

# **DIGITAL MARKETING GUIDE 2020**

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## 1. WEB PERFORMANCE OPTIMIZATION

A website is a reliable marketing tool in digital marketing in terms of appearance, landing page, navigation, content, speed of access and security due to these are very influential in attracting the audience.

### 01. Web Security

Before start to campaign, it is better to check web security whether the website is blocked by social media platforms or not.

### 02. Web Structure

Web structure is intended for search engine robots. Googlebot has its own criteria to crawl a website structure, so a website that is well structured will be easier to appear on page 1 of Google.

### 03. UI / UX Design

UI design builds upon the fundamentals of UX to enhance the user experience on a site. UX focuses on how a product flows, the look of the experience and how it can be made visually appealing.

### 04. Onsite SEO

Onsite SEO is intended to adjust certain elements on website so that search engines able to crawl and understand the content and structure of website.

### 05. Interactive Website

Interactive website means a website that allows its users to communicate and interact to get solutions for their query in a more effective manner

### 06. A / B Testing

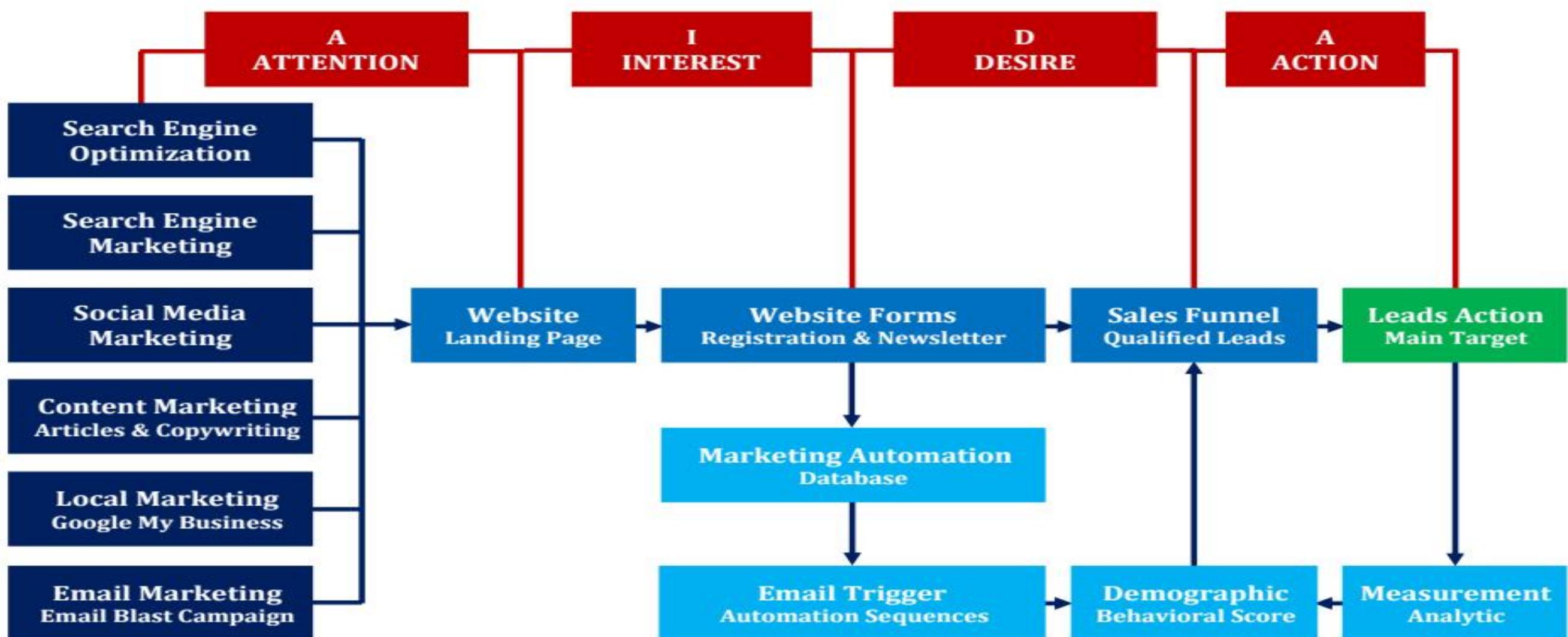
A/B testing is the process of comparing two versions of a web page, email, or other marketing asset with just one varying element. The test will tell which version proved most popular among the audience based on specific metrics, such as conversion rate or time on page.

## 2. DIGITAL MARKETING FLOW (AIDA WORKFLOW)

Digital marketing is responsible for planning and managing marketing campaigns that promote the company's brands, products and services.

The duties of a digital marketing include planning a campaign, analyse metrics, and identifying market trends.

AIDA workflow (*Attention, Interest, Desire and Action*) could be referred as a communications model rather than a decision-making model, as it is identifying the company, how and when to communicate during each of the stages, engaging at different touchpoints and requiring different information throughout the stages from various sources. AIDA workflow will help digital marketing to plan targeted campaign.



AIDA workflow is a classical marketing model to understand the cognitive process when making a purchasing decision. Traditionally, the AIDA model refers to the relationship between the company and the consumer. However, in today's digital age, characterised by the widespread adoption of social technologies, this model is extended to include a wide network of interactions.

**01. Attention**

The first step in marketing or advertising is to consider how to attract the attention of consumers. Create attention or awareness of brand or website. In this stage, a brand is trying to establish its existence in the minds of the consumers. They don't sell, they only create awareness. This can be done in various ways depending on the type of product or service the brand is offering to the market. This is the first step of digital marketing. In Google, the battleground for attention is the *Search Engine Result Pages* (SERP).

**02. Interest**

Creating an interest in the buyer for further information about the product or services and encourage the buyer to start to research further. Getting the interest of the audience can be the most challenging stage. The digital marketing manager have to get the attention of a proportion of target audience.

**03. Desire**

Stirring up a desire to buy a products or services. Successful digital marketing is not trying to sell the products and services but creating a desire in audiences. Two main ways of creating desire through online channels are (1) letting the audience experience what we are offering first-hand, or (2) showing the positive experiences others have had. This is where social media and the new landscape of C2C marketing can be so effective in creating a desire in audiences.

**04. Action**

Moving the visitor into an interaction with the company. When digital marketing has won the attention of audience, interested them with value proposition and created a desire within them for products or services, this effort would be for nothing if it were not acted upon.

### 3. DIGITAL CAMPAIGN STRATEGIES

Marketing campaign strategy is critical to achieving goals and to making the most of resources. And an effective digital campaign always begins with a solid strategy. It is means, executing any marketing campaign without strategy and planning is like heading out on a road trip without a map.

#### 01. Brand Awareness

Brand awareness refers to the extent to which customers able to recall or recognise a brand. Brand awareness is a key consideration in consumer's behaviour, advertising, brand management and strategy development.

- Primary tools used here are social media campaign, content marketing (copywriting, articles, press-release, product reviews, interviews), infographics, narrative photo and videos, influencers, give away, events, sponsorships, and merchandising.
- Brand awareness performance is measured through web analytics. There are many channels to find out this performance, including Google Analytics, SEM-Rush, HubSpot, AH-Refs and others.

#### 02. Brand Activation

Brand Activation is the art of driving consumer action through brand interaction and experiences. In simple terms, the key aim of these sorts of campaigns is to get consumers to act. Brand Activation is about bringing brands to life via experiences and forming long-term emotional connections.

- Primary tools used here are landing pages, e-books, newsletters, free trials, referral modules, and so on.
- Brand activation performance is measured by the number of prospects who make contact by telephone, email, contact form and others.

## 4. DIGITAL CAMPAIGN TECHNIQUES

### 01. SEO / SERP

Search Engine Optimization (SEO) is aimed to get top rankings position on Google's SERP (Search Engine Result Page). Digital marketing needs to formulate the right longtail keywords to be optimized on search engines.

### 02. SEM (Search Engine Marketing)

Search Engine Marketing (SEM) is an instant way to appear on the top pages position of SERP (Search Engine Result Page) by using paid advertisement on Google Ads. Costs will be calculated based on the number of clicks according to the keywords and competition.

### 03. SMM (Social Media Marketing)

Social Media Marketing (SMM) is a strategy of using social media to build brands awareness, services or products. The social media platforms used here are Facebook, Instagram, Twitter and LinkedIn.

### 04. Content Marketing (Copywriting)

Content Marketing is a strategy carried out by uploading articles, interview and press-release through internal and external platforms such as Kompasiana, Kumparan, Medium, and mainstream media.

### 05. Local Marketing

Local Marketing is a marketing technique using Google Maps or Google My Business. The existence of an office location on Google Maps is very important and aims to be as an identity as well as an interactive media for question and answer with the audience.

### 06. Email Blast Marketing

Email Blast Marketing is a marketing activity carried out by sending emails to many recipients at the same time. In addition, many email marketing features are not available in regular e-mail services such as automatic response, audience segmentation, reports, and performance analysis.

## 4. POST CAMPAIGN ANALYSIS

Website is the face of the company that is displayed to the public continuously, 24 hours per day and 7 days per week. Therefore, all digital marketing efforts should focus on directing traffic there.

Digital campaigns do focus on increasing reach on social media, but the ultimate goals of the activity are also to send more traffic to the website. Therefore, measuring and evaluating website traffic metrics on a regular basis will provide an important picture of which campaigns are successful and not successful.

### 01. Traffic by Source

Traffic by Source explains where our website visitors come from. With a myriad of marketing platforms available and limited time to use them all, the Traffic by Source metric is one that must be considered. It is used to determine which sources are the best and which one is need more attention.

### 02. New Visitors vs. Returning Visitors

New Visitors vs. Returning Visitors metric aimed to determine how relevant a content time by time. The number of visitors indicates that the information is very valuable to others, so they continue to return. Therefore, after releasing new content, it is better to make an analysis the New Visitor vs. Returning Visitor metrics to find out contents' performance.

### 03. Sessions

Sessions refer to the number of visits the website receives. Google counts every 1 visitor who visits the website as 1 session. But if the visitor does not do any activity on the website for 30 minutes, then if he/she returns to the website will count as 2 sessions.

### 04. Average Session Duration

Average Session Duration is the time average used by visitors on each website. However, it depends on the functioning of the website or industry category. Calculation of time on site metrics can vary according to the relevance of a brand campaign.

**05. Page Views**

Page View is the total number of pages that a visitor. That is, if someone opens the same page repeatedly it will still count as Page Views. It is very relevant to find out how many pages are visited on a website in a certain time period, because it will help to understand whether the entire site is worth or only certain pages.

**06. Most Visited Pages**

Most Visited Pages metric aimed to further determine which part of the website is the most useful. The Most Visited Pages metric reveals all kinds of information about exactly where website visitors go and for how long they accessed the contents.

**07. Exit Rate**

Exit Rate is a very specific metric to reveal the website design and audience experience. Unlike a Bounce Rate which is recorded when someone only visit one page, Exit Rate indicates that the user loses interest after spending time to explore.

**08. Bounce Rate**

Bounce Rate is the percentage of people who leave (bounce) a website after visiting just one page. The greater the percentage of the bounce rate indicates that (1) website loading takes too long, (2) does not immediately find what they are looking for, (3) They find relevant content but are not forced to click further, and (4) the error page.

**09. Conversion Rate**

Conversion Rate is the percentage of website visitors who take actions that benefit business owners from total website visitors. Conversion Rate can be calculated by counting the number of conversions that occur on one page of the website to the total visitors to that website page. Then the results of the division are multiplied by 100. A successful conversion may refer to a membership registration, newsletter subscription, software download, or other activity.

**10. Impressions**

Impressions are the total number of views that a content receives. Both the content on social media and/or Pay Per Click (PPC) advertising can be displayed several times to the same person. Every time counts as **Impressions**. As a result, the Impressions number is always higher than the reach because the reach metric only counts the delivery of content once per user.

**11. Social Reach**

Social Reach tells about exactly how many people are being reached. The number of people who are reachable is always much greater than the number of people that are engageable. The benchmark goal for Social Reach is to see 2-5% engagement based on overall reach.

**12. Social Media Engagement**

Social Media Engagement (SME) reflects the total number of interactions performed on each post. This can mean the number of clicks, shares, retweets, comments and so on. Social Media Engagement is a measure of the success of posts on social media.

**13. Email Open Rate**

Email Open Rate is the percentage of the total number of subscribers that open an email campaign. This Rate can vary depending on the subject line and the relevance of subject matter to subscribers, but a healthy open Rate is usually in the range of 20-40%.

**14. Click-Through Rate**

Click-Through Rate (CTR) is the ratio of users who click a certain link to the total number of users who visited a web page, email or advertisements. CTR is usually used to measure the success of online advertising campaigns for certain websites as well as the effectiveness of email campaigns. CTR related to pay-per-click (PPC) help determine relevance scores and influence Cost Per Click (CPC).

**15. Cost Per Click**

Cost Per Click or commonly known as pay-per-click marketing is a social media platform that offers click-to-site advertising types. This online metric reflects the amount paid for each click made by the audience. This is relevant because it is directly related to the overall marketing budget in this area.

**16. Cost Per Conversion**

Cost Per Conversion is entirely related to individual business models and often to individual online marketing campaigns. CPC is appropriate for managing e-commerce websites where the audience can add orders to the shopping basket. Simply put, CPC digital marketing analysis tells how much it costs to turn site visitors into sales.

**17. Cost Per Lead**

If the goal of your digital marketing campaign is to collect new leads for your sales team to close, then you need to measure how much you are paying for each new lead. This will help you determine what your return on investment is for that particular campaign.

$$\text{Total CPL} = \frac{\text{Total Ads Spend}}{\text{Total Attributed Leads}}$$

**18. Cost Per Acquisition**

Cost Per Acquisition is the optimal way to buy online advertising because advertisers will only incur costs when the desired acquisition has occurred, for example the occurrence of sales transactions. Cost Per Acquisition eliminates risk for advertisers because they don't have to pay for bad references, thus encouraging affiliates to send good references.

$$\text{Total CPA} = \frac{\text{Total Ads Spend}}{\text{Total Attributed Conversions}}$$

**EXAMPLE**

**DIGITAL MARKETING**

**AUDIT REPORT**

PERIODIC TABLE DIGITAL MARKETING CAMPAIGN											
SEO			EMAIL MARKETING						SOCIAL		
SEM									WEBSITE		
44%										17%	18%
CTR, 1st Result: Organic Search	CTR - Google Adwords	CTR - Google Display Network	Gross Open Rate - Prospect Lists	Unique Open Rate - Prospect Lists	Unique Open Rate - Customer Lists	1st vs. 3rd Email Open Rate - Drip Campaign	Facebook CTR	B2B Promoted Tweets Eng. Rate	LinkedIn CTR	Traffic From Organic Search	SaaS Firms with Freemium Model
20%	6-7%	0.1-0.2%	24%	10-15%	20-25%	65% vs 25%	0.21%	0.9-1.3%	.025-.04%	41%	16%
8%	0.9-1.0%	0.9%	2%	20-40%	8%	\$5	\$0.55-1.00	\$1.70 vs. \$4.89	50%	10%	Drop-Off Rate
7-9%	0.9-1.0%	0.9%	2%	CTR - Customer Lists	CTR - Drip Campaigns	Facebook CPM	B2B Promoted Tweets CPE	Promoted Tweet Cost per Follower UK vs. USA	3-4	25%	Website Visitor to Free Trial Conv. Rate
#Backlinks	\$4-13	13%	21%	7%	2-3	\$4	0.02%	0.16-0.23%	2-3	26%	Free Trial to Subscription Conv. Rate
Largest Non-Social Driver of Rank	CPC - Paid Search	CTOR - Prospect Lists	Desktop CTOR - Prospect Lists	Mobile CTOR - Prospect Lists	Touches per Month - Drip Campaigns	Facebook CPC	Facebook Like Rate	Promoted Tweets Follow Rate	Minutes Spent on Website Per Visit	Overall MQL to SQL Conv. Rate	
22-27%	2-4%	18-23%	7-9%	9%	5%	0.7%	2.2%	0.8%	24 Mo.	41%	
Form Submits from Organic Search	Paid Search to SL Conv. Rate	Form Submits from Organic Search	Name to MQL Cnv. Rate	Form Submits From Email	Form Submits From Social Media	Facebook RL Conv. Rate (Organic & Paid)	Twitter RL Conv. Rate (Organic & Paid)	LinkedIn RL Conv. Rate (Organic & Paid)	Website Complete Refresh Cycle	Pipeline Sourced by Marketing	
Legend:			34%	40-50%	20%	34%	4%	20%	6%	13%	
Conv. Rate - Conversion Rate CPC - Cost per click CPE - Cost per engagement CPM - Cost per thousand impressions CTR - Click-to-open rate (unique clicks as a % of unique opens) Eng. Rate - Engagement rate DMP - Digital marketing program budget RL - Raw Lead MQL - Marketing-qualified lead SQL - Sales-qualified lead			Companies Using Content Syndication	Webinar Attend - ance as a % of Registrants	Program Budget Spent on Content Marketing	Program Budget Spent On Digital Marketing	DPM Spent on SEO	DPM Spent on Search Ads	DPM Spent on Social Marketing	DPM Spent on Website	
10-15%			White Paper Conv. Rate	Webinar Conv. rate	Firms Partially Outsourcing Content Creation	7-10%	13%	22%	14%	8%	
						Program Budget Spent on New Lead Gen Tactics	DPM Spent on Email Marketing	DPM Spent on Display Ads	DPM Spent on Marketing Automation	Other DMP Spend (SMS, Digital Events, Mobile Ads)	
CONTENT MARKETING						BUDGET					

## SECURITY AUDIT REPORT

No	Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>1 Website Malware &amp; Security</b>													
	Malware detection by scan	Blocked	Resolve										
	Injected spam	Blocked	Blocked	Blocked	Blocked	Resolve							
	Defacements	Resolve	Blocked	Resolve	Resolve	Blocked	Blocked	Resolve	Resolve	Resolve	Resolve	Resolve	Resolve
	Internal server errors	Blocked	Resolve										
<b>2 Website Blacklist Status</b>													
	Domain clean by Google Safe Browsing	Blocked	Resolve	Resolve	Resolve	Blocked	Resolve						
	Domain clean by Norton Safe Web	Blocked	Resolve										
	Domain clean by McAfee	Blocked	Blocked	Blocked	Resolve	Resolve	Resolve	Blocked	Blocked	Resolve	Resolve	Resolve	Resolve
	Domain clean by Sucuri Labs	Blocked	Resolve										
	Domain clean by ESET	Resolve											
	Domain clean by Phish Tank	Resolve											
	Domain clean by Yandex	Blocked	Resolve	Resolve	Blocked	Resolve							
	Domain clean by Opera	Blocked	Resolve	Resolve	Resolve	Resolve	Resolve	Blocked	Resolve	Resolve	Resolve	Resolve	Resolve
	Domain clean by Spam Haus	Blocked	Resolve										

### Web Security Audit Report

<https://sitecheck.sucuri.net/>

Protection : No website application firewall detected. Please install a cloud based WAF to prevent website hacks and DDoS attacks

Security : Missing security header for XSS Protection, Missing security header to prevent Content Type sniffing, Missing Strict-Transport-Security security header

## ONSITE SEO AUDIT REPORT

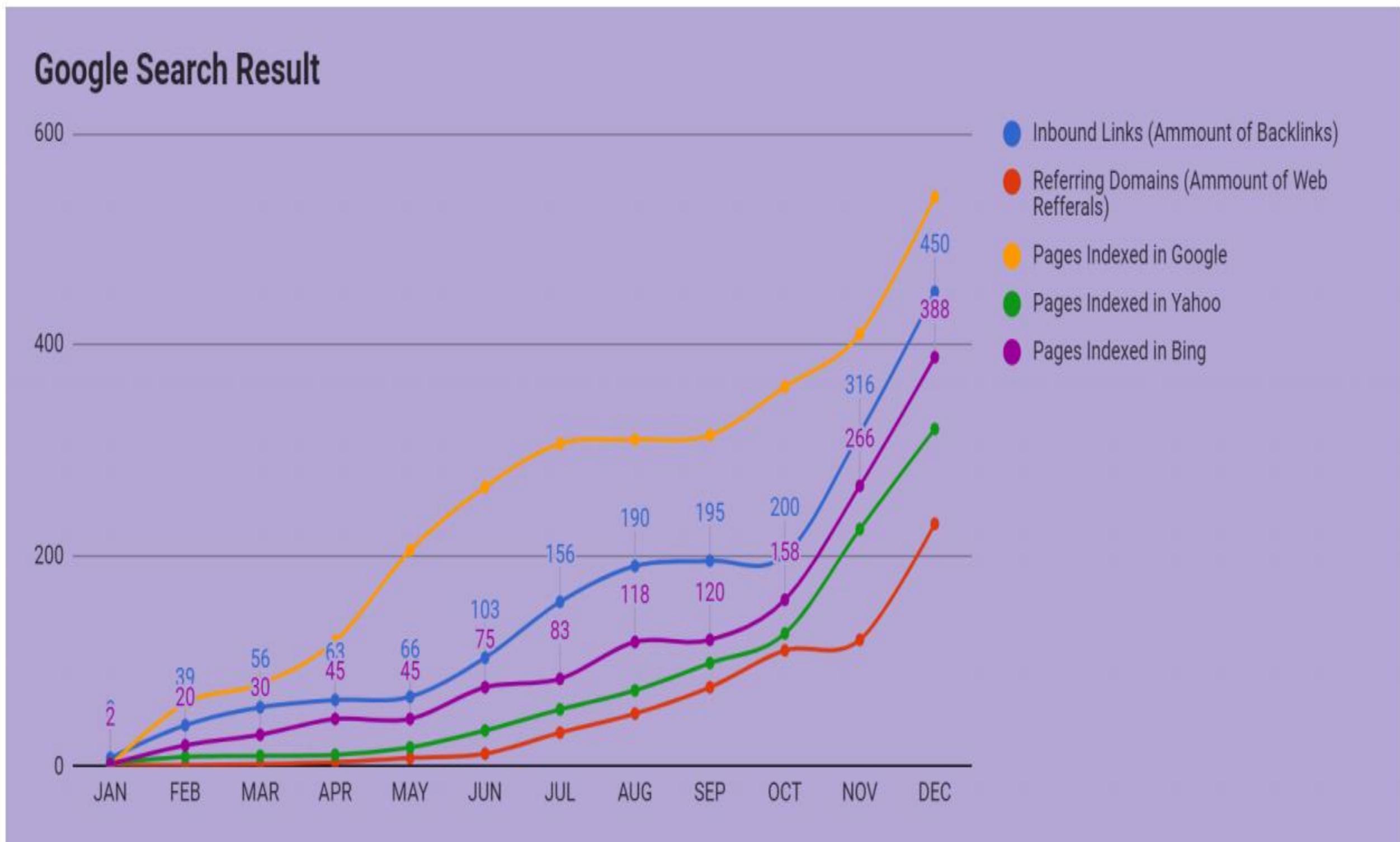
No	Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	XML Sitemap			Done									
2	Robots.txt			Done									
3	Gtag.js Uploaded to CPanel's Root							Done					
4	Google Webmaster Verification					Done							
5	Google My Business Registration				Done								
6	Title Tag			Done									
7	Meta Description								Done				
8	Meta Keywords									Done			
9	Headings H1 - H6							Done					
10	GZIP Compression							Done					
11	WWW Resolved					Done							
12	IP Canonicalization				Done								
13	URL Rewrite			Done									
14	Not Using Underscores in the URL					Done							
15	Embedded Objects				Done								
16	No IFrame Contents				Done								
17	Whois Data			Done									
18	Favicon					Done							
19	Index Follow						Done						
20	Custom 404 page				Done								

## ONSITE SEO (SEARCH ENGINE OPTIMIZATION)

Onsite SEO (also known as On-page SEO) is the practice of optimizing elements on a website in order to rank higher and earn more relevant traffic from search engines. On-site SEO refers to optimizing both the content and HTML source code of a page.

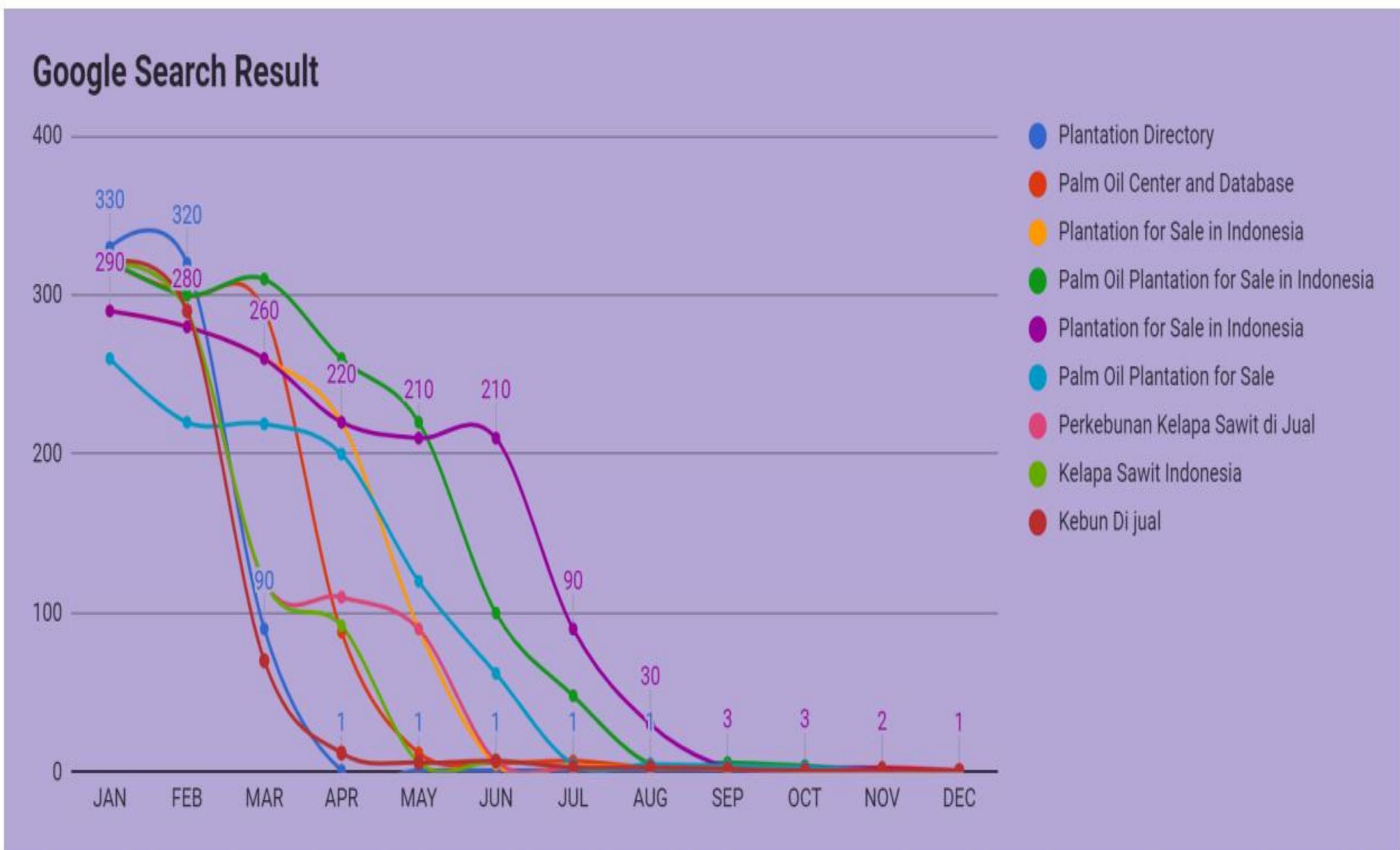
## OFFSITE SEO AUDIT REPORT

No	Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Inbound Links (Backlinks)	8	39	56	63	66	103	156	190	195	200	316	450
2	Referring Domains (Referral Links)	1	1	2	4	8	12	32	50	75	110	120	230
3	Pages Indexed in Google	1	60	78	119	205	265	306	310	314	360	410	540
4	Pages Indexed in Yahoo	3	9	10	11	18	34	54	72	98	126	225	320
5	Pages Indexed in Bing	2	20	30	45	45	75	83	118	120	158	266	388



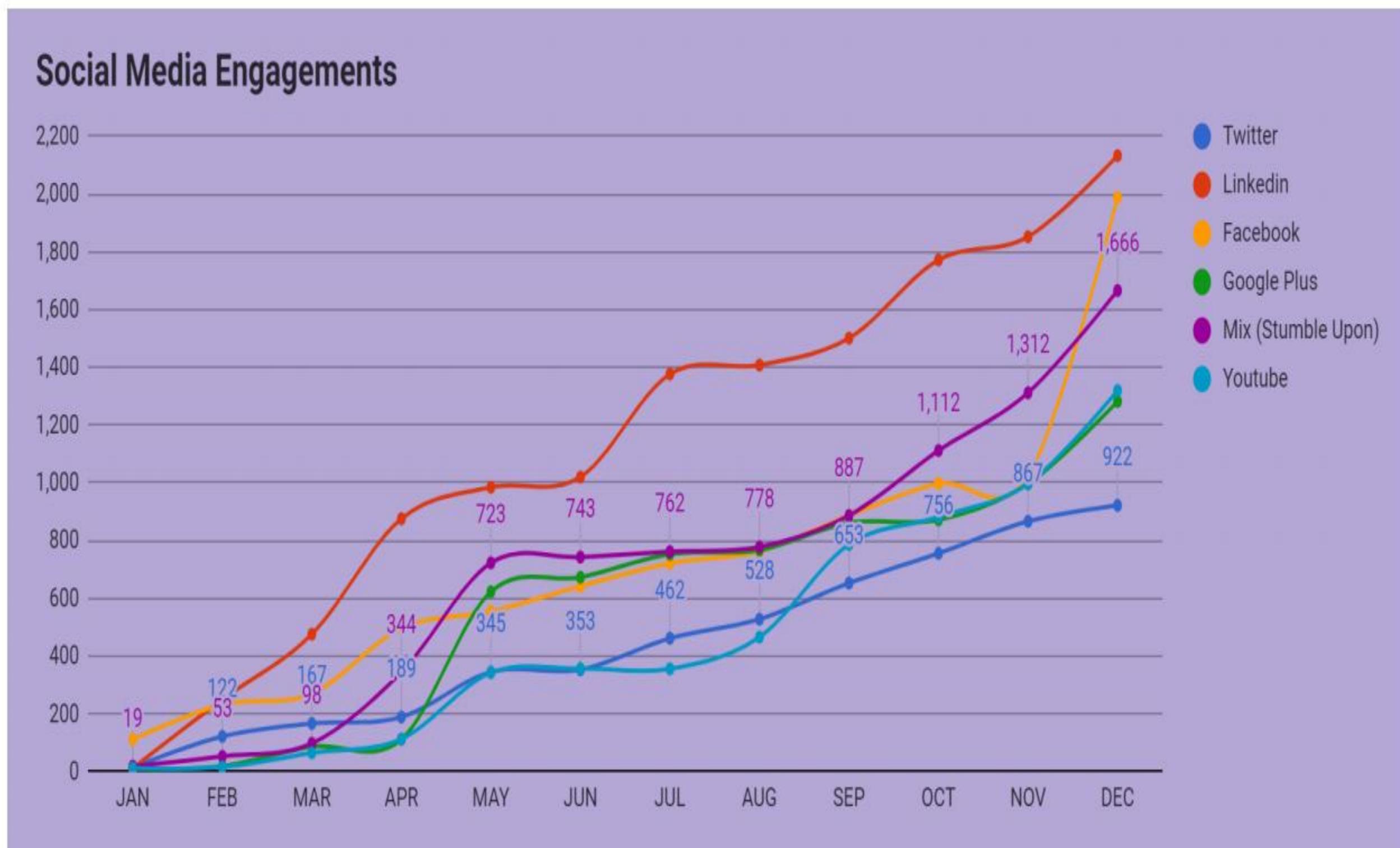
## SERP AUDIT REPORT

NO	LONGTAIL KEYWORDS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Plantation Directory	330	320	90	1	1	1	1	1	1	1	1	1
2	Palm Oil Centre and Database	320	300	290	88	12	6	7	3	3	2	3	1
3	Plantation for Sale in Indonesia	290	280	260	220	90	5	4	3	2	2	1	1
4	Palm Oil Plantation for Sale in Indonesia	322	300	310	260	220	100	48	5	6	4	1	1
5	Plantation for Sale in Indonesia	290	280	260	220	210	210	90	30	3	3	2	1



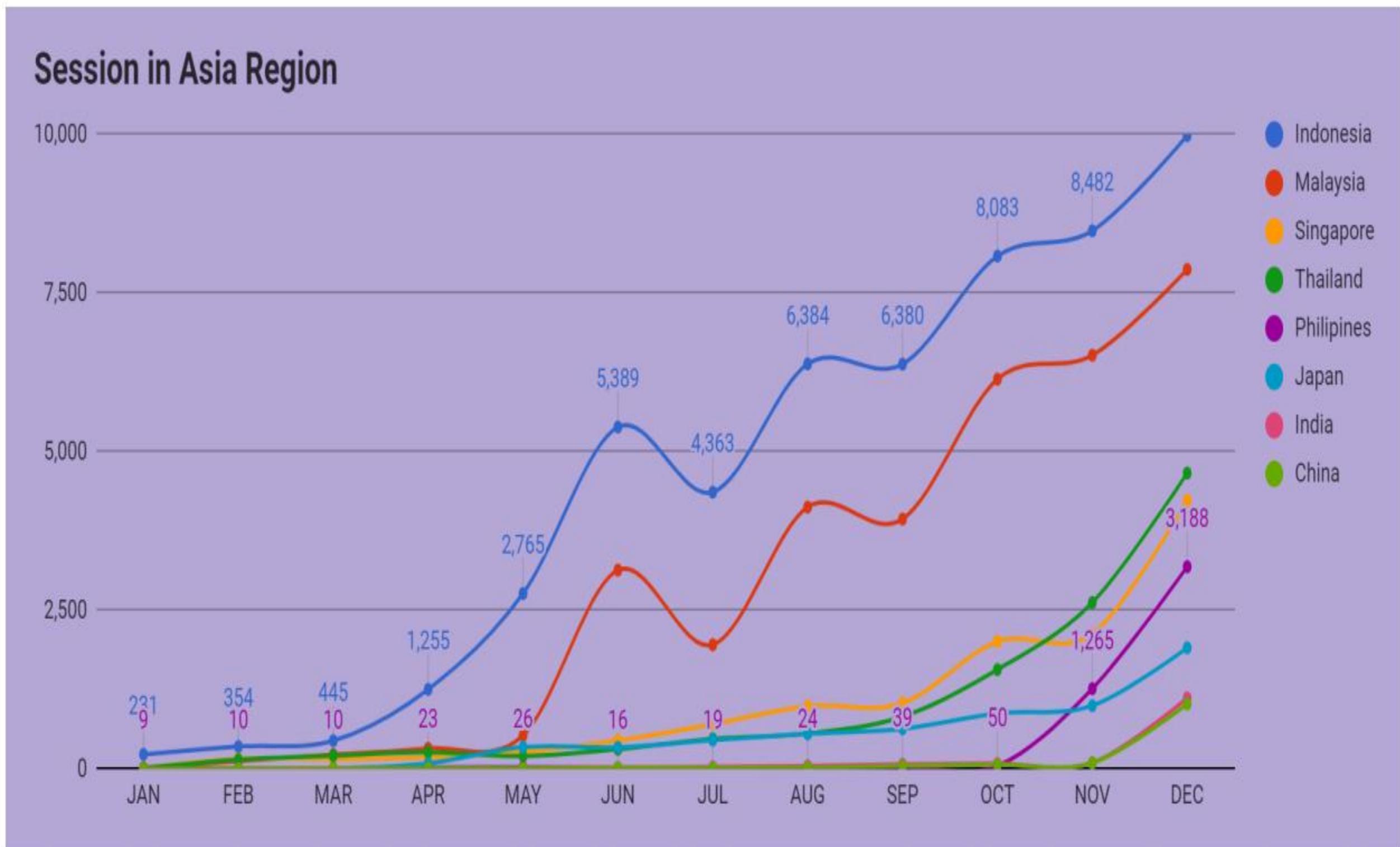
## SOCIAL MEDIA AUDIT REPORT

NO	SOCIAL MEDIA	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Twitter	14	122	167	189	345	353	462	528	653	756	867	922
2	LinkedIn	12	250	476	876	985	1,020	1,377	1,408	1,501	1,772	1,852	2,133
3	Facebook	112	233	270	497	555	642	722	763	887	998	1,022	1,988
4	Google Plus	10	19	87	112	623	673	753	767	862	872	997	1,282
5	Mix (Stumble Upon)	19	53	98	344	723	743	762	778	887	1,112	1,312	1,666



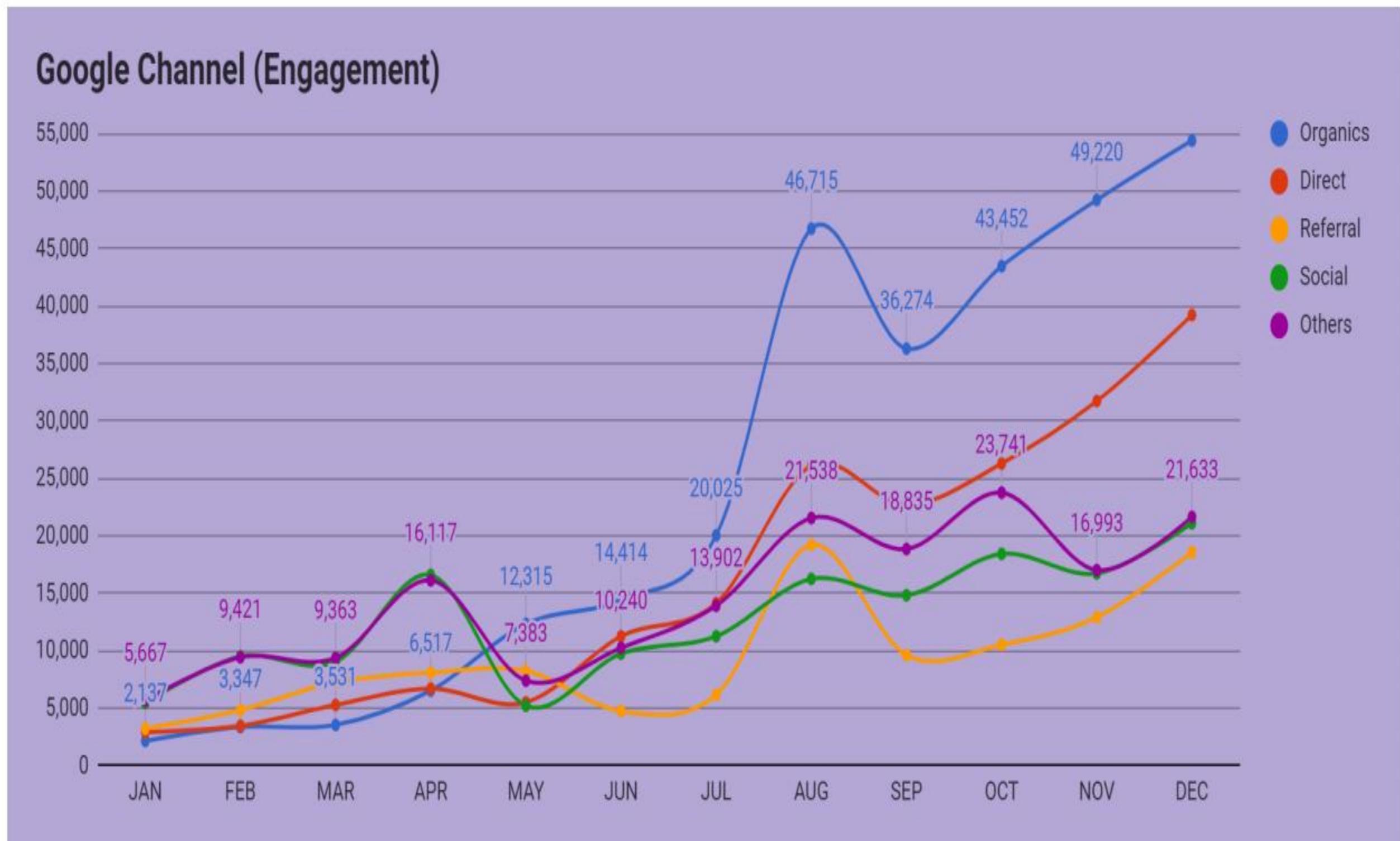
## SESSION BY TOP COUNTRIES AUDIT REPORT

NO	COUNTRIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Indonesia	231	354	445	1,255	2,765	5,389	4,363	6,384	6,380	8,083	8,482	9,982
2	Malaysia		20	124	226	324	528	3,134	1,958	4,127	3,939	6,144	6,520
3	Singapore			15	159	159	180	270	450	706	990	1,040	2,010
4	Thailand				15	147	210	263	202	312	475	560	823
5	Philippines					9	10	10	23	26	16	19	24
											39	50	1,265
													3,188



## ENGAGEMENT AUDIT REPORT

No	Metrics	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Organics	2,137	3,347	3,531	6,517	12,315	14,414	20,025	46,715	36,274	43,452	49,220	54,388
2	Direct	2,892	3,450	5,267	6,693	5,488	11,246	14,115	26,093	22,673	26,277	31,716	39,203
3	Referral	3,192	4,830	7,235	8,074	8,230	4,735	6,152	19,200	9,607	10,505	12,898	18,557
4	Social Media	5,434	9,497	9,019	16,577	5,196	9,737	11,248	16,240	14,813	18,417	16,718	21,083
5	Others	5,667	9,421	9,363	16,117	7,383	10,240	13,902	21,538	18,835	23,741	16,993	21,633



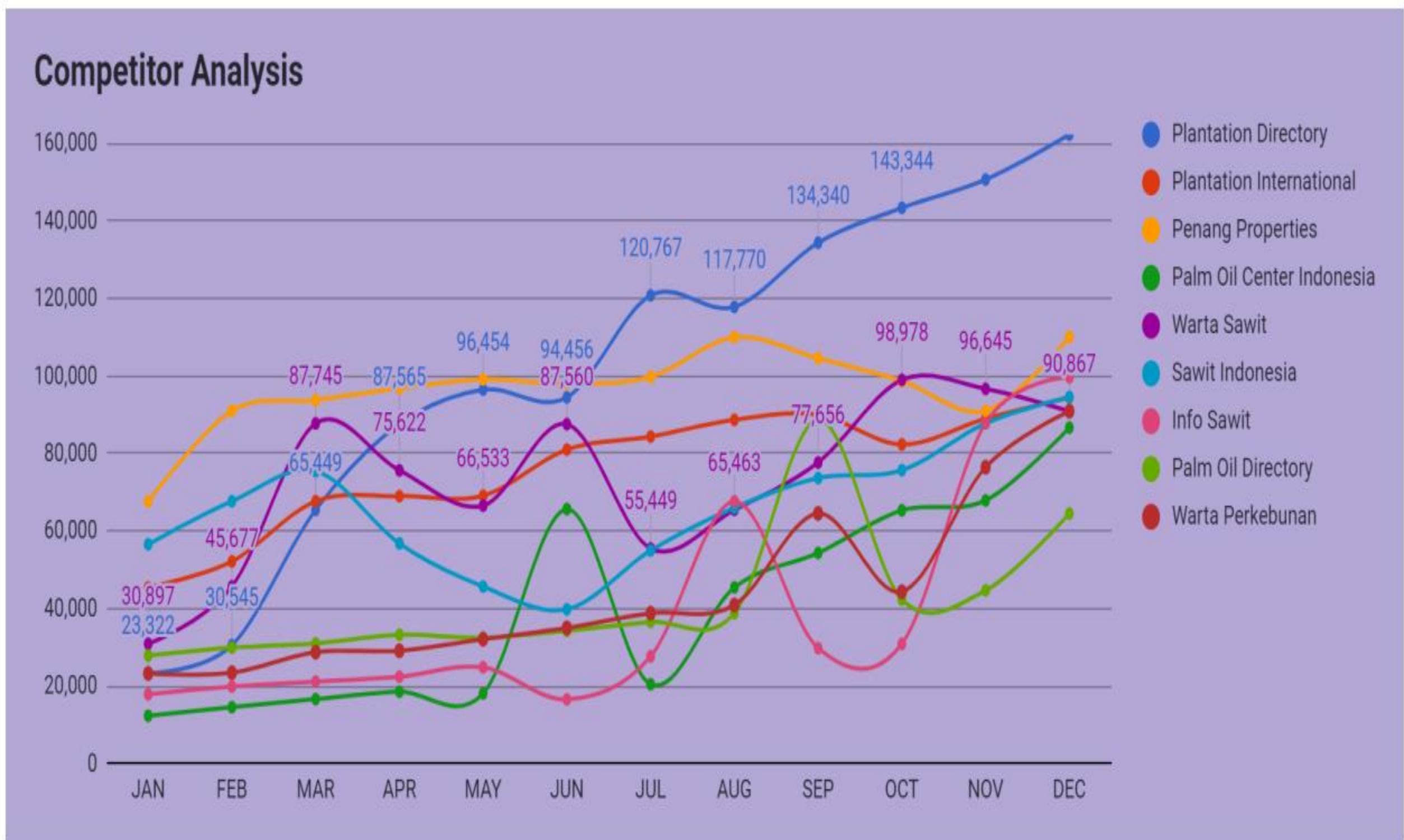
## GOOGLE TRENDING AUDIT REPORT

No	Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Users	8	39	56	63	66	103	156	190	195	200	316	450
2	Sessions	1	1	2	4	8	12	32	50	75	110	120	230
3	Pageviews	1	60	78	119	205	265	306	310	314	360	410	540
4	Bounce Rate (%)	3	9	10	11	18	34	54	72	98	126	225	320



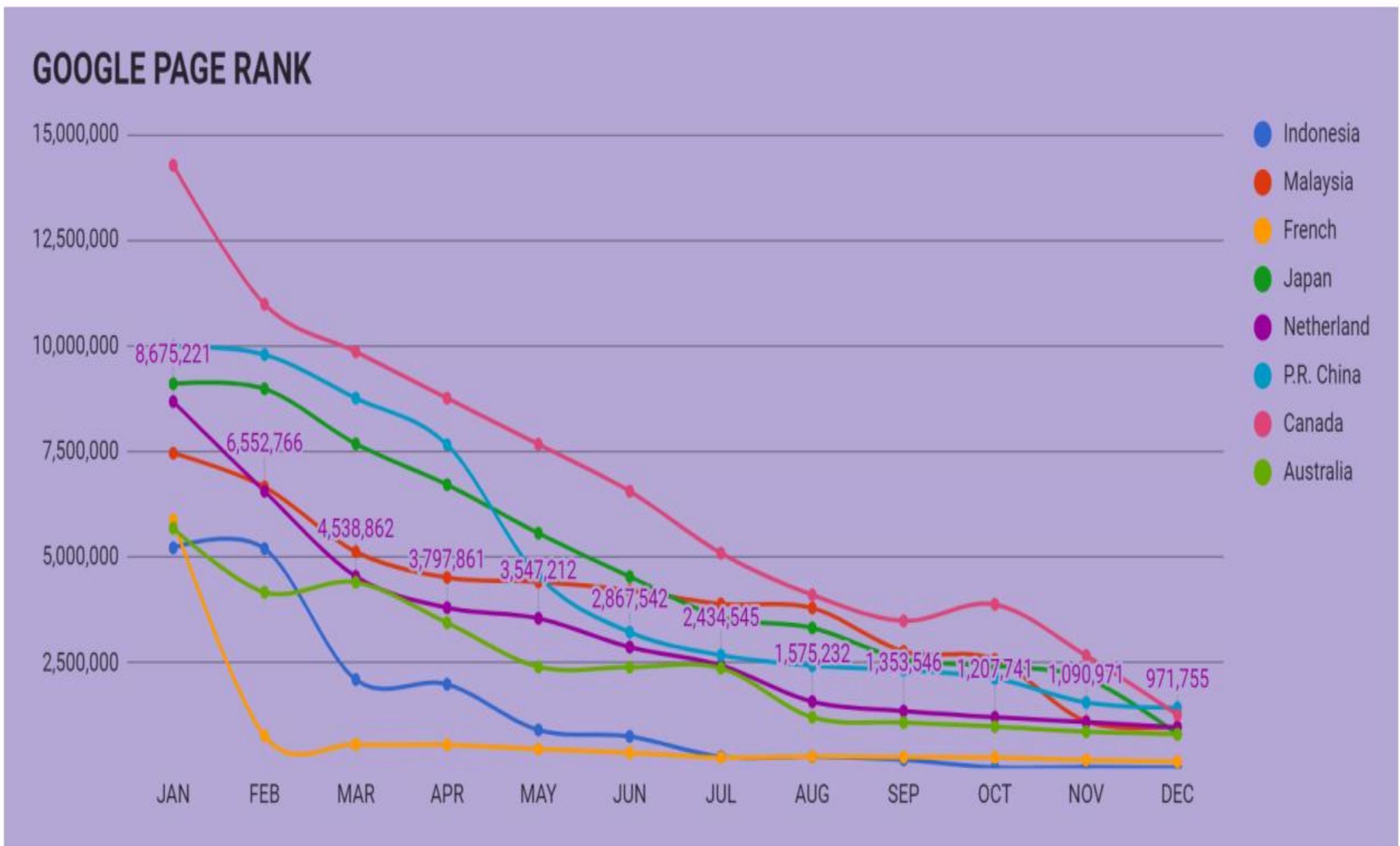
## COMPETITOR AUDIT REPORT

NO	COMPANY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Plantation Directory	23,322	30,545	65,449	87,565	96,454	94,456	120,767	117,770	134,340	143,344	150,645	162,234
2	Plantation International	45,443	52,122	67,676	68,989	69,090	80,998	84,334	88,665	89,997	82,323	88,990	94,424
3	Penang Properties	67,644	90,997	93,764	96,768	99,097	97,897	99,767	109,982	104,542	98,676	90,978	110,044
4	Palm Oil Centre Indonesia	12,330	14,550	16,634	18,545	18,089	65,648	20,453	45,432	54,332	65,344	67,889	86,645
5	Warta Sawit	30,897	45,677	87,745	75,622	66,533	87,560	55,449	65,463	77,656	98,978	96,645	90,867



## PAGE RANK AUDIT REPORT

NO	COUNTRIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Global Rank	40,433,432	35,679,993	32,434,462	20,102,323	16,432,340	6,432,353	3,663,936	2,344,678	866,423	432,334	107,867	54,230
2	Indonesia	5,215,231	5,196,777	2,097,811	1,986,731	905,642	754,098	272,785	272,785	201,278	20,185	27,278	17,878
3	Malaysia	7,454,520	6,654,522	5,120,870	4,512,765	4,409,789	4,209,875	3,886,752	3,791,238	2,764,120	2,575,622	1,109,071	986,451
4	French	5,875,567	764,548	564,542	555,461	454,137	367,512	253,431	278,975	265,434	255,441	196,645	157,642
5	Japan	9,097,752	8,977,452	7,675,572	6,708,623	5,561,879	4,534,345	3,576,450	3,321,120	2,573,228	2,424,266	2,132,331	1,807,641



**ARTICLES AND PUBLICATIONS (MEDIA CAMPAIGN)  
BASED ON NATIONAL MEDIA PLATFORMS**

NO	MAINSTREAM MEDIA	URL ADDRESS	PUBLISHED	PENDING	REJECTED
1	Warta Sawit	www.wartasawit.com	30	0	0
2	Sawit Indonesia	www.sawitindonesia	10	0	0
3	Info Sawit	www.infosawit.com	8	0	0
4	Kompasiana	www.kompasiana.com	8	0	2
5	Bisnis Indonesia	www.bisnis.com	8	1	1
6	Kaskus	www.kaskus.id	6	0	0
7	Kumparan	www.kumparan.com	6	0	0
8	Republika	www.republika.co.id	5	0	1
9	Tribun News	www.tribunnews.com	4	0	1
10	Viva News	www.vivanews.com	4	0	1
11	Kompas	www.kompas.com	3	0	1
12	Merdeka	www.merdeka.com	3	0	1
13	Liputan6	www.liputan6.com	2	1	1
14	Indonesia Investment	www.indonesia-investments.com	1	0	1
15	Tempo	www.tempo.co	1	0	0
16	Swa Magazine	www.swa.co.id	1	0	1
17	Warta Ekonomi	www.wartaekonomi.com	1	0	0
18	Palm Scribe Indonesia	www.palmscribe.id	1	0	0
19	Tech in Asia Indonesia	www.techinasia.com	1	0	0
20	Daily Social	www.dailysocial.id	1	0	4
21	Jawa Pos	www.jawapos.com	1	0	0
22	Media Indonesia	www.mediaindonesia.com	1	0	0
23	Kontan	www.kontan.co.id	1	0	0
<b>TOTAL PUBLICATIONS SUBMITTED</b>			<b>107</b>	<b>2</b>	<b>15</b>

**ARTICLES AND PUBLICATIONS (MEDIA CAMPAIGN)**  
**BASED ON INTERNATIONAL MEDIA PLATFORMS**

NO	INTERNATIONAL MEDIA	URL ADDRESS	PUBLISHED	PENDING	REJECTED
1	Academia	www.academia.edu	10	0	0
2	Medium	www.medium.com	8	0	0
3	Article City	www.articlecity.com	6	0	0
4	Article Insider	www.articleinsider.com	5	0	0
5	Article Suggestions	www.articleSuggestions.com	5	0	0
6	Articles	www.articles.org	5	1	1
7	Articles Factory	www.articlesfactory.com	5	0	2
8	Articles X-pert	www.articlesxpert.com	4	0	0
9	Big Articles	www.bigarticles.com	4	0	0
10	Blog Bookmark	www.blogbookmark.com	4	0	0
11	Digg	www.digg.com	4	0	1
12	Easy Ezine Articles	www.easyezinearticles.com	4	1	1
13	Eco Business	www.eco-business.com	4	1	2
14	Premium Articles	www.premiumArticles.biz	3	0	1
15	Ewebre Source	www.ewebresource.com	3	0	1
16	Express Release	www.expressrelease.in	3	0	0
17	Ezine Articles	www.ezinearticles.com	3	0	0
18	Ezine Mark	www.ezinemark.com	4	0	0
19	Google My Business	www.business.google.com	4	0	0
20	Green Palm	www.greenpalm.org	2	0	0
21	Hip Hop Articles	www.hiphoparticles.info	0	0	0
22	Hub Pages	www.hubpages.com	0	1	0
23	Info Barrel	www.infobarrel.com	0	1	0
<b>TOTAL PUBLICATIONS SUBMITTED</b>			<b>90</b>	<b>5</b>	<b>9</b>

## BOOKMARKS (INBOUND LINKS) AUDIT REPORT BASED ON WEB DIRECTORIES

NO	DIRECTORIES	URL ADDRESS	APPROVED	PENDING	REJECTED
1	Mix (Stumble Upon)	www.mix.com	20	0	0
2	Issuu	www.issuu.com	18	0	0
3	Abacus SEO	www.abacusseo.com	6	0	0
4	ABC Directory	www.abc-directory.com	5	0	0
5	Abi Find	www.abifind.com	5	0	0
6	Abilogic	www.abilogic.com	5	0	0
7	Ace Web Directory	www.acewebdirectory.com	5	0	0
8	Add 2 US	www.add2us.com	5	0	0
9	Add Business	www.addbusiness.net	5	0	0
10	Add Links Free	www.addlinkzfree.com	5	0	0
11	Add Site	www.addsite.info	5	0	0
12	AJ Dee	www.ajdee.com	5	0	0
13	A Live Directory	www.alivedirectory.com	4	0	0
14	All States USA Directory	www.allstatesusadirectory.com	4	0	0
15	All Products Services	www.all-products-services.com	4	0	0
16	Ananar	www.ananar.com	4	0	0
17	AZ Listed	www.azlisted.com	4	0	0
18	Bari Business	www.bari.biz	4	0	0
19	Bedwan	www.bedwan.com	4	0	0
20	Bhanvad	www.bhanvad.com	4	0	0
21	Bibsonomy	www.bibsonomy.org	4	0	0
22	Blahoo	www.blahoo.net	4	0	0
23	Blue Book	www.macraesbluebook.com	4	0	0
24	Book Markee	www.bookmarkee.com	4	0	0

25	Bot ID	www.botid.org	4	0	0
26	Botw	www.botw.org	4	0	0
27	Bright Hub	www.brighthub.com	3	0	0
28	Britain Business Directory	www.britainbusinessdirectory.com	3	0	0
29	Brown Linker	www.brownlinker.com	3	0	0
30	Business Seek	www.businessseek.biz	3	0	0
31	Call Buster	www.callbuster.net	3	0	0
32	Call Your Country	www.callyourcountry.com	3	0	0
33	Cipinet	www.cipinet.com	3	0	0
34	Content Europe	www.contenteurope.com	3	0	0
35	Dark Dog Design	www.darkdogdesigns.com	3	0	0
36	Deal Directory	www.dealdirectory.com	3	0	0
37	Deep Link Directory	www.deeplinksdirectory.co	3	0	0
38	Dlga Business	www.digabusiness.com	3	0	0
39	Directory List	www.directory-list.com	3	0	0
40	Directory World	www.directoryworld.net	3	0	0
41	Elite Site Directory	www.elitesitesdirectory.com	3	0	0
42	Eslovar	www.eslovar.com	3	0	0
43	Evolving Critic	www.evolvingcritic.com	3	0	0
44	Exe Ideas	www.exeideas.com	3	0	0
45	Ezi Street	www.ezistreet.com	3	0	0
46	File Index	www.fileindex.net	3	0	0
47	Firm Pay	www.firmpay.com	3	0	0
48	Free PR Web Directory	www.freeprwebdirectory.com	3	0	0
49	Free Top Rank Directory	www.freetoprankdirectory.com	3	0	0
50	Gain Web	www.gainweb.org	2	0	0
51	General Business Web Directory	www.generalbusinesswebdirectory.com	2	0	0
52	General Shopping Directory	www.generalshoppingdirectory.com	2	0	0

53	Gimpsy	<a href="http://www.gimpsy.com">www.gimpsy.com</a>	2	0	0
54	Global Weblinks	<a href="http://www.global-weblinks.com">www.global-weblinks.com</a>	2	0	0
55	Go Guides	<a href="http://www.goguides.org">www.goguides.org</a>	2	0	0
56	Hotvsnot	<a href="http://www.hotvsnot.com">www.hotvsnot.com</a>	2	0	0
57	HR Web Dir	<a href="http://www.hrwebdir.org">www.hrwebdir.org</a>	2	0	0
58	Incrawler	<a href="http://www.incrawler.com">www.incrawler.com</a>	2	0	0
59	Info Listings	<a href="http://www.info-listings.com">www.info-listings.com</a>	2	0	0
60	Infousa	<a href="http://www.infousa.com">www.infousa.com</a>	2	0	0
61	Joeant	<a href="http://www.joeant.com">www.joeant.com</a>	2	0	0
62	Kalajack	<a href="http://www.kalajack.com">www.kalajack.com</a>	2	0	0
63	Knoji	<a href="http://www.knoji.com/articles">www.knoji.com/articles</a>	2	0	0
64	Link My Site	<a href="http://www.linkmysite.net">www.linkmysite.net</a>	2	0	0
65	Linko Pedia	<a href="http://www.linkopedia.com">www.linkopedia.com</a>	2	0	0
66	Links Giving	<a href="http://www.linksgiving.com">www.linksgiving.com</a>	2	0	0
67	Map Quest	<a href="http://www.mapquest.com">www.mapquest.com</a>	2	0	0
68	Massive Links	<a href="http://www.massivelinks.com">www.massivelinks.com</a>	2	0	0
69	Master Site	<a href="http://www.mastersite.com">www.mastersite.com</a>	2	0	0
70	Net Insert	<a href="http://www.netinsert.com">www.netinsert.com</a>	1	0	0
71	Octopedia	<a href="http://www.octopedia.com">www.octopedia.com</a>	1	0	0
72	Pak Ranks	<a href="http://www.pakranks.com">www.pakranks.com</a>	1	0	0
73	PR Directory List	<a href="http://www.prdirectorylist.com">www.prdirectorylist.com</a>	1	0	0
74	Premier Directory	<a href="http://www.premierdirectory.org">www.premierdirectory.org</a>	1	0	0
75	ProLink Directory	<a href="http://www.prolinkdirectory.com">www.prolinkdirectory.com</a>	1	0	0
76	Promotion Directory	<a href="http://www.websitespromotiondirectory.com">www.websitespromotiondirectory.com</a>	1	0	0
77	Seek Zap	<a href="http://www.seekzap.com">www.seekzap.com</a>	1	0	0
78	Self-Growth	<a href="http://www.selfgrowth.com">www.selfgrowth.com</a>	1	0	0
79	Seven Seek	<a href="http://www.sevenseek.com">www.sevenseek.com</a>	1	0	0
80	Skaffe	<a href="http://www.skaffe.com">www.skaffe.com</a>	1	0	0

81	Somuch	www.somuch.com	1	0	0
82	Sunsteam	www.sunsteam.com	1	0	0
83	Text Broker	www.textbroker.com	1	0	0
84	Thales Directory	www.thalesdirectory.com	1	0	0
85	The Free Library	www.thefreelibrary.com	1	0	0
86	The Hillel	www.thehillel.org	1	0	0
87	The Seo King	www.theseoking.com	1	0	0
88	U Publish	www.upublish.info	1	0	0
89	USA Listing Directory	www.usalistingdirectory.com	1	0	0
90	Vie Search	www.viesearch.com	1	0	0
91	Viva Directory	www.avivadirectory.com	1	0	0
92	What U Seek	www.whatuseek.com	1	0	0
93	World Site Index	www.worldsiteindex.com	1	0	0
94	XT Links	www.xtlinks.com	1	0	0
95	Yeandi	www.yeandi.com	1	0	0
96	Mongabay	www.mongabay.com	1	0	0
97	The Article Blogs	www.thearticleblogs.com	1	0	0
98	Pub Articles	www.pubarticles.com	1	0	0
99	Research Gate	www.researchgate.net	1	0	0
100	Real Estate Articles	www.realestateproarticles.com	1	0	0
101	Sooper Articles	www.sooperarticles.com	1	0	0
102	Street Articles	www.streetarticles.com	1	0	0
103	01 Web Directory	www.01webdirectory.com	1	0	0
104	A1 Web Directory	www.a1webdirectory.org	1	0	0
105	Directory List	www.directorylist.com	1	0	0
106	Link Pedia	www.linkpedia.com	1	0	0
107	Add Your Site	www.addsite.com	1	0	0
<b>TOTAL SUBMITTED</b>			<b>292</b>	<b>0</b>	<b>0</b>

## BOOKMARKS (INBOUND LINKS) AUDIT REPORT BASED ON FORUM DISCUSSION

NO	WEB FORUMS	URL ADDRESS	SUBMITTED	PENDING	REJECTED
1	Alibaba	www.alibaba.com	4	0	0
2	Weiku	www.weiku.com	0	4	0
3	Microsoft Office	www.answers.microsoft.comen-us	0	4	0
4	File Sharing Talk	www.filesharingtalk.com	4	0	0
5	Deviant Art	www.forum.deviantart.com	4	0	0
6	Joomla	www.forum.joomla.org	3	0	0
7	CNET Forum	www.forums.cnet.com	3	0	0
8	Mysql Forum	www.forums.mysql.com	3	0	0
9	Simple Machines	www.simplemachines.org	3	0	0
10	Codings Forum	www.codingforums.com	2	0	0
11	Freeweb Forum	www.freewebsitetemplates.com	2	0	0
12	Geek Village	www.geekvillage.com	2	0	0
13	HTML Forum	www.htmlforums.com	2	0	0
14	Site Owners	www.siteownersforums.com	1	0	0
15	V7N Forum	www.v7n.comforums	1	0	0
16	Warrior Forum	www.warriorforum.com	1	0	0
17	Web Hosting Talk	www.webhostingtalk.com	1	0	0
18	Filezilla Project	www.forum.filezilla-project.org	0	1	0
19	Video LAN	www.forum.videolan.org	0	1	0
20	Digital Point	www.forums.digitalpoint.com	0	1	0
21	Business Seek	www.businessseek.biz	0	1	0
<b>TOTAL SUBMITTED</b>			<b>36</b>	<b>12</b>	<b>0</b>



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