Interview between Suman Kumar Phuyal and Khagendra Karki - Talking About the Importance of Websites and Digital Marketing.

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Location: Arena Television Office – Itahari-9, Sunsari Nepal.

Participants:

Khagendra Karki (Interviewer)

Suman Kumar Phuyal (Web Designer) interviewee

Introduction:

Khagendra Karki is the interviewer, and Suman Kumar Phuyal is the interviewee. Suman is a freelance web designer. This interview covers a wide array of topics, including Internet Service Providers, website creation, various website policies like privacy policy, disclaimers, and cookie policy, the significance of data copyright, digital marketing, social media marketing, SEO, and affiliate marketing.

Additionally, it explores subjects such as securing online accounts, blogging and vlogging, methods to generate income through blogging and different online earning avenues, freelancing and dropshipping, strategies to boost website traffic, discussions about secure remote freelancing marketplaces, Suman's experiences with international website clients, the pros and cons of the internet, and how it impacts children physically and mentally, along with potential solutions.

Khagendra [0:14-1:07]: Hello, everyone! Welcome to a special program called "Arena Bishesh" on Arena Television. I am Khagendra Karki. Hi, everyone! In the past, we've had the opportunity to talk to experts from various fields. Today, we have a special guest who has a deep connection with the internet. He is the founder of "Suman Infotech" from Itahari, where they create different business websites and handle internet promotions. Please welcome Suman Kumar Phuyal! Let's conduct an interview with him about various internet-related topics. Welcome, Suman!

Suman [1:08-1:10]: Thank you sir

Khagendra [0:11-1:20]: How would you like to represent others while providing services for your company "Suman Infotech"?

Suman [1:21-2:22]: Greetings! I am suman, the founder of a small IT company "Suman Infotech". My journey in the field of IT began in 2013. I am a web developer and also the founder of this company. My main goal is to work with international clients and companies, offering freelancing and outsourcing

services to support their projects.

I'm excited to introduce myself as an SEO expert, which is a part of digital marketing. I am also a web developer, and I love doing market research. In addition to that, I have experience in Facebook marketing, social media management, affiliate marketing, and dropshipping. All of these skills fall under the umbrella of IT, and today, we'll have a discussion covering everything related to these topics.

Khagendra [2:23-2:33]: Can you please tell our audience which family and place you belong to?

Suman [2:34-2:56]: Yes! I was born in Surunga, Jhapa, and I currently live in Itahari. I have been living in Itahari for around 23 or 24 years, and I completed my high school and all my education here. We are permanent residents of Itahari, and my permanent address is Itahari-4, behind the army headquarters.

Khagendra [2:57-3:07]: Do people need education to open an internet service provider or work in internet-related jobs? If yes, what kind of learning should they pursue?

Suman [3:08-3:26]: My educational background is in IT, and our course covered general topics. However, I found that there are many more extensive resources to learn from on the internet, and my biggest personal teachers were Google and YouTube.

Khagendra [3:27-3:50]: The number of internet users in Nepal is increasing, but many of them are not satisfied with their internet service providers (ISPs). Initially, when ISPs start their business, they offer good services. However, as they acquire more customers, their service quality often declines. This phenomenon raises the question: What are your thoughts or observations regarding this situation?

Suman [3:51-4:16]: When we discuss the internet, there are two aspects involved. The first is about Internet Service Providers (ISPs), which can be responsible for blocking certain content and providing poor service, depending on the system they have in place. The second aspect is about the impact of the internet on families, particularly on children. I have noticed that many children in Nepal are getting affected by the internet. As a married person with children myself, I see this as a concerning issue.

Khagendra [4:17-4:21]: We can discuss the issue later. Right now, please tell me how businesses in Nepal are using the internet.

Suman [4:23-5:24]: The internet consists of websites, which serve as the identity of a company, person, or business online. In the past, we used to assess a shop by looking at its physical board, decorations, and products. However, now, websites play a similar role in the virtual world. For instance, if a shop has a website like "www.abc.com," customers can easily find and explore it on the internet. They can view product images, prices, and other essential information from the comfort of their homes using search engines like Google. This way, websites offer many benefits to users like us, making it easier to access and evaluate businesses online.

Khagendra [5:26-5:35]: You are using the internet. Can you tell me how the internet is made? Just a little explanation would be great.

Suman [5:36-5:37]: Do you mean how to make a website?

Khagendra [5:37-5:38]: Yes, I meant website.

Suman [5:39-6:35]: A website is like, well, an online place! It's created using coding and programming. There are computer languages like HTML, CSS, and JavaScript that are used to build websites. In the past, programmers were the ones who built websites.

In recent times, there are various website builder tools available in the market, like WordPress, Wix, and Shopify. These tools are designed for regular people who have basic computer knowledge. With them, you can create your own website without needing to know coding. It might take some time, but I have my personal blog where I shared a step-by-step guide for building a website. Additionally, you can find more learning resources on YouTube and Google. So, websites can be built either by using programming languages or by using website builder tools. It's up to you to choose the method that suits you best!

Khagendra [6:36-6:55]: When you design a website, you can create it for different sectors and businesses, like a news portal. But do you need government permission to make any kind of website, or are there specific rules for creating certain types of websites?

Suman [6:56-9:20]: In the world, there are different categories of websites. For instance, there are e-commerce websites for buying and selling products, personal websites for individuals like professionals, press, doctors, engineers, and business websites for different categories. However, when it comes to government policy, I'm not a legal advisor, but from what I understand, certain websites are illegal in Nepal, like cryptocurrency websites or any website restricted by the government, and we should avoid working on them.

So far, I have made websites for clients from different countries like the UK, Australia, USA, and more. I have also worked with clients from Nepal. When I compare the websites of international clients with those of Nepal, I notice that international clients often have additional policies, such as a privacy policy. This policy lets the website owner explain how they handle customer data openly, which is a legal requirement.

Another important policy is the disclaimer, which means that if I have written any content, I'll create a disclaimer stating, for example, that the content is only for educational purposes. There's also the disclosure policy, like the FTC disclosure, which is required by the Federal Trade Commission in the USA. If you're running an affiliate website and sharing affiliated links, you need to include this disclosure. It informs users that if they make a purchase through your link, you'll earn a commission.

Additionally, there's the cookies policy, which means that when customers visit the website, data (called cookies) is stored on their browser. These legal policies should be included on the website. They are strictly implemented in many foreign countries. Although I'm not a legal advisor, we advise and recommend our clients to include these policies to comply with regulations and protect both the website owners and the users. When I compare websites from Nepal and international websites, I've noticed that even many government websites in Nepal don't have a privacy policy. However, it's essential to focus on

and prioritize implementing these policies.

Khagendra [9:21-9:25]: Are these regulations followed in Nepal or not?

Suman [9:26-9:53]: There are regulations, and the nepal's government might have specific policies on this, but I'm not familiar with all the details. Privacy policies, in general, mean that if I ask for your email address as a web designer, it's my responsibility to protect your data. If you want me to delete the same email address and you request it, I have to do so because it's your sensitive information. This is a general example of how privacy policies work.

Khagendra [9:54-10:17]: The reason I'm asking is that, for instance, I work in the media industry, but I also have another business where I sell medicine products through a website. Someone noticed that I'm selling products online, and they think that selling medicine is a profitable venture on a website. Now they want to start the same business. What do you think about this situation?

Suman [10:18-11:04]: For example, I started a grocery business, and my neighbor noticed that I am doing well. He decided to start the same business near me, and I couldn't say anything about it. However, when it comes to online or website businesses, data protection is crucial, especially regarding copyrighting and creating your own branding. If you invent a digital or physical product, you can copyright it. If you find someone copying your products on their website, you can claim copyright against them. The best way to do this is to hire a legal lawyer, or you can contact the hosting company of your competitor's website to report the issue.

Khagendra [11:05-11:53]: When we look at the legal aspects of websites, we realize that government policies are crucial. Because when people without the necessary skills see the importance of websites, they might start imitating or copying them. We often see many media websites being created by individuals who have no knowledge about media or news. To prevent such activities, government policies play a vital role. That's why I'm asking you about these things.

Now, I want to know more about your job, like digital marketing. Can you explain what digital marketing is in simple terms?

Suman [11:54-13:17]: Digital marketing refers to any marketing done using the internet, which is also known as digital marketing. If you're selling products digitally, like eBooks in PDF format or other virtual products, they are called digital products. Any services or products you promote online require digital marketing. There are various types of digital marketing, such as SEO, which stands for search engine optimization. With SEO, you want your product to appear at the top when someone searches for it on Google. To achieve this, you need to use specific techniques related to search engine optimization to outperform your competitors.

Another type is social media marketing. For example, you can create business pages on Facebook, Twitter, or use boosts on Facebook, or hire influencers who have a large audience. This is called social media marketing. Another type is affiliate marketing, where you have products and share commissions for the products you sell. There are many other types of digital marketing as well. Overall, digital

marketing means promoting and selling things on the internet.

Khagendra [13:18-13:21]: How secure is this marketing?

Suman [13:22-14:18]: Digital marketing works best when handled by experienced marketers. It's not just about doing digital marketing; it's crucial to generate sales too. For security, when you create accounts on platforms like Facebook or Google Ads for running ad campaigns, you must take care of your account's safety. To enhance security, you can use two-step authentication apps for an extra layer of protection. The responsibility of account security lies with the account holder, and this approach is safe and effective. We have achieved many sales through practical implementation. Personally, I get my own clients through digital marketing, which is also a popular method on the internet. Selling products without marketing can be much more challenging.

Khagendra [14:19-14:27]: When you're doing marketing and creating websites, if the audience wants to know about pricing, can explain it from high to low cost?

Suman [14:28-15:15]: When it comes to website pricing, I work with clients from Australia, USA, and Nepal. We charge slightly different prices based on various factors. The cost of a website depends on the number of pages it has. For example, a 5-page website will have a different price than a 10-page website.

If you need us to upload products for you, the pricing will vary based on the number of products (eg: The pricing for uploading 100 products and 1000 products is not the same. It will be different). We calculate the working hours needed to create the website, and based on these factors, we provide a quotation to our clients.

Khagendra [15:16-15:21]: What is affiliate marketing, and how is it related to digital marketing?

Suman [15:22-17:09]: I've previously mentioned a bit about this. It's a marketing technique that falls under digital marketing. Imagine you have a product, like a medical item, and you want to sell it. To do this digitally, you can use a method called affiliate marketing. Here's how it works:

You create a plan to sell your product online, and part of that plan includes using affiliate marketing.

In affiliate marketing, you make an affiliate link for your product and give it to your affiliate partners.

If I become your affiliate partner, we'll make an agreement, and you'll provide me with the affiliate link for your product.

I'll share that link on my YouTube, website, or blog.

Whenever someone clicks on my link and buys your product, you'll give me a certain percentage of the sale as a commission. The commission could be 5%, 20%, or whatever we agree upon.

In simple terms, it means I'm selling your products to earn a commission. This whole process is called affiliate marketing. But online, we do affiliate marketing in an organized way using big platforms like Clickbank. Product creators and affiliate marketers both create accounts on Clickbank. Then, Clickbank

connects us by providing affiliate links and handling commissions. They may charge some fees for their services. These platforms have many affiliate marketers, which helps generate more sales for your product. So, in easy words, this is what affiliate marketing is all about.

Khagendra [17:10-17:16]: What is SEO in digital marketing?

Suman [17:17-19:27]: Yes, SEO is also a part of digital marketing. SEO stands for search engine optimization, and it's an organic method of improving website visibility. Unlike paid marketing on platforms like Facebook or Google, where you need to pay for ads, SEO is different. It focuses on making your website content friendly for search engines like Google and Bing. These search engines use algorithms to understand your content. Inside SEO, there are techniques like on-page SEO, technical SEO, and off-page SEO.

On-page SEO means organizing and optimizing the content on your website, including techniques like adding image names. Technical SEO focuses on things like website speed and making it work well on mobile and tablet devices. Off-page SEO is about getting recommendations and backlinks from other websites. These are the three main techniques used in SEO.

SEO results take a long time to achieve. It's a powerful marketing method in digital marketing because it doesn't require money, and once your website ranks well, you'll get free visitors and more traffic. This can lead to sales from your website. However, SEO is a slow method. If you need to sell products quickly, you should focus on paid marketing. SEO is a trending long-term marketing method nowadays, and I specialize in this type of marketing too.

Khagendra [19:28-19:30]: That's right. What is blogging?

Suman [19:31-20:55]: Blogging is a very popular topic for today's young people on the internet. There's a difference between blogging and vlogging. For example, vlogging involves creating videos on YouTube, while blogging is about writing content on a website. If you have expertise in any subject, you can share your knowledge through blogging. News is also a type of blogging. For instance, if you have information about food and recipes, you can write articles on a website, which is called blogging. Similarly, if you have knowledge in the technology sector, you can write informative content about it, and that's also blogging.

You can earn money through blogging by partnering with Google. Google will place ads on your blog, just like YouTube ads, through a program called Google AdSense. You can also place ads from companies or do affiliate marketing from your blog. Blogging can be a source of multiple income streams.

Before you start blogging, you should have some knowledge about it. You need to be passionate about it and manage your time well. Blogging is about writing content on a website, whether it's a personal blog or a company blog. I am also a blogger, and I have a few blogs myself.

Khagendra [20:56-21:10]: What is the difference between a website, a blog, and blogging? We've heard that blogging can be done for free.

Suman [21:11-21:59]: Blogs became popular through Google's blogging platform, and now many bloggers use WordPress to create their blogs. The difference between a website and a blog is not significant. A blog is a type of website, but it's mainly used for sharing information. Blogs have multiple contents, and you can regularly update them with many articles, like 100 or 200. On a website, you can also have a separate section called "blog" where you can share articles. Generally, a blog is a type of website, and there's not a vast difference between the two.

Khagendra [22:00-22:01]: Can someone create a blog on their own?

Suman [22:02-22:25]: Yes, you can make and learn it yourself. Earlier, I mentioned that there are website builders available in the market. The reason for using website builder products is that they are designed for general users to create blogs and websites. You don't need coding knowledge, and they are not complex, so you don't have to hire programmers. You can also take courses to learn how to create blogs and websites.

Khagendra [22:26-22:32]: How to get website visitors?

Suman [22:33-23:06]: Getting visitors can be achieved through digital marketing. We must learn various digital marketing techniques. It's a vast and deep field with many opportunities these days. Even big companies like Google and Microsoft hire digital marketing experts. They seek experience and proven results. Just saying we know digital marketing isn't enough; we need to generate revenue and sales practically and with evidence.

Khagendra [23:07-23:18]: Finally, the website is up, and visitors have begun to arrive. Now, how can we start earning money online?

Suman [23:19-25:42]: Online is one of the biggest trends today. Our generation, including you and me, has witnessed the internet revolution and the continuous advancements in mobile technology from the very beginning. We are fortunate to have experienced all these changes. There are numerous ways to earn money online. For instance, on YouTube, many have earned by creating channels and showcasing their content and talents. Another method is through blogging. With blogging, you can generate multiple streams of income, like getting direct ads from companies, selling your own products, and displaying Google ads, among many other revenue-generating opportunities.

In the same way, I have been freelancing for about 6 to 7 years now. Freelancing means offering your skills, such as logo design, website design, or article writing, to clients. There are several freelancing marketplaces worldwide, like Upwork, Guru, and Fiverr. You can create your profile and apply for jobs there. Clients will post their job requirements, and you can bid on them. You'll communicate with clients and complete the work within the freelancing platform. Your payment will be protected, and all necessary aspects will be managed by the freelancing platform.

Another way to earn money online is through dropshipping. With dropshipping, I don't need to have any products in stock. Instead, I contact a dropshipper, and they provide the products that I can upload to my

website. When you purchase a product from my website, I, in turn, buy the same product from the dropshipper and have it delivered directly to you. I don't have to handle the product physically. This business model is known as dropshipping, and it allows for online earnings.

Another method of earning money is through cryptocurrencies, but I won't recommend this as it may not be legal in Nepal. As for myself, I am currently involved in freelancing and blogging for my online income.

Khagendra [25:43-25:46]: How is your relationship with your clients?

Suman [25:47-26:48]: In my 6 to 7 years of experience as a web designer, I have worked on 200 to 300 website projects. Working with various clients, I've had the opportunity to collaborate with different industries, like lawyers and new startup businesses. One of the great benefits of this is that we get to learn about these businesses and their unique requirements. Working with new businesses allows us to continually learn new things. Additionally, when we communicate with clients from different countries, we gain valuable insights into their cultures and practices.

Another significant benefit is, of course, the financial aspect. When we do an excellent job for our clients, they are likely to recommend us to their friends, which leads to more opportunities and more income. For instance, if I provide top-notch service for you, you would probably recommend me to a few of your friends, which ultimately benefits me as well.

Khagendra [26:49-27:23]: When working with clients, they may not be able to pay on time, or if the deadline is extended, the website and blog you created could get blocked or locked. can you tell more about this?

Suman [27:24-29:30]: There are fraud activities and scams on the internet. It's like an ocean with both good and bad things for learners. As I mentioned earlier, when working on projects, it's safer to do it within a freelancing marketplace. These platforms take care of both freelancers and job posters. For example, if you assign me a logo design task, you might hesitate to pay me upfront because you're unsure if I'll deliver the work or produce satisfactory results. On the other hand, if I start working for you without any payment, there's no guarantee that I'll get paid in the end. These concerns are addressed by the security measures of freelancing marketplaces, ensuring a safe and reliable environment for both parties.

These safety measures are provided by companies like Upwork, where I work as a freelancer. Here's how it works: If you want me to design a logo, we'll make a deal and communicate through private messages on the Upwork platform. Once we agree on a $50 logo contract, you'll need to deposit that amount into Upwork's escrow service. Escrow protects the money, and it's neither mine nor yours at this point.

Once I see that the money is in escrow, I'll start working on the project, and we'll continue our communication within Upwork. If you are satisfied with my work and I deliver the product, you can release the money to me. However, if you feel that I haven't done a good job, you can raise a complaint with Upwork. They have a dispute resolution team that will look into the issue. They will review our

private communications to determine who is right and who is wrong. If it's found that either you or I are right, the money will be released accordingly. This way, both parties are protected and can work with confidence on the platform.

Khagendra [29:31-29:38]: It means that there is no guarantee or security for the work from the internet provider, right?

Suman [29:39-29:57]: Yes, that's correct. Consider this scenario: If you are working directly with clients from Sri Lanka, Bangladesh, or even from the UK or USA, you might find it challenging to trust them initially because you don't know them personally. That's why I always recommend working through freelancing marketplaces, where there is payment protection in place. This way, both you and the client are safeguarded, and you can have a secure and reliable working relationship within the boundaries of the platform.

Khagendra [29:58-30:31]: Alright, let's shift to social topics now. The internet has opened up access to various sectors and communities. Even babies are getting engaged with mobile videos through the internet, and they won't eat without it. Both youths and elderly people are wearing glasses to watch videos. In this situation, when we analyze the impact on health from children to old age, how is it causing harm?

Suman [30:32-30:46]: Personally, I also have a child at home, and they also watch YouTube videos. It seems like this is a form of internet addiction.

Khagendra [30:47-30:52]: I'm asking this because you mentioned that you do research. Have you conducted any research on these topics?

Suman [30:53-32:59]: The internet can become addictive, and some people get addicted to Facebook, but there are treatments available for it. I've researched about Facebook addiction in the past. Similarly, there can be addictions to YouTube, videos, and movies. It's common for children to get so engrossed in watching videos that they ignore eating. We tend to place a mobile in front of them, hoping they will eat while watching. This constant exposure to video content can create a video addiction in children, affecting their habits. It's crucial to control their screen time and limit their exposure to such content. Moreover, when we give our mobiles to children, YouTube's algorithm might show them content similar to what we have watched, including violent or negative news. This can have an impact on the child's viewing habits, so we need to be mindful of what they access online.

Children often try to watch cartoons and kids' songs on YouTube, but due to the platform's interest-based content algorithm, they end up seeing similar content that may not be suitable for them. To address this issue, I recommend using "YouTube Kids" for your children. This version filters out inappropriate content and focuses solely on kids' content, making it safer for them to explore.

Watching the same content repeatedly can lead to addiction, affecting both mental and physical health. It can create a pattern of thinking and may cause problems for both children and young adults. Physically, excessive screen time can strain the eyes, but doctors recommend using anti-radiation glasses

to reduce the impact.

Social media can also be a source of various crimes, as we often see in the news. However, we have the power to control our internet usage. The internet can be utilized in both positive and negative ways, depending on how we choose to use it.

Khagendra [33:00-33:22]: The use of the internet has impacted family and relationships, hasn't it? For instance, during occasions like Dashain and Tihar, we used to physically gather in different places to celebrate together as a family. However, the internet has brought about changes, and now those family environments we had before are affected.

Suman [33:23-34:22]: To be honest, this is the case in all of our homes. I think it happens in your family too, haha. Let me give you an example. When someone comes to your home as a guest, the first thing they ask for is the Wi-Fi password. If you don't have internet at home, guests may not prefer to come. In the past, when guests visited, we would engage in conversations and spend time together, discussing various topics within the family.

However, nowadays, we all have our mobile phones with us, and when we sit together, our minds often get drawn to the internet and our phones, which can affect our relationships. But it's not all negative; the internet has also brought some positive impacts. For instance, if we live far away from our family members, the internet allows us to video call and feel like we are physically together with them.

Khagendra [34:23-34:28]: Thank you so much for being here and giving your valuable time to Arena Television.

Suman [34:29-34:32]: Thank you very much for your time, sir.

Khagendra [34:33-34:48]: Hello, everyone! Our special program at Arena is coming to an end. Cameraman Dayaram Kattel and I, Khagendra Kakrki, also want to say goodbye. Please continue watching Arena Television, and we hope you will keep enjoying our shows. Thank you and Namaste!