

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

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

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.

Internal employees: Your employees commonly visit your site and do not have their IP filtered from web analytics. As a rule of thumb, filter out all company employee IPs from web analytics.

Although not a big problem *Shujinkou* at this stage due to the small number of employees, when the company gets larger this could skew the traffic.

Customers: Whether or not the customers log into a customer portal on your site.

Customer traffic is all the traffic from people that have purchased the game. The analytics could be viewed separate from non customers.

Mobile traffic: Traffic from phones.

If *Shuinkou* decides to go into mobile gaming, much of their traffic might come from phones. These would mean that the company would have to make a website that reflects that.

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 defined as visitors coming from a search engine. Better Search engine Optimization will lead to an increased amount of organic traffic. The better you rank for competitive keywords, the more organic traffic that will result. Websites that consistently create

content optimized for search will see a steady increase in organic search traffic and improved positioning in search results.

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

Backlinks are incoming links to a webpage.

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.

Brand mentions are when the company is given a "shout-out" on the web. This could be very useful for Rice Games. A popular blog or website post could increase traffic tremendously.

Press releases making quality announcements to increase traffic to the website. For Rice games this could be achieved by posting updates.

Content Collaboration is teaming up with another brand to make content. This could happen for Rice Games if they decide to team up with Steam or various video game stores/libraries.

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.

You can be penalized by hyperlinking too many words in a press link to your website. In the past this was considered good SEO practice, but not anymore. Websites that would amazing press releases for *Shujinkou* are Nintendo, Steam News, Game Informer (Gamestop).

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>	yes(google)	no(nil)

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

Google adwords and Facebook ad.

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

Google You bid on keywords which are relevant to your business, so that when users search for those keywords on Google search platform, your organisation will ideally appear in

the top results. Google you are charged with every click.

Facebook Rather than bidding on keywords, you bid on an objective or goal such as conversions, reach, engagement or video views for a particular audience. You also have the ability to choose who you want to show your ad to.

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.

In buying mindset/can contact>>cannot contact/in buying mindset>>can contact/not in buying mindset. Keywords like, learn japanese, language learning video game, and JRPG learning game, would be good words to maximize reach. Facebook ads would be beneficial if they advertised to towards gaming/anime groups.

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 collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

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

Groupon temporarily diminished the SEO on their website for 6 hours. They then checked how this affected their traffic. The experiment found that 60 percent of traffic thought to be direct is organic.

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

Because this could lead to your website being put far back when searched.