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**Digital Marketing, Social Media and Web Analytics**  
**Coursework 1**

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## QUESTION 1: DIGITAL MARKETING MODELS

### 1.1 Selected Online Company

AutoPal

### 1.2 Digital Marketing Funnel

A digital marketing funnel refers to the entire process or journey where suspects become actual customers for a company (Digital Marketing Funnel Stages, 2023). The different techniques used in this journey can be represented in a funnel. The following section illustrates the Ash's funnel to get a deeper understanding.

### 1.3 Diagram

Following diagram illustrates the steps in a digital marketing funnel (Ash's funnel process).

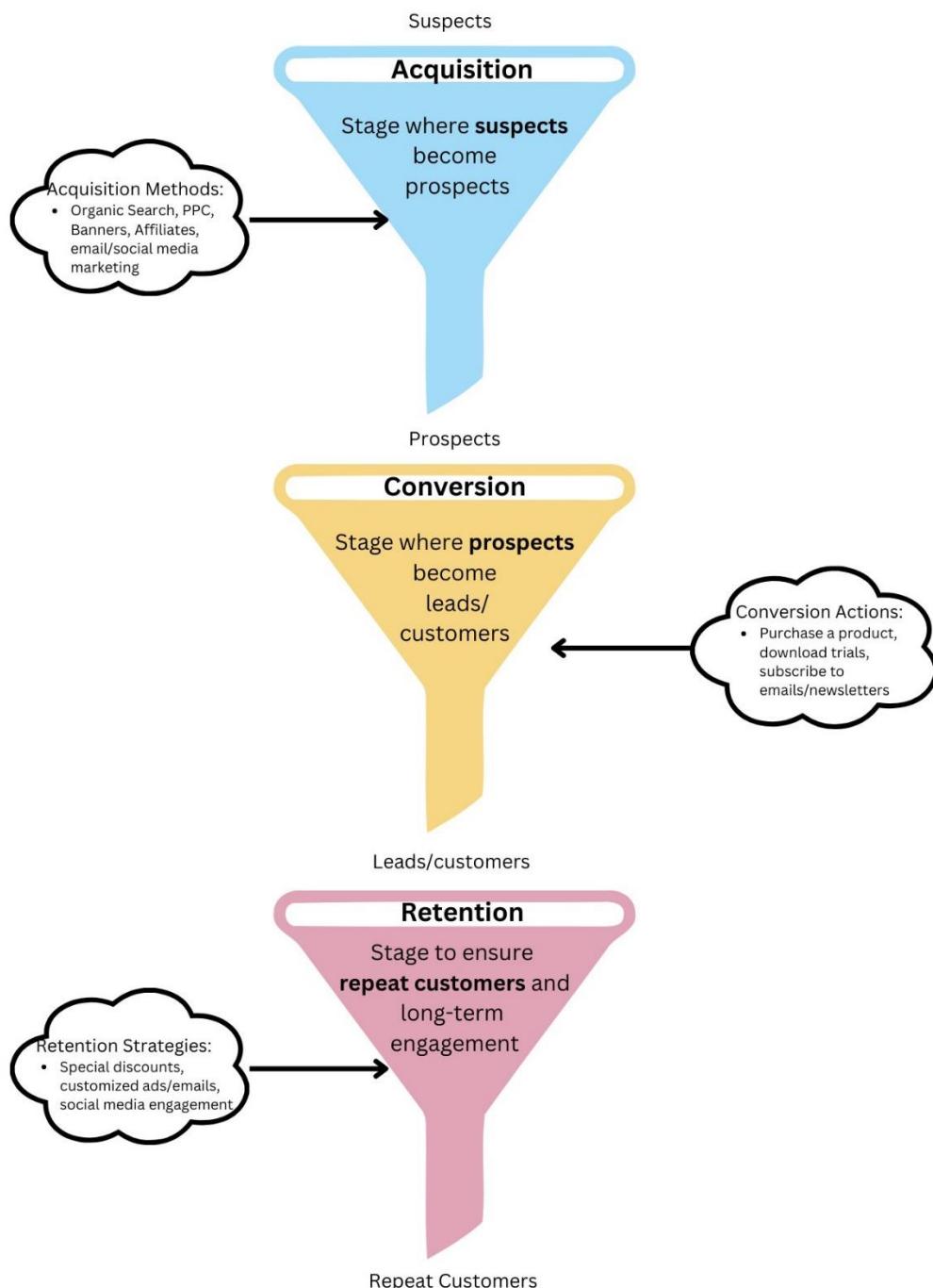


Figure 1: Ash's Funnel Diagram (self-composed)

## 1.4 Stages

**Suspects** are individuals that have no prior relationship with a company or product. These are the individuals that need to be encouraged to visit a website or become a potential buyer (Meissner, 2020).

### **Acquisition**

Process of introducing and creating awareness of a business or product using blogs, social media platforms, email/search/content marketing, referrals and similar methods (Indeed, 2023). It is important because waiting for customers to come to you won't assure sales or profits. Therefore, it is a strategical way of attracting customers to your business for the longer run (Decker, 2022). This is the stage where suspects become **prospects**.

### **Conversion**

Prospects are individuals that are aware or have shown interest in your business/product (Bruin, 2017). This stage focusses on persuading and motivating prospects to take an action such as clicking a button or completing a form (Meissner, 2020). The objective being to increase the **conversion rate**, which is the percentage of users who complete a desired action (Chappal, 2023). This would convert them into **leads or customers**.

Lead generation takes people who have shown interest and turns them into qualified leads. **Leads** are people who have the prerequisites to become your customer (Spilka, 2023) and when you complete a purchase, you become a **customer**.

### **Retention**

In order to maintain success after conversion, the retention process will help to keep your customers and leads (Retention Funnel: What, When, How and Why, 2023). This is important because repeat customers are vital for a business. It is cheaper than getting new customers and they are more likely to recommend your business due to loyalty. Some ways of retention strategies include: personalized ads, follow up emails, good customer service and loyalty programs (Shepherd, 2019). This way a business can sustain and deepen customer relationships.

## 1.5 Case Study

Auto Pal is a well community-known company in Sri Lanka for all your car needs such as accessories, parts and modifications.

### Acquisition

In order to reach and acquire prospective customers, Auto Pal uses a wide range of techniques including social media marketing, SEO, email marketing and PPC. They also use traditional marketing methods such as billboard advertising and sponsorships.

Firstly, they have an impressive social media presence with 30,000+ followers on Facebook, 18,000+ followers on TikTok and ~2000 followers on Instagram.

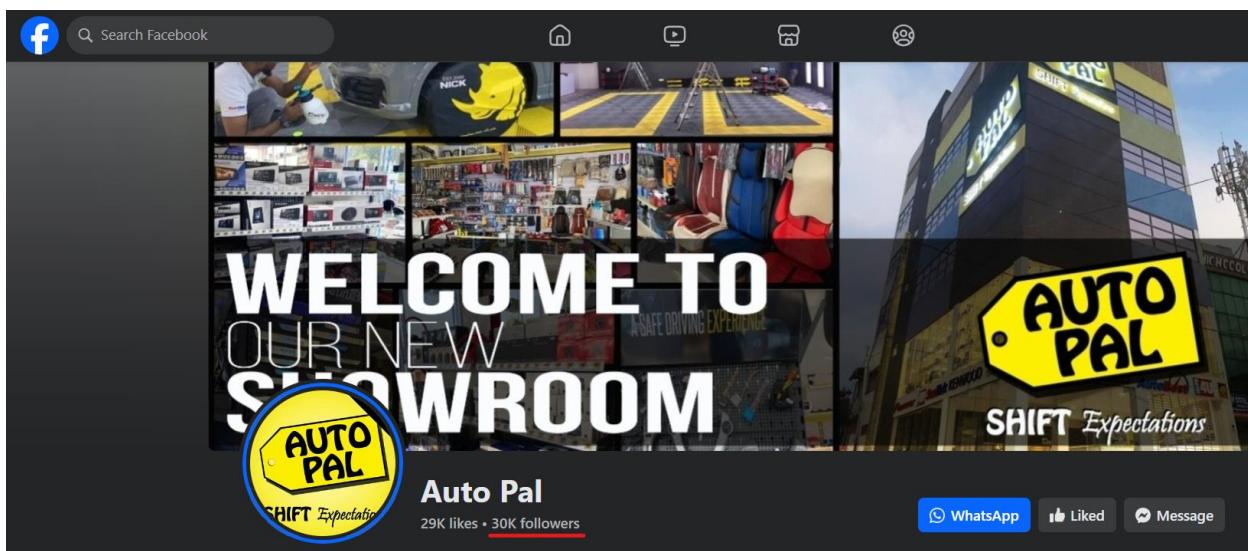
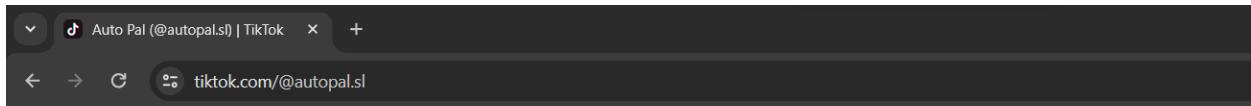


Figure 2: Auto Pal Facebook Page



**TikTok**

Search



For You

Following

Friends

Explore New

LIVE



**autopal.sl**

Auto Pal

Follow

29 Following 18.5K Followers 129.9K Likes

Visit-No.168, Kirulapone Avenue, Kirulapone, Colombo 05. Call us 0771604504.

Figure 3: Auto Pal TikTok Page

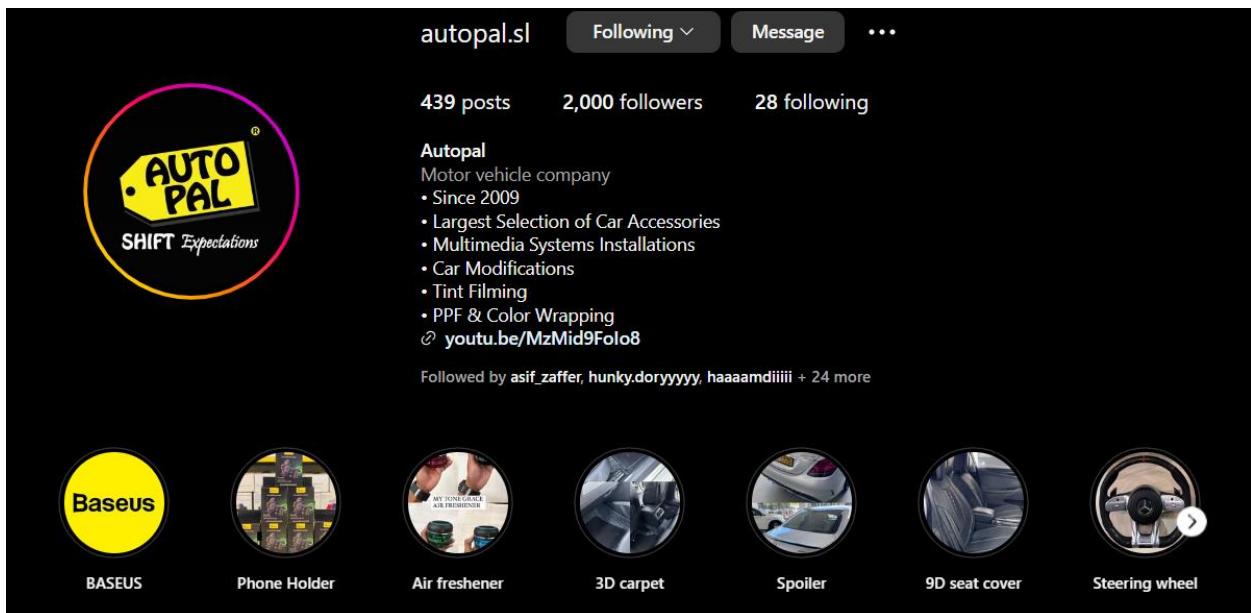


Figure 4: Auto Pal Instagram Page

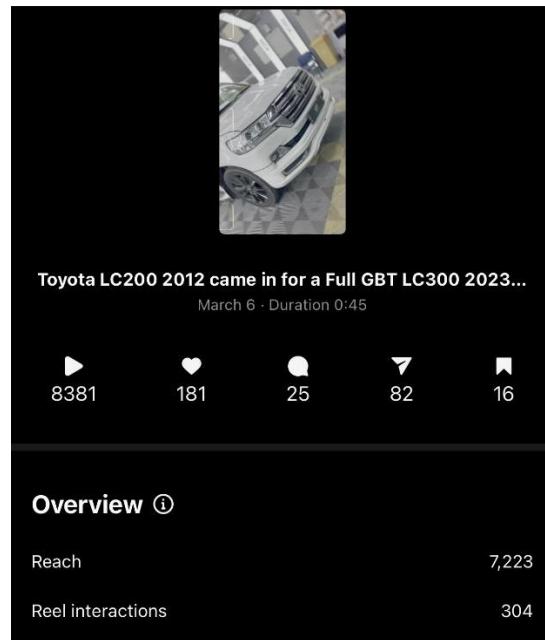
By having a significant social media presence and posting regular **updates every day**, they manage to reach around 1000+ per post.

Using hashtag marketing by researching keywords related to your content will boost involvement and make your content easier to find (Wolanin, 2023). Auto Pal uses hashtags so that potential customers who are searching via hashtags will find Auto Pal's content due to relevancy.



*Figure 5: Using hashtags to reach wider audience*

They also use the method PPC in Instagram by boosting their posts and reels which helps reach over 7000+ people and drive traffic into their website and Instagram direct messages.



*Figure 6: Instagram paid advertising analytics*

Auto Pal also has an eye-appealing website which provides a good first impression with their landing page.

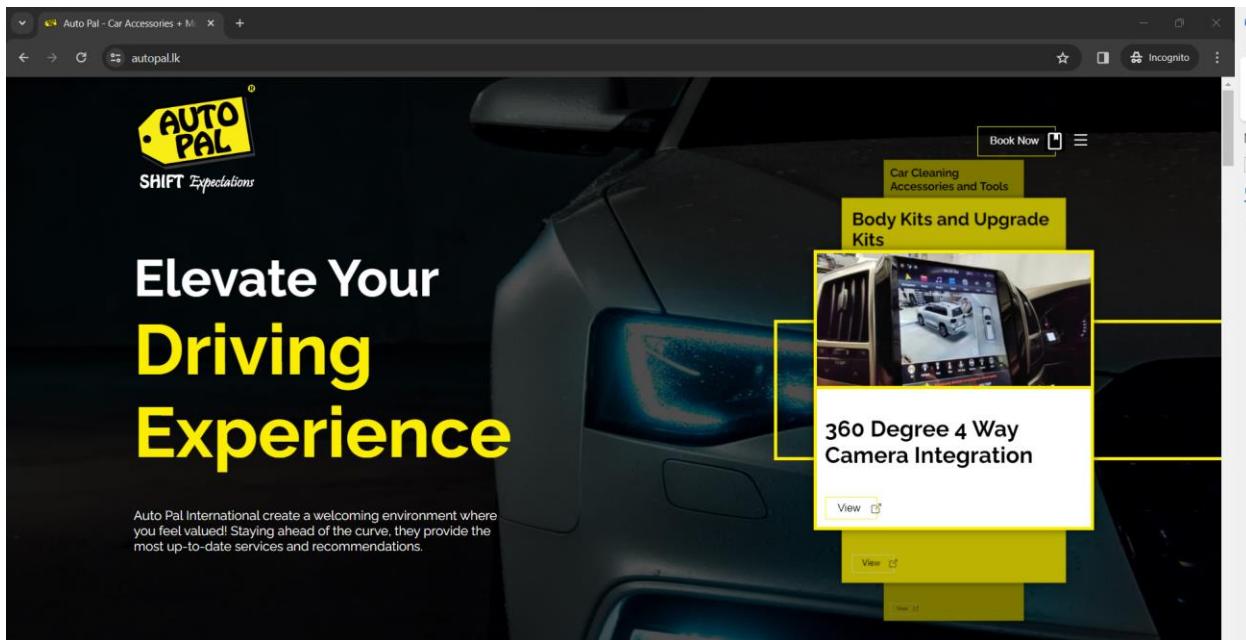


Figure 7: Landing page of Auto Pal website

## Conversion

To turn prospects into customers, Auto Pal has used offers, discounts and a centralized appointment booking page in their website along with selling products.

SERVICE	SERVICE ADD-ONS	PROVIDER	TIME	CLIENT
				
<b>Full Tint - CIR/CXP - Sedan/Jeep</b>				
Sedan - CIR - Rs.55,000 Sedan - CXP- Rs.45,000 Jeep - CIR - Rs.50,000				
3 hr.				
<a href="#">Read more</a>				
<a href="#">Select</a>				
<a href="https://www.simplybook.me/v2/?widnet-type=iframe&amp;theme=concise&amp;theme=concise...">https://www.simplybook.me/v2/?widnet-type=iframe&amp;theme=concise&amp;theme=concise...</a>				
<b>Windscreen Tint - CIR/CXP - Sedan/Jeep</b>				
Front and Rear Windscreen – 1 Hour 1 Windscreen CXP – Rs.16,000 1 Windscreen CIR – Rs.18,000				
5 mins.				
<a href="#">Read more</a>				
<a href="#">Select</a>				
<b>Window Tint - CIR/CXP - Sedan/Jeep</b>				
Two Windows – 30 minutes 1 Window CXP – R.4500 1 Window CIR – R.5700				
5 mins.				
<a href="#">Read more</a>				
<a href="#">Select</a>				

Figure 8: Appointment Booking Page

SERVICE	SERVICE ADD-ONS	PROVIDER	TIME	CLIENT
Full Tint - CIR/CXP - Sedan/Jeep	No add-ons	Tint & Wrap Hub	07-03-2024 09:00	

< Back

### Please, confirm details

**Name:**\*

**Email:**\*

**Phone:**\*

**Full Tint - CIR/CXP - Sedan/Jeep**

Date: **07-03-2024 09:00**

Provider: **Tint & Wrap Hub**

I agree with SimplyBook.me Terms & Conditions \*

Subscribe to be one of first to receive our promotions, cool offers and get other relevant information.

**Confirm booking**

Figure 9: Appointment Confirmation Page

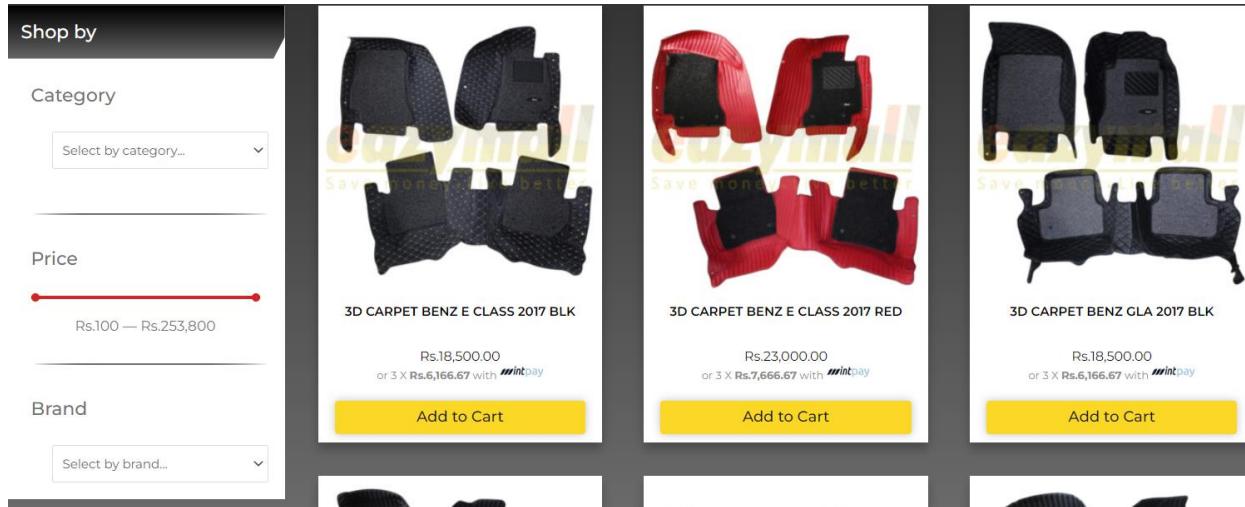


Figure 10: Product Page

Pay in 3 installments of Rs.6,400.00 with **#intpay**

Pay with Credit/Debit Card

Pay With

**WEBXPAY**  
E-commerce Day

VISA MasterCard AMERICAN EXPRESS Diners Club DISCOVER UnionPay  
Virtual Visa VISHWA EZ Cash M-Cash FonePe UPay GPay

Visa / MasterCard

Mintpay

**#intpay** | Pay Now for **Cashback**  
Pay Later in 3 instalments

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

Please be patient during the checkout process in order to avoid any interruptions when making the payment. Please click the pay button only once when making the payment.

I have read and agree to the website [terms and conditions](#) \*

**Place order**

Figure 11: Payment Options

Including a **platform** to book appointments for modifications and see the services available along with a selling page for **multiple products** with multiple **payment options** including **installments** increases the **convenience** for the user and help **increase** the **conversion rate**.

They also host seasonal sales and clearance sales to generate more leads and increase the conversion rate.

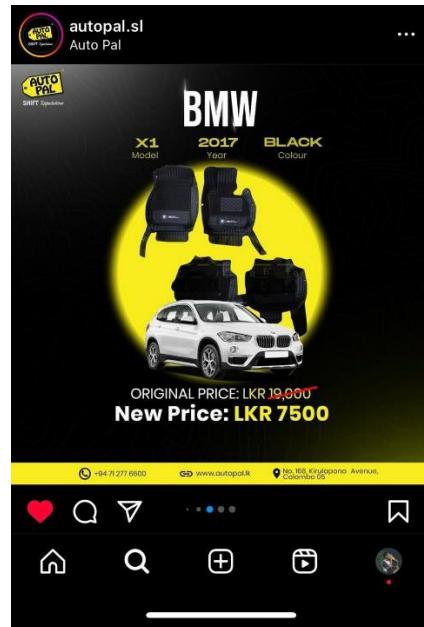


Figure 12: Discounted Products



Figure 13: Special Offers



Figure 14: Auto Pal Seasonal Sales

Using these conversion strategies Auto Pal turns prospects into leads or customers efficiently and successfully.

## Retention

Auto Pal uses multiple techniques to get repeat customers and maintain relationships. One such way is by offering **free custom videos** to customers after modifications to their car.

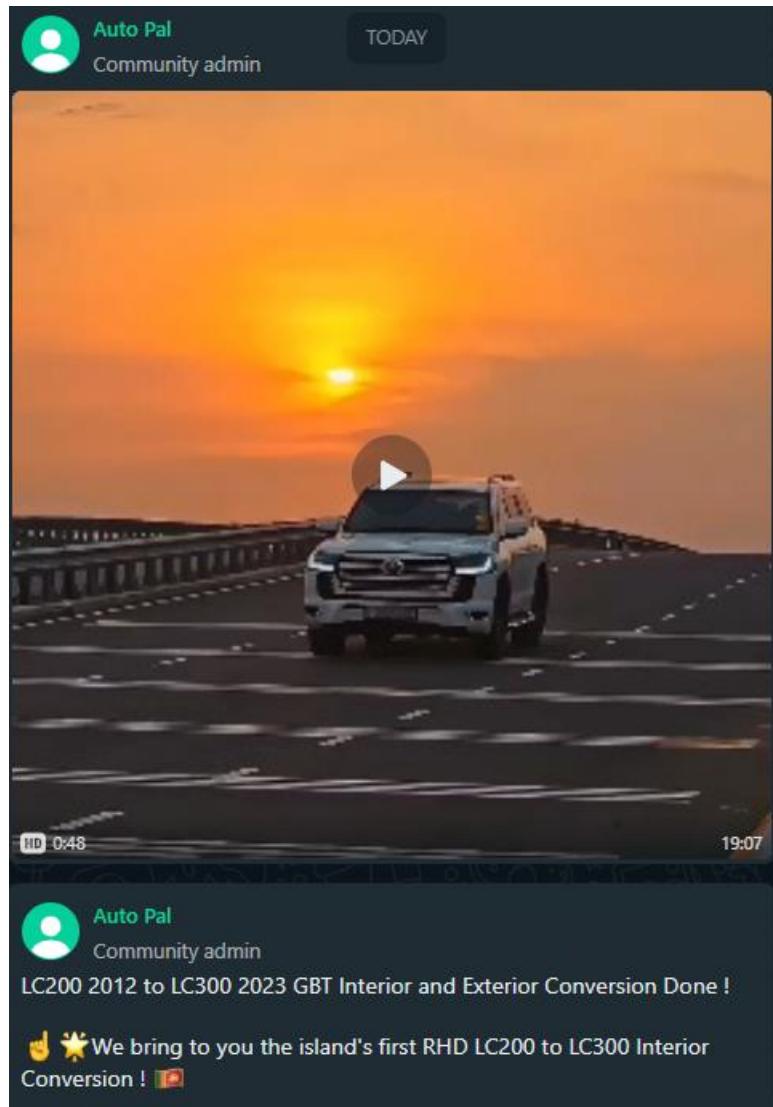


Figure 15: Free Customized Video

Also, Auto Pal hosts a WhatsApp community where **the latest updates, discounts, offers are released regularly**. Only customers and stakeholders are added to this group.

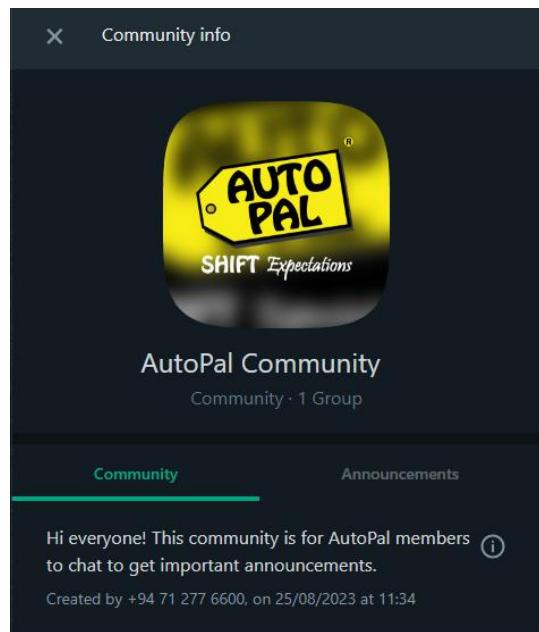


Figure 16: WhatsApp Community for Customers

Auto Pal also sends out personal emails to collect feedback which makes the customer feel important and helps retain them.

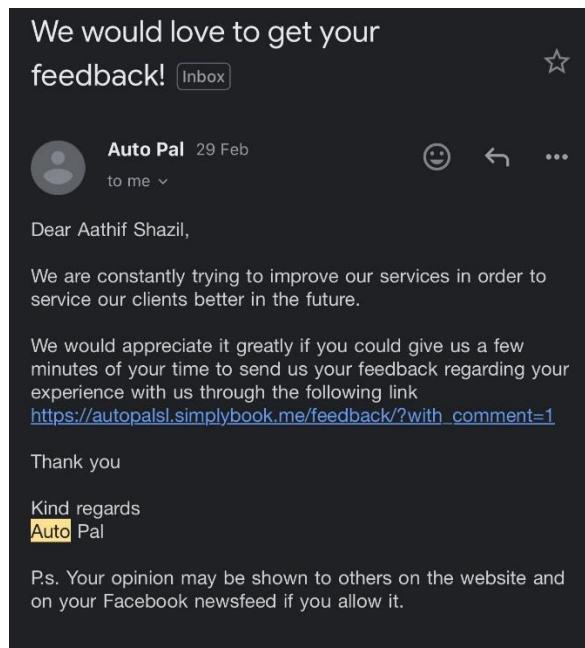


Figure 17: Personalized Emails.

Finally, Auto Pal sends follow-up emails to customers which makes it very convenient for customers.

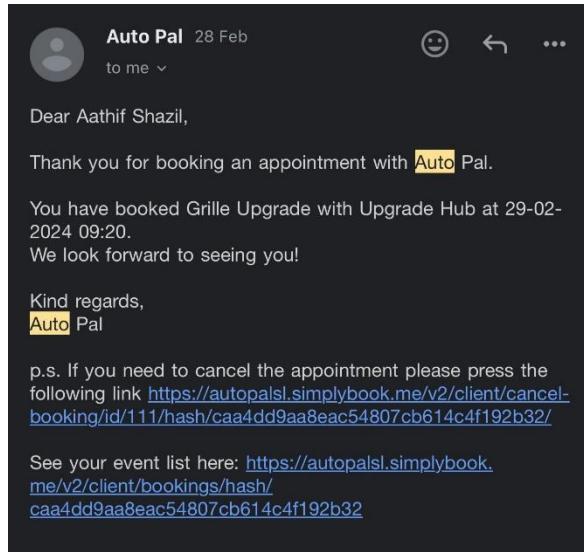


Figure 18: Follow up emails

## 1.6 Technical Terms

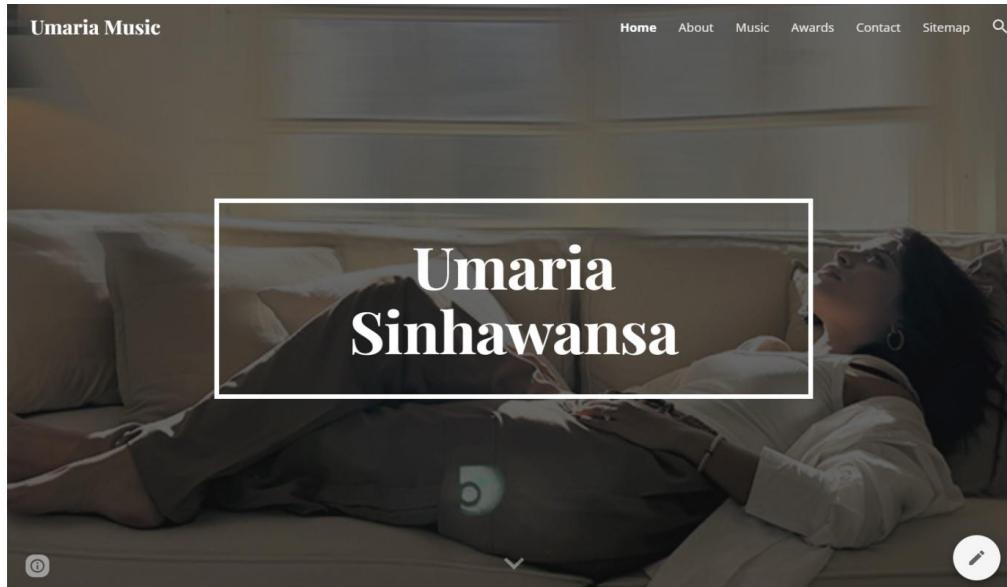
- PPC – Pay per click offers advertisers to target a specific set of people and each time a user clicks on their ad, a fee is cut.
- Email Marketing – This involves sending emails to a group of people promoting a product or service.
- Content Marketing – A long term strategy using different types of content shared such as posts, pictures, blogs, videos etc. This engages suspects, prospects and customers.
- Stakeholders – Individuals or groups of people who have shown interest in the business or service/products offered.

## QUESTION 2: SEARCH ENGINE OPTIMIZATION

### 2.1 Site URL

<https://sites.google.com/iit.ac.lk/umaria/>

## 2.2 Screenshots of Pages Created



The screenshot shows the homepage of "Umaria Music". At the top, there is a navigation bar with links to Home, About, Music, Awards, Contact, Sitemap, and a search icon. Below the navigation bar is a large, dark photograph of a woman lying on a bed, looking up. Overlaid on this image is a white rectangular box containing the text "Umaria Sinhawansa" in a large, serif font. In the bottom right corner of the main image, there is a small circular icon with a pencil inside.

**Introduction**

A captivating Sri Lankan female, R&B, pop, and jazz singer, began her musical journey at a young age, nurtured by a musical family. Recognized with the A-Grade from the Sri Lanka Broadcasting Corporation at a young age, her talent has garnered her numerous accolades, including the prestigious "Kala Keerthi Abhimani" award. With a captivating voice and a passion for music that extends beyond the stage, She continues to inspire and captivate audiences.

[Find out more](#)

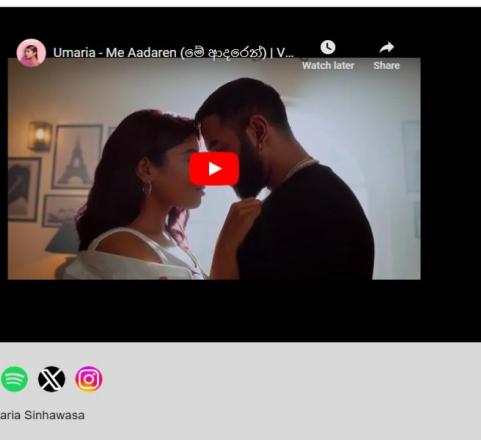


The screenshot shows the homepage of "Umaria Music". On the left side, there is a large image of a woman wearing an orange off-the-shoulder top, looking thoughtfully to the side. To the right of this image is a section titled "Introduction" with a bio and a "Find out more" button. Below this section is another image showing a couple in a romantic pose.

**Latest Single Out Now!**

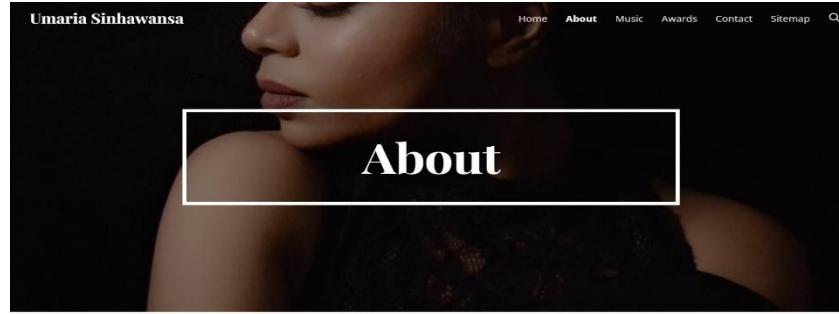
Me Aadaren (මේ ආදරන්)

[Find out more](#)



The screenshot shows the homepage of "Umaria Music". It features a large image of a couple in a romantic pose. At the top of the image, there is a video player interface with the title "Umaria - Me Aadaren (මේ ආදරන්) | V..." and options to "Watch later" and "Share". Below the image is a row of social media icons for YouTube, Facebook, Spotify, Twitter, and Instagram. At the bottom, there is a copyright notice: "© Umaria Sinhawasa".

Figure 19: Homepage (Page 1)



## Introduction



Umaria Binith Aysha Sinhawansa in 1991, is a well-known Sri Lankan pop singer who began her musical journey at a young age. Growing up in a musical family, Umaria was exposed to diverse genres from her parents, who nurtured her love for music. While attending Gateway International School and later Jazz Unlimited, her talent flourished. By the age of 11, Umaria was already performing on stage alongside her sister, showcasing her exceptional vocal abilities. Her debut as a playback singer in the film "Asai Man Piyabanna" further solidified her path in the music industry. Today, Umaria, known by her mononym, is a celebrated Sri Lankan pop, R&B, and jazz singer, recognized for her achievements, wide vocal range and her contributions to Sri Lanka's music scene.

## Childhood and academic background

Umaria Sinhawansa's musical journey began in the heart of a musically inclined family. Born in Colombo, Sri Lanka in 1991, Umaria was surrounded by music from a young age, with her parents, Tony and Ayesha Sinhawansa, both established musicians. This nurturing environment fostered her love for music and laid the foundation for her future success.

Umaria's educational background reflects a strong foundation in arts and creative expression. Umaria attended Muslim Ladies College and Gateway International School, both located in Colombo. These institutions likely played a role in shaping her academic and artistic development.



## Personal Interests

While music occupies the central stage in Umaria's life, her passions extend far beyond the realm of melodies and rhythms. When not captivating audiences with her voice, she finds joy in:

- Wildlife conservation: Umaria is a dedicated advocate for Sri Lanka's diverse wildlife, actively supporting initiatives to protect endangered species.
- Travel and exploration: A keen explorer, Umaria enjoys experiencing different cultures and immersing herself in the beauty of new destinations.
- Art and creativity: Beyond music, Umaria finds inspiration in various artistic expressions, from painting and dance to photography and literature.



## Brand Partnerships and Endorsements

The breakthrough of her 2020 Sri Lankan pop hit single Manda Pama got her a highly reputable brand ambassador offer from the British based Beauty Brand British Cosmetics. As early as 21 November 2020 they made it public that Umaria Sinhawansa is the newest face for their brand. Later, she was chosen to be a brand ambassador for Nestlé Sri Lanka's Nagamido campaign as well. While they were at it, they dropped a campaign ad featuring the model with the brand made of Umaria, now a well-known manufacturer followed by donations to "Care for your body with all its parts: both emotional and physical". Dialog Axiatel decided to appoint Umaria as their brand ambassador, she worked on the campaign For Dialog Fun Buster and together with her song Manda Pama. On Mar 12, 2021, Oppo phone, the brand, made this announcement—that Umaria is their brand ambassador and is currently endorsing OPPO F19 Pro.

[Connect with Umaria](#)



© Umaria Sinhawansa

Figure 20: About (Page 2)

Umaria Music

Home About Music Awards Contact Sitemap

Some of Umaria's Music

Collaborations

Year	Song
2020	Saragi Asile with Bathiya Jayakody and Santhush Weeraman
2014	Gum Nade with Santhush Weeraman
2011	My Dreams with Umaria Sinhawansa

© Umaria Sinhawansa

Figure 21: Music (Page 3)

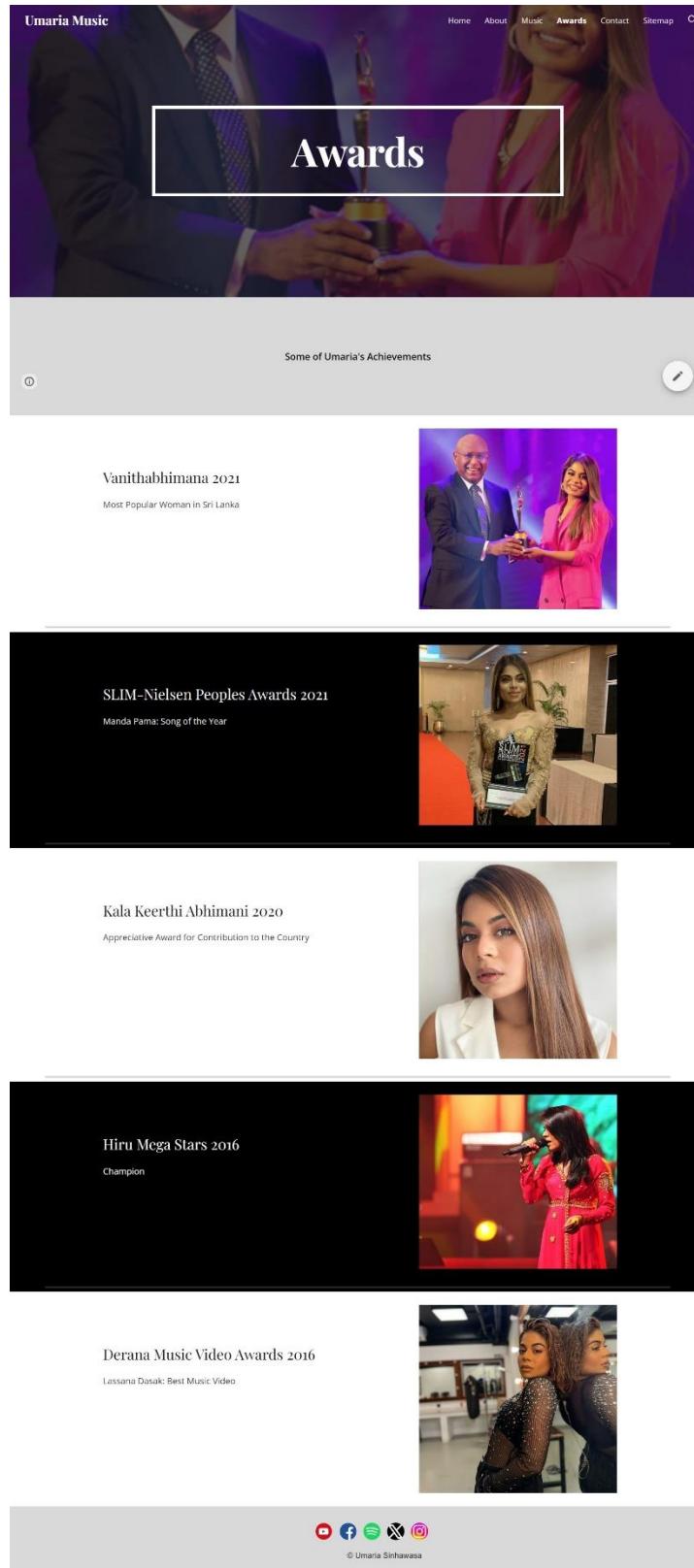


Figure 22: Awards (Page 4)

# Contact

## Stay Connected with Umaria Sinhawansa!



We're thrilled to keep you informed about the **latest updates**, releases, and exciting news from Umaria Sinhawansa. To ensure you don't miss a beat, kindly provide us with your **email address below**. By doing so, you'll be among the first to receive exclusive content, event announcements, and behind-the-scenes insights.

areeb.20200129@lit.ac.lk [Switch account](#)



Not shared

\* Indicates required question



Email \*

Your answer

First Name

Your answer

Last Name

Your answer

If any, mention inquiries or just drop a message.

Your answer

**Submit**

[Clear form](#)



© Umaria Sinhawasa

Figure 23: Contact (Page 5)

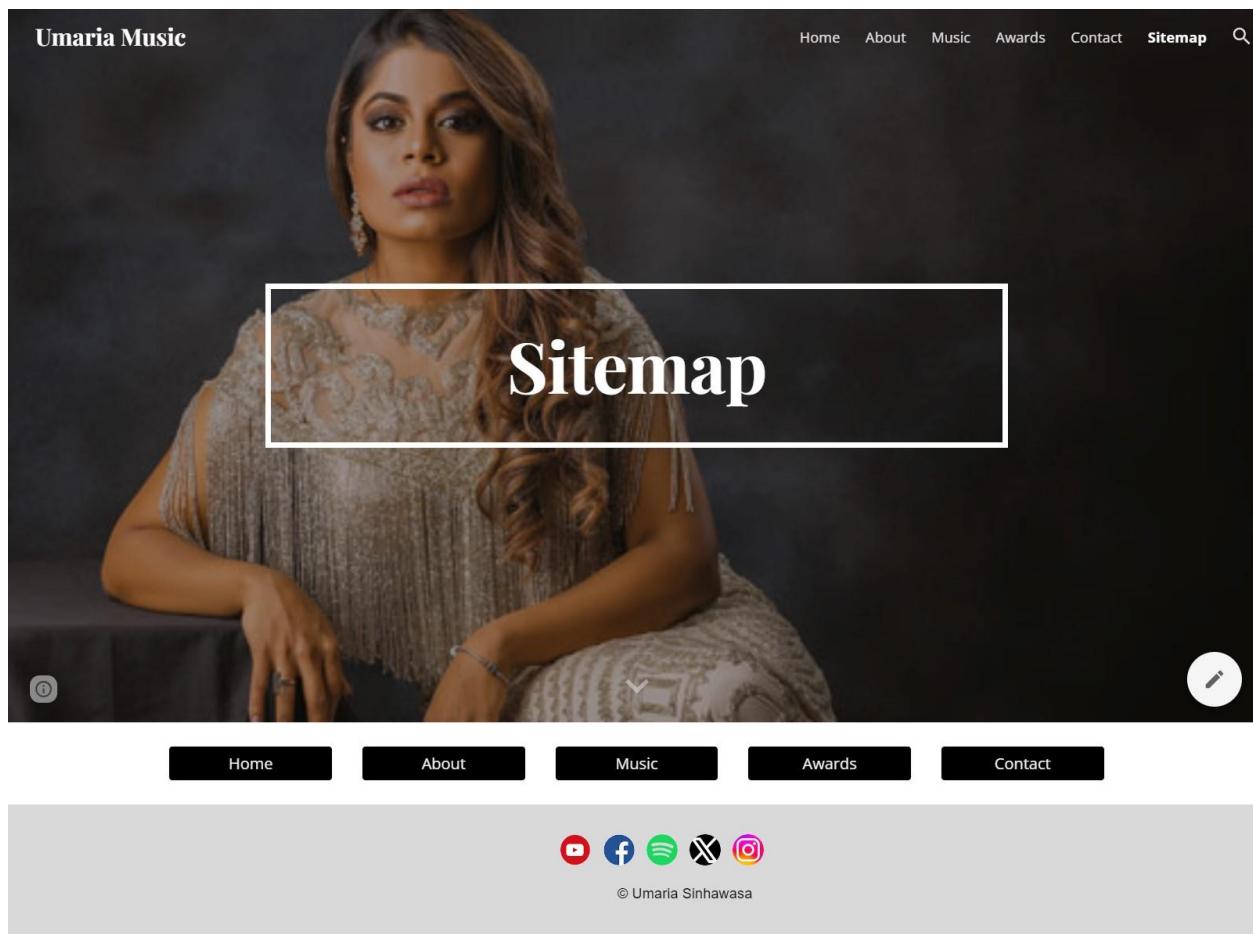


Figure 24: Sitemap

## 2.3 Form to Collect Email Addresses

The screenshot shows the 'Contact' page of the Umaria Music website. At the top, there's a navigation bar with links to Home, About, Music, Awards, Contact (which is highlighted with a red box), Sitemap, and a search icon. Below the navigation is a large banner featuring a woman's profile with the word 'Contact' overlaid. The main content area contains a heading 'Stay Connected with Umaria Sinhawansa!' followed by a paragraph about staying updated. It includes a Google Sheets sharing link for an email list. The form itself has fields for Email\*, First Name, Last Name, and a message area, each with a 'Your answer' placeholder. A red box surrounds the entire form area. A red arrow points from the 'Contact' link in the header down to the 'Link to form at top of microsite and form implemented' annotation in a black-bordered box.

**Contact**

**Stay Connected with Umaria Sinhawansa!**

We're thrilled to keep you informed about the [latest updates](#), releases, and exciting news from Umaria Sinhawansa. To ensure you don't miss a beat, kindly provide us with your [email address below](#). By doing so, you'll be among the first to receive exclusive content, event announcements, and behind-the-scenes insights.

areeb.20200129@lilt.ac.lk [Switch account](#) [Edit](#)

\* Indicates required question

Email \*  
Your answer

First Name  
Your answer

Last Name  
Your answer

If any, mention inquiries or just drop a message.  
Your answer

[Submit](#) [Clear form](#)

Link to form at top of microsite and form implemented

Figure 25: Form to collect emails

[Raw Google Form Link](#)

## 2.4 Keyword Analysis

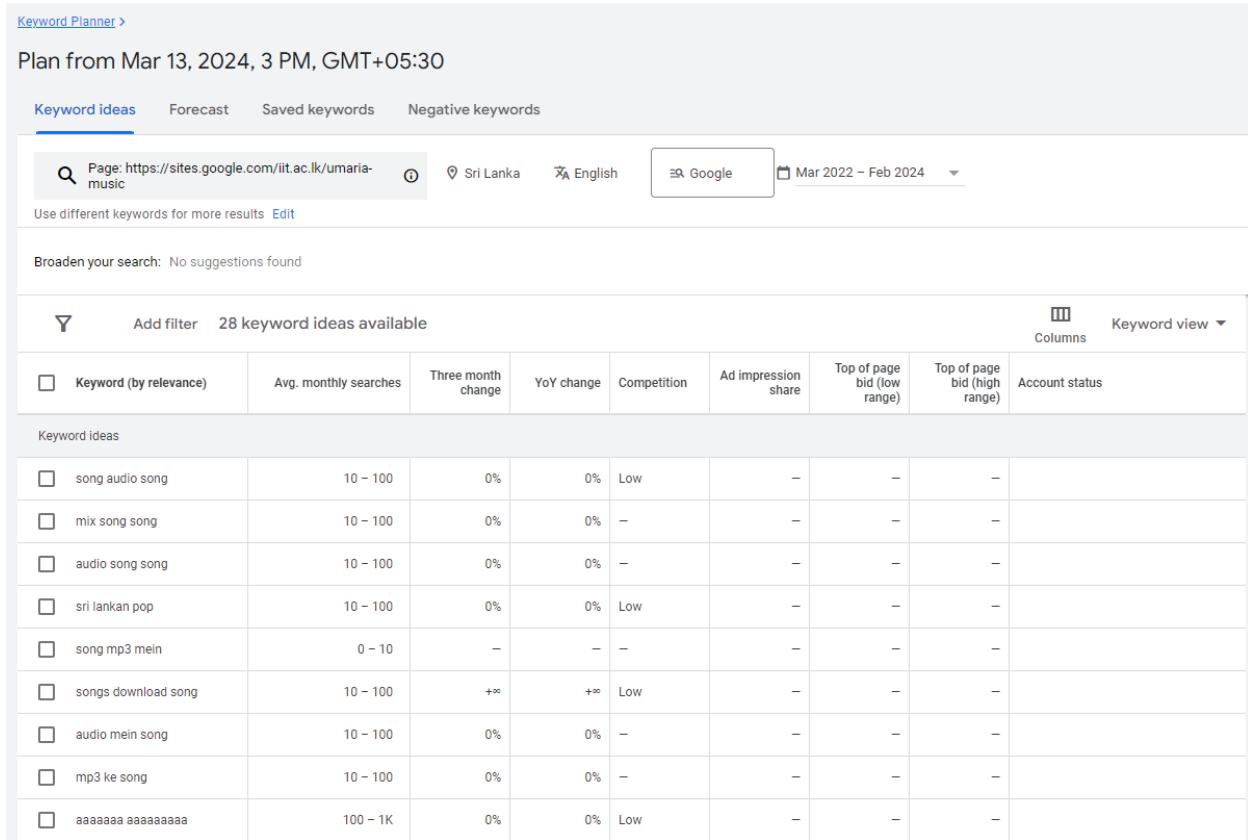


Figure 26: Analysis on existing content

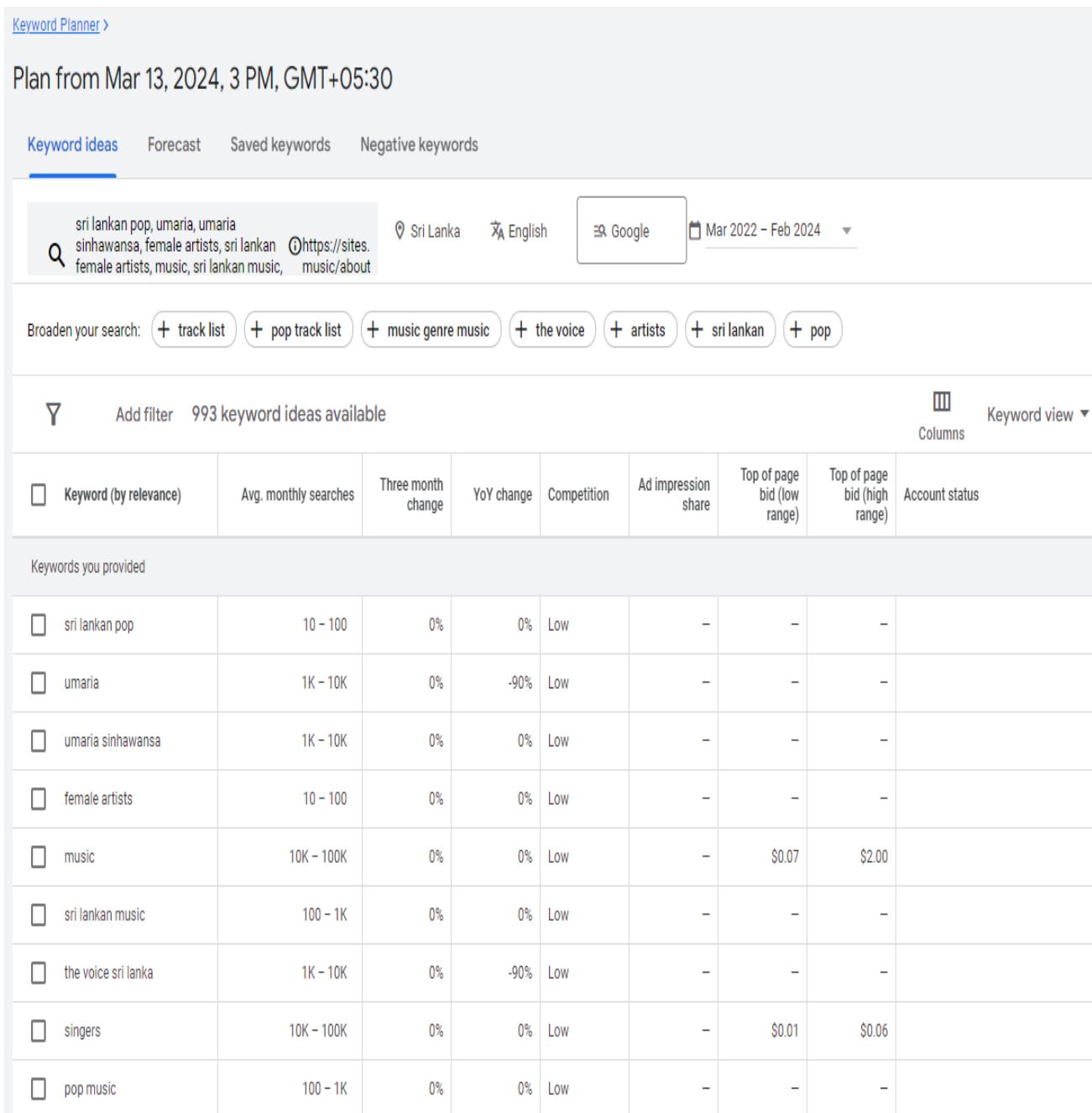
Identified sets of seed phrases: sri lankan pop, female artists, female singers, umaria, umaria sinhwansa, the voice sri lanka.

A keyword is a word or set of words that is used to search a particular topic. **Keyword semantics** involve understanding the context and meaning behind specific words and their queries. **Modifiers** like ‘online’, ‘best’ and ‘cheap’ can impact the type of search as it adds specificity while **variations** provide similar or alternative forms related to the keyword or topic.

### Search Volume and Keyword Competitiveness

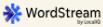
The search volume refers to how many people are querying a particular keyword for a given period of time (Silva, 2023). If the keyword is popular and has a lot of queries, then it is considered competitive. Higher the competition, harder it will be for the keyword to have an effect and rank (The Ultimate Guide to Keyword Competition, 2023).

To analyse the search volume and competition for Umaria Sinhawansa, further analysis was conducted on the seed phrases.



*Figure 27: Identifying competition using google keyword planner*

According to relevance of the content, keywords such as umaria, umaria sinhawansa and pop music seem ideal so it was analyzed even further.

 WordStream  
by Celonis

# Free Keyword Tool

One tool to discover and prioritize the best keywords to target.

\*Keyword or Website URL: sri lankan pop   Choose an Industry (Optional): All industries   State or Country: Sri Lanka   [Search](#)

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

**Keyword results for "sri lankan pop"**

[Download My Keywords](#)

Showing 3 of 3 keywords

Keywords	▲ Search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
sri lankan pop	260	-	-	Low
pop sri lanka	70	-	-	Low
pop it in sri lanka	10	-	-	Low

Rows per page: 25 ▾ 1-3 of 3 | < < > >|

## Keyword results for "umaria"

[Download My Keywords](#)

## Keyword results for "umaria sinhawansa"

[Download My Keywords](#)

Figure 28: Evaluating words using Wordstream

So it was identified to use keywords due to less competition and decent search volumes: sri lankan pop, umaria and umaria sinhwansa to optimize content.

## Keyword Tree

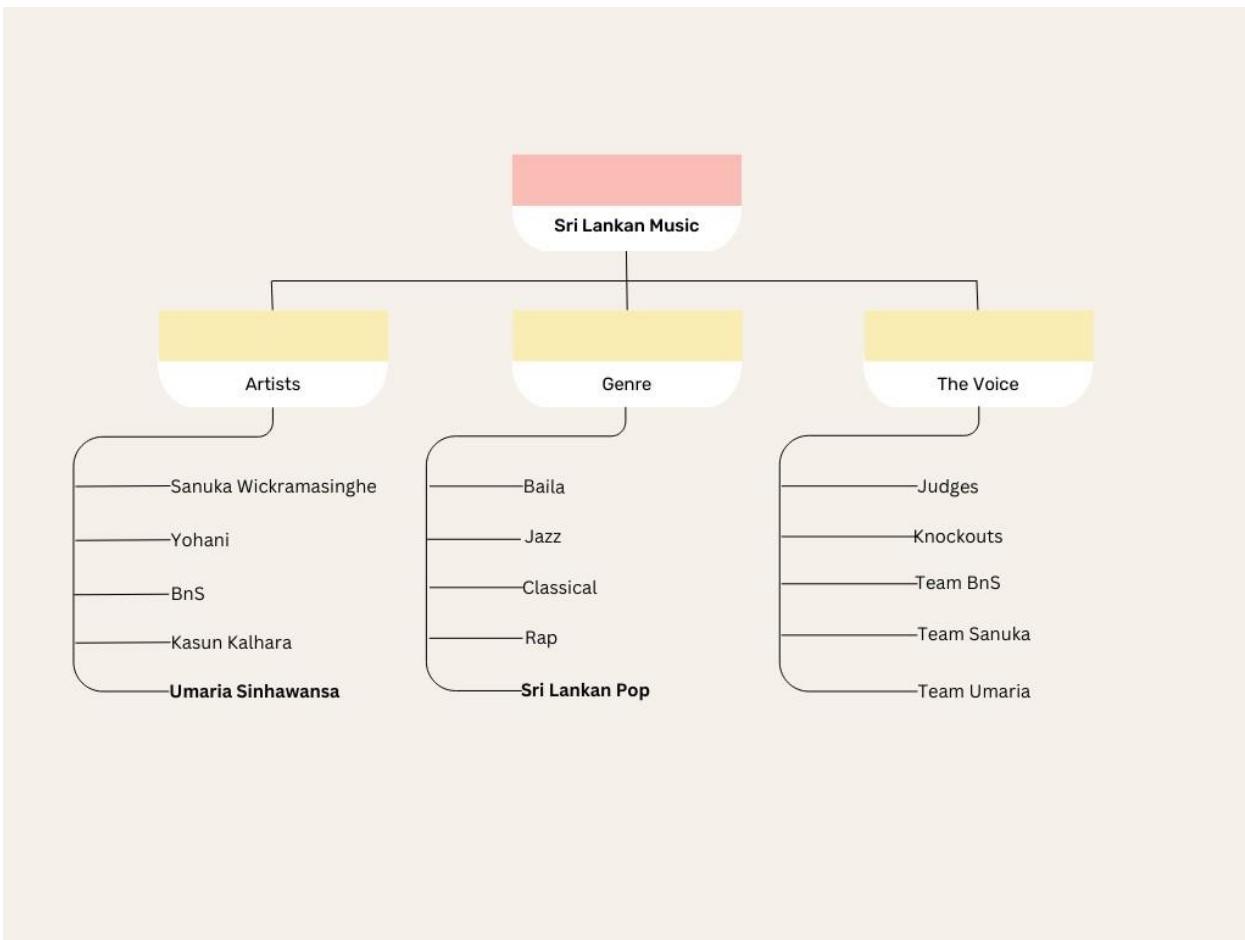


Figure 29: Keyword Tree

## 2.5 Webpage Content Optimization

The homepage and about page were optimized with the identified keywords mentioned previously. The keywords were incorporated into the title and navigation bar in the homepage along with the introduction where words such as she or her were replaced with Umaria or Umaria Sinhwansa. While the about page also highlighted more instances and enhanced the visibility for users searching for "Umaria," "Umaria Sinhwansa," and "Sri Lankan pop". The keyword was also incorporated into the URL as umaria music did not have any searches according to previous evaluation.

Site link before optimization – <https://sites.google.com/iit.ac.lk/umaria-music/>

Site link after optimization - <https://sites.google.com/iit.ac.lk/umaria/>

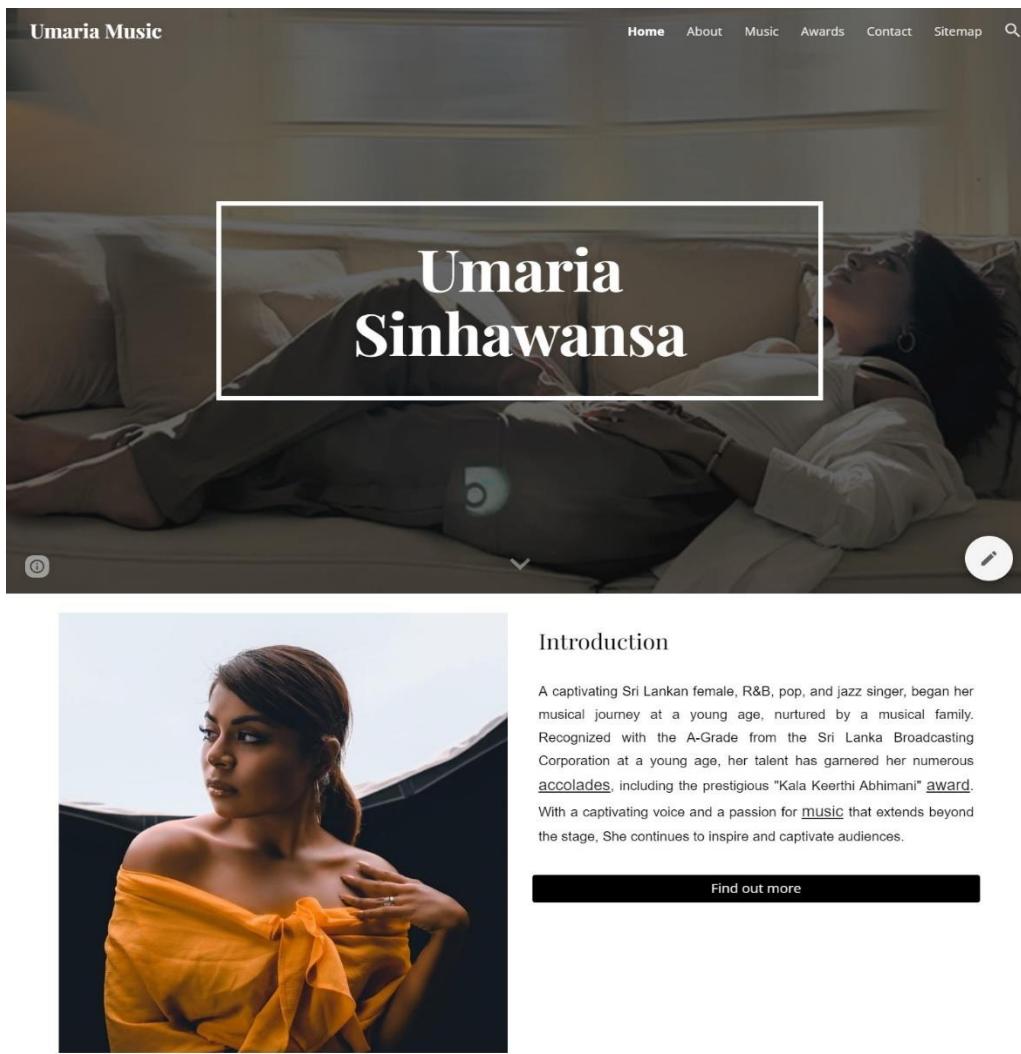
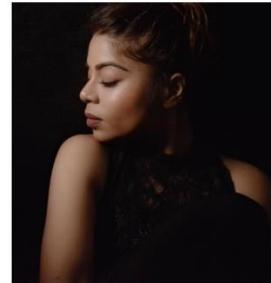


Figure 30: Before optimization: homepage



## Introduction

**Umaria** Binthy Ayesha Sinhawansa in 1991, is a well-known Sri Lankan singer who began her musical journey at a young age. Growing up in a musical family, Umaria was exposed to diverse genres from her parents, who nurtured her love for music. While attending Gateway International School and later Jazz Unlimited, her talent flourished. By the age of 11, she was already performing on stage alongside her sister, showcasing her exceptional vocal abilities. Her debut as a playback singer in the film "Asai Man Pyayama" further solidified her path in the music industry. Today, Umaria, known by her mononym, is a celebrated pop, R&B, and jazz singer, recognized for her wide vocal range and her contributions to Sri Lanka's music scene.

## Childhood and academic background

Umaria Sinhawansa's musical journey began in the heart of a musically inclined family. Born in Colombo, Sri Lanka in 1991, she was surrounded by music from a young age, with her parents, Tony and Ayesha Sinhawansa, both established musicians. This nurturing environment fostered her love for music and laid the foundation for her future success.

Umaria's educational background reflects a strong foundation in arts and creative expression. She attended Muslim Ladies College and Gateway International School, both located in Colombo. These institutions likely played a role in shaping her academic and artistic development.



## Personal Interests

While music occupies the central stage in Umaria's life, her passions extend far beyond the realm of melodies and rhythms. When not captivating audiences with her voice, she finds joy in:

- Wildlife conservation: Umaria is a dedicated advocate for Sri Lanka's diverse wildlife, actively supporting initiatives to protect endangered species.
- Travel and exploration: A keen explorer, Umaria enjoys experiencing different cultures and immersing herself in the beauty of new destinations.
- Art and creativity: Beyond music, Umaria finds inspiration in various artistic expressions, from painting and dance to photography and literature.



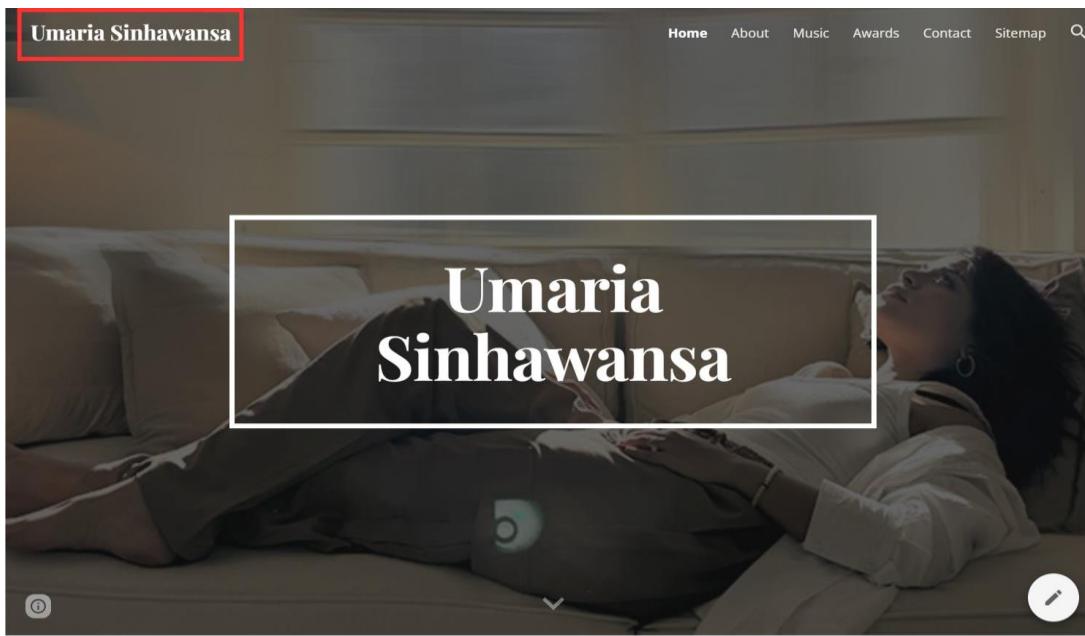
## Brand Partnerships and Endorsements

The breakthrough of her 2020 hit single *Manda Pama* got her a highly reputable brand ambassador offer from the British based Beauty Brand **British Cosmetics**. As early as 21 November 2020 they made it public that Umaria is the newest face their brand. Later, she was chosen to be a brand ambassador for **Nestle Sri Lanka's Nagamindo campaign** as well. While they were at it, they dropped a campaign ad featuring the model with the brand made of Umaria, now a well-known manufacturer followed by donations to "Care for your body with all its parts: both emotional and physical". **Dialog Axiata** decided to appoint Umaria as their brand ambassador, she worked on the campaign For Dialog Fun Buster and together with her song *Manda Pama*. On Mar 12, 2021, **Oppo** phone, the brand, made this announcement—that Omar is their brand ambassador and is currently endorsing OPPO F19 Pro.



© Umaria Sinhawasa

Figure 31: Before optimization: about page



## Introduction

**Umaria Sinhawansa** is a captivating **Sri Lankan pop**, R&B, and jazz singer, began her musical journey at a young age, nurtured by a musical family. Recognized with the A-Grade from the Sri Lanka Broadcasting Corporation at a young age, her talent has garnered her numerous accolades, including the prestigious "Kala Keerthi Abhimani" award. With a captivating voice and a passion for music and **Sri Lankan pop** that extends beyond the stage, **Umaria** continues to inspire and captivate audiences.

[Find out more](#)

A promotional video thumbnail for the single "Me Aadaren". It features a woman and a man in a close, intimate pose. The video player interface includes a play button, a timestamp, and sharing options like "Watch later" and "Share".

Latest Single Out Now!  
Me Aadaren (මේ ආදරන්)

[Find out more](#)

© Umaria Sinhawansa

YouTube Facebook Spotify Twitter Instagram

Figure 32: After optimization: homepage



# About



## Introduction

Umaria Birthy Ayesha Sinhawansa in 1991, is a well-known **Sri Lankan pop** singer who began her musical journey at a young age. Growing up in a musical family, **Umaria** was exposed to diverse genres from her parents, who nurtured her love for music. While attending Gateway International School and later Jazz Unlimited, her talent flourished. By the age of 11, **Umaria** was already performing on stage alongside her sister, showcasing her exceptional vocal abilities. Her debut as a playback singer in the film "Asai Mata Pyabanna" further solidified her path in the music industry. Today, Umaria, known by her mononym, is a celebrated **Sri Lankan pop**, R&B, and jazz singer, recognized for her wide vocal range and her contributions to Sri Lanka's music scene.

## Childhood and academic background

Umaria Sinhawansa's musical journey began in the heart of a musically inclined family. Born in Colombo, Sri Lanka in 1991, **Umaria** was surrounded by music from a young age, with her parents, Tony and Ayesha Sinhawansa, both established musicians. This nurturing environment fostered her love for music and laid the foundation for her future success.

Umaria's educational background reflects a strong foundation in arts and creative expression. **Umaria** attended Muslim Ladies College and Gateway International School, both located in Colombo. These institutions likely played a role in shaping her academic and artistic development.



## Personal Interests

While music occupies the central stage in Umaria's life, her passions extend far beyond the realm of melodies and rhythms. When not captivating audiences with her voice, she finds joy in:

- Wildlife conservation: **Umaria** is a dedicated advocate for Sri Lanka's diverse wildlife, actively supporting initiatives to protect endangered species.
- Travel and exploration: A keen explorer, **Umaria** enjoys experiencing different cultures and immersing herself in the beauty of new destinations.
- Art and creativity: Beyond music, **Umaria** finds inspiration in various artistic expressions, from painting and dance to photography and literature.



## Brand Partnerships and Endorsements

The breakthrough of her 2020 **Sri Lankan pop** hit single Manda Pama got her a highly reputable brand ambassador offer from the British based Beauty Brand **British Cosmetics**. As early as 21 November 2020 they made it public that **Umaria Sinhawansa** is the newest face for their brand. Later, she was chosen to be a brand ambassador for **Nestlé Sri Lanka's Nesgarnido** campaign as well. While they were at it, they dropped a campaign ad featuring the model with the brand name of Umaria, now a well-known manufacturer followed by donations to "Care for your body with all its parts: both emotional and physical". **Dialog Axiata** decided to appoint **Umaria** as their brand ambassador, she worked on the campaign For Dialog Fun Easter and together with her song Manda Pama. On Mar 12, 2021, **Oppo** phone, the brand, made this announcement—that Omar is their brand ambassador and is currently endorsing OPPO F10 Pro.



© Umaria Sinhawasa

Figure 33: After optimization: about page

## 2.6 Backlinks and Internal Linking

### 2.6.1 How it Works and Intuition

#### Backlinks

Backlinks are an off-site SEO technique, and they are links that redirect to your site (Kelly, 2023). This way it can be considered as a **vote** from other websites so higher the ‘votes’ you have the higher the credibility for your website and it will rank higher on top of search results. (Dean, 2019). This is because if there are **multiple links** that point to your site and another **established** (authoritative, trustworthy and relevant) website is linking to your website, they trust your website enough to refer you and direct traffic which will in turn improve search engine ranking (Vassiliki, no date).

#### Internal Linking

Internal Linking is an on-site SEO technique which involves linking pages inside the site or domain (Brian, 2019). They help search engines find and index your content on the website using bots or crawlers. The more ways there are to reach your content, easier it is to index them (Toonen, 2023). It is recommended that any page on your site should be reachable within 3 clicks or less. This in turn helps the web crawlers identify the important pages on your website and leverage your PageRank (Bhan, 2023).

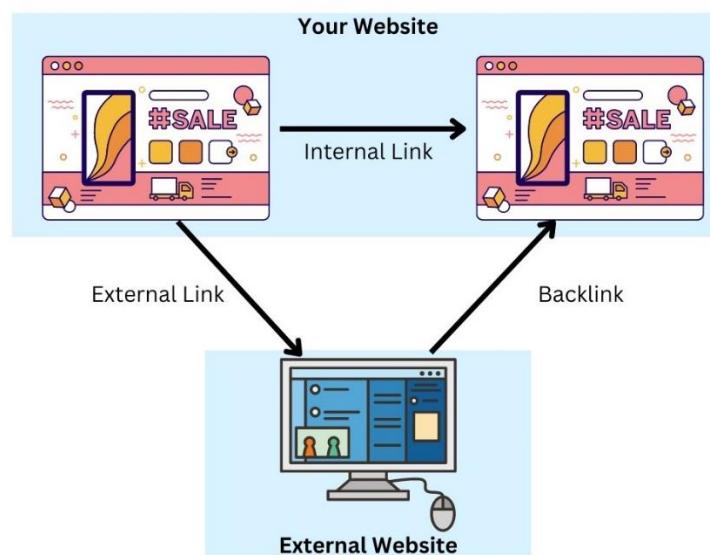
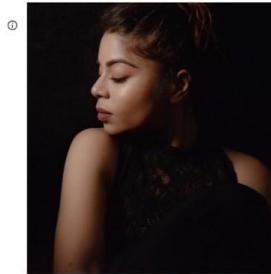
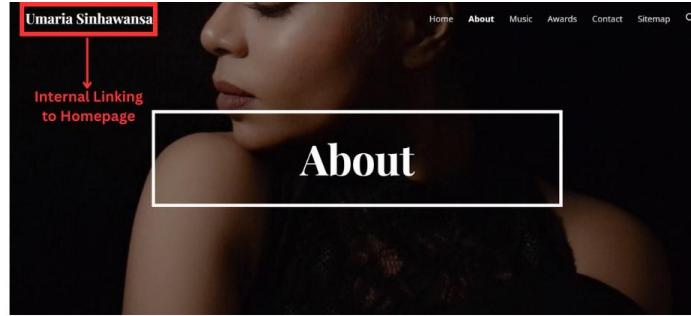


Figure 34: Summary: linking (self-composed)

## 2.6.2 How it Was Applied

Backlinks have been implemented to this microsite using other musician collaborators such as Bathiya Jayakody, Santhush Weeraman, Sahan Ranwala and Umara Sinahawansa as shown below where they have included a link to this microsite in the context of collaborations and music.

Internal links have been implemented in the home page and about page for words such as music and awards which redirect to Music page and Awards page. Buttons were also used as shown below to redirect to Contact and About pages.



## Introduction

Umaria Binthy Ayesha Sinhawansa in 1991, is a well-known Sri Lankan pop singer who began her musical journey at a young age. Growing up in a musical family, Umaria was exposed to diverse genres from her parents, who nurtured her love for music while attending Gateway International School and later Jazz Unlimited where her talent flourished. By the age of 11, Umaria was already performing on stage alongside her sister, showcasing her exceptional vocal abilities. Her debut as a playback singer in the film "Asai Man Piyabana" further solidified her path in the music industry. Today, Umaria, known by her mononym, is a celebrated Sri Lankan pop, R&B, and jazz singer, recognized for her achievements wide vocal range and her contributions to Sri Lanka's music scene.

Internal Linking to Music and Awards Page

Internal Linking to Music Page

## Childhood and academic background

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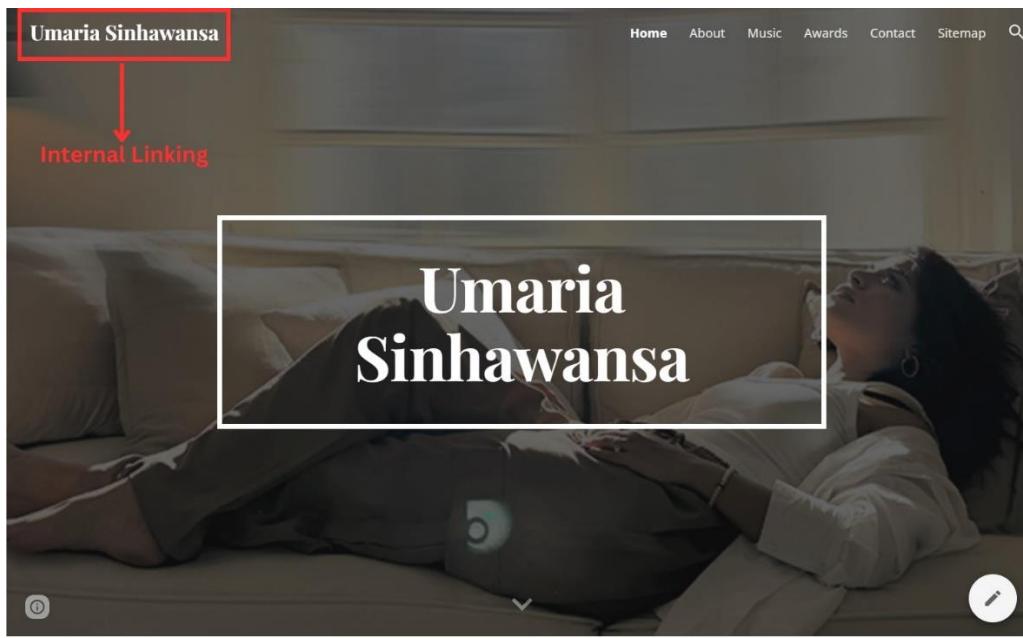
Internal Linking to Contact Page

Connect with Umaria



© Umaria Sinhawansa

Figure 35: Internal Linking: About page



## Introduction

Umaria Sinhawansa, is a captivating Sri Lankan pop, R&B, and jazz singer, began her musical journey at a young age, nurtured by a musical family. Recognized with the A-Grade from the Sri Lanka Broadcasting Corporation at a young age, her talent has garnered her numerous accolades, including the prestigious "Kala Keerthi Abhimani" award. With a captivating voice and a passion for music and Sri Lankan pop that extends beyond the stage, Umaria continues to inspire and captivate audiences.

[Find out more](#)

Internal Linking

Figure 36: Internal Linking: Home

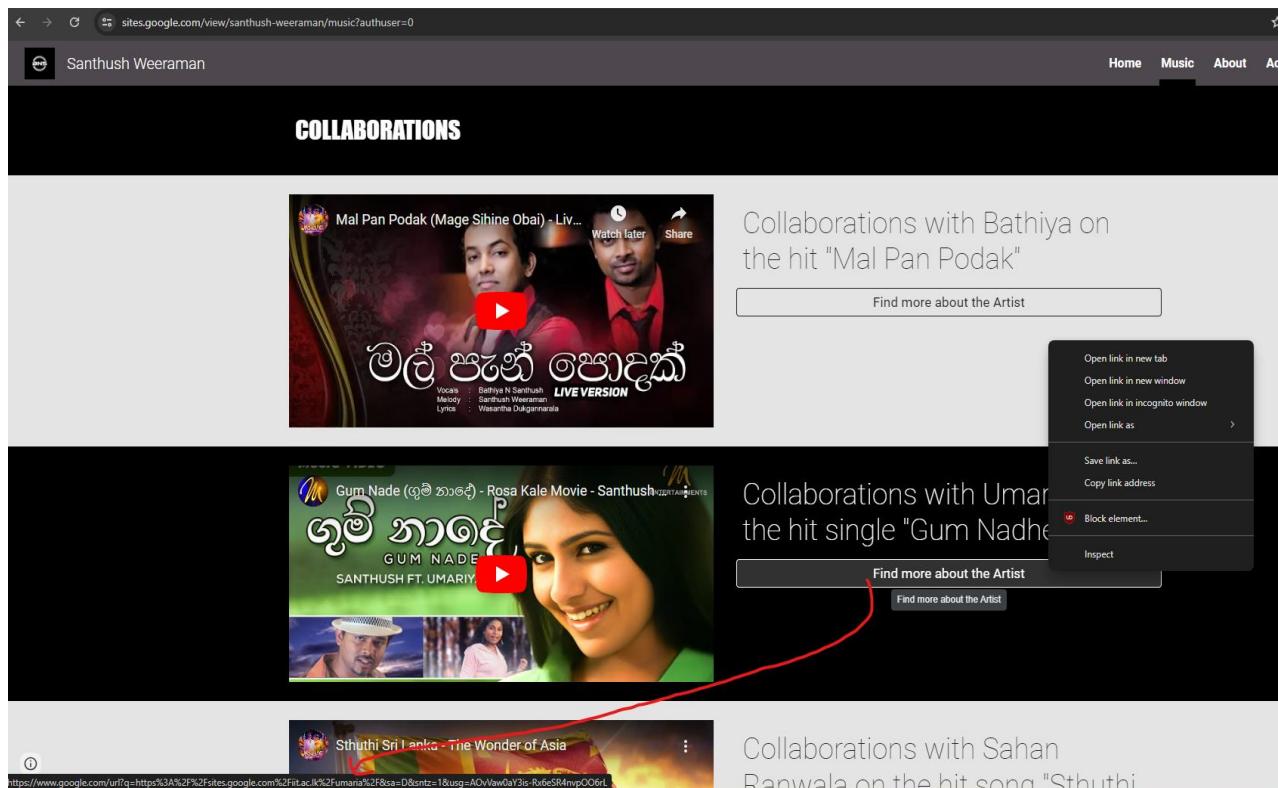


Figure 37: Backlink from Santhush Weeraman

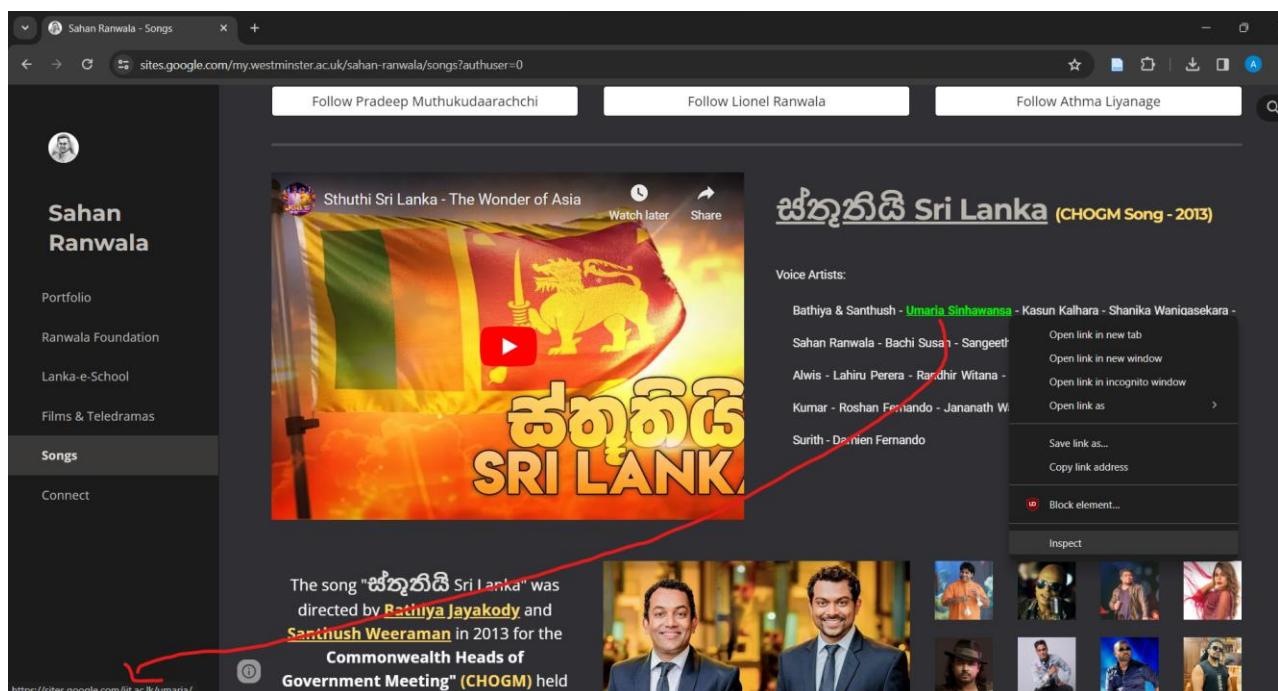
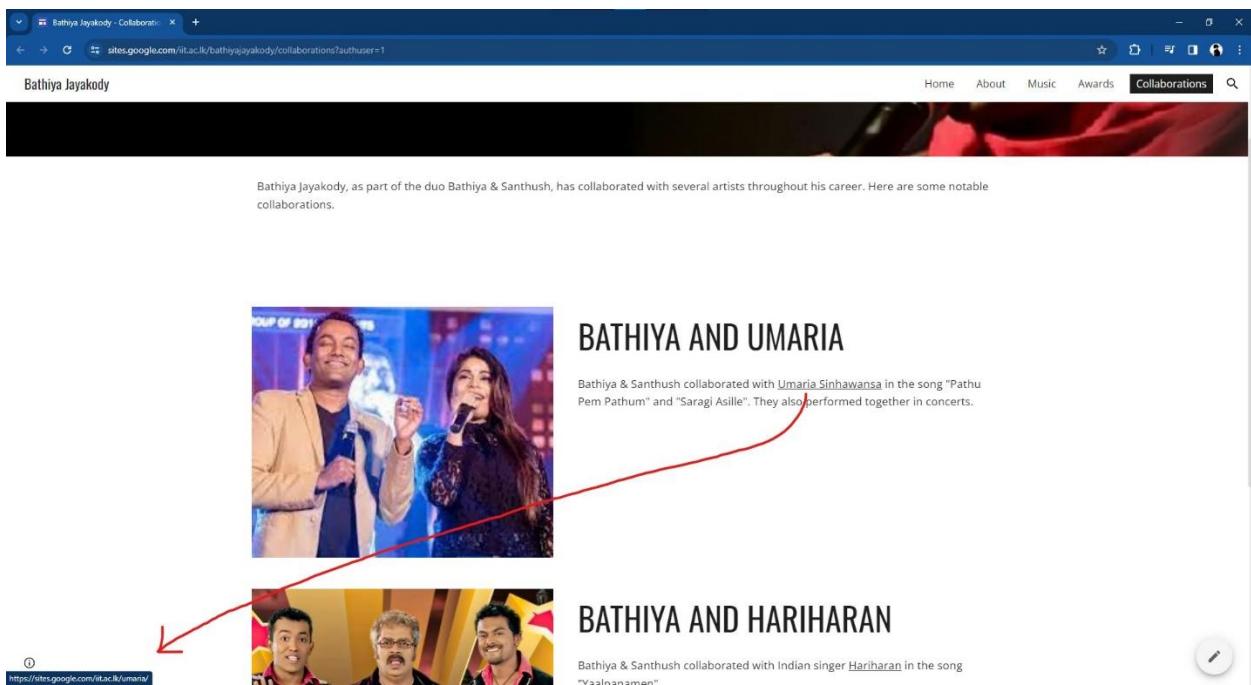
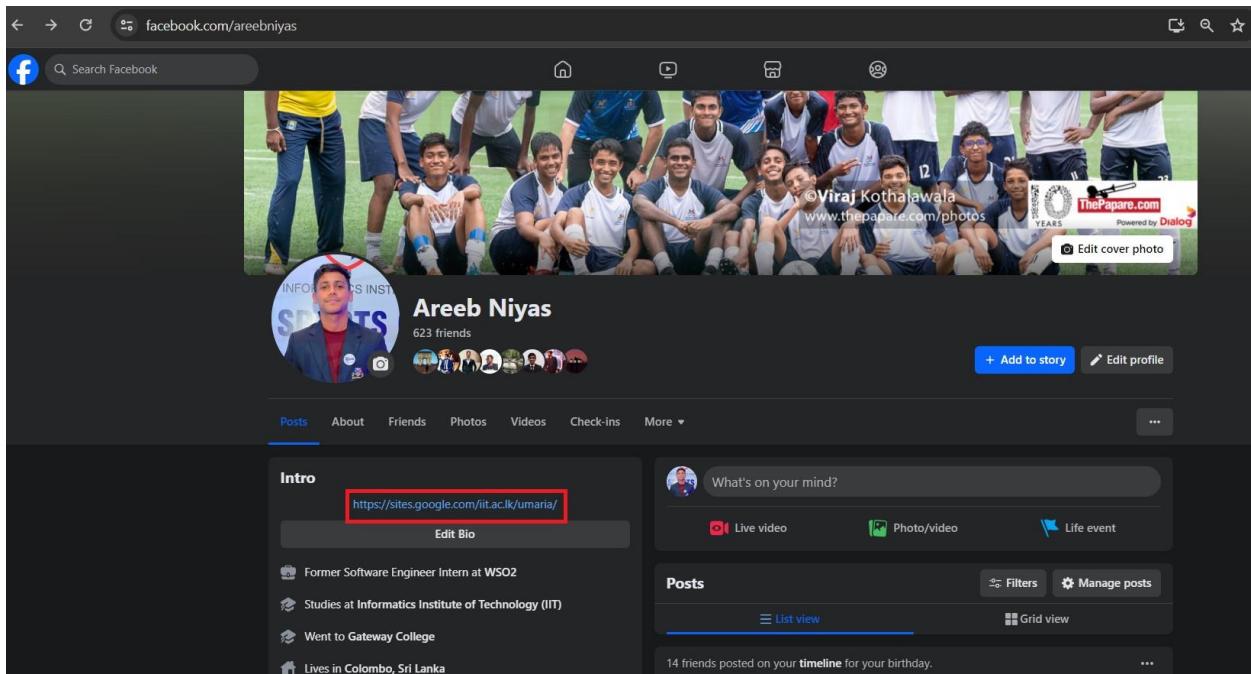


Figure 38: Backlink from Sahan Ranwala



*Figure 39: Backlink from Bathiya Jayakody*

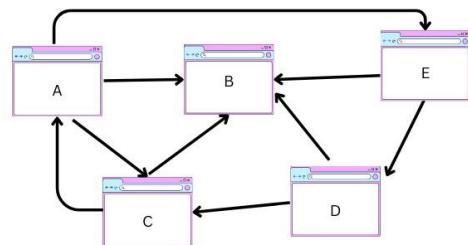


*Figure 40: Backlink from Facebook*

## 2.7 PageRank Algorithm

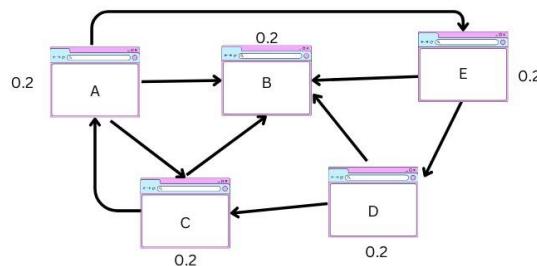
### 2.7.1 Diagram

**1 Gather pages and see how pages are linked**



Note outbound links: A has 3, B has 0, C has 2, D has 2 and E has 2

**2 Assign initial page rank of  $1/N$ . N being number of pages (5) so  $1/5 = 0.2$**



**3 Calculations for page with one inbound link**

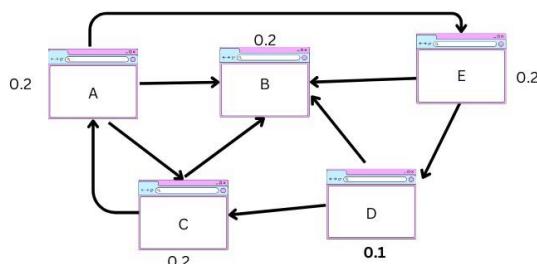
For example, to calculate PageRank(D)

1st Step - Check the inbound link, for D it is coming from E

2nd Step - Check the outbound links from E (which was noted earlier as 2)

3rd Step - Take the PageRank value of incoming link (0.2) and divide by the number of outbound links in step 2 which was 2

Calculation:  $\text{PageRank}(D) = \text{PageRank}(E)/2 = 0.2 / 2 = 0.1$



**3 Calculations for page with more than one inbound link**

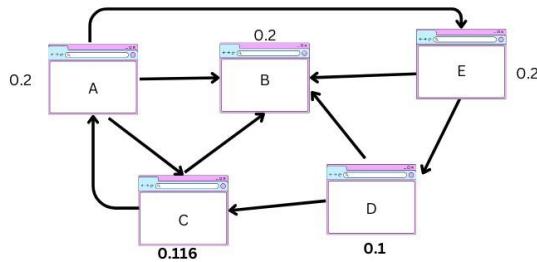
For example, to calculate PageRank(C)

1st Step - Check the inbound links, for C it is coming from A and D

2nd Step - Check the outbound links for both A and D which was noted earlier as A has 3 and D has 2

3rd Step - Take the PageRank value of both incoming links (0.2) and divide by corresponding number of outbound links in step 2 which was 3 and 2

Calculation:  $\text{PageRank}(C) = \text{PageRank}(A)/3 + \text{PageRank}(D) / 2$   
 $= 0.2 / 3 + 0.1 / 2 = 0.116$



**Note -**

- If a site is only pointing to your page, the quality of the link is higher.
- If the site is pointing to multiple pages, the quality reduces.

**4 Multiple Iterations are followed till close to true values achieved**

Figure 41: Annotated PageRank algorithm diagram

## 2.7.2 Rationale and Intuition of PageRank Algorithm

PageRank algorithm revolves around the intuition that more the **number of quality inbound links** to your website, higher the credibility of your website (Amine, 2020). Each link is considered as a vote to a page which builds trust. However, all links are not considered as a vote each and the **authority** of a page is taken into consideration (Varangouli, 2023).

Basically, if a page has multiple links then the power of the link is reduced and if a site is only pointing to your page the quality of your link is higher.

It works by each page given a uniform PageRank score then the PageRank is divided by the quality of the inbound link. Then it is distributed to all the other pages iteratively till it reaches a close to true value for its final PageRank (Jones, 2023)

PageRank combines the collective judgement of web authors and authority expressed through links to identify the importance of web pages which is a top-tier search technology mechanism (Hossain, 2023)

## 2.7.3 PageRank Algorithm Manipulation and Potential Countermeasures

### **Manipulation**

During the early stages in 2003, the PageRank was available to the public and it ranked pages according to keyword density and links. This lead to manipulation as keyword stuffing was used and money was used to spam backlinks and links were placed in irrelevant places and in large volumes (Varangouli, 2023) because sites wanted to rank higher.

Some other manipulation involved spamming comments with links to a webpage on blogs and forums to increase the number of links. Also, some website owners would pay high authority websites to promote their page using money (PageRank Manipulation and How Google Fight it, 2022)

### **Countermeasures**

Cornell Univseirty published a counter by increasing rankings of pages on top level domains and compare linking and linked pages. If it differs massively then it could be considered manipulated (Manipulating PageRank — Adversarial IR and the rise of the Google-bomb, 2017).

From 2020, Google has used **AI** to detect spam from websites. Spam-fighting AI scans the website and filters out spam before displaying to the user which has reduced spam, AI-generated content by more than 80% (PageRank Manipulation and How Google Fight it, 2022)

From 2022, Google updated to counter unnatural links. By using an **AI** model to flag sites that buy links and identify link farms that contain a lot of unverified links (Go, 2024).

## QUESTION 3: Social Media and Traditional Marketing Methods

### 3.1 Social Signals Definition

Social signals are basically metrics used to measure engagement and human interactions on social media platforms like: comments shares, retweets, reposts, subscribes and votes (Author, 2022).

Some examples:

1. The likes, comments and shares on a post or tweet. Shown below is a general relationship between social signals and the reach of a post.

The first picture below proves that higher the social signals or interactions with a particular post, higher the reach whereas the second picture below shows that lesser the social signals lower the reach (Gualtieri, 2023).

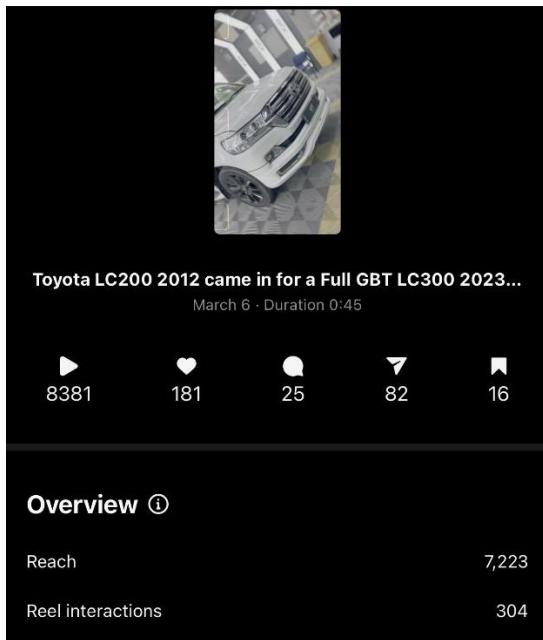


Figure 42: High reach: Instagram post analytics

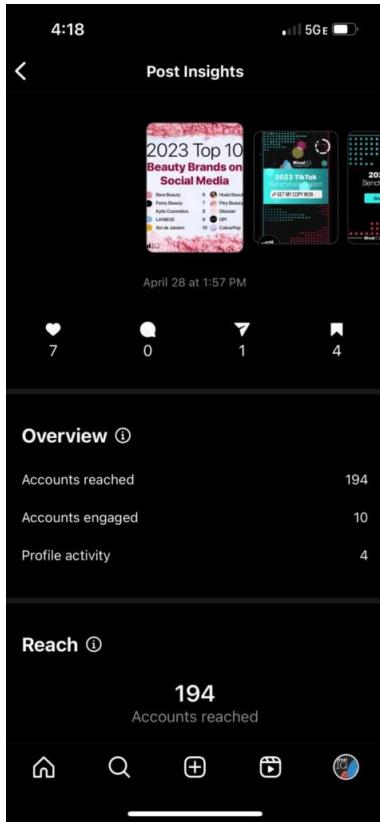


Figure 43: Low reach: Instagram post analytics

2. Replying to stories on Facebook and Instagram.
3. Retweets and reposts on Twitter and LinkedIn

However, it is difficult to measure a good engagement rate because it could be affected by various factors and even paid advertising as well, so they need to be considered. Generally, the likes, comments, shares and reposts are taken and divided by the total number of followers (Gualtieri, 2023).

Some ways in which social signals are improved with examples from Dialog Sri Lanka include:

1. Quality content. Below shows a way in which dialog efficiently communicates an offer using quality content which led to high interactions.



Figure 44: Quality content: Dialog

2. Interactive content such as polls, trivia and clickable content



Figure 45: Trivia question by Dialog

### 3. Being actively responsive

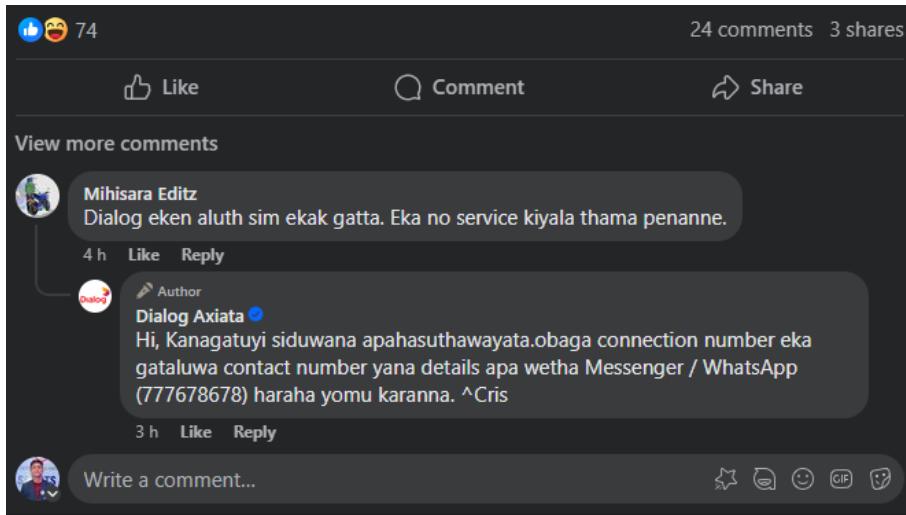


Figure 46: Active responses from Dialog

Therefore, strategies and persistence to improve social signals will allow you to see measurable results (Bhan, 2022).

## 3.2 Social Signals and Search Engine Algorithms

Google released a statement in 2015 that social signals do not affect ranking factor. Social signals rather benefit SEO indirectly (Semrush Team, 2023).

By creating high quality content, increasing engagement, optimizing profiles, businesses can utilize the powerful impact of social media to improve their online presence and SEO performance. However, it may not directly affect search engine algorithms and their rankings (Andrieieva, 2023).

Therefore, social media signals can only indirectly improve search rankings by increasing visibility and getting traffic into the website. For example, if the content is of high quality and engaging this can increase backlinks and improve brand image which may lead to more traffic and improve the rank (Social Media Signals: Do They Boost SEO?, 2024).

### 3.2.1 Advantages

1. Visibility and Traffic

When individuals interact, it expands the reach to their followers and communities. This in turn may lead to more visibility and drive traffic (Semrush Team, 2023).

2. Authority

More quality and high social signals is an indicator that your page is relevant and reliable as it is engaged by a lot of individuals. So can be considered credible (Pecánek, 2023)

### 3.2.2 Limitations

1. High competition and distraction.

Making your content stand out and noticed compared to competitor content may be a tricky challenge (EIH Digital Agency, 2023)

2. Time consuming and resources

Maintaining an active page with high responsiveness requires a lot of effort and resources which can be a challenge (EIH Digital Agency, 2023).

## 3.3 Recent Trends in Search Engine Market and Consumer Search

More AI is being used to make search results precise. It can also target specific individuals and topics. AI is also being used to adjust descriptions ad headlines of ads (Settler, 2022).

The rise of visual search which helps individuals find what they want to see using real world images is also a rapidly increasing trend. Many people now are getting accustomed to using images to generate search results (Gilbert, 2022).

Moreover, consumers that use the microphone to utilize voice search are increasing rapidly. Therefore, now SEMs may have to adapt more to voice searches as well (Semrush Team, 2023).

Consumers now also like using images in order to search instead of the traditional typing to generate search. Therefore, the consumer search behavior is constantly revolutionizing and adapting with the recent advancements in accurate generative AI (Third of consumers have used visual search, 2019)

## 3.4 Social Media Marketing and Long-term Relationships

### 3.4.1 Consumer and Producer

**Consumer** is the ultimate end user who uses a product or a service. A customer may purchase a product or service but may not end up using them so they are different from consumer (What is a Consumer | Square Business Glossary, no date). **Producers** manufacture or issue a particular good or service and they can be large companies or even individuals (Producers, 2018).

### 3.4.2 Long-term Consumer-Producer Relationship

Long-term consumer-producer relationships are vital to the growth and success of a business. They help spread the word of mouth, keep your loyal customers, reduce marketing costs and increase consumer lifetime value (Jackson, 2023).

By forming a strong consumer-producer relationship, consumers feel important and loyal to a business. Some ways in which such relationships are built are using: personalized experiences and communication, loyalty programs, collecting feedback and eagerly addressing problems (Rai, 2024).

Positive long-term relationships tend to be mutually beneficial due to the establishment of a stable environment of trust between the consumer and the producer which results in convenience from both parties (Clint, 2022).

### 3.3.3 Methods to Strengthen Long-term Consumer-Producer Relationships

Highlight ways in which this relationship can be strengthened using social media marketing (4 marks).

Social media is a key aspect in strengthening long-term consumer-producer relationships. Some ways in which you can use social media for this purpose include:

- **Authenticity**

Building a social media presence by having genuine content and caring about feedback while being transparent portrays a strong bond. This helps cultivate strong relationships in turn (Shultz, 2014).

- **Engagement**

Companies who have highly responsive social teams tend to build extremely satisfied

individuals which in turn helps in the long-term consumer-producer relationship. This is because the consumer feels heard and important (Shirey, no date).

- Personalized Customer Experiences

By providing a personalized experience such as including their first name while addressing online to having live chat bots and cookies to identify similar buying habits help build that personal connection which is key (West, 2023).

- Regular and Updated Content

Connecting regularly and updating the content shows that the business is constantly changing. Promoting using partnerships and collaborations also helps consumers to connect and relate to people they look up to and validate their thoughts (Hayes, 2021).

### 3.3.4 Real-world Example

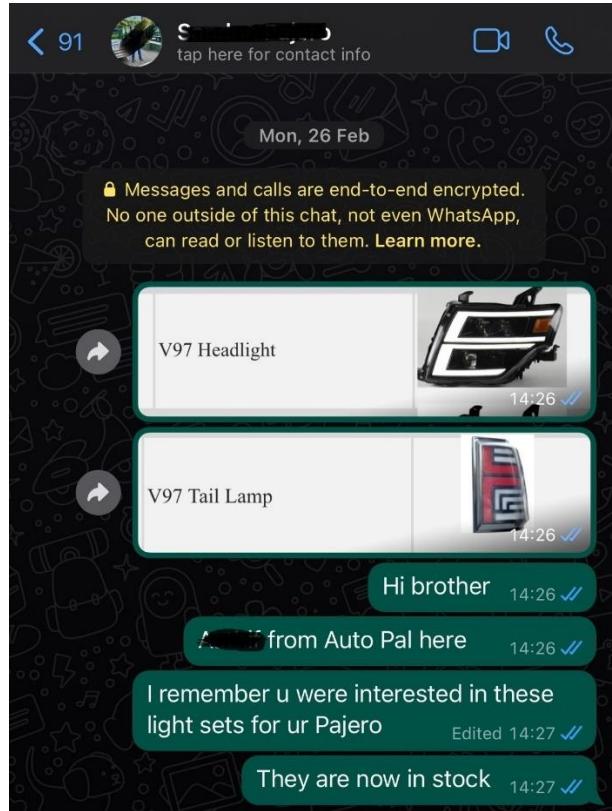


Figure 47: Personalized messaging: Auto Pal

Above screenshot illustrates that by remembering the needs and sending personalized messages, would make a previous customer of AutoPal (case study covered in Q1) feel heard and important in turn strengthening long-term consumer-producer relationship.

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