

University of Westminster
School of Computer Science and Engineering

Subject to external examiner approval

6MMCS002W Digital Marketing, Social Media and Web Analytics (2021/22)	
Module leader	Dr Vassiliki Bouki
Unit	Coursework 1 (individual)
Weighting:	50%
Qualifying mark	30%
Learning Outcomes Covered in this Assignment:	LO1 Critically evaluate web marketing models and compare them with traditional models. LO2 Demonstrate a good understanding of the use of SEO, email campaigns, and social media, as effective marketing tools; LO3 Employ SEO techniques to maximise the effectiveness of marketing on the web, and design email marketing campaigns LO5 Critically interpret and discuss the results generated from SEO and analytics tools and provide recommendations for given scenarios.
Handed Out:	Week 2
Due Date	Thursday 10 March 2022, 13:00pm (week 7)
Expected deliverables	Single electronic file and web address
Method of Submission:	Electronic submission via Blackboard
Type of Feedback and Due Date:	<ul style="list-style-type: none">• Verbal feedback during the tutorials• Online forum (via Blackboard) during week 7 for questions• Written feedback and marks 15 working days (3 weeks) after the deadline. All marks will remain provisional until formally agreed by an Assessment Board.

Assessment regulations

Refer to section 4 of the “How you study” guide for undergraduate students for a clarification of how you are assessed, penalties and late submissions, what constitutes plagiarism etc.

Penalty for Late Submission

If you submit your coursework late but within 24 hours or one working day of the specified deadline, **10 marks** will be deducted from the final mark, as a penalty for late submission, except for work which obtains a mark in the range 40 – 49%, in which case the mark will be capped at the pass mark (40%). If you submit your coursework more than 24 hours or more than one working day after the specified

deadline you will be given a mark of zero for the work in question unless a claim of Mitigating Circumstances has been submitted and accepted as valid.

It is recognised that on occasion, illness or a personal crisis can mean that you fail to submit a piece of work on time. In such cases you must inform the Campus Office in writing on a mitigating circumstances form, giving the reason for your late or non-submission. You must provide relevant documentary evidence with the form. This information will be reported to the relevant Assessment Board that will decide whether the mark of zero shall stand. For more detailed information regarding University Assessment Regulations, please refer to the following website:
<http://www.westminster.ac.uk/study/current-students/resources/academic-regulations>

Part A (25 marks)

Topic: Web marketing; apply web marketing model to a given scenario

Description

You want to buy a new laptop for the needs of your studies. Your new laptop must have, at least, 4 GB RAM and 1TB HDD storage. You do not have any preferences for the screen, the dimensions or the brand. Your budget is between £450 – £550.

You start your search online, using a search engine, in order to identify a laptop that corresponds to your needs. Describe in details all the stages you go through from the moment you start searching online for your new laptop, till the moment you decide to buy a laptop and you add it in your shopping cart. Consider each stage you go through, in relation to the stages of the ‘Ash’s funnel web marketing model’.

Submission

You must submit a no more than 2-page report (up to 750 words) that:

- **describes** in details all the steps you go through during your journey to identify and decide to buy the laptop you want;
- **discusses** these stages in relation to the ‘funnel web marketing model’.

In your answer you must present and discuss each phase of the model (acquisition, conversion and retention) and explain how each phase applies to your journey (for example, as you search for your laptop, what happens in the acquisition stage, then in the conversion stage and so on). Please notice that you might need to check more than one web site in order to find the laptop you want. You must clearly state how your status/role changes, as you move from one stage to another. You must also clearly define and explain all the terms you use in each stage. Finally, in the conclusions of your report, you must comment on how successful the model is for the case you describe and your critical personal view about the model. (Please see the marking scheme, at the end of this file, for the detailed allocation of marks).

Part B (Total: 55 marks)

Topic: Search Engine Optimization techniques (SEO)

Goal: The goal of Part B is to give you the chance to demonstrate your knowledge and understanding on ‘Search Engine Optimization’ (SEO) concepts and methods as well as to apply SEO techniques.

Preparation [5 marks]

For the needs of this coursework you are asked to create a website with information about yourself. The purpose of the website is to help you find a job by presenting yourself and “advertising” your skills to future employers (topics such as: education; working experience; skills etc. are expected but you could consider adding few more).

The website must consist of, at least, 5 pages. Pictures are permitted, provided they comply with University's guidelines. Please notice that you do **NOT gain any marks for highly decorated web pages**. It is advisable NOT to spend a lot of time decorating the website as this is not the aim of the coursework. The use of video clips is NOT permitted.

You do NOT need to publish “personal” information on your website. If you feel uncomfortable about publishing personal information, you can always use fake data.

“**Google sites**” is the tool that this module offers you in order to do the coursework. We will cover ‘Google sites’ in week 3 tutorial. If you feel comfortable with any other tool (e.g. HTML) and you prefer to use it, you could do that, but please inform your tutor before you start the implementation of the web site. Please notice that the site you should create is an information site – no programming is required.

Task B1: Keywords [24 marks]

Description

You must optimize **two pages of your website** using *one different keyword for each page*. You could optimize for any pages you prefer (not necessarily for the home page). Identify the keyword you will use for SEO purposes in each page (two keywords in total) and build the content of each page around it. Your final goal is to transform the page of your website into a top-ranked result when a search is carried out using the specific keyword you selected for the page.

Submit:

You must submit a no more than 1-page report (up to 500 words). In your report you must:

- a) State each keyword you selected and explain its structure. Relate the keyword with the page where you used it and your optimization purposes for this page. (6 marks)
- b) Use appropriate tool(s) to identify each keyword and the ranking of each keyword. Explain the results you got. (6 marks)
- c) Use appropriate tool to identify the density of each keyword. Keyword density must be checked **after** you have created your content. Explain the results you got. (6 marks)
- d) Explain how you developed your content around the keywords. Specific examples from the content of your site are expected. (6 marks)

Task B2: Back-links [14 marks]

Description

Employ the off-site SEO technique that makes use of ‘**back-links**’. Implement three (3) different links (each one must be of different type e.g. not all should be links from social media).

Submit:

You must submit a no more than 1-page report (up to 500 words). In your report you must:

- a) Describe and explain in depth the 'back-link' SEO technique (4 marks)
- b) Explain how you implemented ‘back-links’. You must implement 3 different back-links, explain and justify your choices (eg why did you use these specific back-links) (6 marks)

- c) Use appropriate tool to check your backlinks (4 marks)

Task B3: Other optimization techniques [12 marks]

Description

Choose two more alternative optimization techniques (from those we discussed in the lectures) and implement them. You can choose any two of the optimization techniques we have discussed. [12 marks – 6 marks each technique]

Submit

For each technique, you must submit one paragraph (up to 300 words) that explains the technique (2 marks for each technique; 4 marks in total), and explains/shows in details how you implemented it (4 marks for each technique; 8 marks in total). If you used any tools (to implement or to test the technique) please talk about them here.

Part C (Total: 20 marks)

Topic: Social media and optimization (20 marks)

Description:

Conduct your own research on how the use of social media could help to improve the ranking of your website and if social media can increase the ROI (return of investment) of a company.

Submit:

You must submit a no more than 1-page report (up to 500 words). In your report you must:

- a) Discuss the use of social media in relation to SEO (6 marks)
- b) Make suggestions as to how social media could be used to improve the ranking of your website (6 marks)
- c) Critically discuss if Social Media can improve the ROI (return of investment) of a company. (8 marks)

Very important note

You must include the address of the front-page of the website that you created (for example: <https://sites.google.com/site/valibouki/>) at the beginning of the coursework. If the page is not available online after the submission of the coursework, we will assume that you did not create any website and the penalty is 55 marks.

Marking Scheme

Criteria	Mark per component	Mark provided	Comments
PART A: Web marketing model	25 marks		
<p>Present and discuss each phase of the 'funnel's model' (3 marks)</p> <p>Explain how each phase applies to your journey (12 marks)</p> <p>Clearly state how your status/role changes, as you move from one stage to another. (3 marks)</p> <p>In the conclusions of your report, you must comment on how successful the model is for the case you describe and your critical personal view about the model. (7 marks)</p>	25		
PART B: Search Engine Optimization techniques (SEO)	55 marks		
Preparation	5		
<p>Task B1: Keywords</p> <p>a) State each keyword you selected and explain its structure. Relate the keyword with the page where you used it and your optimization purposes for this page. (6 marks)</p> <p>b) Use appropriate tool(s) to identify each keyword and the ranking of each keyword. Explain the results you got. (6 marks)</p> <p>c) Use appropriate tool to identify the density of each keyword. Keyword density must be checked after you have created your content. Explain the results you got. (6 marks)</p> <p>d) Explain how you developed your content around the keywords. Specific examples from the content of your site are expected. (6 marks)</p>	24		

Task B2: Back-links a) Describe and explain in depth the 'back-link' SEO technique (4 marks) b) Explain how you implemented 'back-links'. You must implement 3 different back-links, explain and justify your choices (eg why did you use these specific back-links) (6 marks) c) Use appropriate tool to check your backlinks (4 marks)	14		
Task B3: Other optimization techniques a) Explain each technique you selected (2 marks for each technique; 4 marks in total) b) Explain/show how you implemented each technique (4 marks for each technique; 8 marks in total). If you used any tools (to implement or to test the technique) please talk about them here.	12		
PART C: Social media and optimization	20 marks		
a) Discuss the use of social media in relation to SEO (6 marks) b) Make suggestions as to how social media could be used to improve the ranking of your website (6 marks) c) Critically discuss if Social Media can improve the ROI (return of investment) of a company. (8 marks)	20		
TOTAL	100		

NOTE: Marks will be allocated in relation to the correctness and the quality of the answer. Furthermore, the respect to word limit will be taken into consideration; penalty of 50% will apply to answers that are much longer than the word limit.