

CREATING DIGITAL PRESENCE FOR HOTEL BHEEMA

DIGITAL MARKETING LIVE PROJECT REPORT

MASTER OF BUSINESS ADMINISTRATION

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BHEEMA HOTEL AND BAKES

STEP: 1 – (choosing the business)

First we have chosen three companies: Drunken Monkey, K.R Bakes and Hotel Bheema. Drunken Monkey is pizza and Burger Shop, they offer pizza in their shop and also having door delivery service. Drunken Monkey is a food centre providing Pizza, Sandwich, and Burger and juices. Drunken Monkey is owned by a single owner and it is also a place where to get relax While K.R Bakes is a leading Bakery in Coimbatore they are have their branches all over Coimbatore. Bheema is a restaurant, Bakery and a catering Service they are having two branches in Sulur, one is restaurant & Bakery and the other one is Bakery.

We have decided to do our project with hotel Bheema. We have got the consent letter from RVS IMSR and approval letter from Bheema hotel. We have chosen this business because it was located near so that we can get information immediately. Now hotel bheema introduced Madurai famous jgirthanda. They have two outlets in Sulur. ***The goal of the business is serving good and healthy foods to the people.*** They have good catering service team. Their working time is 7 a.m. to 11 p.m. They are open on all days.

HOTEL BHEEMA

Hotel Bheema is famous restaurant in Sulur, which located near RVS College Of Arts & Science, Sulur, Coimbatore. They are serving the breakfast, lunch, cakes, and juice items, Best Veg, Non- Veg Food and also they are providing Catering Service. The hotel bheema is owned by three members namely Anwar Ali, Mouliswaran and Manikandadhas. Hotel bheema provides a good and tasty food and mainly the college students go and take the food in afternoon with their friends. Lot of the college students celebrating their Birthday in Bheema

Nature of Business

- BHEEMA BAKES & HOTEL is three years old business. It is running by three partners.
- They have two outlets in Sulur. The goal of the business is serving good and healthy foods to the people.
- They have a good catering service team. Their working time is 7 am to 11 pm. They open on all days.
- They are providing door delivery services in and around Sulur, and they serving foods within thirty minutes.
- They are good in Both Hotel & Bakes Field, they are providing delicious food so it has ideal customers.

- They having separate room where family can have their food.
- They are preparing their food with well experienced chief
- They are providing a good service to the customer

STEP: 2-(creation of digital marketing plan)

Need For Digital Presence

- BHEEMA BAKES & HOTEL required digital presence in order to stay a head of the competitors.
- Some of the other competitors already have digital presence and they are attracting the people with the help of digital presence.
- BHEEMA BAKES & HOTEL required website for managing order and lead in the mind of the people and convert them into their customers.
- It favour to reach all the students, professionals and other people.

Objective of Digital Presence

- Our Objective is to get more customer towards Bheema with the help of Digital Presence and to make easy to all customer to book their order with the help of website

Discussions

- We are the team has discussed about the business, competitors, and the requirement of digital presence and discussed with our business owners also about the same.
- On first day when we were talked to the owner about our project, he doesn't have the knowledge about the online presence and how it will favor them to pull out the new customers.
- We explained clearly about the project, then he gave us the authority to do the project.
- We were also visited the competitor's website for know how they are doing online and we analyses that we have to work hard to beat the competition.
- We were pre planned every move and if one fell down then we execute the alternative.
- We were the team had created WhatsApp group for our conversation.
- We talked to the Owners about the Domain Name, we suggest them 3 domain names and they choosed one from that

- We finalized the domain for the company and checked it in www.godaddy.com. We found the domain which we desired is available but we were not purchased that, just to ensure that the domain was available are not.
- Then we checked for hosting plan that which one is better and costless. We also checking for the theme which will be suitable for our business by creating WordPress blog and we think Woo commerce will satisfy our online store requirement.
- We had prepared a small content for our site and now looking for our other social media sites that how they will active.

HOSTING PLAN

We had choosed Godaddy to hosting our website after buying our domain from Godaddy . We found Godaddy offers a better plan for our website as a starter and

The screenshot displays the Godaddy website's hosting plan selection interface. The browser's address bar shows the URL: https://in.godaddy.com/offers/default.aspx?isc=hos1in34&tmskey=1domwebhost_3¤cytype=INR&cvosrc=ppc.google.godadd. Three hosting plans are presented in a grid:

Plan Name	Description	Price / Month	Original Price	Discount	Key Features
Economy	Perfect to get started with a basic site	Rs 99.00	Rs 449.00	ON SALE	<ul style="list-style-type: none"> 1 Website Unlimited Bandwidth 100 GB Storage
Deluxe	Ideal for managing multiple sites	Rs 409.00	Rs 599.00	ON SALE	<ul style="list-style-type: none"> Unlimited Websites Unlimited Bandwidth Unlimited Storage
Ultimate	Great for sites that want added security	Rs 679.00	Rs 999.00	ON SALE	<ul style="list-style-type: none"> All Deluxe Plan Features Premium DNS Management Tool 1 year SSL Certificate

Below the plans, the text "WHY US? IT'S SIMPLE." is visible. The Windows taskbar at the bottom shows the time as 12:17 PM on 12/2/2016.

Fig : Hosting Plan

Hosting and domain Plan Details

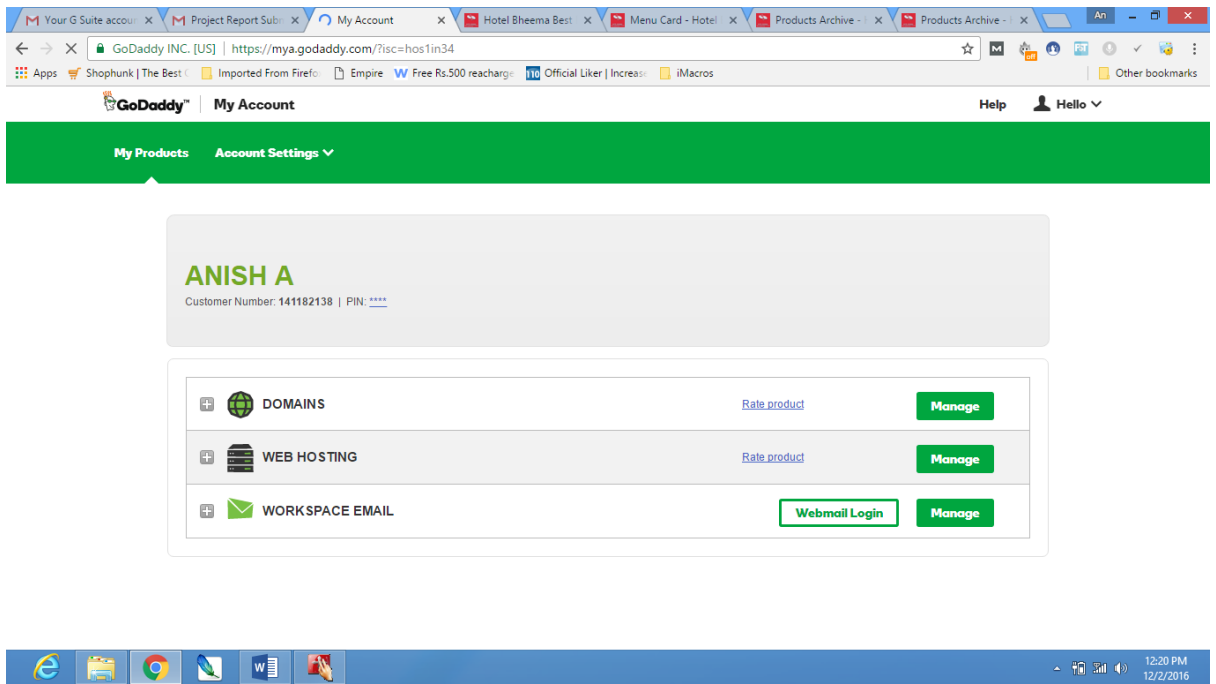


Fig : Godaddy Account details

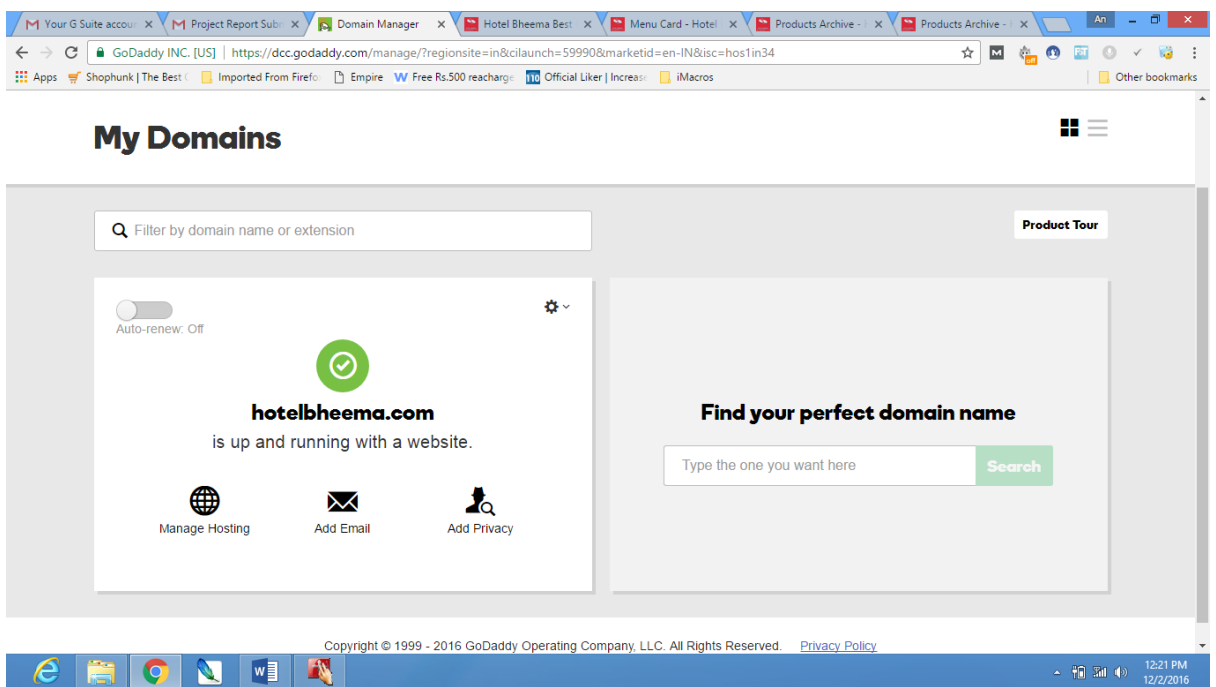


Fig : Domain Details

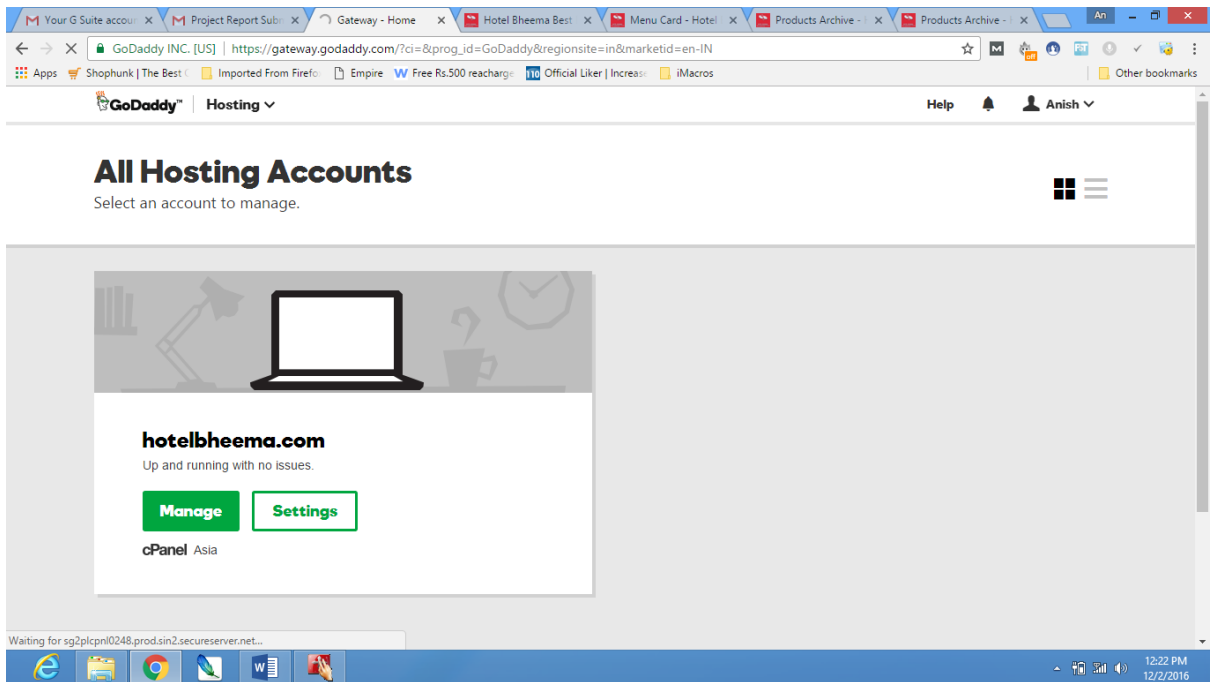


Fig : Hostings

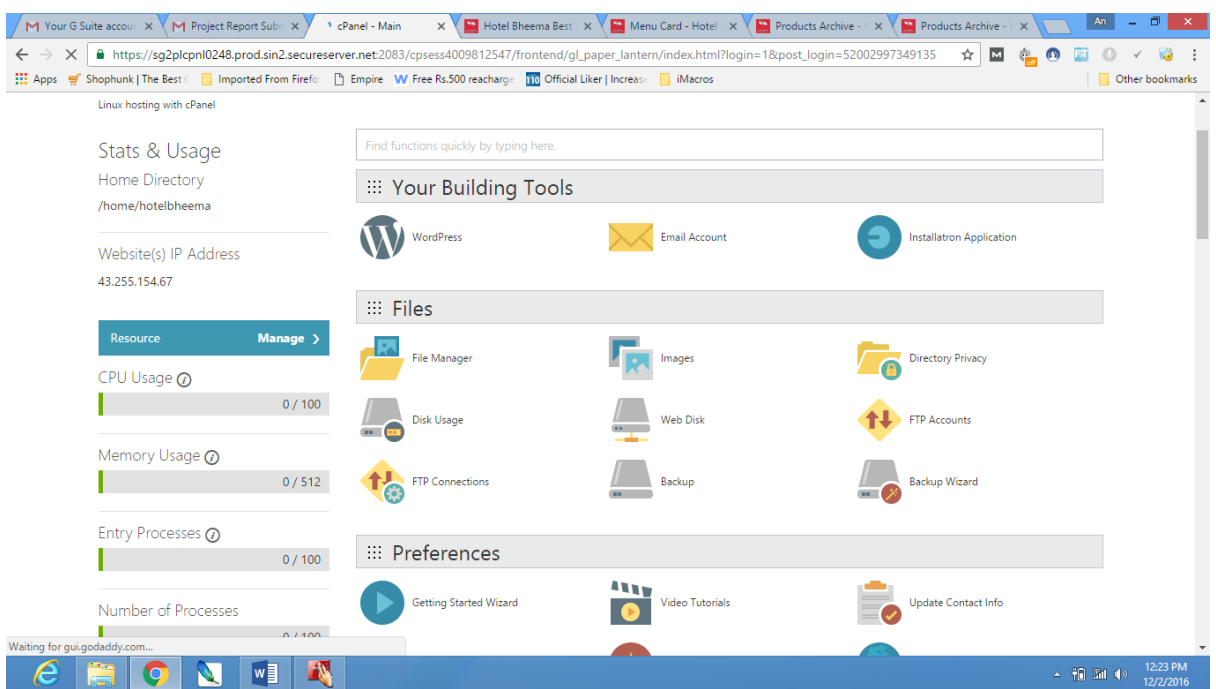


Fig : Hostings

STEP: 3(KEYWORD PLANNNG)

Key word planning is the one which is the important to website. The website keyword is very easy to search engine to identify what are the things in the website and it will show in search page once people searching with the keyword. Keyword plays a very important role in SEO.

Keyword for the website can easily get from keyword tools which are available in both free and paid version. There is lot of keyword research tools available. Best Keyword will help to take our page to reach first place in search results.

Keyword Analysis

We had analysed and find important with the help of Keyword Planner, Keywordtool.io, Google search preference, forums. With the help of keyword planner we analysed the volume of search of the keywords.

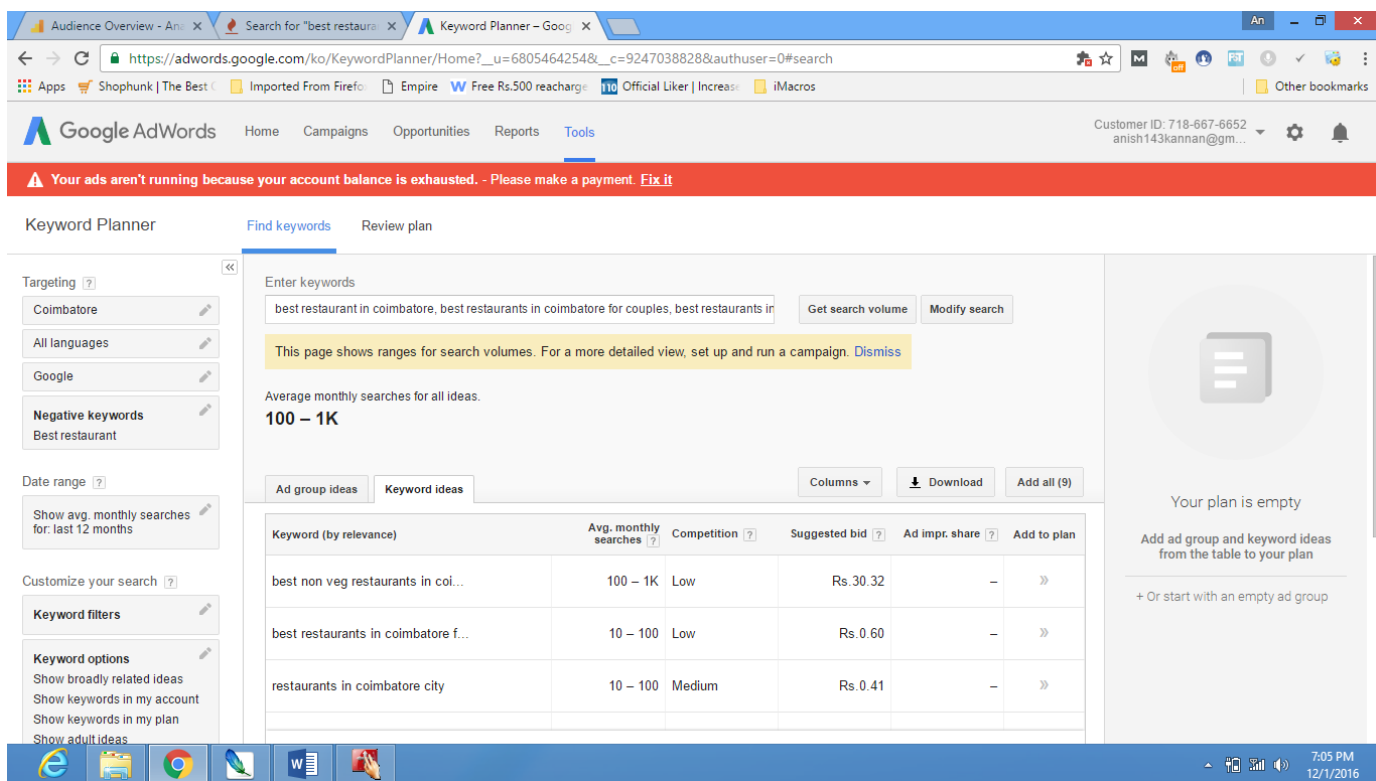


Fig : Search Volume Of Our Keywords

Some of the key words we planned to our websites are;

- I. Malabar Biryani in Sulur
- II. Bheema Catering service
- III. Best Malabar chicken biriyani in sulur
- IV. Best hotel in Coimbatore.
- V. Best birthday party celebration place in Coimbatore.
- VI. Tasty food in Coimbatore.
- VII. Hygienic foods in Coimbatore.
- VIII. Tasty cakes in Coimbatore.
- IX. Low price food in Coimbatore.
- X. Fresh juice in Coimbatore.
- XI. Best Malabar biriyani restaurant in Coimbatore
- XII. Jigarthanda in Coimbatore
- XIII. Best family restaurant in Coimbatore
- XIV. best restaurant in coimbatore
- XV. best restaurants in coimbatore for couples
- XVI. best restaurants in coimbatore india
- XVII. best dinner in coimbatore
- XVIII. best dining in coimbatore
- XIX. best romantic restaurant in coimbatore
- XX. best restaurants at coimbatore
- XXI. cheap and best restaurant in coimbatore
- XXII. best biryani restaurant in coimbatore
- XXIII. restaurants in coimbatore city
- XXIV. best restaurant deals in coimbatore
- XXV. restaurants in coimbatore for couples
- XXVI. best non veg restaurants in coimbatore
- XXVII. list of best restaurants in coimbatore

STEP: 4-(creating basic website)

We have bought the domain and hosting from godaddy.com and the domain name is hotelbheema.com. Since, hotel bheema has not created the website we have created a website for them and align them. We have taken the web hosting for one year, and we have bought the domain for free. We had setup a basic website with easy UI and also a responsive website with high quality content to attract our customer and making them to refer our website with their friends and making them as a new customer to Bheema

We had installed Google Analytics in our website. Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic.[1] Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet. It will help us to track the activity in our website such as where they come from, how them come, what they looking for, how long they spend, etc these things only tracked with the help of Google Analytics. We had submitted our page to Search console, with the help of Google Webmaster Tools and submitted our sitemap.

STEP: 5-(DETAILED WEBSITE CREATION)

We have created a website as mentioned above and we have given a detailed information about our website. And it contains what are the services they are providing, owner of the company and some more details. We have added more photos in gallery section. We had given the menu of the restaurant in one section. We had added online shopping in the website where people can visit the page and order food from the website itself. This will help the customers to know the price of the product and they can order the food from online. Once they visit the page itself they can know more about the pricing of the food and all and they can also order the food from the product section of the website. We have added more details about the Hotel Bheema Their Vision and mission on it.

To Promote and make use of the website by the people we had put the notice in the entrance of the restaurant that all menu is given in the website. Visit it to get more information on menu. So that it can attract the customer to visit the page. On the page we have to make the people to spend time in the website. If our website have good quality they people will visit in again and again before ordering any product and they will surely refer to their friends about the thing. They can also order food online and get the food home delivery all and around Sulur.

Website Link |

ww.hotelbheema.com

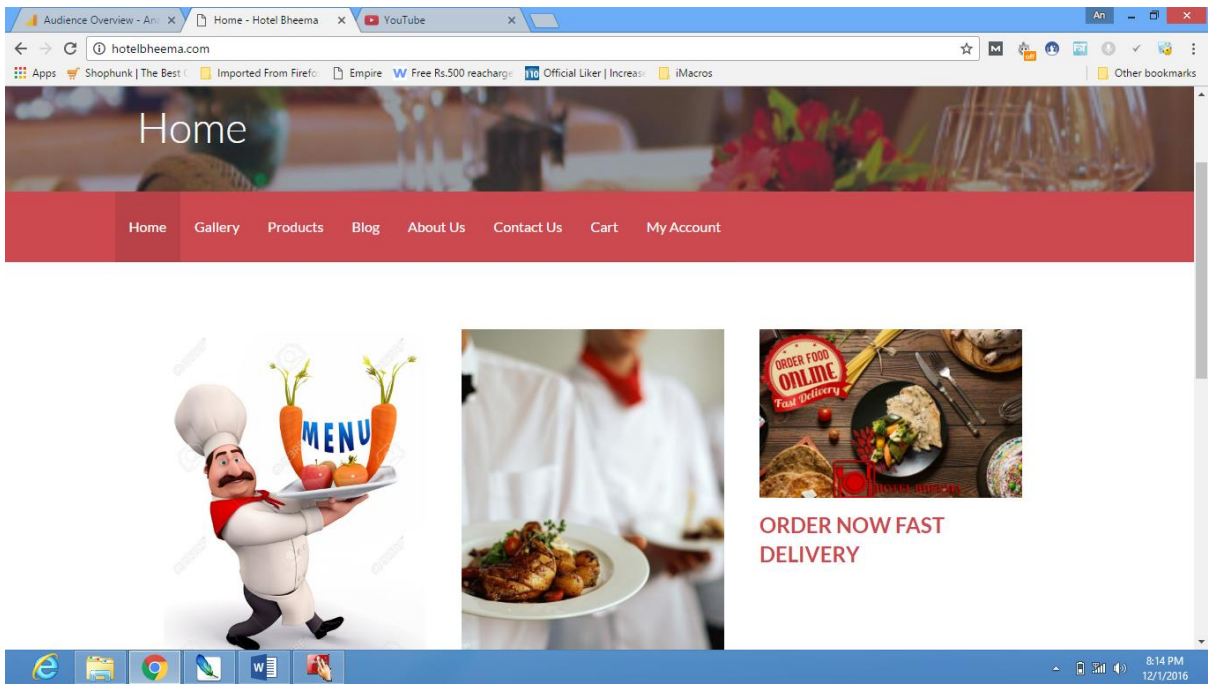


Fig : Website

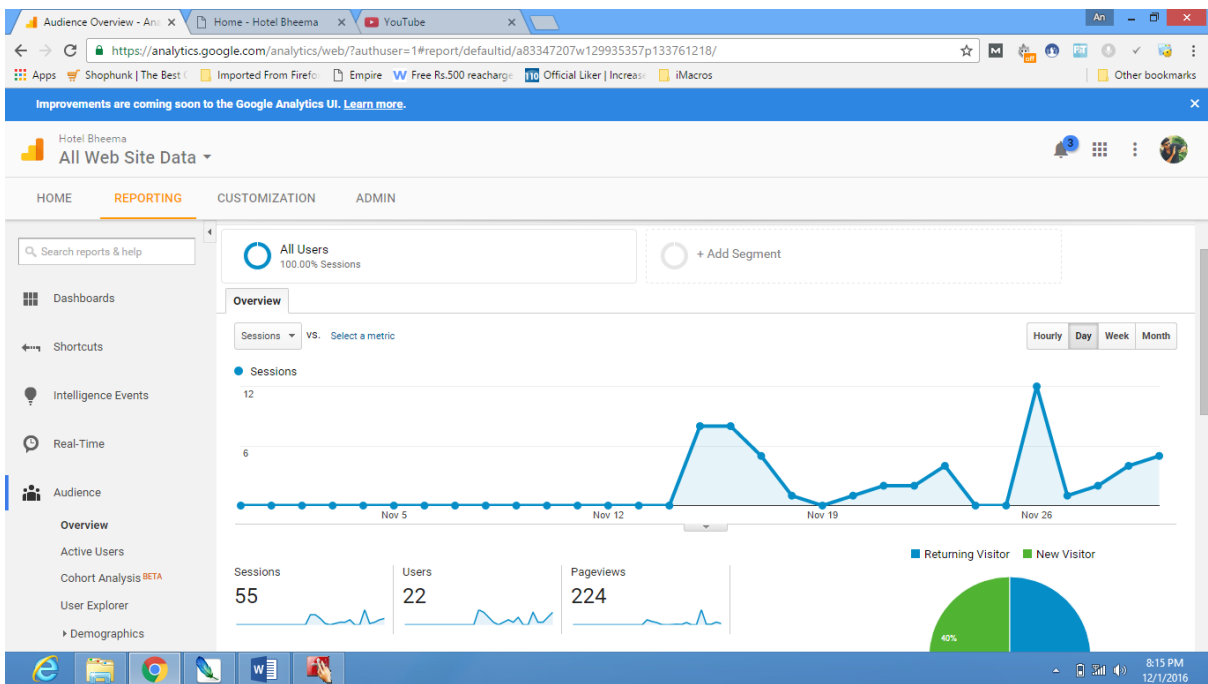


Fig : Google Analytics data of Website

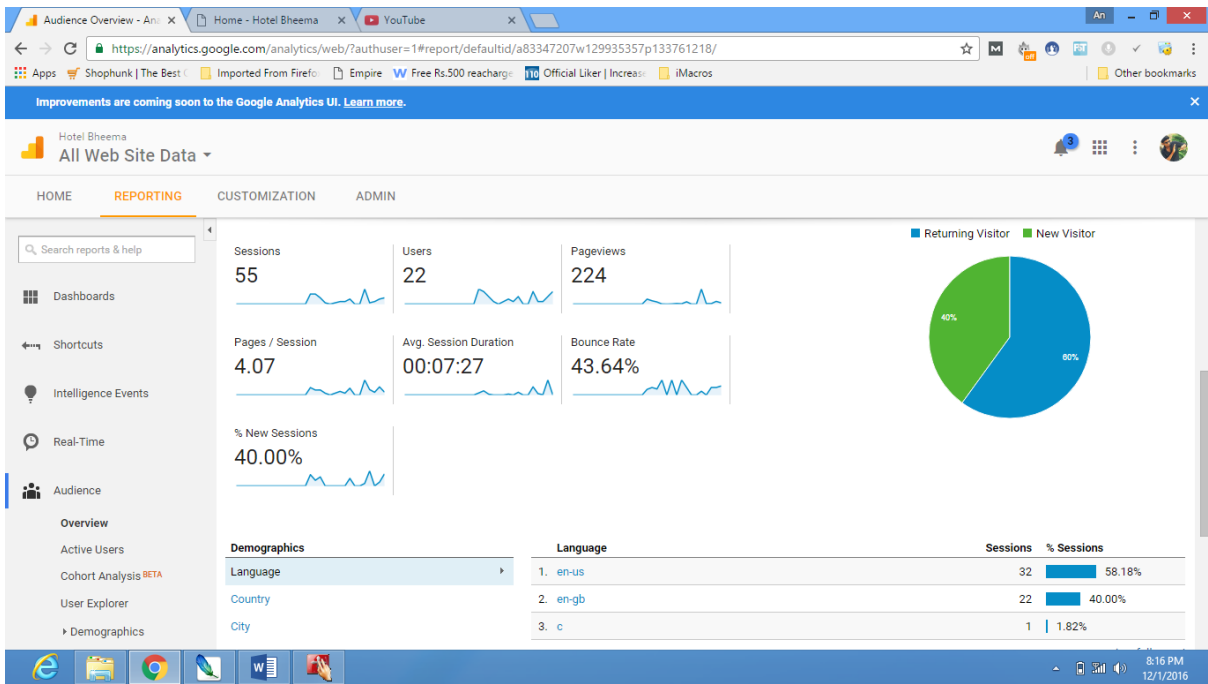


Fig : Google Analytics Data of Website

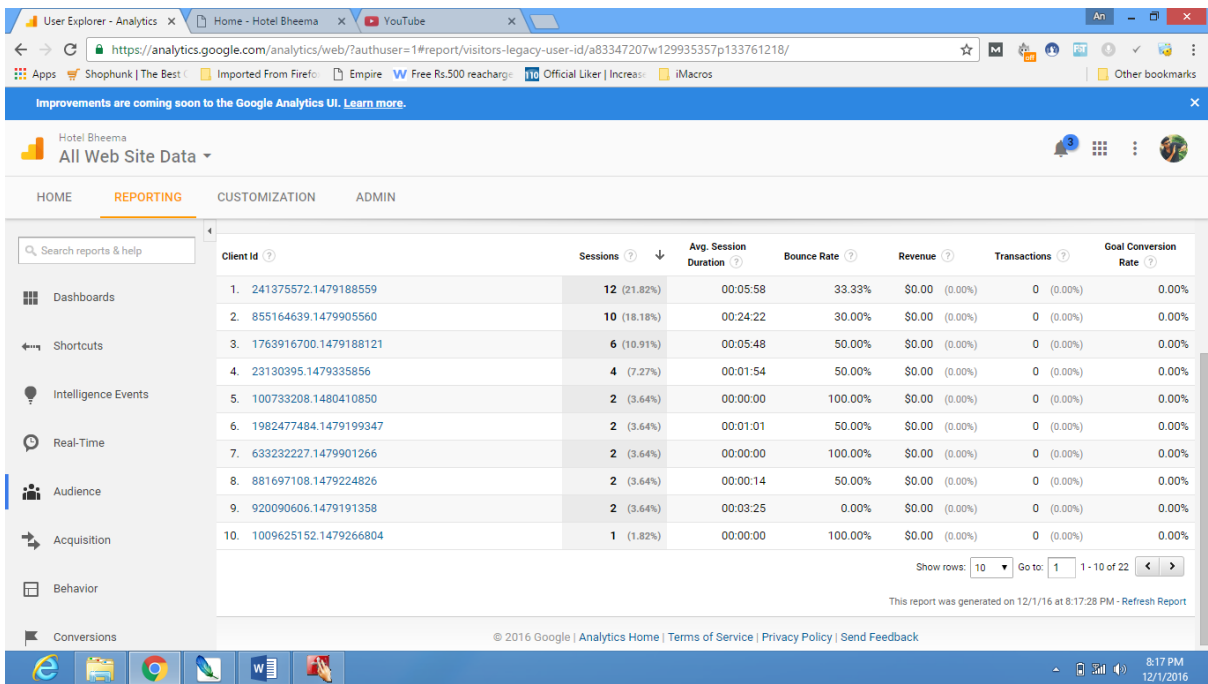


Fig : Google analytics User Details of website

STEP: 6-(FACE BOOK PAGE CREATION)

We have created a Facebook page for bheema and now we have 400+ Likes in our page. We have posted photos in that page. We have filled the necessary information like about business, description, business timings open, creating photos and video albums. We are posting photos in

Our Facebook Page is Link |
[facebook.com/bheemahotel](https://www.facebook.com/bheemahotel)

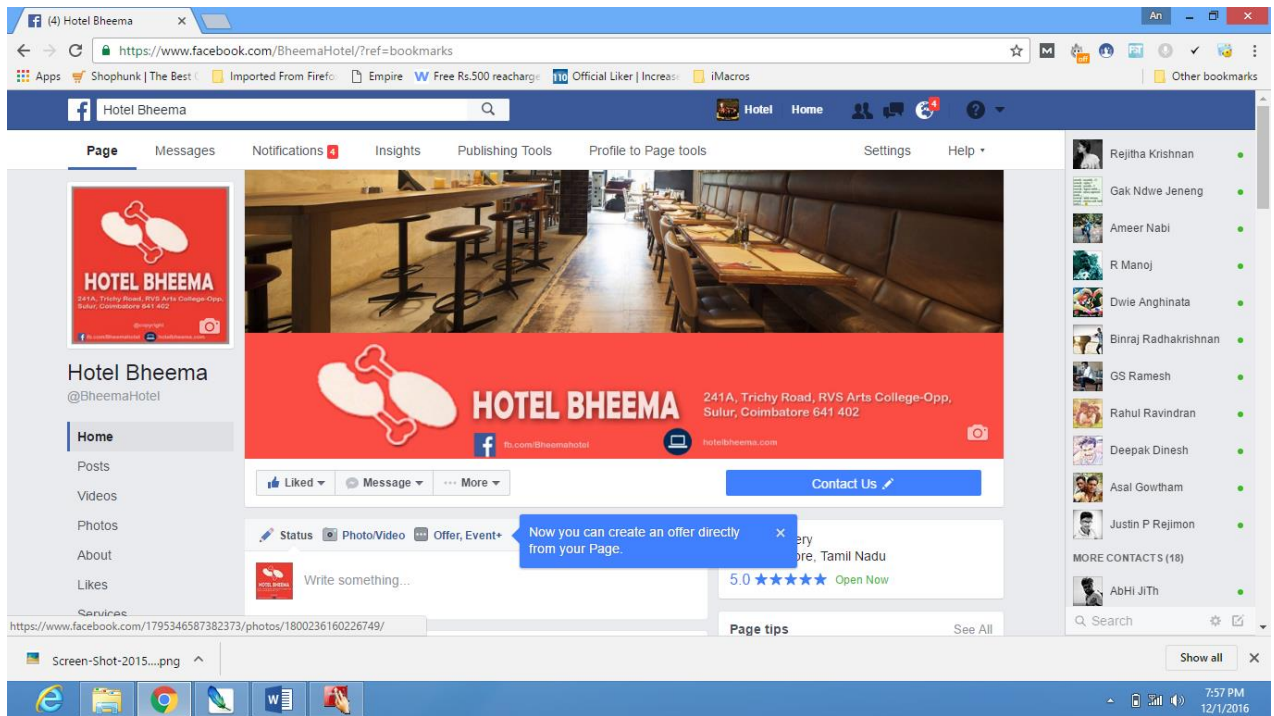


Fig : Facebook Page

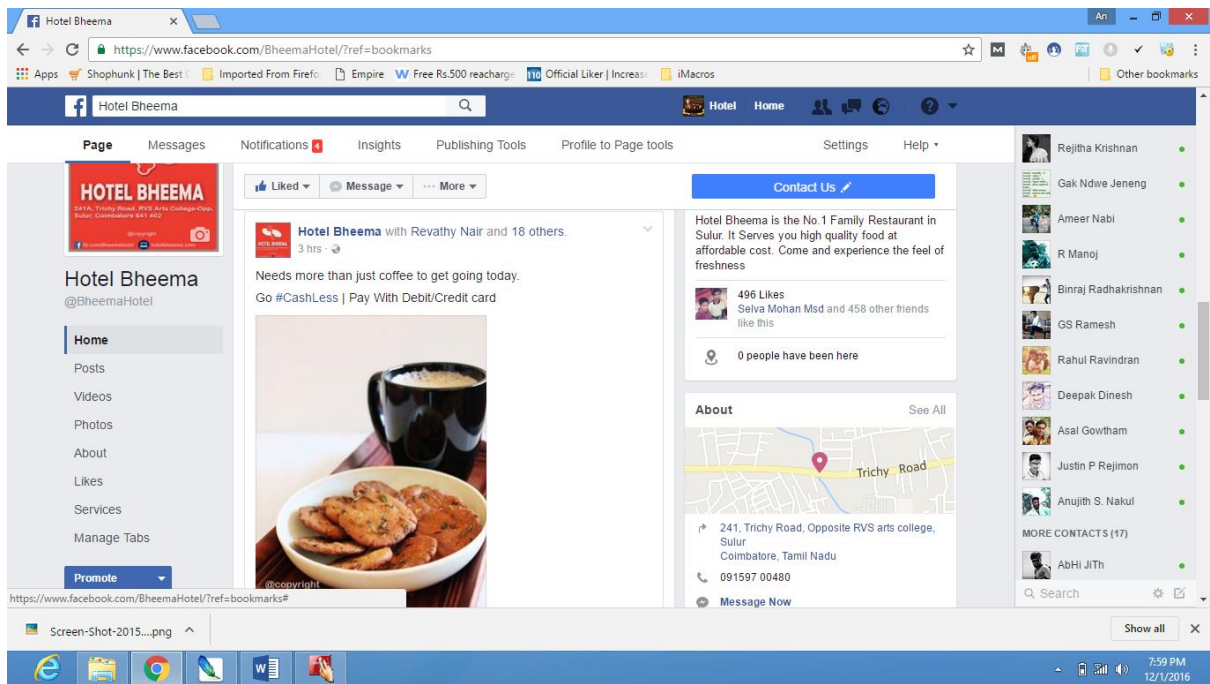


Fig : Facebook Page Post

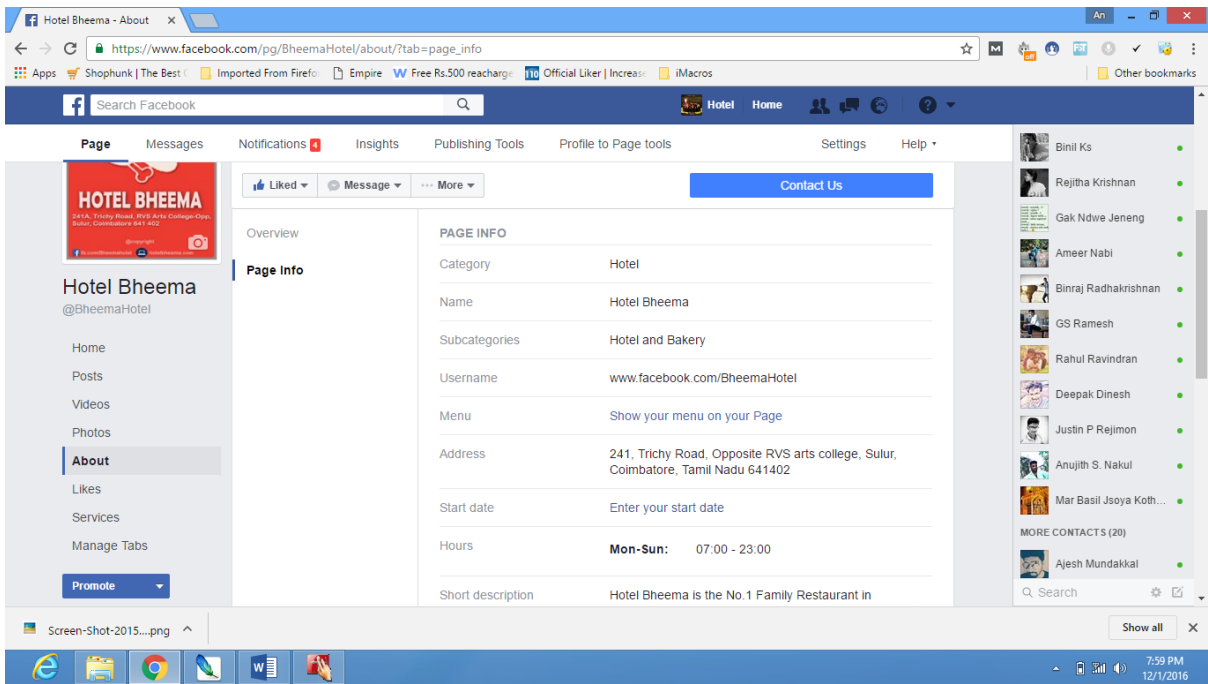


Fig : About Section Of Facebook Page

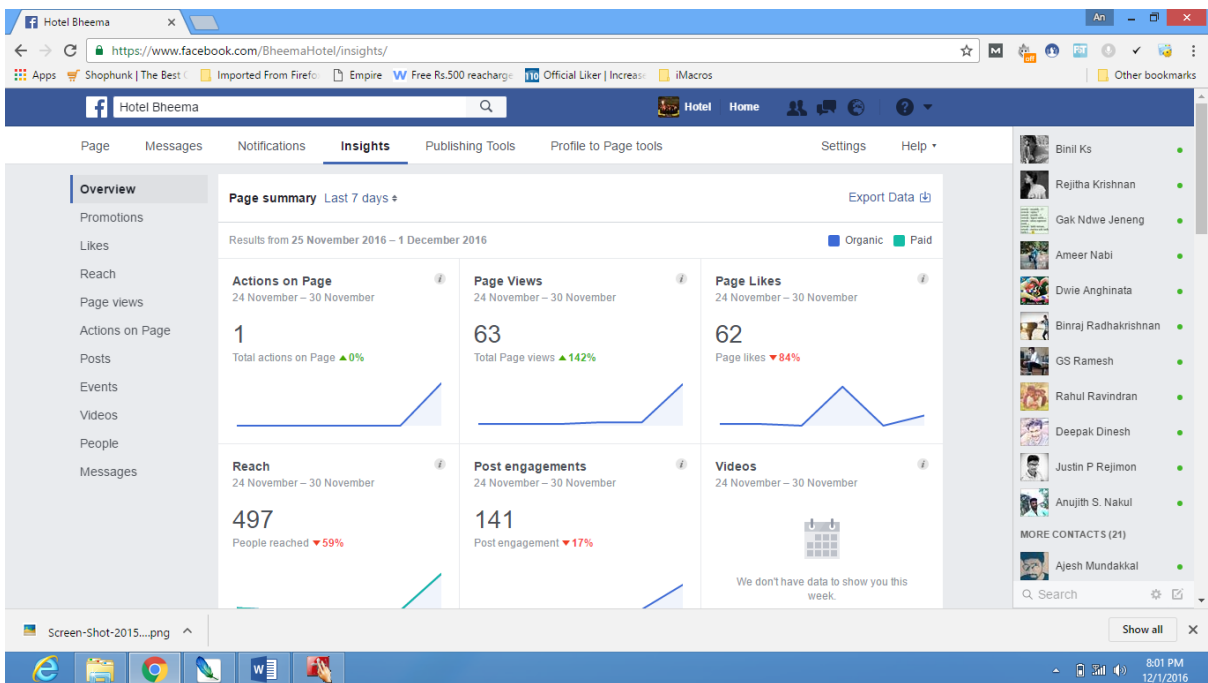


Fig : Insights Of Facebook Page

STEP: 7-(YouTube channel creation)

We have created a YouTube Channel Named Bheema Hotel and posted one video in the channel. The video will show how to prepare black forest cake. We optimise the video for search result, we are going to post more videos to get more subscriber, Views, Likes etc,.

Our Youtube Channel Link |

https://www.youtube.com/channel/UCq-3Nw22_ek8Pk93DKeAqsg

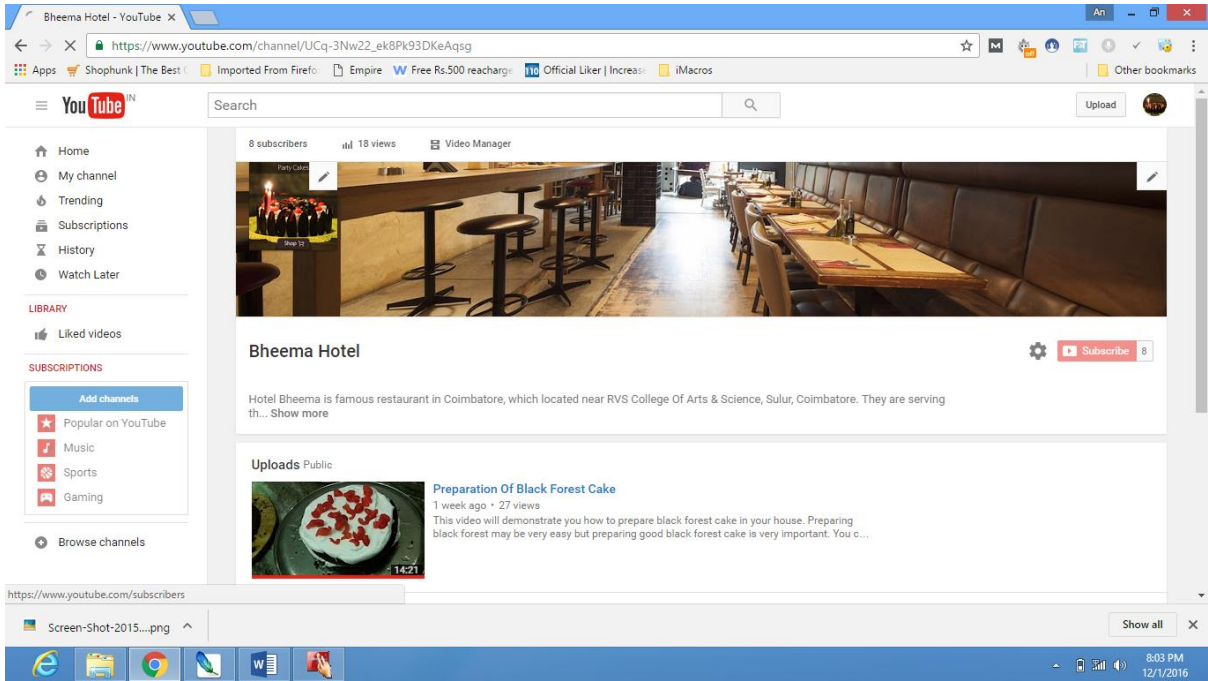


Fig : Youtube Channel

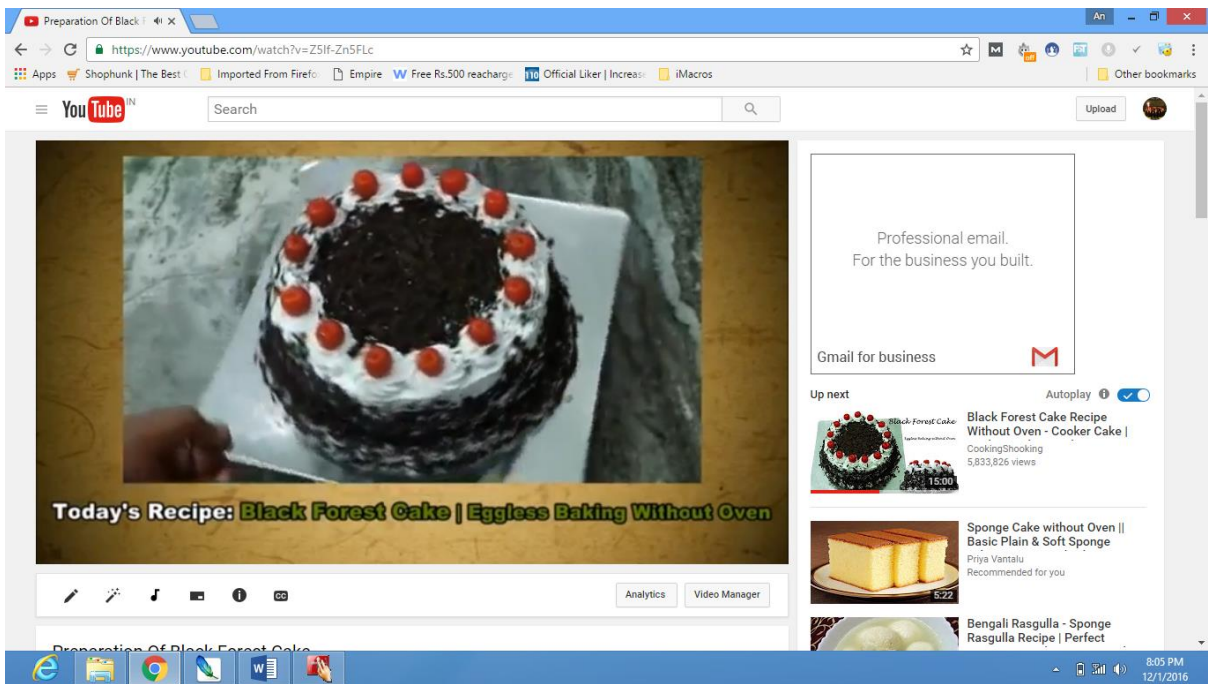


Fig : Video we posted in YouTube

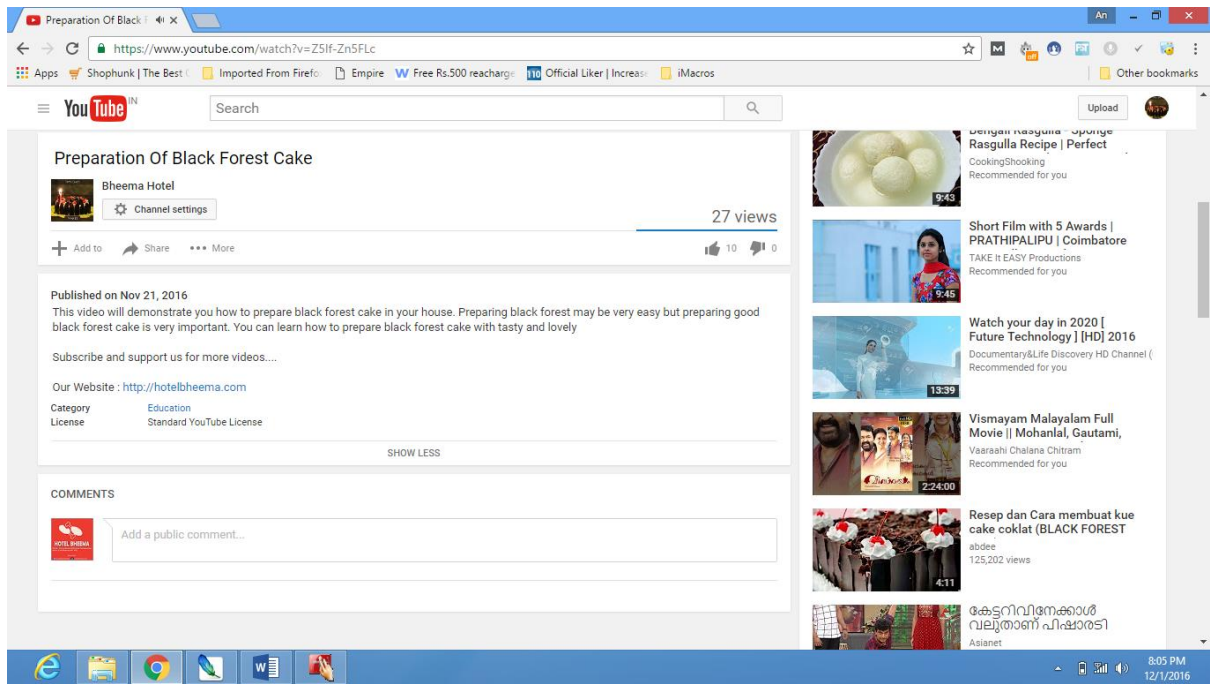


Fig : Description Of the video

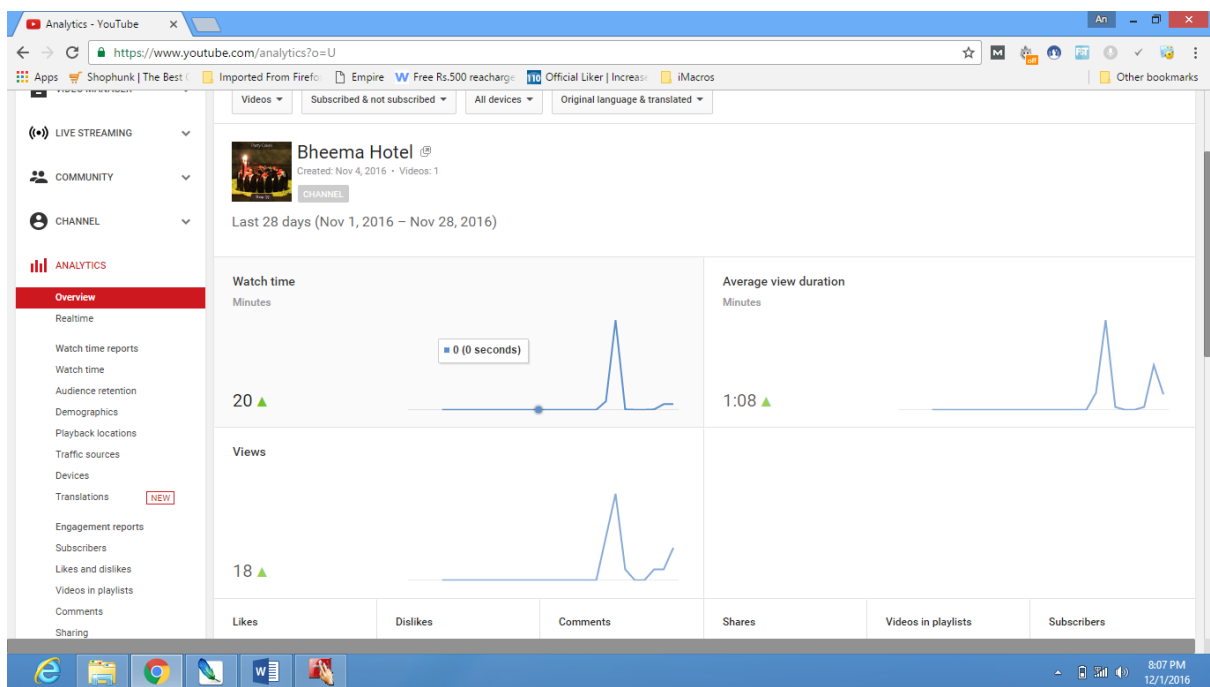


Fig : Analytic Data of YouTube Channel

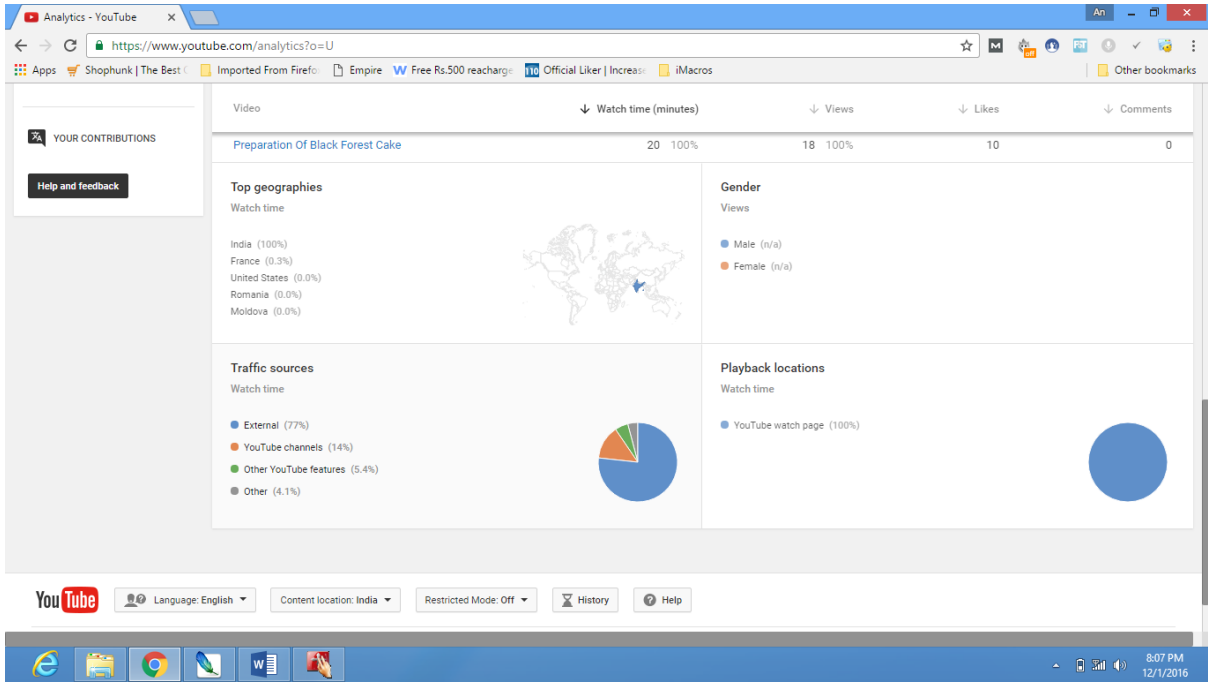


Fig : Analytics Data Of Channel

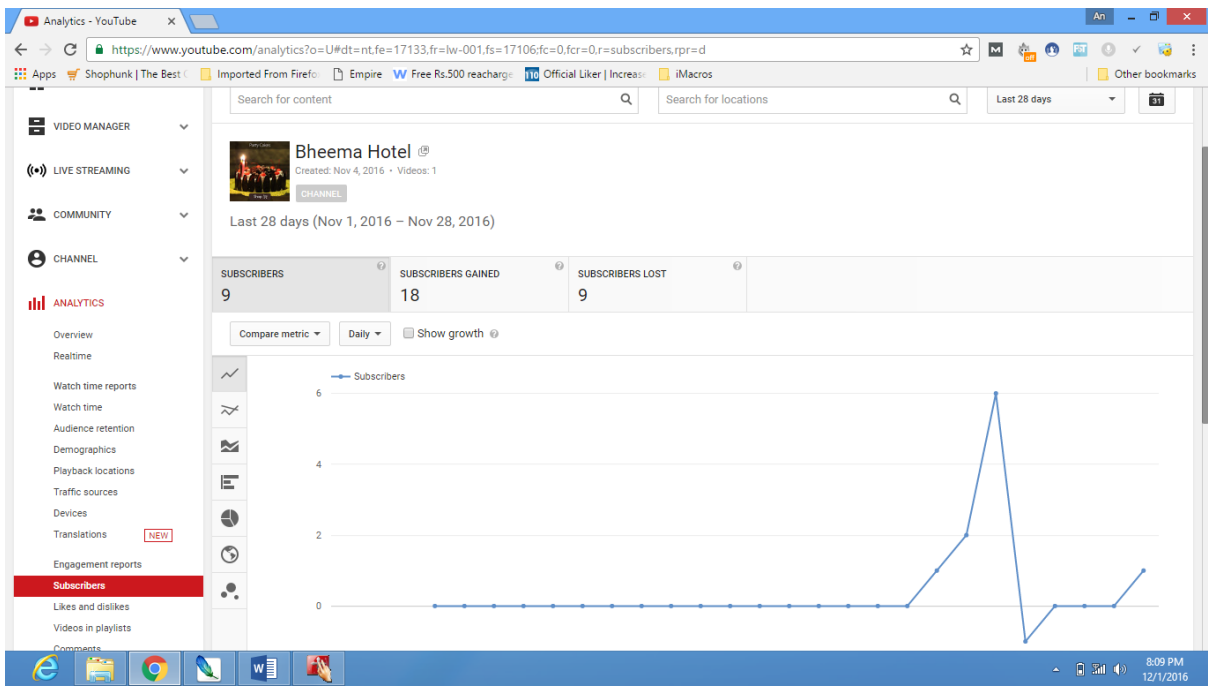


Fig : Data about subscriber

STEP: 8- Hygienic Factors

We had did something in Hygienic FactorWe successfully got listed into Google maps, Google Business, Coimbatore Page, Tripadvisor. We had also created an Android app

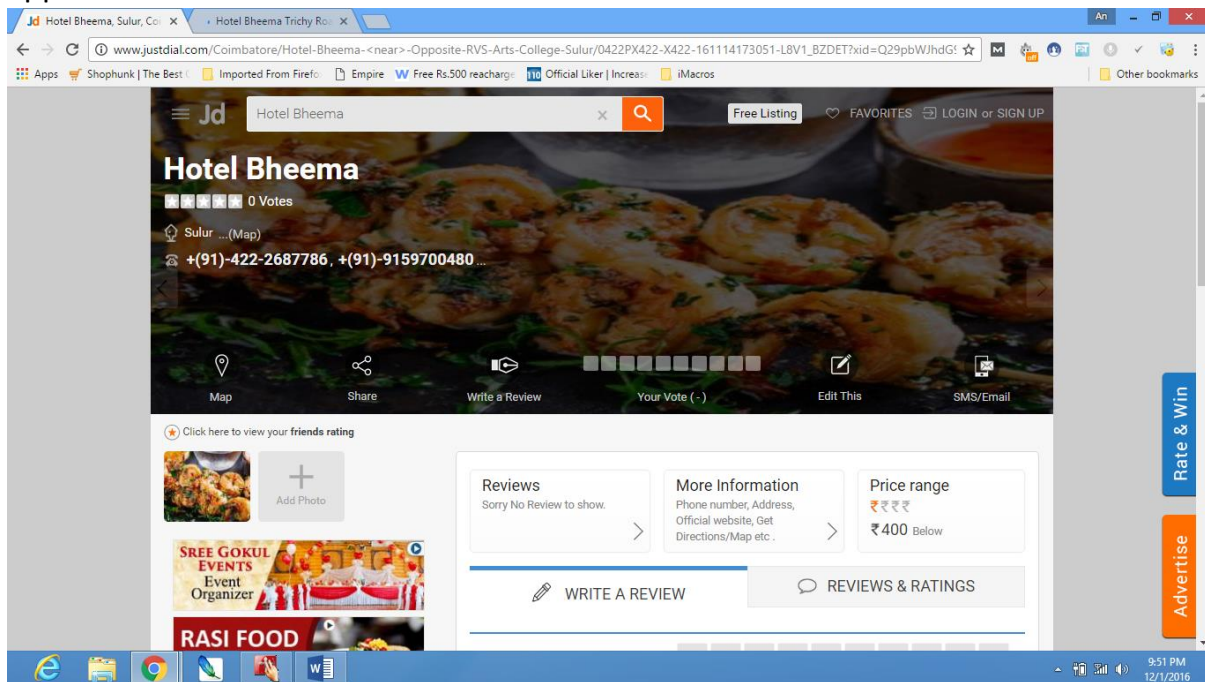


Fig : Listed in Justdial

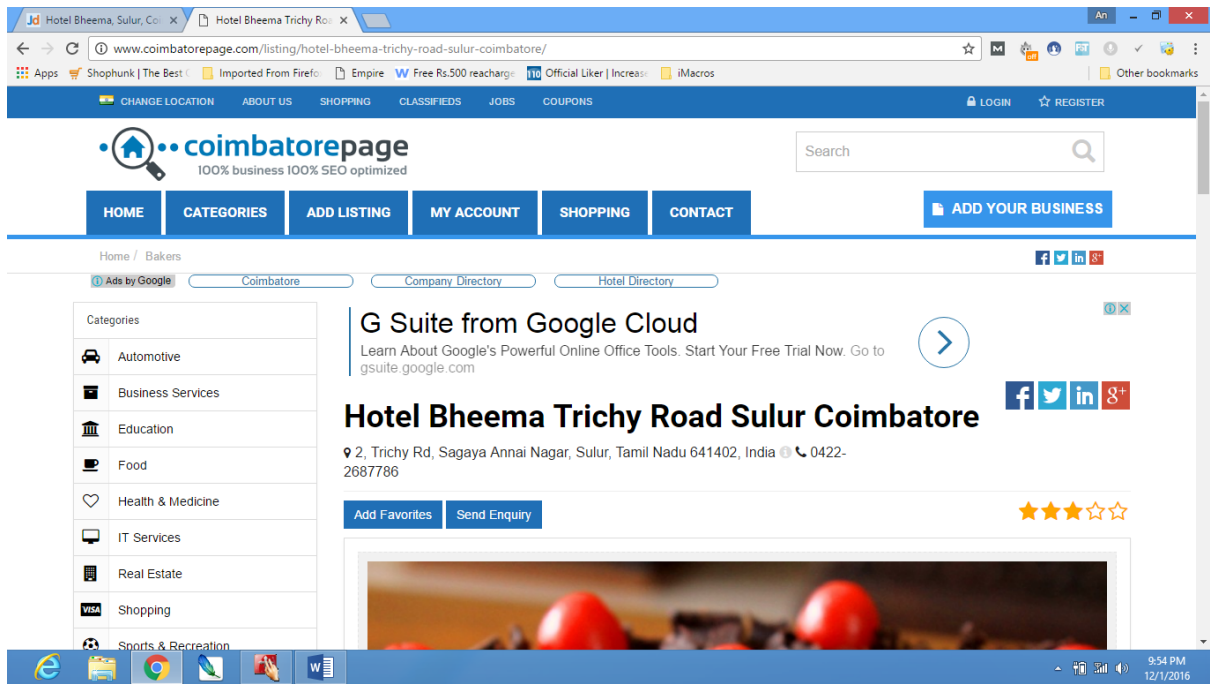
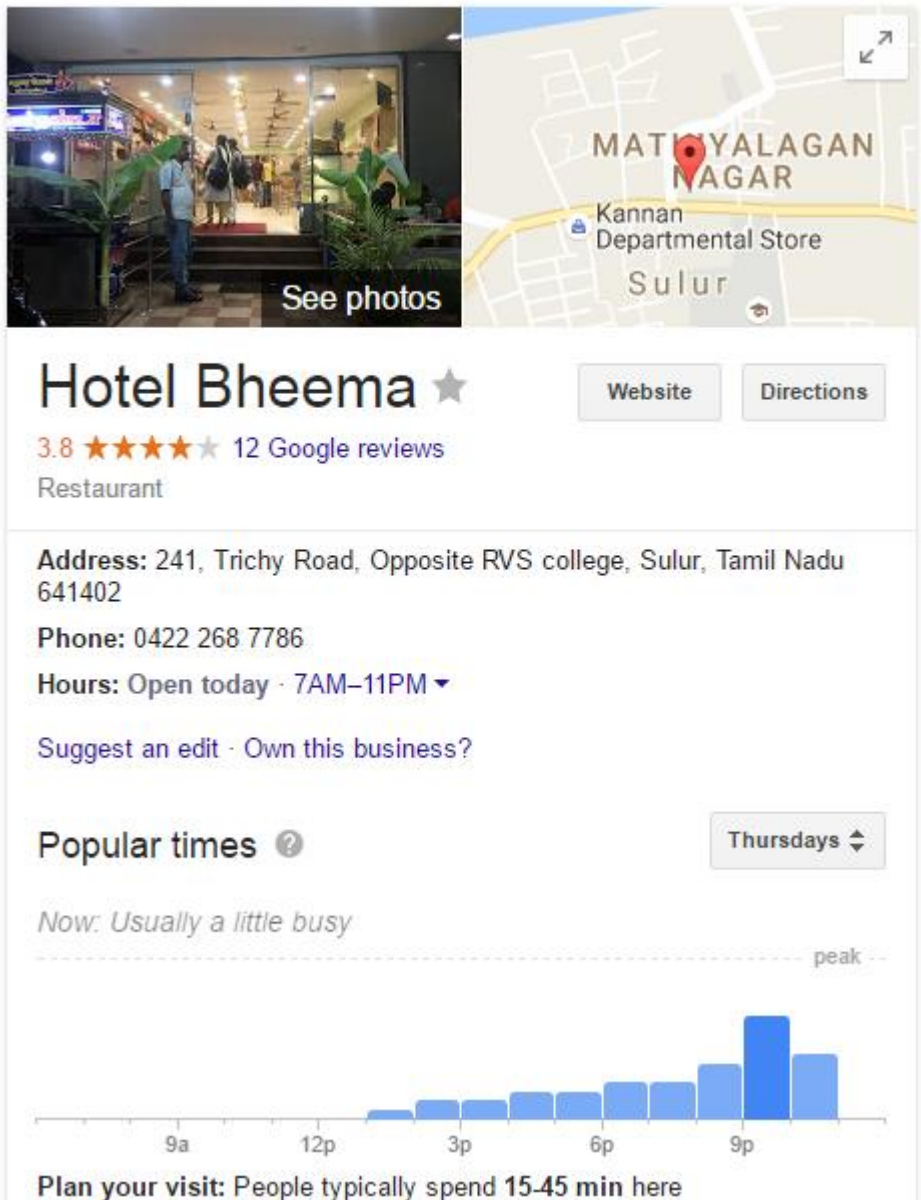


Fig : Listed In Coimbatore Page



The image shows a Google Maps listing for Hotel Bheema. At the top left is a photo of the hotel entrance with a "See photos" link. To the right is a map snippet showing the location in Matiyalagan Nagar, Suler, near Kannan Departmental Store. Below the map, the business name "Hotel Bheema" is displayed with a star icon, a 3.8-star rating from 12 Google reviews, and the category "Restaurant". Buttons for "Website" and "Directions" are present. The address is "241, Trichy Road, Opposite RVS college, Suler, Tamil Nadu 641402". The phone number is "0422 268 7786" and the hours are "Open today · 7AM–11PM". There are links for "Suggest an edit" and "Own this business?". A "Popular times" section shows a bar chart for Thursdays, indicating a peak in the evening. The text "Now: Usually a little busy" is shown above the chart. The x-axis of the chart is labeled with times: 9a, 12p, 3p, 6p, 9p. The y-axis represents the number of people, with a dashed line indicating the "peak" level. Below the chart, it says "Plan your visit: People typically spend 15-45 min here".

Hotel Bheema ★
3.8 ★★★★★ 12 Google reviews
Restaurant

Address: 241, Trichy Road, Opposite RVS college, Suler, Tamil Nadu 641402
Phone: 0422 268 7786
Hours: Open today · 7AM–11PM ▼
[Suggest an edit](#) · [Own this business?](#)

Popular times ⓘ Thursdays

Now: Usually a little busy

peak

9a 12p 3p 6p 9p

Plan your visit: People typically spend 15-45 min here

Fig : Listed in Google Maps

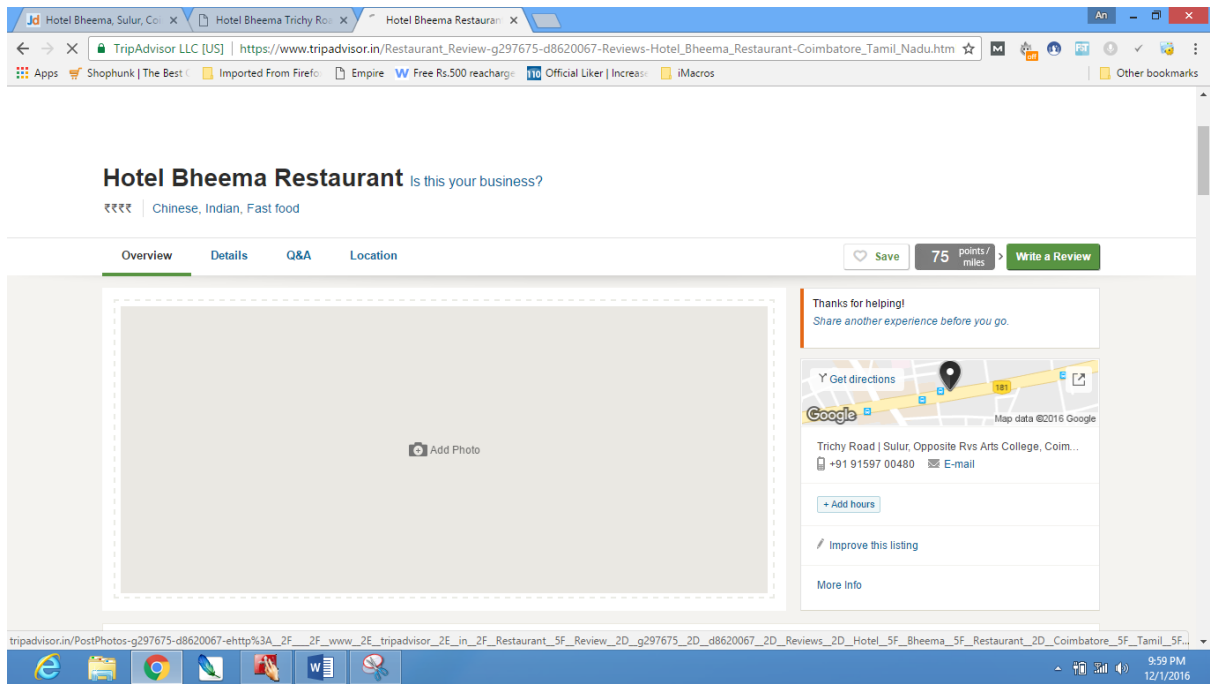


Fig : Listed In Trip Advisory

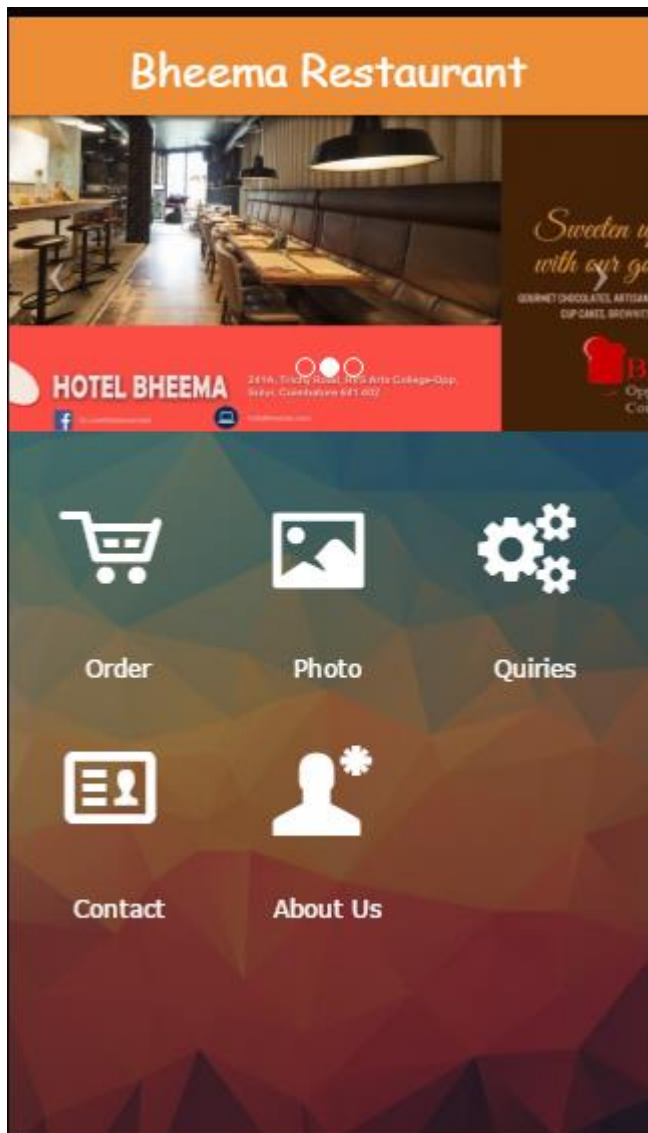
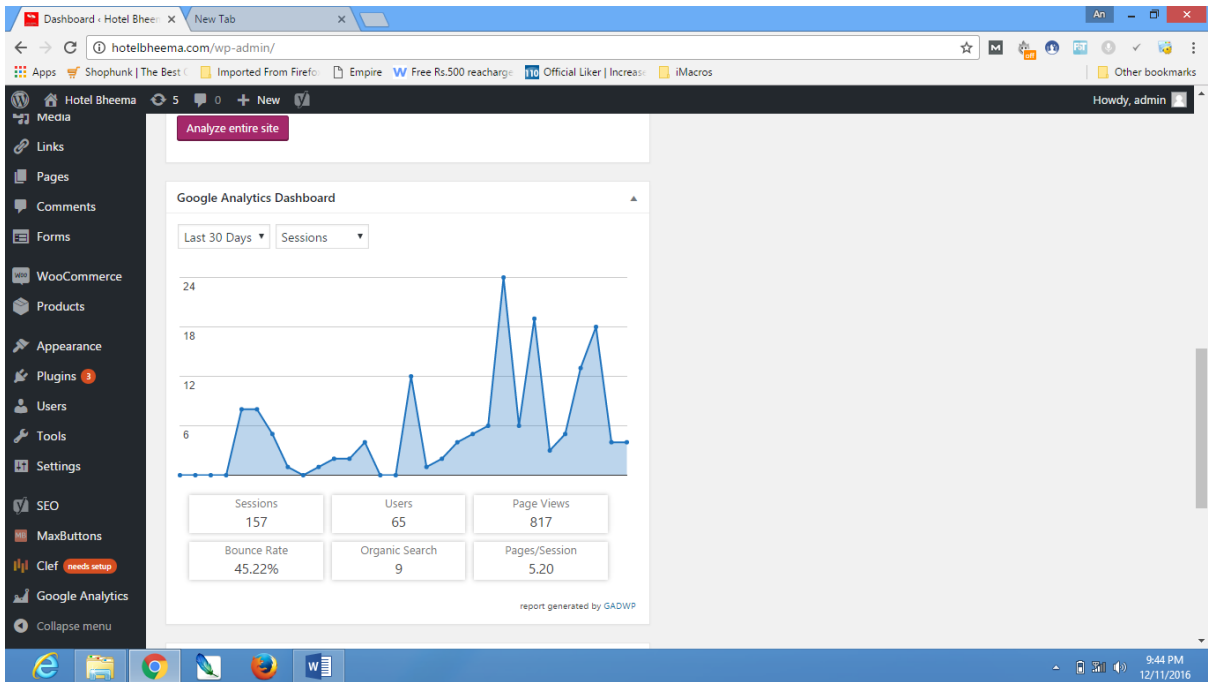
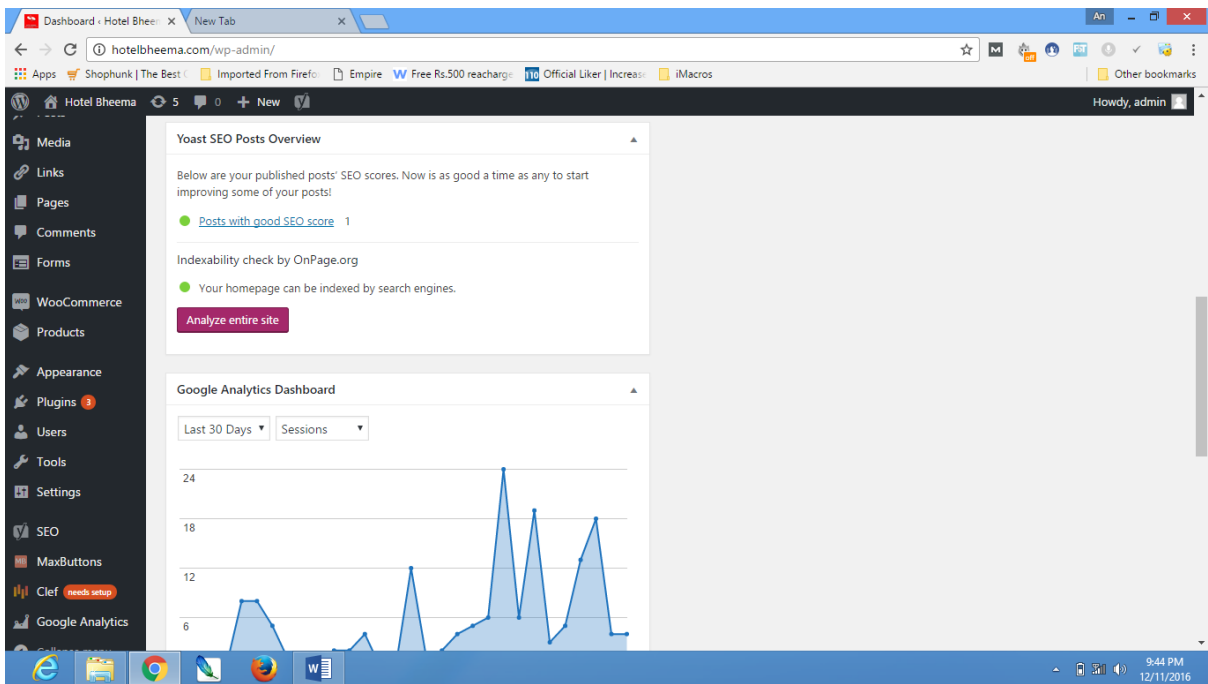


Fig : Bheema Android App

SEO Of Hotel Bheema



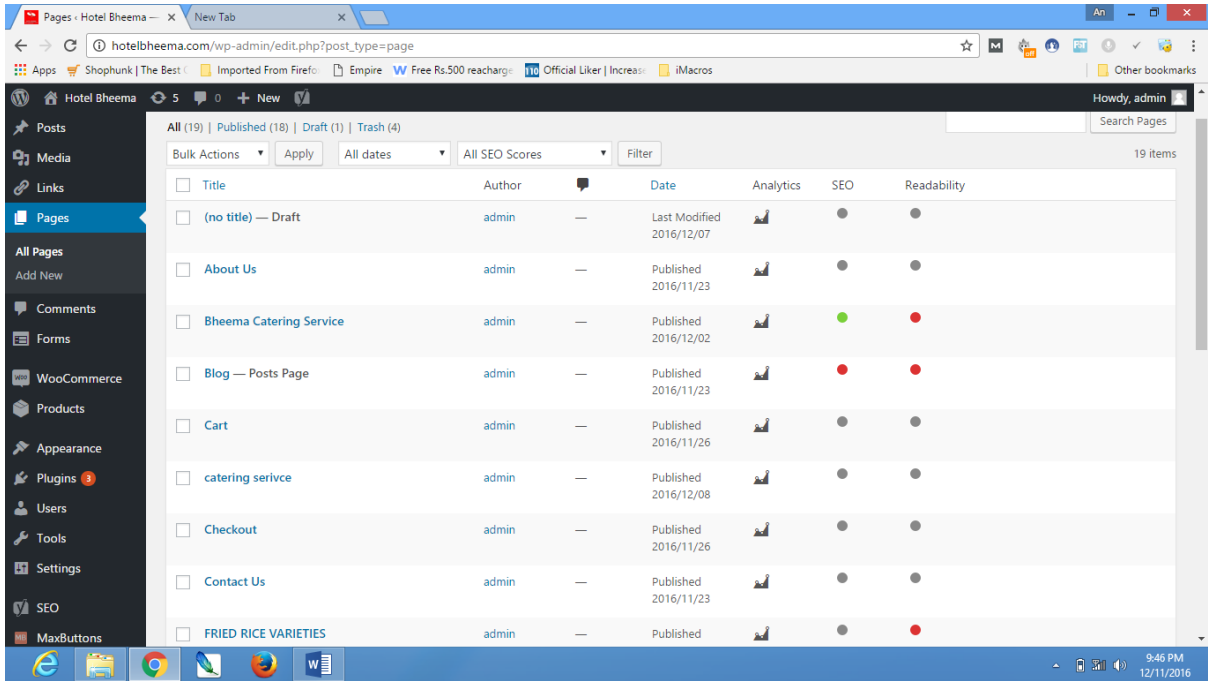


Fig : SEO Scores

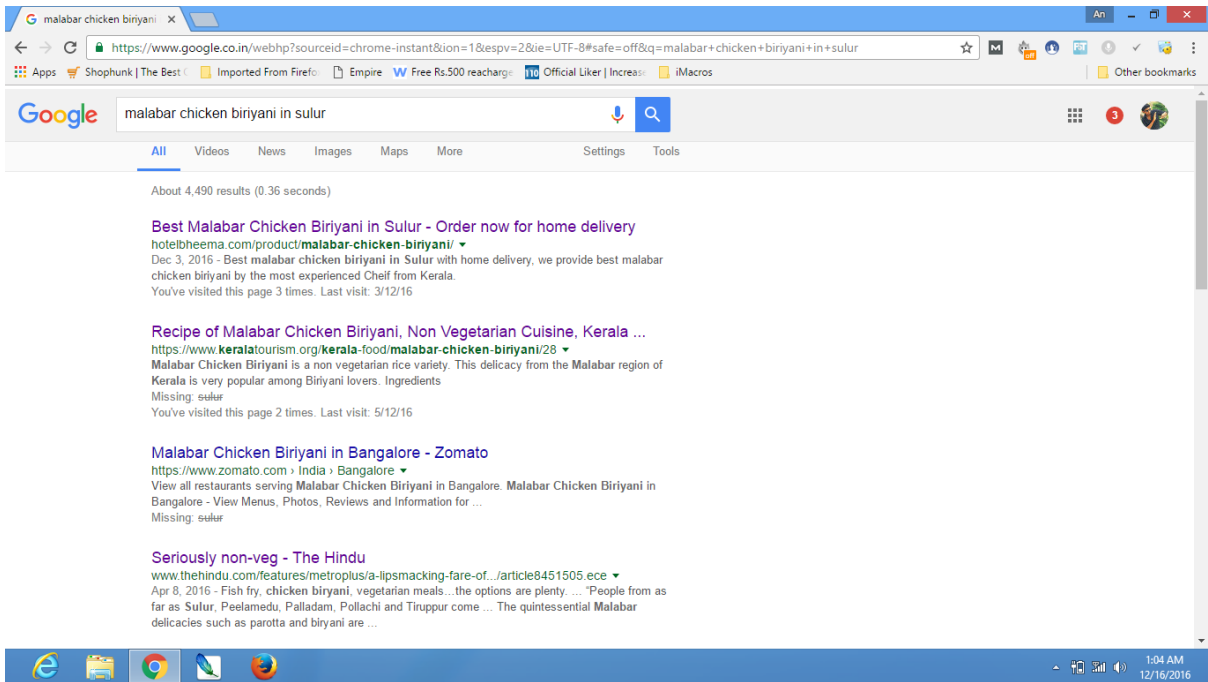


Fig : SEO for the Keyword “ Malabar chicken biriyani in Sulus”

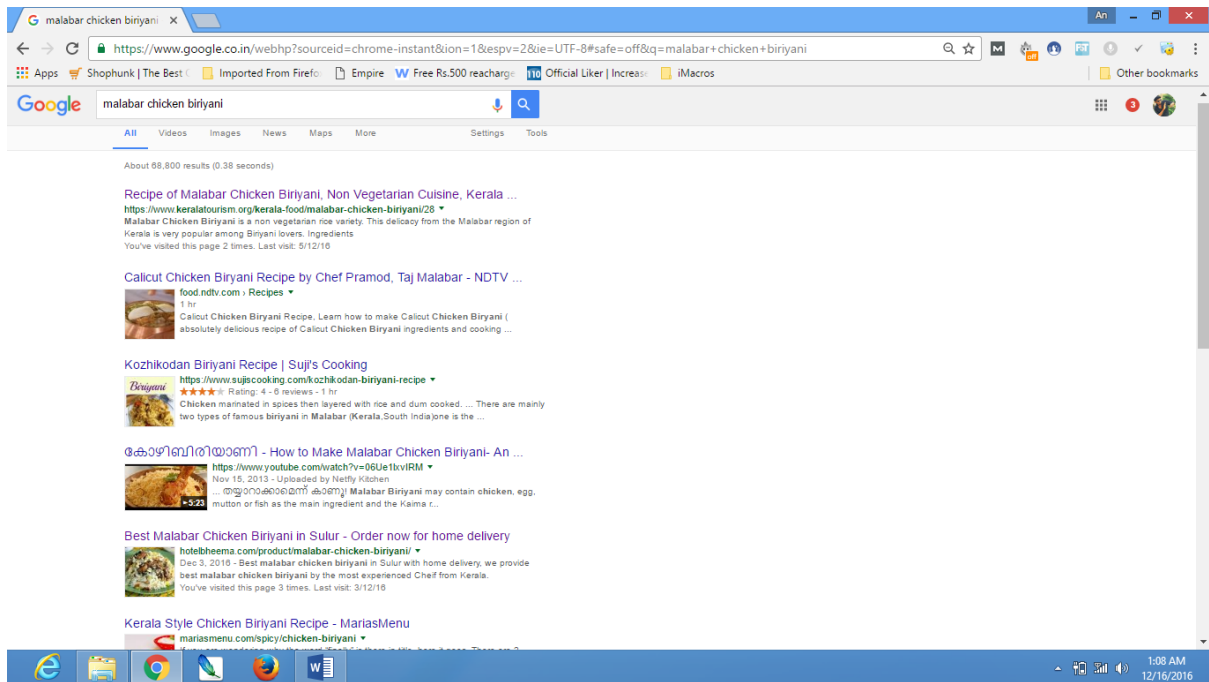


Fig : SEO for the keyword “ Malabar chicken biriyani”

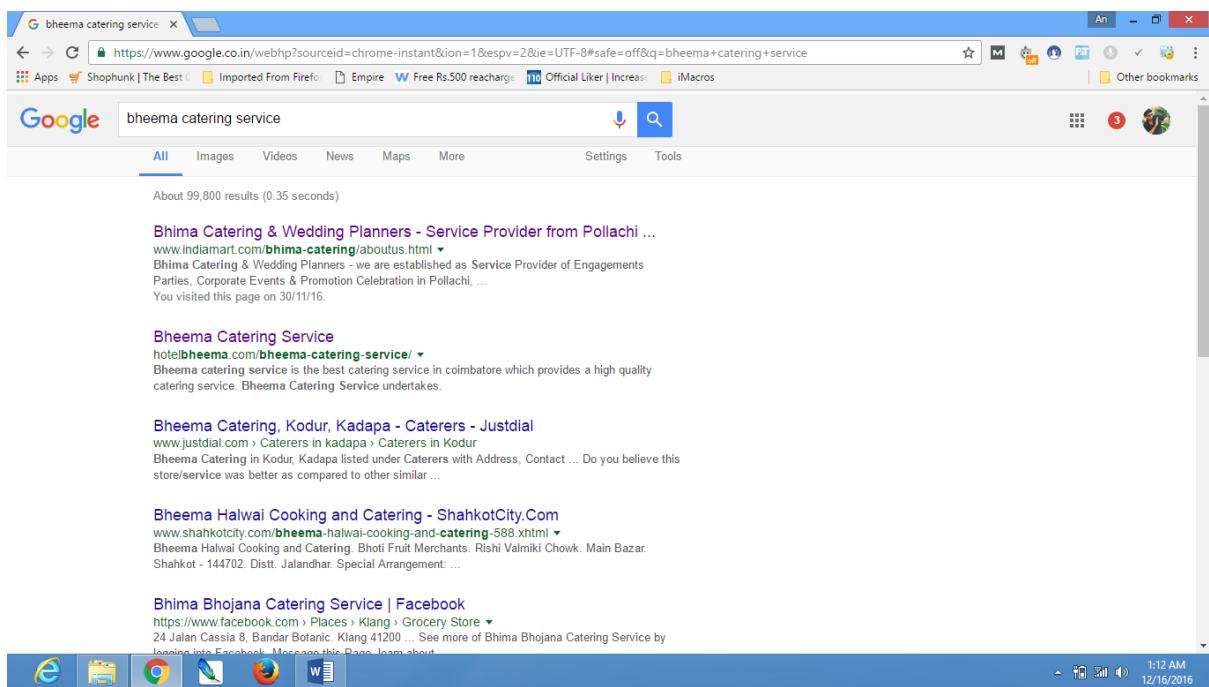


Fig : SEO for the keyword “ Bheema catering service ”

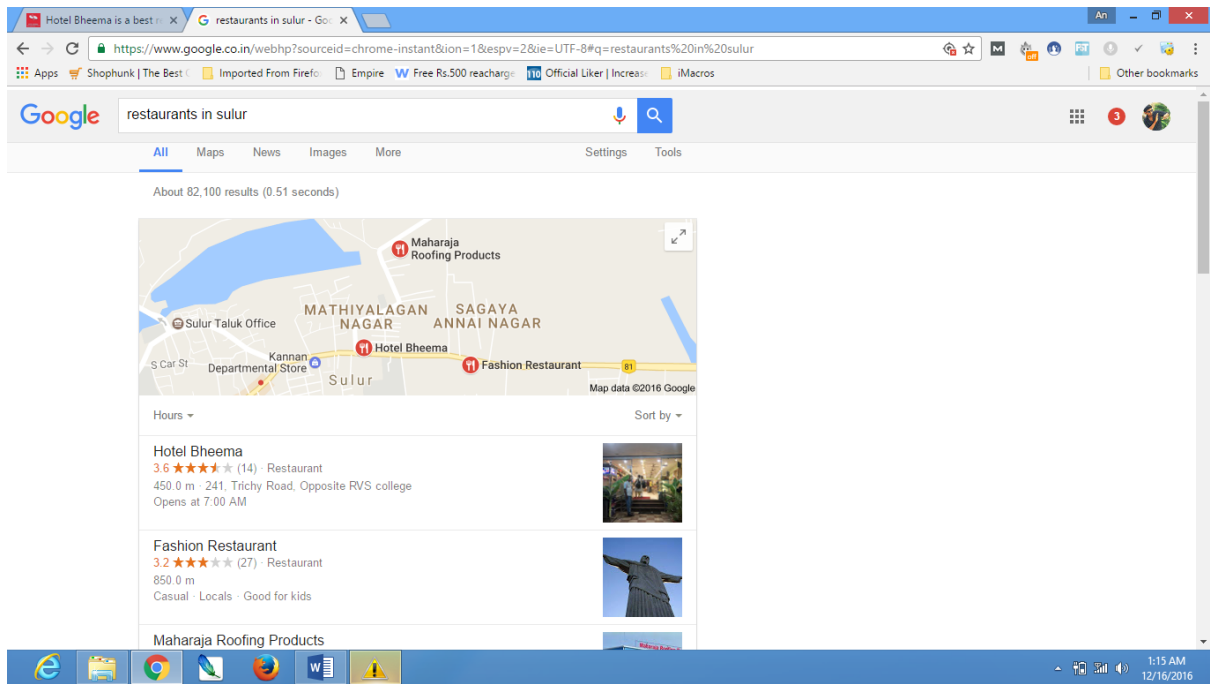
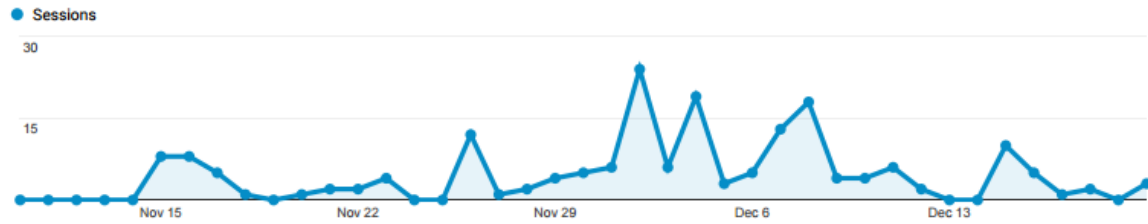


Fig : SEO for the keyword “ restaurant in sular ”

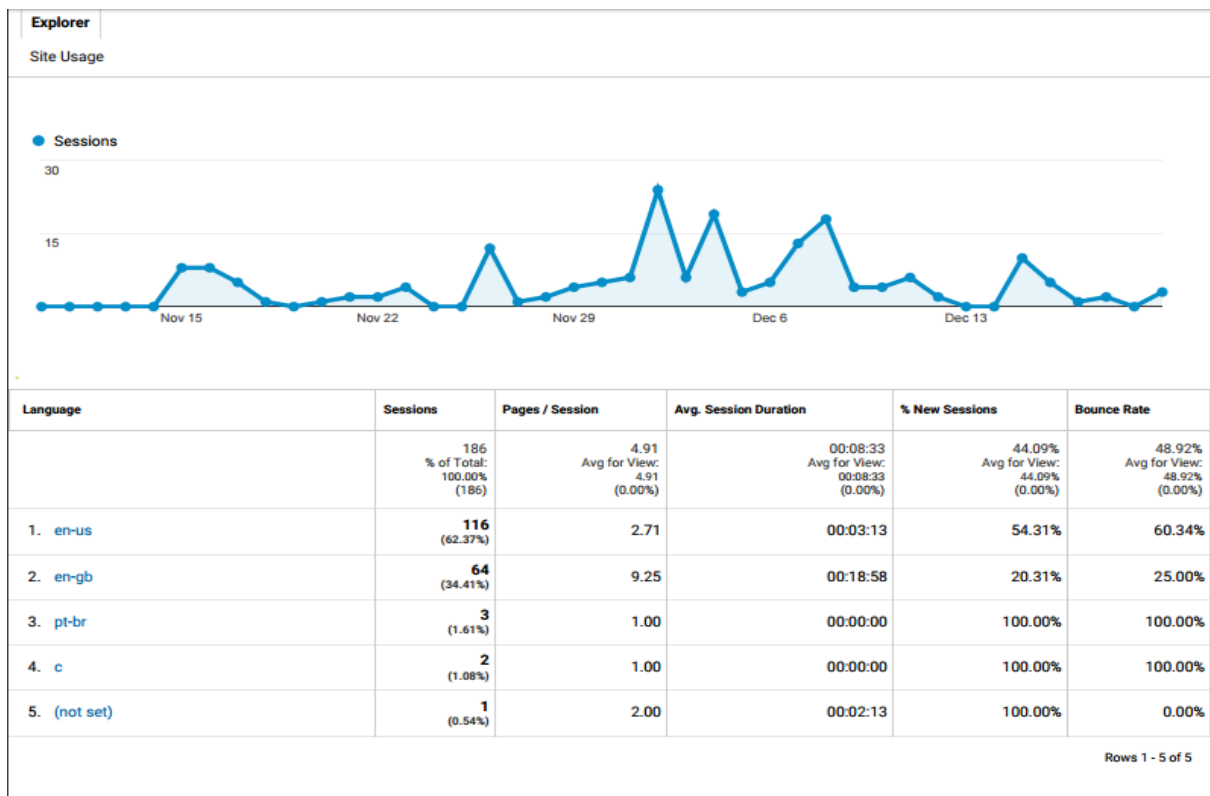
Google Analytics Report



Language	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	186 % of Total: 100.00% (186)	44.09% Avg for View: 44.09% (0.00%)	82 % of Total: 100.00% (82)	48.92% Avg for View: 48.92% (0.00%)	4.91 Avg for View: 4.91 (0.00%)	00:08:33 Avg for View: 00:08:33 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. en-us	116 (62.37%)	54.31%	63 (76.83%)	60.34%	2.71	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. en-gb	64 (34.41%)	20.31%	13 (15.85%)	25.00%	9.25	00:18:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. pt-br	3 (1.61%)	100.00%	3 (3.66%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. c	2 (1.08%)	100.00%	2 (2.44%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	1 (0.54%)	100.00%	1 (1.22%)	0.00%	2.00	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 5 of 5

Fig : Overview of Report



Rows 1 - 5 of 5

Fig : Site Usage

Active Users

Nov 10, 2016 - Dec 20, 2016

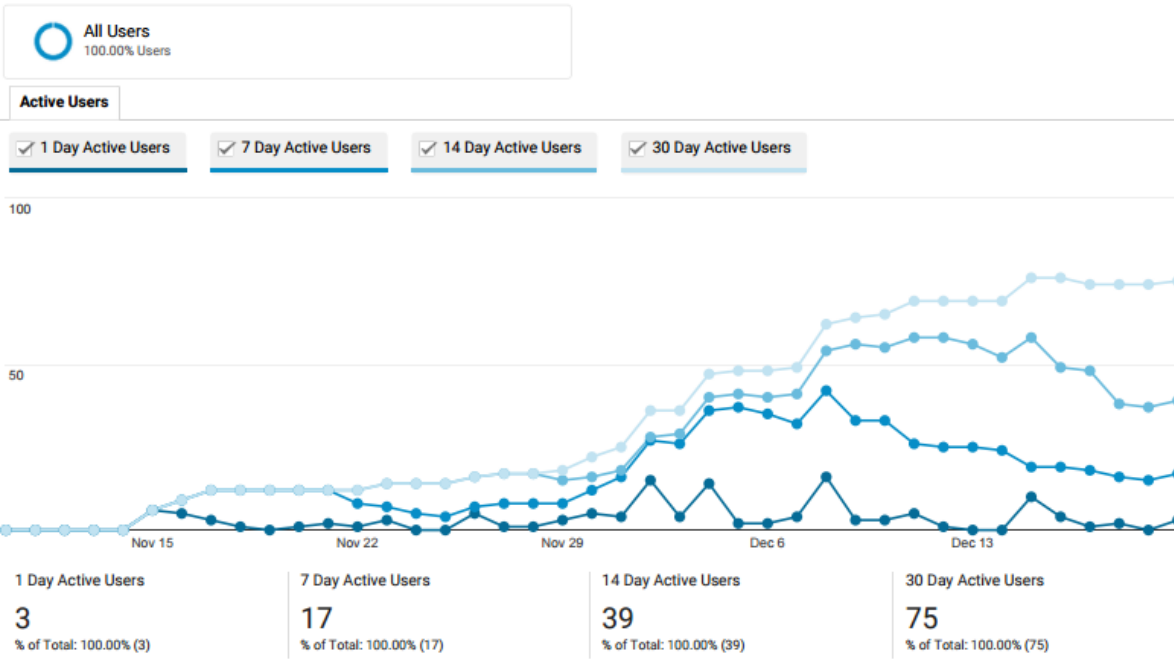


Fig : Active user data

User Explorer

Nov 10, 2016 - Dec 20, 2016

Client Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 1361693791.1480603266	35 (18.82%)	00:26:03	14.29%	\$0.00 (0.00%)	0 (0.00%)	0.00%
2. 241375572.1479188559	28 (15.05%)	00:05:36	39.29%	\$0.00 (0.00%)	0 (0.00%)	0.00%
3. 855164639.1479905560	10 (5.38%)	00:24:22	30.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
4. 100733208.1480410850	9 (4.84%)	00:03:14	77.78%	\$0.00 (0.00%)	0 (0.00%)	0.00%
5. 881697108.1479224826	8 (4.30%)	00:02:51	12.50%	\$0.00 (0.00%)	0 (0.00%)	0.00%
6. 1763916700.1479188121	6 (3.23%)	00:05:48	50.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
7. 724497280.1481071973	5 (2.69%)	00:09:17	0.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
8. 23130395.1479335856	4 (2.15%)	00:01:54	50.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
9. 920090606.1479191358	4 (2.15%)	00:01:42	50.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
10. 147023637.1479278538	2 (1.08%)	00:00:46	0.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%

Rows 1 - 10 of 82

Fig : User Explorer

New vs Returning

Nov 10, 2016 - Dec 20, 2016

● All Users
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	186 % of Total: 100.00% (186)	44.09% Avg for View: 44.09% (0.00%)	82 % of Total: 100.00% (82)	48.92% Avg for View: 48.92% (0.00%)	4.91 Avg for View: 4.91 (0.00%)	00:08:33 Avg for View: 00:08:33 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	104 (55.91%)	0.00%	0 (0.00%)	31.73%	6.96	00:13:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	82 (44.09%)	100.00%	82 (100.00%)	70.73%	2.30	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

Fig : New Vs Returning User Data

Frequency & Recency

Nov 10, 2016 - Dec 20, 2016

All Users
100.00% Sessions

Distribution

Count of Sessions

Sessions
186
% of Total: 100.00% (186)

Pageviews
913
% of Total: 100.00% (913)

Count of Sessions	Sessions	Pageviews
1	82	189
2	13	44
3	9	63
4	10	56
5	7	33
6	5	17
7	5	45
8	5	31
9-14	15	66
15-25	21	236
26-50	14	133

Fig : Frequency & Recency

Engagement

Nov 10, 2016 - Dec 20, 2016

All Users
100.00% Sessions

Distribution

Session Duration

Sessions
186
% of Total: 100.00% (186)

Pageviews
913
% of Total: 100.00% (913)

Session Duration	Sessions	Pageviews
0-10 seconds	93	95
11-30 seconds	13	31
31-60 seconds	6	18
61-180 seconds	18	71
181-600 seconds	17	102
601-1800 seconds	27	229
1801+ seconds	12	367

Fig : Engagement

Acquisition Overview

Nov 10, 2016 - Dec 20, 2016

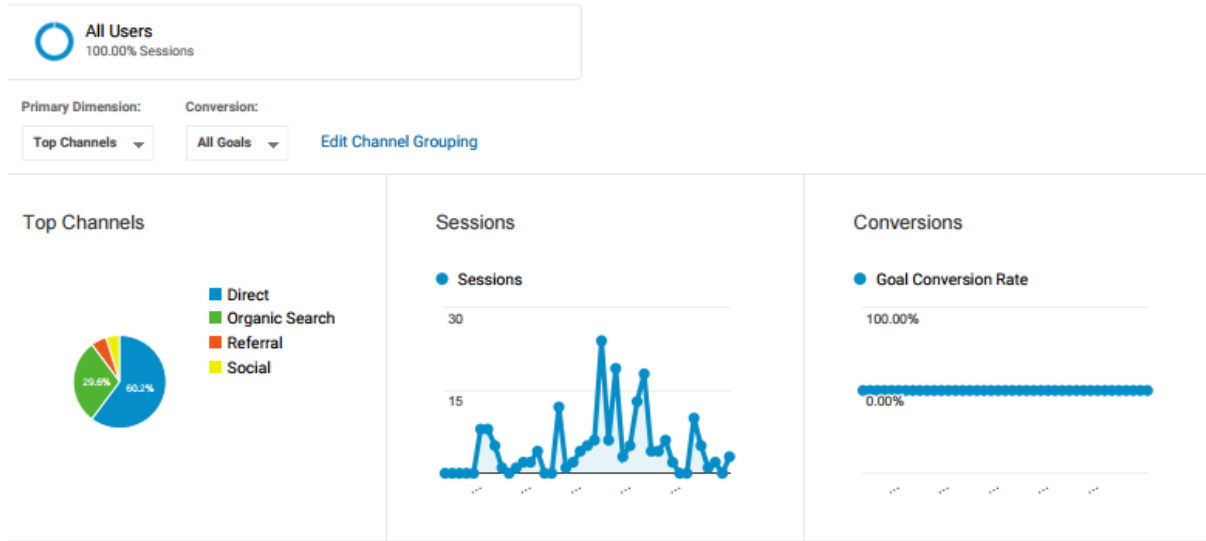
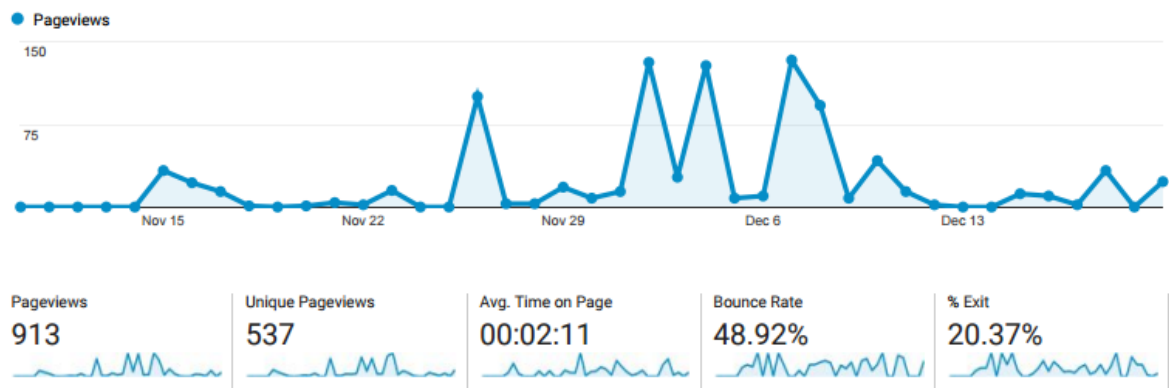


Fig : Acquisition Overview

	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	186	44.09%	82	48.92%	4.91	00:08:33	<p>Set up a goal. To see outcome metrics, define one or more goals.</p> <p>GET STARTED</p>
1 Direct	112			61.61%			
2 Organic Search	55			25.45%			
3 Referral	10			40.00%			
4 Social	9			44.44%			

Fig : Acquisition Overview



Page	Pageviews	% Pageviews
1. /	290	31.76%
2. /products/	88	9.64%
3. /product/malabar-chicken-biryani/	39	4.27%
4. /wp-admin/customize.php?url=http://hotelbheema.com/	37	4.05%
5. /menu/	28	3.07%
6. /menu-card-with-price/	27	2.96%
7. /cart/	25	2.74%
8. /wp-admin/customize.php?theme=sunrise	22	2.41%

Fig : Behaviour Over View

Google Analytics Data are given in the following link

<https://drive.google.com/open?id=0B9lf6UxrL6fkV284TkxqbS1pb0E>