

## **Interview between Suman Kumar Phuyal and Rabi Raut - Talking About the Importance of Websites, AI, Chat GPT and Digital Marketing**

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**Location:** Parikala News Office – Itahari, Sunsari Nepal.

### **Participants:**

Rabi Raut (Interviewer)

Suman Kumar Phuyal (Founder of Suman Infotech & Web Designer) interviewee

### **Introduction:**

Rabin Raut is the interviewer, and Suman Kumar Phuyal is the interviewee. Suman is a freelance web designer and founder of suman infotech company. In this interview, They delve into some fascinating topics, making it easy to understand for everyone. First up, they will explore Artificial Intelligence (AI) and how it impacts our lives. AI, like Chat GPT, is a powerful technology that helps machines perform tasks with human-like intelligence.

Next, discussing the significance of websites for celebrities. Websites act as virtual hubs where fans can connect and stay updated on their favorite stars' activities, fostering a stronger fan-base and positive reputation.

Digital marketing is another crucial aspect we'll cover. It's a set of strategies to promote products or services through various online channels, such as social media, emails, and search engines.

Understanding digital marketing is vital in today's digital age.

Suman share knowledge about different types of Search Engine Optimization (SEO). SEO is all about making websites more visible on search engines, bringing in organic traffic. Learning about various SEO techniques will help businesses thrive online.

Lastly, suman explore how the internet can be used effectively. It offers a wealth of knowledge, communication, and entertainment. By using the internet wisely, we can enrich our lives and stay connected with the world.

**Rabin [0:07-1:05]:** Hello, everyone! Welcome to Parikala News special program. Today, we'll talk about digital marketing and web development. We'll focus on the IT sector and discuss how businesses are doing and the overall condition of IT industries. Additionally, we'll explore how IT and digital marketing are related and how regular people can benefit from digital marketing and learn about web development to create websites. Our guest for today is Suman Kumar Phuyal, the proprietor of Suman Infotech, who has been working in this field for over a decade. Welcome, Suman!

**Suman [1:06-1:07]:** Thank you sir

**Rabin [1:08-1:11]:**What are you busy with these days?

**Suman [1:12-1:33]:** When I introduce myself, I say that I'm a professional web designer. I've been working in this field for the past 10 years. Besides that, I'm also a digital marketer, which means I use online techniques to promote products and services. So, I work in both web designing and digital marketing.

**Rabin [1:34-2:07]:** As you mentioned, digital marketing is a technique that involves working digitally. Many people wonder how they can benefit from it, especially those not involved in the IT sector. In the past, traditional marketing relied on advertising through radio, television, and newspapers. But with the advancement of information technology, the trend has shifted towards digital marketing. Now, please explain to our audience how regular people can benefit from digital marketing.

**Suman [2:08-3:15]:** These days, social media platforms, especially TikTok, are very popular. Normal people use TikTok to share their content and promote themselves. As technology advances, digital marketing has become the latest trend. With digital marketing, regular folks can showcase their art, promote their businesses, or anything they have online. TikTok can also be part of digital marketing, along with other platforms like Facebook. People can build their own websites and use them for promotion. Digital marketing mainly targets business people, allowing them to upload products, create online stores, and promote everything digitally.

**Rabin [3:16-4:06]:** Most people have smartphones and use Facebook, TikTok, and YouTube a lot. If you're in this group, how you explain digital marketing and how to use it. As you have been working in the IT sector for 10 years.

You may have noticed that everyone has smartphones, but they are not using them in the best way. They spend a lot of time on TikTok and YouTube, and on Facebook, they mainly engage in liking and commenting. For these people, How you would like to suggest how they can improve their digital marketing skills. Please explain this in simple terms for everyone to understand.

**Suman [4:07-5:33]:** What we do is help clients with their different types of businesses. Some clients are in the news media industry, some have products that need marketing, and others are in the educational sector. We, as general people, use the internet, TikTok, Facebook, and Google to search for things, like regular consumers. For instance, if we work with clients in the educational sector, we create websites for colleges and universities. Then, we promote various courses and programs using TikTok, Facebook

marketing, and boosting posts.

Regular Facebook users will see those contents, and even past students can be potential future customers for colleges. They will come across the promoted college courses and inquire with the related colleges to find more information about the courses. This process of displaying products to the audience and making sales is called digital marketing.

**Rabin [5:34-5:50]:** As you mentioned about SEE students, the SEE results have recently come out in Nepal. If any SEE passed students are considering choosing this field, How would you like to offer some suggestions and guidance for them.

**Suman [5:51-7:12]:** In our time, it was called SLC, right? I also belong to the SLC batch of '64. Back then, we didn't have the internet; we only knew about computers. Comparing our SLC experience with recent SEE students, I feel today's students are very fortunate. They have vast resources on the internet. Unlike us, who had to rely on asking our relatives and brothers about what to study and the job market prospects. Unfortunately, they didn't have much knowledge on this either.

Today's SEE students have access to plenty of resources like YouTube, Google, and AI Chat GPT, which makes asking questions and getting answers easy. My advice to SEE students is, if you spend time on TikTok, Facebook, and other social media, try to limit those activities and instead focus on doing more research on the internet. By doing so, you'll be able to gather more information and expand your knowledge. This is the advice I have for SEE students.

**Rabin [7:13-7:23]:** As I mentioned earlier in this program, we discussed traditional marketing and modern digital marketing. When we hear about advertising in both methods, they might seem similar. But what exactly is different between them?

**Suman [7:24-8:45]:** There is a significant difference between traditional marketing and digital marketing. In the past, traditional marketing involved advertising through radio, newspapers, banners, and physical boards. However, this approach wasn't environmentally friendly and incurred high costs compared to digital marketing.

In digital marketing, things work differently. Even with just Rs. 100 or Rs. 200, you can start marketing. As technology advances, there are millions of users on platforms like Facebook, including various groups. Digital marketing has several advantages: it's cost-friendly, fast, and makes communication easier.

For instance, if you put up a banner at home or on the road, people would need to call a phone number to get information. But in digital marketing, all you need to do is chat with someone to get the details. Both consumers and product sellers benefit from the cost-friendly nature of digital marketing, as it has a very low budget.

**Rabin [8:46-9:22]:** If a small shop is currently advertising using old methods but wants to switch to digital marketing and want to use your company's services, how can they get in touch with you? You have your own company right? Whether they are a simple grocery wholesaler or a retailer, you provide digital marketing services. So, how can they reach out to you?

**Suman [9:23-9:49]:** Our company is also involved in digital marketing, and we have our own website called "www.sumaninfotech.com.np." This is our official website. If any business needs our digital marketing or website services, they can simply visit our website. There, they will find a contact option with our phone number and email address. Customers can easily reach out to us using this contact information.

**Rabin [9:50-10:04]:** In every situation, there are good and bad sides. And in this field, we've heard about some negative things too, like website hacking. Even the government of Nepal's websites used to go down and get hacked sometimes.

**Suman [10:05-10:05]:** Yes

**Rabin [10:06-10:08]:** Likewise, what other challenges do you face in your field?

**Suman [10:09-11:11]:** Yes, website hacking is a very dangerous thing that can cause significant harm to any business, whether it's a government, personal, or business website. Hackers usually have negative intentions, seeking to cause damage or harm.

To protect against such attacks, website owners and developers need to prioritize security. Firstly, they should be careful about the reputation of the hosting company from where they purchase hosting services. Secondly, implementing 2-step authentication apps inside the website adds an extra layer of security. This means before logging in, users need to verify an OTP code sent to their mobile phones, creating a double security layer.

Additionally, seeking advice from white hackers or security experts is highly recommended. They can provide valuable insights and guidance on enhancing website security. By following these measures, websites can be protected effectively, and that's important for any business.

**Rabin [11:12-11:33]:** Why do normal people need a website? Well, we already have Facebook, YouTube, TikTok where they can upload content and do digital marketing. But why do individuals, companies, or businesses need their own website?

**Suman [11:34-12:23]:** What's the difference is, You can create a company profile on Facebook, but it's not considered official and you're limited to audiences within Facebook. However, with an official website like www.xyz.com, you have your own unique branding and identity. The main advantage of a website is that you can link it to your Facebook page, YouTube, Twitter, Instagram, and other social media platforms. By doing this, you can redirect more traffic to your website, making it an essential part of your digital marketing strategy. In the online world, a website is like your official identity, and that's why having one is crucial.

**Rabin [12:24-12:38]:** With the websites, there's also a marketing aspect. You might have created many websites for companies. What kind of feedback are you receiving about your websites?

**Suman [12:39-13:33]:** Ah, I began my website 10 years ago. Back then, the skills and tools we used to start a company were very different from what we have now. Over time, we've upgraded our technologies to keep up with the changes. For instance, around 8 or 9 years ago, we used different technology, but nowadays, we use more advanced systems.

As for the feedback, most of it has been positive. Not everyone gives us a 100% positive response, but that's because people have different preferences and opinions. Overall, out of 10 feedbacks, we usually get 9 positive ones. However, if there are clients who are not satisfied, we're open to revising their product and delivery to make sure they are happy with the final outcome.

**Rabin [13:34-14:00]:** Let's talk about digital marketing once more. How can normal people assess its performance with their audiences? Whether they're doing the marketing themselves or through you, they need to know how effective their efforts are in reaching their audience. But how can they do that?

**Suman [14:01-14:48]:** In digital marketing, when you promote your website, you have the option to install Google analytics tools that help track various metrics. These tools allow you to monitor the number of visitors to your website, page views, overall traffic, user engagement, and provide comprehensive analytics.

Similarly, if you're running Facebook promotions or boosting posts, Facebook also offers its own analytics tools. These tools let you see how many people are engaging with your post, how many likes it receives, and how many messages or shares it gets.

Every platform has its own set of analytics tools, and it's crucial to make use of them. By using these tools, you can monitor the number of visitors to your website and analyze how your digital marketing strategies are performing. They give you valuable insights.

**Rabin [14:49-14:57]:** One more thing I want to ask, can you tell me about the projects you are currently working on? Also, could you share information about the projects you completed last time?

**Suman [14:58-16:05]:** We have many projects for our clients, but a couple of our favorite ones are ROEE (Routein of EPS Exam) and Zao apps.

ROEE is an app platform designed for Korean language learners. Students can take assessments and tests to improve their language skills. We're currently developing this as a web platform.

Zao apps, on the other hand, is similar to Pathao apps and is focused on providing taxi and bike services in Providence 1. It's like a directory where businesses can list their products, making it easy for consumers to find what they need. You can find Zao apps on Google Playstore, and registration is free.

**Rabin [16:06-16:26]:** Why do we see different names like .com, .np, .in when we visit websites? Why isn't there just one like .com or .net? Could you explain this since you're an expert? Many people don't know the reasons behind it.

**Suman [16:27-17:30]:** This is about domain extensions. For example, NGOs often use .org because it represents the organization sector. They could also use .com, but .org better represents their website's purpose. .com stands for universal websites, while .np stands for websites related to Nepal or Nepalese companies.

In Nepal, there's a legal domain provider called register.com.np. They offer free .np domains to businesses that are legally registered in Nepal. If you have a registered business in Nepal, I advise you to get your .np domain from them, and you won't have to pay yearly fees. It's your right to have the .np domain if you're a legally registered business in Nepal.

**Rabin [17:30-17:47]:** There is competition in many things, and it brings enjoyment. We love to compete when there's a challenge. In digital marketing, how can we handle high competition?

**Suman [17:48-18:37]:** The key factor is your budget. Competition in digital marketing depends on how much money you can spend. However, it's not the only thing that matters. If you have connections with influencers who have a large audience, you can offer them commissions or a share of your product's sales to promote it. For example, if you're selling cosmetic products, it's essential to research your competitors, understand their target audience, the data they collect, and how they communicate. Conducting competitor analysis can be advantageous for your digital marketing strategy.

**Rabin [18:38-19:10]:** Celebrities are like their own brand, and they get verified on TikTok and Instagram. But why is having a personal website important for them when they already have audiences on Facebook?

**Suman [19:11-20:06]:** Celebrities are like their own brand. We see that they have a large number of followers on Instagram and TikTok. When celebrities launch products, they need a system to sell them, and this is done through a website's store. For instance, if a celebrity promotes a t-shirt with their logo, customers can visit the website, add the t-shirt to their cart, enter their card information, and make a purchase. This selling system is created on the website, and that's why celebrities need one.

Additionally, some celebrities may want their own professional branding outside of social media profiles. In this case, they launch an official website, which benefits them in multiple ways.

**Rabin [20:07-20:18]:** We have heard about AI chat Gpt before, as you mentioned earlier. We are curious to know more about how it works.

**Suman [20:19-21:37]:** AI stands for artificial intelligence. It's a technology where machines learn from user data to generate information. Chat GPT, an open-source AI platform developed by OpenAI, is a type of AI software. With AI, the machine can answer your questions and learn from them. The more you

instruct it, the more powerful it becomes, providing you with valuable information.

Here's a simple example of how AI works: If you ask AI, "What is my name?" it will say, "I don't know." But when you say, "My name is ABC," and ask again, it will remember and say, "Your name is ABC." It can think like a human, understanding and answering questions based on the information it learns. This is just a straightforward example, but AI can handle more complex tasks and provide you with useful information based on the words it reads and learns.

**Rabin [21:38-21:47]:** We've been hearing a lot about the age of AI and chat GPT. Is it true that they are taking away many jobs?

**Suman [21:48-22:05]:** I don't think it's 100% true that AI will take over all jobs. However, if someone doesn't know how to write, GPT can make things easier. AI can quickly correct, analyze, and check data, but it still needs human input. AI is in its early stages, just like the old snake game on Nokia phones, while today's AI is like the advanced games Pubg on Android smartphones. It has its merits and demerits in the future. AI is not currently capable of completely taking over jobs, but it can speed up tasks significantly. For example, if someone takes 5 hours to do a task, AI can help them complete it in 1 or 2 hours. I personally use chat GPT AI for my content writing and my clients' content.

**Rabin [22:06-23:14]:** We've seen an Actress Priyanka Karki's Facebook and Instagram profiles, where she has shared AI-generated images.

**Suman [23:15-23:16]:** Yes

**Rabin [23:16-23:32]:** There is a big crowd, and many faces look similar to Priyanka Karki. People are saying some pictures are generated by AI. In the future, will AI create more of these graphics?

**Suman [23:33-25:45]:** OpenAI, the company behind the creator of chat GPT, also made a product called DALL-E. With DALL-E, you can describe an imaginary photo, and based on your description, it will generate a unique image. The AI reads your concept and creates a photo that matches your description, like a horse running in the moon, resulting in a one-of-a-kind picture.

If you give DALL-E complex instructions like a horse riding in the moon, eating water, children playing football, and a bird flying, it will create a photo that includes all these elements as per your description. However, the generated photo won't be perfect; it will have a painting-like appearance based on imagination. This happens because photos are made of pixels, and DALL-E's machine learning process learns from these pixel data to create its product.

The current version of AI is just the beginning, so it may not create professional photos. However, AI is already generating these kinds of images. The photo of Priyanka Karki might have been edited by AI. OpenAI has an AI called DALL-E, which is like a painter that needs imagination before painting. The imaginations should already be in picture form in the mind, and DALL-E can illustrate them as paintings. This is the concept behind DALL-E's development.

You are absolutely right. People can misuse AI-generated photos, just like with Priyanka Karki, Rajesh Hamal, and Cristiano Ronaldo's photos. It all depends on human behavior, and such actions are considered a crime. Currently, AI is primarily doing photo data reading, and we are still in the early stages. However, I believe that in the future, the demand for AI and its capabilities will only grow.

**Rabin [25:26-26:09]:** We have seen not only Priyanka Karki but also Swastima Khadka, Pradip Khadka, and many other celebrities sharing their AI-generated photos on their profiles. Some people who don't understand might mistake these photos as real. In a way, Isn't it can be seen as misusing their own pictures?

**Suman [26:10-26:55]:** Exactly, there's a difference between fair use and misuse. Misuse occurs when someone turns a good picture into a bad one using AI. On the other hand, if AI enhances Swastima Khadka's photo and she loves it, she has the right to share it with the world. It's her opinion, and if she thinks the image reflects her character well, then it's her choice to share it. If it was misused, I think she wouldn't have shared it on her profile. AI, like any technology, has both fair use and misuse. Technology, in general, can be used for good or bad purposes. The outcome depends on us and how we choose to use it.

**Rabin [26:56-27:06]:** In the IT sector, particularly concerning websites, we frequently come across the term SEO. Could you please provide information about it and its effectiveness?

**Suman [27:07-28:50]:** SEO stands for Search Engine Optimization, and it's a strategy to rank websites on Google. It's a powerful and cost-effective marketing approach. In digital marketing, one method is SEO, where users search for anything on Google, and the technique of finding websites is through SEO. Another method is affiliate marketing, where you have a product, and you share commissions with others for selling it. This blueprint is affiliate marketing, and there are many other techniques. Having quality content on the website is crucial for SEO.

Websites like news portals, blogs, and others can be made SEO-friendly. There are three techniques for this. The first is on-page SEO, which involves aligning website content properly and creating an original content strategy. The second is technical SEO, which focuses on factors like website speed, security, and mobile compatibility. Lastly, there is off-page SEO, which considers how many other websites refer to your site or link to it. By following these three SEO methods, we can gradually and affordably increase website traffic, leading to long-term growth in a J-curve pattern. This way, we can take advantage of SEO without relying on paid marketing.

**Rabin [28:51-29:28]:** Many people may have experienced this phenomenon. When someone makes a cooking video on TikTok and watches it a few times, similar videos keep showing up on their feed. This also happens on Instagram and Facebook Reels. Even if they don't have a specific interest, the same type of content keeps appearing every time they log in. Can you please explain what this is and why it's

happening?

**Suman [29:29-30:11]:** It's called an algorithm, and it's also a form of machine learning and artificial intelligence. Every company has its own algorithm, and TikTok, for example, operates its users using their algorithm. If you watch content related to music, you'll see music-related ads, and the same goes for cooking-related ads on Facebook. This happens because the algorithms analyze what content you're interested in and how long you watch it. They use this information to display ads from companies that have a better chance of selling their products to you. It's all due to these algorithms that this happens.

**Rabin [30:12-30:36]:** You've given many answers. Now, let's talk more about you. How did you get into this field about 10 years ago? Back then, around 10 years ago, we used the internet mostly in cyber cafes. We had Yahoo and Hotmail for emails, but YouTube didn't exist yet. Facebook had been launched recently. So, how did you become a part of the IT sector during that time?

**Suman [30:37-30:58]:** It's a long story, and I've shared it on my blog as well. In summary, I started working in IT while I was studying for my bachelor's degree. It was during the time when Facebook was already around, and you might remember the MIG apps too.

**Rabin [30:58-30:59]:** Yes I know Mig.

**Suman [31:00-32:49]:** When I saw those apps, I became interested in technology, and since my field was IT, I started researching new things. Back then, we didn't have internet at home, so I would go to cyber cafes and pay Rs10 or Rs20 to use the internet. As time passed, I used the internet for learning college courses and coding. I came across freelancing, which is like a marketplace where you can find freelancers for various tasks. If you need a logo designer, you post the job, and designers bid for it. I got interested in freelancing and started creating free accounts on different platforms, bidding on projects.

Some international clients hired me, and I realized I could earn money online and continue my research and interests. As time passed, I upgraded my skills using Google and YouTube as my main sources of learning. I believe that SEE students who have access to the internet are very fortunate as they can use it as their guru, educational platform, and learning resource. Using the internet as a learning source can be fantastic for students. I am an example of inspiration. The internet has all the latest information and resources. However, how you use the internet matters. I upgraded my skills and conducted extensive research, and now I'm here, sharing my knowledge with you.

**Rabin [32:50-33:05]:** Our program is coming to an end now, especially for those who spend a lot of time on Facebook. How can they make the most of social media? What advice do you have?

**Suman [33:06-33:17]:** We don't need to quit social media, and I won't advise you to do so. But it's up to you to decide how much time and how often you use it each day.

**Rabin [33:18-33:20]:** How can we benefit from social media?

**Suman [33:21-34:21]:** Social media has many advantages, such as keeping us updated on news and events happening in Nepal and around the world. It's a great way to stay informed and upgraded. However, if you spend 5 or 6 hours a day on social media, it can be a misuse of your time. It's important to control your usage. On the positive side, social media can also be used for learning, as there are educational content available. The benefits include news broadcasting, communication with friends and family through groups, and other advantages. It's all up to you. How you choose to use your time and focus on learning resources can bring you more benefits.

**Rabin [34:22-34:48]:** Your field is indeed very busy. Our other friends in the IT sector hardly have time to spare, as their schedules are packed. Thank you so much for taking the time out of your busy schedule to be with us. Moreover, you provided us with very fresh and up-to-date information. Once again, thank you so much for that.

**Suman [34:49-35:53]:** Thank you as well, and what I want to tell the audience is that the internet is a vast ocean of resources, and you can use it for good or bad purposes. It's easy to find information about anything in the world. Nowadays, with AI, there are even more advanced tools available. We can easily access business and education-related content on the internet. It's essential to make good use of the internet and reduce the time spent on social media, as it can become addictive. Take care of these things and use the internet wisely. Once again, thank you so much for your time too.

**Rabin [35:54-37:27]:** He was Suman Kumar Phuyal from "Suman Infotech" in Itahari. Today, we discussed digital marketing, web development, their challenges, and how to use them effectively. We also talked about various platforms in information technology. Please feel free to share your opinion on this video, and you can give feedback as well. We will be back on the Parikala News YouTube channel with similar content in the future. Thank you so much, and namaste.