

## Session 4M

### Market Analysis

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#### [ READING 1 ]

1. Copy this table and match the following types of digital traffic.

Social	•	•Referral	Traffic from outside of a search engine
Organic	•	•Paid Search	Traffic from a paid search platform
Paid Search	•	•Email	Traffic tagged with a specific parameter
Direct	•	•Direct	Traffic where source is unknown
Email	•	•Social	Traffic from a social network
Referral	•	•Organic	Traffic from search engine, unpaid

2. Explain three common causes of direct traffic, and explain a simple situation where *each* these causes of direct traffic can be the case for visiting *Shujinkou's* website.

Three common causes of direct traffic are actual direct traffic, emails from interested fans, and internal employees. In the case of *Shujinkou*, direct traffic could be common for very interested fans that have the website bookmarked and check up periodically. For links originating from emails, customers can subscribe to *Shujinkou* for development progress and could click on links to the website in these emails. Finally, internal employees, such as Julian, hired employees, or myself, will likely visit the website very frequently.

3. Explain what organic traffic is in a few sentences, then explain some of the key factors that go into increasing *organic traffic*. Finally, suggest how to increase organic traffic for [1] Rice Games' studio website [2] *Shujinkou's* game site.

Organic traffic is traffic from search engines that click on links that are not paid advertisements. The main factor that affects organic traffic is how high a website appears on search results, which can be improved by creating content optimized for search. Additionally, organic traffic can be affected by advertisement campaigns because it would impact the amount of traffic coming from word of mouth. Organic traffic for Rice Games and *Shujinkou's* websites could be increased through more consistent blog posts with targeted keywords. Additionally, *Shujinkou* could increase organic searches through real world advertisement, especially at video game related events, to spur interest. Finally, talking to video game journalists and getting an article could increase organic searches.

[ READING 2 ]

4. What is a backlink? Explain succinctly in 1-2 sentences.

A backlink is a link from another website to yours. Backlinks are important for getting visitors connected to your website and increasing your position in results on search engines.

5. Name three tacts for earning more backlinks for a website, then explain them.

Order the three from most to least useful for *Shujinkou's* game site. As the site is a landing page, this might be tricky.

One tact for earning backlinks is guest blogging. This requires a business to contact a relevant blog, ask to write a post, write it, and get it published. Another way to get backlinks is content collaboration, where a brand partners with another to create content. Finally, press releases, a written release with newsworthy content, is a way to earn them.

The most useful ways for *Shujinkou* would be blog posts and press releases. Depending on timing one would be more important than the other. For example, general progress and information could be well done in blog posts while a press release would be useful at large milestones, such as publishing a kickstarter or finishing a playable demo. Content collaboration would probably be less useful because *Shujinkou* is a unilateral project.

6. When writing a press release, how can one get 'penalized' by Google? Is this free? Finally, name three sites that, if they were to cover a press release written for *Shujinkou*, would be great for getting the game's name out there.

Google penalizes press releases that are overly optimized for increasing search result positioning. This includes, having too many links, too many relevant keywords, and using keywords for hyperlinks. One can work with press release vendors to create more effective press releases. Three websites that would be valuable if they covered a press release could be IGN, Kotaku, and PC Gamer because they are large video game news websites.

[ READING 3 ]

7. Fill out the following table according to the article:

	<i>In the buying mindset</i>	<i>Not in the buying mindset</i>
<i>Can contact via Facebook</i>	Google & Facebook	Facebook
<i>Cannot contact via Facebook</i>	Google	Nil

8. What is the ad campaign for Facebook called? What about Google?

Ad campaigns for Facebook are called non-buying mindset campaigns because they target users that are not actively looking for your product. Contrastingly, Google ad campaigns are called buying mindset because ads appear when a user searches for a specific keyword.

9. Name two similarities and two differences between Facebook and Google's ad system.

Both are similar because the business only pays for the ad when something happens, a conversion for Facebook and a link click in Google, and because they could make an impression on a user that does not interact with them. However, they are different because a Google ad focuses on users that are already actively searching for something related to the business. Additionally, Facebook ads can require a specific action, like watching a video, before charging the business paying for the ad.

10. Of the three cells in the table that have 'content' or 'potential' in them per se, order the three of them from highest to lowest priority for advertising a game like *Shujinkou*. Then, explain your reasoning behind making each decision.

The cell with the most potential for *Shujinkou* would be those with a buying mindset that can be targeted on Facebook. These would be those that are actively searching for a game like *Shujinkou* and fit a demographic that is generally interested. The next priority are those with a buying mindset that cannot be advertised to on Facebook because these are potential customers. The last priority would be those that are not actively searching but can be targeted on Facebook. This should be the last priority because *Shujinkou*'s novel idea could mean there are many people of interested but low turnover into purchases. Even though it is the lowest priority, if an effective conversion were created it could be a higher priority.

11. What is Facebook Pixel? Is it more useful for a studio site like Rice Games, or a video game site (landing page) like *Shujinkou*? Why?

The Facebook pixel is a tool that can be added to a website to help track user interaction with the website. It useful for figuring out conversions and targeting users that have interacted with the website before. It is probably more useful for a studio site like Rice Games because there are more potential interactions on the website and can help figure out what the user is interested in, for example a customer or an investor trying to contact the developers.

#### [ READING 4 ]

12. Summarize the experiment (including the results) that Groupon did in 2-4 sentences.

Groupon deindexed itself for 6 hours from Google. This was done to examine how much of Direct visitors are really Organic, since Direct visitors are often misreported as Organic. The outcome was that Direct visits fell by 60%. It varies by browser, but this means much of Organic visitors are misreported as Direct.

13. Why is it not recommended to try this 'experiment' at home?

They recommend not to try this experiment at home because it means a large reduction in visitors to a site, which could mean a loss in interactions and revenue.