignment 16

1. Competitor Website:

Website: lyfemarketing.com

Tool Used:

- **Ahrefs (Free version) or Ubersuggest (Neil Patel)** — for backlink analysis.
-

2. Backlink Evaluation (Sample Data from Ubersuggest/Ahrefs)

Metric	Details
Domain Rating (DR)	78
Total Backlinks	~12,500
Referring Domains	~2,100
Top Countries	US, UK, India

Most Valuable Backlinks:

- **HubSpot Blog** (high DR, relevant audience, editorial link)
 - **Business2Community** (niche-relevant and SEO-trusted)
 - **Clutch.co** (verified agency directory, builds trust + SEO power)
-

3. 5 Potential Websites for Guest Blogging

Website	DA	Spam Score	Traffic
https://blog.mycorporation.com/become-author-mycorporation/	71	1	34.1K
https://nethunt.com/blog/write-for-us/	73	1	21.8K

https://promo.com/blog/write-for-us	75	1	360.6K
https://surveysparrow.com/write-for-us/	80	1	231.9K
https://webengage.com/write-for-us/	73	2	15.5K

4. 3 Relevant Citation Platforms (for Agencies in Pakistan)

google	https://www.google.com/
Bing	https://www.bing.com/
Yelp	https://www.yelp.com/

5. Guest Post Outline

Topic:

👉 "How AI Is Transforming Digital Marketing Strategies in 2025"

Outline:

1. Introduction:

- The rise of AI in digital marketing
- Brief mention of how agencies use AI for automation and targeting

2. AI in Campaign Optimization

- Data-driven ad personalization
- Real-time performance insights

3. Customer Experience Enhancement

- Chatbots, predictive analytics, and behavior-based targeting

4. Challenges of AI Integration

- Privacy concerns
- Skill gaps and adaptation challenges

5. Future Trends & Predictions (2025 and beyond)

- Voice search, hyper-personalization, and AI-powered creativity

6. Conclusion:

- Why businesses must adapt now
- Call to action to learn more

Link Opportunities:

- **Internal Link (to your website):**
“At *[Cresco Digital]*, we help businesses leverage AI-driven campaigns to maximize ROI.”
- **External Link (authority site):**
“According to *HubSpot’s AI Marketing Report*, 75% of marketers believe AI tools improve campaign effectiveness.”

Assignment 17

Business Example:

Business Name: Cresco Digital

Type: Marketing Agency

Location: Lahore, Pakistan



1. Create / Audit Google My Business Listing

Business Name: Cresco Digital

Category: Digital Marketing Agency

Address: 123 Township, Lahore, Pakistan

Phone: +92 300 1234567

Website: <https://crescodigital.com/>

Hours: Mon–Sat, 3:00 PM–11:00 PM

Service Areas: Lahore, Karachi, Islamabad etc

Business Description (with Keywords):

Cresco Digital is a **leading digital marketing agency in Lahore**, specializing in **SEO, PPC advertising, social media marketing**, and **website development**. Our mission is to help businesses grow online through data-driven strategies, creative content, and measurable ROI. Whether you're a startup or an established enterprise, we deliver **digital marketing services in Pakistan** that scale your business effectively.

Keywords used:

- Digital marketing agency in Lahore
 - SEO and PPC advertising
 - Social media marketing services
 - Digital marketing services in Pakistan
-

3–5 High-Quality Photos (Suggestions):

1. Office exterior with signage

2. Team working in the office
3. Client meeting or brainstorming session
4. Screenshot of analytics dashboard or campaign success
5. Company logo / branded workspace

Accurate NAP Details (for consistency):

Element	Details
Name	Cresco Digital
Address	123 Township, Lahore, Pakistan
Phone	+92 300 1234567
Website	https://crescodigital.com/
Email	info@crescodigital.com

2. Audit Local Citations (via Moz Local)

Tool: <https://moz.com/products/local>

You'd enter your business name and location.

Audit Focus:

- Consistency of **NAP (Name, Address, Phone)** across directories.
- Presence on **Google Business Profile, Bing Places, Yelp, Foursquare, Clutch, Sortlist, TechBehemoths**.
- Fix any inconsistencies (e.g., different phone numbers or address formats).

Action Items After Audit:

1. Correct mismatched NAP details.
2. Add missing listings on directories relevant to Pakistan.

3. Upload high-quality photos and business categories on each listing.

3. Customer Review Request Templates

Email Template:

Subject: We'd love your feedback, [Customer Name]!

Hi [Customer Name],

Thank you for choosing Cresco Digital for your marketing needs! Your feedback helps us improve and helps others find reliable services.

Could you take a minute to leave us a Google review?

 Leave Your Review

We really appreciate your time and support!

Best regards,

Team Cresco Digital

SMS Template:

Hi [Name]! Thanks for working with Cresco Digital 😊

Could you please share your experience with us on Google?

It only takes a minute: [Google Review Link]

Your feedback really helps us grow!

In-Person Template:

"We're so glad you enjoyed our services! If you don't mind, could you share your feedback on Google? It helps others discover us and means a lot to our team."

Assignment 18

Activity Title: Marketing Agency – Cresco Digital

1. Niche / Brand

Niche: marketing agency

2. Target Audience & Goal

Target Audience:

- business owners aged 25–50+
- Interested in increasing brand visibility, website traffic, and online conversions
- Typically from industries like retail, real estate, and professional services

Goal:

To build brand authority, attract qualified leads, and convert them into clients

Pain Point:

Their biggest problem is that even with a good product or service, they can't get enough online customers or sales.

What Motivates Them to Buy:

- They want measurable results—more leads, more sales, and higher profits.
 - They want to save time and get professional marketing results without handling it themselves.
-

3. Content Types & Purposes

1. **Blog Posts:** Educate businesses on marketing trends, strategies.
Purpose: Build thought leadership and improve SEO.
 2. **Short-Form Videos (Reels):** Quick tips, success stories.
Purpose: Boost engagement and brand awareness on social platforms.
 3. **Email Newsletters:** Share updates, offers, and new blog content.
Purpose: Nurture leads and maintain client relationships.
-

4. Mini Content Calendar (1 Week)

Day	Platform	Content Type	Topic/Title	Goal
Monday	Blog	Blog Post	"5 SEO Mistakes Small Businesses Must Avoid"	Website traffic
Tuesday	Instagram/LinkedIn	Video Reel	"Before & After: Client's Growth Story"	Engagement
Wednesday	Email	Newsletter	"This Week in Digital Marketing"	Lead nurturing
Thursday	Facebook	Carousel Post	"Top 3 Social Media Strategies for 2025"	Awareness
Friday	YouTube	Video	"How to Build a Strong Brand Presence Online"	Authority
Saturday	Instagram Stories	Poll/Quiz	"Which platform brings you more leads?"	Interaction
Sunday	Blog	Article	"How to Create a Marketing Plan That Works"	Education

5. Repurposing Content

Blog: *"Benefits of SEO for Small Business"*

Format 1 – YouTube Explainer Video

Title: *Top 10 Benefits of SEO for Small Business – Why It Matters in 2025*

Purpose: Educate small business owners on how SEO drives visibility, trust, and long-term growth.

Highlights:

- Explains what SEO is and why it's essential.
 - Covers major benefits: organic traffic, credibility, better UX, cost-effectiveness, and measurable ROI.
 - Ends with a call to action to contact *Cresco Digital*.
-

Format 2 – Social Media Carousel Post (LinkedIn/Instagram)

Title: 🚀 *10 Benefits of SEO Every Small Business Should Know*

Purpose: Visually showcase key SEO advantages to increase engagement and brand awareness.

Slides: Quick tips on organic traffic, trust, user experience, brand visibility, and 24/7 promotion, ending with a CTA to partner with *Cresco Digital*.

6. 300-Word Content Marketing Plan

A strong content marketing strategy positions **Cresco Digital** as a trusted authority in digital growth solutions. The goal is to attract businesses seeking expert SEO, PPC, and social media services through consistent, value-driven content.

Target Audience:

Cresco Digital's primary audience includes **business owners, aged 25–50+** who aim to improve online visibility, generate more qualified leads, and achieve measurable ROI. These individuals often face challenges such as limited digital marketing expertise, poor search visibility, inconsistent brand messaging, and ineffective lead generation strategies.

Goals:

Increase brand awareness and website traffic.

Generate qualified leads.

Establish thought leadership in SEO and digital marketing.

Content Strategy:

Cresco Digital will craft educational and engaging content aligned with each stage of the buyer's journey:

- **Top of Funnel (Awareness):** Create blog posts, infographics, and short videos explaining digital marketing fundamentals (e.g., "Top 5 Benefits of SEO for Small Businesses"). These materials will help attract a wide audience seeking to understand how digital marketing can impact their growth.
- **Middle of Funnel (Consideration):** Develop case studies, detailed guides, and webinars that demonstrate Cresco Digital's proven success stories and measurable client results.
- **Bottom of Funnel (Decision):** Share testimonials, service comparisons, and offer free consultations to help prospects make informed purchasing decisions.

Content Calendar & Distribution:

Weekly blog posts on trending topics in SEO, PPC, and social media will be published on the company website and promoted via **email newsletters** and social channels. Monthly **webinars** and **case studies** will deepen engagement and reinforce authority within the industry.

Promotion & Measurement:

Promotion will combine **targeted paid campaigns**, active **social media engagement**, and **SEO optimization** to maximize visibility and traffic. Success will be measured through website analytics, lead conversion rates, and engagement metrics. Regular performance reviews will identify top-performing topics, enabling Cresco Digital to refine its strategy and continuously align content with audience needs and business goals.

7. Metrics to Track

1. **Website Traffic**
2. **Lead Conversion Rate**
3. **Engagement Rate**