

C. DETAILED OUTLINE

1. Introduction

- Brief background of chosen company
- Purpose and overview of report

Example:

Guardian, established in 1972 in Singapore, has emerged as a prominent health and beauty retail chain, offering a wide array of products encompassing categories like skincare, cosmetics, health supplements, and personal care (Guardian, 2023). This analysis focuses on Guardian's online platform, "Guardian Online", which strives to deliver an immersive shopping experience in the health and beauty sector. The objective of this assessment is to scrutinise Guardian's online presence and search engine marketing tactics, aiming to devise a more effective strategy for the brand.

The primary goal of Guardian's website is to facilitate online sales of its diverse product range, while simultaneously enhancing brand awareness and attracting organic web traffic. Primarily, the platform serves as a digital storefront to showcase products, engage with specific customer segments, and enrich the overall customer experience.

2. Audience Analysis

Primary goal/purpose of website

- E-commerce site - To sell products online and generate revenue
- News website - To inform readers of latest news stories and events
- Blog - To share ideas, opinions, stories on a topic with readers
- Non-profit organisation - To raise awareness and funds for a cause

Demographic analysis (age, gender) and how it informs marketing strategy

- Similarweb → "Demographics" tab provides a breakdown of the website's audience by age and gender. Look at the age groups that make up the largest percentages of traffic. Check the male/female split of visitors.
- Similarweb → "Audience Interests" shows top visitor interests based on sites they also visit. This reveals more about your audience's preferences.

Example:

According to the data shown, 66.77% of the site's visitors are female and 33.23% are male. The age distribution indicates that the largest segment of visitors is between 25 and 34 years old, representing 30.88% of the total audience. The next largest group is aged 18-24, making up 24.67%, followed by the 35-44 age group at 9.75%. The 45-54 and 55-64 age groups represent 16.72% and 13.2%, respectively, while only 4.78% of visitors are over the age of 65.

This trend may be attributed to the tendency of women to invest more time, resources, and financial expenditure in beauty and grooming compared to men (Elsesser 2019), coupled with the fact that millennials demonstrate the greatest involvement in online health and beauty markets (Scianna 2021).

Consequently, Guardian can leverage this information to create content that resonates with and appeals to this demographic. For example, considering millennials' preference for visual over textual content, Guardian could enhance its website with video content to potentially boost engagement and conversion rates (Justia 2019).

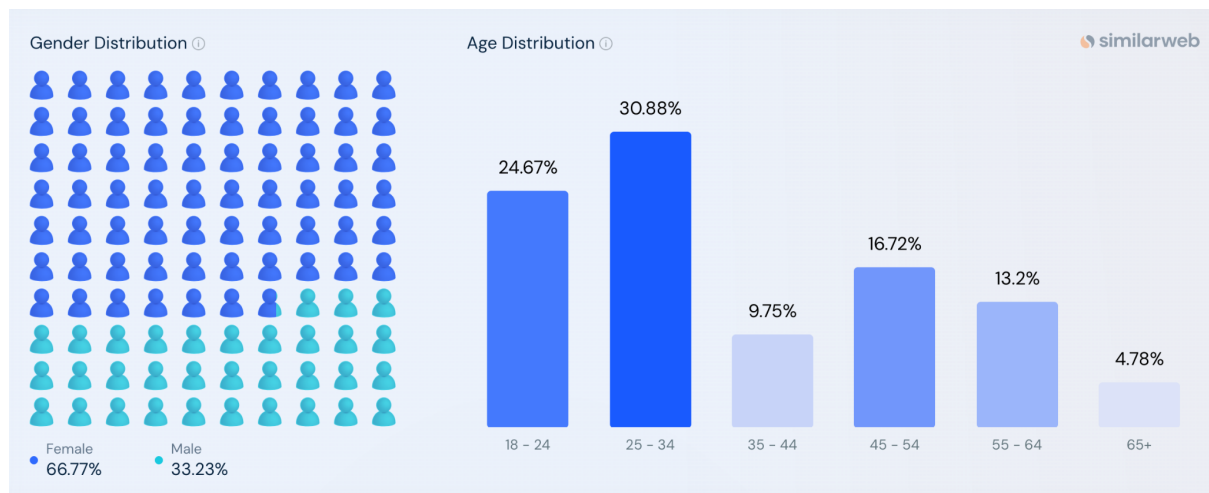


Figure 1: Gender & Age analysis by SimilarWeb, 2022, screenshot.

Geographic location of audience and implications for organic reach

- Similarweb → "Audience Geography" section shows what countries/cities the website traffic is coming from. It can identify where your target audience is located.

Primary traffic sources, channels and devices used - implications for marketing strategy

- Similarweb → "Traffic Sources" breaks down the channels driving traffic to the site - search, direct, referral, social, etc. It helps determine potential marketing strategies.
- Look at the % of mobile vs desktop traffic. This informs strategies for mobile optimization.

Example:

Based on the data from SimilarWeb, a significant majority of the site's visitors are from Vietnam, accounting for 97.25% of the traffic. This indicates a strong market presence in Vietnam, which is a key area of focus for the company. Other countries, while contributing to a lesser extent, do show varying degrees of engagement, with the Republic of Korea, the United States, the Philippines, and Singapore rounding out the top five visitor sources. Given this information, it would be strategic for the company to prioritize the Vietnamese market in its digital marketing and content strategies.

For a more localized approach, the company could develop content that caters specifically to the Vietnamese consumer base. Content could include topics such as "Optimal Skincare Routines for the Vietnamese Climate" or "Trending Beauty Essentials in Vietnam," thereby addressing specific regional needs and preferences. By focusing on highly relevant and region-specific content, the company could further solidify its engagement with the predominant Vietnamese audience while still maintaining outreach efforts in other key demographics reflected in the visitor data.

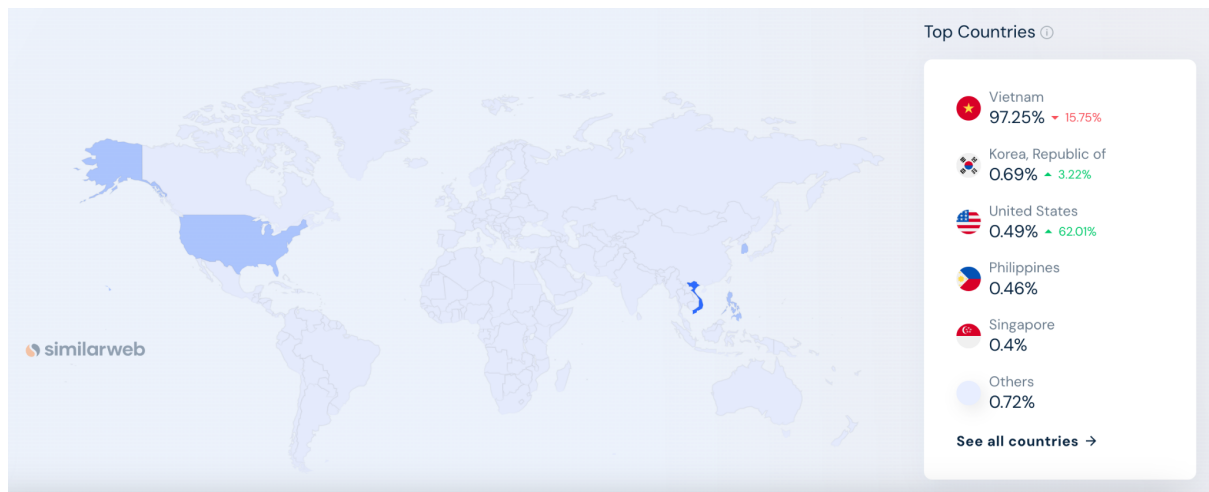


Figure 2: *Geography analysis* by SimilarWeb, 2023, screenshot.

- **Traffic Sources**

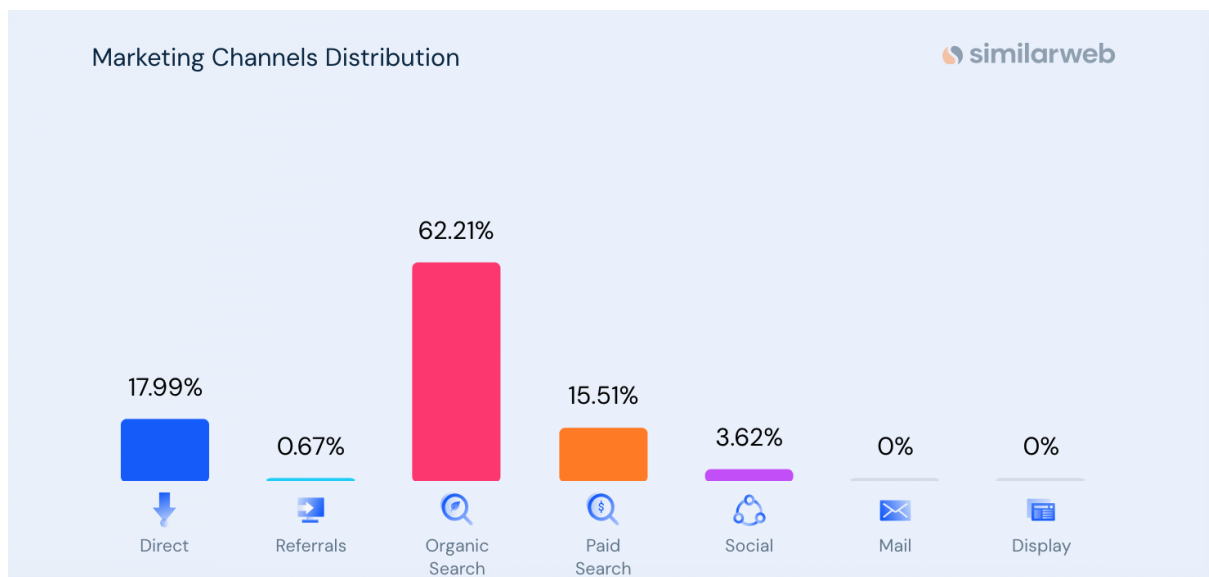


Figure 3: *Guardian's traffic sources and traffic share* by SimilarWeb, 2023, screenshot.

The statistics presented by SimilarWeb reveal that organic search is the leading channel for the website's traffic, accounting for a significant 62.21%. This suggests that the site is proficiently tuned to meet search engine algorithms, attracting users who are seeking out related topics or products. Direct access is the second-highest source at 17.99%, indicating a loyal user base that frequents the site without the need for search engine prompts, which speaks to strong brand recognition and customer recall. Social media, while a smaller fraction at 3.62%, still plays a role in directing traffic, pointing to some level of engagement through these platforms.

With organic search being the predominant driver, it's clear that the site's content resonates well with search intent, and there's a solid foundation in search engine optimization (SEO). To capitalize on this, the site should continue refining its SEO practices and content creation to keep up with the evolving search landscape. Enhancing social media tactics could increase the site's share of traffic

from social channels. Meanwhile, maintaining the direct traffic figures may require reinforcing the user experience and brand connection, ensuring that visitors have compelling reasons to return.

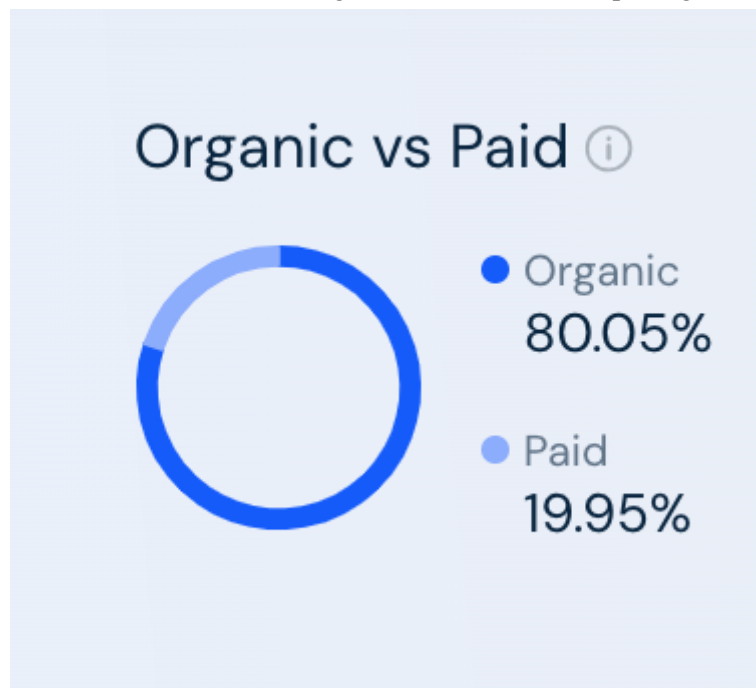


Figure 4: *Guardian's traffic sources* by SimilarWeb, 2023, screenshot.

The lion's share of the website's traffic, 80.05%, comes from organic search, highlighting the brand's strong visibility and credibility in search engines. Paid search accounts for 19.95%, indicating a strategic investment in advertising to complement organic reach. For Guardian, it would be advisable to continue strengthening the SEO strategy to maintain the dominance of organic traffic. Simultaneously, evaluating the return on investment from paid campaigns could optimize spending and targeting.

In line with the current shift towards mobile-first web browsing, Guardian should also focus on optimizing the mobile user experience. This includes refining the mobile site's user interface and improving load times, ensuring ease of navigation and a seamless shopping experience for the majority of users who prefer accessing the web on their smartphones. Such enhancements are crucial as they can significantly impact user satisfaction, retention rates, and ultimately, conversions.

3. Keyword Research

List 6 long-tail keywords with the following details:

- Stage of search
- Type of search query
- Explanation on why it is a good long-tail keyword for the website (helps meet goals, attracts target audience, ability to rank, etc.)
- **Search Volume** indicates how many monthly searches a keyword gets. Too low volume won't drive enough traffic. Too high means lots of competition.
- **Difficulty** refers to how hard it will be to rank for a keyword. Check competitors' positions for the keyword - if major brands dominate, it will be tougher to outrank. Consider the number of backlinks needed to rank. More links required means greater difficulty. If a keyword will be too challenging now, you can build authority over time to improve your ability to rank for it later.

Example:

Lauren (2022) identifies three stages in the search process: Awareness, Consideration, and Decision. It's essential for Sephora to choose keywords that align with the intent of searchers at each of these stages. Table 1 presents a list of six potential brand-related keywords. Tools like Moz and Similarweb are utilized to search for and assess the effectiveness of these keywords.

Keywords	Stage of search	Query Type	Volume
Guardian pharmacy near me	Awareness/Consideration	Informational	Unknown
Guardian gift voucher	Consideration/ Decision	Transactional	Unknown
Guardian exclusive deals	Consideration/ Decision	Informational	Unknown
How many promo codes can I use at Guardian?	Consideration/Decision	Transactional	Unknown
Buy Guardian skincare online	Decision	Informational	Unknown
Guardian membership benefits	Decision	Informational	Unknown

Table 1: *Guardian keywords suggestion*

Two pivotal justifications underpin the selection of these six keywords for website SEO.

Firstly, they are long-tail keywords, often exceeding three words, which enhances the site's ranking by closely matching the beauty-related queries of the target audience and reducing overlap with competitors (Clarke 2020).

Secondly, the chosen keywords are highly pertinent to Guardian's intended market segment. For instance, phrases like "Guardian exclusive deals," "How many Guardian discount codes can I use?" and "Guardian gift voucher" are particularly vital. These terms are typically used by customers during the Consideration phase as they evaluate products and make purchasing decisions. They also pertain to discounts, which are proven to be attractive to shoppers, serving to draw in new clientele and maintain existing customer relationships. Moreover, keywords such as "Guardian store near me," "Guardian shipping locations" plays a significant role during the Awareness phase, helping to acquaint potential buyers with the Guardian brand. Notably, "Guardian store near me" may drive substantial traffic and elevate search rankings due to its high search volume. In essence, through employing these specific, long-tail, and inquiry-driven keywords, Guardian's website is poised to effectively captivate and cater to its audience's needs.

4. On-Page Optimization

SEOquake and SEOBility are useful tools for optimising on-page elements for SEO:

1. SEOquake:

- Check the page's SEO grades for title, metadata, links, etc. Identify areas marked "weak" or "very weak".
- Click on each element like Title and Meta Description to view length, keyword usage, and recommendations.
- Use the Page Analysis tool to see keyword density, readability, and text/HTML ratio.

2. SEObility:

- Review the overall SEO scores on the main report.
- Scroll down to analyse grades for on-page elements like Title, Headings, Images, Text, etc.
- Click into each section to see keyword usage, length, recommendations for optimization.
- Use the Readability and Text Analysis tools. Check keyword density.

Analyse and suggest improvements to:

a. Page URL:

- Use keywords in the URL but don't overload it. 1-2 keywords max.
- Keep it short and descriptive.

b. Title tag

- Include your most important, relevant keyword early in the title.
- Keep titles under 60 characters.
- Write compelling, interesting titles that grab attention.

c. Meta description

- Incorporate keywords naturally and match searcher intent.
- Write a description that makes users click and visit your page.
- 160-320 characters is best. Don't just stuff keywords.

d. Headings (especially H1)

- Use target keywords in H1 and H2 headings.
- Break up text with headings to improve scannability.
- Don't over-optimize with multiple H1s. Only one on page.

Example:

Analysis

Page	Homepage
URL	www.guardian.com.vn/
Title Tag	Guardian Việt Nam Kênh Mua Sắm Online Sức Khỏe & Sắc Đẹp Hàng Đầu VN
Meta Description	Guardian Việt Nam - Chuỗi cửa hàng bán lẻ các sản phẩm chăm sóc sức khỏe và sắc đẹp thuộc tập đoàn Dairy Farm, một nhà bán lẻ hàng đầu Châu Á về chuỗi cửa hàng sức khỏe và sắc đẹp, cửa hàng tiện lợi, siêu thị và đại siêu thị.
H1	1 H1(Figure 5)
H2	9 H2(Figure 5)

Page analysis			
URL	✓	20 characters — optimal. www.guardian.com.vn/	Tips ▾
Canonical	✓	A canonical tag is set for this page and the link is working fine. https://www.guardian.com.vn/	Tips ▾
Title	✓	70 characters — optimal. Guardian Việt Nam Kênh Mua Sắm Online Sức Khỏe & Sắc Đẹp Hàng Đầu VN	Tips ▾
Meta description	✓	225 characters — optimal. Guardian Việt Nam - Chuỗi cửa hàng bán lẻ các sản phẩm chăm sóc sức khỏe và sắc đẹp thuộc tập đoàn Dairy Farm, một nhà bán lẻ hàng đầu Châu Á về chuỗi cửa hàng sức khỏe và sắc đẹp, cửa hàng tiện lợi, siêu thị và đại siêu thị.	Tips ▾
Headings	✓	Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used. H1 (1), H2 (11), H3 (83), H4 (68), H5 (1), H6 (0) <H1>: <H2>: SALE TO GIỮA THÁNG - NHẬN VOUCHER 10% <H2>: MUA 1 TẶNG 1 Áp dụng từ 29/11 - 26/12 <H2>: GIÁ TỐT CHƯA TỪNG CÓ VOUCHER LÊN ĐẾN 100K <H2>: CHĂM DA VÀ TÓC NHẬN VOUCHER 15% CHO TSUBAKI - SENKA - FINO <H2>: CHĂM SÓC SỨC KHỎE VOUCHER LÊN ĐẾN 100K <H2>: MUA LÀ CÓ QUÀ Áp dụng từ 29/11 - 26/12 <H2>: MAYBELLINE - L'OREAL - GANRIER TUNG DEAL KHỦNG CUỐI NĂM	Tips ▾

Figure 5: Homepage analysis by Seoquake, 2022, screenshot.

Recommendation

The URL for Guardian's Vietnamese website is deemed optimal: it is concise, memorable, carries the widely recognized .com domain, and avoids special characters.

The title tag for Guardian's page includes the brand name and descriptive keywords within an optimal 70-character limit. This title tag is suitable as it is succinct, making it easier for search engines to understand and users to recognize. However, if the title were too lengthy, it could be streamlined by removing less significant words while ensuring it still conveys the essence of the page.

The meta description of Guardian's page is at an optimal length of 225 characters. It is informative and likely contains keywords that are relevant to the brand's offerings. Since it is within the recommended length and likely includes a call to action, it may contribute positively to the site's click-through rate, as per best practices suggested by Clarke (2020).

The heading structure is praised for utilizing HTML headings (H1 through H3) correctly, with a single H1 tag. The H1 is clear, though additional detail could enhance its effectiveness. According to Clarke (2020), an ideal H1 should be informative and reflect the primary content or purpose of the page. Therefore, Guardian might consider an H1 that encapsulates the website's main value proposition.

The H2 headings should be distinct to avoid redundancy and clearly reflect the page's content sections. It's advisable for Guardian to review the H2 tags to ensure they are descriptive and support the user journey on the site, focusing on categories or brands as suggested. This approach aligns with SEO best practices, enhancing both user experience and search engine indexing.

5. Off-Page Optimization

Site speed: Use a site speed tool like Pingdom or Google PageSpeed Insights. Some areas for improvement such as:

- Optimise images - compress files, use next gen formats like WebP.
- Minimise HTTP requests - reduce plugins, combine files.

Analyse backlink profile

- Use a backlink analysis tool like Ahrefs or SEMrush to identify top 3 referring domains.
- Assess the relevance of each backlink - is it coming from a site in your industry or niche? Focus on getting backlinks from high authority sites related to your industry or niche. This indicates an authoritative, relevant site.
- Check if link text includes your target keyword. If not, suggest requesting an edit to anchor text.
- Look at the context of the link - is it in a listicle, product review, or guest post? The better the contextual relevance, the more power.

Example:

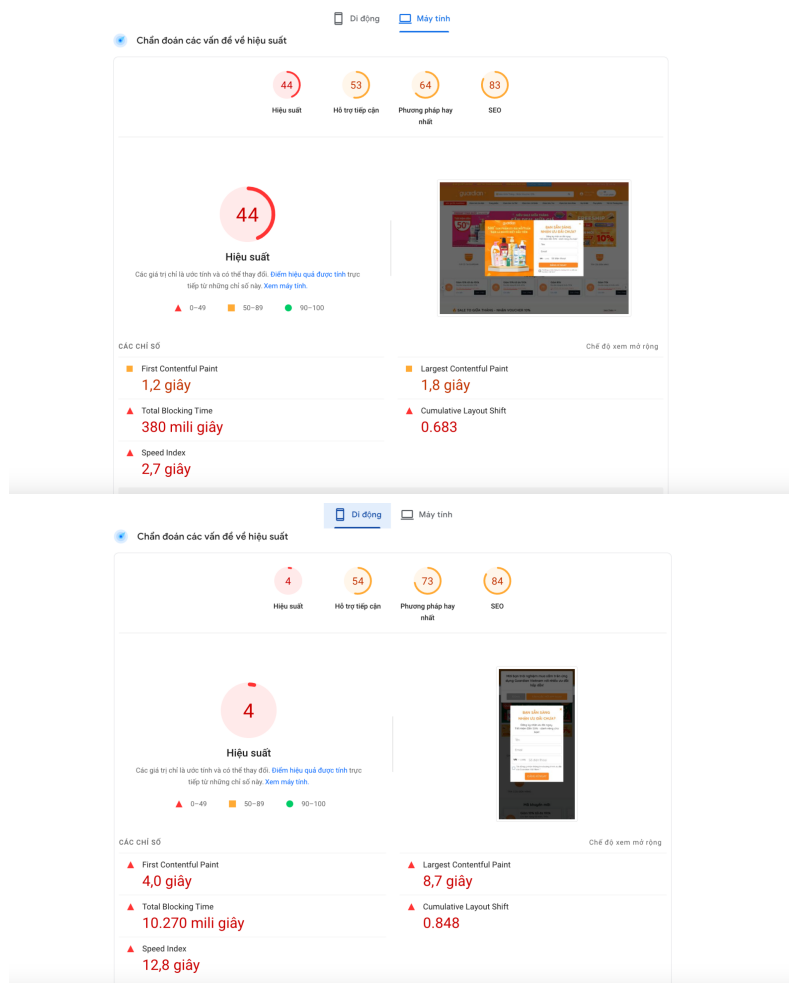


Figure 6&7: Web load speed by PageSpeed Insights, 2023, screenshot.

a. Website Speed

The performance metrics for Guardian's website, as depicted in the provided images, raise concerns regarding its loading speed. With performance scores of 44 on desktop and a mere 4 on mobile, the site falls short of optimal user experience thresholds. For reference, industry standards suggest that the best practice is a loading time of under 3 seconds on both desktop and mobile to prevent user drop-off (Website Setup 2022).

The First Contentful Paint (FCP) and Largest Contentful Paint (LCP) times, which measure how quickly content is visually displayed during load, are reported at 1.2 seconds and 1.8 seconds for desktop, and significantly higher at 4.0 seconds and 8.7 seconds for mobile. These figures far exceed the ideal load times, indicating a sluggish user experience, especially on mobile devices.

Moreover, the Total Blocking Time (TBT) and Speed Index are equally concerning, with TBT at 380 milliseconds on desktop and a staggering 10.27 seconds on mobile, and the Speed Index at 2.7 seconds for desktop and 12.8 seconds for mobile. Such delays in interactivity and visual stability, as measured by Cumulative Layout Shift (CLS), can lead to frustration and potentially cause users to abandon the site, impacting Guardian's search rankings and conversion rates negatively.

To address these issues, Page Speed Insights would likely recommend steps such as enabling file compression, reducing JavaScript and CSS, and optimizing images to enhance loading times. Implementing these changes could significantly improve the site's performance, particularly on mobile, thus elevating the overall user experience and supporting SEO efforts.

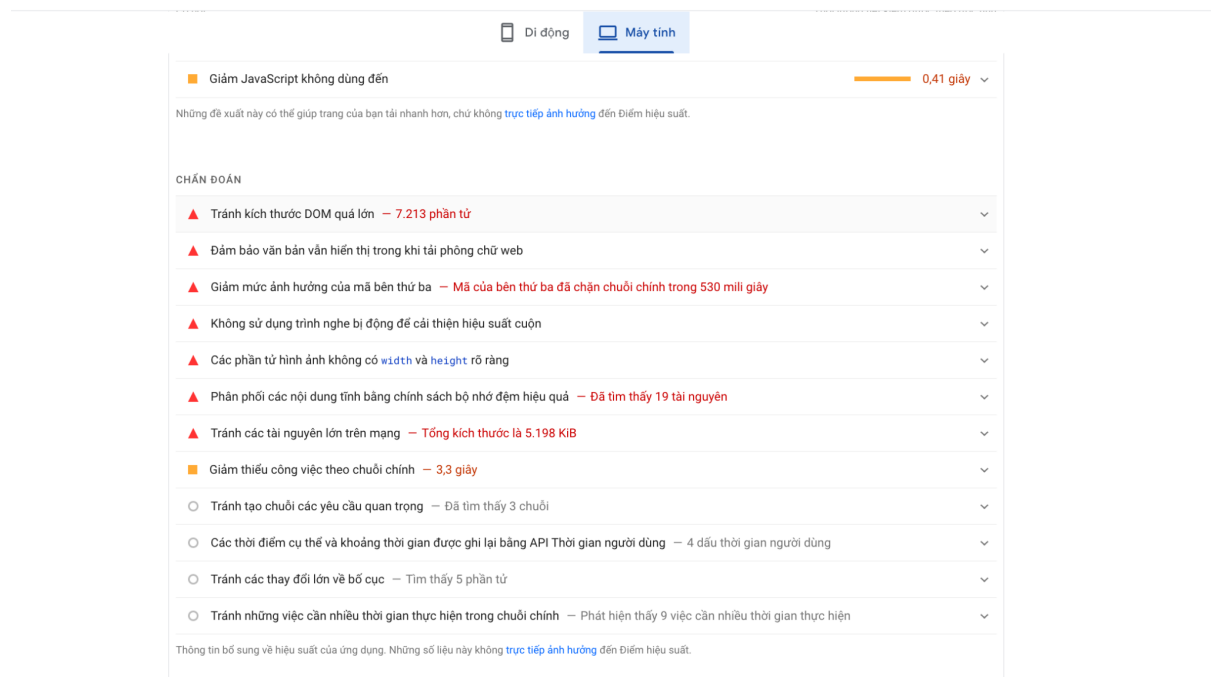


Figure 8: *Solution* by PageSpeed Insights, 2023, screenshot.

b. Backlink



Figure 9: *Backlink profile* by Ahrefs, 2023, screenshot.

As indicated in the visual data, Guardian's website boasts a domain rating of 55, a respectable score that reflects the site's credibility and strength in the eyes of search engines. The site has garnered 26,000 backlinks, with a high percentage of 96% being dofollow links, which are known to pass on link equity and are more valuable for SEO than nofollow links. Additionally, these backlinks are spread across 548 different domains, 63% of which are dofollow. Such a diversified link profile with a majority of dofollow links from various domains can be instrumental in boosting Guardian's search engine rankings, as backlinks are a key factor in Google's ranking algorithms (Semrush 2022).

Try On the Shining Skin Look Below! InStyle.com	85	56	2,433	399
www.instyle.com/makeover/makeover-tool				
EN				

Figure 10. InStyle.com's anchor text

Figure 10 showcases that Instyle.com has a dofollow attribute with a considerably high domain rating of 85. This signifies that the site is reputable and has the potential to bolster the authority of linked websites. Therefore, there is no need to alter this link.

A. TIPS & TRICKS

Tip 1: How to select a website?

It's crucial to pick one that has enough data in the various SEO tools to enable a robust analysis.

- Don't pick sites that are extremely new with thin content as they won't have much to assess.
- Search for the site in SEMrush, Ahrefs, Moz and make sure it has rankings tracked for keywords, traffic estimates, backlinks indexed etc.
- Quickly check if SimilarWeb has data on traffic sources, geographic info, etc. before selecting.

Tip 2: How different tools can be useful for this paper?

Look beyond the surface level numbers - dive deeper into the data to identify interesting patterns, trends and insights between the brands. Don't just describe - interpret, evaluate and critique what the numbers and activities indicate about the brands' strategies.

1. SimilarWeb:

- Online presence analysis - Provides data on website traffic, traffic sources, referrals, social traffic etc. for comparing brands.
- Demographics - Gives breakdowns of a site's audience by location, age, gender for consumer analysis.
- Engagement metrics - Visit duration, pages per visit, bounce rate can be compared between brands.

2. SEMrush:

- Organic traffic data - Can compare search traffic volume and top organic keywords between brands.
- Paid traffic data - Provides estimates of paid search and display expenditures.
- Keyword research - Can identify top keywords for a brand to analyse SEO/SEM focus.
- Backlink analysis - Compare number/quality of backlinks between sites.

→ SimilarWeb is better for website traffic and engagement analysis while SEMrush is more focused on SEO, PPC and competitor keywords.

3. SEObility & SEOquake

- Review the overall SEO and page speed scores on the main report.
- Analyse grades for on-page elements like Title, Headings, Images, Text, etc.
- Click into each section to see keyword usage, length, recommendations for optimization.
- Use the Readability and Text Analysis tools. Check keyword density.