

CAMPAIGN: PRODUCTION AND MARKETING OWN WEBSITE

ECMM705
WEB MARKETING AND ANALYTICS

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Google Webmaster and Analytics Tools Account details:

Social Media Page(s) URL:

<https://www.facebook.com/HirakChoudhury.freelance.webdeveloper/> -facebook

<https://plus.google.com/u/0/104074461465601566200> - G+

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1. INTRODUCTION

This report will summarize the web marketing and analytics of the production of my personal portfolio website. The report will discuss the development from the design stages, to SEO, social media marketing as well as Google analytics. The report will also analyze the competition and suggest improvements.

This particular website is developed to promote my personal skillset as a brand to capture user's attention to enquire about ideas and concepts. Users will be able to sign up for a monthly newsletter, view images and videos in my portfolio and submit their ideas and concepts.

2. WEBSITE GOALS

This website displays my portfolio to all users and also offers services to them in each of these categories. I have segmented the portfolio into 4 different categories – Design, Film and Video, Development and Photography. Each category has a display of my previous work in a segmented format where users can click and trigger an event. All pages also have CTAs which lead them to the contact page where they can fill out a form and submit their queries. There is also an option to subscribe for monthly newsletters which enables users to keep in track of new content in my website.

Primary Goal

- Have users sign up for newsletter

Secondary Goals

- Have users download PDF of my CV.
- Have users view video, click on Images.
- Submit their queries in the contact form.

3. WEB MARKETING STRATEGIES

3.1 DESIGN

This section discusses the design strategies and principles used to design “Hirak Choudhury”- personal web services page to facilitate the website goals.

3.1.1 CONSISTENCY

3.1.1.1 Colours and Fonts

Design consistency was used throughout the website. The theme of the website consists of 3 primary colors ie. blue, black and grey. Call to Actions are categorized into Primary CTAs and Secondary CTAs. The Primary CTAs(in orange) prompt the user to click and submit feedback in the contact page. The Secondary CTAs are in green or blue. They either point out to an external link or prompts the user to view a pdf file.

The main font for the body of the website is sans-serif from the bootstrap theme ‘cosmos’. For headings in the webpage the font used is Oswald. These fonts were chosen for legibility. They are consistent throughout the site and tries to catch user attention.

3.1.1.2 Layout

The layout of the website has used Gestalt Principles; the content is segmented and easily noticeable through the principles of proximity and continuation. The main navigation is placed at the top of every site page and is fixed in its position. The user can access the navigation bar from any portion of the page. Breadcrumbs are used to guide the users throughout the site.

NAVIGATION

Hi! It's Hirak Choudhury

Photographer | Editor | Developer

HEADER

CONTENT SECTION 1

About Me

Hello I'm Hirak Choudhury, a MSc. Multimedia student at the University of Westminster. I'm from Kolkata, India and I graduated from Xaviers College with a Bachelor's degree in Multimedia. During my graduation years, I gained a lot of practice and experience working with groups of talented designers, photographers, artists etc. I love to code, click photos, document stories, play video games, procrastinate etc.



SECTION-SERVICES

1 Photography



Visited a place/destination recently? Do you feel like there's a lot more to your experience than just memories. I could help you make your own photoblog or document an important event.

[View Services](#)

PRIMARY CTA

Sign Up for my Monthly newsletter

Email I agree to the Terms and conditions

SECONDARY CTAs

What I've been upto lately..

Sikkim in Monochrome © 10 April 2016

Self Check-In Kiosk © 19 March 2016

Nasa Kepler Observatory © 22 March 2016

Contact?

[Get my CV](#) [Get a Quote](#)

Connect On:

Fig 1: Landing Page

2 Design

With formative experience in design and print media, I could help you advertise your product in a unique way. Be it creation of motion graphics, adverts, User Interfaces.. I'm game!

[View Services](#)

SECTION-SERVICES

3 Development

Integrating Design and Technology is my forte. I am currently working on a project based in PHP and database integration. I can help with front-end development, SEO/Analytics, Game development, Flash app/content etc

[View Services](#)

Please note that this a temporary website which serves as part of an assignment for the studies of the website's author.

FOOTER

Copyright © Hirak Choudhury All rights reserved 2011-16 | Terms of Use | Privacy Policy

Follow@:

Fig2: Landing Page

3.1.1.3 Images

Meaningful images have been used throughout the site with proper ‘alt’ tags to reflect the content, and also attract the users attention.

3.1.2 LEAD GENERATION FORM

There are 2 lead generation forms that appear on the website. The first one prompts users to subscribe for monthly newsletters while the second LGF prompts user to submit feedbacks/quotes through CTAs situated throughout the website.

3.1.2.1 Calls to Action (CTA)

There are 3 types of CTAs which can be identified by their color in this website.

Submit CTAs- These CTAs are in blue color and they prompt users to submit data through forms

Destination CTAs-These CTAs are in Orange color and they take the users to the LGFs.

External CTA-These CTAs are in green color and they instruct the user to either view an external site or to download a pdf.

The image displays two distinct Lead Generation Forms (LGFs) side-by-side. The left form is a 'Sign Up for my Monthly newsletter' section. It features a large input field for 'Email' with the placeholder 'Email'. Below it is a checkbox labeled 'I agree to the Terms and conditions' and a blue rectangular button labeled 'Submit'. The right form is a 'Contact Form' with a title at the top. It includes four input fields: 'FullName*' (placeholder 'Type your Full-Name here'), 'Email*' (placeholder 'Type your email here'), 'Subject*' (placeholder 'Specify the subject here(quote/feedback etc)'), and 'Message:' (placeholder 'Your Message'). Each of these fields has a blue rectangular 'Submit' button positioned directly beneath it.

Fig: LGFs

with submit CTAs

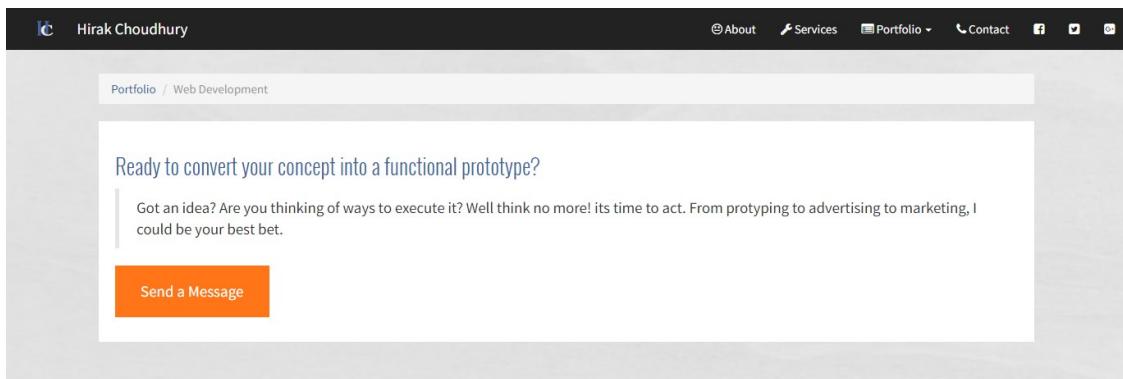


Fig: Destination CTA



Fig: External link CTA

3.1.3 SITE STRUCTURE

The information architecture has been created to ensure the site is arranged into a meaningful structure with hierarchy. This ensures that different categories of content will be placed on different pages so as to make sense to the users.

3.1.4 MOTIVATION

The site has been designed to motivate users to fulfill the website's primary goal: to sign up for the newsletter. Intrinsic motivation will come from the user, if they have a genuine interest in the subject matter. If they are interested in any services that they would like to implement, they have the option of submitting a message at the contact page.

3.1.5 PERSUASION

The site's landing page gives adequate information about who is behind this site and the services that are available to the users. This gives a sense of credibility. The contact page includes an email, address and map location which makes the user feel like the organization is accessible and easy to contact.

3.1.6 RESPONSIVE DESIGN

The site has been developed to be a responsive website which will adapt to all viewports. Having a website which is accessible via all devices is important and gives users the flexibility to view the site on whichever device they choose. The layout has been specifically optimized for mobile and tablet displays.

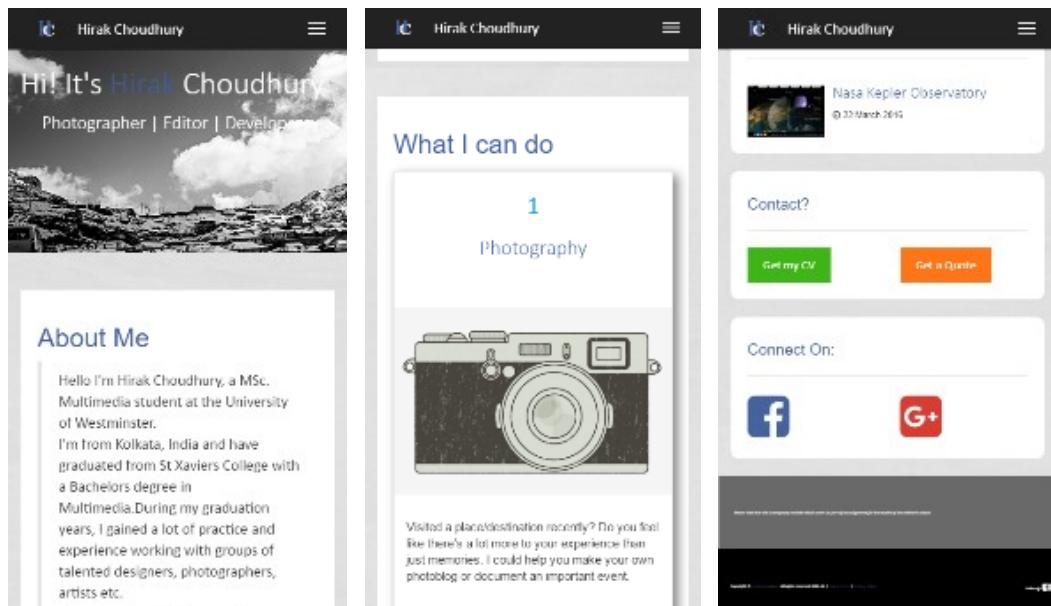


Fig: Mobile layout of Website.

3.2 SEO IMPLEMENTATION

3.2.1 Keywords Research

Keyword research was conducted to find the most relevant, least competitive and most searched keywords for Second Scoop Creations. The following are the keywords researched:

Keywords	Search Volume	Competition
Web	7480000	Low
Flash	2740000	Low
India	2240000	low
Website	301000	Medium
Html5	301000	Low
freelance	301000	Low
Kolkata	246000	Low
Designer	165000	Low
Freelance web designer	4400	Medium
Front-end web developer	2900	Medium
Hirak	390	Low
Html5 web developer	20	Medium
Art photography	9900	Low
Photo	1830000	Low
Choudhury	3600	Low
Short films	49500	Low

Video short films	10	Low
Video shorts	320	low

From the keyword research, the main keyphrase with the most relevance, low competition and medium search volume was chosen to be: *Hirak Choudhury website*.

3.2.2 Meta Tags

Meta tags have been used in all pages using meta description tags and meta keyword tags and title tags. Keywords researched using the keyword tool have been used in all the three tags.

The meta tag 'robots' with content of 'noodp' is used to restrict google web crawlers to show the descriptions in Search Engine Results.

In addition to the main keyphrase of *Hirak Choudhury website*, other keywords have been chosen for all pages related to its contents

Page	Keywords
About Page	Hirak, Hirak Choudhury, Hirak Choudhury website, website, flash, HTML5, web, designer, adobe creatives, kolkata, India, front-end Web Developer, html5 web developer, freelance webdesigner, photo, artphotography, photo-design freelancer, video site, website photo search
Services page	Hirak, Hirak Choudhury, Hirak Choudhury Website, flash, HTML5, web, designer, adobe creatives, kolkata, India, front-end Web Developer, html5 web developer, freelance webdesigner, photo, photo-design freelancer, video site, website photo search
Portfolio page	Hirak, Hirak Choudhury, flash, HTML5, web, designer, adobe creatives, kolkata, India,

	front-end Web Developer, html5 web developer, freelance webdesigner, photo, photo-design freelancer, video site, website photo search, video short films
--	--

The keywords have also been made into coherent sentences for only the main pages (description meta tag). Keeping in mind the description character limit of 115 characters [1.], the following are the descriptions used in the main pages:

Page	Description
About Page	Hirak Choudhury is a photographer, front-end developer(HTML5), video-editor from Kolkata,India.
Services Page	Hirak Choudhury offers services related to photography, html5 front-end Development and video editing.
Portfolio Page	Welcome to Hirak Choudhury's designer portfolio.View Galleries of photography, design, web development and short films.

All pages have titles in this format: Name of page – Name of Site. The following are all the titles used for each page:

Page	Title tag
About Page	Hirak Choudhury Photography Development Design -About
Services Page	Hirak Choudhury Photography Development Design -

	Services
Portfolio Page	Hirak Choudhury Photography Development Design - Portfolio
Photography Page	Hirak Choudhury Photography Development Design - Photography
Design Page	Hirak Choudhury Photography Development Design - Design
Development Page	Hirak Choudhury Photography Development Design -Web Development
Media Page	Hirak Choudhury Photography Development Design -film-media
Contact Page	Hirak Choudhury Photography Development Design - Contact
Terms Page	Hirak Development Design-Terms and conditions

3.2.3 Structured data

Schema.org has been used to apply microdata to the HTML markup. Schema.org uses different schemas for different types of information. Utilizing this type of microdata on the site, allows the search engine to understand the contents and the structure of the site.

```

173
174         <div class="row">
175             <div class="col-md-4 spicture " itemscope itemtype="http://schema.org/VisualArtwork">
176                 <a href="img/kiosk2.jpg" onclick="ga('send', 'event', 'link', 'click', 'Design');" class="flipLightBox" title="Hirak Choudhury Design"><span><b>Kiosk Design</b> &copy; <span data-href="#" data-target="_blank">Hirak Choudhury</span>,<span data-
href="https://twitter.com/NuriaQuero8" data-target="_blank">Nuria Quero</span>,<span data-href="https://www.facebook.com/oqureshi?ref=ts" data-target="_blank">Omar Qureshi</span>.
177
178
179
180
181
182             </a>
</div>

```

Fig – Example of how the VisualArtwork Schema was used

Schemas have been used throughout the site to facilitate in understanding the structure of the page. For example, the schema for 'breadcrumb' element has been used for the breadcrumb navigation in each page. Within this, it indicates the URLs and the name of each URL.

```
113      <div class="breadc" itemscope itemtype="https://schema.org/breadcrumb">
114        <ol class="breadcrumb">
115          <li><a href="portfolio.html">Portfolio</a></li>
116          <li class="active">Design</li>
117        </ol>
118      </div>
```

Fig – Example of how the breadcrumb Schema was used

```
184      <div class="col-sm-6 svideo" onclick="ga('send', 'event', 'link', 'click', 'Videoplay');" itemscope itemtype="https://schema.org/VideoObject">
185        <a href="https://www.youtube.com/watch?v=sBYE79uMKE" data-titlestyle="right" data-width=600 data-height=400 class="html5lightbox" title="Sound of
186        Silence" data-description="Abstract take on Sound of Silence by Simon and Garfunkel. The protagonist narrates his experience on being a sole-survivor of his race. He dreams of empty
187        streets and empty thoughts which resonate in silence" onclick="ga('send', 'event', 'link', 'click', 'Sound of Silence');">
189        <meta itemprop="creator" content="Hirak Choudhury">
190        <meta itemprop="copyrightHolder" content="Hirak Choudhury">
191        <meta itemprop="copyrightYear" content="2016">
192        </a>
193      </div>
```

Fig – Example of how the VideoObject Schema was used

```
<footer itemscope itemtype="https://schema.org/WPFooter">
  <div class="container">
    <div class="row">
      <div class="well" id="disclaimer">
        <i>Please note that this a temporary website which serves as part of an assignment for the studies of the website's author. </i>
      </div>
    </div>
```

Fig – Example of how the Footer Schema was used

3.2.4 HTML5

HTML 5 semantic elements were used to create this website. Elements such as the `<nav>`, `<header>` and `<footer>` tags were used to enhance the structural meaning of the site.



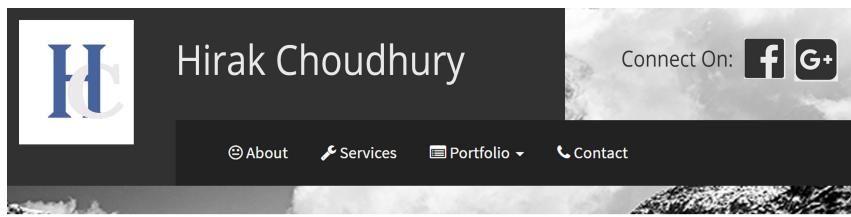
Fig – Structure of About page using HTML5 Outliner

3.2.5 XML Sitemap

A Sitemap is an XML file used to list all URLs in the site with metadata about each URL to allow search engines to understand the site better (Sitemap.org, 2014). A Sitemap has been included at the following link: <https://w1569215.users.ecs.westminster.ac.uk/webmar/sitemap.xml>

4. Email Marketing Strategies

The email newsletter which users will receive if they sign up via the subscribe for newsletter form have been designed based on the same design of the website. This example shows a newsletter based on new content update.



Web Content Updated!

Hello User,

This weeks content has been updated. Are you a researcher? Are you thinking of an application which could tie up all your experiments,reports,results together with your fellow scientists.Well fret no more! The All new Depma is here..check out the prototype version on the above link.Watch the video to know how it works.
If you are interested in the prototype and would like to know more drop in a message at the above link.

Stay tuned for further updates!

-Hirak Choudhury

This email was sent to user@nmail.com.

To Unsubscribe click [here](#)

Copyright © 2016 Hirak Choudhury

Fig – Design Template for Email newsletter

In the above example the logo and the primary CTA-which is to click on the protocol is placed at the top left corner, taking advantage of the window of opportunity. The CTAs are similar to the website which promotes familiarity to the registered user who knows exactly where to click.

The footer gives the user options to recognize that from where the newsletter is coming, and if they wish to unsubscribe they could do so. The copyright promotes legibility as well.

The from line of the email would always be from the author of the website ie:Hirak Choudhury(wmin1569215@gmail.com) and the subject will vary as content in the website gets updated but it will follow a similar structure like: Hirak Choudhury-Web Content Update-Subject Name.

5. Social Media Marketing Strategies

The social media medium used for this website is Facebook. The Facebook page can be found at: <https://www.facebook.com/HirakChoudhury.freelance.webdeveloper/?fref=ts>.

Facebook was chosen as it would be a good medium to share ideas and connect with users who are interested in similar topics.

5.1 Facebook Page Implementation

The design of the page is similar to the design of the website. The cover photo is similar to the one used in the website. The logo of the website is represented in the display page of the Facebook page.

The about section of the Facebook Page is similar to the meta description of the website. The Life Events has also been updated to show when this website(Hirak Choudhury Photography|Development|Design) was founded. There is also a clear contact information similar to the website.

About Hirak Choudhury	
Overview	PAGE INFO
	Address 410A Urbanest Hoxton, 100 East Road, n16aa London, United Kingdom
	Hours Always open
	Short Description Hi! I'm a photographer, developer, video-editor from Kolkata,India.I am excited to work on new projects/concepts related to UI and Web Applications.
	Long Description Hi! I'm a photographer, developer, video-editor from Kolkata,India.I am excited to work on new projects/concepts related to ... See More
	Mission To gather data for Google Analytics
	Email wmin1569215@google.com
	Website https://w1569215.users.ecs.westminster.ac.uk/webmar/

Fig – About Page Facebook

5.2 Posts and Engagement

Posts are updated once a fortnight to show new content updated in the website and also to prompt users to click on custom campaigns created by URL builder. Some examples of these posts:

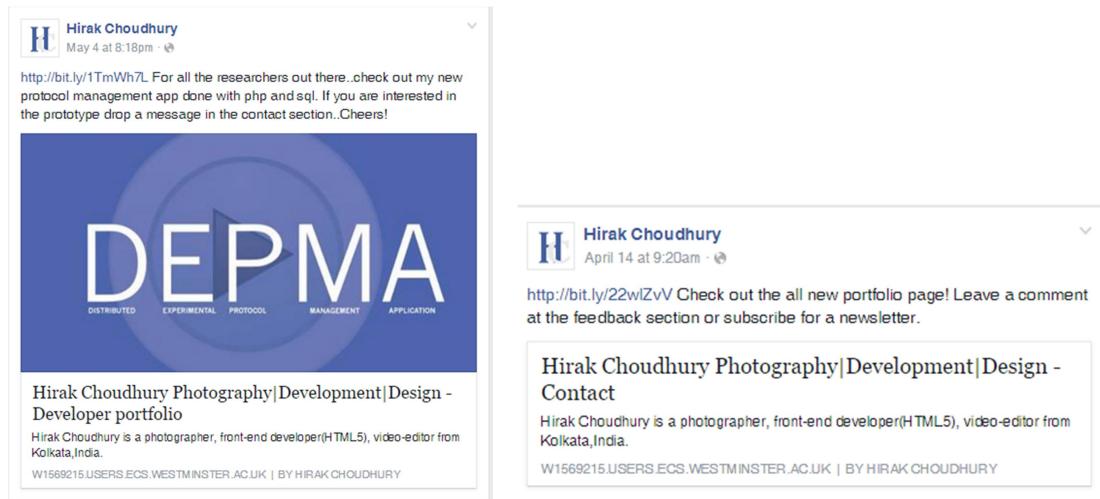


Fig – Facebook Posts

6. Web Analytics

Web Analytics data was analyzed and captured via Google Analytics.

6.1 Key Performance Indicators

Key Performance Indicators (KPIs) is a type of measurement to evaluate the success of the website. In this particular case a few different KPIs have been chosen to determine the success according to the website goals stated at the beginning. The following are the KPIs which will be used:

- **Visits**

Visits KPI will determine how many visitors have come to the website. This will give an overall number of the amount of people who have come to the site.

- **New Visitor**

This KPI will determine what fraction of the visits were actually new visitors, and what fraction were returning visitors. This can give an idea of how many people are genuinely interested in the site and return for more information.

- **Bounce Rate**

This KPI determines how many people left the site with only one page view. This is an important KPI because it helps us determine the number of users that viewed the site for a glance and then left. It can also help determine the user-activity on each page

- **Conversion Rate**

This is a very important KPI as this will determine how many visitors actually achieve a goal. In this case, the main goal was to subscribe to the newsletter. If the user successfully signs up and arrives at the Thank You page then they have fulfilled the main website goal. This KPI will measure how many visitors convert.

6.2 Universal Analytics Implementation

The Universal Analytics tracking code was added to every page of the website to ensure Google Analytics was tracking each page.

6.2.1 Tracking Events(PDF)

PDFs are tracked as events. A CV can be downloaded from the about page. In the anchor tag there is the specified google analytics code to perform this action

```
303     <div class="col-xs-6">
304         <a href="Hirak-Choudhury_CV.pdf" onclick="ga('send', { hitType: 'event', eventCategory: 'Downloads', eventAction: 'PDF', eventLabel: 'Hi
305             Choudhury_CV.pdf'});" class="btn btn-success" target="_blank">Get my CV</a>
            </div>
```

Fig - PDF tracking code

6.2.2 Tracking Events(clicks)

This is used to track events on external links and directory links(links leading to contact page)on CTAs. This parameter can give an idea of the level of interaction in the page.

```

35 <script>
36   jQuery(document).ready(function ($) {
37     $('.btn-primary' && '.btn-warning').on('click', function() {
38       ga('send', 'event', 'link', 'click', 'CTAcalls');
39     });
40   });
41 </script>
42
43

```

Fig – CTA tracking code

6.2.3 Google Analytics Goals

There are many goals set up in Google Analytics to measure certain conversion rates, which are inline with the goals of the website.

- **Subscribe to Newsletter (URL Destination)**

Once the user subscribes to the newsletter at the about(index.html) page he will be directed towards newsletterconfirm page . Users can subscribe to newsletter only through the about page so there is only 1 possible user journey and one goal set up.

- **5+ pages per visit**

This goal determines the no of pages an user visits in a session before leaving the website. This goal gives us an idea on which pages the user is spending the most time at and which page needs more attention.

- **Time on Site(5+ min.)**

This goal determines the time spent as a whole on the website and which pages gather the most attention of an user

- **Feedback(URL Destination)**

This is also a destination goal but it can be achieved from multiple pages. As a goal of the website is for users to contact the author for services in their interested areas, this can be achieved through different pages. All pages have a leading banner which urges the user to

contact the author if they like the work displayed or would prefer to make something similar in the related fields.

- **Campaigns**

Custom campaigns were created for the promotion of the website through google URL builder and bit.ly. They were then posted by the page which prompted users to click and find the related content.

7. Competitors

Although there are far too many competitors in this field, I'll discuss in brief these two sites which I've come across on search engine results="web developer". They are <https://chris-mackie.co.uk/> and <https://davidbrookes.co.uk/>. Both these websites fall under a similar category and can be considered as competitors

7.1 Design

Both websites have different designs. Chris Mackie's page is a single-body layout where each section can be located through HTML divs., whereas David Brooke's page is segmented into separate html pages. Both these developers have more than 5 years of experience in their fields of work. Locating content on Chris' page is a tad difficult from a user's point of view as it is separated into divisions and can distract the user through unnecessary scrolling.

David's page on the other hand offers a better user experience as each content is situated in a different page. While sharing of links is easier for promotion in the case of David Brooke's page as the user knows from the link that where he is supposed to go. Chris' page on the other is very compact but the url if shared will always lead to the same destination.

Call to Actions: The CTA on Chris Mackie page is clear with a button indicating whether the user wants to work or hire Chris. Clicking this button scrolls the site to the contact div which is present at the bottom of the web page.

The primary CTA for Dave Brooke is to obtain clients, At first glance of the landing page he showcases his portfolio and previous work he has done. The user has to scroll down to find the appropriate CTA to get in touch with David. In my opinion there should be a contact or sign up feature right at the top-left area of the site along with his previous work.

The image shows two side-by-side screenshots of website landing pages.

Left Site (David Brooke):

- Header:** "David Brookes" with development
- Navigation:** Home | About | Projects | Services | Contact
- Text:** "Freelance web developer based in London - specialising in crafting stylish, responsive, high performance business websites from scratch, using the latest cutting edge web development technologies."
- Section:** **FEATURED PROJECTS** (Recent site builds & web projects I've worked on)
 - BETTER TOGETHER CAMPAIGN (Screenshot of a political campaign website)
 - BLINK NOW FOUNDATION (Screenshot of a charity website)
 - LIVE ART DEVELOPMENT AGENCY (Screenshot of a cultural organization's website)
- Section:** **SERVICES** (Digital agencies hire me to build cutting-edge websites for big-name clients)
 - KEY SERVICES & SKILLS**
 - HTML5
 - CSS3 (Sass, Compass)
 - JavaScript (jQuery, AngularJS)
 - PHP & MySQL
 - Git / SVN
 - ExpressionEngine CMS
 - Search Engine Optimization
 - Responsive Emails
 - Analytics and Tracking
 - Accessibility Principles
 - A/B Testing
 - Performance Optimisation
 - WEB DEVELOPMENT**
 - With over 7 years commercial web development experience I focus on building high performance business-driven websites that handle product sales, bookings and payments.
- Section:** **TESTIMONIALS** (What clients say)
 - Gregor Poynter - Director of External Engagement, Scottish Labour Party (Screenshot of a testimonial quote)
 - Thomas Garsenner - Chief Strategy Officer, Busan-Meteller (Screenshot of another testimonial quote)
- Footer:** Built with HTML5, Sass and Gulp. Hosted on AWS. Copyright © 2016 David Brookes



Fig: David Brooke vs Chris Mackie Landing pages.

7.2 SEO Implementation

Both the websites have used html5 semantic elements. Elements on Chris's webpage appear more organized because the primary navigation of this site is done through sections. David's site on the other hand have some untitled elements but overall segmentation is quite consistent.

Both these sites have not used the meta-“keywords” tag. The description tags are meaningful and self-explanatory. Not using the meta-keywords tag may not have a negative impact on Google search rankings (<https://chrisedwards.me/seo/keyword-meta-tag-google/>).

The title tag for Chris-Mackie follow this structure:

Web Design London | Freelance Web Developer and Designer</title>

(div name)Section title- </title>

- Sub-title of section title1</title>
- Sub title of section title2</title>

The title tag for David Brooke's Site follows the structure

Page Name-David Brooks-Freelance Web Developer London

Where “David Brooks Freelance Web Developer London” is the name of the webpage.

Similar site structure can be found at 'Hirak Choudhury Photography|Development|Design' but more segmenting and proper titles of Html elements have to be implemented. As for primary goals both these sites seem to be a bit unclear about their definite goals. There is no sign up feature nor excessive marketing strategies.

7.3 Social Media Marketing

Both Chris Mackie and David Brooke can be contacted through their social links on the webpage. David's social contacts can only be located if the user reaches the contact page. For connecting with Chris on the other hand a user has to scroll through his whole website. There are no quick-links available in either of the site.

8. Future Improvements

8.1 Website Design and Content

There are many areas in which this site could improve. As my skills get updated there could be more projects which can be posted in the site. I also have to learn on how to implement javascript elements for google analytics tracking. At the current state, there are many instances where images videos are not recorded in google analytics. Features such as in-section comments would also minimize complicated user journeys to contact page for every query.

8.2 SEO

In terms of SEO, the first thing would be to have a better URL. The current URL reads: <https://w1569215.users.ecs.westminster.ac.uk/webmar/index.html> where the ideal URL should be just: www.hirak-choudhury.com. This would help the ranking of the site, and the search engine to understand the main domain. Once this URL is created, all other URLs will follow the same scheme example: www.hirak-choudhury.com/portfolio/photography.html.

Backlinks are very important to increase the page authority and trustworthiness. In the future, the site should encourage backlinks by trying to get in touch with bigger organizations of web developers/photographers/designers

8.3 Email Marketing

Currently this is just a mockup of the design for an email marketing campaign. Email marketing could be implemented as the queries and emails are getting saved in a database.

In the future, this email marketing should be functional, perhaps through Mail Chimp. A welcome email should be created for users who signup, then a monthly newsletter should be sent with new updates to the site and relevant service information.

8.4 Social Media

Currently Social Media Campaigns are being tracked in Google Analytics only through Facebook. In the near future if this website accomplishes a set milestone of users other sites such as behance, twitter can be incorporated. As the page posted more posts the no of users targeted significantly rose. This data could probably infer that the more the posts the more the people it is going to reach

Eg:

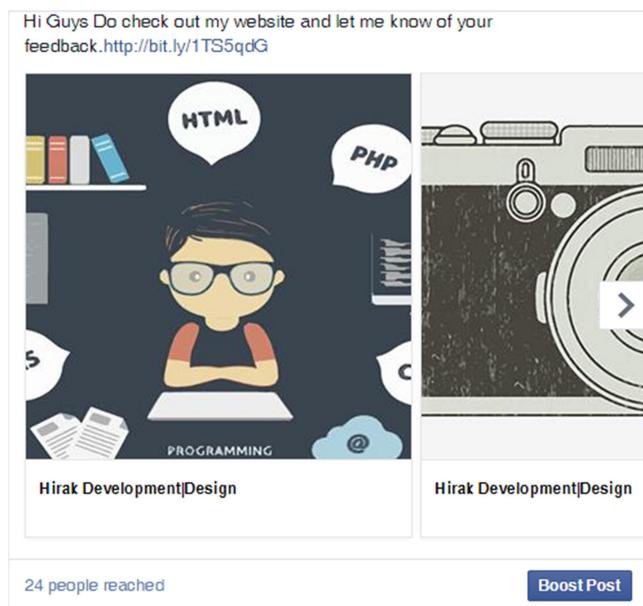


Fig 1: first post (24 people)



Fig 2: (41 people)



Fig -(164 people)

A google plus business account is created but it needs implementation and is very important as it shows site information along with the site on SERP. At present circumstances due to address copyright issues this account could not be properly integrated though it is something which needs to be rectified in the future.

8.5 Google Analytics Analysis

To analyze the performance of the website it is important to look at the data collected from Google Analytics from 11th April to 8th May 2016.

Overall the website got 104 visitors, with 57.5% being return visits. This division should be at a 1:1 margin ie close to a 50%. As the site gets updated with new content and gets discovered by new users from either Facebook campaigns or organic search this statistic could improve further.

The bounce rate of the site is 48.77% this means that users do not get sufficient interest from the landing page and are not motivated to click on the other links or to subscribe.

The following diagram illustrates the users flow upto the 3rd interaction with the site. This will be helpful in determining the actual user journey and how users want to interact with the system.



Fig - User Flow

The highest drop-off is from the about page(index.html) accounting for 11.3% of total drop-offs. This again signifies that the about page needs to be moderated to improve user-flow. Most users from the index page tends to shift to the links at the navigation bar. The primary goal here is to subscribe to the newsletters but from this data it seems not to gather sufficient information than other content,

the newsletter confirm page has 13 sessions with a drop off of 16%. Further changes must be done to the about page to improve the no of users who subscribe to the site.

Campaigns:

Social Campaigns by Posts: There are 3 campaigns currently being recorded by google analytics.

30 sessions have been recorded through social referral and 28 of them have been converted into goals ie submitting a feedback or registering for newsletters.

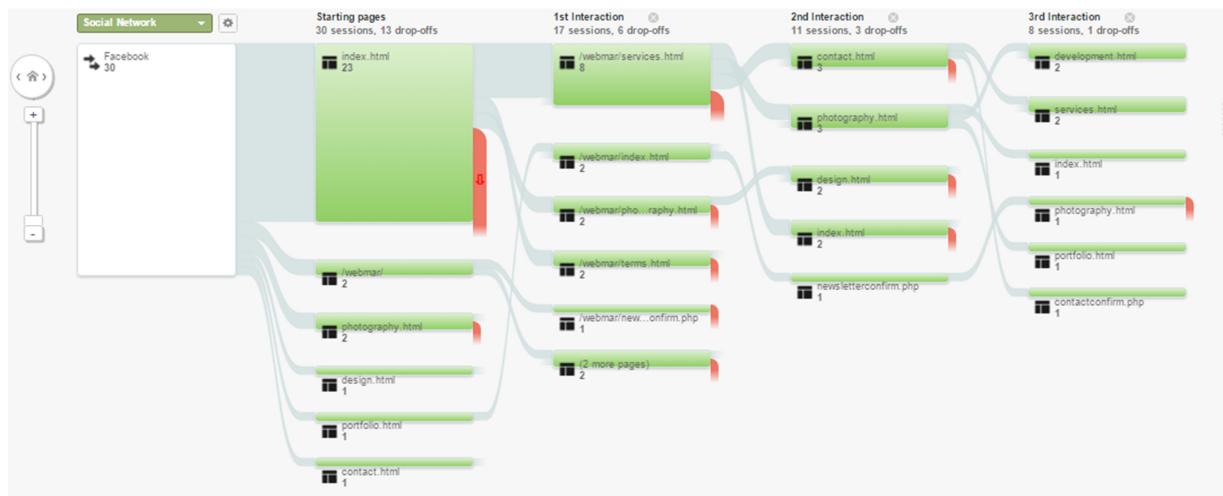


Fig: Social Conversions

Again from the above figure we can notice that the highest dropoff(ie 40% of total traffic) is at the about(index.html) page. This indicates that there is currently no possible structure or user guide for referred users to follow. This has to be improved.

Organic Keywords: Organic keywords hold 26% of total sessions. This margin can be improved by better keyword research and better SEO implementation.

Goals:

Goal conversion rate is moderately good at 41% with feedback goals being the highest in the destination URL category. Implementation of destination goals could have been done earlier for better results.

9. References

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