Boekentas Gewicht Test - Project

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1 Todo

Tumblr?

Post the fbpage on the fdb and the sv page.

COllect FB UID's if possible (after buttonFacebookPublish!).

Promote BGT to the users of the app BMI Berekenen: fbnotifsend *ALL!

Launch a new webapp Boekentas Checklist so people know what to put in their backpack *POTENTIAL*.

2 History

Project Start Aug26,2013.
Week Sep2: finetune the creatives once again. Create the ad banners and split-testing on traffic websites using Google DFP.
Sep4,2013: write blog article.
Wed Sep4,2013: FB Posts Mijn boekentas is veel te zwaar (1 voor studenten en 1 voor ouders).

Sep5,2013: swap position of the buttons. 1 = now facebook-publish | 2 = now email it.
Sep5,2013: Google Analytics dashboard using Google Apps Script.
Weekend Fri Sep6 – Sun Sep8,2013: The moment of truth. Get max traffic. And make reports afterwards.
Fri Sep6,2013: Google DFP - FDB Banner Performance Sep3-6 My Line Items Report.xlsx
Sat Sep7,2013: Google Chrome Web Store app submit.
Sun Sep8,2013: Amazon AppStore app submit.
Tue Sep10,2013: Google Play submit and promotion.

3 Lessons Learned

- Always use SSL for webapp projects! A) It is more secure and privacy minded for the visitor. B) Some stores (such as Amazon AppStore for Kindle) require SSL!
- Mustache PHP Template Engine: use triple {{{}}} to NOT html escape the content. This is essential when the data contains html tags (such as in my case). `<p>{{{results.strExplanation}}}</p>`

4 Summary

This document describes …

The objectives are to document this app project, to keep track of the major app changes overtime, to document my own experiences, and to finetune the Standard Operating Procedures.

This playbook assumes that you already have good knowledge of Web App Development.

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5 Overview

Make a web app that is very practical and useful for people and their family and friends!

Make a web app that is related to the start of the schoolyear (a major event for many families and their kids).