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WESTMINSTER

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Department of Computing

B.SC Business Information Systems

**6MMCS002W Digital Marketing, Social Media
and Web Analytics**

Module Leader: Mr. Prasanna Pathmanathan

URL: <https://sinthurjan-business-analyst.weebly.com/>

**INDIVIDUAL COURSEWORK
REPORT 01**

Name: Sinthurjan Thuraiananthan

Student ID: 2017801

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Part A – Web Marketing Model

1.1 Steps go through when buying the laptop

As per the given situation of purchasing laptops via online store with the preferred specifications mentioned in the coursework, Following are the steps which gone through to buy the preferred laptop by using a search engine:

- **Step 01:** Search the best and suitable laptops according to the requirements. In this stage you will check on variety of laptops and check on the preferences as well.
- **Step 02:** After the searching process shortlist, user need to set his budget and filter options according to his budget here.
- **Step 03:** After settle to a budget, user will be check on the product reviews and specifications about the laptop. How users got satisfied by purchasing it and is there's any issues currently happening with that model, version, or brand.
- **Step 04:** After the shortlisted search the best place to buy the laptop. it should be considered here because we must find a best and authorized seller surround your area.
- **Step 05:** After identified the best place to buy the laptop, we need to check for the customer review about the shop as well.
- **Step 06:** Afterwards, we can check whether is there's any offers or promotions available with the shops and the choose laptop is available or not there.
- **Step 07:** Once we choose the best online shops and then add the laptop to cart buy it to you by giving necessary details.

1.2 Funnel Web Marketing Model

1.2.1 Present and discuss each phase of the ‘funnel’s model’

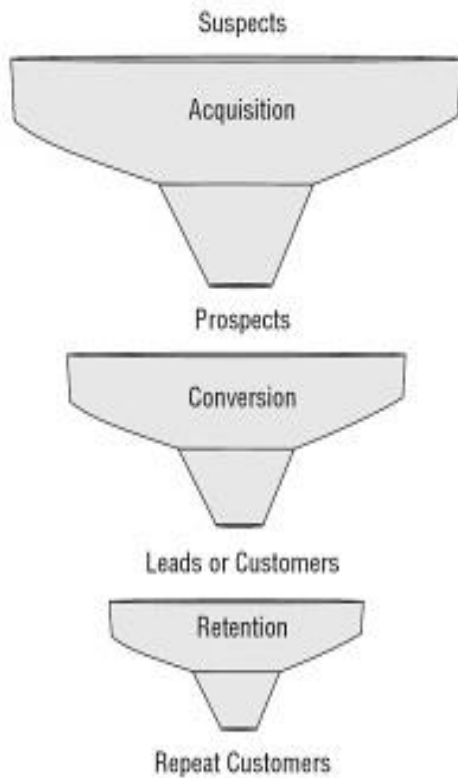


Figure 1: Ash Funnel Model

- **Acquisition** is the process of converting suspects into prospects. This process is known as an acquisition funnel. A suspect is someone who meets the profile of your target group and a prospect is someone who is aware of your brand or website.
- **Conversion** is the stage where prospects become or change into leads or customers. A lead is someone who has the authority to the website.
- **Retention** is the stage where leads or customers become repeat customers. After becoming customers, it must keep maintaining them at the same time while increasing the customer count.

1.2.2 How phase applied for the Ash Funnel model

According to the phase given in the specification, there will be a normal person who searches something by using the Google search engine or any other search engines will be considered as the suspects. These suspects will be converted into prospects by the process of acquisition. When a normal surfer will be transformed to someone looking for buying a laptop online is the process of acquisition. In this scenario, a normal person who changed for the character who searching for a laptop, the suspect is changing to the prospects.

After the prospect starts to check on the specifications, setting a budget, searching similar type of products, searching for a good shop to order, and checking with the reviews all these activities

will be considered as the conversion process according to the funnel model. Here the prospect is decided to buy a laptop, but he wanted some specifications and preferences as well. So, the user start searching from adding to the cart, all these activities will be considered as the conversion process. When the prospects add them to the cart and decide to buy the relevant laptop, they become the leads or customers via the conversion process.

After they bought the laptop, they update about their satisfaction in the reviews, sharing the shop or product advertisement with their colleagues, and maintaining the loyalty and these types of actions will be considered as the retention process. Once the customer purchased the product and looking for another product or recommending the shop or product to another person will leads to convert the leads or customer to the repeat customer role. This stage of the business is most important because this is a free marketing technique and here the business retend their customers satisfaction to run the business for a long term. So, this is how the phase get connected with the ash funnel model.

1.2.3 How Status or Roles will be changed from one to another stage

If there's a normal person who search for something or surfing on the internet will be considered as the suspect role according to the ash funnel model. The normal person who started searching for a laptop online with the preferences will become the prospects who seeking for something after the acquisition process.

Afterward the person who started searching on the product reviews, product specification and getting more details about the product will be considered as the conversion process. After the conversion, the prospect person will purchase the laptop and he became the leads or customer role after the conversion process.

Finally, once all purchased has been completed and the same person will be searching for another product, or sending someone, or sharing the experience with their friends will considered as the process of retention. Here the customer becomes the repeat or retained customer, by keep maintaining the role as customer to that place or product.

1.2.4 Conclusion about the model and the critical personal view

Ash funnel model is necessary whether you want to increase online sales, generate leads and traffic for your store, or earn affiliate clicks. The funnel is an effective approach to make every stage of your customer relationship visible. Funnel model is the model which many retailed companies are using currently. This model has the feasibility to identify the stages, roles, and the retention process as well. Funnel model will be useful for the companies to build practical plan for marketing, help you understand what motivates your potential customers to study and buy, healthy relationships with potential clients and customers (Patel, 2019).

The only disadvantage in the ash funnel model is, it doesn't have any stages or process to track the retained customers detail or status. Because funnel model will end after the retention process but in the miller's buyer circle has the repetition circle and we can keep the track on the retained customers details. Other than that, this model will be easiest way to use conduct for all retail businesses to keep track on their business. As per my opinion, this funnel model will be useful for retailed business if they have a solution to keep track on the retained customers activities (S., 2019).

Part B – Search Engine Optimization techniques (SEO)

2.1 Task 01: Keywords

2.1.1 Selected Keyword and the pages used to optimization

The website was created with the goal of self-branding to relevant and potential employers in the field. Therefore, the most important keywords, "Business Analyst" and "Project Manager," were included in my website to represent my career path and employment role when reaching out to potential employers in the industry. Researched critically through many keywords analysis tools, these two key words have been identified by considering the factors of monthly searches, lower competition, and difficulty of the SEO keyword. Following is the summarized result of the keywords analysis.

Keywords	Tools					
	Google Keyword Planner		KWFinder		UberSuggest	
	Search volume	Competition level	Search volume	SEO keyword difficulty	Search volume	SEO keyword difficulty
Business Analyst	1K – 10K	Low	1,400	42	40,500	60
Project Manager	1K – 10K	Low	2,200	41	40,500	61

Table 1: Keyword Results

According to the above results, "Business Analyst" and "Project Manager" have a higher search volume range and a lower SEO keyword difficulty. As a consequence, I chose both keyword and used both in my website content. “Business Analyst” keyword has been used in the home page and “Project Manager” keyword has been used in About Me page.

2.1.2 Tools used to identify each keyword’s ranking

The terms 'Business Analyst' and 'Project Manager' were searched using Google Keyword Planner. According to the results, it showed an average monthly search volume of 1K–10K, which is considered a good search volume, and the competition was low, resulting in a quick increase in traffic to my website.

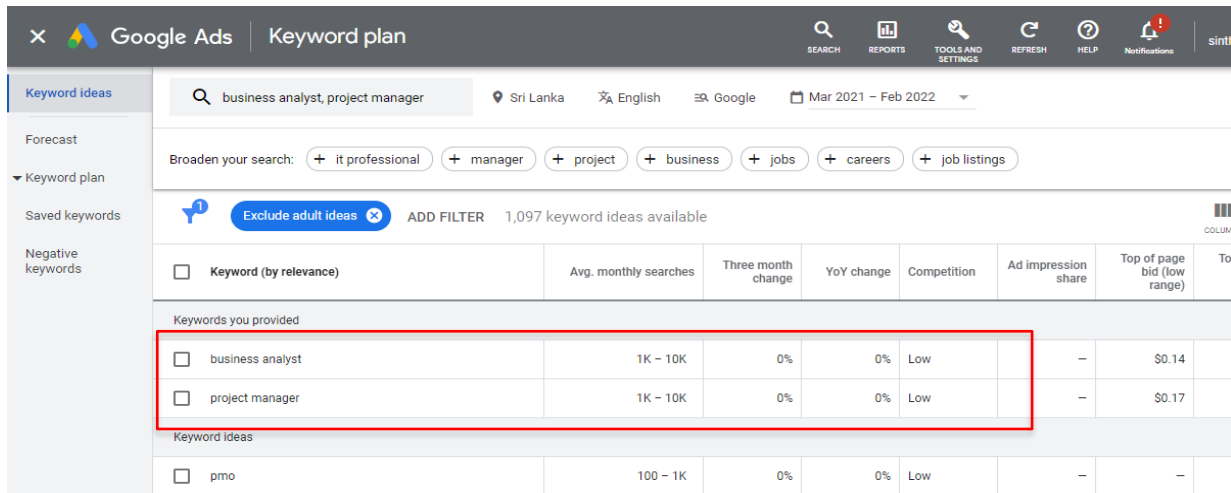


Figure 2: Google Ads Keyword Results

Furthermore, the KWFinder tool was used to determine the Sri Lankan search volume and keyword difficulty of the keywords. As shown below, it presents a search volume of 1,400 and a keyword difficulty of 42 within the last 12 months for business analyst keyword. also, for the project manager keyword, it presents a search volume of 2,200 and 41 keyword difficulty as well.

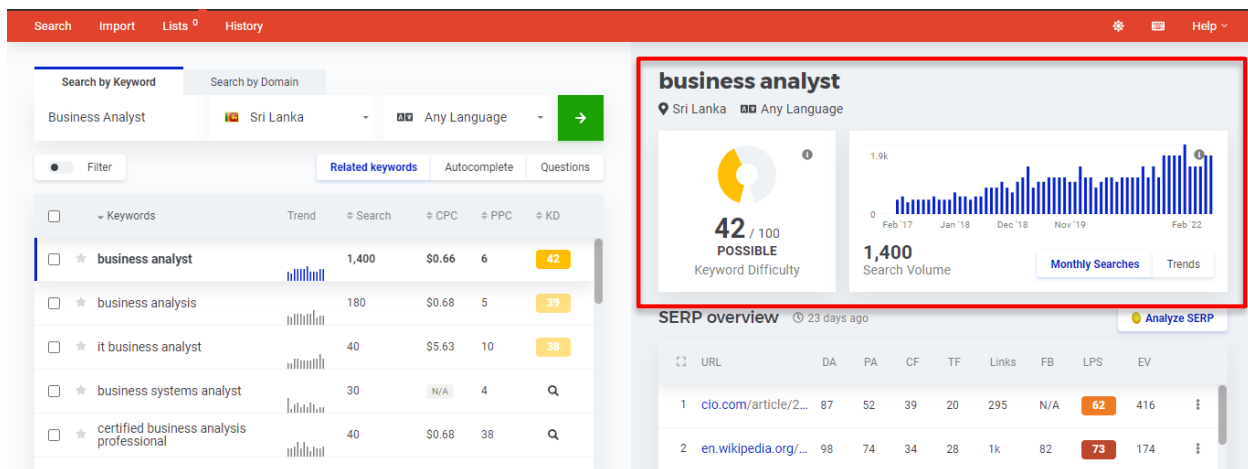


Figure 3: Business Analyst keyword KWFinder results

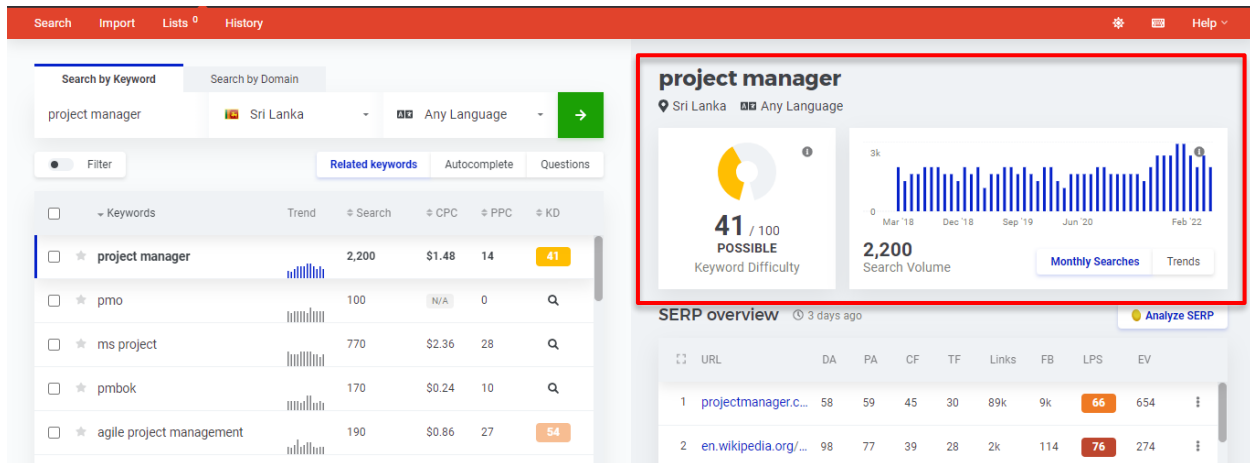


Figure 4: Project Manager Keyword KWfinder results

Using the Ubersuggest tool, a search volume of 40,500 was discovered in the United States, with an SEO difficulty of 60. This shows that these are excellent ranges, and this keyword was chosen.

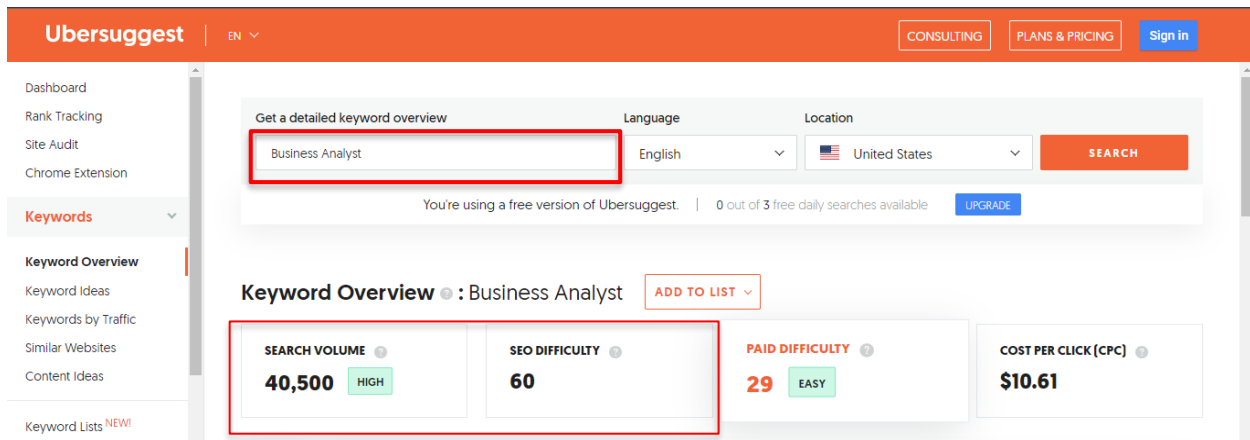


Figure 5: Ubersuggest Business analyst result in United States

2.1.3 Keyword Density

Understanding keyword density is important since it influences the visibility of a website in the Search Engine Results Page (SERP) and the costs of online marketing. It has been discovered that keeping the keyword density between 1% and 3% will help to avoid keyword stuffing. Using the Internet Marketing Ninjas tool, I calculated the keyword density for the "Home" and "About Me" pages of my website as following.

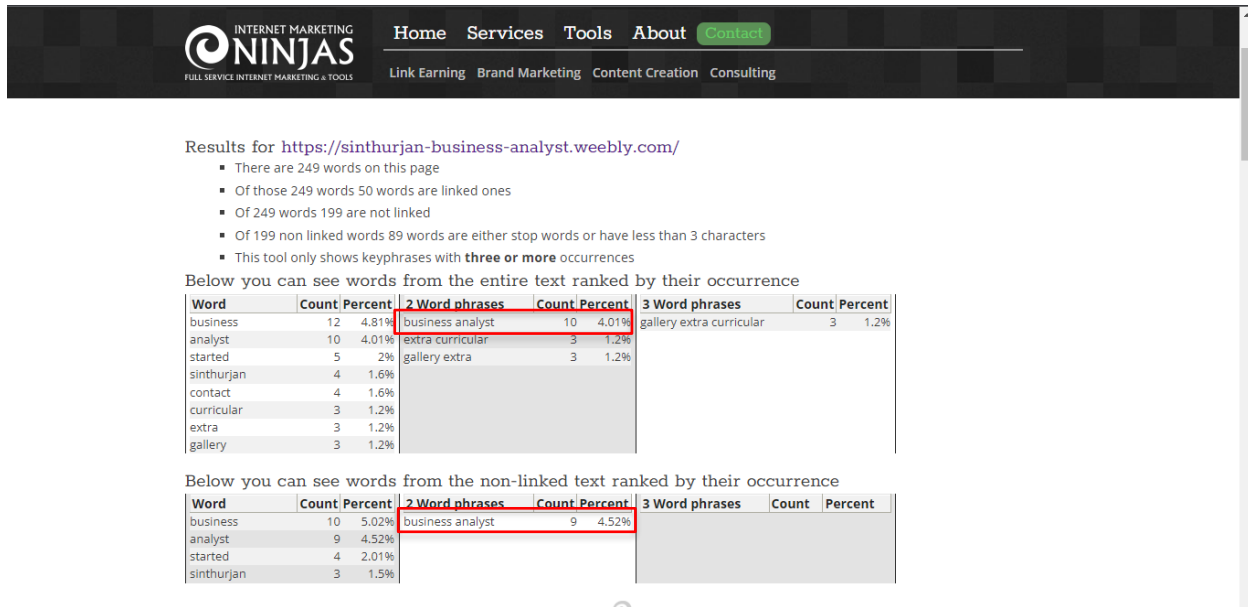


Figure 6: Homepage Keyword Density Results

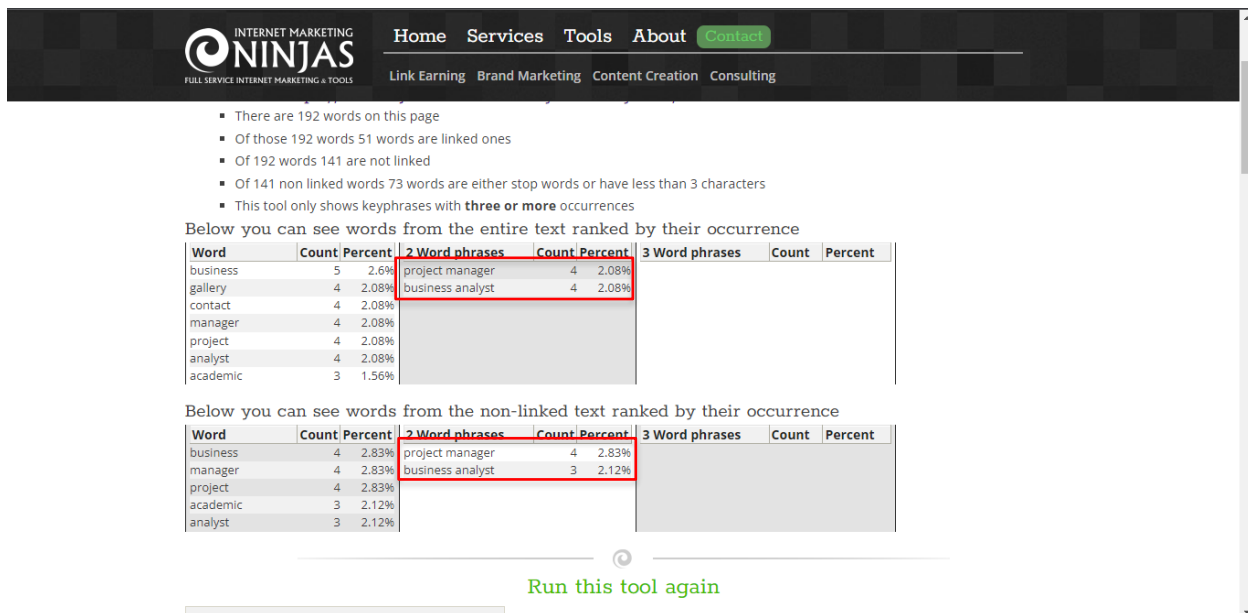


Figure 7: About Me Page Keyword Density Results

2.1.4 Developed Content around the Keywords

“Business Analyst” and “Project Manager” are the two-career path which I’m looking forward to work and these words are mainly used as keyword in my website. The keyword "Business Analyst" is used in the site's URL as well. Furthermore, the title, subtitle, and content all contained both keywords. Home page of the website contains the keyword “Business Analyst” and the About me

page contains “Project Manager” keyword. The screenshots below show how the keywords were used on the website that was implemented.

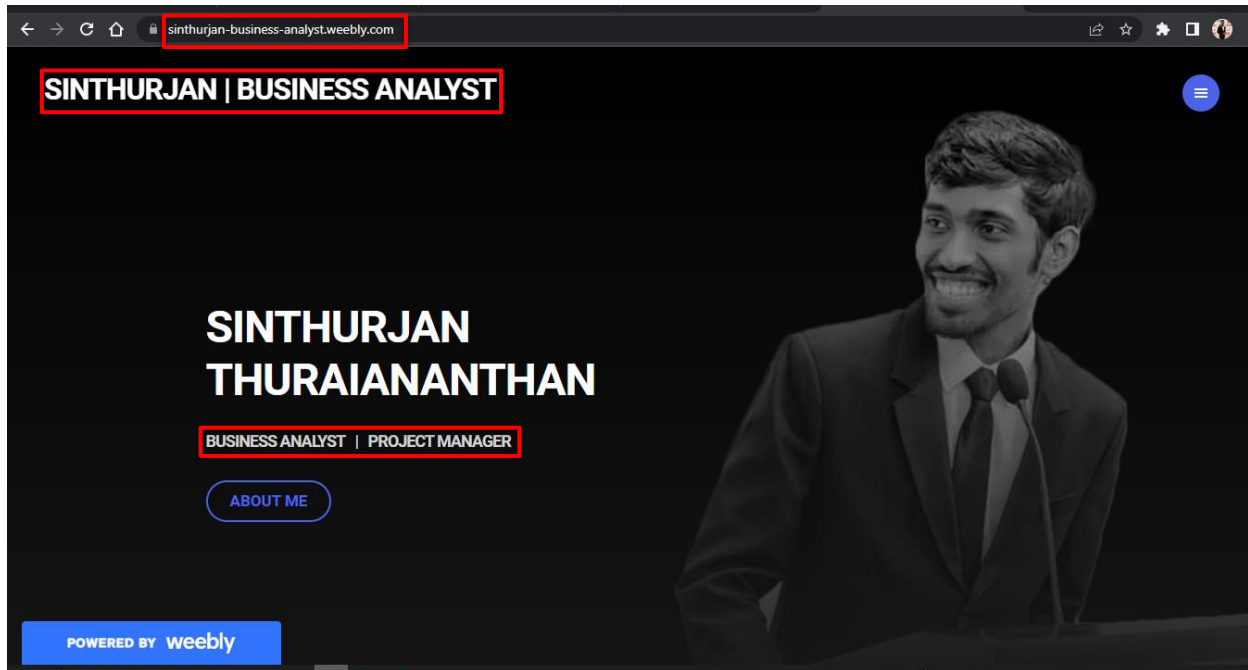


Figure 8: Homepage and URL Keyword Usage

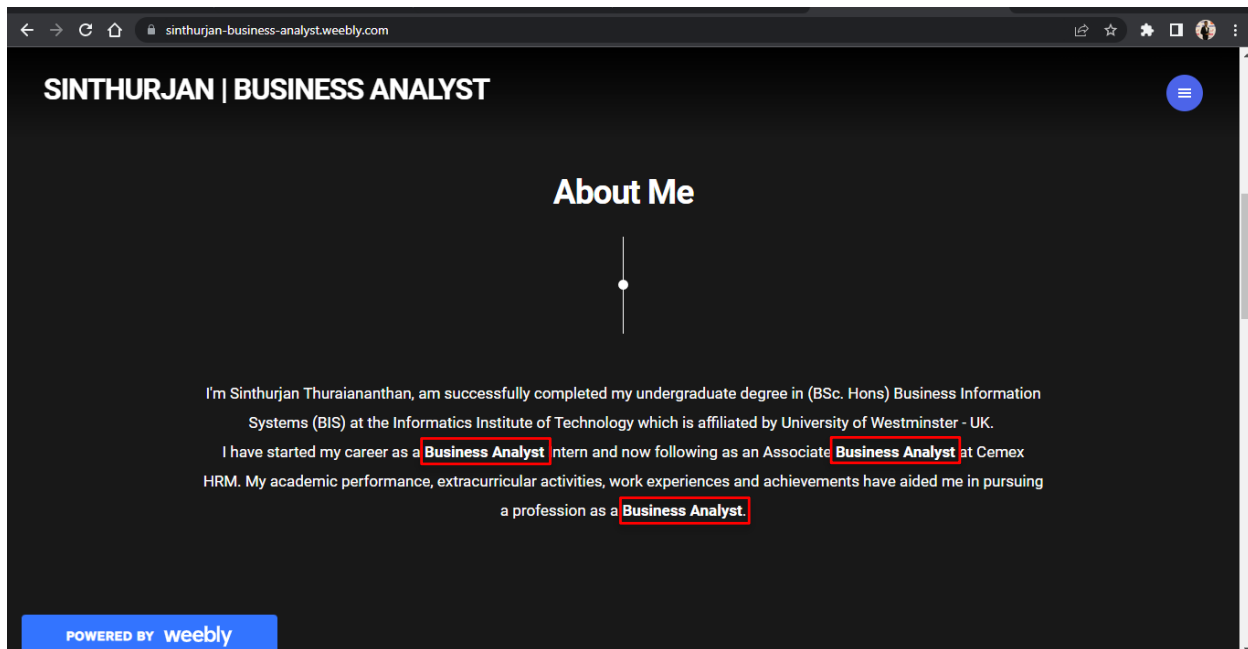


Figure 9: Homepage Keyword Usage

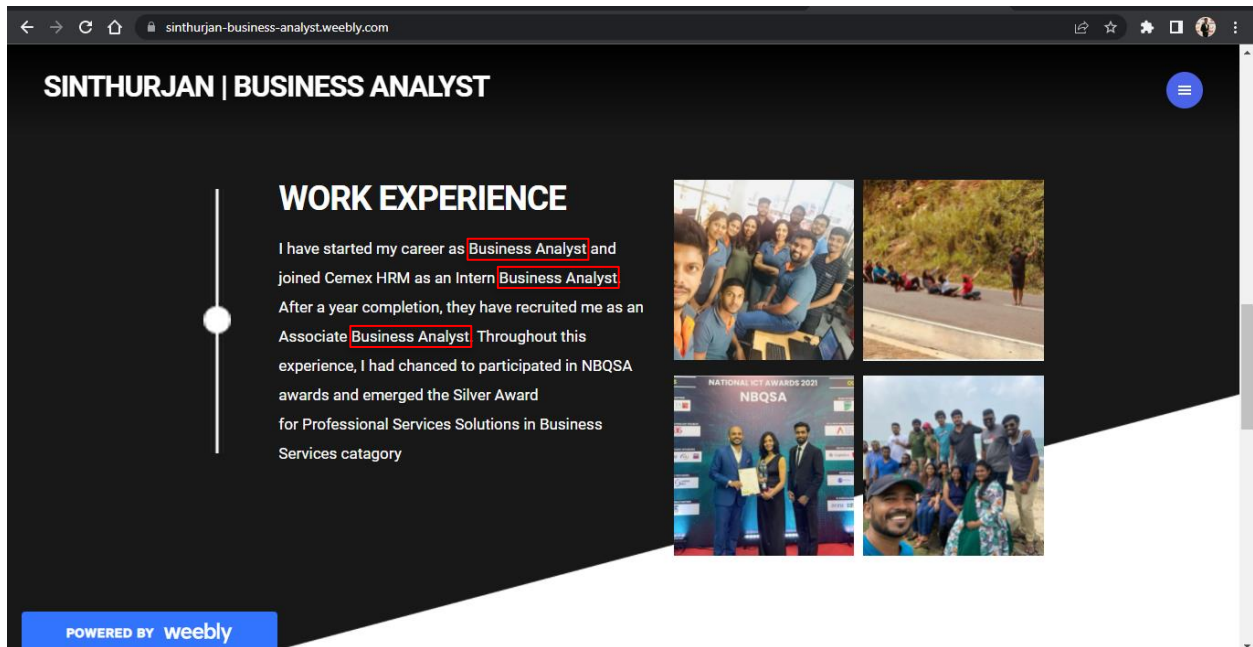


Figure 10: Keyword Used in Work Experience Section on Homepage

Following is the second page, where I've used the next keyword "Project Manager" as the main keyword. The reason is, the competency level and traffic result from google seems better to use and page mainly focusing on the project management role. Following screenshot will shows how keyword has been utilized here.

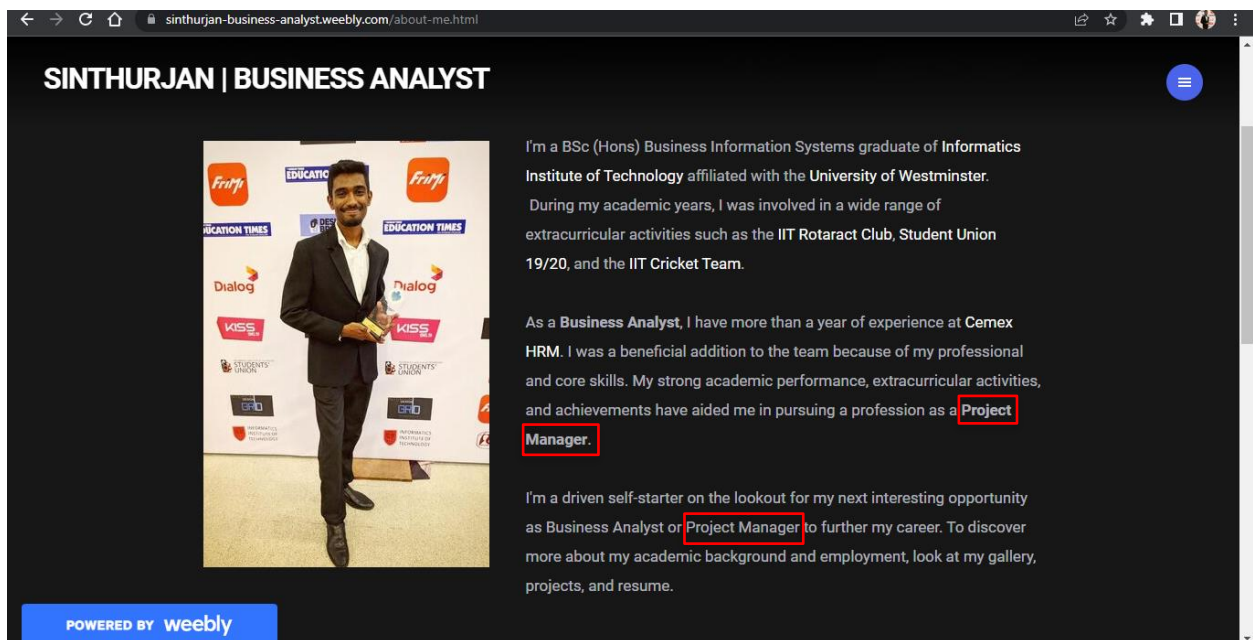


Figure 11: About Me Page Keyword Usage

2.2 Task 02: Backlinks

2.2.1 Backlink SEO Technique

Backlinks are inbound links from other domains to a website, and they are one of the most essential off-site SEO techniques (SEO). Backlinks play a significant part in website ranking since the search engine's algorithm rewards websites with a higher number of high-quality backlinks, which boosts the website's search engine rating and reputation (Hardwick, 2020). Algorithms are used by search engines like Google and Bing to rank pages and gather information. Backlinks and content will be crawled by search engines. Using these backlinks will improve your organic search results, brand exposure, and referral traffic when visitors come from another site. Therefore, backlinks will be the biggest focused point for future web analytics (Dang, 2022).

2.2.2 Implemented Backlinks

Backlinks to the website have been installed on all networking platforms, such as LinkedIn, Email Signature, and GitHub. The key reason for using these social media LinkedIn is the most widely used backlink in worldwide. LinkedIn and GitHub will be beneficial for professional networking, and high user engagement platforms. Also, I have added the website URL to the email signature part since it will generated to all emails and replies. As a result, the created website's URL was added to social media sites, allowing any user to visit any of my social media platforms and be redirected to my website (Woodward, 2022).

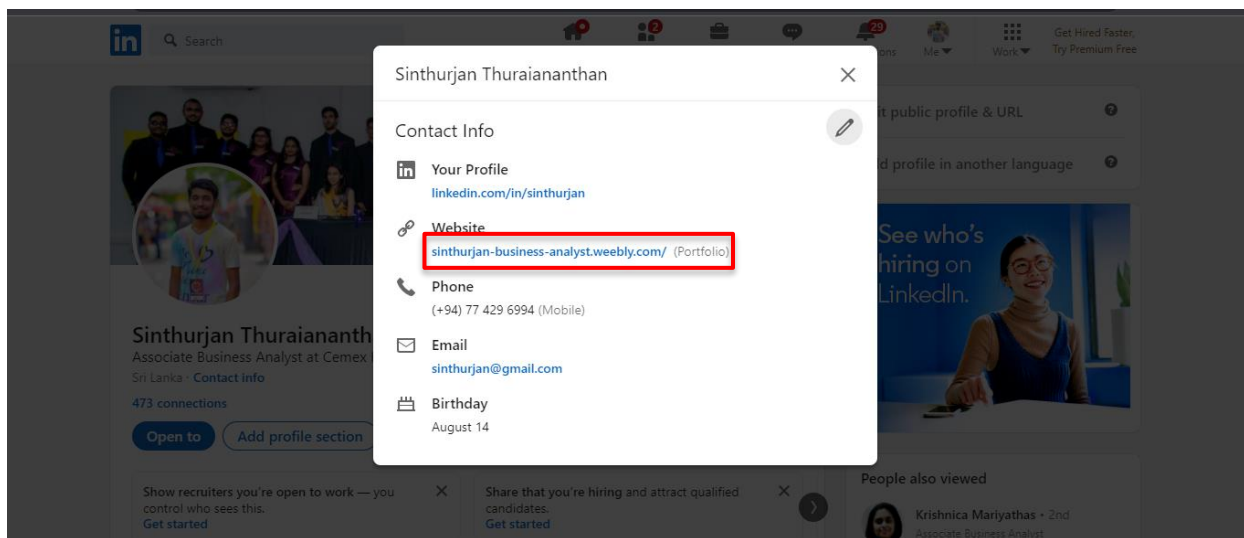


Figure 12: Backline Implemented in LinkedIn Profile

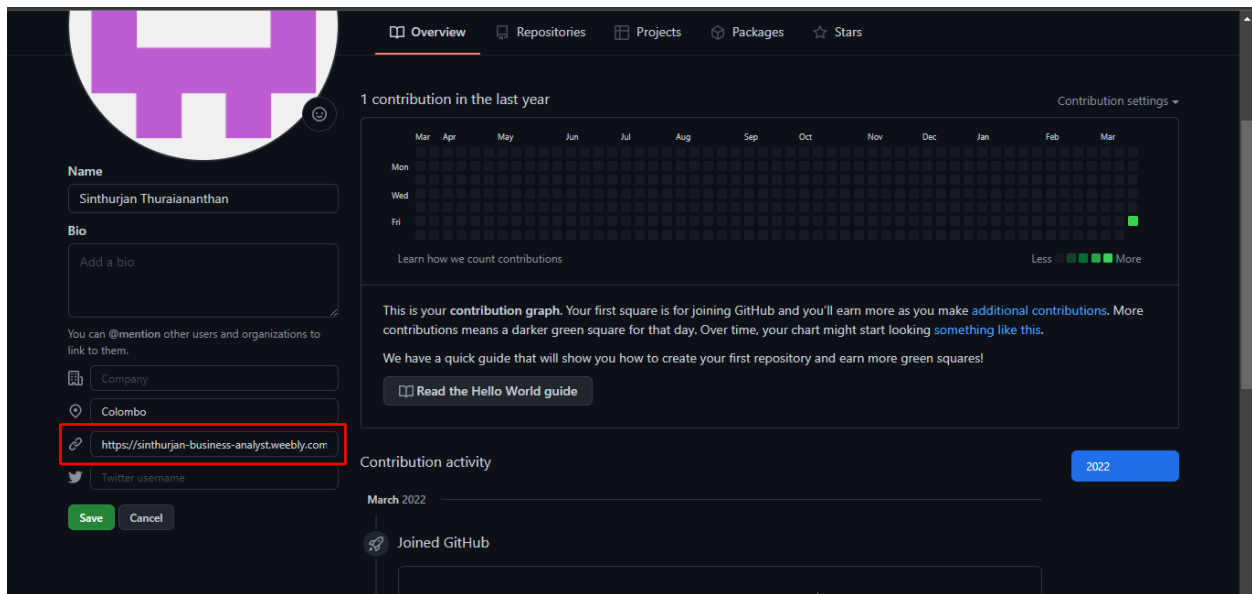


Figure 13: Backline Implemented in GitHub Profile

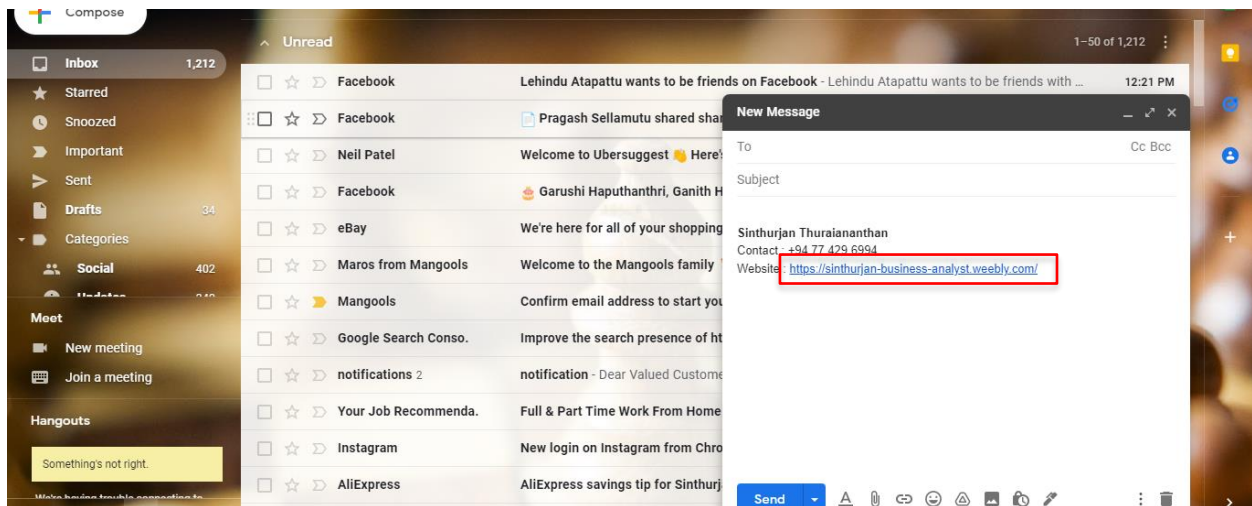


Figure 14: Backline Implemented in Email Signature

2.2.3 Tool to check Backlinks

After linked my website URL to all my networking and social platforms, I have used “Internet Marketing Ninjas” online tool to check whether all backlinks have been linked with my website. Following is the screenshot which clearly shows the backlinks linked.

<div> <div>Done</div> <div>Internal Pages 5</div> <div>Internal Rediracts 0</div> <div>Internal Errors 0</div> <div>Create XML Sitemap</div> <div>Download results to Excel</div> <div>Download results in HTML</div> <div>Tweet</div> <div>reddit</div> </div> <div> <div>External Links 12</div> <div>External Rediracts 1</div> <div>External Errors 1</div> </div> <div> <div>If crawler isn't finished you will get incomplete data.</div> </div>					
12 External links XLS HTML					
Status	Internal links	URL of other sites linked to from https://sinthurjan-business-analyst.weebly.com/	Link text	First found on	
1 200	1	www.google.com/url?	Business Information Systems	https://sinthurjan-business-analyst.weebly.com/	
2 408	2	www.iit.ac.uk/	Informatics Institute of Technology	https://sinthurjan-business-analyst.weebly.com/	
3 200	1	www.google.com/url?	University of Westminster	https://sinthurjan-business-analyst.weebly.com/	
4 200	2	www.cam.ac.uk/	Camex HRM	https://sinthurjan-business-analyst.weebly.com/	
5 200	5	www.facebook.com/sinthurian/		https://sinthurjan-business-analyst.weebly.com/	
6 200	5	www.instagram.com/rko_sinthurian/		https://sinthurjan-business-analyst.weebly.com/	
7 200	5	www.linkedin.com/in/sinthurian/		https://sinthurjan-business-analyst.weebly.com/	
8 302	2	www.weebly.com/signup?utm_source=internal&utm_medium=footer	Powered by Create your own unique website with	https://sinthurjan-business-analyst.weebly.com/	
9 200	1	www.westminster.ac.uk/	University of Westminster	https://sinthurjan-business-analyst.weebly.com/	
10 200	1	www.facebook.com/iitrotaract/	IIT Rotaract Club	https://sinthurjan-business-analyst.weebly.com/	
11 200	1	www.facebook.com/IITStudentsUnion	Student Union 19/20	https://sinthurjan-business-analyst.weebly.com/	
12 200	1	www.facebook.com/IIT-Cricket-414793145269472	IIT Cricket Team	https://sinthurjan-business-analyst.weebly.com/	

Figure 15: Internet Marketing Ninjas Tool Backlink Connected Results

2.3 Task 03: Other optimization techniques

2.3.1 Usage of Internal Links

Internal links are connections within a domain that connect one page to another within the same domain. They're frequently seen in the main navigation bar. This technique is used because user can use them to navigate the website, it's helping to establish information hierarchy of the website and help to distribute link equality around website. I've linked about me page with the about me button in the home page as below and added the navigation at the end of all website footer. Following is the way I've implemented the internal links.

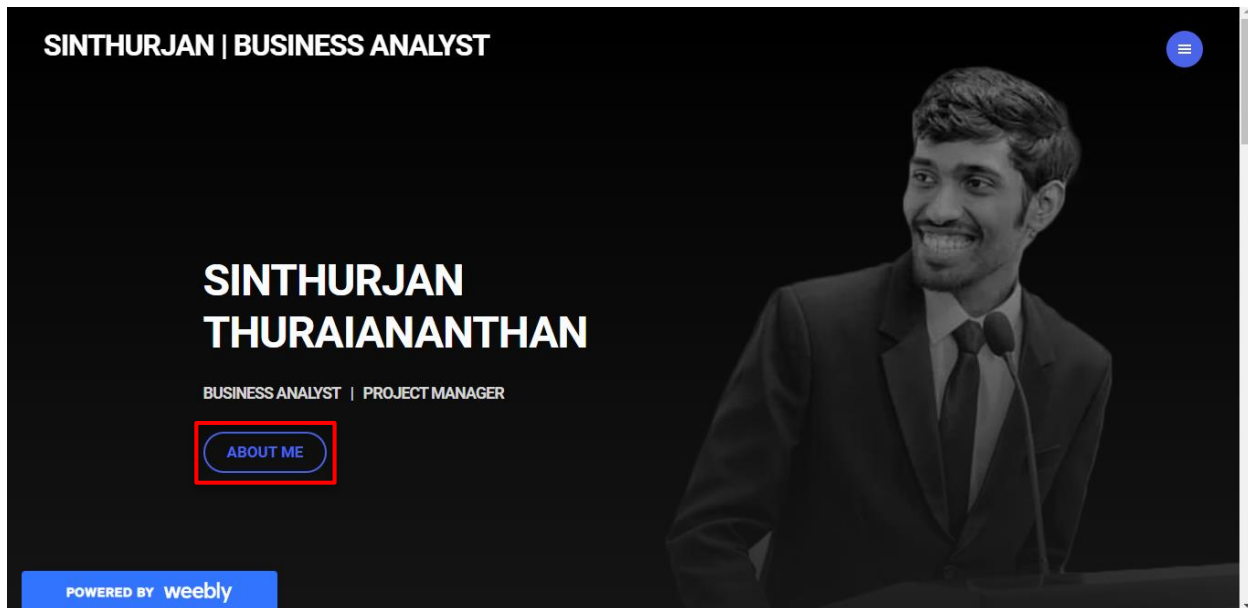


Figure 16: Internal Link to the About me in Homepage

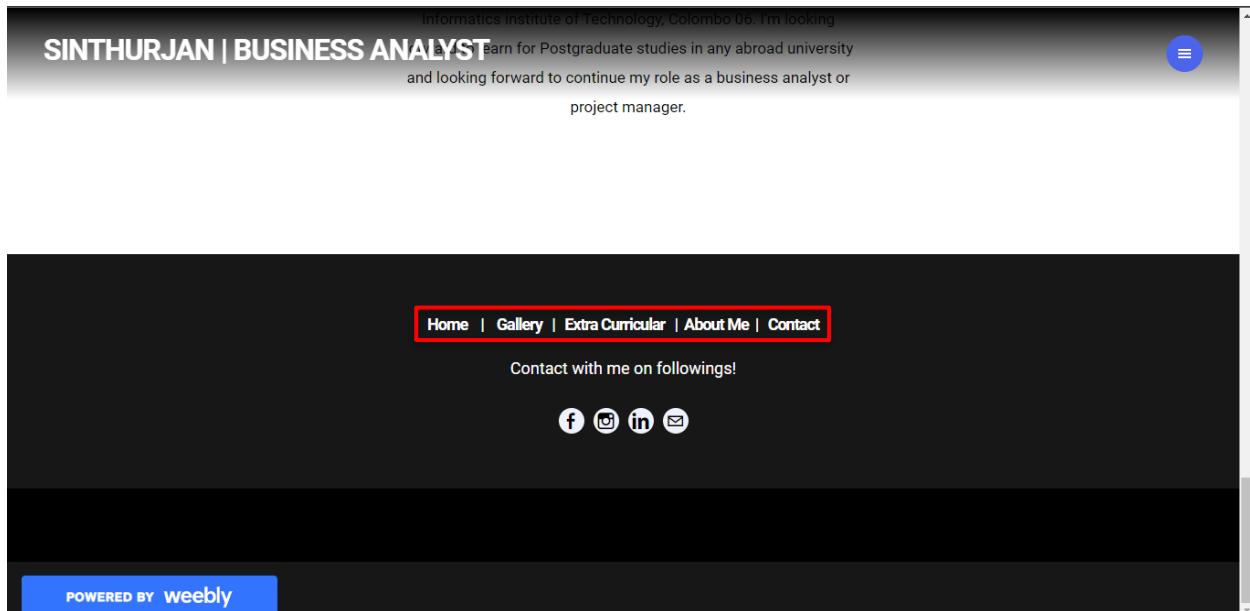


Figure 17: Internal Links to navigate to the Other Pages in Footer

Using the internet marketing ninja tool and identified the internal links has been connected with the website has been evident in the screenshot below.

Done

Internal Pages

5

External Links

12

Internal Redirects

0

External Redirects

1

Internal Errors

0

External Errors

1

Create XML Sitemap

Download results to Excel

Download results in HTML

Tweet

reddit

If crawler isn't finished you will get incomplete data.

1 External redirects

XLS | HTML

Status	Internal links	Link	Link text	Redirects to	First found on
1	302	5	www.weebly.com/signup?	Powered by Create your own unique /app/front-door/signup	https://sinthurian-business-

5 Internal links

XLS | HTML

▲ ▼	URL of pages being spidered	On page report	Level from home	Status	Internal links	Link text	Internal links on page	External links on page	Size of page	Check Images	Analytics Found	Title tag of page	Meta
			▲ ▼	▲ ▼	▲ ▼		▲ ▼	▲ ▼	▲ ▼			▲ ▼	
1	sinthurian-business-	SEO Page	0	200	5	start	5	8	41281	Image	Yes	SINTHURIAN BUSINESS ANALYST - Home	-
2	/about-me.html	SEO Page	1	200	5	ABOUT ME	5	10	84816	Image	Yes	About Me - SINTHURIAN BUSINESS ANALYST	-
3	/gallery.html	SEO Page	1	200	5	Gallery	5	4	43017	Image	Yes	Gallery - SINTHURIAN BUSINESS ANALYST	-
4	/extra-curricular.html	SEO Page	1	200	5	Extra Curricular	5	4	34331	Image	Yes	Extra Curricular - SINTHURIAN BUSINESS	-
5	/contact.html	SEO Page	1	200	5	Contact	5	4	34634	Image	Yes	Contact - SINTHURIAN BUSINESS ANALYST	-

Figure 18: Evidents on Internal links have been connected in the website

2.3.2 Usage of External Links

The trustworthiness of your website grows when you include trustworthy and relevant website links in your content. Furthermore, quality external links provide references to your readers, enhancing the authority of your website. In order to this statement, I've used external links as an optimization technique to increase enhance the website. I've added links like university official

Part C – Social Media and Optimization

3.1 Use of Social Media in relations to SEO

Social media helps people to discover new content or brands they or their friends could be interested in, but the SEO allows you to gain traffic from people who are looking for something related to your website. Combining both will lead to increase the traffic from variety of different sources. (Bodnar, 2019).

Social media has an indirect impact on the factors that determine search rankings. Through social signals, these two are connected. Those signals will strengthen the factors Google considers when ranking websites and increase the company's brand recognition. mass content sharing across the social media will lead to increase the content visibility and SEO ranking (Clement, 2020).

Through the social media, we can easily identify the target market audience via insights provided by them. By focusing on the reach and what type of people mostly reaching our product and we can keep boosting attractive posts, interesting blogs, and all by covering those audience will lead to do the mass sharing and increasement on web traffic (Greene, 2021). Therefore, Social media is playing the role of influence to increase the audience and increase the web traffic to improve the SEO ranking.

3.2 How social media could be used to improve the ranking of the website

Social Media is the best way to improve content visibility to boost your SEO efforts, so Google algorithms can recognize your content and rank it. Through other channels, social media has the potential to generate excellent online traffic to your site. Creating valuable content such as videos, graphics, quizzes, blogs, and podcasts will increase the website's visibility and traffic. These types of content will provide useful information, promote sales, improve your Google ranking, and make your posts more shareable (Davies, 2021).

Using the keywords and hashtags will assist you in determining what your audience wants to see and how your content may meet their needs. This improves the probability of appearing at the top of search engine results pages (SERPs). Similarly, hashtags, which are based on popular topics, can generate a lot of traffic. They're effective on social media sites like Facebook, Twitter, and Instagram. People frequently utilize trending hashtags to view many posts on a particular topic; this can help them find your material while also offering Google clues about how to rank it. Keywords and hashtags work together to make your post stand out in fast-moving feeds (Dragilev, 2021).

Since social media users scroll through feeds quickly, you need to keep content fresh to hook them at first glance. Additionally, if you keep posting the same kind of content on your feed, your audience will likely get bored and look at your competitors instead. Google algorithms can change

at any period without informing, so when creating contents, more valuable, and easier to share around. However, if you don't do it well, you'll waste time and money writing posts. So, creating fresh innovative contents, mass sharing and reaching more audience will help to increase the ranking of the website (WebFX, 2021).

3.3 Social Media can improve the ROI (return of investment) of a company

The fact that brands don't measure their social media performance is one of the main reasons why social media ROI is so poor. What are your objectives for using social media marketing? Do you want to get a certain number of people to visit your website? Do you want to develop the leads you already have? should be considered. Also, the organization should consider how many active people use social media, which platforms are the most popular, and what type of device they use to surf, and generate content accordingly. Then the audience reach will be higher as a result, and there will be a greater chance of increasing return of invest (Jingcong, 2017).

It's not about getting more new followers on social media. It's also important to think about how to keep your current following happy. Answering queries from your community and teaching them better methods to use your product can result in free marketing because customers who enjoy your product are more likely to tell their friends about it. Also, the posts that we publish should be more innovative, attractive, and well-detailed (Guy Powell, Steven Groves, Jerry Dimos, 2011).

Therefore, social media is the massive platform of current generation to market their company and easiest way to reach huge audience by maintaining attractive posts and keep engaging with their followers. In other ways, it will be useful to maintain the rank of the company website as well. If any company started social media marketing and failed to keep engaging with their followers will not get return on investing. So, the social media plays the influencing role among the people and helps you to expose your company branding (EMPLIFI, 2021).

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