



Topic 4 : Measurement Of Online Marketing Campaigns

ST2228 WEB AND MOBILE
ANALYTICS

Learning Objectives

- ▶ Describe KPIs For Online Marketing Campaigns
- ▶ Describe Campaign Optimization
- ▶ Explain PPC Campaigns
- ▶ Demonstrate Measuring beyond the Click-Through
- ▶ Apply Campaign Optimization techniques

Key internet marketing strategies

- ▶ Search engine optimisation (SEO)
 - no cost per click
- ▶ Search engine marketing (SEM)
 - cost per click

Why is internet marketing important?

It gives companies the ability to:

- ▶ Drive high quality customers to their website
- ▶ Increase sales leads from customers looking for their products and services
- ▶ Build their brand online by communicating marketing messages to their target audience
- ▶ Increase their profile against their competitors
- ▶ Target a global audience via international search engines
- ▶ Be accountable with ROI tracking (SEM)

SEO

SEARCH ENGINE
OPTIMISATION

Search engine optimisation

What is SEO?

- ▶ SEO is the act of modifying a website to increase its ranking in organic (vs paid), spider-based listings of search engines

How do organic search listings work?

- ▶ A spider or crawler which is a component of a Search Engine (SE) gathers listings by automatically "crawling" the web
- ▶ The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- ▶ Based on this data, the SE then indexes the pages and ranks the websites
- ▶ Major SEs that index pages using spiders: Google and MSN

SEO strategies/techniques

Domain name strategies

- ▶ domain names are traffic magnets
- ▶ choose a domain name that will increase your search engine ranking. How?
 - ▶ simple, short, no hyphens, no numbers
 - ▶ use keywords, common words, advertising terms, product names
 - ▶ choose a keyword that is important for your business

SEO strategies/techniques

Linking strategies

- ▶ the more inbound links the higher the SE ranking
- ▶ if the site linking to you is already indexed, spiders will also receive your site
- ▶ quality of inbound links is critical
- ▶ how to increase links: a) good content b) good outbound links c) target a list of sites from which you can request inbound links
- ▶ links for the sake of links can damage your search rankings

“Link relevancy is critical in getting your site indexed by search engines”

“A small number of inbound links from high-quality, relevant sites is more valuable than many links from low-traffic, irrelevant sites.”

SEO strategies/techniques

Keywords

- ▶ important in optimising rankings
- ▶ keywords are words that appear the most in a page
- ▶ the spider chooses the appropriate keywords for each page, then sends them back to its SE
- ▶ your web site will then be indexed based on your keywords
- ▶ write keyword-rich text (but don't spam)
- ▶ balance keyword-rich and readability
- ▶ always have text in your page: at least 100 words

Keyword
spamming
can harm
your
search
ranking !!!

SEO strategies/techniques

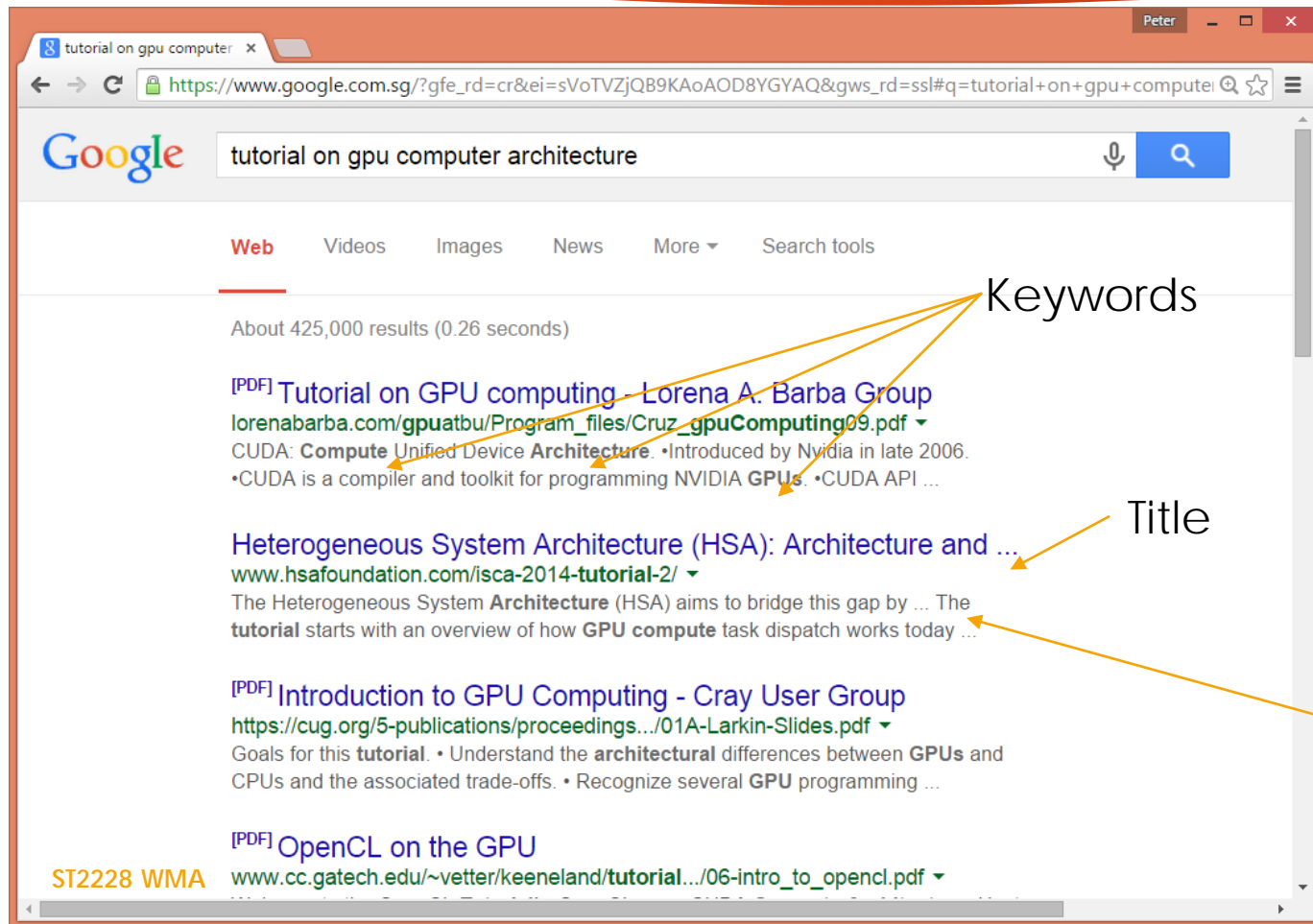
Title tags (and to some extent headings)

- ▶ important in optimising rankings
- ▶ the first thing that a search engine displays on a search return
- ▶ should have the exact keyword you use for the page
- ▶ every single web page must have its own title tag

SEO strategies/techniques

- ▶ Beware of over optimization.
- ▶ Google's algorithms are constantly being updated to look for relevance and would reduce your rankings if it detects:
 - ▶ Keyword stuffing in meta-tags
 - ▶ Exact match domains which are very thin in the content within the site
 - ▶ Thin content ("almost empty pages")
 - ▶ High Ads-to-Content ratio

How SEO elements affect organic listings



Meta description tag
(or first para of text if no
meta tag has been
added)

Meta Description

Meta descriptions are HTML attributes that provide concise explanations of the contents of web pages. Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page.

Code Sample

```
<head>  
<meta name="description" content="This is an example of a meta description. This will often  
show up in search results.">  
</head>
```

Optimal Length for Search Engines

Roughly 155 Characters

What is a Meta Description?

Meta description tags, while not important to search engine rankings, are extremely important in gaining user click-through from SERPs. These short paragraphs are a webmaster's opportunity to advertise content to searchers and to let them know exactly whether the given page contains the information they're looking for.

The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. Direct relevance to the page and uniqueness between each page's meta description is key. The description should optimally be between 150-160 characters.

ST2228 WMA

SEM

SEARCH ENGINE
MARKETING

Search Engine Marketing (SEM)

What is search engine marketing (SEM)?

- ▶ SEM is the act of marketing a website via search engines by purchasing paid listings

Paid Listings

What are paid listings?

- ▶ These are listings that search engines sell to advertisers, usually through paid placement or paid inclusion programs. In contrast, organic listings are not sold.

Paid Listings

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The image shows a Google search results page for the query "search engine marketing". The browser address bar shows the URL: https://www.google.com/?gfe_rd=cr&ei=bnETVZDHEcyBoAOph4GoDw&gws_rd=ssl,cr&fg=1#q=search+engine+marketing. The search bar contains the text "search engine marketing".

Below the search bar, there are tabs for "Web", "News", "Books", "Images", "Videos", "More", and "Search tools". The "Web" tab is selected.

The search results show "About 112,000,000 results (0.20 seconds)".

On the left side, there are organic search results:

- Search Engine Marketing - oom.com.sg**
Ad oom.com.sg/Free_Whitepaper_Download
Market Your Products or Services on Search Engine. Effective. Ask Us!
- Search Engine Marketing - Accredited Premier SME Partner**
Ad www.activamedia.com.sg/Call-now
Consult Us on Adwords Advertising.
Grow Your Business Today · Speak to us now
Why Choose Activa Media - Call Us Now
51 Goldhill Plaza #20-01/04
- Search engine marketing - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/Search_engine_marketing
Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results ...
Market - History - Methods and metrics - Paid inclusion
- What Is Search Marketing? - Search Engine Land**
searchengineland.com/guide/what-is-sem
Originally called "search engine marketing," the shorter phrase "search marketing" is now often used as the umbrella term over SEO and SEM. The longer ...
SEM/paid search - PPC - Does SEM = SEO + CPC Still ...
- What Is SEM? PPC & Paid Search Marketing Explained**
searchengineland.com/guide/what-is-paid-search
Everything marketers need to know about SEM, PPC & Paid Search Marketing.
Authoritative daily news, search advertising tips, & tactical How To Guides for

On the right side, there are paid listings (Ads):

- Top Singapore SEO Company**
www.seoquotes.com.sg/SEO
We'll Get You a Page 1 Ranking!
Call Now to Get 1 Month Free
- SEM Agency**
www.clickrmedia.com/Singapore
Increase Leads & Sales With Search Engine Marketing. Consult Now.
65B Tanjong Pagar Rd
6566 9556
- Search Engine Marketing**
www.iconversing.com/Search-Marketing
Advertise on major Search Engines.
No Contract. Sign up Today!
10 Anson Road
6690 6165
- Ads In Google Search**
www.google.com.sg/AdWords
Show Ads in Mobile Searches & More.
Start With Google AdWords™
See your ad here »

Orange arrows point from the title "Paid Listings" to the organic search results on the left. Blue arrows point from the title "Organic listings" to the paid listings on the right.

Organic
listings

Paid placements

- ▶ Advertising programs where listings are guaranteed to appear with the organic listings
 - ▶ the higher the fee, the higher the ranking
 - ▶ E.g. Google's Adwords
 - ▶ can be purchased from a portal or a search network
 - ▶ search networks are often set up in an auction environment where keywords and phrases are associated with a cost-per-click (CPC) fee.
 - ▶ Google and Yahoo/Bing are the largest networks

Paid placements

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search engine marketing - x

https://sg.search.yahoo.com/search?p=search+engine+marketing&fr=yfp-t-712

Home Mail News Finance Sport Entertainment Movies Weather Flickr Mobile More

YAHOO!
SINGAPORE

search engine marketing Search

Sign in Mail

Web
Images
Video
News
Answers

Anytime
Past day
Past week
Past month

The Web
Pages from Singapore

Ads related to search engine marketing

Search Engine Marketing - Marketing on Search Engines.
iConversing.com/Search-Marketing
Marketing on Search Engines. Get new customers. Sign up Today!
Google Adwords Mobile Ads
Facebook Ads Web Analytics

Uninstall Ads - Uninstall Ads From Your PC!
Cleanpcremove.com/Ads
Uninstall Ads From Your PC! Download the Removal Tool.
Clean Your PC Speed Up Your PC

SEO Service Companies - Hire SEO Expert in India.
www.prominere.com
Hire SEO Expert in India. Get Huge Traffic to your Website
SEO Companies in India

SEO Marketing - SEO Service!
www.a1webtech.in//SEOService
SEO Service! NOW For Website Traffic CALL +91 958 602 7666

See more ads for: [search engine marketing](#), [search engine marketing company](#)

YAHOO!
ADVERTISING
Advertise with Yahoo
[asia.advertising.yahoo.com](#)
Reach your customers through our various ad solutions.

Search engine marketing - Wikipedia, the free encyclopedia
[en.wikipedia.org/wiki/Search_engine_marketing](#) Cached

Ads

\$25,000 In 18 Days
[www.clickbanksupersale.com](#)
Killer ClickBank 2015 Ad System.
Guaranteed & Instant Results. Try now!

SEO Software Suite
[SEOLightning.com](#)
Try the newest SEO and PPC software suite. Free and \$1 trial version.

The Right SEM Partner
[www.SearchJinni.com](#)
SearchJinni - Targeting the Right Online Audience for your Business!

Search Engine Marketing
[About.com/Search Engine Marketing](#)
Search Engine Marketing Search
Now! Over 85 Million Visitors.

Do You Want Real People
[ShareBomber.com/Sign-up](#)
Sharing Your Website? Tons of Real Social Signals at Your Fingertips:

Search Engine Marketing
[www.nexcomp.com](#)
Professional search engine service

Which are paid placements?

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The screenshot shows a Google search results page for the query "search engine marketing". The browser's address bar displays the URL: https://www.google.com/?gfe_rd=cr&ei=bnETVZDHEcyBoAOph4GoDw&gws_rd=ssl,cr&fg=1#q=search+engine+marketing. The search bar contains the text "search engine marketing". Below the search bar, the results are categorized by "Web", "News", "Books", "Images", "Videos", "More", and "Search tools". The "Web" category is selected, showing approximately 112,000,000 results in 0.20 seconds.

The results are divided into organic search results and paid advertisements (labeled "Ads").

Organic Search Results:

- Search Engine Marketing - oom.com.sg**
Ad oom.com.sg/Free_Whitepaper_Download
Market Your Products or Services on Search Engine. Effective. Ask Us!
- Search Engine Marketing - Accredited Premier SME Partner**
Ad www.activamedia.com.sg/Call-now
Consult Us on Adwords Advertising.
Grow Your Business Today · Speak to us now
Why Choose Activa Media - Call Us Now
51 Goldhill Plaza #20-01/04
- Search engine marketing - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/Search_engine_marketing
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searchengineland.com/guide/what-is-paid-search
Everything marketers need to know about SEM, PPC & Paid Search Marketing.
Authoritative daily news, search advertising tips, & tactical How To Guides for

Paid Advertisements (Ads):

- Top Singapore SEO Company**
www.seoquotes.com.sg/SEO
We'll Get You a Page 1 Ranking!
Call Now to Get 1 Month Free
- SEM Agency**
www.clickrmedia.com/Singapore
Increase Leads & Sales With Search Engine Marketing. Consult Now.
65B Tanjong Pagar Rd
6566 9556
- Search Engine Marketing**
www.iconversing.com/Search-Marketing
Advertise on major Search Engines.
No Contract. Sign up Today!
10 Anson Road
6690 6165
- Ads In Google Search**
www.google.com.sg/AdWords
Show Ads in Mobile Searches & More.
Start With Google AdWords™
See your ad here »

Which are paid placements?

22

The screenshot shows a web browser window with the address bar displaying the URL: `www.bing.com/search?q=search+engine+marketing&go=Submit&qs=n&form=QBLH&pq=search+engine+marketing&sc=8-23&sp=-1&sk=&ghc=1&cvid=15688e68C`. The search bar contains the text "search engine marketing". Below the search bar, the "Web" tab is selected, showing 12,700,000 results. The results are categorized into "Ads" and "Organic".

Ads:

- Search Engine Marketing - Marketing on Search Engines.** (iConversing.com/Search-Marketing)
Get new customers. Sign up Today!
Google Adwords, Facebook Ads, Mobile Ads, Web Analytics
- Uninstall Ads - Uninstall Ads From Your PC!** (Cleanpcremove.com/Ads)
Download the Removal Tool.
Clean Your PC · Speed Up Your PC
- SEO Service Companies - Hire SEO Expert in India.** (www.prominere.com)
Get Huge Traffic to your Website
SEO Companies in India
- SEO Marketing - SEO Service!** (http://www.a1webtech.in//SEOService)
NOW For Website Traffic CALL +91 958 602 7666

Organic:

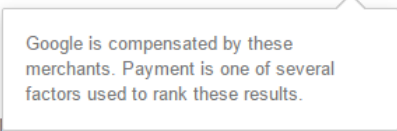
- Search engine marketing - Wikipedia, the free ...** (en.wikipedia.org/wiki/Search_engine_marketing)
Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages ...
Market · History · Methods and metrics · Paid inclusion · Comparison with SEO

Related searches:

- Google Search Engine Marketing
- Search Engine Marketing Solutions
- Sales Marketing Jobs
- Yahoo Advertising
- Search Engine Marketing Dallas TX
- Search Engine Marketing Agencies
- Small Business Search Engine Marketing
- Pay Per Click Marketing

Paid inclusions

- ▶ Paid inclusion is a search engine marketing product where the search engine company charges fees related to inclusion of websites in their search index. The use of paid inclusion is controversial and paid inclusion's popularity has decreased over time among search engines.
- ▶ Advertising programs where pages are guaranteed to be included in a search engine's index in exchange for payment
- ▶ no guaranteed ranking
- ▶ payment made on a Cost Per Click (CPC) basis.



SEM or SEO?

Conclusions

- ▶ If budget allows, undertake both SEO and SEM as SEM enables ROI tracking (leads and conversions)
- ▶ If budget is \$0.00, opt for SEO
- ▶ E.g. Recommendation for DMIT SP render.sg:
 - SEO
 - SEM for campaigns and international markets

Campaign

Campaigns

- ▶ When you're paying for campaigns (AdWords and other types), you want to know how well they're working: how many users they're bringing in, how much money those users are spending.

Campaigns

- ▶ If you find that a campaign is bringing in lots of users, but a lot of them are leaving after viewing only one page (bouncing) or viewing a number of pages but not converting, you may have a problem with the landing page associated with that campaign, or with the pages linked from the landing page.

Campaigns

- ▶ There may be jarring graphic inconsistencies between your campaign ads and the landing page to which those ads direct traffic, or the messaging or content of the landing page and linked pages may not be consistent with your campaign. You may be running a very specific campaign but rather than delivering users directly to the page for that product, you're delivering them to your home page and forcing them to wander your site in search of the specific bit of information for which they came.

Campaigns

- ▶ If you're running the same campaign through multiple sources (e.g., Google, Yahoo, Bing), you can view the data by Campaign, and add the secondary dimension Source so you can compare the results from the different sources side by side. If you find low productivity from a particular source, you can try a different campaign there, or redistribute your campaign spending to the more profitable sources.

Campaigns

- ▶ Because the All Campaigns report includes all traffic (from campaigns and from other sources), you may see a number of sessions where the campaign is listed as (not set). The majority of these are sessions that have no campaign tagging. Some of these may be from AdWords campaigns that have some error in the tagging..

Custom Campaigns

- ▶ Custom Campaigns can help you find out how referral traffic arrives at your content, so you can identify the most effective ways to attract more users.
- ▶ To use Custom Campaigns, add parameters to your URLs that can identify where those links are placed within a specific campaign that you're running. When a user clicks a link, these parameters are sent to your Analytics reports, so you can then analyze which URLs users click to get to your content.
- ▶ For example, you could use Custom Campaigns to find out if more users arrive at your download page in an app marketplace from an in-app ad or a search ad. You could also use Custom Campaigns to find out how many users come to your web site from a link that was included in a monthly email newsletter.

Custom Campaign Parameters

| | |
|-----------------------------------|--|
| Campaign Source (utm_source) | Required. Use utm_source to identify a search engine, newsletter name, or other source. <i>Example:</i> utm_source=google |
| Campaign Medium (utm_medium) | Required. Use utm_medium to identify a medium such as email or cost-per-click. <i>Example:</i> utm_medium=cpc |
| Campaign Term (utm_term) | Used for paid search. Use utm_term to note the keywords for this ad. <i>Example:</i> utm_term=running+shoes |
| Campaign Content (utm_content) | Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL. <i>Examples:</i> utm_content=logolink or utm_content=textlink |
| Campaign Name (utm_campaign) | Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign. <i>Example:</i> utm_campaign=spring_sale |

Custom Campaigns

- ▶ How to set up Custom Campaigns
 - ▶ To set up custom campaigns, you need to add parameters to the end of your URLs. You can do this manually, or use one of our platform specific URL builder tools to help create and append the parameters and their values.

URL Builder (tool)

- ▶ Google website URL builder
 - ▶ <https://support.google.com/analytics/answer/1033867>
- ▶ Google Play Builder
 - ▶ <https://developers.google.com/analytics/devguides/collection/android/v2/campaigns#google-play-url-builder>

Best practices for custom campaigns

1. Tag only what you need.

If your Google Analytics account is linked to an active Google AdWords account and you have [auto-tagging enabled](#), you don't need to tag your destination URLs in AdWords. Google Analytics automatically tracks all of your AdWords campaigns. However, if you run paid search campaigns on search engines other than Google, you'll need to tag the destination URLs for those ads.

Referral sites are automatically detected and displayed in your reports. However, if you want to associate a campaign name or ad type (such as "banner_ad") with referral traffic, you should tag links on referral sites.

There are certain links that you don't need to tag, and many times are not able to tag. You should not attempt to tag organic (unpaid) keyword links from search engines. Search engine names are automatically detected and displayed in your reports. And again, you don't need to tag AdWords URLs as long as you are using auto-tagging.

Best practices for custom campaigns

2. Create your links with the URL builder.

Campaign links consist of a URL address followed by a question mark and your campaign variables. However, you don't need to worry about link syntax if you use the [URL Builder](#) to generate your URLs. You can then copy and paste the links in your ad. If you're wondering which fields to fill in, you're ready for step 3, below.

Best practices for custom campaigns


3. Use only the campaign variables you need.

The URL Builder has six fields, but you generally need to use only **Campaign Source**, **Campaign Medium**, and **Campaign Name**. **Campaign Term** allows you to specify the paid search keyword. You can use **Campaign Content** to indicate the specific ad, button, or link that was clicked. The table below shows how you might tag the two kinds of online campaigns: email campaigns, and paid keywords.

| | Email campaign | Paid search campaign |
|------------------|------------------|---|
| Campaign Source | newsletter1 | yahoo |
| Campaign Medium | email | cpc |
| Campaign Term | | <i>the search term associated with this traffic</i> |
| Campaign Content | call_to_action_2 | |
| Campaign Name | productxyz | productxyz |

Best practices for custom campaigns

4. Don't send personally identifiable information.

Note that the [Google Analytics terms of service](#) , which all Google Analytics customers must adhere to, prohibits sending personally identifiable information (PII) to Google Analytics, such as names, social security numbers, email addresses, or any similar data. Learn more about the Google Analytics [privacy principles](#).

Competitive Intelligence

Competitive Intelligence

- ▶ Competitive Intelligence(CI)
 - ▶ It is the analysis of data about your competitors, vertical markets, or the entire web ecosystem.

Definition from Web Analytics 2.0:
The Art of Online Accountability and Science of Customer Centricity
by Avinash Kaushik

WE'RE WATCHING...⁴³

Competitive Intelligence

- ▶ For example, AMD can use CI data to understand how its direct competitor Intel performs.
 - ▶ Measuring growth rates of visitor trends or identifying good sources of traffic for Intel and using that information to inform AMD's strategy.
 - ▶ Alternatively, AMD can access CI data for all businesses in the semiconductor industry and then index their competitor's performance against their own and identify new opportunities.

Competitive Intelligence

- ▶ Search Engine data e.g. Google
- ▶ Hybrid data:
 - ▶ Companies can combine various sources together.

Competitive Intelligence

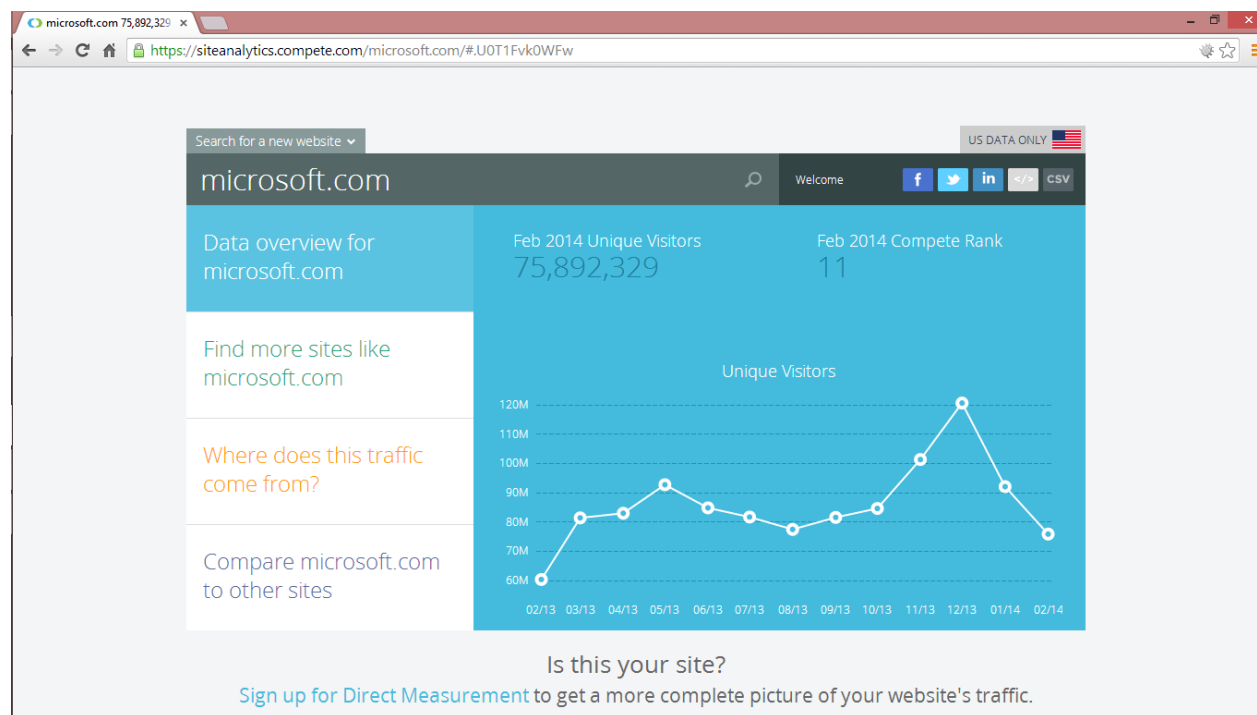
- ▶ ISP(Internet Service Provider) Data
- ▶ The data collected by the ISP consists of elements that get passed around in URLs, such as sites, page names, keywords etc.
- ▶ Advantage:
 - ▶ Huge sample size. For e.g. **Hitwise**.
 - ▶ A large sample size reduces sample bias.

Competitive Intelligence

- ▶ Toolbar based data:
 - ▶ Toolbars are add-ons that provide additional functionality to web browsers, such as easier access to news, search features, and security protections.
 - ▶ These toolbars collect limited information about the browsing behavior of the customers who use them, including the pages visited, the search terms used, perhaps even time spent on each page etc.
 - ▶ For e.g. **Alexa**.

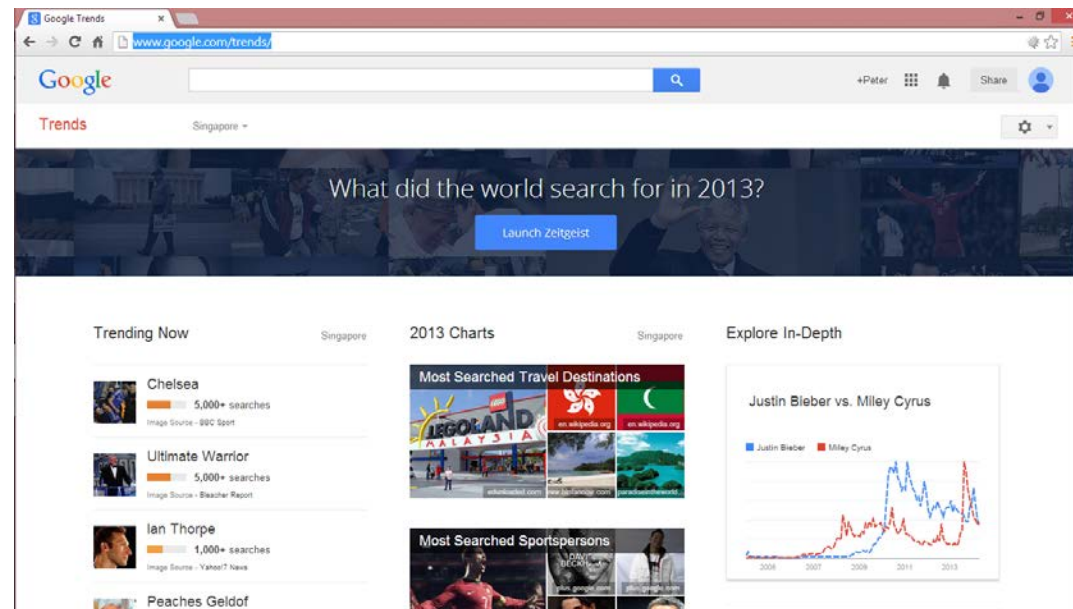
Competitive Intelligence

- ▶ Website Traffic Analysis:
- ▶ Example: **compete.com** analysis



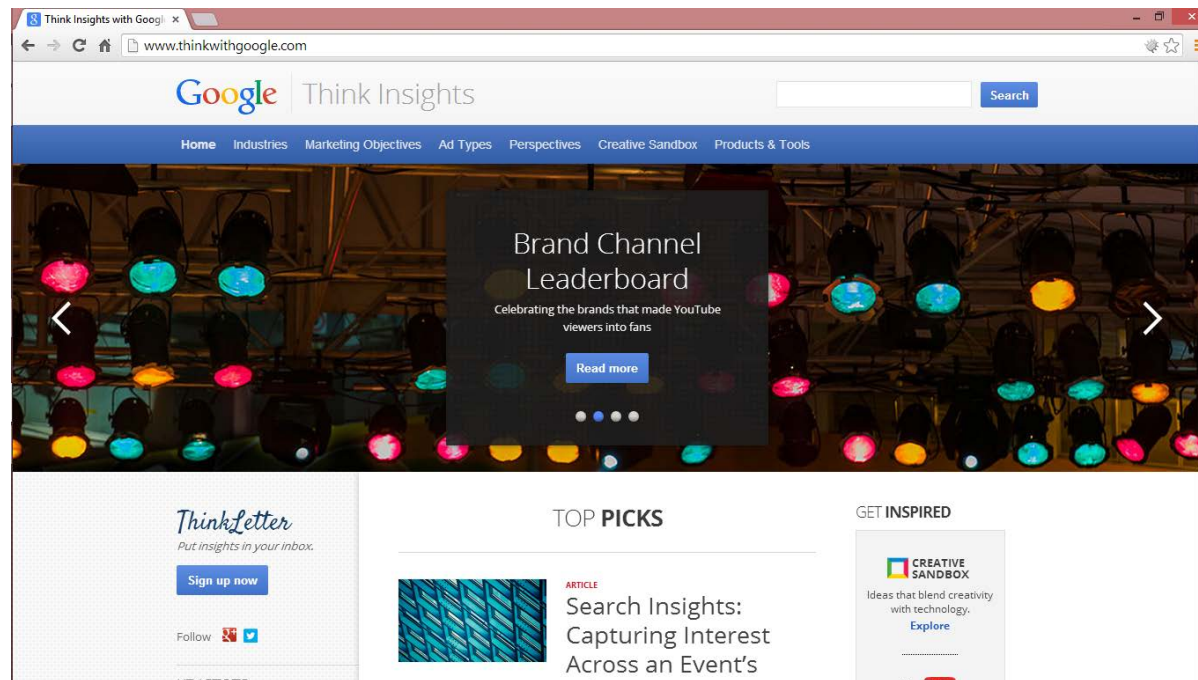
Competitive Intelligence

- ▶ Google trends (<http://www.google.com/trends/>)



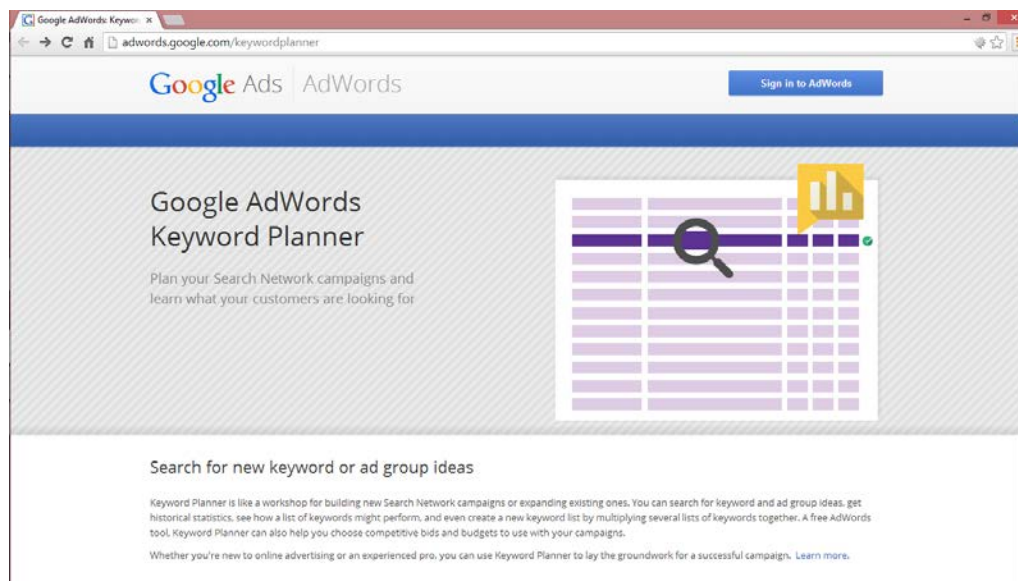
Competitive Intelligence

- ▶ Think with Google — Google's source for insights, trends and research in digital marketing. (<http://www.thinkwithgoogle.com/>)



Competitive Intelligence

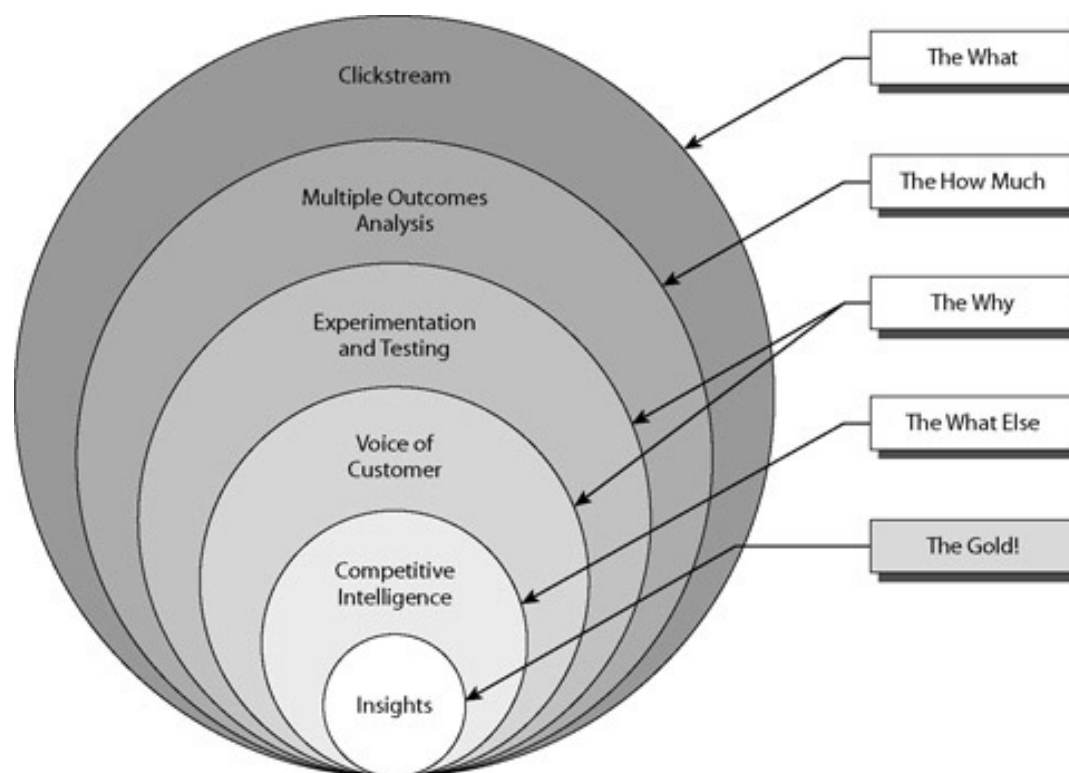
- ▶ AdWords Keyword Planner
<http://adwords.google.com/keywordplanner>



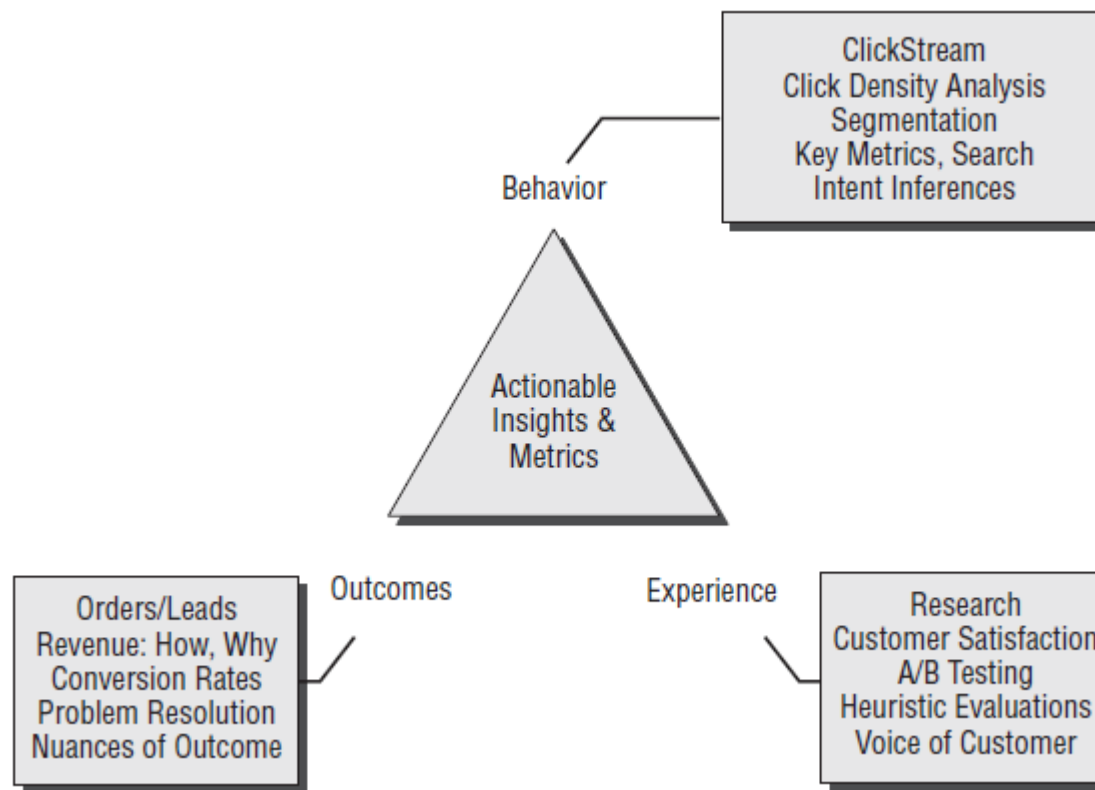
Competitive Intelligence

- ▶ Search and Keyword Analysis
 - ▶ Top Keywords Performance Trend
 - ▶ Geographic Interest and Opportunity Analysis
 - ▶ Related and Fast-Rising Searches
 - ▶ Share-of-Shelf Analysis
 - ▶ Competitive Keyword Advantage Analysis
 - ▶ Keyword Expansion Analysis

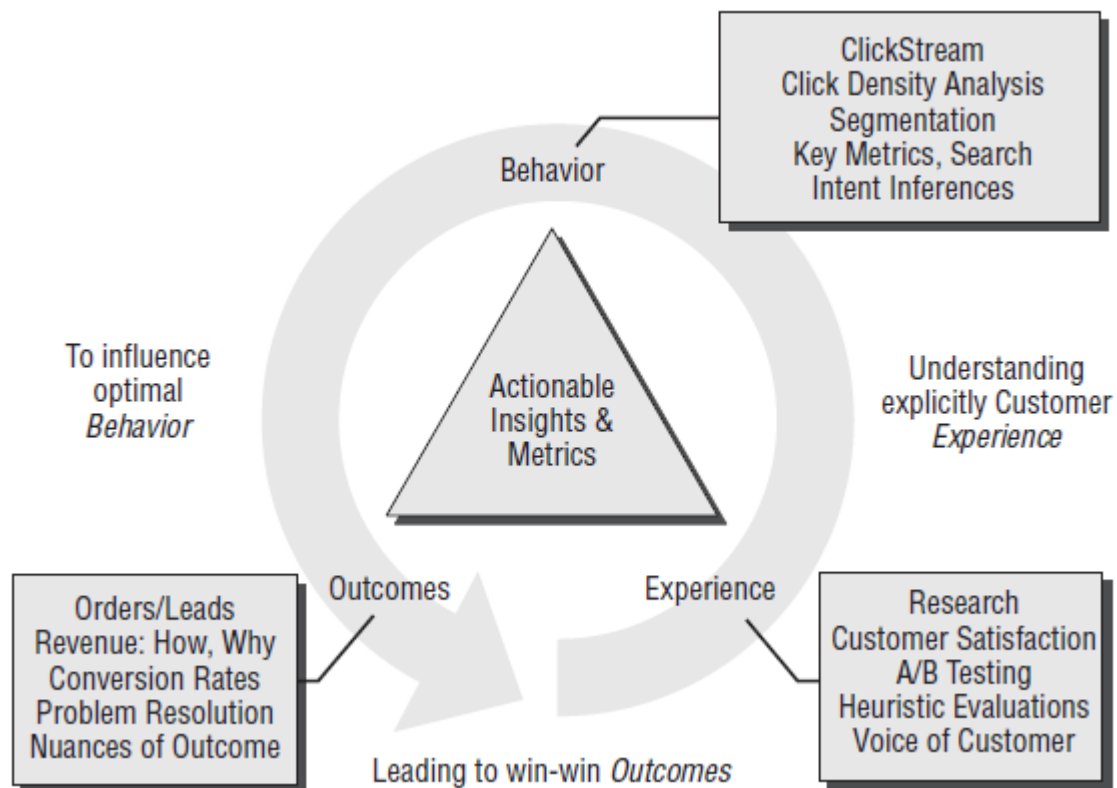
From Competitive Intelligence to Insights



From Competitive Intelligence to Insights (Trinity Strategy)



Trinity Strategy



Trinity Strategy

▶ Behaviours

- ▶ Behaviour Analysis is also known as clickstream data analysis
- ▶ Goal:
 - ▶ Infer intent of website visitor based on what we know about them.
 - ▶ Analysis is done after collection of clickstream data

Trinity Strategy

► Outcomes

- Outcome Analysis is:
 - “So what happened, what was the outcome?”
 - Measures how well the website is doing in meeting the goal of its existence
 - Measures the revenue and conversion rates (for e-commerce websites)
 - Also measures the problem resolution and timeliness (for support websites)

Trinity Strategy

► Experience

► Experience Analysis

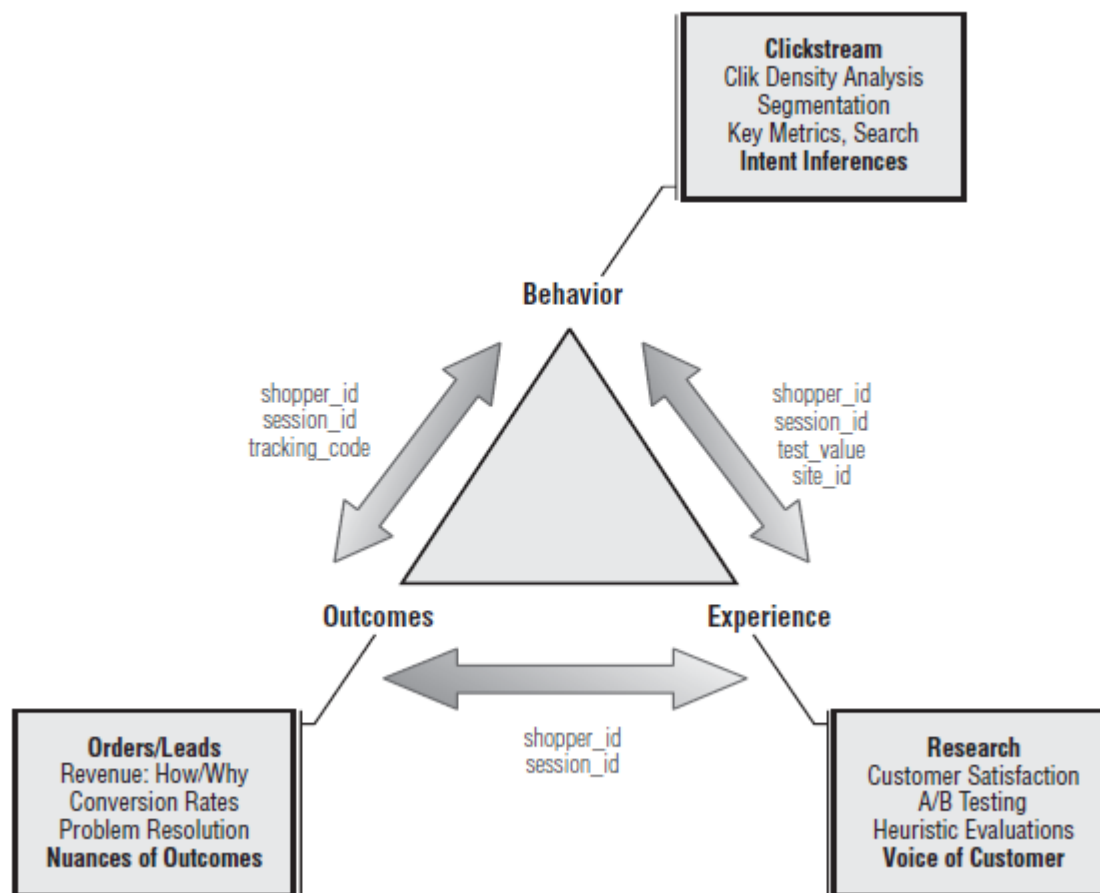
Ultimately the purpose is to get companies to listen to the voice of the customer

Different methodologies:

- Surveys
- Experimentation and testing
- A/B testing or multivariate testing
- User-centric design testing e.g. heuristic evaluations
- Lab usability testing
- Site visits



Example of Trinity Strategy



**WE HAS RECEIVD INFORMASHUN
DAT THAR IZ SPY TWEEN US**

60



BUT HOO IT IZ?