

1.

Social	•	Traffic from a social network
Organic	•	Traffic from search engine, unpaid
Paid Search	•	Traffic from a paid search platform
Direct	•	Traffic where source is unknown
Email	•	Traffic tagged with a specific parameter
Referral	•	Traffic from outside of a search engine

2. Three common causes of direct traffic are:

- Internal Employees - This is traffic from when your own employees check out your site and should be filtered out. This could be the case when any of the employees at Rice Games needs some information from the page or just wants to check out the Shujinkou site to see updates.
- Mobile Traffic - This is traffic that comes from any mobile source. This could be the case when people use reddit mobile to see the Shujinkou reddit posts and click the link to the website through there.
- Actual Direct Traffic - This is when people actually type in your URL in the browser and go to the site. This could be the case when people start hearing about Shujinkou from word of mouth and want to go check it out.

3. Organic Traffic: Organic traffic is when visitors come from a search engine like Bing or Google. This does not include paid search, however it can still be affected by paid search. Paid search, display, or even offline campaigns can drive searches, which may increase organic traffic while those campaigns are running.

Key Factors:

- The main key to organic search is Search Engine Optimization, which is the process of maximizing the number of visitors to a website by making sure that the site appears high on the list of results returned by a search engine
 - Rank high on the list of competitive keywords for SEO
- You can run offline or display campaigns to boost knowledge on and interest in the product

How to increase traffic for Shujinkou: You need to optimize wording on the site so it will rank high when people look for things like “language learning” or “JRPG”. Also offline exposure campaigns with flyers might help bring interest to the site and have them look it up on their own. Getting exposure from media sites covering the game would also make people look it up.

Rice Games: Similar to Shujinkou, optimize keywords like “Indie”, “Game studio”, “JRPG”. Also you may want to start a campaign with potential partners such as game media sites, publishers, and game companies to increase our word of mouth and lookup rate with the right people. Also interviews with Julian about his experience starting a game studio could be interesting and generate organic searches for the studio

4. Backlinks are links from outside domains that point to pages on your domain; essentially linking back from their domain to yours.

5. The top three backlinking opportunities from best to worst are:

- Guest Blogging - This when you find a desired blog site that already has viewers that you would like to attract. You reach out to them and write a guest blog on their site, adding a backlink to the Shujinkou site. This allows us to generate content about Shujinkou, release that content to the right audience, and direct them to the landing page.
- Brand Mentions & No-Follow Captures- In this method we look for places that have already mentioned us but not provided a link to our page or provided a no-follow link. This is useful because they already have shown interest in us, so they will most likely update with a link allowing traffic to flow to us.
- Content Collaboration - This is when our company collaborates on some online content with someone else and they provide a link back to our page. This one is a little more work, but I think a podcast would be great for generating buzz and link clicks to the landing page.

6. One can get penalized by google with a press release if they add too many of the same follow link to too many of the same keywords or keyword types which lowers the company's search rankings. The penalty is free/not monetary. The 3 best sites I believe for a press release would be Kotaku, IGN, and The Escapist.

7.

	<i>In the buying mindset</i>	<i>Not in the buying mindset</i>
<i>Can contact via Facebook</i>	Google/Facebook	Google
<i>Cannot contact via Facebook</i>	Facebook	NIL

8. Facebook Ad Campaign = Facebook Ads; Google Ad Campaign = Google Adwords

9. Similarities:

- Used to reach wide number of customers in a specific area
- Can be pay per click

Differences:

- Google is only bid on certain search terms, while Facebook has a variety of campaigns
- Facebook and google have different reach, with customers having different buying mindsets on both sites

10. Priority: Buying mindset + facebook → buying mindset + no facebook → not buying mindset + facebook

The reason for this ranking is that the first option has the largest direct revenue base, instead of searching for something it can just appear to customers. The second option customers have to work a bit more to get to but it's still revenue, while the third option is good for generating views but not revenue.

11. Facebook Pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website. It allows you to retarget traffic on Facebook and Instagram. Yes this useful for the Shujinkou landing site as social media advertising will be extremely important and this could lead to more customers from there coming to the landing site and learning about the game.

12. For this experiment Groupon completely deindexed itself for 6 hours to measure the amount of direct traffic that was actually organic traffic. They examined Organic search and Direct traffic by hour and by browser to any page with a “long” URL. In the timespan that the site was deindexed traffic attributable to SEO efforts drops to near zero and at the same time, Direct visits fell 60%. What they found was browsers failed to report direct search and organic search correctly, with variance between browsers and browser types.

13. It is not recommended to try this experiment at home because deindexing your site is a horrible idea. If you’re a big site like Groupon you can probably take the hit, but in most cases you will probably lose out on a lot of valuable potential customers.