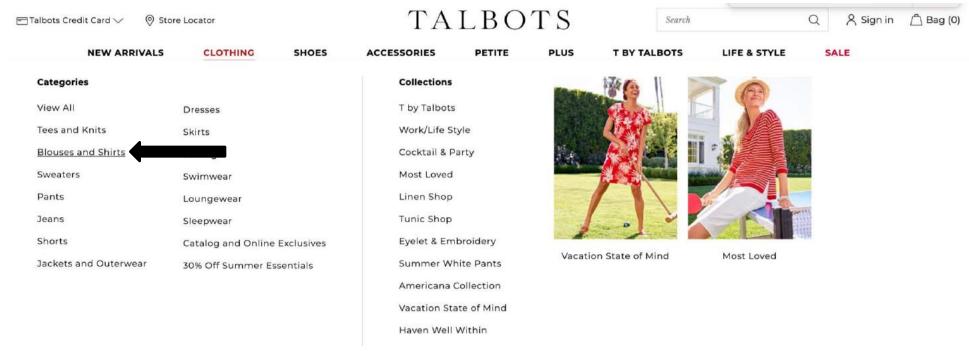
Digital Marketing HW Assignment

Your Name: __Kriti Chhabra_____

- 1. DELIVERABLE ONE: (0 points BUT 10 POINT DEDUCTION IF NOT DONE)
- a) Enter the url of your target company that meets the criteria from page one: for example, https://www.talbots.com/home

b)Provide two screenshots of the website containing the homepage and a page for the product or service categories you are using in your Ads campaign/ad groups- make sure screenshot shows the category page and subcategories



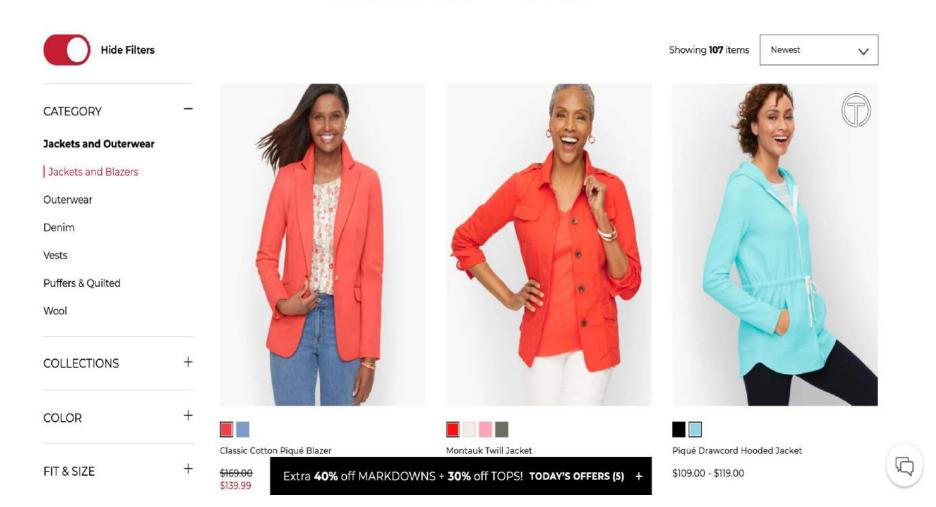






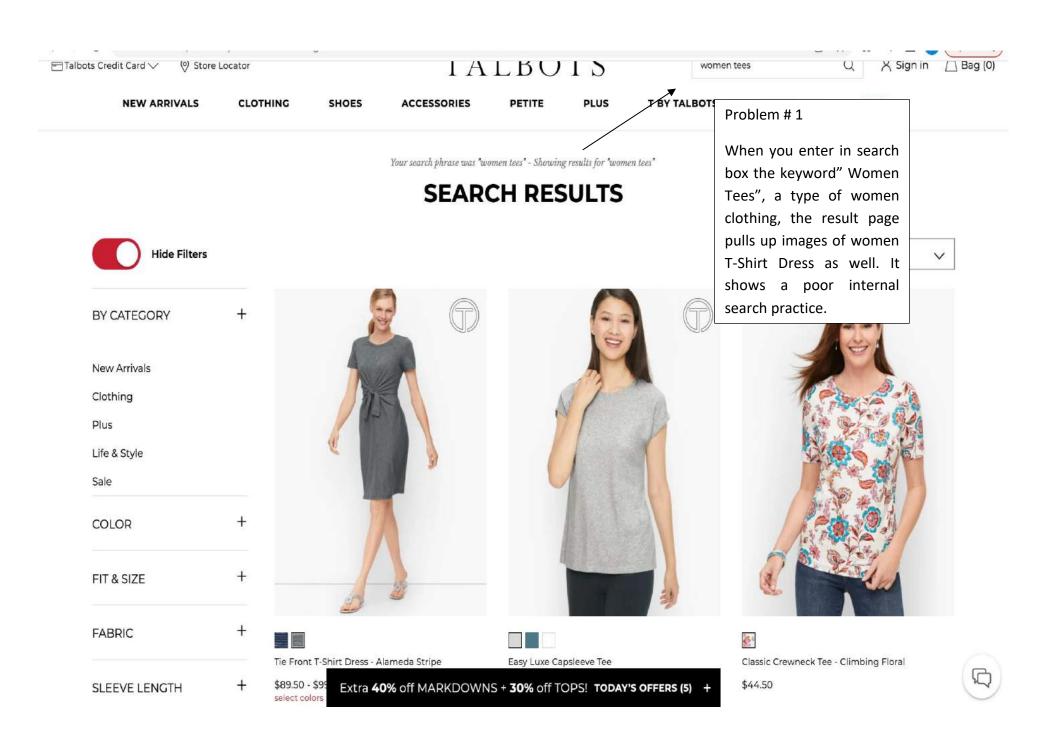
Clothing / Jackets and Outerwear / Jackets and Blazers /

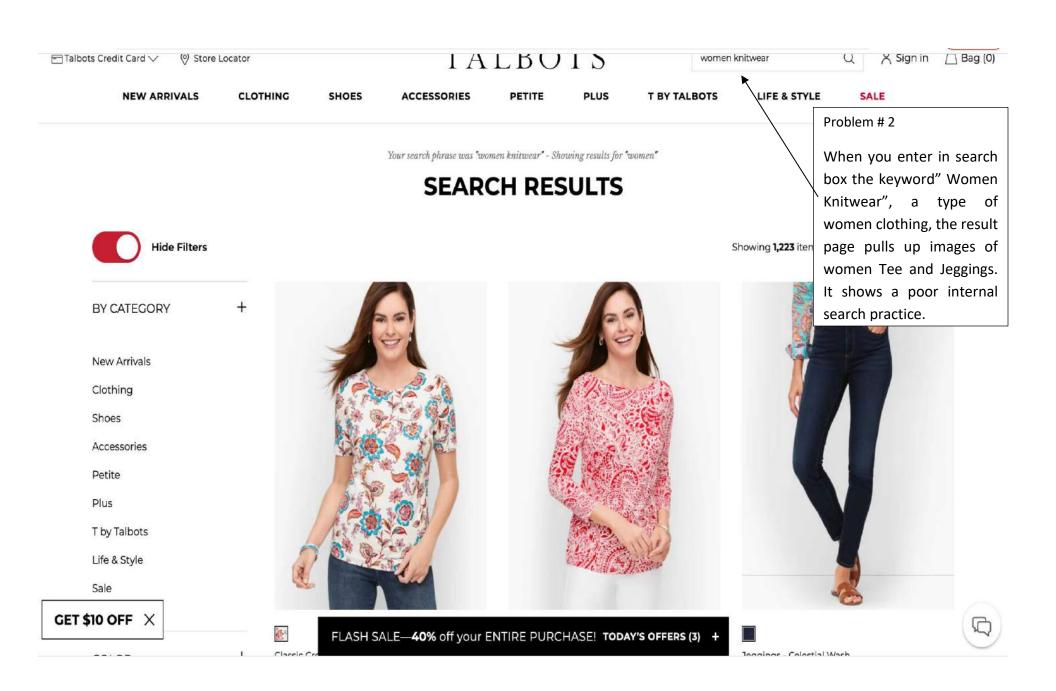
JACKETS AND BLAZERS



UX-Usability -10 points

2. **DELIVERABLE TWO:** Identify at <u>least four</u> UX problems based on best practices discussed in the lectures, show with a screenshot what the problem is, see the examples below. Do NOT cite the lack of a "Site Map" There can be more than one problem per screenshot-however, it must be very clear what the problem is. Highlight it and add a text box comment as shown below. You <u>must find at least 4 problems, if you cannot, use another website.</u>

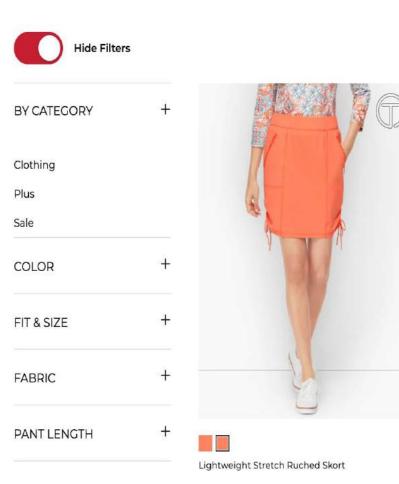


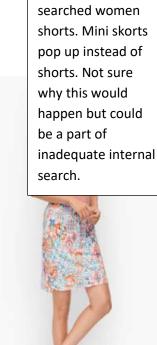


NEW ARRIVALS CLOTHING SHOES ACCESSORIES PETITE PLUS T BY TALBOTS TIFE & STYLE SALE

Your search phrase was "women shorts" - Showing results for "women shorts"

SEARCH RESU Problem#3 I have



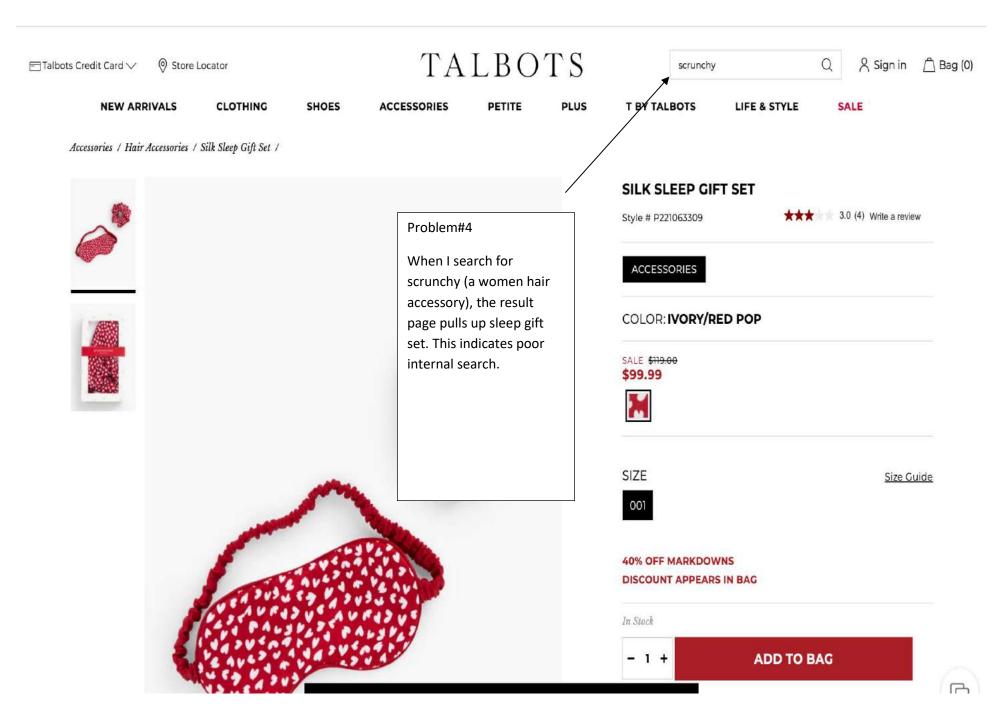




Newest

V

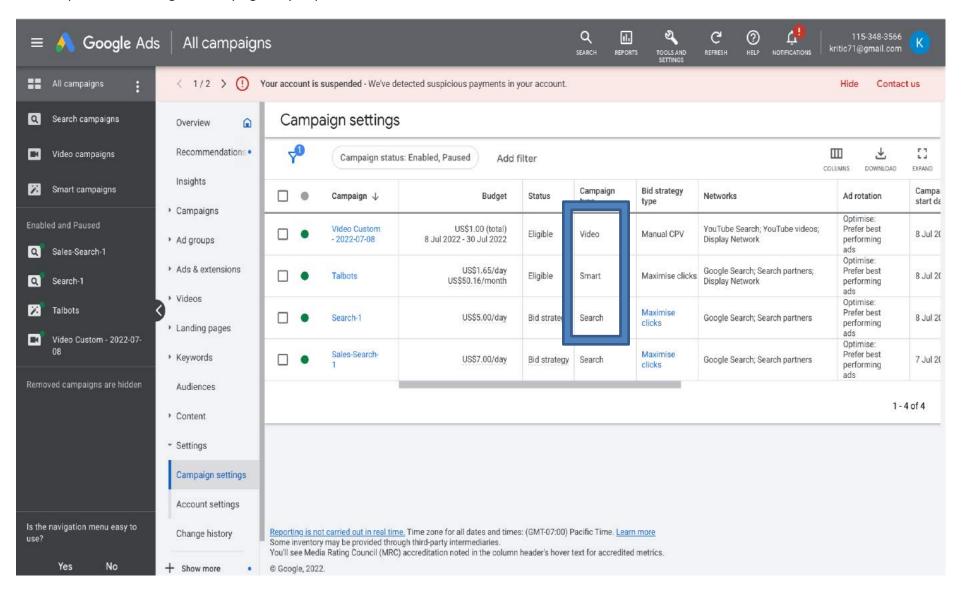
Showing 43 items



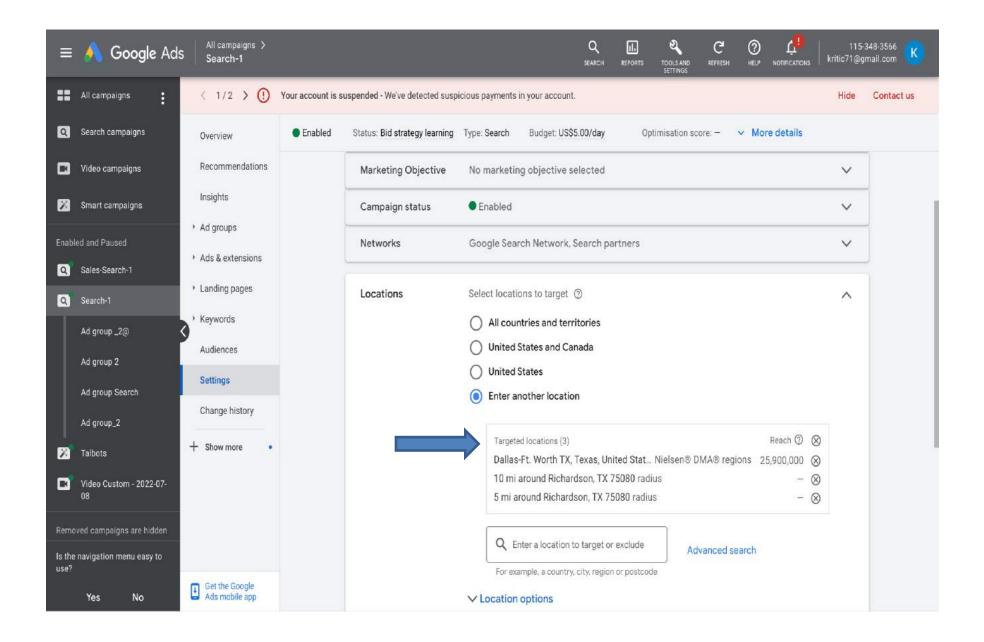
Google Ads Section -55 points

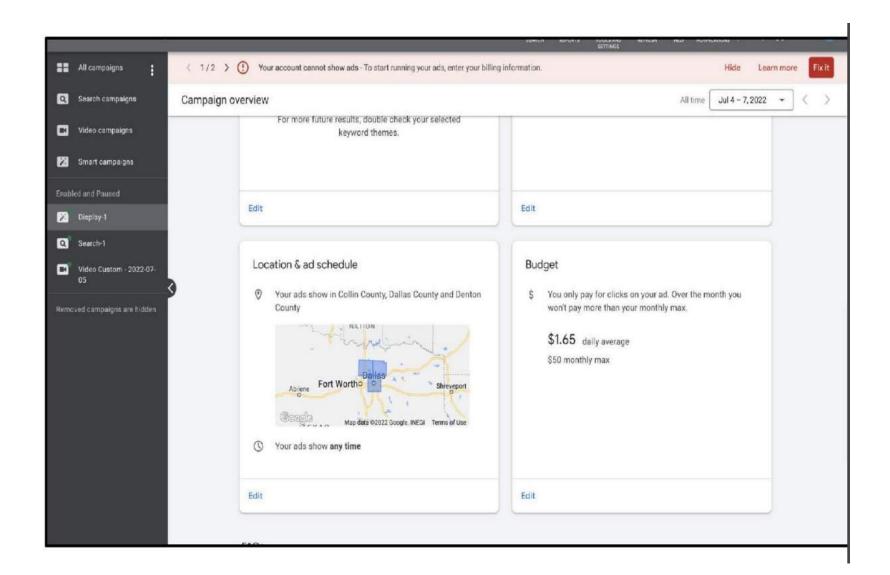
As shown in the video, enter screenshots for each of these sections listed below

Click on the all-Campaigns tab (should have 3 campaigns-Search, Display & Video)-for each copy and paste detail page showing all your campaign settings that I required when doing that campaign-may require several screenshots.

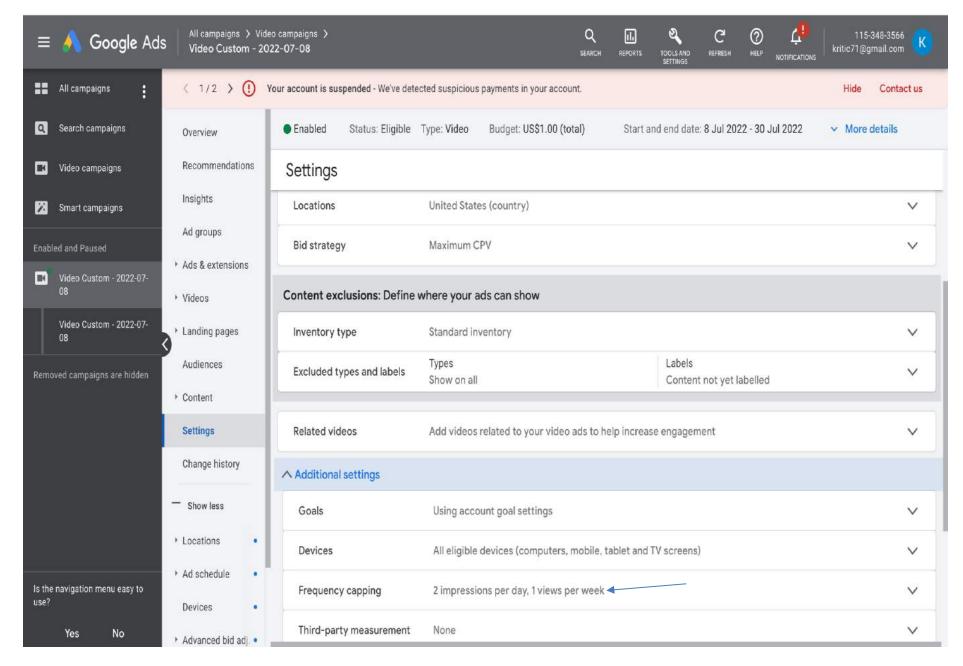


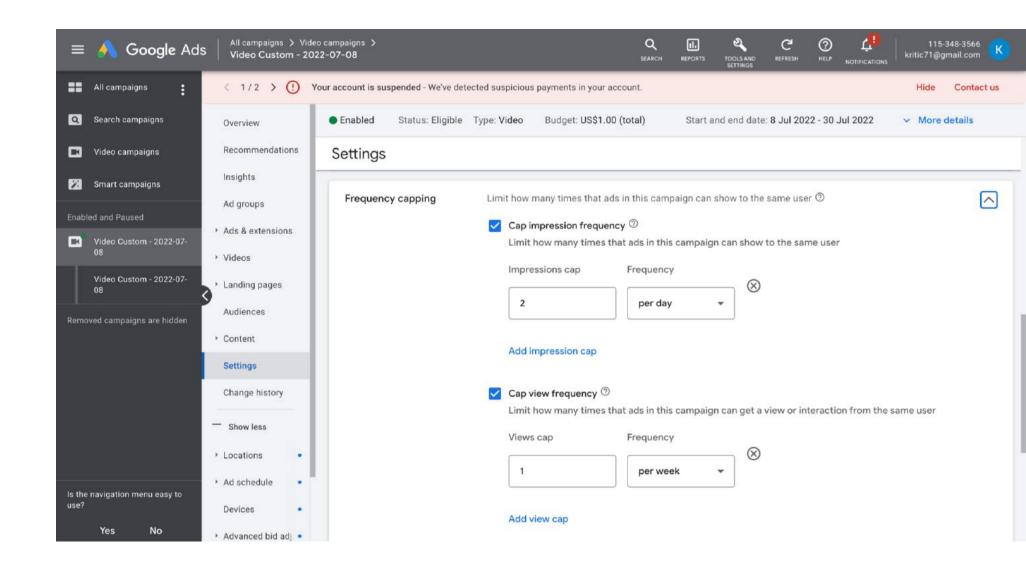
For Search in settings-show 2 localization radius



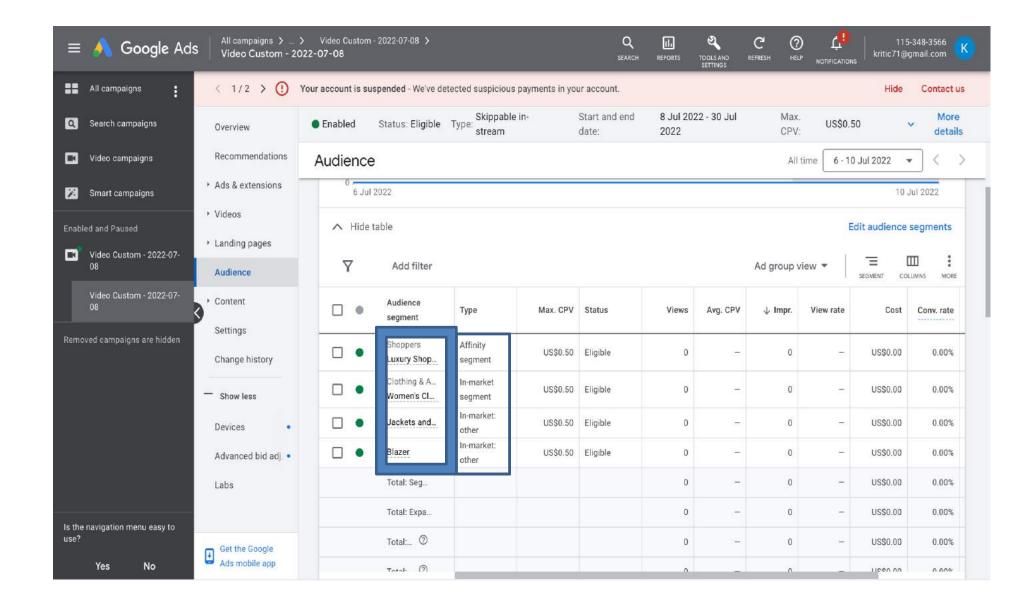


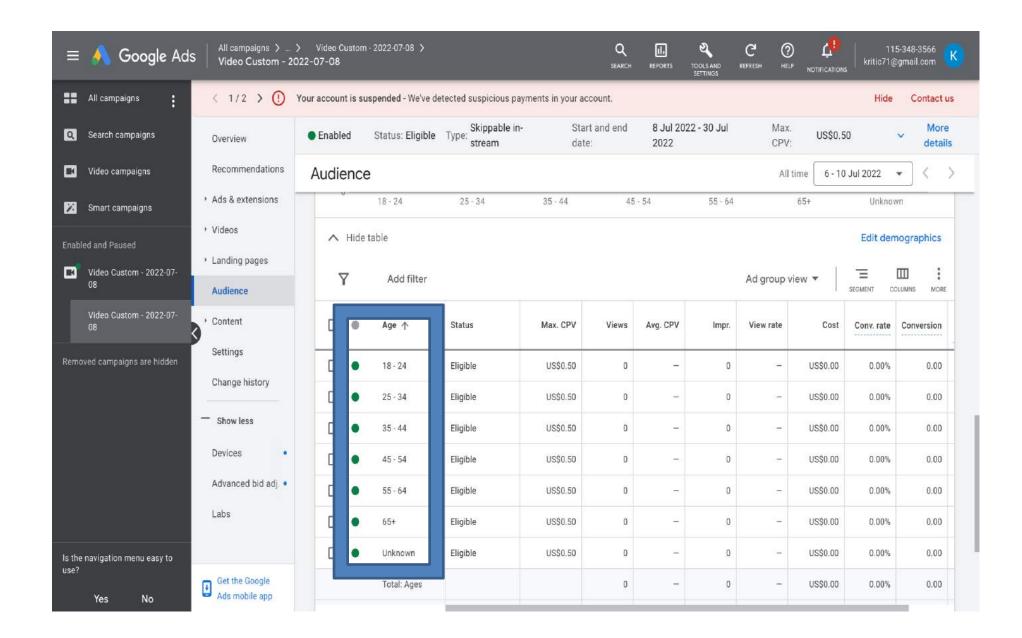
In Video go to settings, frequency capping, and for audiences- and in market, custom and affinity audiences; also need demographics-age, gender, household income

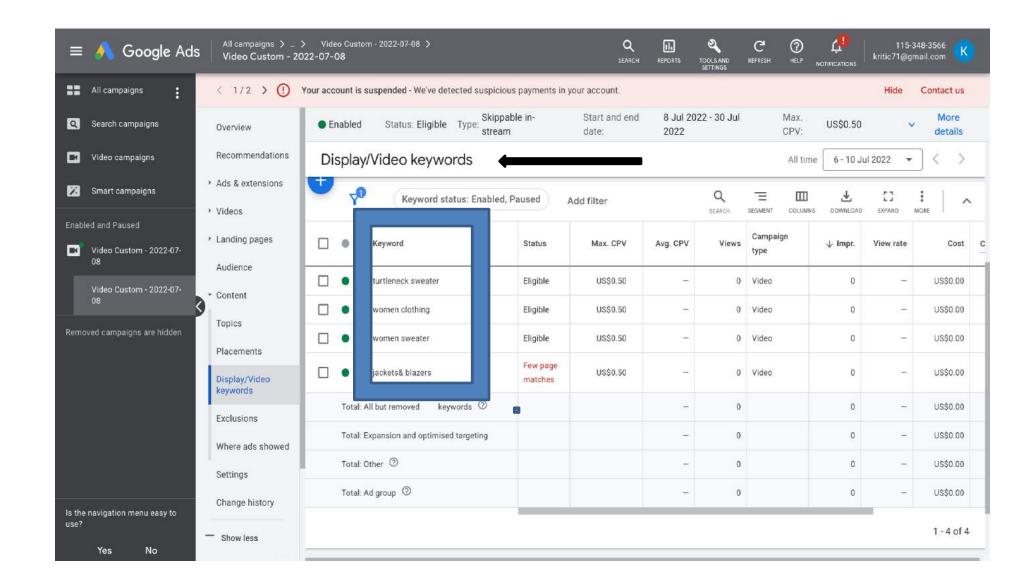


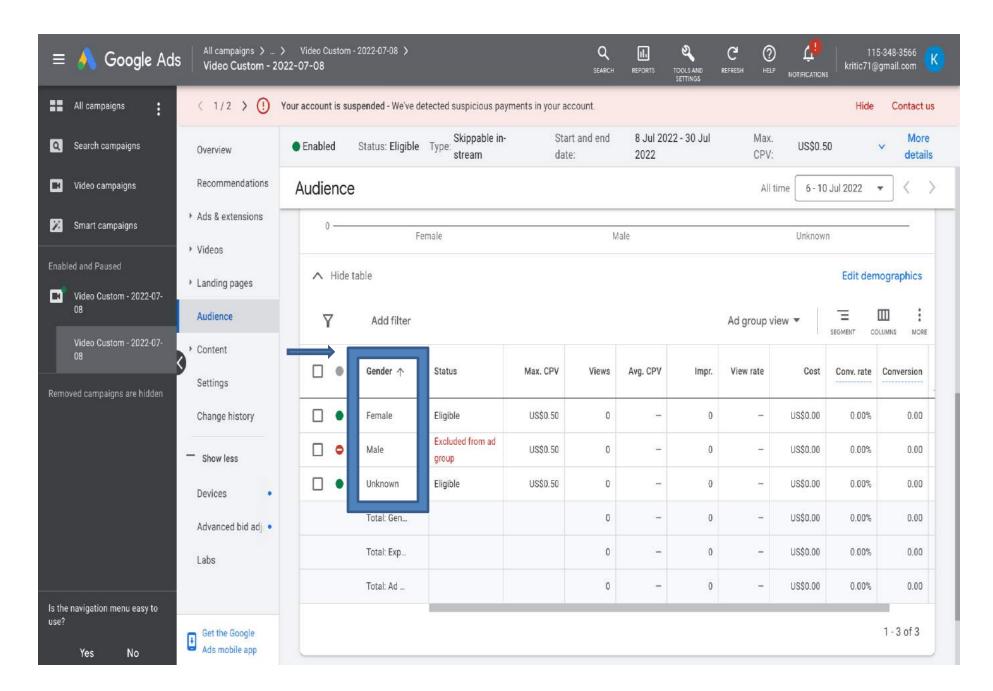


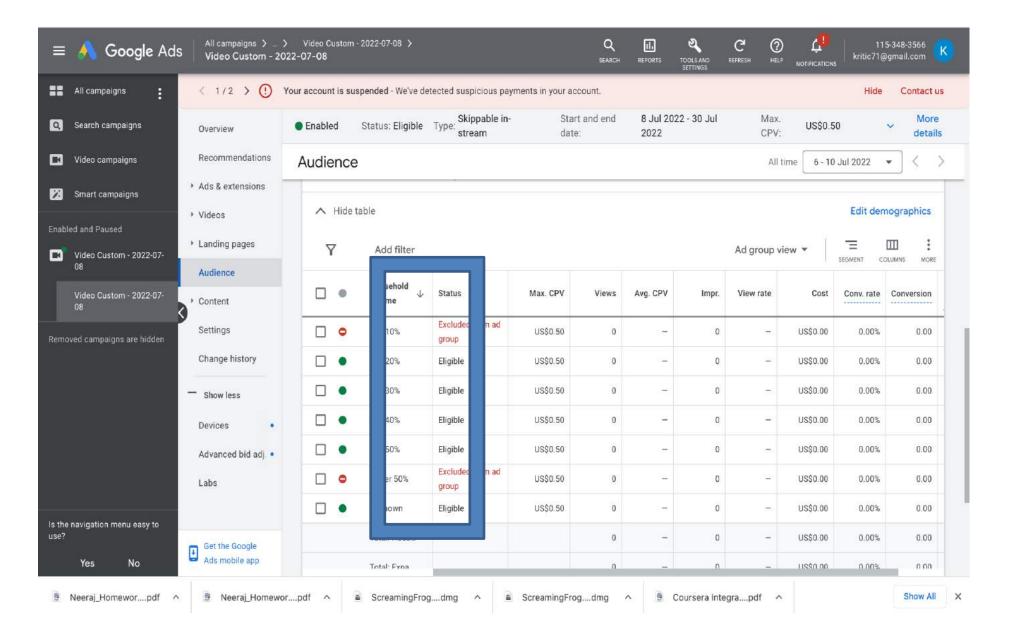
Frequency Capping Settings.

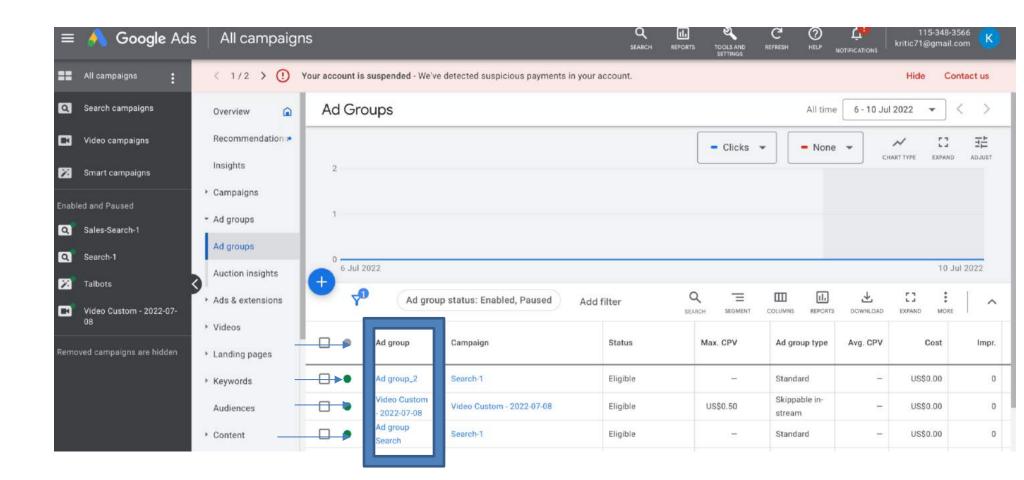


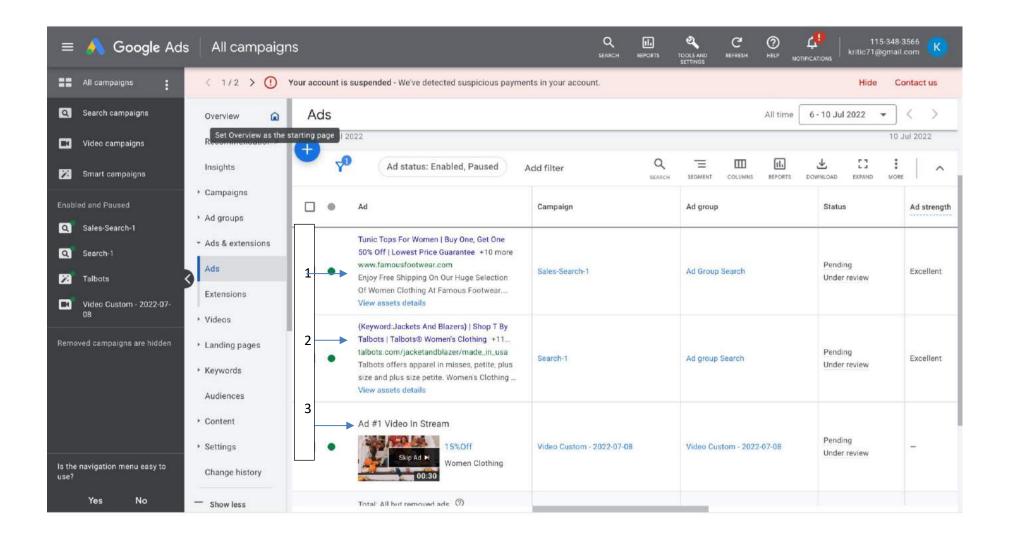


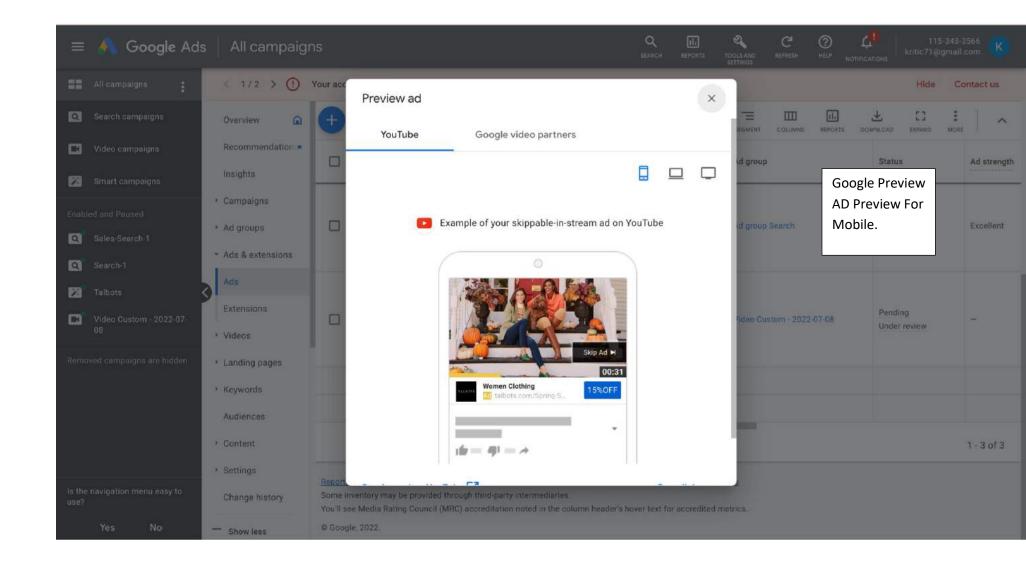


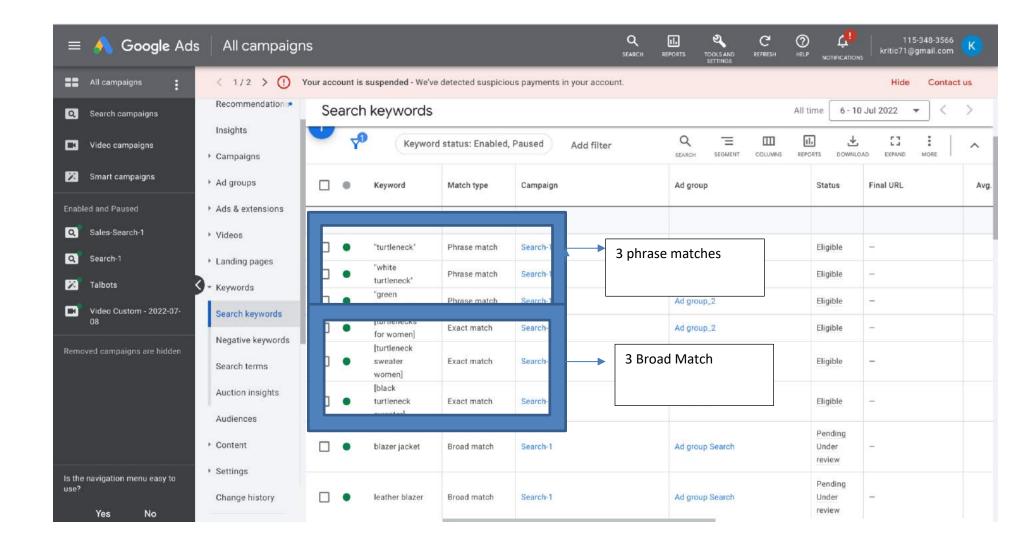


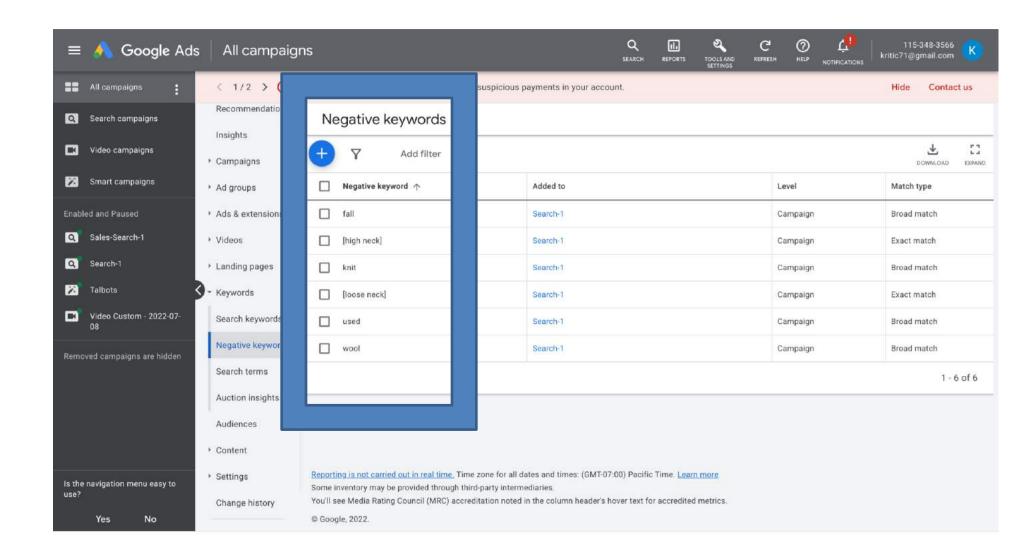


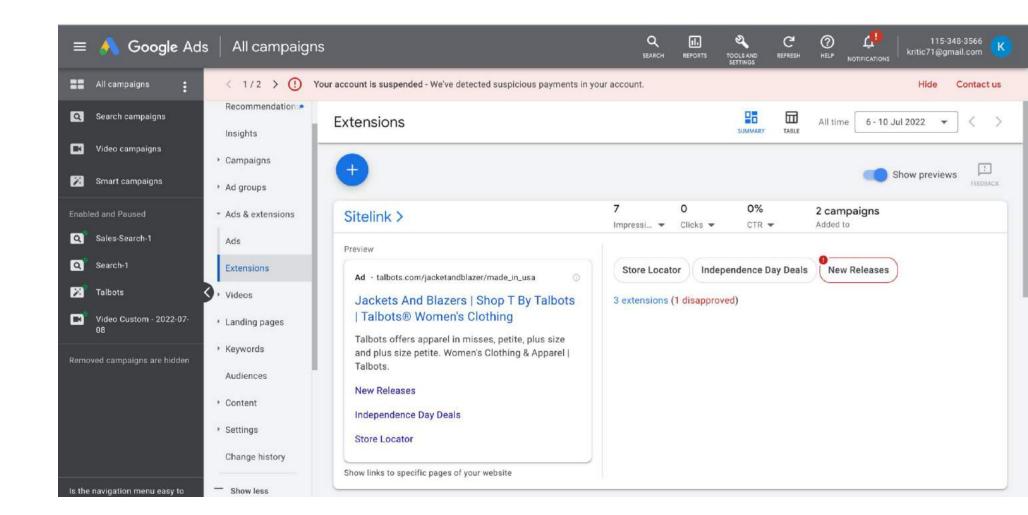


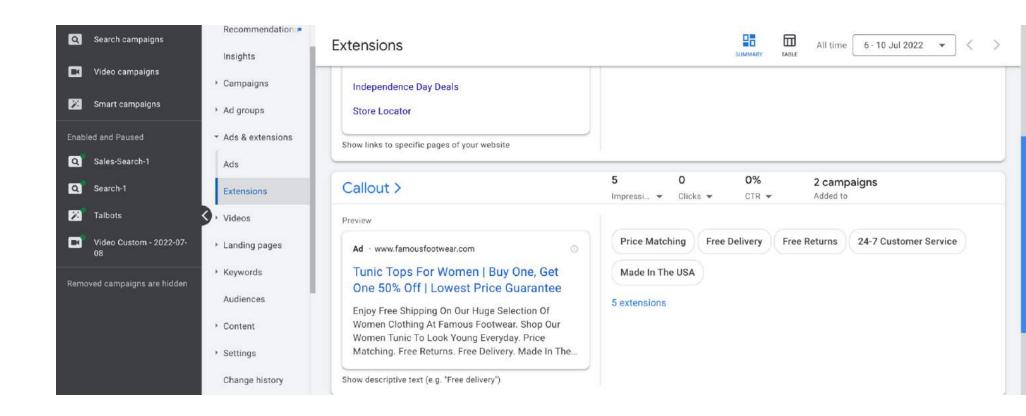






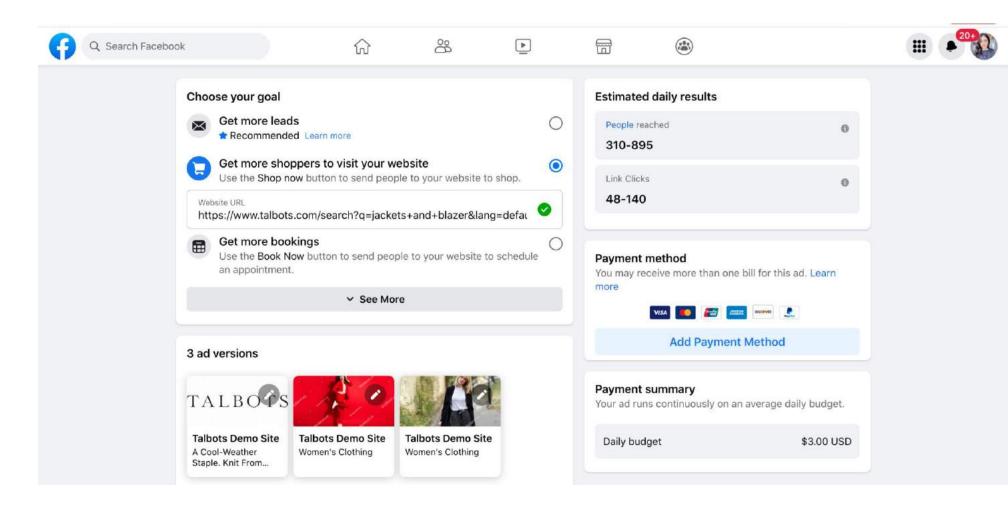


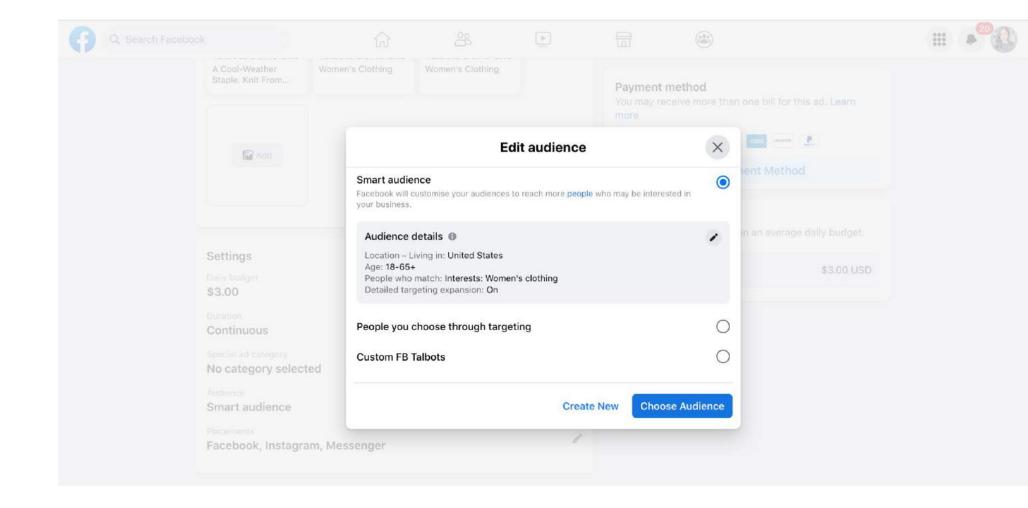


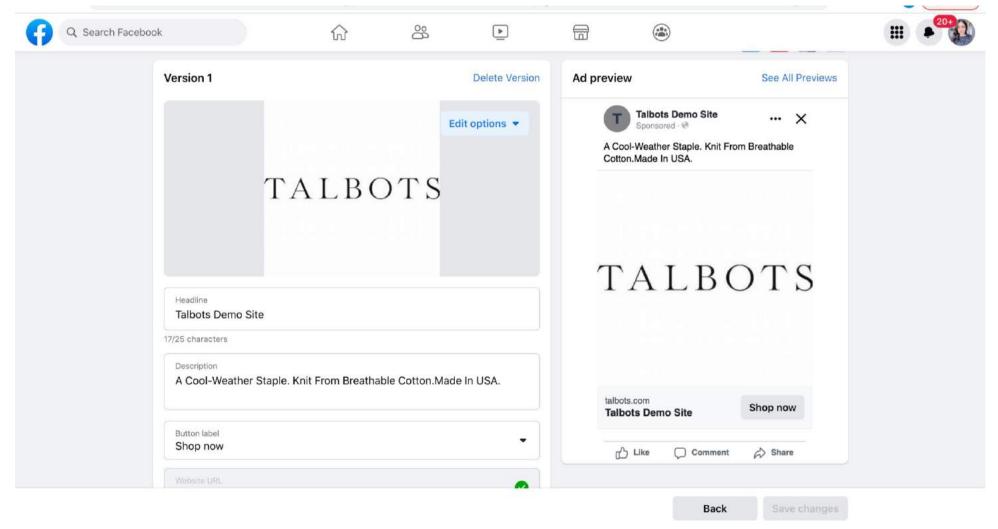


Extra Credit-5 points

Create a **Facebook Ad**, for this best to use your own Facebook login, very hard to get past their security process if a fake Facebook business page and account-reason don't use in homework and very similar to Google Display. Use core audiences as shown in the video

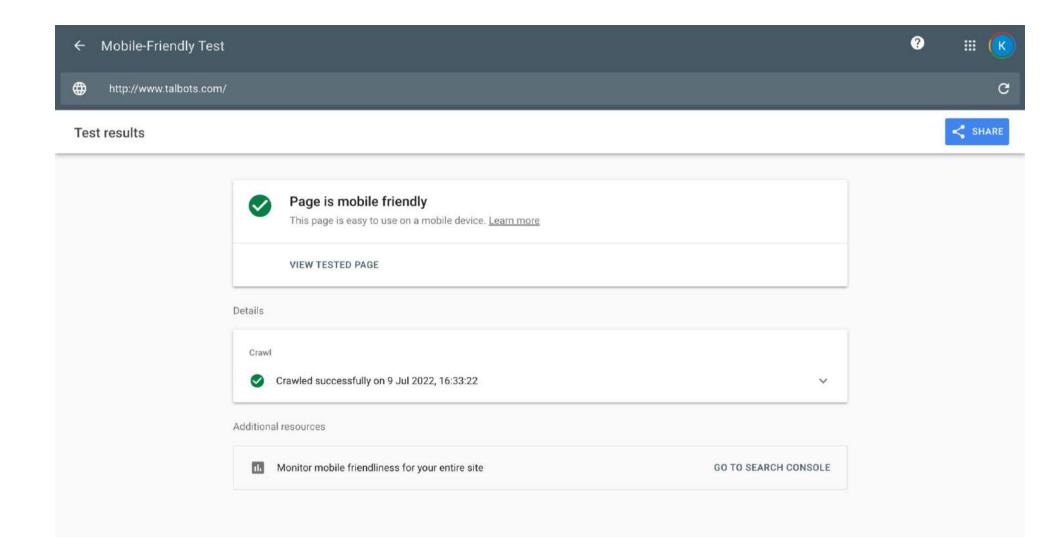


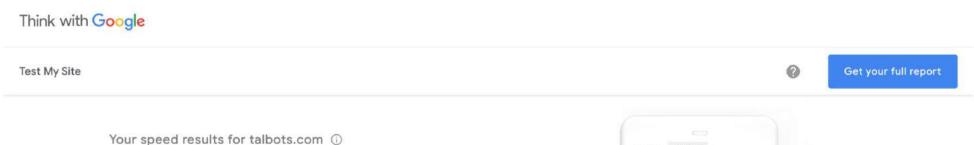




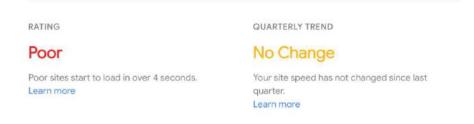
C. SEO Section-(35 points overall) continue using the same website as you did for PPC

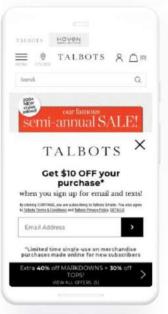
a) First go to https://search.google.com/test/mobile-friendly show screenshot of results page, no need to make comments



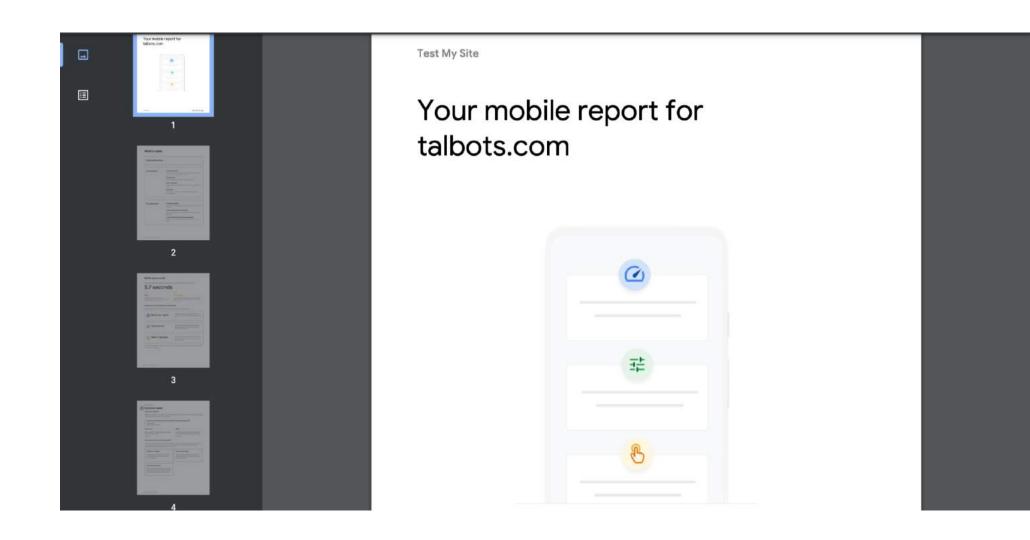


Your mobile site speed is 5.7 seconds in United States on a 4G connection.

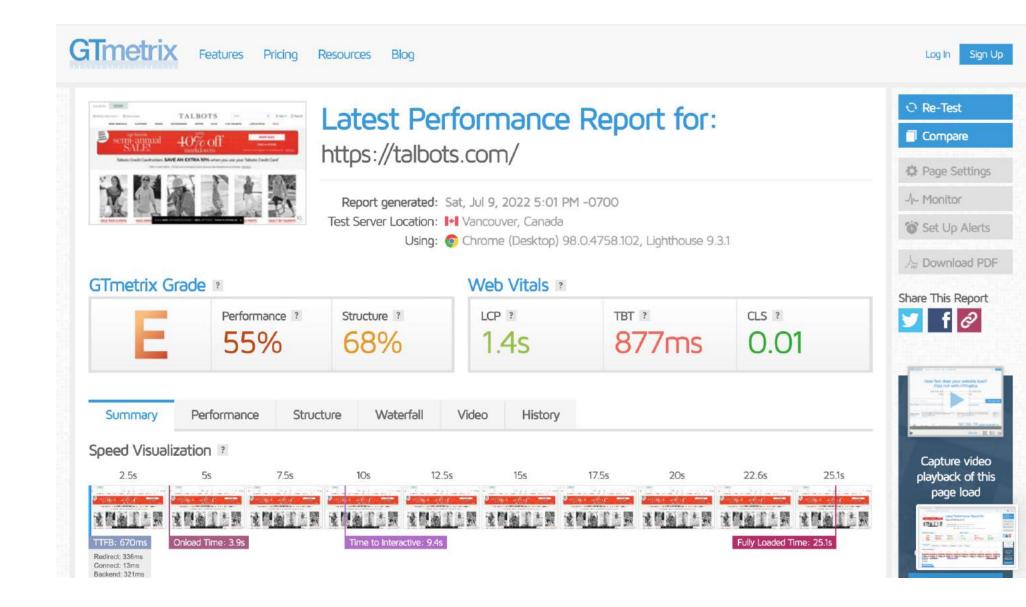


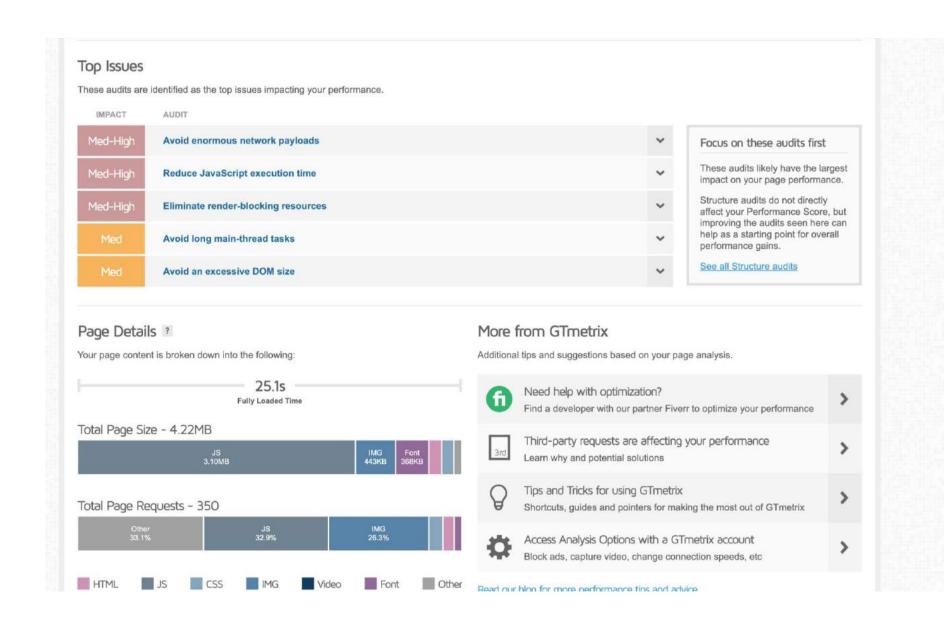


Learn how to optimize your mobile site



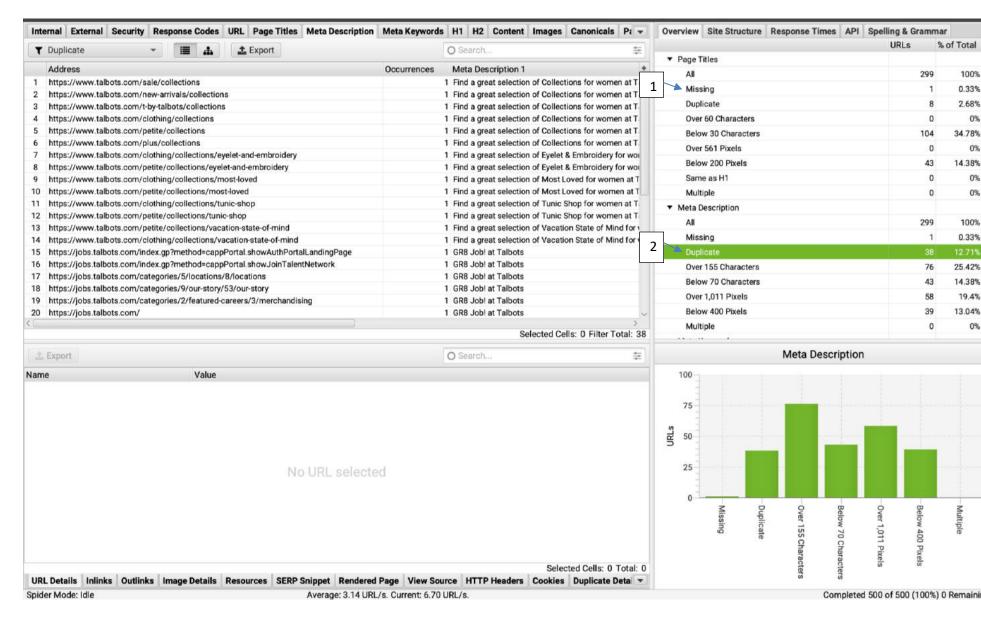
Now go to https://tools.pingdom.com/ (fyi there are other tools such as https://gtmetrix.com) and enter your domain, pick any city and run the test, highlight results highlight problem areas (if they are all great still show this), Identify and highlight which items are slowing down your website the most. No comments needed

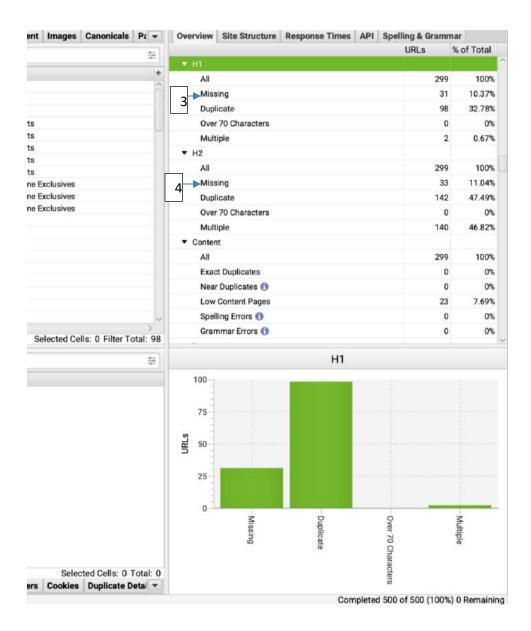




DELIVERABLE EIGHT (3 points): Using SEOsitecheckup's (or any other SEO tool such as <u>Screaming Frog</u>)

a) Go to checkup tab and take screenshot showing at least 3 problem areas -- No need for an explanation-

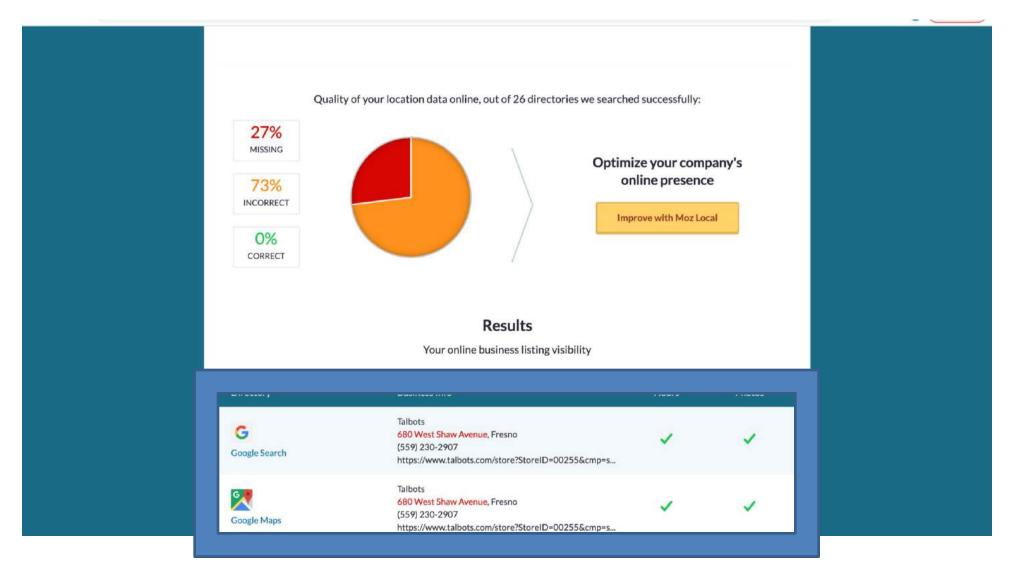


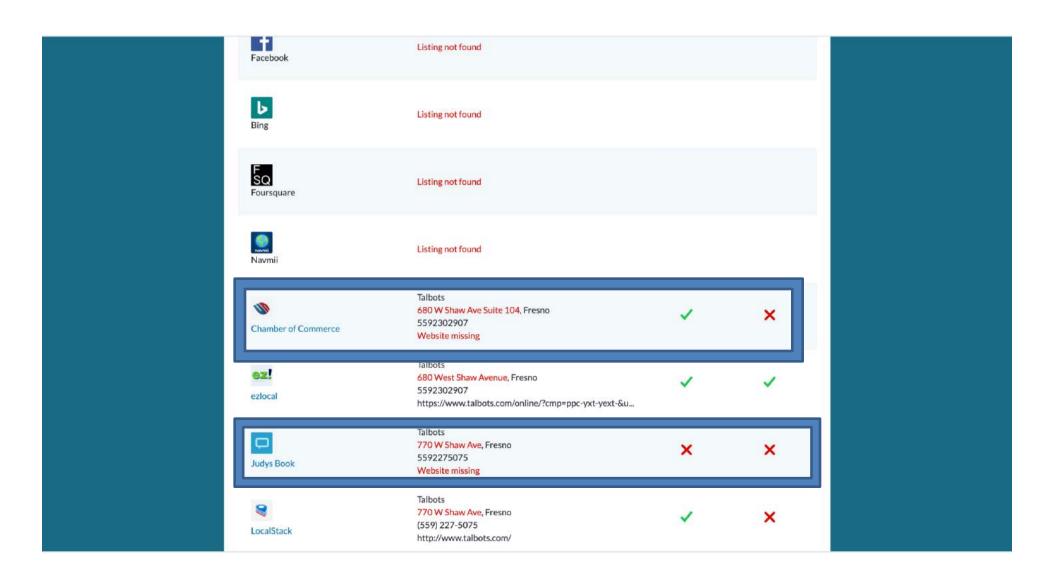


Go to the broken links tool or tab of free tool as shown in video https://www.brokenlinkcheck.com/ and take screenshot of broken links, if none still show screenshot. No comments needed

BrokenLinkCheck Home | Do you need Google Sitemap? Online Broken Link Checker Scans webpages for dead hyperlinks • Can analyse unlimited number of pages* • Useful for SEO optimization • Checks both internal (local) and external (outbound) URLs** and finds which are stale • Reports bad links location in your HTML code • Validates websites online: the same way as how your users and Search Engines see those • Detects "linkrot" and other problems of web site integrity • Supports sub-domains • Works on-line so can be used on Windows, Mac OS, Linux, iOS, Android, and any other platform • Shows 404 errors and other unsuccessful HTTP response codes - for each dead or problematic hyperlink * free version has a limit of 3,000 pages, and only one running session per IP address is allowed ** links to documents (PDF, DOC, XLS, PPT etc) and images are not going to be checked. To get those covered please contact us for the commercial version. Why dead links are bad Enter your URL (e.g. www.example.com) - by doing so you agree to these Terms Why our Checker? www.talbots.com Nature of bad links Security code gdh5d Generate new code Report distinct broken links only Report all occurrences of each dead link (may be slower) To see the location of the link in your HTML source click src below Page **Link Text** # Broken link (you can scroll this field left-right) where response found https://www.talbots.com/clothing/collections/most-loved?prefn1=colorRefinement&prefv1=Brown Refine by Color: Brown url src timeout https://www.talbots.com/clothing/collections/most-loved?prefn1=colorRefinement&prefv1=Orange Refine by Color: Orange url src timeout Disable page auto-scrolling Status Processed 1855 web-pages and 3493 links If you need to scan more than 3,000 pages, check subfolders (URLs with /) or individual pages, access generated

DELIVERABLE NINE. (3 points) Localization, using https://moz.com/local/overview, show a screenshot of what listings they have and don't have. If no results make sure you look through all the "addresses" they provide, show screenshot of what addresses were available if no results. Highlight incomplete and inconsistent or duplicate listings as shown below, no need for comments



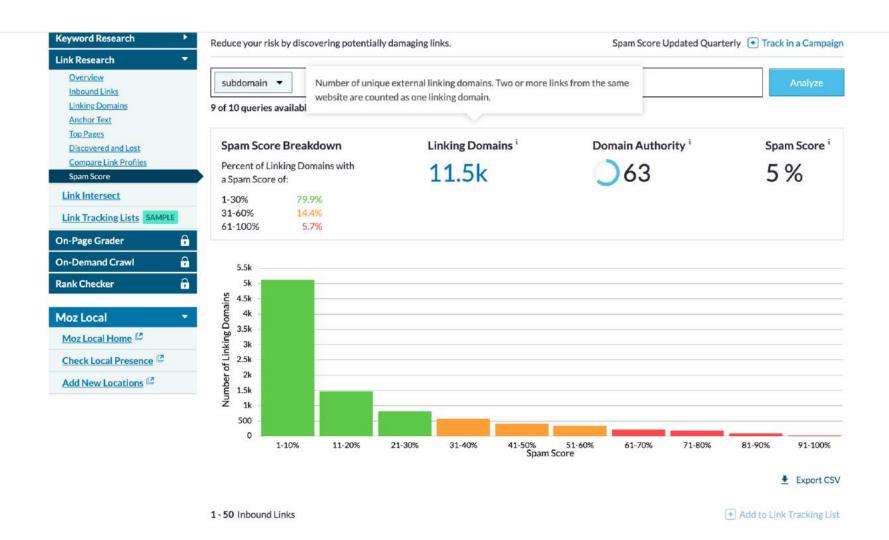


DELIVERABLE 10-(25 points)

- A) Using the MOZ toolbar for your target website (you must be logged into MOZ)
 - i) Take a screenshot of your website's home page and highlight its Domain Authority (DA), Page Authority (PA) and Spam Score, as shown below. Make sure it is easily visible as the tools black background makes it hard to read with a screenshot unless cropped and made larger. No comments needed



click on the spam score and take a screenshot of issues as shown below, highlight top 4-5 "spammy" issues, in real world you would request those website remove their links to you and if they don't, submit a link disavowal with Google, Bing, etc. No comments needed



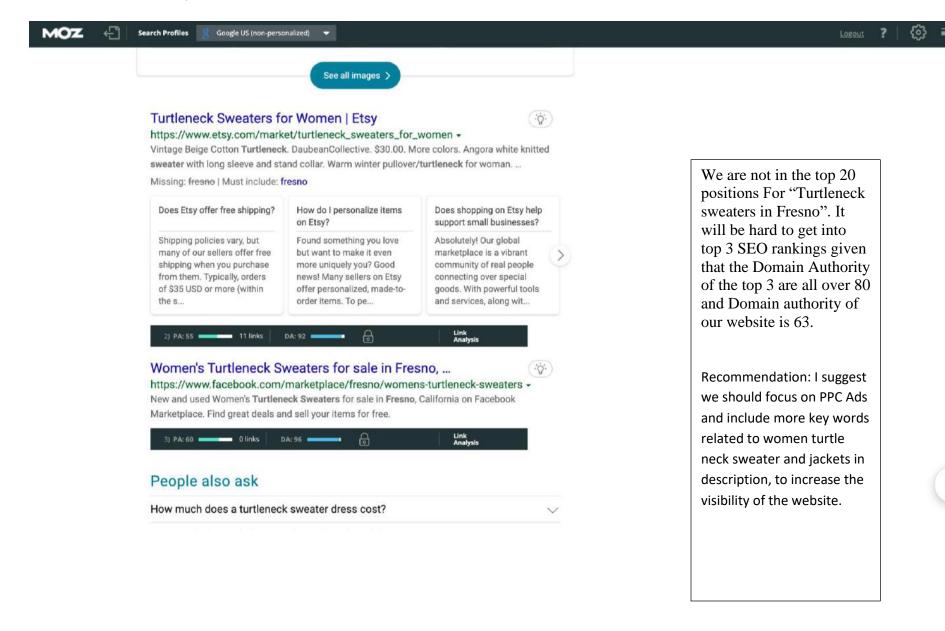
1-50	nbound Links	Add to Link Tracking List		
	URL	Spam i Score	DA ⁱ	Date Crawled
	Grant(s) for Ladies Returning to School www.iuso391629261gov.us/sites/slrp/freedom/ladiesreturninggrantsindex.htm rofollow via redirect	100%	5	04/06/2022
	Grant(s) for Ladies Returning to School www.iuso391629261gov.us/sites/slrp/freedom/ladiesreturninggrantsindex.htm nofollow	100%	5	04/06/2022
	The top million most visited websites, showing the ones you have visited, Jonas Lund, 2011 www.wwwwwwwwwww.net/index.php?page=1995 nofollow via redirect	99%	12	04/26/2022
	The top million most visited websites, showing the ones you have visited, Jonas Lund, 2011 www.www.www.net/index.php?page=22 nofollow via redirect	99%	12	05/09/2022
	Talbots www.talbots.com www.111025.com/m/view.php?aid=65089 🗗	99%	1	04/17/2022
	Talbots www.talbots.comTalbots��h����������������������������������	99%	7	05/31/2022
	Talbots www.talbots.comTalbots��h����������������������������������	99%	7	05/24/2022
	Talbots www.talbots.comTalbots��h����������������������������������	99%	1	06/23/2022
			_	

Pick one long tail keyword (must have at least three words). If your keyword is already in the top 3 results then pick another one that is not. I suggest you add a location like Frisco, Dallas etc. relevant to your website and show screenshots of the SERP. Then add a comment about your recommendation based on the PA and DA of other websites

- i) Enter what long tail keyword you use: _____women turtleneck sweater in Fresno_____
- ii) Show a cropped screenshot of the category/subcategory or product detail page with its PA and DA. No comments needed



Show a screenshot of at least the top 3 Google SERP results and add comments based on your target websites SERP organic ranking with a recommendation, as shown below.



Women's Turtlenecks | Nordstrom



https://www.nordstrom.com/.../turtleneck-sweaters -

Missing: fresno | Must include: fresno

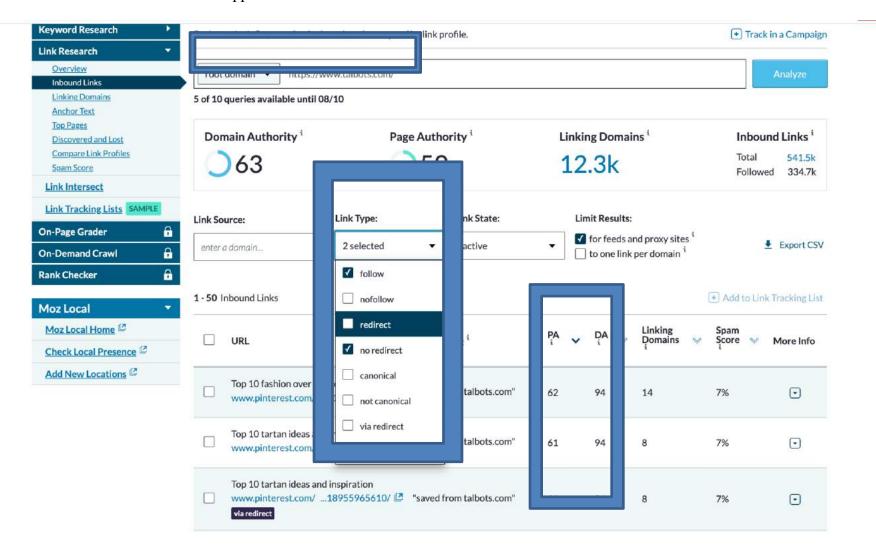
- Opposites Attract Mock Neck Sweater (Petite) Now:\$88.80. Was:\$148.0040% off. (2) Free ...
- Cashmere Turtleneck Sweater. Now:\$69.90. Was:\$119.0041% off. (71) Free Delivery.
- My Only Sunshine Sweater. Now:\$59.90. Was:\$108.0044% off. (141) Free Delivery.
- Mock Neck Sweater. Now:\$24.50 \$28.00. Was:\$35.00Up to 30% off select colors/sizes. ...

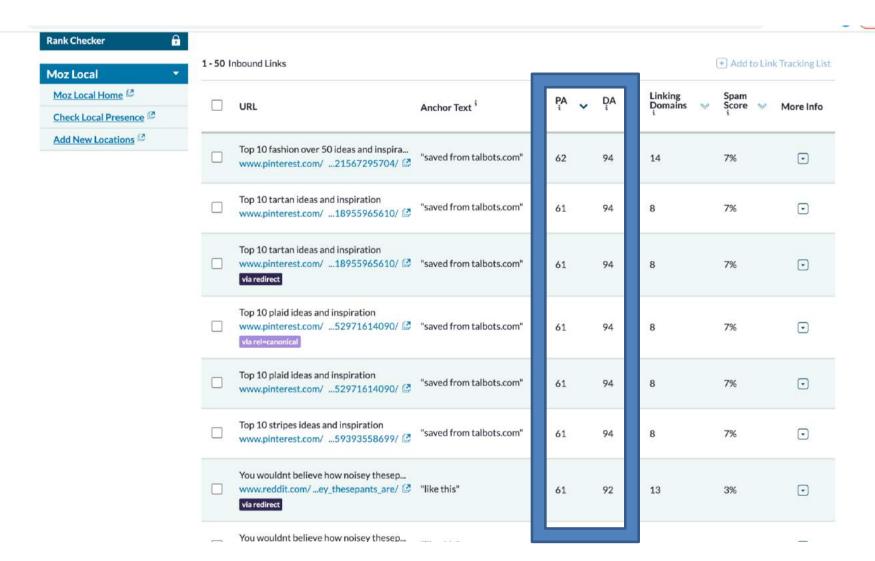
See full list on nordstrom.com



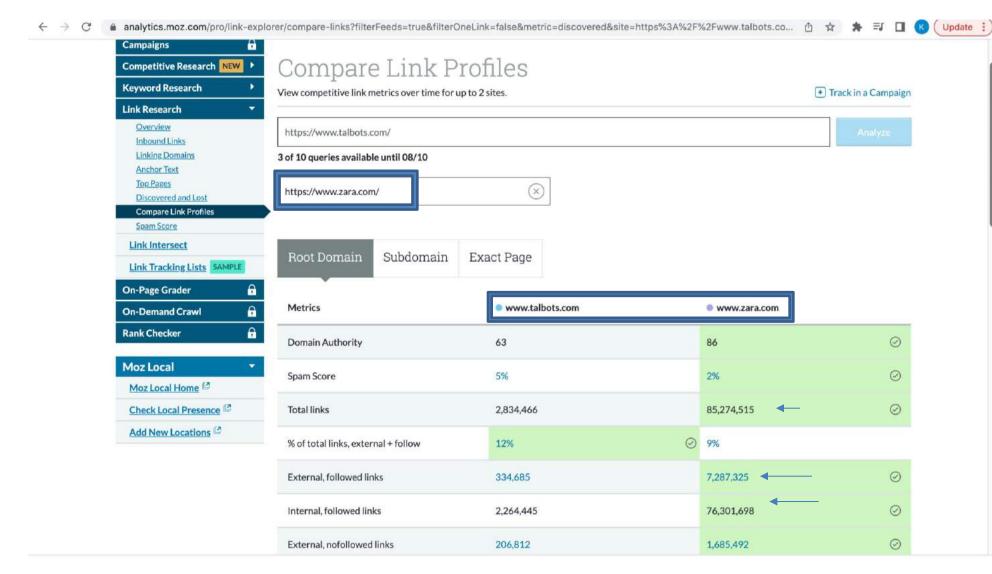
Use the MOZ toolbar (can also use toolbox.seositecheckup.com but it won't show anchor text) as shown in the video, and open "Link explorer" then on left hand menu go to the "Inbound links" tab, leave root domain option and use the filter "Follow" and "NO redirects" then add comments about what is wrong with their links as mentioned in video and instructions.

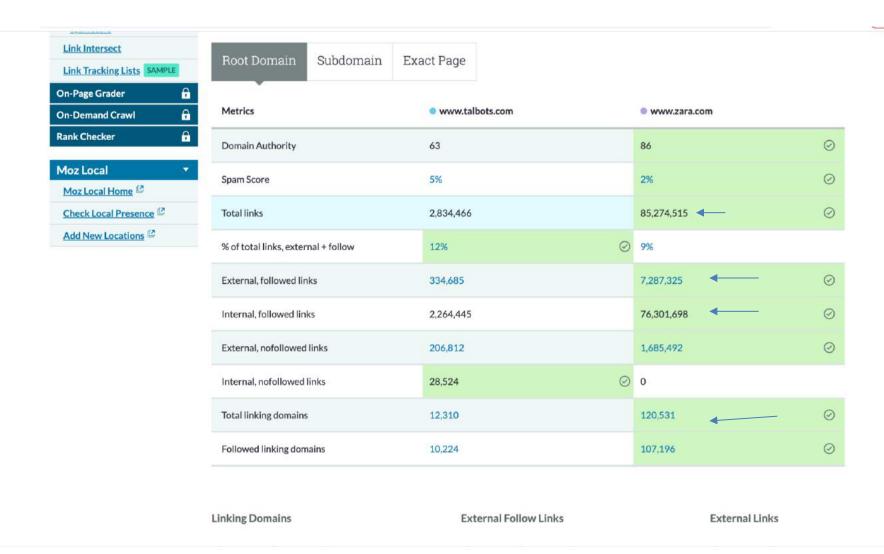
*Some of these websites with higher spam like Pinterest and reddit score have a high DA so they should be removed or disavowed *External followed Domain to Link ratio is approx. 1:300 should be closer to 1:2.





v. Now go to the "Compare Links Profile" tab and pick from your competitors one with a better DA score than your client website, then enter that one next to your website, Show a screenshot, analyze and make comments as to why from a Link only perspective the better ranked website is beating you in DA and PA. (Note if none are better than your website, find some other competitors that are)





Zara has 7.3 million external followed links vs our 3.3 and more important.

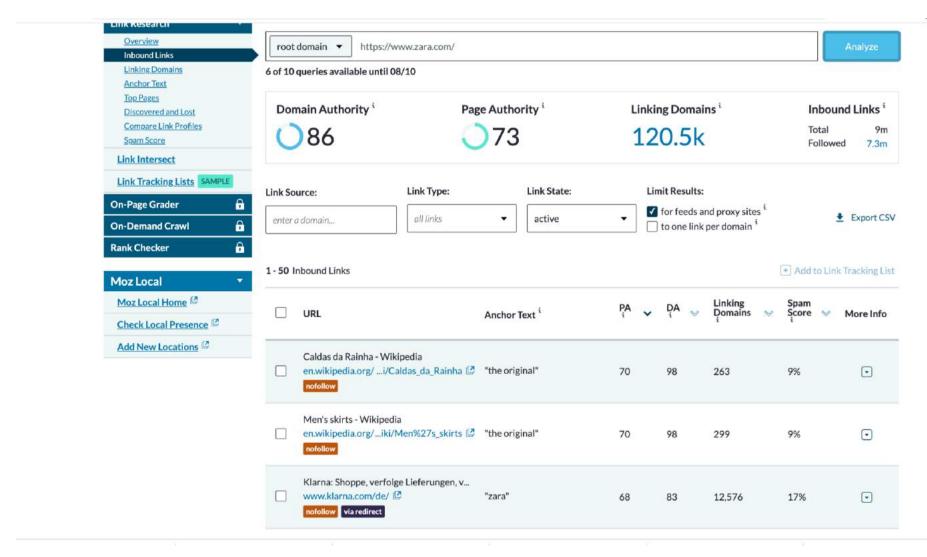
Our total linking domains is 12k compared to Zara's of 120k which indicates their wide presence and awareness.

Our domain authority is 63 where zara has domain authority of 86.

Go to "Discovered and Lost Linking Domain" tab and take a screenshot only, no need to comment

Displ	ay:				
○ D	scovered Lost				Export CSV
1-10	Linking Domains				Tracking List
	Domain	Date Lost ⁱ	DA ⁱ	Spam Score ⁱ	Top Link Lost
	stopoverhere.com 🖾	07/09/2022	1	66%	•
	mknewsupdate.com	07/08/2022	3	7%	•
	newsengine.net 🗗	07/08/2022	56	1%	•
	huradigital.com 🗗	07/08/2022	1	1%	•
	zaaffiliate.com 🖾	07/08/2022	4	2%	•
	newsstellar.com 🗗	07/07/2022	10	S##	•
	seogereggi.com 🖸	07/07/2022	10	5%	•
	ayto-loeches.com	07/07/2022	14	31%	▾
	hongkiat.com	07/07/2022	85	1%	•
	francenum.gouv.fr 🗗	07/07/2022	53		•
	havenaged if	********			- 63

Link Ideas: Pick any competitor website doing better than your target website and enter them in the Inbound links page, use same filters as used in previous link analysis task then look through and recommend 3 websites that they could approach for links, DO NOT REPEAT SAME TYPE OF WEBSITE OR SOCIAL MEDIA, FOR EXAMPLE IF PINTEREST APPEARS THREE TIMES DO NOT USE THAT MORE THAN ONCE. provide comments



- 50 Inbound Links				Add to Link Tracking List			
	URL	Anchor Text ⁱ	PA v	DA √	Linking Domains w	Spam Score 🐭	More Info
	s-un-rise.tumblr.com/put-homework 🖾 via redirect	"[zara \$10.00]"	67	8	2,552	11%	•
	s-un-rise.tumblr.com/put-homework 🖾	"[zara \$10.00]"	67	8	2,552	11%	•
	Five ways to wear a cardigan – in pictu www.theguardian.com/n-in-pictures via redirect	"zara.com"	67	95	471	1%	•
	Five ways to wear a cardigan – in pictu www.theguardian.com/n-in-pictures 🗗	"zara.com"	67	95	471	1%	•
	Zara - Wikipedia, la enciclopedia libre es.wikipedia.org/wiki/Zara 🍱	"www.zara.com"	66	96	372	12%	•
	s-un-rise.tumblr.com/d-the-one-you 🖾 via redirect	"[zara \$10.00]"	65	8	1,209	11%	•
	s-un-rise.tumblr.com/d-the-one-you 🗗	"[zara \$10.00]"	65	8	1,209	11%	•
	Katarina Lilius THRIFTING LOOKB lookbook.nu/look/5303126-Thrifting	"zara pants"	65	72	1,387	5%	•

- *Pinterest uses the images of latest collection from Zara and display it on their website., Talbots can reach out to them.
- * A BBC News article that was published on http://news.bbc.co.uk/2/hi/business/7002765.stm leads readers to read about the article Zara withdraws swastika handbags, talbots can even reach out to these news channel
 - .* New York Times Article that was published on https://www.nytimes.com/2022/06/11/fashion/best-travel-clothes-jackets.html highlights the clothes from Zara, Talbots can reach out to them , in order to increase their visibility.