

MELINIA ACADEMY



WEBSITE, LANDING PAGES & FUNNELS

ASSIGNMENT / PRACTICAL
PROJECT

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Rules:

- No copy-paste or AI-generated theory answers
- Use real websites, real tools, and real observations
- Screenshots, rough wireframes, or flow diagrams are encouraged
- Focus on logic, psychology, and business goals

TASK 1: ROLE OF A WEBSITE IN DIGITAL MARKETING

Practical Understanding Task:

Choose one business type:

- Local service business
- E-commerce brand
- Coach or consultant
- Startup or agency



Explain:

- Why this business needs a website
- How the website supports marketing, branding, and sales
- What would happen if this business relied only on social media

TASK 2: UNDERSTANDING CUSTOMER BEHAVIOUR ON WEBSITES

Observation Task:

Visit any two websites (one good, one poor experience).

Analyze:

- Where your eyes go first
- What makes you scroll or leave
- What creates trust or doubt
- What action the website wants you to take



Document:

- Bounce triggers
- Engagement triggers
- Decision points

Explain how customer behavior impacts conversions.

TASK 3: UI vs UX (Practical Difference)

Comparative Task:

Select **one website** and break it down into:

- UI elements (colors, fonts, buttons, visuals)
- UX elements (navigation, clarity, flow, ease of use)

Answer:

- Can good UI exist with poor UX?
- Which matters more for conversion and why?
- Identify one UI improvement and one UX improvement

TASK 4: WEBSITE STRUCTURE AND SITEMAP PLANNING

Planning Task:

Choose **one business** (real or imaginary).

Create:

- A basic sitemap (Home, About, Services, Contact, etc.)
- Logical navigation flow
- Priority pages for conversion

Explain:

- Why each page exists
- How users move from entry to action

TASK 5: TYPES OF WEBSITES IN DIGITAL MARKETING

Classification Task:

Research and explain **any five** website types:

- Business or corporate website
- E-commerce website
- Portfolio website
- Lead-generation website
- Educational or blogging website



For each type:

- Primary goal
- Target audience
- Conversion action

Use real examples.

TASK 6: WHAT IS A LANDING PAGE?

Conceptual + Practical Task:

Explain landing pages in your own words by answering:

- How landing pages differ from websites
- Why landing pages convert better
- When businesses should use landing pages

Support your explanation with **one real landing page example**.

TASK 7: LANDING PAGE ELEMENTS THAT CUSTOMERS WANT

Breakdown Task:

Analyze **one real landing page**.



Identify and explain:

- Headline and value proposition
- Sub-headline and clarity
- Visuals or videos
- Trust elements (reviews, logos, guarantees)
- CTA placement and wording
- Form structure and friction points

Explain how each element influences customer psychology.

TASK 8: INTRODUCTION TO FUNNELS

Funnel Understanding Task:

Explain:

- What a marketing funnel is
- Why funnels are necessary in digital marketing
- Difference between traffic and conversion

Create a simple funnel for:

- Lead generation
- Product sale

OR

Show each stage clearly.



TASK 9: MAPPING LANDING PAGES ACCORDING TO FUNNELS

Strategy Task:

Choose one funnel type:

- Awareness to lead funnel
- Lead to sale funnel
- Webinar funnel
- Service booking funnel

Map:

- Traffic source
- Landing page purpose
- Follow-up action
- Final conversion goal

Explain why one landing page cannot serve all funnel stages.

TASK 10: LIVE DEMONSTRATION (CMS) + COMMON MISTAKES

Practical CMS Task:

Choose any one CMS:

- WordPress
- Shopify
- Wix

Demonstrate (Screenshots or Explanation):

- How pages are created
- Where content is added
- How CTAs and forms are managed

Common Mistakes Analysis:

Identify at least **five mistakes** such as:

- Too many CTAs
- No clear goal
- Slow loading speed
- Poor mobile experience
- Confusing navigation
- Weak copywriting



Explain how each mistake impacts user experience and conversion.

Final Reflection Task (Mandatory)

Reflection Writing (Minimum 300 words):

Answer:

- How websites, landing pages, and funnels work together
- Why design alone cannot drive conversions
- How customer psychology shapes website strategy
- How this understanding helps in ads, SEO, and sales funnels

This section evaluates your strategic and marketer-level thinking.

Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Screenshots, sketches, or diagrams encouraged
- Real-world examples are mandatory
- Original analysis only

