

Apr, 2021

# Web Analytics Program & SEO/SEM

Yawoo Game (Website Title)

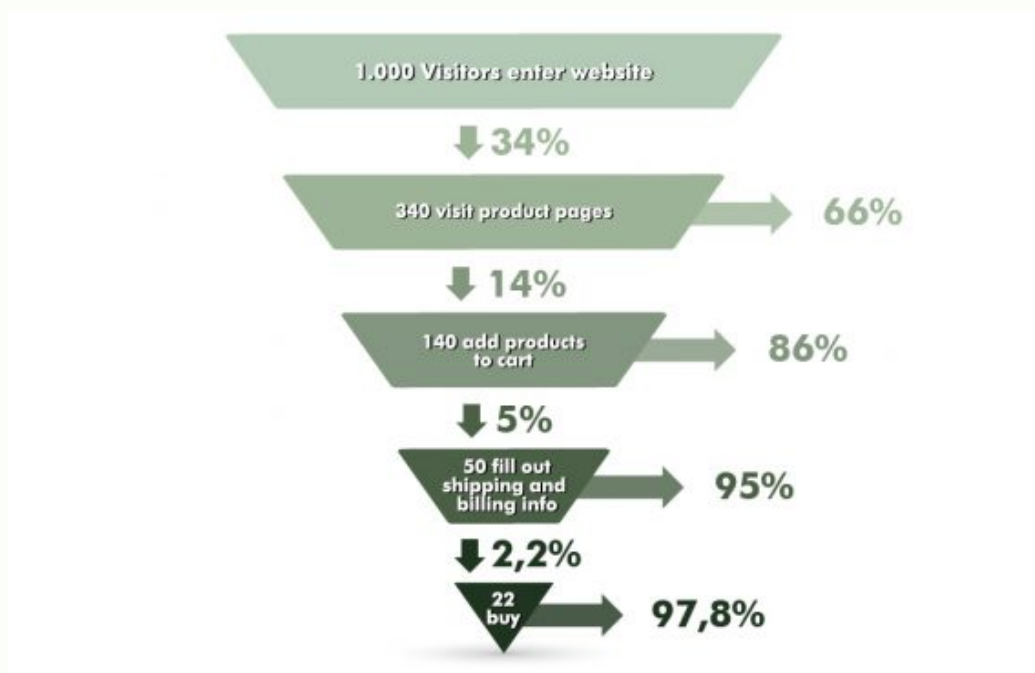
For CCT460  
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Instructor: Professor Ramtin Lotfabadi

## Measured Data Dimension and Metrics

Our product is a free-to-play online RPG game. It serves the purpose of online party, which gives online space for the user to gather, communicate, and have fun with their friends!

We will measure the **social media sharing, downloads, and inquires / demand / bug feedback as our primary and foremost goals and rates**, because we believe traffic is more important for making revenue in the long term and we would like to improve our product on-the-go as we also would like massive feedback and test in real environment. We will generate unique ID with the sharing link, so that we can track who shares it and how it is being shared.

Other than these, **bounce rates and exit rates** for relevant pages are also will be measured.



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# Macro/Micro Conversion Goals and Rates & Segmentations

## Macro/Micro Conversion Goals and Rates

### The 1st Micro Conversion Goal -- Social Media Sharing Conversion

As we are making a free-to-play party game, it would be very crucial for us to marketing, especially through social media where messages spread out most efficiently and precisely to desired customers. We would like to create links that link to our website that could be shared and have tracking id for the measure.

We only would like to measure the sharing instead of the download for this rate, as we would like to see how much people show their interests to our game. As average game APP conversion rate are range from 10%-50% depending on the categories of games. For to share our game, we would like to set it around 20%, the same as adventure game, which matches our categories. As during pandemic, we can expect a little higher than usual, so we can expect 5% higher, which result in 25%.

Our ultimate goal is to get our clients to download and install our game. It would be our second conversion goal.



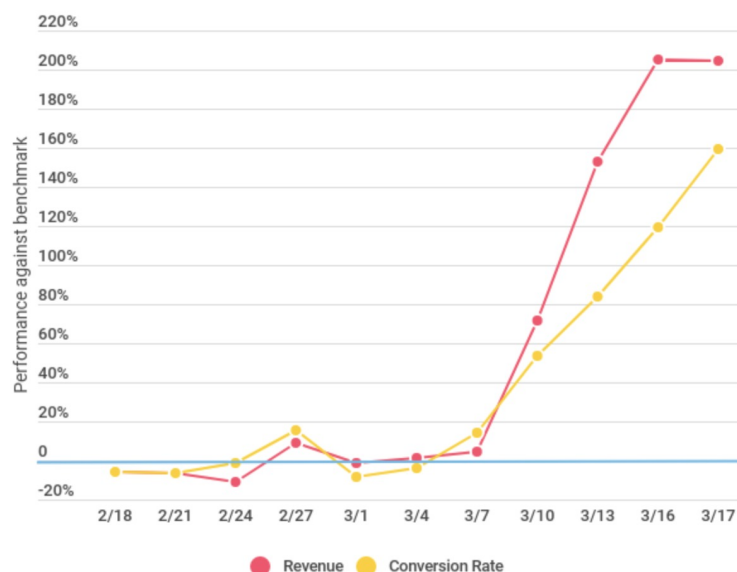
## Two Segmentations for Social Media Sharing

### First Segmentations

Teenagers and young adults (from 18 to 35), who are light to heavy gamer (from 100 hrs / year) located in North America. Especially, for those who have played a lot of online gaming and looking for a rest with idle games (which is the genre we have). We hope they can share our game and marketing through their community (playing with their friends and family etc).

### Second Segements

Teenagers and young adults (from 18 to 35), who are not current a gamer located in North America. During the pandemic, we can see many chances for booming of online services. In other words, many people might try idles games out as their alternative way to gather and communicate with their friends during lockdown, which replace party and gives online space for that purpose. At this stage, we just hope them would share our game and ask if their friends wanna try our game out.



THE RISE OF E-COMMERCE SINCE THE PANDEMIC

SEGMENTATION

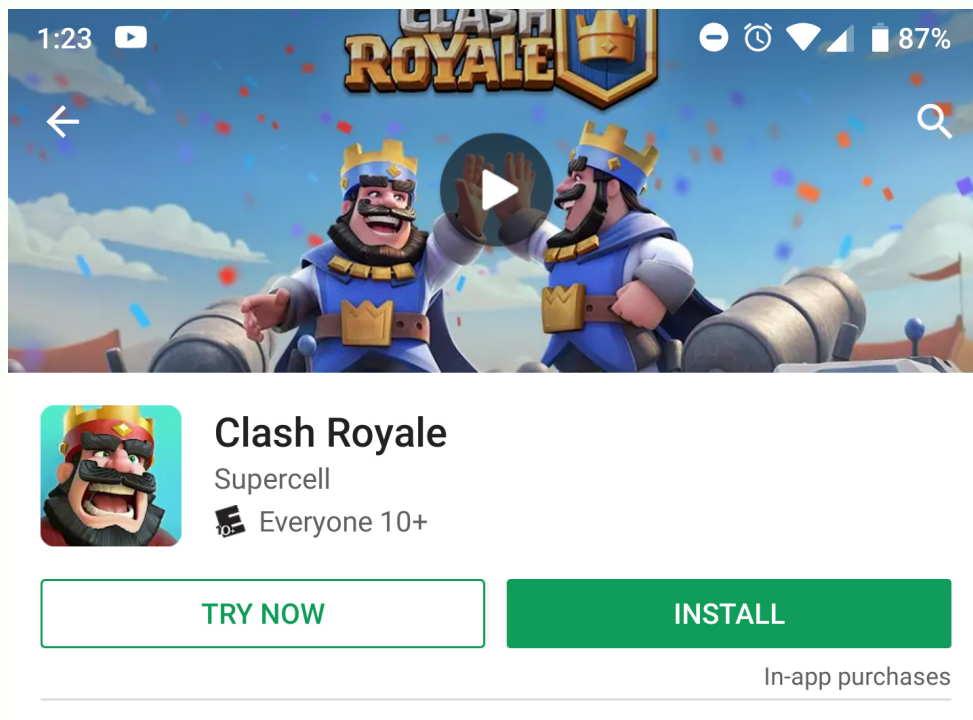
## Macro/Micro Conversion Goals and Rates

### The 2st Macro Conversion Goal -- Game install

#### Game Download Conversion

Our ultimate goal is to get more people install the game and play with their friends. This will based on the person who visit our site and then install of game. Therefore, as one of the most important measure, we would like to take 4%-5%. Though it is higher than the research shows (average around 3.6%-3.7% on Google Ads) for the conversion benchmark, but we expect people to have more free time and more desire for online social and party during the pandemic lockdown.

As for keywords, we will cover it in the last part of the report. Though, the major plan is to marketing our product as an alternative solution for party (online party).



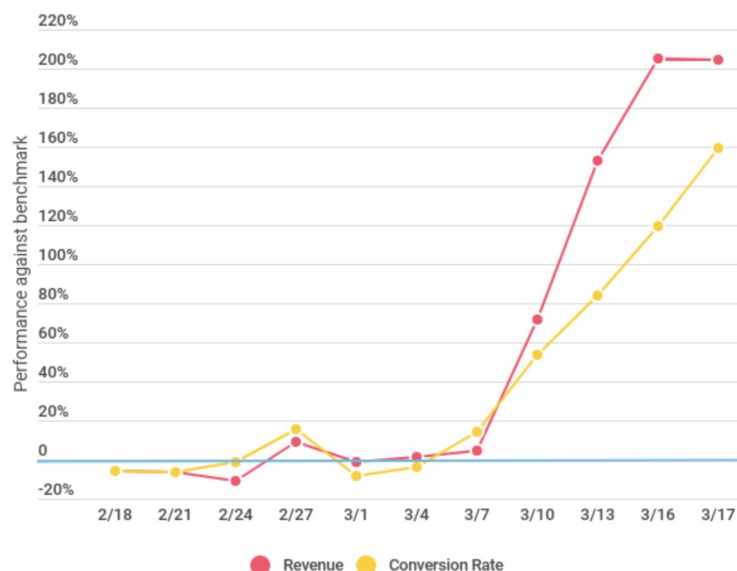
## Two Segmentations for Game Install

### First Segmentations

Teenagers and young adults (from 18 to 35), who are watching game video or stream on YouTube, Twitch etc. As they are watching gaming stream, it means that they have enough free time to be potential customers and they are interested in games. Therefore, having video advertisement towards them, would be a very good idea. Though this group of people does not bring the major revenue, but it does expand the game community and number of online players. ([Source](#))

### Second Segements

Adults (from 24 to 50), who have stable jobs or have establishment and also have time for game. They are usually willing to spend considerable money on games as long as the game items give them strong enough boost without much "farming" (spending time on game for an item). Free-to-play games usually have certain items that divide the free players and the paying players. The major revenue comes from this group of people.



THE RISE OF E-COMMERCE SINCE THE PANDEMIC

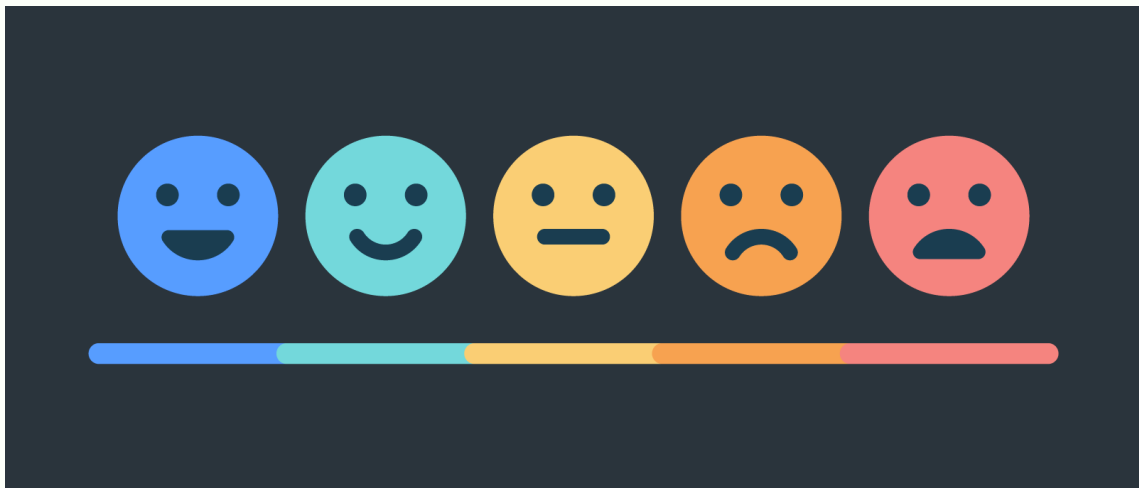
SEGMENTATION

## Macro/Micro Conversion Goals and Rates

### The 3rd Micro Conversion Goal -- Feedback/Reach Rate

Feedback conversion is aim at to have players to communicate with us, the developers. As the game just launch and our game still needs many updates and works, we do not expect it to gain much profit at the beginning. However, we are looking for bug reports, demands game modes and other features, and any kinds of suggestions.

We would expect about 5% for everyone visited our site to gives us an comment. We would also encourage them to give us feedback on our website. Furthermore, we would be creating online community on Reddit and Discord, as a part of our measure of feedback rate.





## Two Segmentations for Feedbacks

### First Segmentations

Game developers / producers / enthusiast (from 26-50), who are in the game industry. We would love to hear any suggestions from them, we would be appreciate a lot. However, as there are not much of them, we would expect lower conversion rate from them, but we still consider this very important aspect in terms of feedback.

### Second Segements

General players (from 18 - 40), who are either interested in playing our game or already a player of us. We would love to hear from them as well, so that we know what they like and can further develop on what they like. As we would have many bugs in our game as well, we would expect this to be higher.



# Keyword Plan For SEO/SEM

Add keyword themes to match your ad to searches

online rpg games X party games X free to play X

[+ New keyword theme](#)

Suggested keyword themes:

+ video game rental service + pc games + playstation games  
+ xbox games + video game organizer + rpg games  
+ role playing games + rpg games for pc + browser rpg  
+ role playing games online + fantasy rpg + browser rpg games  
+ online rpg games for pc + family games  
+ party games for adults

Advertise in English ▼

Give us a few keyword themes and we'll show your ad for similar searches. You can also add negative keyword themes after you're set up. [Learn more about keyword themes](#)

Up next, show your ad in the right places

- ☐ Advertise near an address
- ☒ Advertise in specific postcodes, cities or regions

Canada X United States X

United Kingdom X

Add a postcode, city, county or country



KEYWORD PLAN FOR SEO/SEM

# Keywords Plan

## Free-to-play (Play For Free...)

This keyword is emphasized on the nature of the game itself is free to play. Though there are additional items for purchase, but the players still can get a great experience with the free version of the game. With this, we further lower the barrier to play the game. Therefore, even the 18 years old who might not have much saving could join us to expend our community.

*Demographics:*

*Age: 18 - 35*

*Gender: All genders*

*Languages: en*

*Traffic Sources:*

*Keywords contains: Free xxx Games, Free to play, Play for Free*

# Keywords Plans

## Online Party\_

Our game would be integrated with online party features. We believe this is an extremely big selling point during this special time -- pandemic. As everyone stays at home and looking for party, then we offer them our game as a solution, which combines ONLINE and PARTY together for them. We are sure that there will be a high demand for this, and the business can surge drastically during this time.

### *Demographics:*

*Age: 18+*

*Gender: All Genders*

*Language: en*

### *Traffic Sources:*

*Keywords contains: Online party, Online Space, Play game with your friends, Stay connected with your friends etc.*

# Keywords Plans

Limited Time Offer: Share to get xxx (in-game items or special offer)

We are thrive to look for more players. Therefore, it is very important to gives players who try our game at the beginning rewards as a return. Furthermore, some people might thing the items is interesting and might decided to give our game a try after seeing this.

The "share" aspect is extremely important. We ask the existing players / interested players to share our game to further our influences and gives the items as return.

We also sent out coupon as return for shopping in our store for in-game items. As this special time happens, everyone might be short on hand, therefore, coupons with good rate can stimulate the consume.

*Demographics:*

*Age: 18+*

*Gender: All Genders*

*Language: en*

*Traffic Sources:*

*Keywords contains: Limited Offer, Share our game to get items / coupon*

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