

DIGITAL MARKETING LAB MANUAL

INTRODUCTION TO THE LAB

In this laboratory, students will learn how digital marketing tools are used in real e-commerce businesses. Each lab is designed so that you can complete it **independently**, using either:

- your own e-commerce project, OR
- a demo website provided by the instructor.

Note:

You do **not** need to spend money, run ads, or use a credit card in any lab.

LAB FLOW

You must complete labs **in this exact order**, because each tool builds on the previous one:

1. Google Analytics (track users)
2. Google Search Console (how Google sees your site)
3. Google Keyword Planner (keyword research)
4. Google Ads (ad creation, draft only)
5. Social Media Analytics
6. Influencer / YouTube Analytics
7. Final Digital Marketing Report

PREREQUISITES (DO THIS ONCE)

Before starting Lab 1, make sure you have:

- A Google account (Gmail)
- A website URL (your project or demo site)
- Basic understanding of what your website sells

LAB 1: GOOGLE ANALYTICS (GA4)

Objective

To track website visitors, understand where they come from, and observe user behavior.

What This Tool Does?

Google Analytics tells you:

- how many people visit your site?
- where they are from?
- what device they use?
- which pages they visit?

Step-by-Step Instructions

Step 1: Create Analytics Account

1. Open: <https://analytics.google.com>
2. Click **Start Measuring**
3. Account Name:
 - Example: Ecommerce_Lab_YourName
4. Click **Next**

Step 2: Create a Property

1. Property Name: YourProjectName
2. Reporting Time Zone: **Nepal (GMT +5:45)**
3. Currency: **NPR**
4. Click **Next** → Select business details → Create

Step 3: Add Website (Data Stream)

1. Choose **Web**

2. Enter your website URL
 - o Example: <https://demo-ecommerce.netlify.app>
3. Enter Stream Name
4. Click **Create Stream**

Step 4: Install Tracking Code

1. Copy the **Global Site Tag (gtag.js)**
2. Open your website's HTML file
3. Paste the code inside the <head> section
4. Save and deploy the site

Step 5: Verify Tracking

1. Open **Reports → Realtime**
2. Visit your website from your phone
3. Confirm at least **1 active user** appears

Lab Output (What You Must Submit)

- Screenshot of **Realtime users**
- Screenshot of **User Overview**
- Write **3 observations**, for example:
 - o Most users use mobile devices
 - o Users are mainly from Nepal
 - o Homepage is most visited

LAB 2: GOOGLE SEARCH CONSOLE

Objective

To understand how Google indexes your website and what search terms show your site.

What This Tool Does?

Google Search Console shows:

- which keywords bring traffic
- whether Google can read your site
- indexing problems
- mobile issues

Step-by-Step Instructions

Step 1: Add Website

1. Open: <https://search.google.com/search-console>
2. Click **Add Property**
3. Choose **URL Prefix**
4. Enter your website URL
5. Click **Continue**

Step 2: Verify Ownership

Choose **Google Analytics** (recommended):

- This works only if Lab 1 is done correctly

If verification fails:

- Use **HTML tag method**
- Paste the meta tag inside <head>

Step 3: Explore Key Reports

Open and observe:

- **Performance** → Queries, Clicks, Impressions
- **Pages** → Which pages appear in Google
- **Indexing** → Errors or warnings
- **Mobile Usability**

Step 4: Request Indexing

1. Paste your homepage URL in the search bar
2. Click **Request Indexing**

Lab Output

- Screenshot of **Performance (Queries)**
- Screenshot of **Indexed Pages**
- List **5 keywords** where your site appears

LAB 3: GOOGLE KEYWORD PLANNER

Objective

To identify keywords people, search for related to your product.

What This Tool Does?

Keyword Planner helps you:

- choose SEO keywords
- plan Google Ads keywords
- understand competition

Step-by-Step Instructions

Step 1: Access Keyword Planner

1. Open: <https://ads.google.com>
2. Click **Switch to Expert Mode**
3. Skip campaign creation
4. Go to **Tools & Settings → Keyword Planner**

Step 2: Discover Keywords

1. Click **Discover New Keywords**
2. Enter product-related terms
 - o Example: Handmade bags Nepal
3. Click **Get Results**

Step 3: Analyze Keywords

Focus on:

- Avg monthly searches
- Competition
- Keyword relevance

Step 4: Select Keywords

Choose:

- 2 high-volume keywords
- 2 medium-volume keywords
- 2 long-tail keywords

Lab Output

- Screenshot of keyword results
- Table:

Keyword	Volume	Competition	Reason
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LAB 4: GOOGLE ADS (DRAFT ONLY)

Objective

To understand how Google Ads campaigns are created.

Important Note

You will **NOT publish ads** and **NOT add payment details**.

Step-by-Step Instructions

1. Open Google Ads
2. Click **New Campaign**
3. Choose **Create without a goal**
4. Select **Search Campaign**
5. Skip billing

Create Ad Group

- Add 5–7 keywords from Lab 3

Create Ad Copy

- Headlines (3–5)
- Descriptions (2)
- Use product benefits and location

Lab Output

- Screenshot of Ad Group
- Screenshot of Ad Preview
- Written Ad Copy

LAB 5: SOCIAL MEDIA ANALYTICS

Objective

To analyze performance of social media marketing.

Step-by-Step Instructions

1. Create a Facebook or Instagram business page
2. Open **Meta Business Suite → Insights**
3. Observe:
 - Reach
 - Engagement
 - Audience
 - Best posting time
4. Compare **3 posts**

Lab Output

- Screenshot of Insights
- Comparison table
- 5-line explanation

LAB 6: INFLUENCER / YOUTUBE ANALYTICS

Objective

To understand influencer marketing metrics.

Step-by-Step Instructions

1. Choose one influencer
2. Use:
 - o Social Blade
 - o Not Just Analytics
 - o YouTube Studio
3. Analyze growth, engagement, content strategy

Lab Output

- Screenshot of analytics
- 5 insights
- Strategy explanation

FINAL DIGITAL MARKETING REPORT

Submit **one combined report** containing:

1. Google Analytics screenshots + observations
2. Search Console keywords
3. Keyword Planner table
4. Google Ads draft
5. Social Media analysis
6. Influencer analytics