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A. Business Profile

Name of the business	Sunshine Yoga
Products/services offered	There are four studios open in Sydney, offering 20 different classes, from beginners to advanced and those classes are developed by Certified Instructors. They deliver various forms of yoga starts from pregnant women, the elderly, children, hot yoga, yoga therapy and so on. Private courses are also held in the studios or in the chosen venue.
Characteristics of potential customers	They have numerous classes for children, adults, pregnant women, elderly people. So, people of any age will enter for having depression or for a healthier lifestyle. However, their main goals are people in an age range (16-50) and they are the ones looking for opportunities to stay healthier or alleviate stress. Mostly, females between 16 and 50 years of age who have average income who want to be fit and alleviate tension are possible consumers.
Potential benefits/aims of having a website for this business	Getting a website for this business will allow future and current clients to get in touch and know what classes are available at what time and which teachers are teaching. Everyone has been using internet and now by getting a website, clients can find the brand and the company can have more exposure to users browsing the internet. It is important to have a strong presence so that this business is leveled by rivals and can contend effectively with others. Online advertising is more cost-effective than conventional media and can attract more people.

B. SEO and User Friendliness

Explain why the current website is not search engine and user friendly

1. The current website only has 1 html page with 4 different tabs. Customers can read the tabs by scrolling down the website or clicking the tabs.
2. In home tab, there is nothing and login or signup button (CTA Button) should be in that page.
3. In PageSpeed Observations, I studied this website. There were just 14 in the smartphone and 53 in the laptop. Both mobile and desktop websites require JavaScript to be minimized. This JavaScript is going to take too long to lunch.
4. Use of cache is too big that it affects loading time which frustrates users.
5. The font style of the website is not good in looking and font sizes are so small for old age people to view it.
6. Send button is too small to click and those boxes are also so small for old age people to view.
7. The web does not have a meta definition tag. This is important for SEO, since this tag is used as the keyword for this website. This displays the contents of the tab.
8. The height of the html page is 65KB. That's more than an average of 33KB. This slows down the loading time of the website so that visitors will be impatient and can lose them from visiting their websites.

List of specific and actionable suggestions

1. They should use several html pages differently not by scrolling down in the one page and should use the “href” code so that each component can be in separate pages to give users more details and content.
2. The first look of the Home page requires a Call-To – Action button, such as enrolling or entering, which takes up much of the estate. The background color of this icon has to be bold so that it's the first thing people see when they get to the website. Users are drawn to click this way. There's an important “Sign up” or “Log In” button here. But this button is hard to reach on both the smartphone and the desktop and have to scroll down in this website.
3. This page needs JavaScript cleaning. JavaScript has to be written quickly so that it takes less time to load.

4. The use of the cache must be monitored. Just placed the caches where necessary to allow websites to load within a limited period of time.
5. The font style of the website and the font size of the website should be bigger and clearer such as <code><h1 style="font-family:verdana;">This is a heading</h1></code> <code><p style="font-family:courier;">This is a paragraph.</p></code> and <code><h1 style="font-size:300%;">This is a heading</h1></code> <code><p style="font-size:160%;">This is a paragraph. </p></code>
6. Size for the sign-up button should be bigger and the background color of the button should be transparent such as <code><button type="button">Sign Up</button></code> <code>.button {</code> <code>background-color: #4CAF50;</code> <code>border: none;</code> <code>color: white;</code> <code>padding: 15px 32px;</code> <code>text-align: center;</code> <code>text-decoration: none;</code> <code>display: inline-block;</code> <code>font-size: 16px;</code> <code>}</code> They can change the button size and colour in the CSS file of the website.
7. The Meta Definition tag can be achieved by placing it in <code><head> </head></code> tags. <code><meta name= "description," content= "Sunshine Yoga Studio, a boutique yoga studio, focuses on customer-specific quality and customization and has different yoga classes by certified instructors"/></code> .
8. They can use HTML Compression, Additional CSS sheets to make HTML file sizes smaller.

C. Proposed AdWords Strategy

Campaign 1

Focus for each campaign:
Get website traffic from people who want one-on-one or private sessions with instructors
Keywords:
Yoga, Yoga Sydney, yoga classes in Sydney, yoga studio in Sydney, yoga one on one, private yoga classes, private yoga session, private yoga instructor
Negative keywords:
group yoga, mass yoga, public yoga
Text for AdWords Version 1 for an ad group:
Sunshine Yoga is a place for individuals who wants to stay fit.
Text for AdWords Version 2 for an ad group:
Sunshine Yoga offers a welcome environment for people who want to do yoga with certified instructors.
Daily and weekly plans for spending the campaign budget (US\$250):
Daily – SG\$ 9.89, Weekly – SG\$ 69.2, 3 weeks – SG\$ 207.6 (US\$ 145.39)
Network(s) for the AdWords ads
Google Search network so that google can direct to our site from google search
Target audience settings
Sports and Fitness, Health and Fitness, yoga, yoga classes, yoga studio
Ad serving options
Optimize for clicks to increase the awareness of the place by increasing impressions and clicks
Keyword bidding
Set to maximize clicks to get as much clicks as possible within budget
Location targeting
New South Wales
Aims for impressions
3,200 – 5,38 people for 3 weeks
Aims for clicks
116 - 195 ad clicks for 3 weeks
Aims for CPC
Allow Google to set maximum CPC bids for the most clicks possible.
Aims for CTR
$116/3206 = 0.036 * 100\% = 3.36 \%$

Proposed success metrics

The awareness of the company and the serviced provided, one-on-one private sessions

Campaign 2

Focus for each campaign

People want to join sessions with friends or family.

Keywords

Certified Yoga Instructor, Pilates, Hot yoga, Hatha Yoga, Yoga therapy, Yoga with family, group yoga, yoga training in Sydney, yoga sessions in Sydney

Negative keywords

Private yoga, One on one yoga

Text for AdWords Version 1 for an ad group

Sunshine yoga is where family and friends can enjoy yoga together.

Text for AdWords Version 2 for an ad group

Sunshine is the choice to do yoga with certified instructors.

Daily and weekly plans for spending the campaign budget (US\$250)

Daily budget – SG\$ 4.76, Weekly budget – SG\$ 33.33, 3 weeks – SG\$ 100 (US\$ 70.03)

Network(s) for the AdWords ads

google search network

Target audience settings

Sports and Fitness, Health and Fitness, yoga, yoga classes, yoga studio

Ad serving options

Optimize for clicks to increase the awareness of the place by increasing impressions and clicks

Keyword bidding

Set to maximize clicks to get as much clicks as possible within budget

Location targeting

New South Wales

Aims for impressions

2,211 – 3,725 people for 3 weeks

Aims for clicks

75 - 125 ad clicks for 3 weeks

Aims for CPC

Allow Google to set maximum CPC bids for the most clicks possible.

Aims for CTR

$75/2211 = 0.0339 = 3.39\%$

Proposed success metrics

Increased Awareness of Sunshine Yoga and Yoga Classes

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D. Reference (APA Reference)

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E. Appendix

CP3401 – Assignment 1

