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In Collaboration with
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6MMCS005C.2

Digital Marketing Social Media and Web Analytics

CW1

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Table of Contents

Part A : Web Marketing; Apply Web Marketing Model to a Given Scenario	5
Website Links	5
A) Ash's Funnel Process	5
Acquisition	6
Conversion	6
Retention	6
B) How Funnel Process Applies to the Laptop Buying Scenario.....	6
C) Conclusion	8
Part B : Search Engine Optimization Techniques (SEO)	9
Task B1 : Keywords.....	9
A) Keywords Used.....	9
B) Keyword Identification and Ranking	9
C) Keyword Density	10
D) How The Content is Created Around the Keyword.....	12
Task B2 Back-Links.....	14
A) Back-Links SEO Techniques.....	14
B) Back-Links Used for The Website.....	14
C) Tool to Check Back-Links	17
Task B3 : Other Optimization Techniques.....	23
Speed Optimization.....	23
Sitemap Creation.....	25
Part C : Social Media and Optimization.....	28
A) Social Media Relation to SEO	28

B) Social Media Improving Ranking of the Website	29
C) Social Media Improving Return of Investment(ROI)	29
References	31

Table of Figures

Figure 1 : Ash's Funnel Process	5
Figure 2 : Google Keyword Planner Keyword Results	9
Figure 3 : KWFinder Keyword Result for Web Developer	10
Figure 4 : KWFinder Keyword Result for Video Editor	10
Figure 5 : Keyword Density for Home Page	11
Figure 6 : Keyword Density for Services Page.....	11
Figure 7 : Keyword used in the Content 1	12
Figure 8 : Keyword used in the Content 2	13
Figure 9 : Keyword used in the Content 3	13
Figure 10 : Keyword used in the Content 4	14
Figure 11 : Back-Link added to Facebook.....	15
Figure 12 : Back-Link added to GitHub	16
Figure 13 : Back-Link added to Open Sea.....	17
Figure 14 : Back-Link Checker Result 1	18
Figure 15 : Back-Link Checker Result 2	19
Figure 16 : Back-Link Checker Result 3	19
Figure 17 : Proof of adding Back-Link to Facebook and Instagram	20
Figure 18 : Proof of adding Back-Link to LinkedIn and Twitter	21
Figure 19 : Proof of adding Back-Link to GitHub and Pinterest.....	22

Figure 20 : Proof of adding Back-Link to Open Sea	23
Figure 21 : Google Speed Test for the Desktop View	24
Figure 22 : Google Speed Test for the Mobile View	25
Figure 23 : Generating Sitemap using Rank Math SEO Plugin.....	26
Figure 24 : Generated Sitemap - Categories	27
Figure 25 : Generated Sitemap - Links For the Internal Pages	27
Figure 26 : Social Media Accounts on Google Results	28

Table of Equations

Equation 1 : Calculating the (Return of Investment)ROI	29
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Part A : Web Marketing; Apply Web Marketing Model to a Given Scenario

Website Links

The five internal pages that were created on the website with the links,

- Home Page - <https://shenalanthony.cf/>
- Portfolio Page - <https://shenalanthony.cf/my-portfolio/>
- My Services Page - <https://shenalanthony.cf/my-services/>
- Gallery Page - <https://shenalanthony.cf/gallery/>
- Contact page - <https://shenalanthony.cf/contact/>

A) Ash's Funnel Process

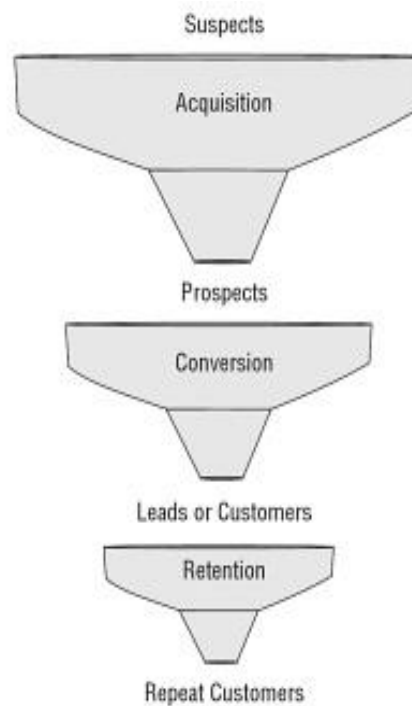


Figure 1 : Ash's Funnel Process

The funnel process has 3 stages and each of the stages are discussed below.

Acquisition

Suspect becomes a prospect during this stage. Prospects are a target audience to deliver a product details or a service. Some of those suspects would be interested in your service or your products then they would visit your website now then they would become prospects. Prospects would be the people who are interested in your service.

Conversion

The prospects who visit your website would convert to lead or a customer during this stage. The prospects who are interested in buying your service or the products you provide. When the prospect buys the product then they would be converted to leads or customers.

Retention

The final stage of the process is where a lead or a customer becoming a lead customer. Normally if the products you sell or the service you give is better for the customer they would intend you come back and buy products or services from our web site again. Then they would be converted to a retained customer also known as a lead customer.

B) How Funnel Process Applies to the Laptop Buying Scenario

The author wants to buy a laptop the first thing the author did was searched in the google for laptops. The budget of the author was £450 – £550 so the author looked for laptops in that price range. The specs the author is looking for is 4 GB RAM and 1TB HDD storage. When searching the laptop all of these criteria's were taken into consideration.

According to the ash's funnel the author is a suspect because the author is targeted by laptop sellers through the google.

Many search results came when laptop keyword is searched in google. Before coming to a conclusion on buying from a certain shop the author looked in different websites that sells laptops. Comparing prices of each laptop in different stores and reading reviews about the seller. Along with it looking into the different spec of each laptop has that has at least 4 GB RAM and 1TB HDD storage for the for price range the author is looking for. After looking into many websites and

sellers the author found a better seller who has good reviews and have laptops with the spec the author is looking for and for the price range. The author visited the sellers web site and looked into the different brands of laptops before selecting the laptop.

Now the author becomes a prospect I the acquisition stage as the author is interested in the sellers website and looking for the best valuable laptop to buy.

During this stage the author got some valuable details from a lead who brought a laptop from the seller which the lead recommend the seller to the author.

Now the author has reviewed what need to be reviewed like the specs of the laptop and the price is fixed and the author has fixed to buy a certain laptop now. The author now visited the shop and talked with the seller and the laptop which the author checked in the website. The author was able to negotiate and reduce the price of the laptop and bought the laptop from that shop.

According to the ash's funnel this is the second stage the conversion stage where the author convert from a prospect to a customer.

With the laptop a one year warranty is given where if anything happen with the laptop during the time the author could get the service done without any cost. Since the seller was good and the laptop is also in good condition after some time the author is satisfied with the service they provide with the product. So, when some one the author knows wants to buy a laptop the author would recommend the seller's shop.

This would make the author a lead customer that recommend the shop.

After five to six year of time the laptop has been used and it is time to get a new one so the author would return to the seller's shop to buy a new laptop with the same specs and price range before or with completely different criteria's. The author bought a new laptop from the same seller.

This is the last stage of the funnel the retention where the customer becomes a repeat customer.

C) Conclusion

After looking into the laptop buying process a conclusion can be made that the ash's funnel process covers the whole laptop buying process. The suspect becomes the prospect when a good store is founded and looking a laptop through it, then after buying it the prospect becomes a customer and when the shop is recommended to another person the customer becomes a lead customer and when the customer buys a new laptop from the same seller the customer becomes a repeat customer.

Part B : Search Engine Optimization Techniques (SEO)

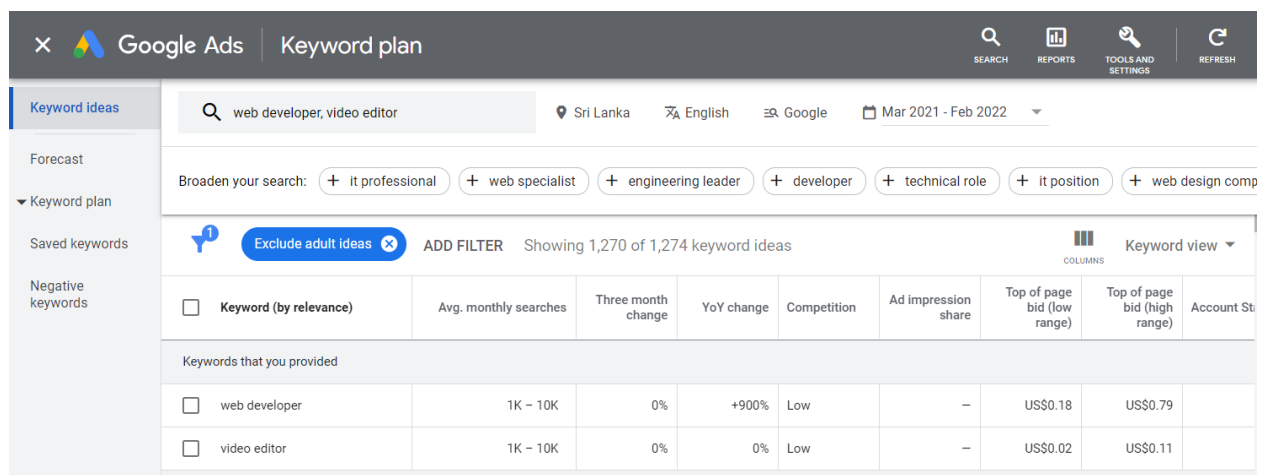
Task B1 : Keywords

A) Keywords Used

It is essential to have keywords when doing SEO since according to those keywords the search engines would display our website when it is searched. The two keywords that was selected for the website was **Web Developer** and **Video Editor**. The two keywords were chosen as the author has that skill so the keywords were mainly used in the '[home page](#)' and '[my services](#)' page, [contact](#) page also have the two keywords in the content. The keywords were used in the content where the skill is been introduce as anyone who would visit the website could see what service the author will provide.

B) Keyword Identification and Ranking

The skills that the author has were searched in the '[Google Keyword Planner](#)' to find out the best suited keywords to use in the website content. When selecting the keyword, the author looked into the attributes of low competition and high average monthly searches. Comparing both of those attributes with different keywords the two keywords of '**Web Developer**' and '**Video Editor**' were selected. Both the keywords have an average monthly searches of 1000 -10,000 along with low competition when comparing with other keywords that was searched with the google keyword planner.



The screenshot displays the Google Ads Keyword Planner interface. The search query is 'web developer, video editor' for Sri Lanka, English, Google, and the date range Mar 2021 - Feb 2022. The results show 1,270 of 1,274 keyword ideas. The table below lists the keywords and their associated metrics.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account St
web developer	1K - 10K	0%	+900%	Low	—	US\$0.18	US\$0.79	
video editor	1K - 10K	0%	0%	Low	—	US\$0.02	US\$0.11	

Figure 2 : Google Keyword Planner Keyword Results

According to the [KWFinder](#) the two keywords were searched in the past 3 months are as follows,

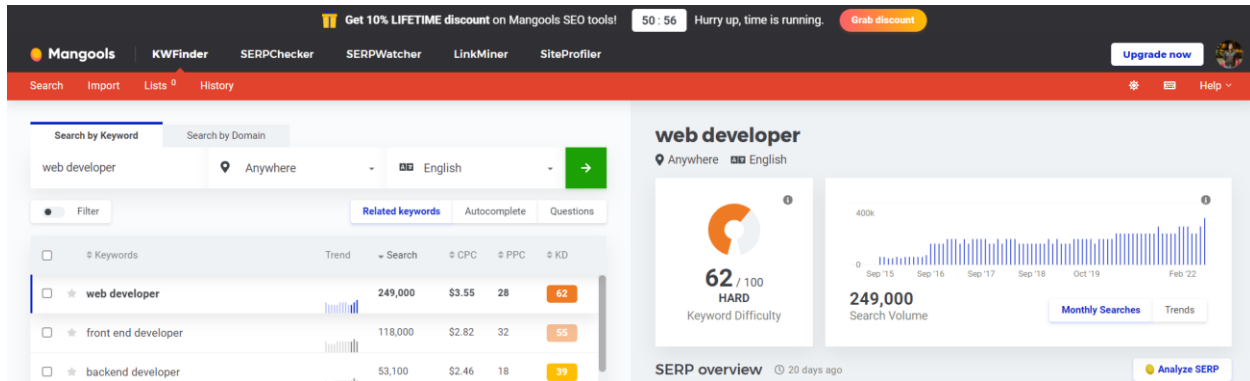


Figure 3 : KWFinder Keyword Result for Web Developer

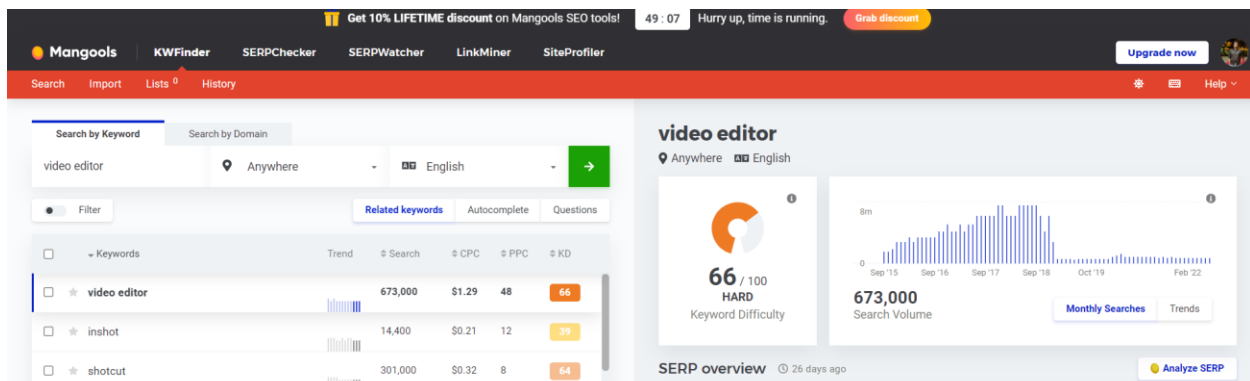


Figure 4 : KWFinder Keyword Result for Video Editor

The results show the ‘web developer’ keyword has been searched 249,000 and the ‘video editor’ 673, 000 times in the past 3 months.

C) Keyword Density

When creating a website and SEO the website the author had consider the right amount of keyword density that is the percentage of the no of time the keywords are used in the website divide by the total word count of that web page. Considering the fact that search engines normmaly would present the site if that density is at the correct margin that is at the 2% margin, with that the author used the tool called [SmallSEOTools](#) to calculate the keyword density of the pages that were optimized.

KEYWORD DENSITY					
Keyword (one word)	Keywords	Freq	Density	Title	Desc
Keywords (Two words)	video editor	3	2.78%	✗	✓
Keywords (Three words)	shenal anthony	3	2.78%	✓	✓
Keywords (Four words)	web developer	3	2.78%	✗	✓
	give best	2	1.85%	✗	✗
	uiux designing	2	1.85%	✗	✗
	development making	2	1.85%	✗	✗
	development development	2	1.85%	✗	✗

Figure 5 : Keyword Density for Home Page

The above given figure shows the keyword density of the home page with the 2 keywords ‘**Web Developer**’ and ‘**Video Editor**’ have the keyword density of **2.91%**.

KEYWORD DENSITY					
Keyword (one word)	Keywords	Freq	Density	Title	Desc
Keywords (Two words)	video editing	3	2.97%	✗	✗
Keywords (Three words)	give best	2	1.98%	✗	✗
Keywords (Four words)	ux designs	2	1.98%	✗	✗
	development making	2	1.98%	✗	✗
	video editor	2	1.98%	✓	✓
	notch php	1	0.99%	✗	✗
	serverside technologies	1	0.99%	✗	✗

Figure 6 : Keyword Density for Services Page

The above figure shows the keyword density of ‘**Video Editor**’ in the services page. The keyword density of that page is ‘**2.08%**’.

D) How The Content is Created Around the Keyword

The two keywords which is ‘Web Developer’ and ‘Video Editor’ are used at the beginning of the web page as right after the landing area to indicate the leads what kind of service the author can give.

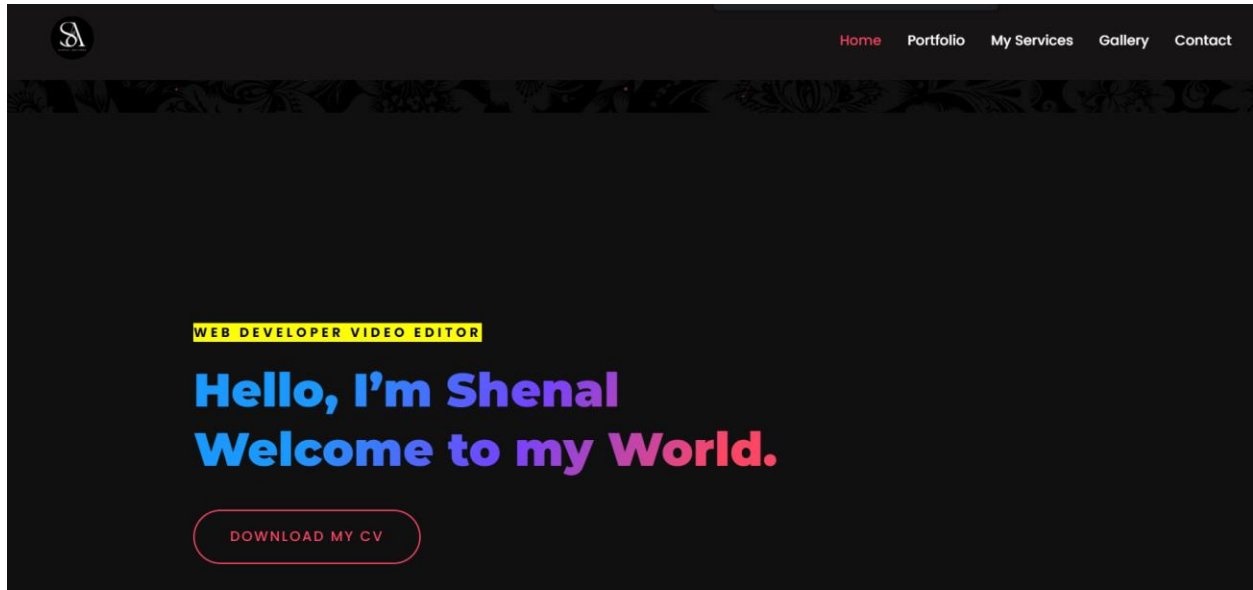


Figure 7 : Keyword used in the Content 1

After in the about me section the author has used the keyword web developer saying that the author's profession. The home page should display the authors details and the profession along with the services the author can provide. Hence the keywords are profession the ideal place for them to have is the about section.

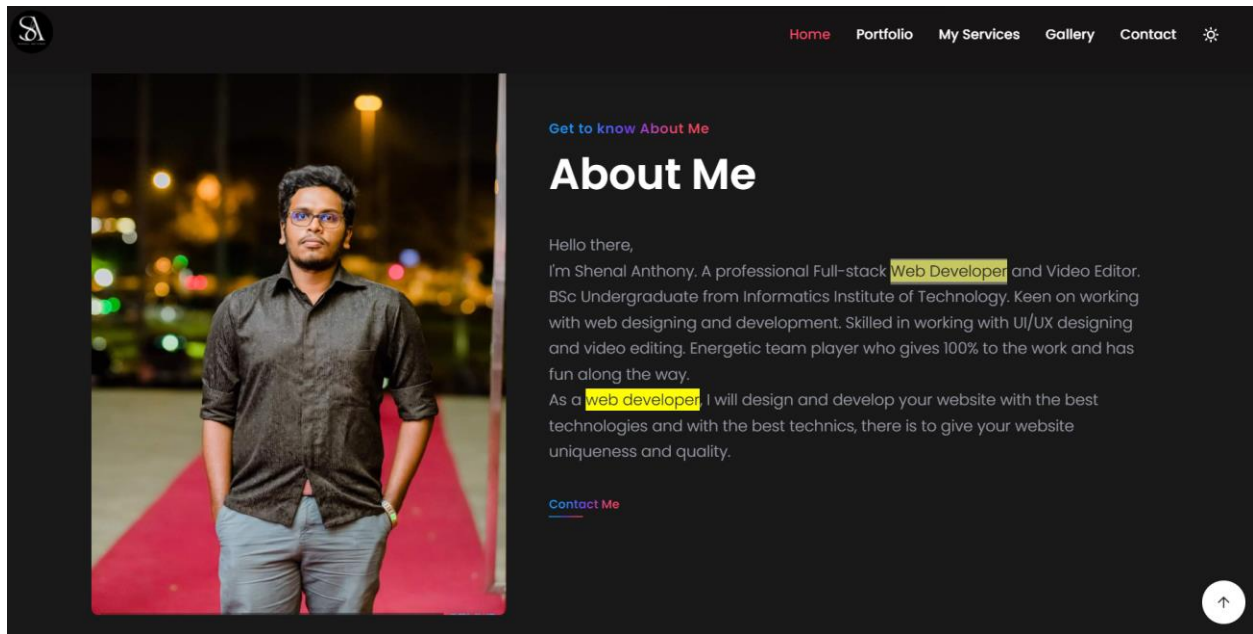


Figure 8 : Keyword used in the Content 2

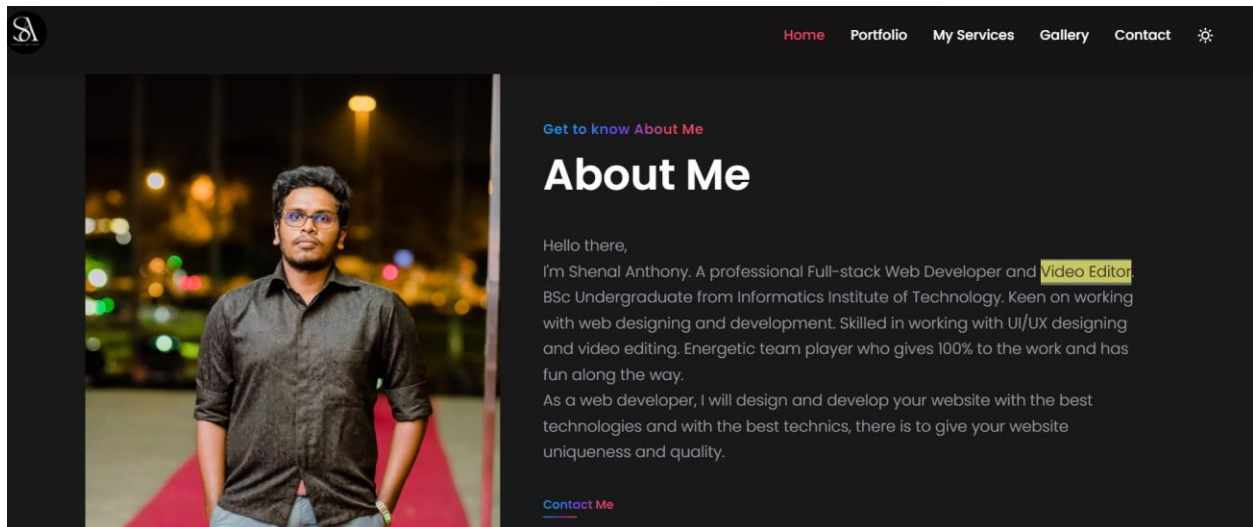


Figure 9 : Keyword used in the Content 3

To get the correct amount of the keyword density in the home page and the services page the author has used the video editor keyword in the video editing service.

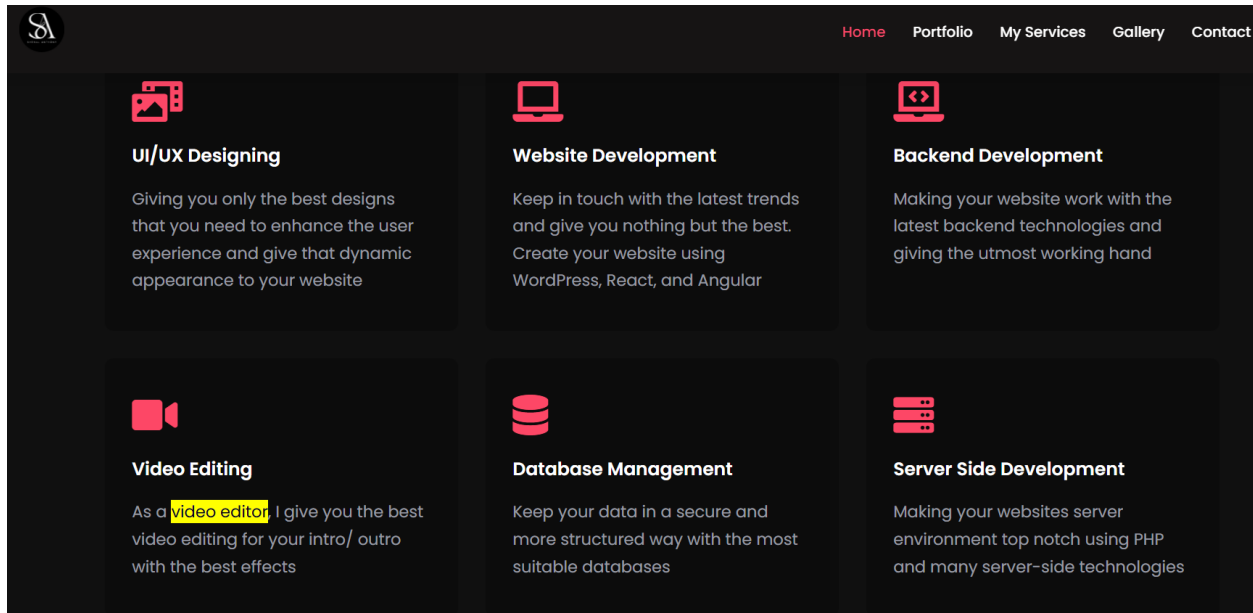


Figure 10 : Keyword used in the Content 4

Task B2 Back-Links

A) Back-Links SEO Techniques

Normally leads would search for a particular service or a service provider to get their job done using search engines. Hence one would be surfing around those search engines looking for similar works to first get an idea of how and what kind of service the person would want. So most often the lead might come across some of the related work which is available. So, the lead might have like the work done and would want to get a service done just like your related work and would look into the person who has completed that service. In that time, it is wise you have your name or your website link on that webpage(most likely in the footer). Then it would be easy for those who want to get their website done in the same manor to refer to the author since the author has put the personal website link at the bottom of the page.

B) Back-Links Used for The Website

Back-links are essential to get more visitors to the website. So more back-links are available the better since it would draw in more visitors to the website. The author had crated many back-links on many different platforms in order to draw more visitors to the website. The first back-link that

was created was in the author's [Facebook profile](#). The reason for adding the website link in the profile was comparing to other social media platforms Facebook has a very large audience and many surf through Facebook daily. Hence many would come across the authors profile while that some of them would look into that website link that would redirect to the author's website.

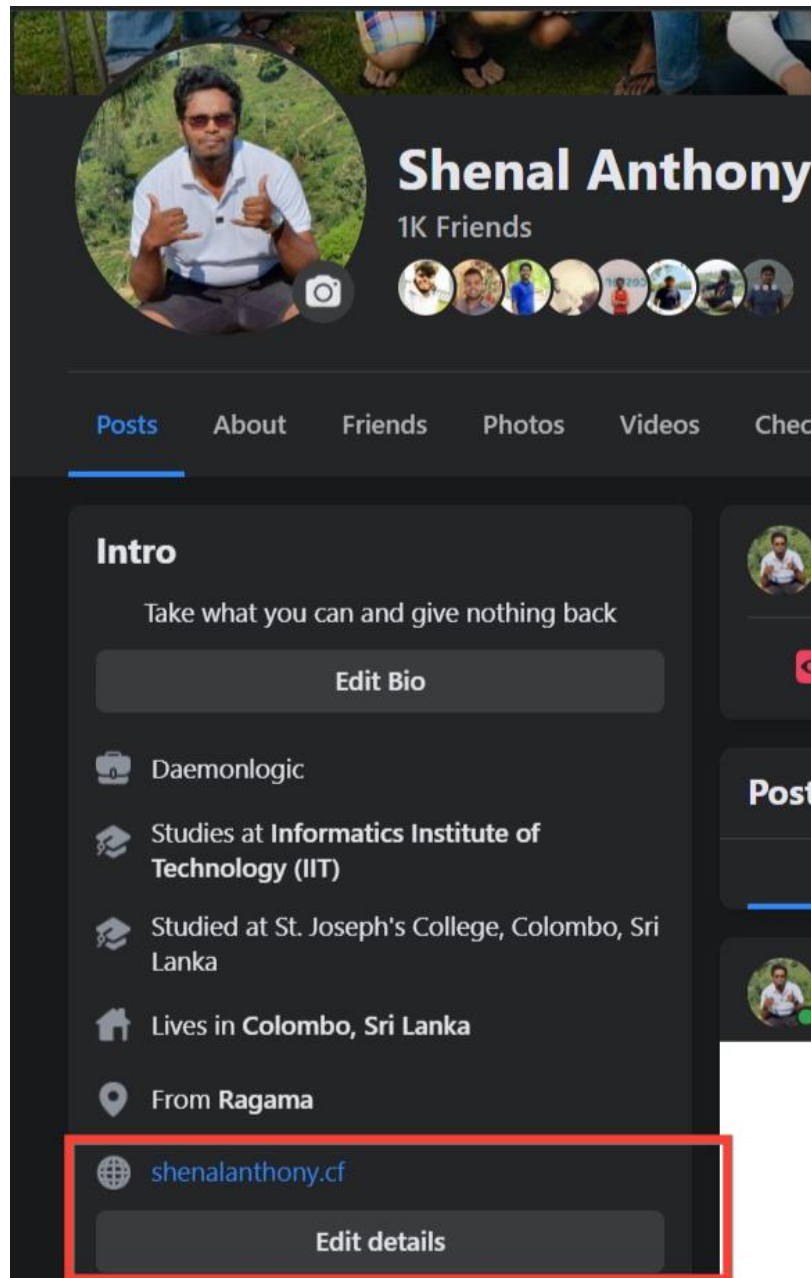


Figure 11 : Back-Link added to Facebook

The next platform the author implemented the back-link on [Git Hub](#). Since Git Hub is platform where you code find source code and author has contributed over the years its likely to get visitors from GitHub as well.

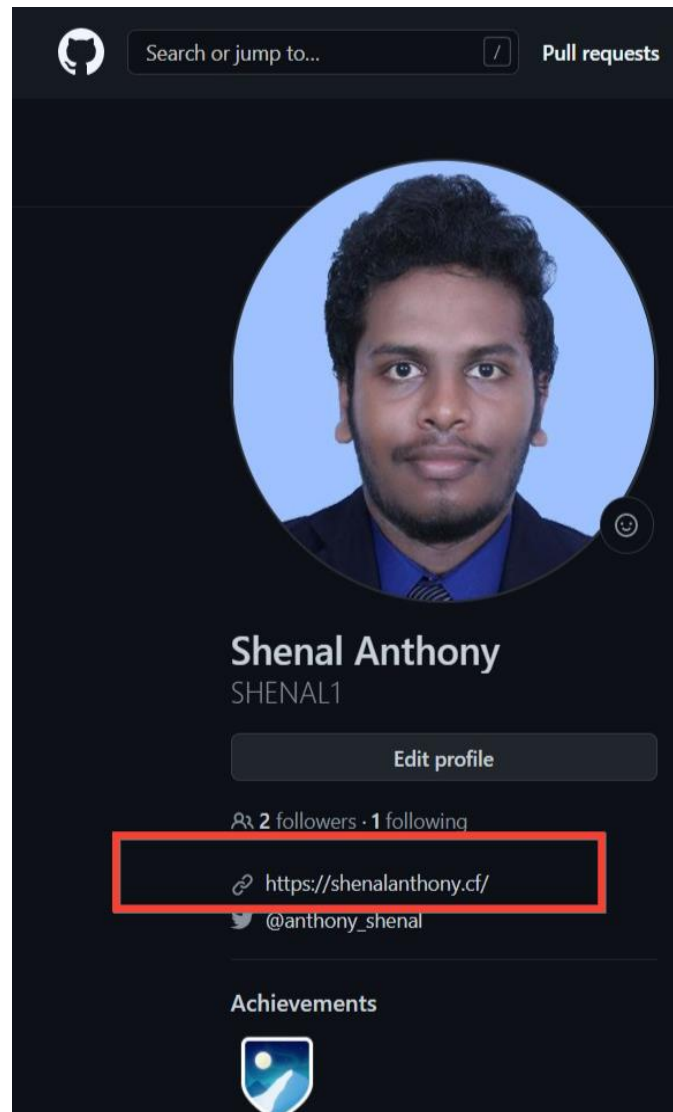


Figure 12 : Back-Link added to GitHub

The final platform the author used to implement the back-link was the [Open-Sea](#). Open Sea is a the world's first and largest digital marketplace for crypto collectibles and non-fungible tokens(NFT) as the author is collector of NFT's there's a high chance visitors would visit the profile and click the back-link get redirected to the website.

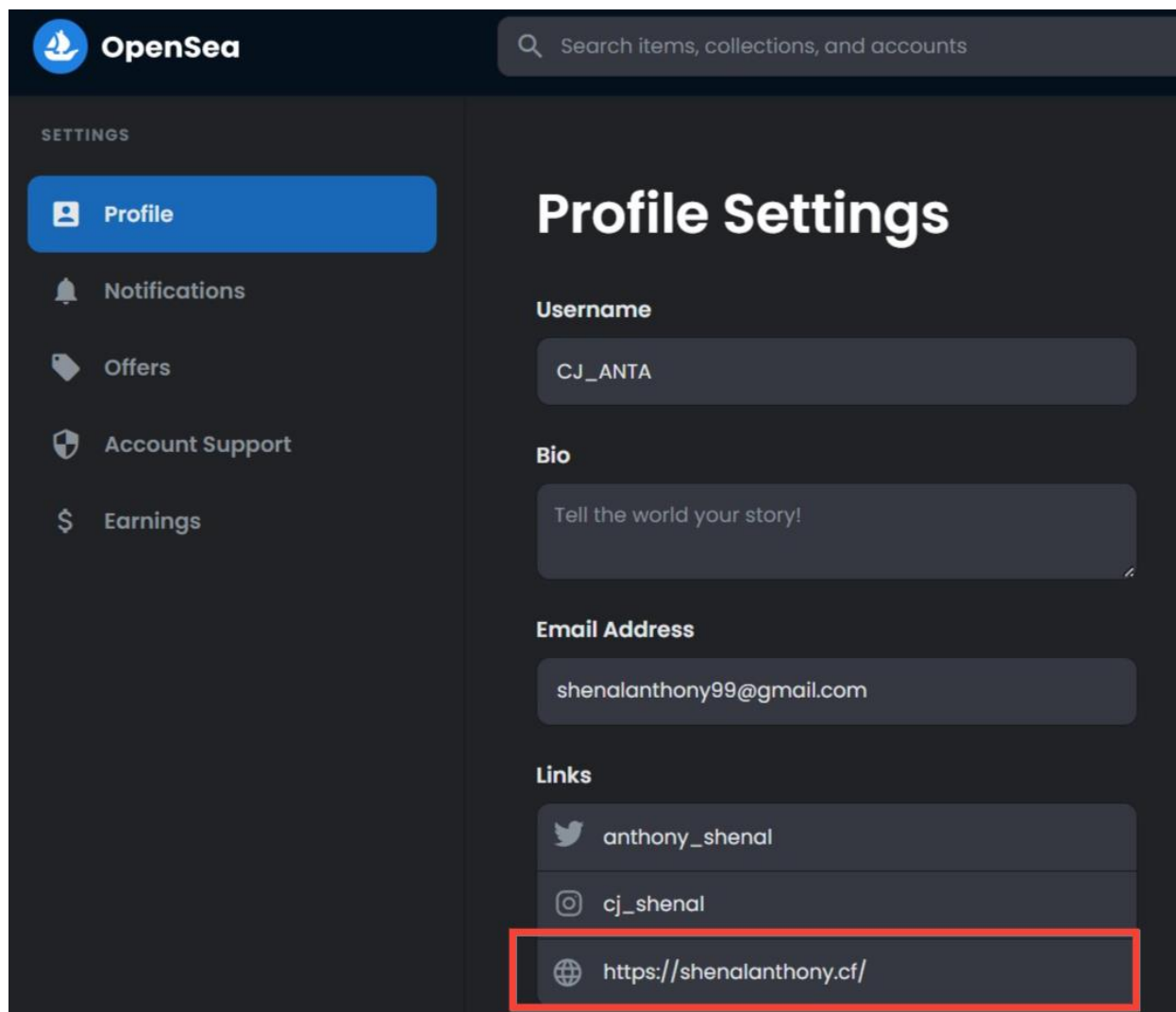


Figure 13 : Back-Link added to Open Sea

C) Tool to Check Back-Links

Using back-links help your site to get more visitors and traffic. The author has created many back-links for the website in many social media platform and different other platforms. Such as Facebook, GitHub, Open Sea, Instagram, LinkedIn, Pinterest, Twitter. The tool used to check the backlink of the website was [SmallSEOTools backlink checker](#) for some reason the tool is not detecting the backlink of any of the site the author has added.

SmallSETools

Ad Free

Design Studio


Plagiarism Checker


Gram

Please Try Again

BACKLINK CHECKER

Quality links can help you beat your competitors with increased traffic. With our Backlink Checker, you can easily monitor backlinks for a particular domain.

 grammarly





Grammarly checks your essay for:

Try Now


PLAGIARISM

Enter Domain (with http://)




 grammarly

The Most Accurate Proofreading Tool for Business Professionals

 CREATED BY THE WORLD'S LEADING LINGUISTS

Get Grammarly It's free

☐ I'm not a robot

 reCAPTCHA
Privacy - Terms

Get Backlinks

Figure 14 : Back-Link Checker Result 1

To be sure the author used different tools but all of it showed the same result in which the backlinks of the website are not detected.

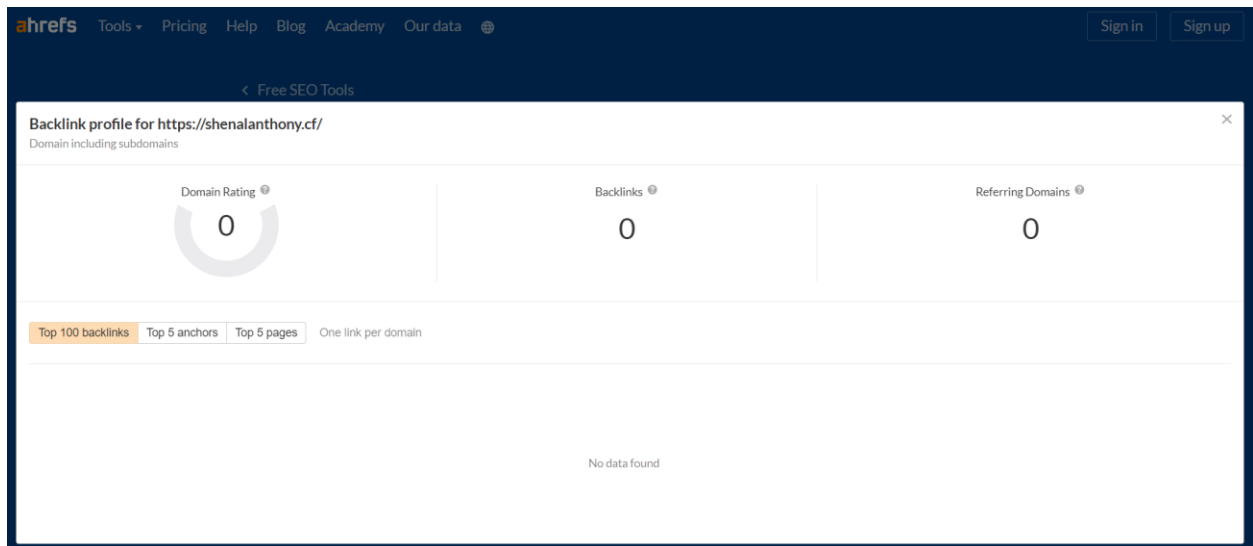


Figure 15 : Back-Link Checker Result 2

The screenshot shows a 'Free Backlink checker' tool. At the top, there's a green checkmark icon and the text 'Free Backlink checker' with a rating of 8.7/10 and 5173 votes. Below this, a green box says 'Success! View the [results](#)'. There are four tabs: 'All Backlinks', 'Broken Backlinks', 'New Backlinks', and 'SEO Competitors'. The 'All Backlinks' tab is selected. The input form has a red border. It contains a text box for 'Enter website URL:' with the value 'https://shenalanthony.cf/'. Below this is a dropdown for 'Show external links pointing to:' with the value 'Domain'. There is a checkbox for 'I'm not a robot' and a CAPTCHA icon. A green button labeled 'Perform check' is at the bottom. Below the input form, there's a section titled 'MOST VALUABLE BACKLINKS'. A red box highlights a message: 'No backlinks found pointing to the URL: https://shenalanthony.cf/. Discover relevant [Link building opportunities](#)'.

Figure 16 : Back-Link Checker Result 3

In order to show the author has added back-links the next set of images are the different social media and other platform the back-links are added.

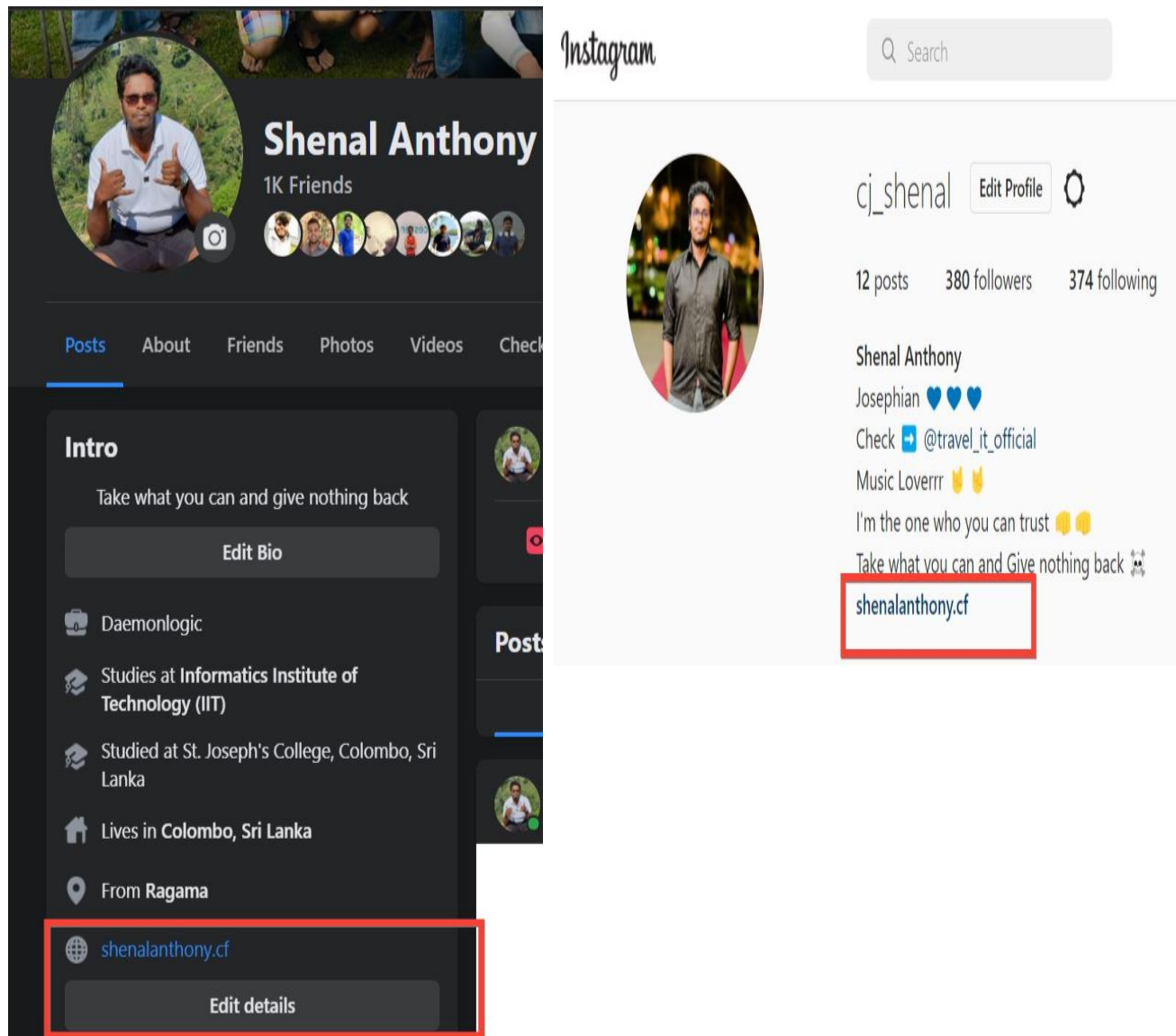


Figure 17 : Proof of adding Back-Link to Facebook and Instagram

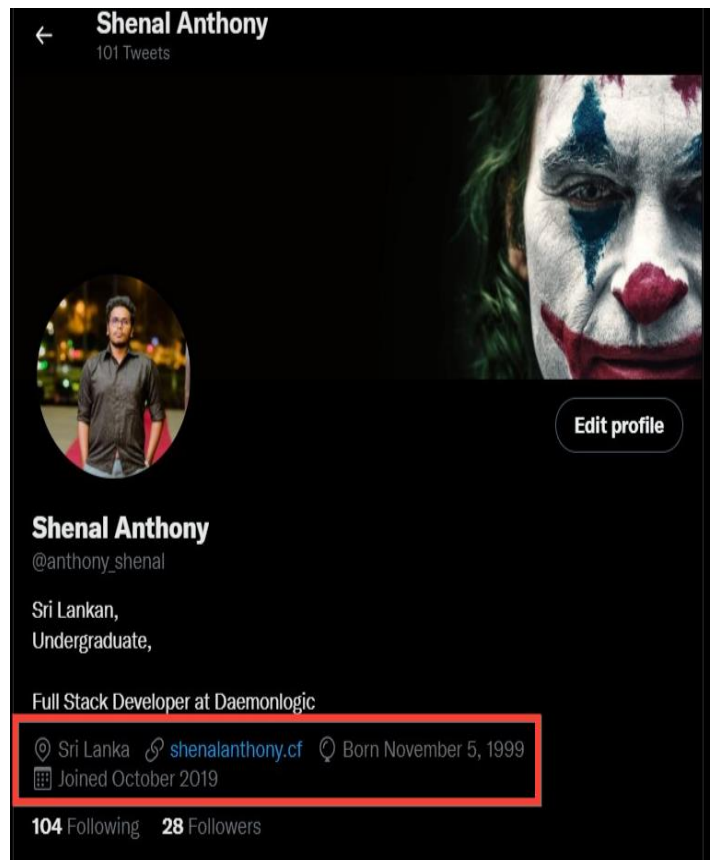
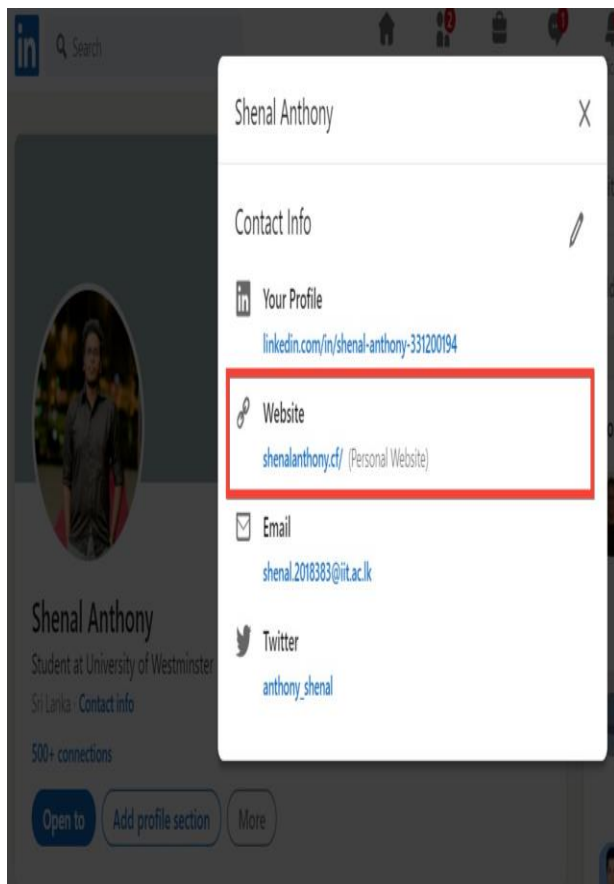


Figure 18 : Proof of adding Back-Link to LinkedIn and Twitter

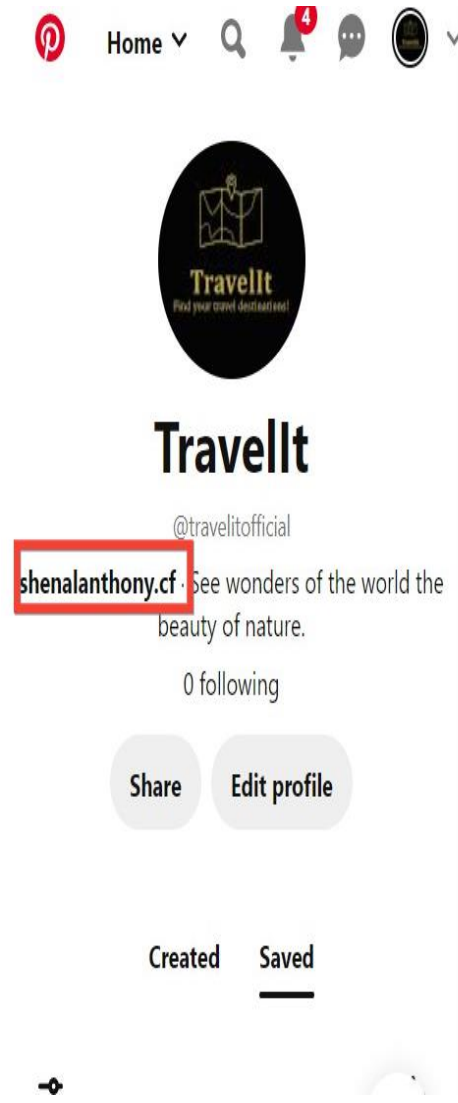
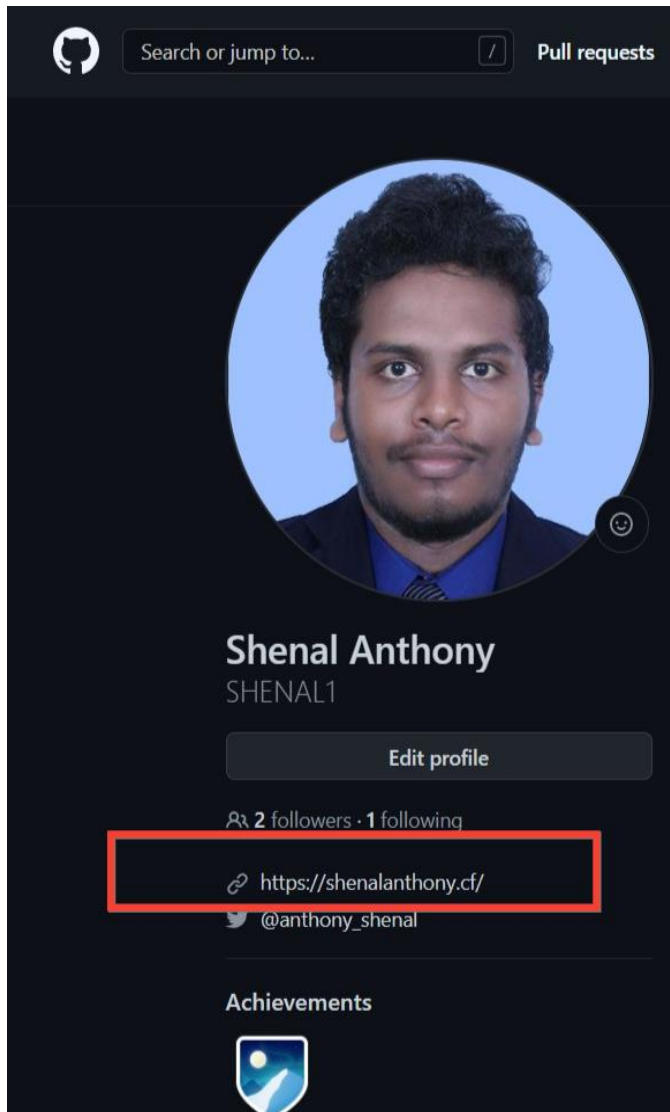


Figure 19 : Proof of adding Back-Link to GitHub and Pinterest

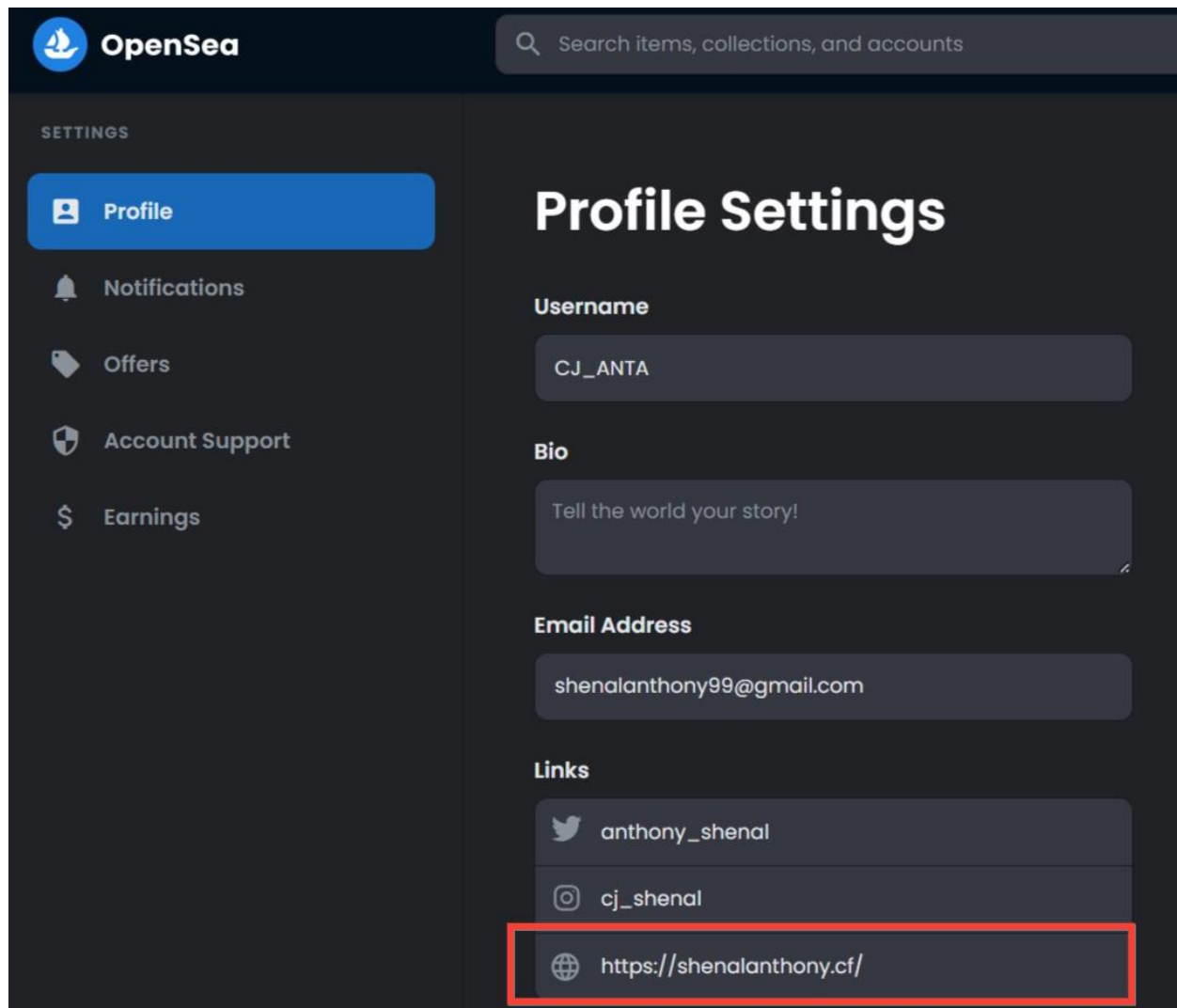


Figure 20 :Proof of adding Back-Link to Open Sea

The above images show proof that the websites URL which is the back-link is added. Also all the profiles which are mentioned here are public profiles.

Task B3 : Other Optimization Techniques

Speed Optimization

One of the technique author used to optimize the page was optimizing the page loading speed. The faster the website is loaded the better chance having google not ranking the website slow. Along with it lower the page loading time the better since it will help to reduce bounce rates. Bounce rates means the number of visitors that would leave before the page is loaded. When your website

is loading time is low it help the visitors stay until its loaded and visitors won't leave the website and would wait and surf through the website. In order to make the website load faster the author reduced the use of unwanted plugins on the website. The website is developed using WordPress hence the of plugins are a must, there are some plugins which are preinstalled and not been in use. Having to many plugins may cause to slow down the website. So, the author removed the unwanted plugins from the website and it helped to speed up the website.

One other technique used to boost the website speed was use the [NitroPack.io](https://nitropack.io) plugin. The nitro pack plugin helps to lighten up the website even having large content. The plugin helps to optimize the images in the website, minification of the code used in the website, cache clearing and make your web pages load faster than before. Continuously clearing cache produced in the website is done using the nitro pack plugin so the author do not need to manually clear them out. Along with that using compressed images so that it would not take time load.

In order to check the speed of the website Google's [Page Speed Insights](https://pagespeed.web.dev/) was used. According to the results the when the website is loaded on the desktop it takes only 0.7 seconds and in mobile view it takes only 2.0 seconds.

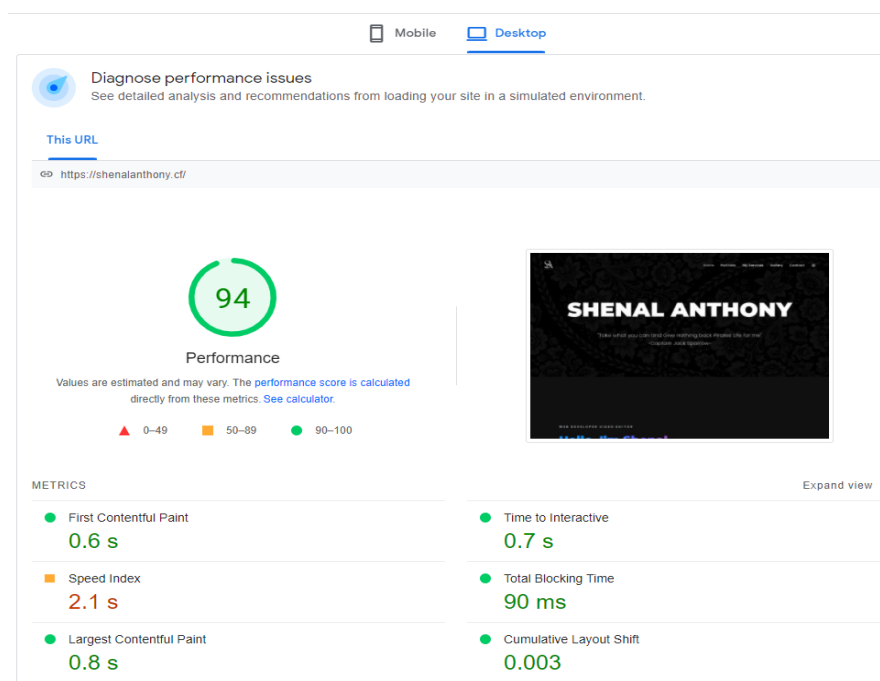


Figure 21 : Google Speed Test for the Desktop View

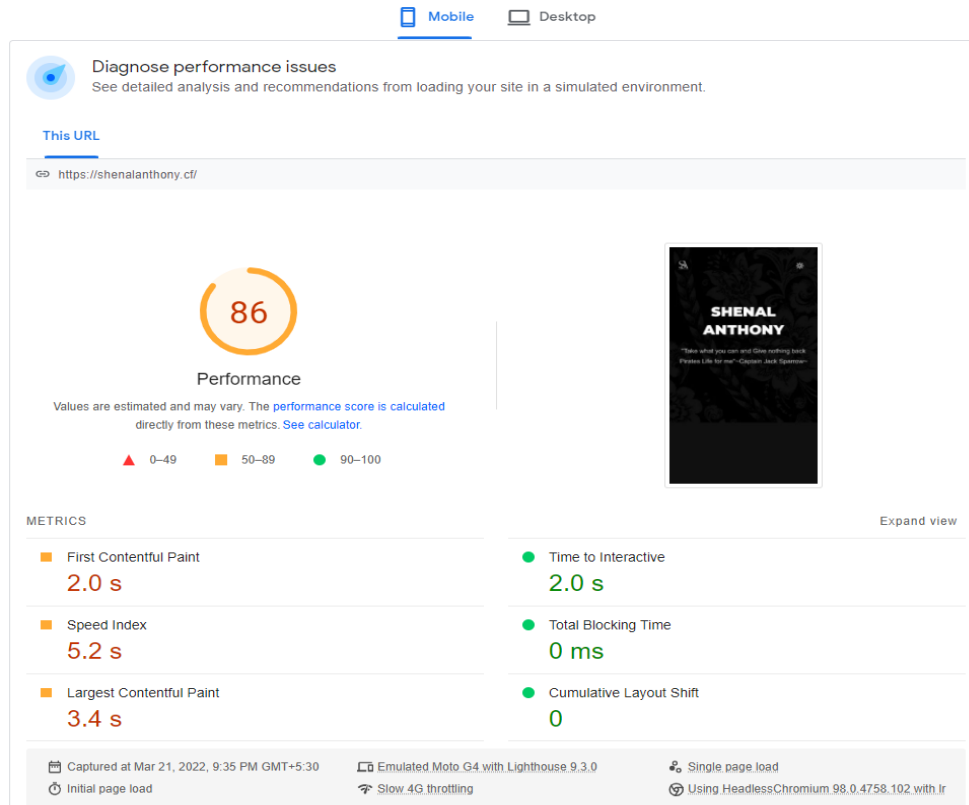


Figure 22 : Google Speed Test for the Mobile View

Sitemap Creation

To conduct the SEO of the website [Rank Math SEO](#) plugin was used. The plugin help to index the web pages using key words and optimize each web page. Along with it the plugin helped to generate the sitemap of the website. There are many benefits of having a sitemap for the website. The main benefit would be optimizing the website. The purpose of having a sitemap is all the available links of the website is included and this help the search engine to fetch the sitemap and display the links when it is searched.

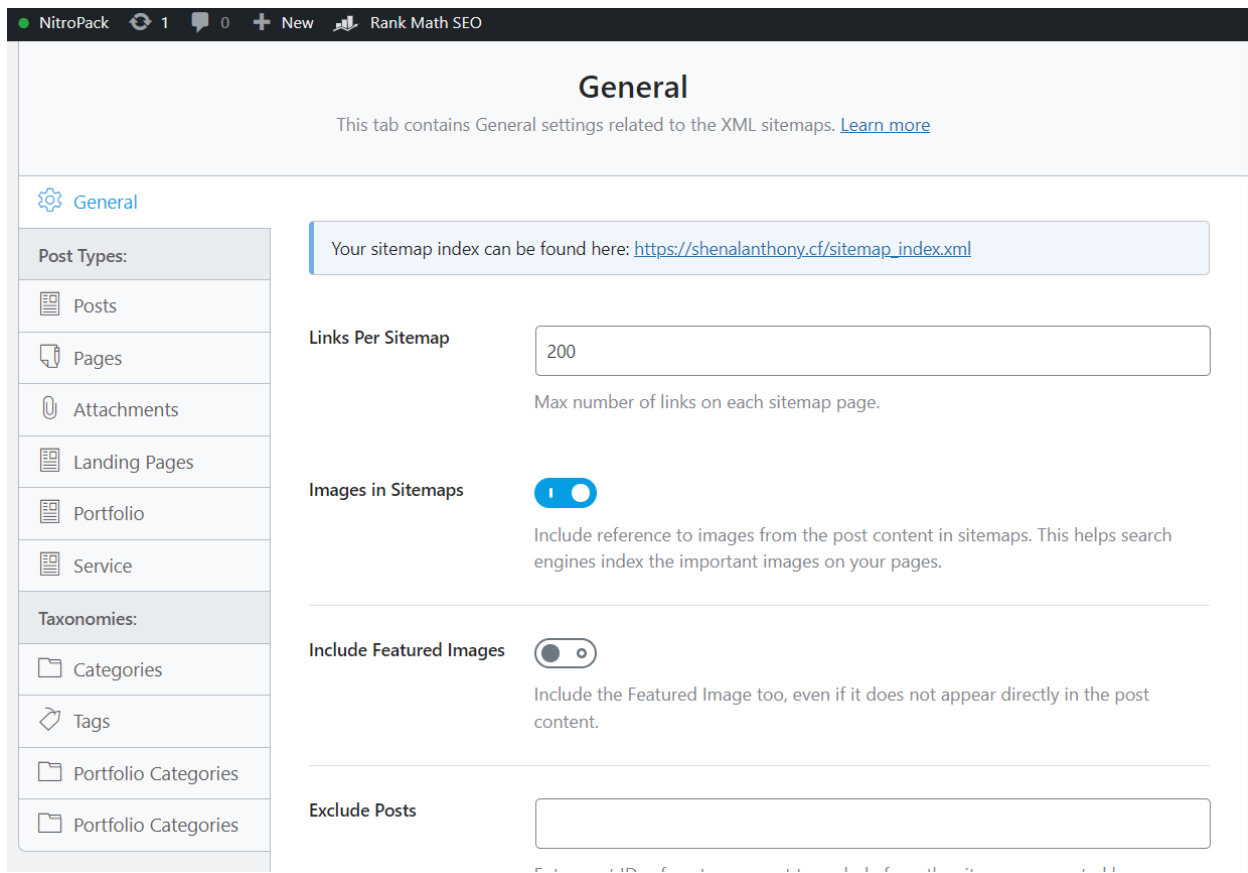


Figure 23 : Generating Sitemap using Rank Math SEO Plugin

Optimizing is when you search with a keyword in a search engine the appropriate content for that search should be displayed. With creating a sitemap this helps save time for the user to get to that particular page faster rather than going through the whole website. This also help the web page categorized and prioritized the important content of different pages in the website. Such as if someone wants to know the service the author could provide the search engine would crawl through the website and find the most suited page for that and display it in the results.

XML Sitemap

This XML Sitemap is generated by Rank Math WordPress SEO Plugin. It is what search engines like Google use to crawl and re-crawl posts/pages/products/images/archives on your website. Learn more about [XML Sitemaps](#).

This XML Sitemap Index file contains **4** sitemaps.

Sitemap	Last Modified
https://shenalanthony.cf/post-sitemap.xml	2022-02-10 17:43 +00:00
https://shenalanthony.cf/page-sitemap.xml	2022-03-22 12:14 +00:00
https://shenalanthony.cf/portfolio-sitemap.xml	2022-03-18 15:22 +00:00
https://shenalanthony.cf/category-sitemap.xml	2022-02-10 17:43 +00:00

Figure 24 :Generated Sitemap - Categories

XML Sitemap

This XML Sitemap is generated by Rank Math WordPress SEO Plugin. It is what search engines like Google use to crawl and re-crawl posts/pages/products/images/archives on your website. Learn more about [XML Sitemaps](#).

This XML Sitemap contains **5** URLs.

← Sitemap Index

URL	Images	Last Mod.
https://shenalanthony.cf/	8	2022-03-22 12:14 +00:00
https://shenalanthony.cf/my-services/	0	2022-03-21 13:17 +00:00
https://shenalanthony.cf/my-portfolio/	0	2022-03-21 13:16 +00:00
https://shenalanthony.cf/gallery/	11	2022-03-21 13:15 +00:00
https://shenalanthony.cf/contact/	1	2022-03-21 13:14 +00:00

Figure 25 : Generated Sitemap - Links For the Internal Pages

The sitemap makes it easy for the spider in the google to fetch data rather than going through the whole website. Not having a sitemap makes the spiders crawl through the whole website and if that is taking time and it would not let the website rank in the top search results. By having a sitemap, you can monitor the traffic the website is getting and if any other keyword is referring the website it will recommend it through the Google Search Console sitemap settings. The insights will help to optimize the web pages correctly and could get more traffic towards the website.

Part C : Social Media and Optimization

A) Social Media Relation to SEO

Social media is taking the world now as the best way of marketing your service or your business. Every day almost everyone is surfing through some sort of social media platform this makes the digital marketing easy as many would come across your content through social media. The relation of social media and SEO comes when the website contains the links to different social media platforms where even through when the authors name is searched directly the top result is a social media.

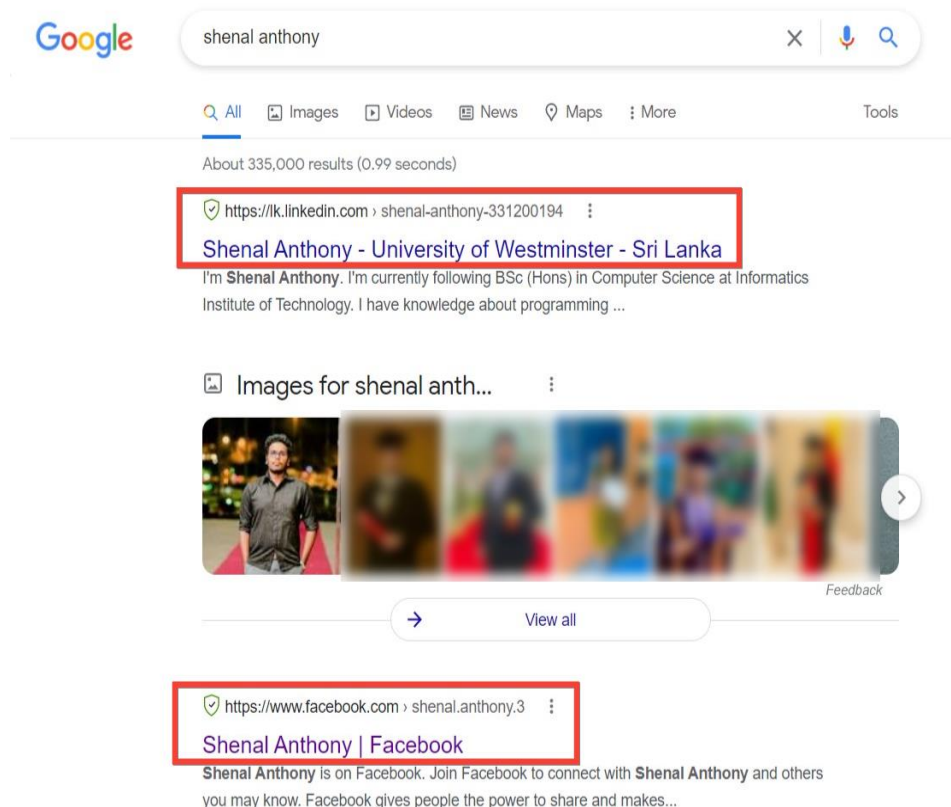


Figure 26 : Social Media Accounts on Google Results

The more you share your content on any kind of social media would increase your websites traffic as many would come across the content you share. The social media does not affect the optimization directly but in a different way this would help the author gain more popularity and gain more exposure towards the SEO.

B) Social Media Improving Ranking of the Website

Social media does not improve the ranking of the website directly but more indirect way. The ranking will improve in way if the social media gets positive feedback, then only the search results would compile with it. As an example, think when author creates blog posts about website development to the website, in addition of displaying the blog in the website the author shar the blog post in different social media platforms such as Facebook, Instagram and LinkedIn. Now out of all those social media's Facebook has the more audience so many would engage with the blog post. The greater number of engagements on the shared post the better. When the engagement is high this would help to increase the ranking of that particular post in the Facebook. When the post is getting more vies the search engine would rank that Facebook post higher than other search results. Overview of it would be social media has an impact over SEO as it could help indirectly to increase traffic to the website. (Clement, 2020)

C) Social Media Improving Return of Investment(ROI)

Normally you have to spend money to market anything in social media. It is rare an organic content would have a higher reach. So social media have the option to boost the content or the post you have shared about the website. What it does is the post would be displayed in many areas in that platform. This would help to gain more reach for the post and indirectly the engagements would increase to help the SEO as well. But for this you have to spend money. So, the return of investment can also be done using the same social media.

The ROI can be calculated using a simple method the equation is given bellow,

$$\text{ROI} = ((\text{value archived} - \text{investment made}) \div \text{investment made}) \times 100$$

Equation 1 : Calculating the (Return of Investment)ROI

Value archived = the profit you got

Investment made = the money you spend for the marketing (Newberry, 2022)

If the ROI is greater than 0 then the investment is worth it. If the ROI is less than 0 then then you have to look into another way or you need to identify what went wrong with the marketing. The

big picture is when you are spending money on social media you should use it correctly in order to get good ROI.

References

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