

University of Westminster
Informatics Institute of Technology
Department of Business

BSc (Hons) Business Information Systems

6MMCS005C - Digital Marketing

Individual Coursework 1

Site Link: <https://sites.google.com/view/binari-business-analyst/home>

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Contents

Part A - Web Marketing, Apply Web Marketing Model to a Given Scenario	5
Introduction	5
Phases in Ash's Funnel Process.....	5
Application of the Phases	6
Conclusion.....	7
Miller's Buying Cycle	7
Part B - Search Engine Optimization Techniques.....	8
Task B1 - Keywords	8
1st Keyword - "Business Analyst"	8
2nd Keyword - UI Designer	10
Task B2 - Backlinks	25
Task B3 - Other On-site Optimization Techniques.....	34
Part C - Social Media and Optimization	40
References	45

Table of Figures

Figure 1: Ash's Funnel for Customer Journey	5
Figure 2: Google Keyword Planner - Business Anlyst.....	8
Figure 3: KWFinder - Business Aanlyst.....	9
Figure 4: SEO Difficulty for Business Analyst	9
Figure 5: Google Keyword Planner - UI Designer.....	10
Figure 6: KWFinder - UI Designer	10
Figure 7: KWFinder - UX Designer.....	11
Figure 8: UberSuggestSEO - Business Analyst.....	11
Figure 9: UberSuggestSEO - UI Designer.....	12
Figure 10: Summary of Keywords Aanlysis	12
Figure 11: URL - About page UI designer	13
Figure 12: URL - Projects page Business Analyst.....	13
Figure 13: About Page Heading	13
Figure 14: About Page Heading 2.....	14
Figure 15: Projects Page Heading	14
Figure 16: Site Title Business Analyst.....	15
Figure 17: Paragraph Content About Page	15
Figure 18: Paragraph Content Projects Page	16
Figure 19: Testimonials Projects Page	16
Figure 20: Both Keywords Announcement Banner	16
Figure 21: Both Keywords Footer	17
Figure 22: Top keywords smallseotools.com.....	18
Figure 23: Keyword density smallseotools.com	18
Figure 24: Keyword Density internet marketing ninjas	19
Figure 25: UI designer smallseotools	20
Figure 26: Keyword density About page.....	20
Figure 27: Keyword Density about keyword marketing ninjas.....	21
Figure 28: About page UI designer.....	22
Figure 29: About page UI designer.....	23
Figure 30: About page content	23
Figure 31: Projects page heading.....	23
Figure 32: Projects page content	24
Figure 33: Projects page content 2	24
Figure 34: Projects page content 3	25
Figure 35: SEO ranking against external backlinks.....	26
Figure 36: Social media backlinks in footer	27
Figure 37: Facebook page bio	28
Figure 38: Instagram page bio	28

Figure 39: LinkedIn bio	29
Figure 40: Github bio	30
Figure 41: Deviant Art bio	30
Figure 42: Backlink for colleague's blog	31
Figure 43: Backlink from colleague's blog	31
Figure 44: External website backlink in footer	31
Figure 45: Backlink from the external backlink	32
Figure 46: Ahrefs backlink checker	32
Figure 47: Automatically created backlinks	33
Figure 48: Automatic backlinks	34
Figure 49: Home page internal linking	35
Figure 50: Home page internal linking 2	35
Figure 51: Internal link analysis	36
Figure 52: Internal links	36
Figure 53: Optimized URLs for each page	37
Figure 54: UI Designer Alt text for About page	38
Figure 55: Business Analyst alt-text for projects page	38
Figure 56: Site speed	39
Figure 57: Social networks presence in relation to site rank	40
Figure 58: How social media supports SEO	41
Figure 59: LinkedIn vs other social media	41
Figure 60: Most common metric content executives worldwide used	43
Table 1: Ash's Funnel Phases	6
Table 2: Application of Ash's Funnel	7
Table 3: Types of backlinks	27

Part A - Web Marketing, Apply Web Marketing Model to a Given Scenario

Introduction

A sales funnel depicts the route from a prospect's first contact with the organization to the completion of a purchase (Pipeline, 2018). This focuses on attracting new prospects, creating quality leads and converting them to users/buyers.

Phases in Ash's Funnel Process

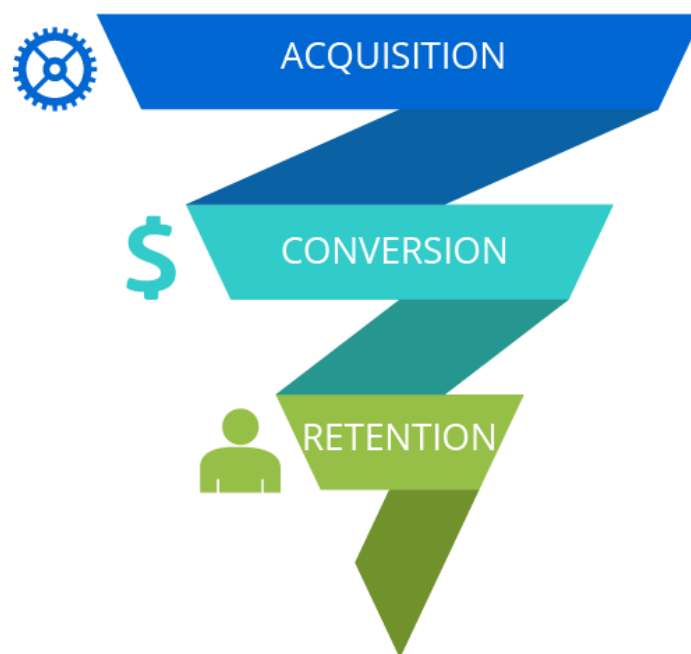


Figure 1: Ash's Funnel for Customer Journey

Name of the Phase	Description
Acquisition	<ul style="list-style-type: none">Attract new visitors to the company's digital environment (website, landing pages etc.) generating traffic (AT Internet, 2018) through prospects (a person who meets the criterion defined by the company to be a potential customer) (Lilyquist, 2020).Methods: SEO, pay-per-click advertisements, email and social media marketing etc.
Conversion	<ul style="list-style-type: none">The moment a visitor in a digital ecosystem takes an intended action (download, subscribe etc.) according to the business

	<p>objective (Kirkpatrick, 2012) resulting in the conversion from prospect to leads (person who shows interest in the product)/customers (a person who made a purchase).</p> <ul style="list-style-type: none"> • Methods: Landing page optimization and conversion rate optimization.
Retention	<ul style="list-style-type: none"> • The process of persuading existing customers to acquire more of the products or services to achieve a sustainable customer relationship (Patel, 2018). • Methods: Whitepapers, newsletters etc.

Table 1: Ash's Funnel Phases

Application of the Phases

Name of the Phase	Application to the Scenario
Acquisition	<p>Prospect</p> <ul style="list-style-type: none"> • Search for laptops available in Sri Lanka and find results that are shown according to the ranking given by Google search engine for the SEO techniques used by websites • Visit a website link that looks reliable • Filter the products according to the budget • Browse through the catalog that shows results complying with the budgetary requirements • Click on a product that look desirable and check the features of the product • Sort product list according to a desired format • Go back and check another product since the previously checked product does not fit my criteria/overpriced for the features provided • Go back to the Google search results page since the set of products shown in the website are not up to my standards • Visit another link on the search results
Conversion	<p>Prospect -> Lead</p> <ul style="list-style-type: none"> • Save a product that fits my criterion to view later • Use the comparing feature to compare saved products with each other to see which product is the best viable option • Add a desired product to my cart <p>Lead -> Customer</p> <ul style="list-style-type: none"> • Proceed with the payment to checkout and purchase the laptop
Retention	Customer -> Repeated Customer

	<ul style="list-style-type: none"> ● Subscribe to the newsletter to get notified about further product launches and other related news ● Revisit the website to buy other electronics. ● Read emails sent by the company once in a while to see new launches.
--	--

Table 2: Application of Ash's Funnel

Conclusion

Ash's Funnel model gives a foundation for the direction on how to conduct and design the marketing campaigns/strategies for a product/service to ensure a sustainable customer journey. Improving the effectiveness of a company's sales funnel is vital to turn cold prospects into hot leads and improve sales performance. An optimized sales funnel offers salespeople with crucial insight on their potential customers' demands, issues, and decision-making process. It,

1. Aids the sales team in determining where they need to follow up or adjust the sales process due to funnel drop-off.
2. Aids in the delivery of the appropriate message at the appropriate time. (i.e. the prospect needs to find a laptop at a specific budget - this helps to provide details according to the constraints)

However, this is not designed from the customer perspective which leads to significant disadvantages.

Miller's Buying Cycle

Above issues are tackled through,

1. Reach - Making awareness of their available laptops/affiliated services to the suspects (person who does not have a desire to purchase) (McGill, 2021) making the probability of a prospect visiting the company website higher.
2. Retention KPI - Since it brings the usage of KPIs to measure the retention and to define what a repeated customer is for their own company, marketing and sales strategies could be refined better to keep the KPIs satisfied.
3. Loyalty - Loyal customers can be converted into advocates which brings more organic traffic. If the company was using this, the user could have used discounts, offers, deals or requested a coupon when purchasing a laptop and earned coins for each purchase. User's feedback and referrals would have been encouraged as well.

Advantages:

1. Allows marketing and sales to work together.
2. Fosters loyalty and commitment. (Prospects can see the amount of options they have once they perform a Google search which can make them switch to another company. Therefore, establishing the cycle early on and establishing trust to influence their buying decisions is achievable)

Hence, in my opinion the Miller's buying cycle would have been a better choice for this scenario to get the maximum out of the conversion cost.

Part B - Search Engine Optimization Techniques

Task B1 - Keywords

1st Keyword - "Business Analyst"

"Business Analyst" was used as the core keyword for the "Projects" page since it is a summary of my background and experience, along with testimonials.

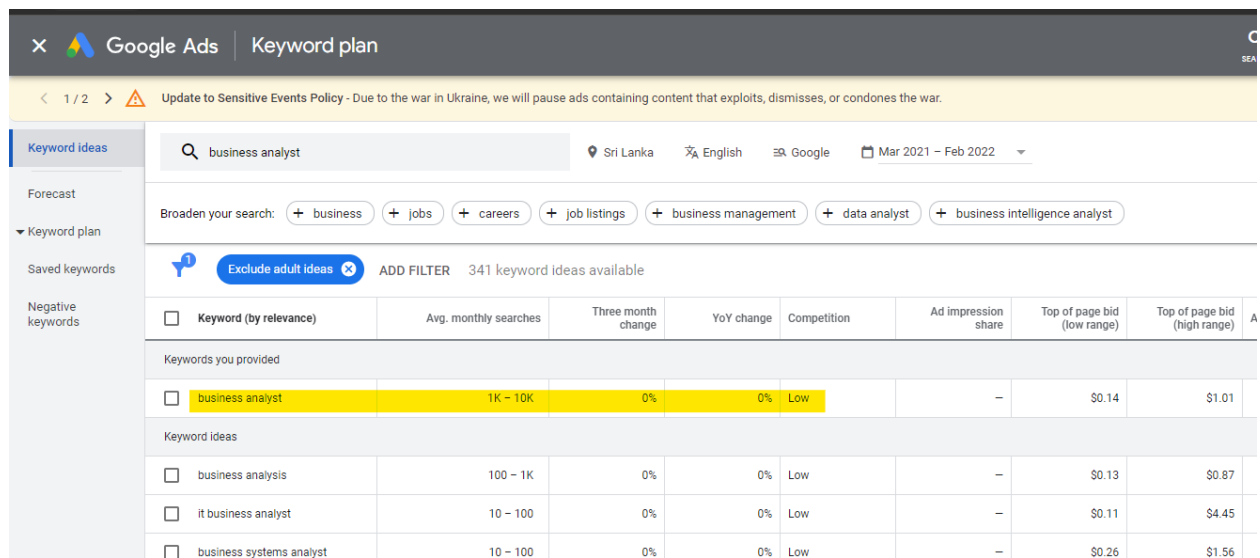
Structure

The keyword itself is a generic term that is not likely to be searched by itself, being a short tail keyword that prompts a high volume of search results (WordTracker Academy, 2022). Hence, this page was optimized for the term "Sri Lanka" as the modifier which changes the type of the keyword the user is searching for, and "business analyst" is a short tail.

Keyword Identification

Google Keyword Planner Tool:

The identified keyword has an acceptable range of high volume. As per the competition, it is low, which checks the final requirement to choose a suitable keyword.



Keywords you provided		Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/>	business analyst	1K - 10K	0%	0%	Low	—	\$0.14	\$1.01
Keyword Ideas		Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/>	business analysis	100 - 1K	0%	0%	Low	—	\$0.13	\$0.87
<input type="checkbox"/>	it business analyst	10 - 100	0%	0%	Low	—	\$0.11	\$4.45
<input type="checkbox"/>	business systems analyst	10 - 100	0%	0%	Low	—	\$0.26	\$1.56

Figure 2: Google Keyword Planner - Business Analyst

The secondary research to find the ideal keyword was performed on KWFinder:

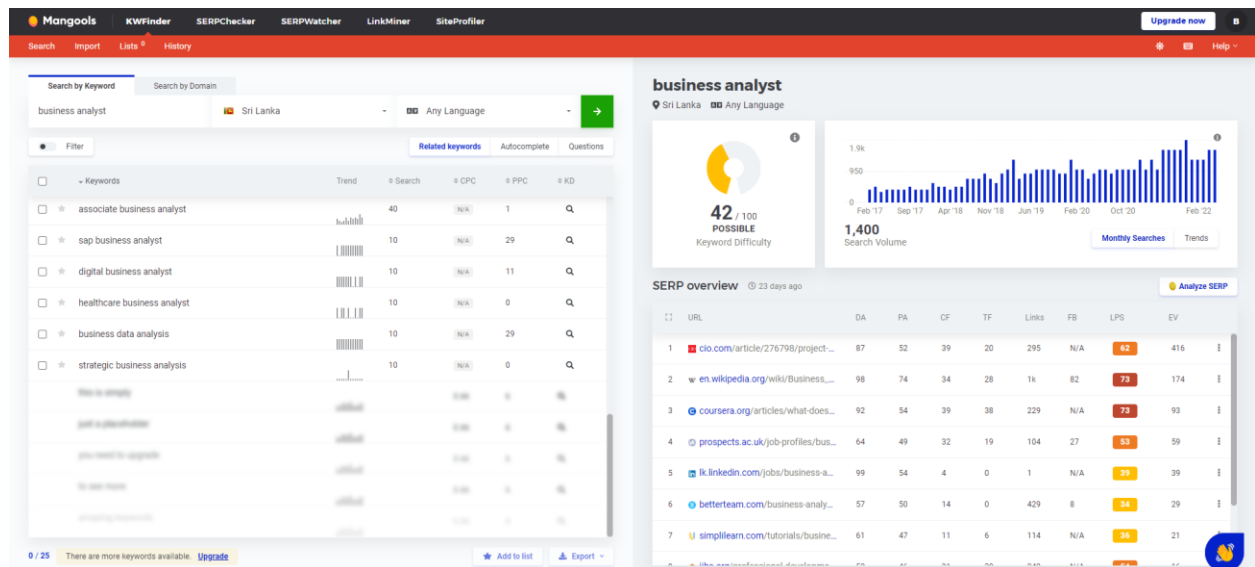


Figure 3: KWFinder - Business Analyst

According to the analysis, the keyword difficulty is a good value for this parameter.



Figure 4: SEO Difficulty for Business Analyst

According to these tools the identified keyword complies with the constraints of,

- Relevance

- Low competition
- High search volume.

2nd Keyword - UI Designer

This is optimized for the “About” page since it consists of elements that provide evidence for the creativity that is vital for UI/UX designing and the knowledge in color theory.

Structure

For this page I have only used a short tail keyword which only consists of a head which is “UI Designer”. This was utilized to expose the designing skills and experience. However, since it is the second career choice, this keyword has not been optimized as often as the previous one.

Keyword Identification

Google Keyword Planner

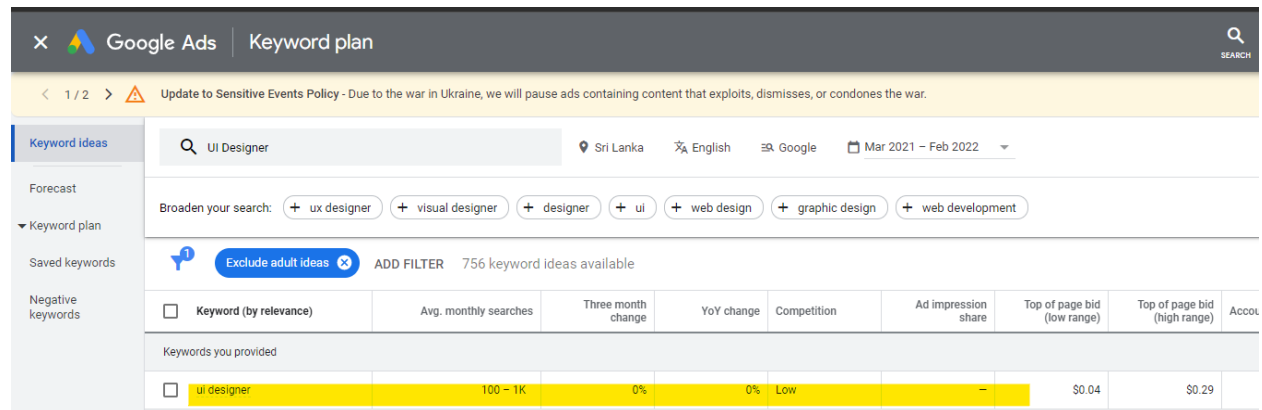


Figure 5: Google Keyword Planner - UI Designer

The identified keyword still has an acceptable range of high volume.

KWFinder

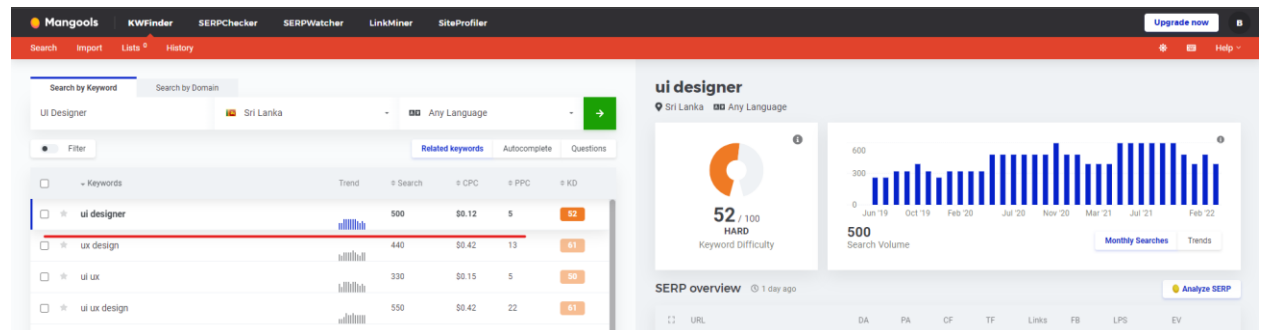


Figure 6: KWFinder - UI Designer

This keyword difficulty is shown as “Hard”. However, other options either have low search volume or far

higher competition which makes them not eligible.

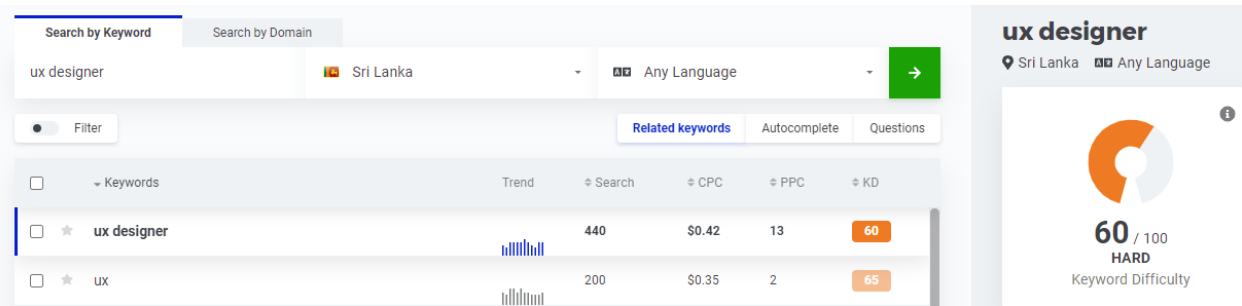


Figure 7: KWFinder - UX Designer

UberSuggest SEO - Business Analyst

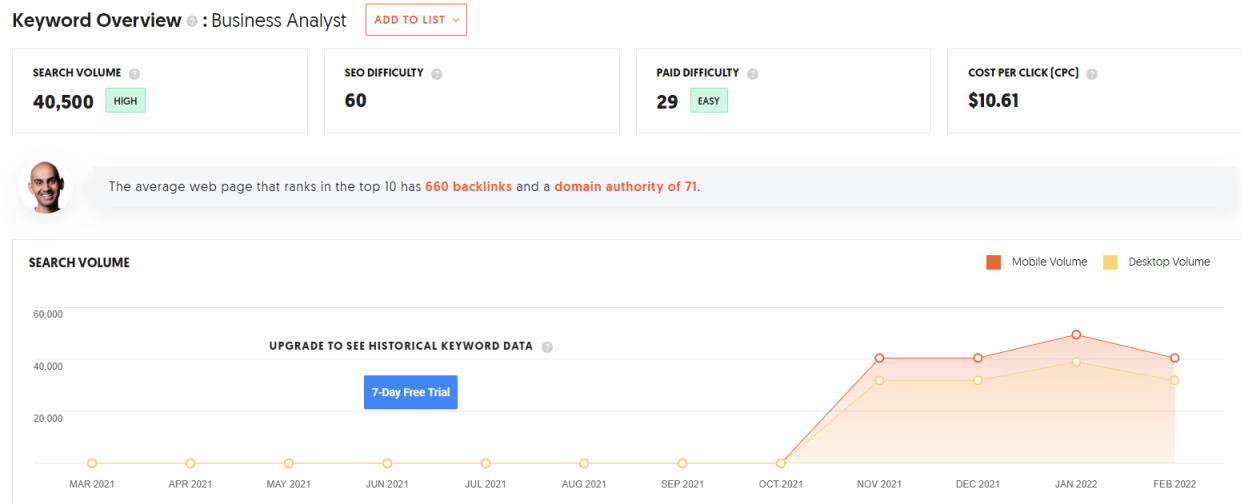


Figure 8: UberSuggestSEO - Business Analyst

UberSuggest SEO - UI Designer

Keyword Overview : UI Designer

[ADD TO LIST](#)

SEARCH VOLUME
480

SEO DIFFICULTY
67

PAID DIFFICULTY
1 EASY

COST PER CLICK (CPC)
R\$**50.69**



Processing...

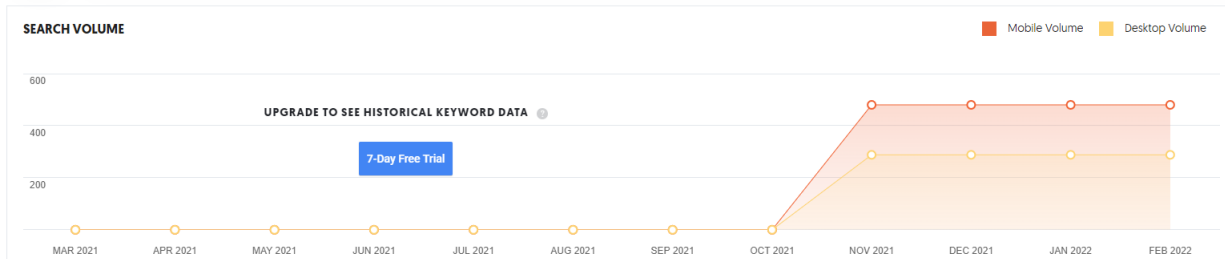


Figure 9: UberSuggestSEO - UI Designer

Summary

Tool		Business Analyst	UI Designer
Google Keyword Planner	Search Volume	1K - 10K	100 - 1K
	Competition Level	Low	Low
KWFinder	Search Volume	1 400	500
	SEO Difficulty	42	52
Uber Suggest	Search Volume	40 500	480
	SEO Difficulty	60	67

Figure 10: Summary of Keywords Aanlysis

Usage

In the "Projects" and "About" page, keywords are used in,

1. URL
2. Site Title
3. Headings
4. First 50 words of the paragraphs
5. Footers
6. Alt-texts for images.

7. Pages that direct to “Projects”
8. Temporary announcement banner.

URL

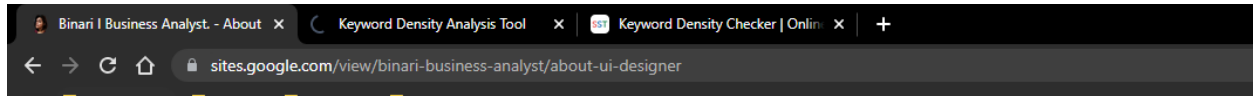


Figure 11: URL - About page UI designer

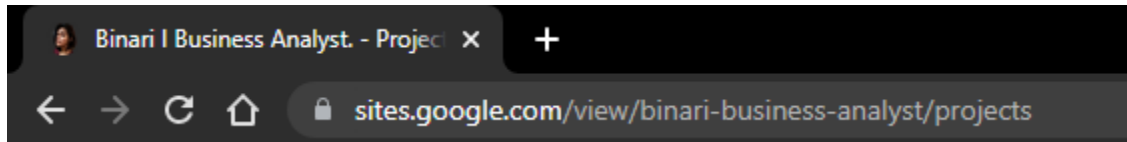


Figure 12: URL - Projects page Business Analyst

Headings

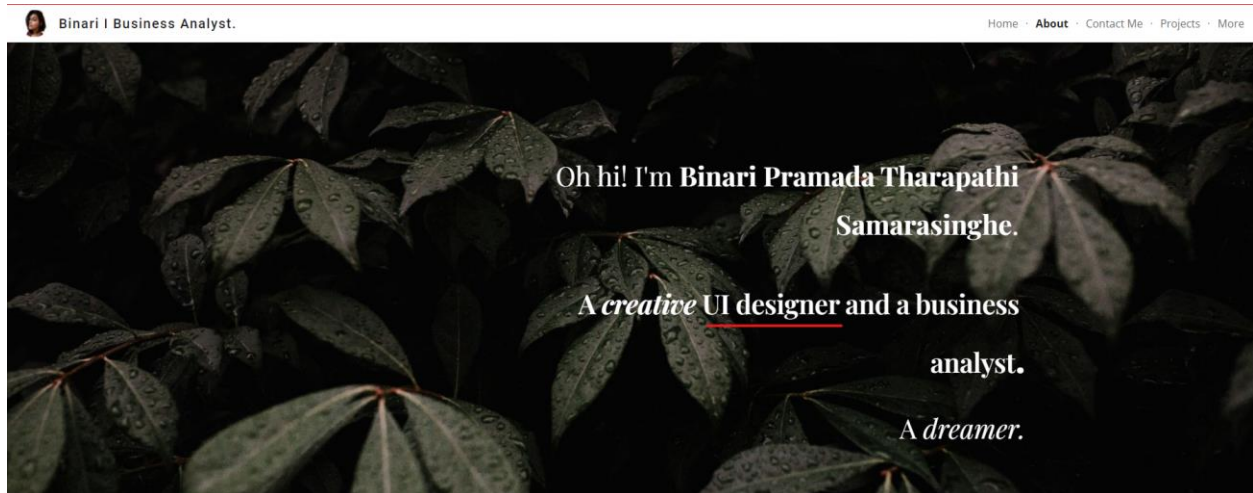


Figure 13: About Page Heading

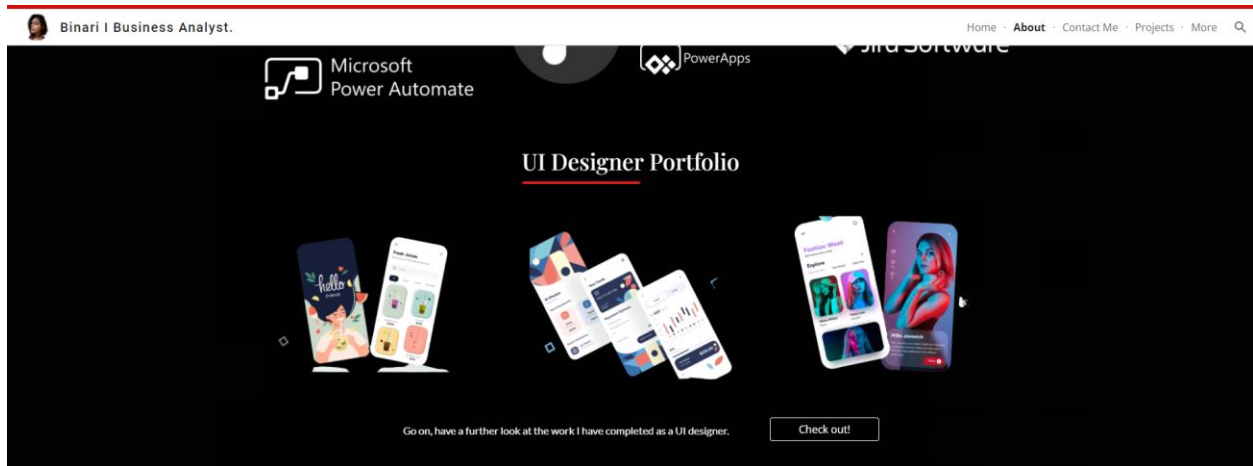


Figure 14: About Page Heading 2

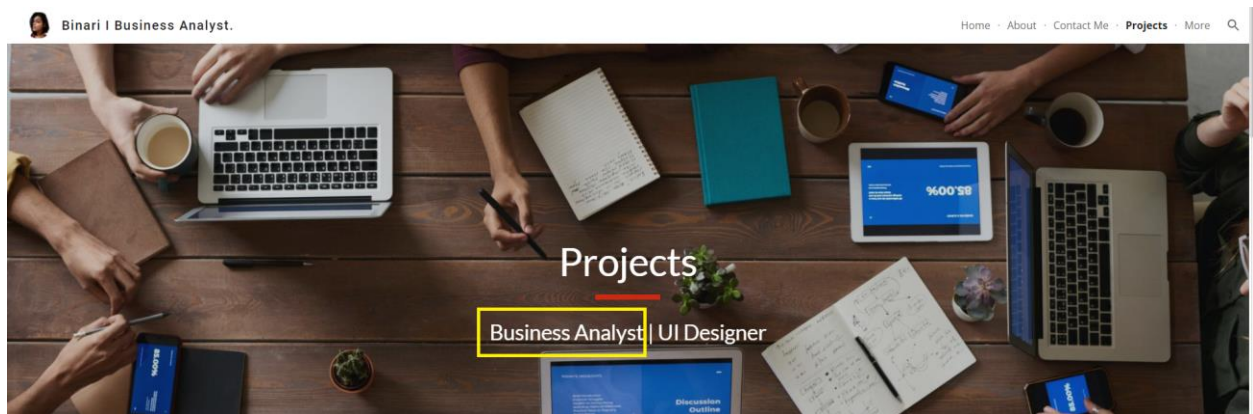


Figure 15: Projects Page Heading

Site Title

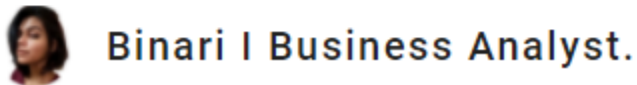
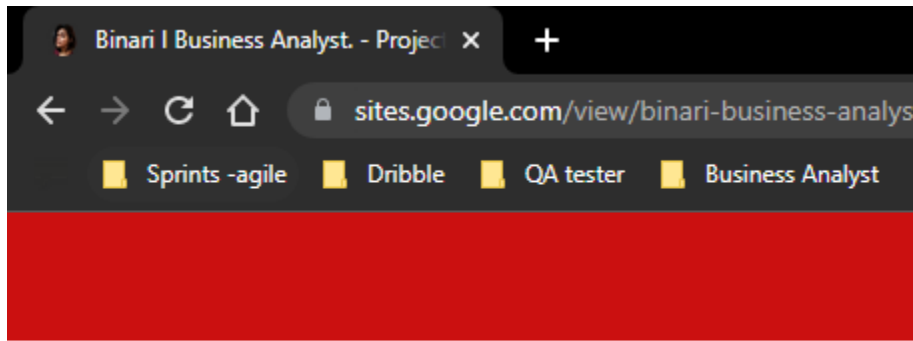


Figure 16: Site Title Business Analyst

Site Content

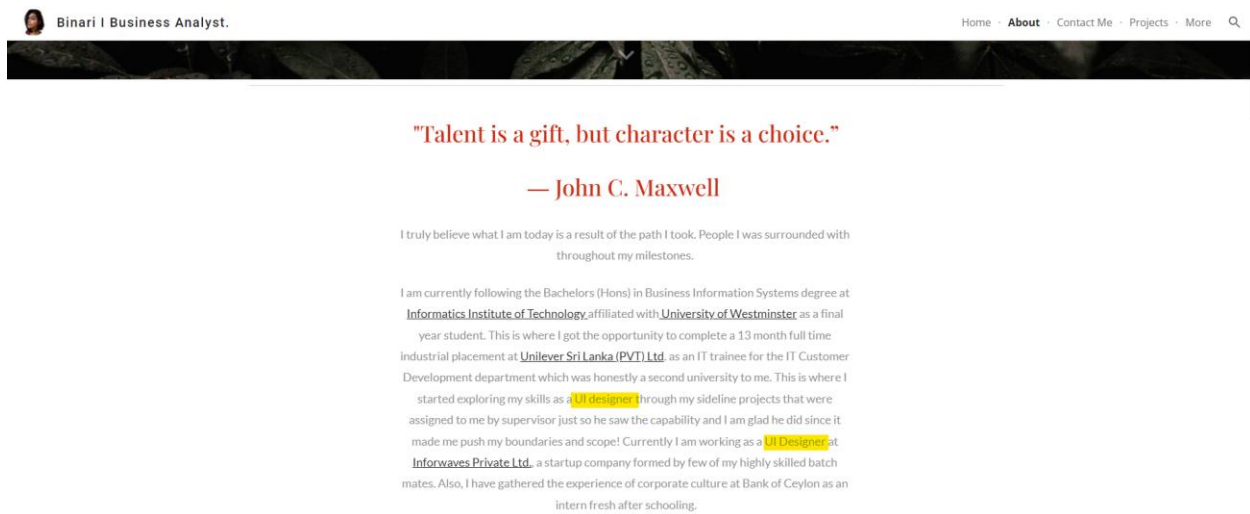


Figure 17: Paragraph Content About Page

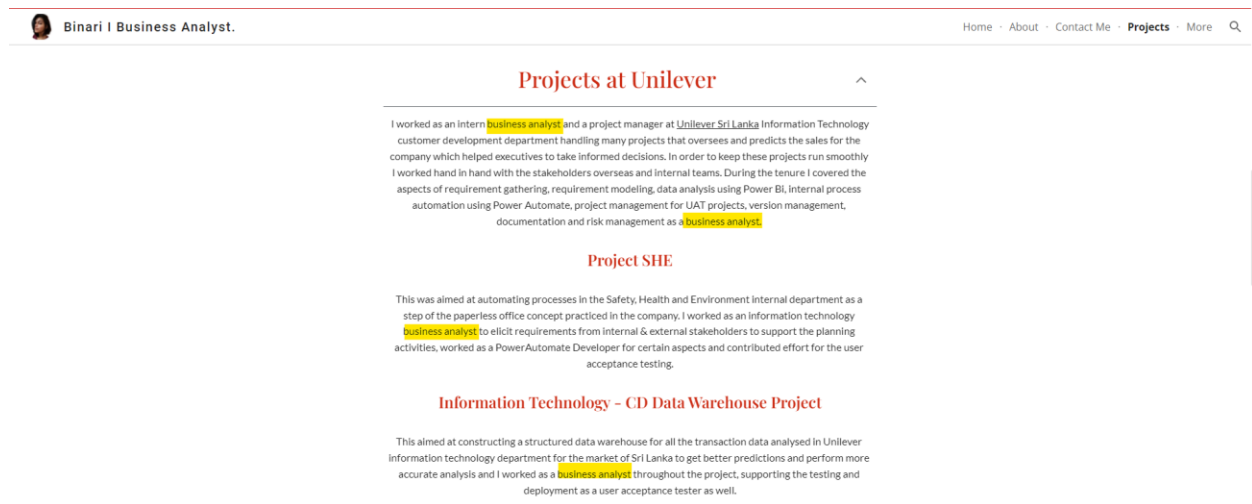


Figure 18: Paragraph Content Projects Page

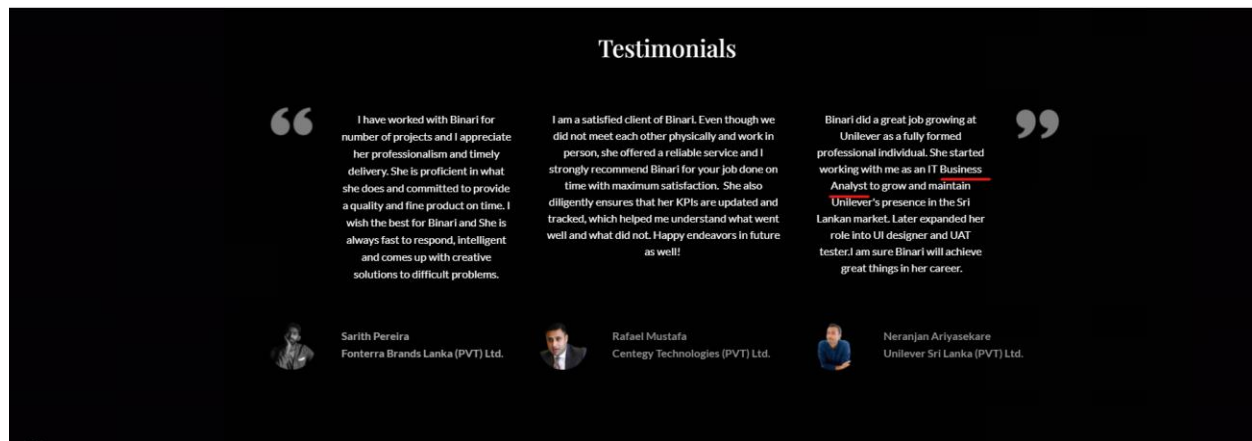


Figure 19: Testimonials Projects Page

Announcement Banner - Both UI Designer and Business Analyst

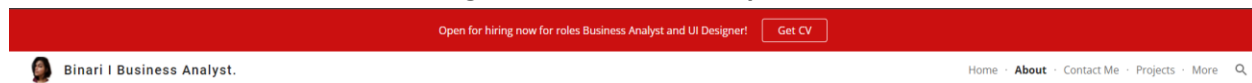


Figure 20: Both Keywords Announcement Banner

Footer - Both UI Designer and Business Analyst



Figure 21: Both Keywords Footer

Keyword Ranking

According to experts, it can take from at least 6 months to a year to show proper results for keyword ranking for a website now (Bhattacharya, 2022).

Hence, the results cannot be shown as of yet for both the keywords I have chosen since my website was hosted only a week ago. However, performance will be tracked and proper steps will be taken to optimize accordingly.

Keyword Density

Smallseotools.com and internetmarketingninjas.com were used to check this concept of the newly generated website.

The top keywords "Business Analyst" and "Sri Lanka" were identified as the most popular, and their densities were calculated for the "Project" webpage. The outcomes are as follows.


smallseotools.com

TOP KEYWORDS				
Keywords	Freq	Title	Desc	< H*>
business analyst	14	✓	✗	✓
analyst project	6	✗	✗	✗
sri lanka	6	✗	✗	✗
ui designer	6	✗	✗	✓
business analyst project	6	✗	✗	✗
binari samarasinghe	4	✗	✗	✓
worked business	3	✗	✗	✗
development department	3	✗	✗	✗

Figure 22: Top keywords smallseotools.com


KEYWORD DENSITY					
Keyword (one word)	Keywords	Freq	Density	Title	Desc
Keywords (Two words)	business analyst	14	3.67%	✓	✗
Keywords (Three words)	ui designer	6	1.57%	✗	✗
Keywords (Four words)	analyst project	6	1.57%	✗	✗
	sri lanka	6	1.57%	✗	✗

Figure 23: Keyword density smallseotools.com




[Home](#)
[Services](#)
[Tools](#)
[About](#)
[Contact](#)

[Link Earning](#)
[Brand Marketing](#)
[Content Creation](#)
[Consulting](#)



Keyword Density Analysis Tool

Check the Influence and Value of Your Keywords



Results for <https://sites.google.com/view/binari-business-analyst/projects>

- There are 1116 words on this page
- Of those 1116 words 23 words are linked ones
- Of 1116 words 1093 are not linked
- Of 1093 non linked words 492 words are either stop words or have less than 3 characters
- This tool only shows keyphrases with **three or more** occurrences

Below you can see words from the entire text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
business	16	1.43%	business analyst	14	1.25%			
analyst	15	1.34%	sri lanka	5	0.44%			
projects	12	1.07%	ui designer	3	0.26%			
project	11	0.98%						
worked	9	0.8%						
application	8	0.71%						
binari	8	0.71%						
sri	7	0.62%						
company	6	0.53%						
internal	6	0.53%						

[Show/Hide](#)

Figure 24: Keyword Density internet marketing ninjas

The top keyword "UI Designer" was identified as the most popular, and its density was calculated for the "About" web page. The outcomes are shown below:

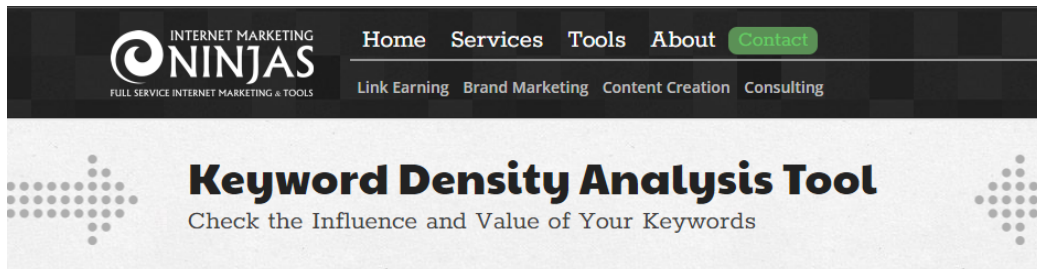
smallseotools.com

TOP KEYWORDS				
Keywords	Freq	Title	Desc	< H*>
ui designer	9	✖	✖	✓
business analyst	5	✓	✖	✓

Figure 25: UI designer smallseotools

KEYWORD DENSITY					
Keyword (one word)	Keywords	Freq	Density	Title	Desc
Keywords (Two words)	ui designer	9	5.36%	✖	✖
Keywords (Three words)	business analyst	5	2.98%	✓	✖
Keywords (Four words)	designer business	2	1.19%	✖	✖
	curriculum vitae	2	1.19%	✖	✖

Figure 26: Keyword density About page



Results for <https://sites.google.com/view/binari-business-analyst/about-ui-designer>

- There are 478 words on this page
- Of those 478 words 28 words are linked ones
- Of 478 words 450 are not linked
- Of 450 non linked words 241 words are either stop words or have less than 3 characters
- This tool only shows keyphrases with **three or more** occurrences

Below you can see words from the entire text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
designer	9	1.88%	ui designer	8	1.67%			
business	8	1.67%	business analyst	7	1.46%			
analyst	7	1.46%						
work	5	1.04%						
looking	3	0.62%						
binari	3	0.62%						
samarasinghe	3	0.62%						

Below you can see words from the non-linked text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
designer	9	2%	ui designer	9	2%			
business	6	1.33%	business analyst	5	1.11%			
analyst	5	1.11%						
work	5	1.11%						
binari	4	0.88%						
looking	3	0.66%						
samarasinghe	3	0.66%						

Figure 27: Keyword Density about keyword marketing ninjas

Maximum keyword density is generally agreed upon as below 4%-5% (Anderson, 2021) and both chosen keywords comply with this by managing a 3.67% ceiling.

Content Writing

In order to sustainably utilize the chosen keywords, I have chosen the subject area of projects I have completed.

"Talent is a gift, but character is a choice."

— John C. Maxwell

I truly believe what I am today is a result of the path I took. People I was surrounded with throughout my milestones.

I am currently following the Bachelors (Hons) in Business Information Systems degree at Informatics Institute of Technology affiliated with University of Westminster as a final year student. This is where I got the opportunity to complete a 13 month full time industrial placement at Unilever Sri Lanka (PVT) Ltd. as an IT trainee for the IT Customer Development department which was honestly a second university to me. This is where I started exploring my skills as a **UI designer** through my sideline projects that were assigned to me by supervisor just so he saw the capability and I am glad he did since it made me push my boundaries and scope! Currently I am working as a **UI Designer** at Inforwaves Private Ltd., a startup company formed by few of my highly skilled batch mates. Also, I have gathered the experience of corporate culture at Bank of Ceylon as an intern fresh after schooling.

Figure 28: About page UI designer

My Skills

I possess a sharp eye for detail, which I use to find even the smallest errors. I work well under pressure and can produce high-quality work in short periods of time. I have strong interpersonal skills and work with a wide variety of people under different organizational structures because I'm adaptive. I keep up with current and relevant trends when it comes to information technology that are relevant for a growth of SMEs and web designing & development which makes me the ideal **UI designer** you are looking for!

My Goals

I am looking for an opportunity to work with a team that runs on clear communication. I want to align myself with a company I believe in and where I can create positive change. I am always looking to learn more and am open to taking on challenging projects where I can explore and push my limits as a successful **UI designer** or a business analyst.

Checkout my curriculum vitae to get a fuller picture on what I can bring to your team!



Figure 29: About page UI designer

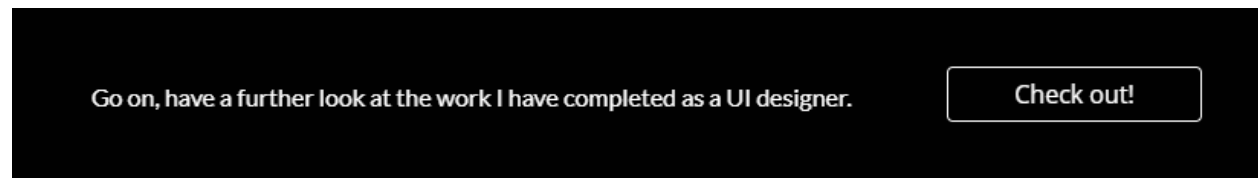


Figure 30: About page content



Figure 31: Projects page heading

Projects at Unilever



I worked as an intern **business analyst** and a project manager at Unilever Sri Lanka Information Technology customer development department handling many projects that oversees and predicts the sales for the company which helped executives to take informed decisions. In order to keep these projects run smoothly I worked hand in hand with the stakeholders overseas and internal teams. During the tenure I covered the aspects of requirement gathering, requirement modeling, data analysis using Power Bi, internal process automation using Power Automate, project management for UAT projects, version management, documentation and risk management as a **business analyst**.

Figure 32: Projects page content

Projects at Inforwaves



At Inforwaves, I work as the **business analyst** and the scrum master for all the on-going information technology driven projects in the service sector from the moment a project is confirmed to the business as usual and version management stages.

Justice Ground

A platform where law field clients can obtain various services from law professionals including scheduling appointments, browse portfolios and sharing secure documents and payments to make the services more efficient.

Brand Advocacy

This is a support application designed for Fonterra to streamline their brand advocating processes in Sri Lanka and track performance for each individual and the product.

Figure 33: Projects page content 2

Personal Projects



Here are some projects that I completed as fun little side projects with my friends and by myself.

Heated Drive

This application was designed to provide assistance to the drivers to give them a solid idea about the speed limit in any given area under any weather condition. This comes up with sets of voice packages that are in different themes to assist the driver such as casual, professional or default. The voice packs can be customized to your own or your loved one's voice. Gamification was used as a retention technique.

Kushan Bhareti - Front-end Developer/UI Designer

Paramie Jayakody - Finance Advisor

Rukshan Perera - Marketing Advisor

Haritha Naurunna - Back-end developer

Binari Samarasinghe - Business Analyst/Product Manager

Building Blox

This is a platform where all the parties/stakeholders involved in Sri Lankan construction field can meet for their needs such as buying and purchasing, hiring, posting portfolios and material listing. The solution is a web based application that is user friendly, easy to navigate and that tackles many gaps that are incurred during construction including inconvenience in travelling and finding the best product/skilled professional for a specific budget and the objective.

Thanushi Haputhanthri - Project Manager

Rukshan Perera - Business Analyst

Vishmi Liyanage - Web developer

Binari Samarasinghe - Marketing and UI Designer

Figure 34: Projects page content 3

Task B2 - Backlinks

Introduction

Backlinks (inbound links, incoming links, or one-way links) are links from one website to another's page. Backlinks are regarded as "votes" for a given website by Google and other major search engines. Organic search engine ranks are higher for pages with a large number of backlinks. Simply put, if an external website, blog or a source contains a link directing to another website, the linked website contains backlinks. These are essential for increasing a website's reliability because they are regarded as votes from other websites. Each of these votes informs search engines that the site is trustworthy and easy to

use. As a result, the greater a website's "votes" are, the higher it will rank in Google and other search engines. Google's Pagerank algorithm was created originally due to the foundation that was provided by backlinks. Backlinks remain a vital ranking signal, despite the fact that Google's algorithm has undergone thousands of adjustments since then. Backlinko, for example, concluded in a 2021 industry survey that links are still Google's most important ranking indication. Backlinks are still one of Google's three most significant search engine ranking variables, according to the company (Backlinko, 2021).
<https://backlinko.com/hub/seo/backlinks>

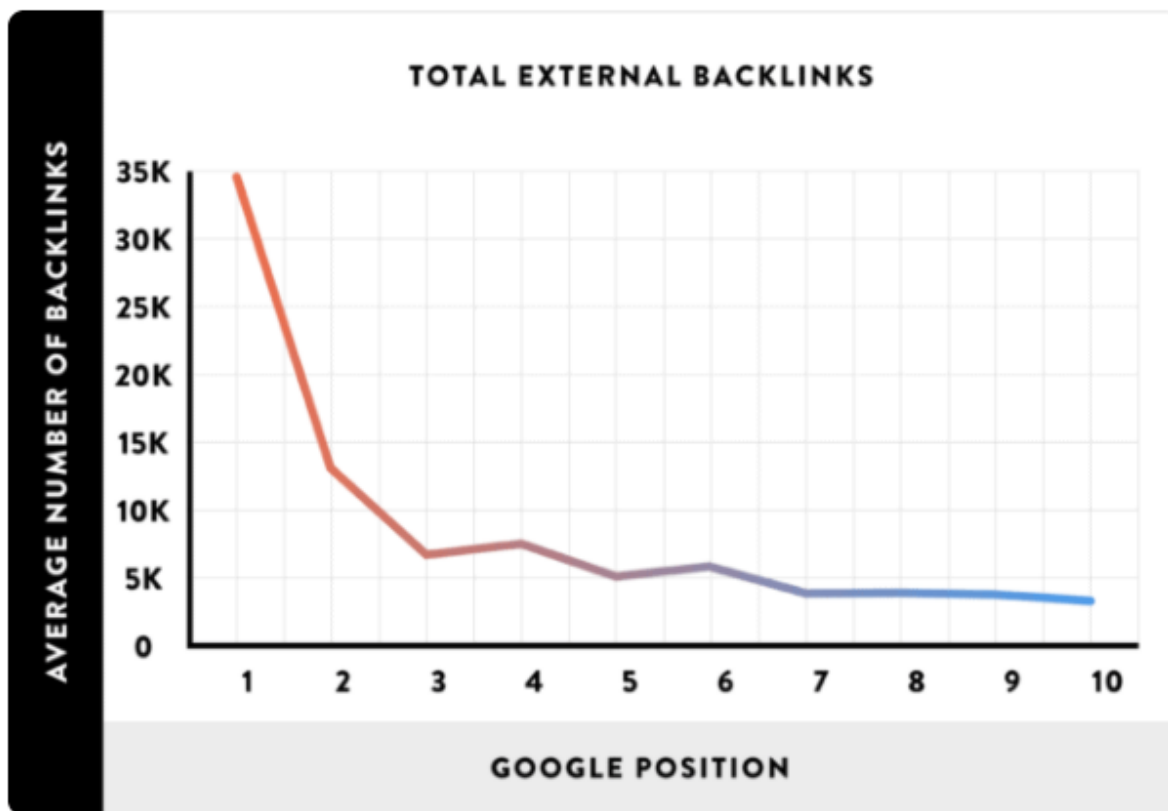


Figure 35: SEO ranking against external backlinks

Implementation

Backlink Type	Explanation / Justification
Social Media	Since employers are keen to know the personal values and attitude before hiring an individual to see whether they align with the culture at the company, it is usually an expectation to provide the links for the social media accounts where the candidate is active. Hence, I have provided backlinks to, <ul style="list-style-type: none">● Facebook - authentic, casual and comfortable self portrayal● Instagram - space to share artistic endeavors● LinkedIn - space to share professional milestones● Github - space to share project repositories the public can use● Deviant Art - space to share professional, commission art.
About me website	About me is a single page website I have created to generate traffic to my main website. This is a free service provided for freelancers all around the world to gain a head start when starting a service/website to get community support to drive traffic.
Blog of a colleague	This backlink is used to endorse each other's web pages through referral. Since we worked together on a few projects this referral was established as a show of support.
Create free backlinks online	Using an online free tool from smallseotools.com few backlinks were created for the website automatically.

Table 3: Types of backlinks

Social Media

Website end -



Figure 36: Social media backlinks in footer

Social Media End -

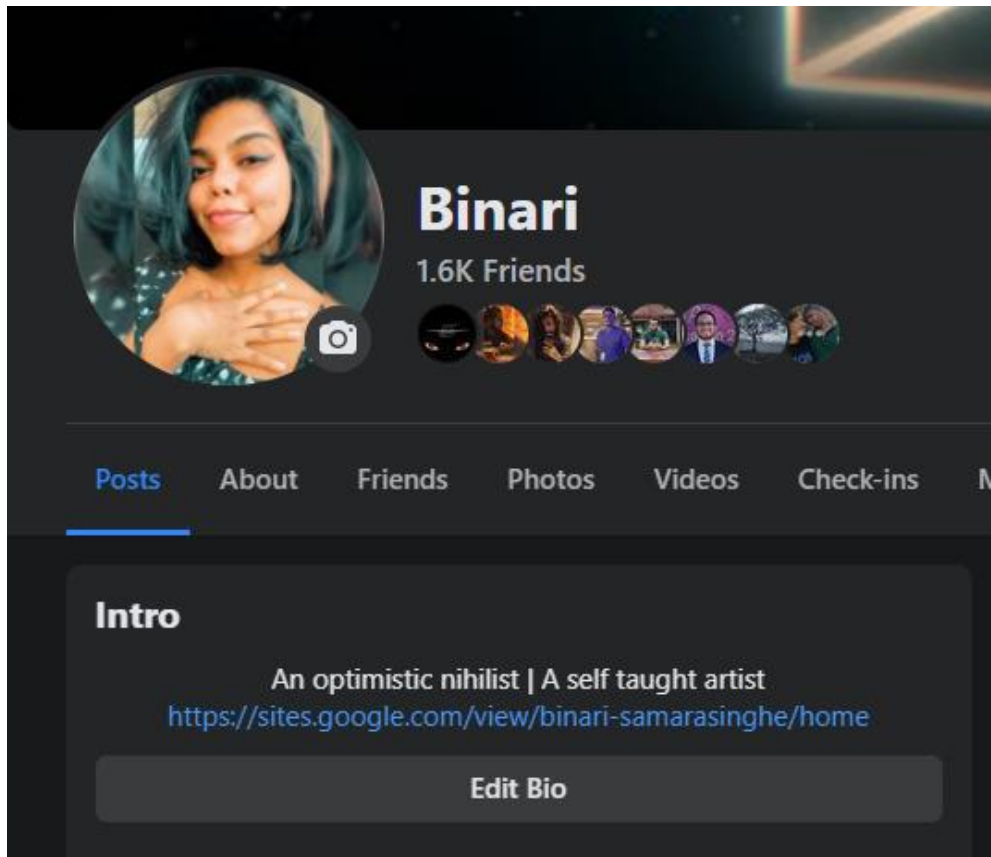


Figure 37: Facebook page bio

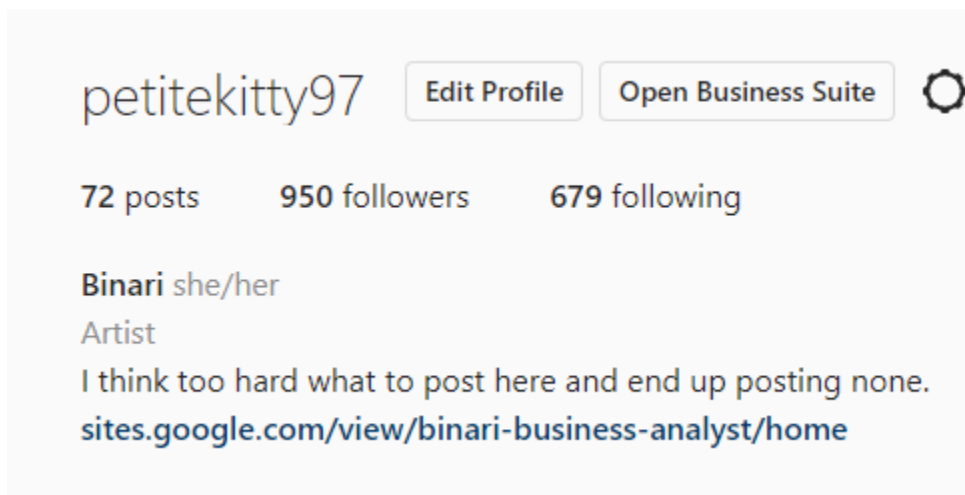


Figure 38: Instagram page bio

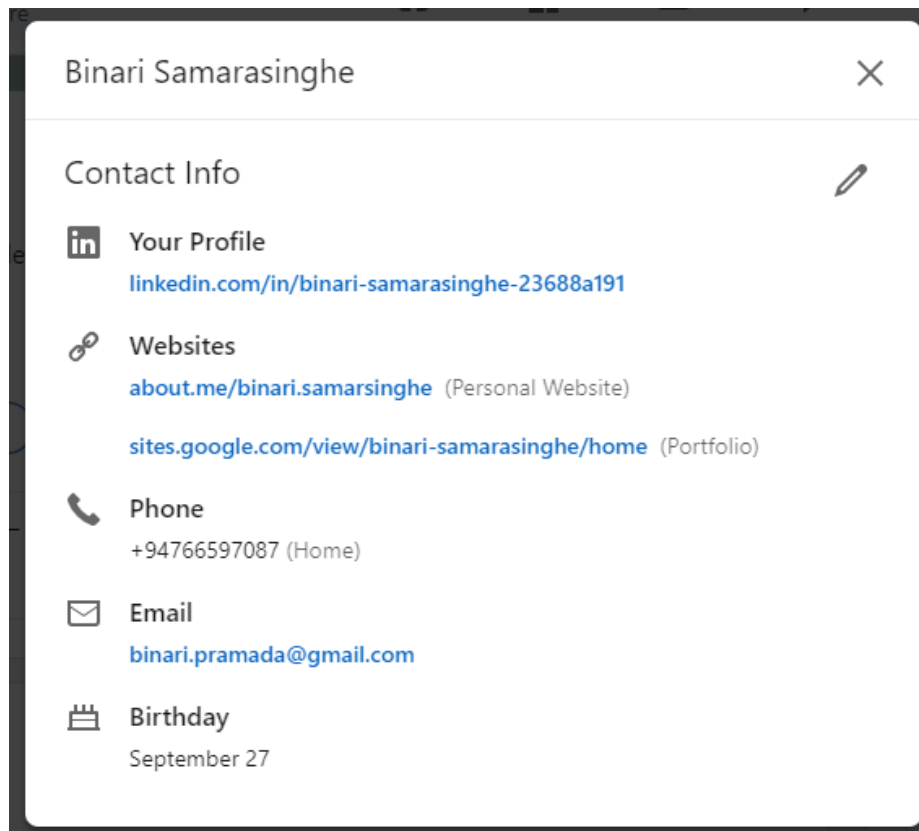


Figure 39: LinkedIn bio

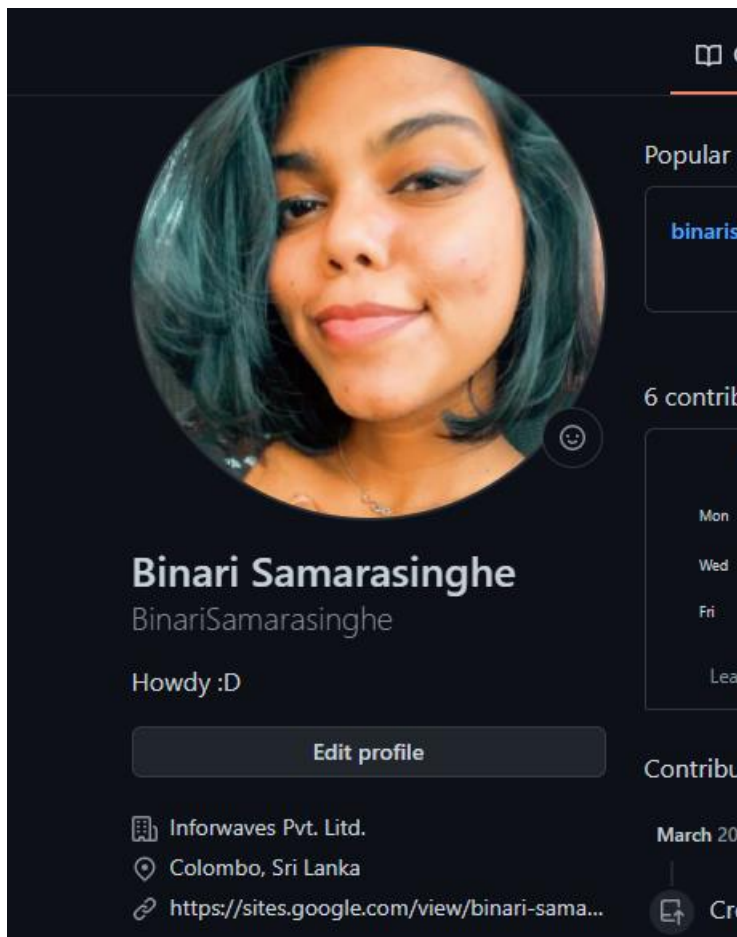


Figure 40: Github bio



Figure 41: Deviant Art bio

Blog of a Colleague

Website end -



Figure 42: Backlink for colleague's blog

Blog end -

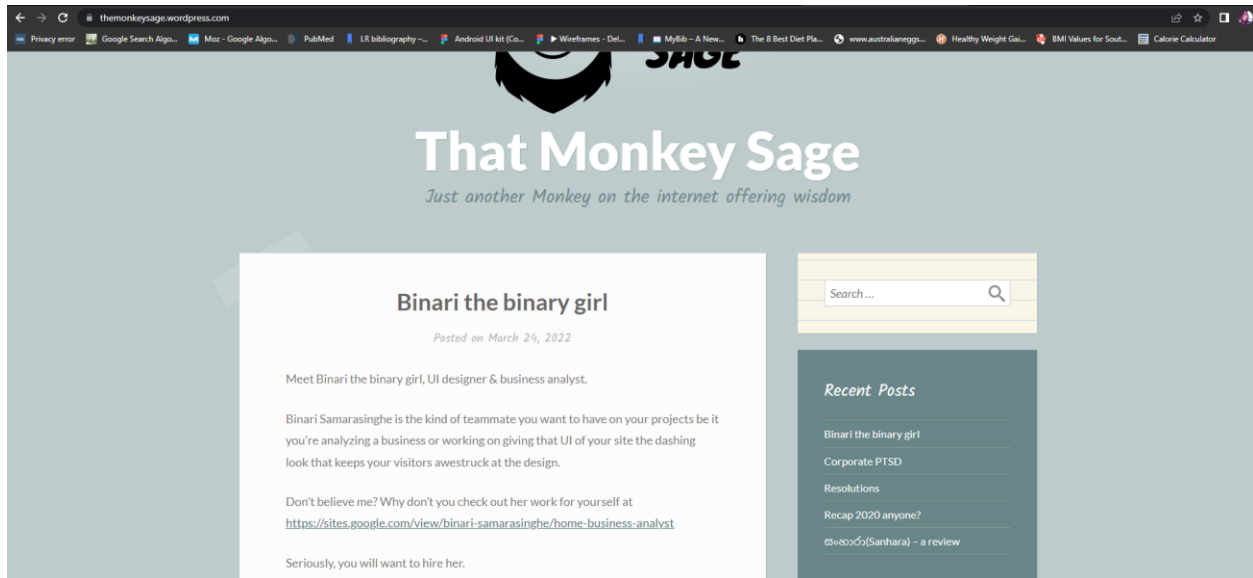


Figure 43: Backlink from colleague's blog

External website

Website end -



Figure 44: External website backlink in footer

External website end -

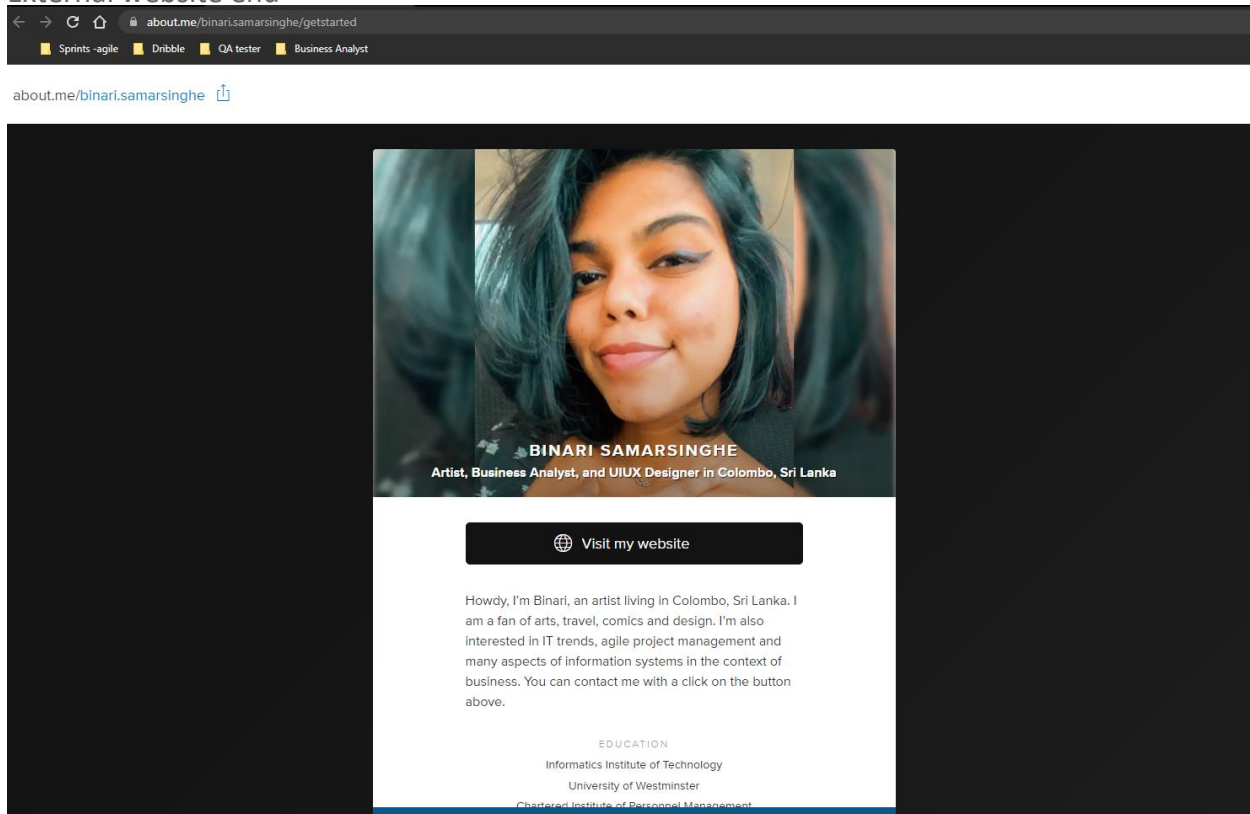


Figure 45: Backlink from the external backlink

Testing using Tools

A new link takes a few days to be indexed by Google. The age, authority, and popularity of the website hosting the link may affect the outcome. After the backlink has been recognized and indexed, the results will take some time to appear. A small sample size of 76 links was evaluated in one Moz case study to determine the duration it takes for a new link to appear. According to that, an average single backlink takes about 10 weeks to be visible. Therefore, the organic backlinks are not yet visible (Luisito, 2017).

Ahrefs:

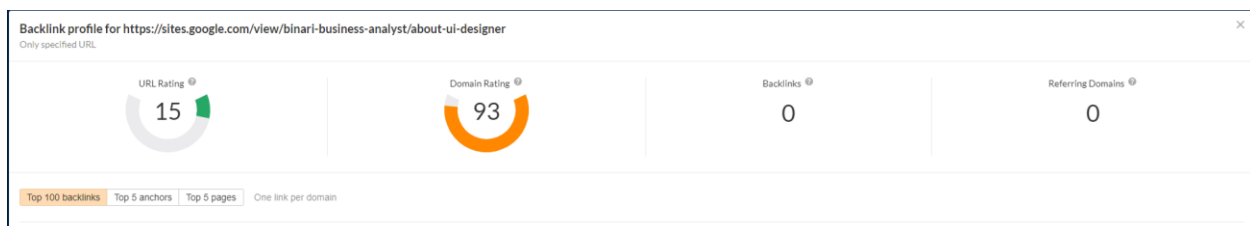


Figure 46: Ahrefs backlink checker

However, the automatically created backlinks are shown.

RESULTS		
Completed		
#	URLs	Status
55	http://www.talkreviews.com/sites.google.com/	✓
56	http://archive.is/sites.google.com/	✓
57	http://ranking.crawler.com/SiteInfo.aspx?url=sites.google.com/	✓
58	http://dig.do/sites.google.com	✓
59	http://web.archive.org/web/*/sites.google.com/	✓
60	http://www.websitelooker.net/www/sites.google.com/	✓
61	http://whois.phurix.co.uk/sites.google.com/	✓
62	http://sites.google.com.whoisbucket.com/	✓

Figure 47: Automatically created backlinks











URL	Anchor	Semrush Domain Rating	Link Type	Semrush URL Rating
 https://statcounter.com/	Statcounter Android App	100	F	Check
 https://jino.ru/	Google Play	100	NF	Check
 https://duraspace.org/dspace/	Share a DSpace Story With Us	100	F	Check
 https://www.google.de/	Gmail	100	F	Check
 https://about.google/intl/ALL_us/products/	Scholar Scholar	100	F	Check
 https://about.google/intl/ALL_us/products/	Google Shopping	100	F	Check
 https://about.google/intl/ALL_us/products/	Analytics Analytics	100	F	Check
 https://about.google/intl/ALL_us/products/	Read more	100	F	Check
 https://about.google/intl/ALL_us/products/	The new Pixel 6 phones are here. Powered by Tensor, Google's first custom-built processor, Pixel 6 phones are fast, secure, and adapt to you. Learn more The new Pixel 6 phones are here. Powered by Tensor, Google's first custom-built processor, Pixel 6 phones are fast, secure, and adapt to you. Learn more	100	F	Check
 https://about.google/intl/ALL_us/products/	AdMob AdMob	100	F	Check

Figure 48: Automatic backlinks

Task B3 - Other On-site Optimization Techniques

Technique 01 - Internal Linking

Introduction

Internal links are hyperlinks that lead to pages within a single domain. They are vital for website ranking since Internal links help Google find, index and understand all of the pages on your site. If they are used strategically, internal links can send page authority (PageRank) to important pages (Backlinko, 2022).

Therefore, they are beneficial since:

- Users can use them to navigate a website.
- They aid in the creation of a website's information structure.
- They aid in the distribution of ranking power among websites.

In practice, having a large number of links on a website isn't necessarily helpful for the user experience, and keeping the number of links per page to a sensible number can help with SEO. Finding pages on a site that rank for comparable topics and linking to them with descriptive phrases is one of the best ways to uncover internal linking opportunities (Moz, 2021).

Implementation

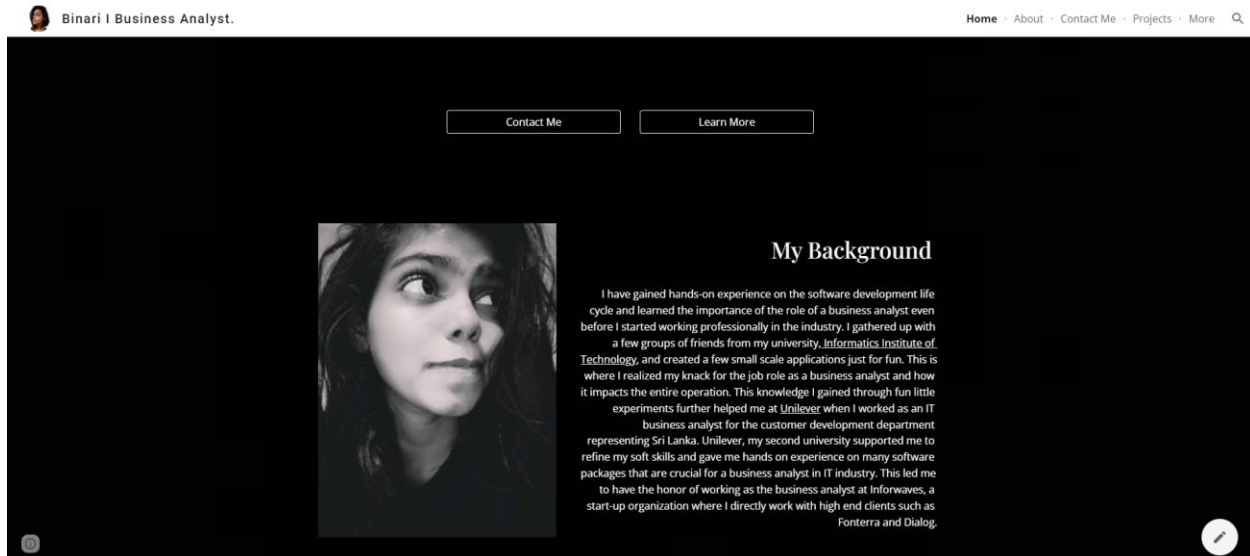


Figure 49: Home page internal linking

In the homepage, these two buttons named 'Contact me' and 'Learn more' are used to direct the visitors to the Contact me and the About tabs. On the same page, below a short collection of selected work I have done there is another internal link established to see further information on all the main projects I have completed directing to the 'Projects' tab.

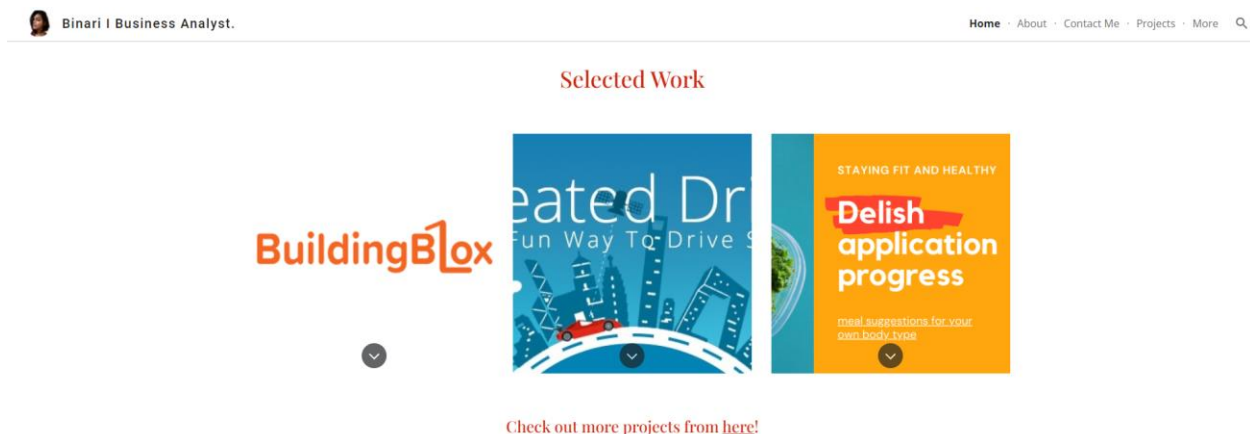


Figure 50: Home page internal linking 2

Specialty is that all the pages that are internally linked are directed to pages that I, as a website administrator, expect more crowd to surf on. The expectation is for possible employers to visit pages where they can get more information on my domain knowledge to determine my eligibility for a job opportunity and to direct them to a page where they can directly contact me for inquiries. Below is the analysis on the internal links for my website performed on seoreviewtools.com.

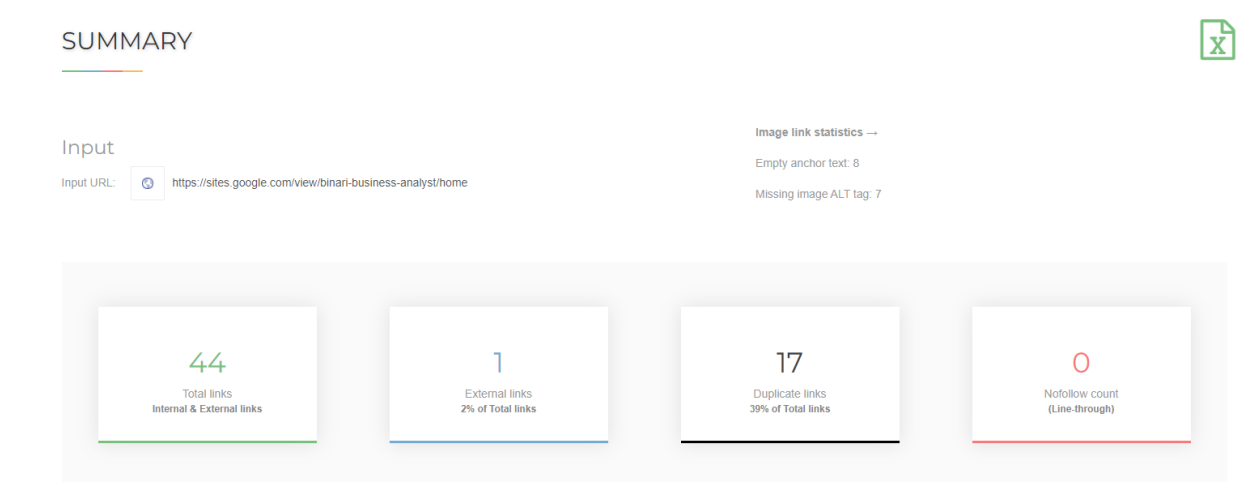


Figure 51: Internal link analysis

Result	Input URL	Anchor text	Anchor type	Link type
1	https://drive.google.com/file/d/12Ak3v3gnYzv3GMmsYf7Z4UGEznHCP5d/_view?usp=sharing	Get CV	Text	Internal
2	https://sites.google.com/view/binari-business-analyst/home	No alt tag	Image	Internal
3	https://sites.google.com/view/binari-business-analyst/home	Binari I Business Analyst.	Text	Internal
4	https://sites.google.com/view/binari-business-analyst/home	Home	Text	Internal
5	https://sites.google.com/view/binari-business-analyst/about-ui-designer	About	Text	Internal
6	https://sites.google.com/view/binari-business-analyst/contact-business-analyst	Contact Me	Text	Internal
7	https://sites.google.com/view/binari-business-analyst/projects	Projects	Text	Internal
8	https://sites.google.com/view/binari-business-analyst/more-business-analyst	More	Text	Internal
9	https://sites.google.com/view/binari-business-analyst/home	Binari I Business Analyst.	Mixed	Internal
10	https://sites.google.com/view/binari-business-analyst/home	Home	Text	Internal

Figure 52: Internal links

Technique 02 - Site Organization

Different parts of the website can be organized in such a way that it helps to be visible to search engines.

- Domain Name - Optimizing the domain name using one of the keywords, making the domain unique to avoid confusions and shortening the URL as much as possible whilst providing sufficient information about the specific web page of the website are vital points that should be focused on when performing search engine optimization techniques.

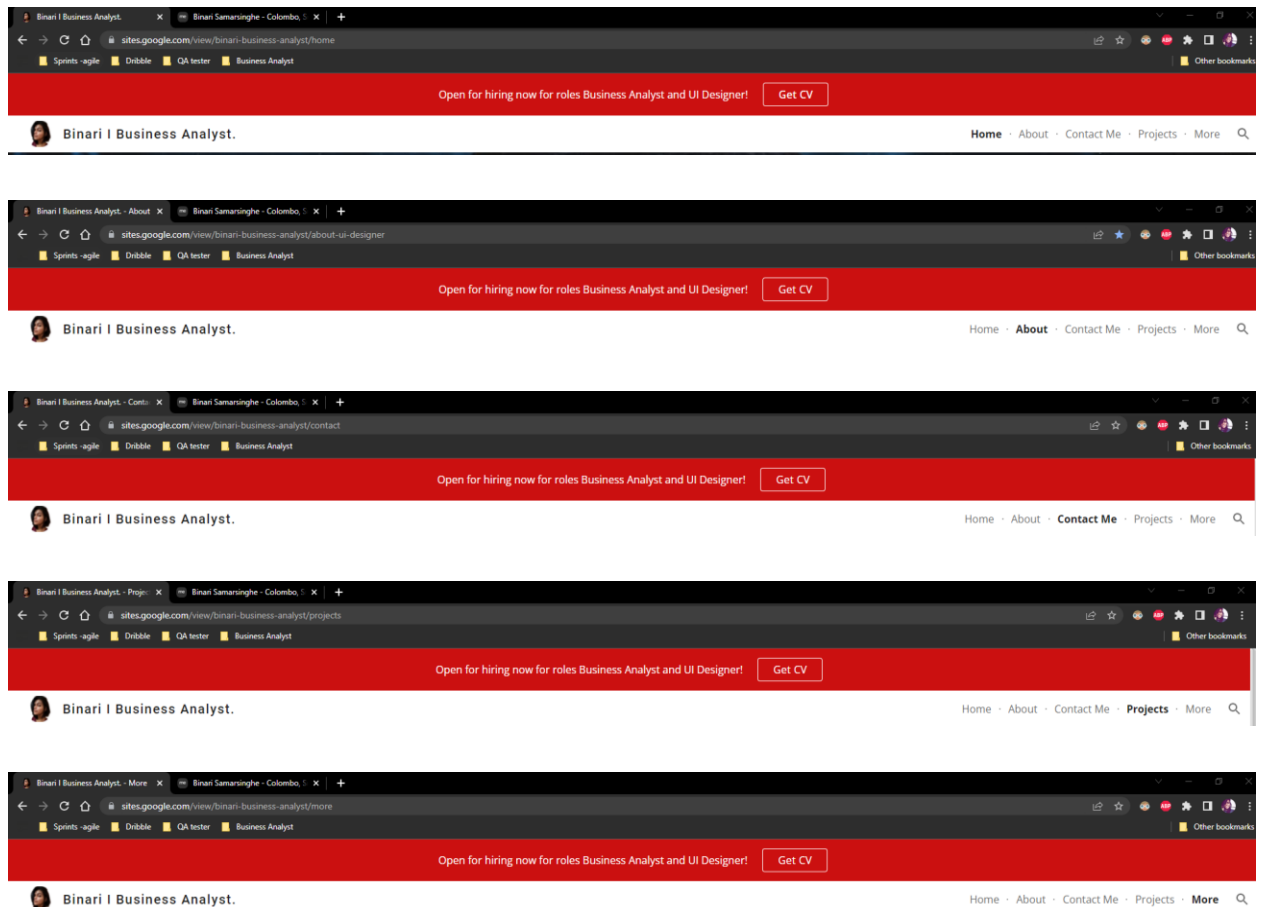


Figure 53: Optimized URLs for each page

According to above examples it is apparent that each page has a unique URL with a keyword included. Furthermore, the URLs are made as short as possible as well.

- Structure of the website - Since SEO works at an optimal level when the website consists of a flat structure with few pages, it is created with only 5 pages following a flat structure. Moreover, the website is structured in a way that it is logical based and clustered according to the category of the page content.
- Website Speed - The time it takes for content on a webpage to load is referred to as page speed. This is determined by a variety of factors, including server quality, file sizes, picture

compression, and more (Faw, 2020).

In order to speed up the website, I focused on,

- Image optimization - When image file sizes are excessively large, the site slows down, which has a bad influence on SEO.

To avoid this, an image compression program called io was utilized to reduce and optimize the image file sizes. Because Google cannot read images, image alt tags are used to assist search engines in "reading" them. They provide a brief description of the images on the website. These tags are also useful if the images don't load or if a screen reader is used.

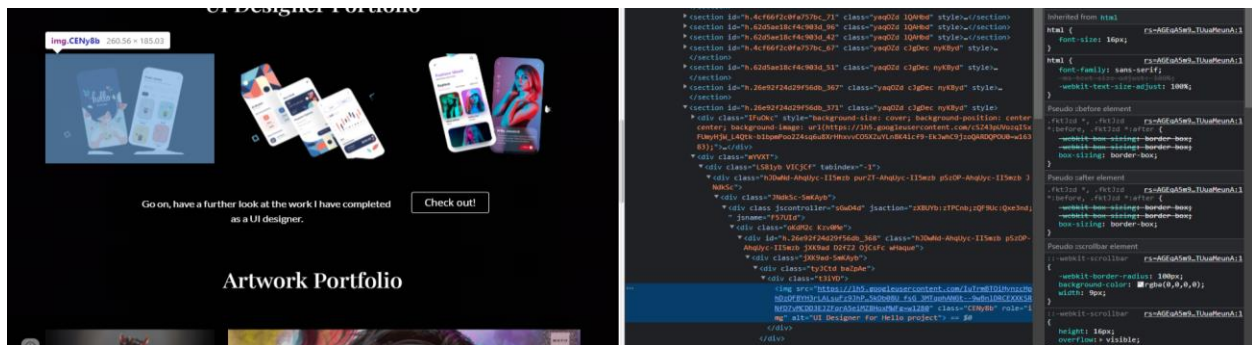


Figure 54: UI Designer Alt text for About page

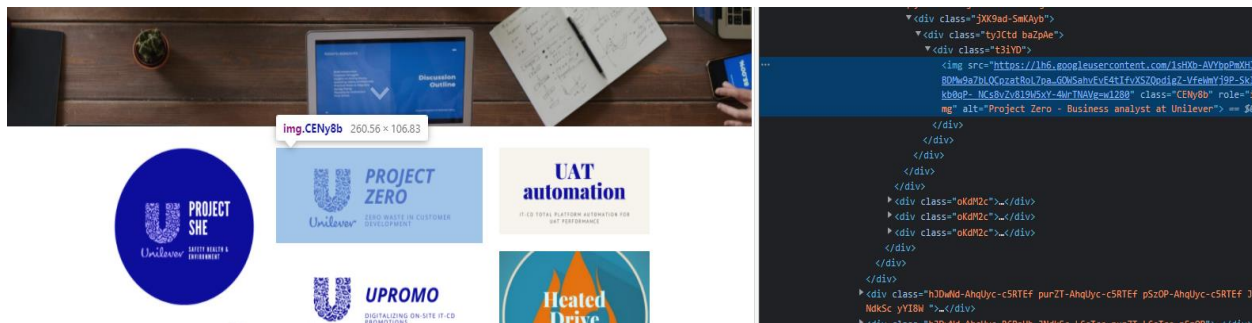


Figure 55: Business Analyst alt-text for projects page

After compression of the images, below is the new improved website speed from 2s to 1.65s.

toolspingdom:

Your Results:

[DOWNLOAD HAR](#)[SHARE RESULT](#)

Performance grade

C 79

Page size

2.5 MB

Load time

1.65 s

Requests

60

Figure 56: Site speed

Part C – Social-media and Optimization

Social media optimization – the use of social media networks to manage and grow an organization's message and online presence – can be used as a digital marketing approach to raise awareness of new products and services, engage with customers, and neutralize potentially bad news (Kenton, 2021).

It can;

- Help firms engage customers and raise awareness of new products/services.
- Be done on most popular social media platforms.

Although social media does not directly affect SEO rankings, shared links improve brand awareness.

They have six different effects on SEO:

- Widespread diffusion of content
- Longer lifespan for posts
- Increased web exposure and natural traffic
- Improve brand recognition
- Improve brand image
- Increases effectiveness of local SEO (Clement, 2020)

CognitiveSEO's research observed an ambiguous link between social shares and SEO after studying 23 million social media shares on selected sites. The number of interactions on a website's postings are important signals that search engines use when ranking the site (SemRush, 2020).

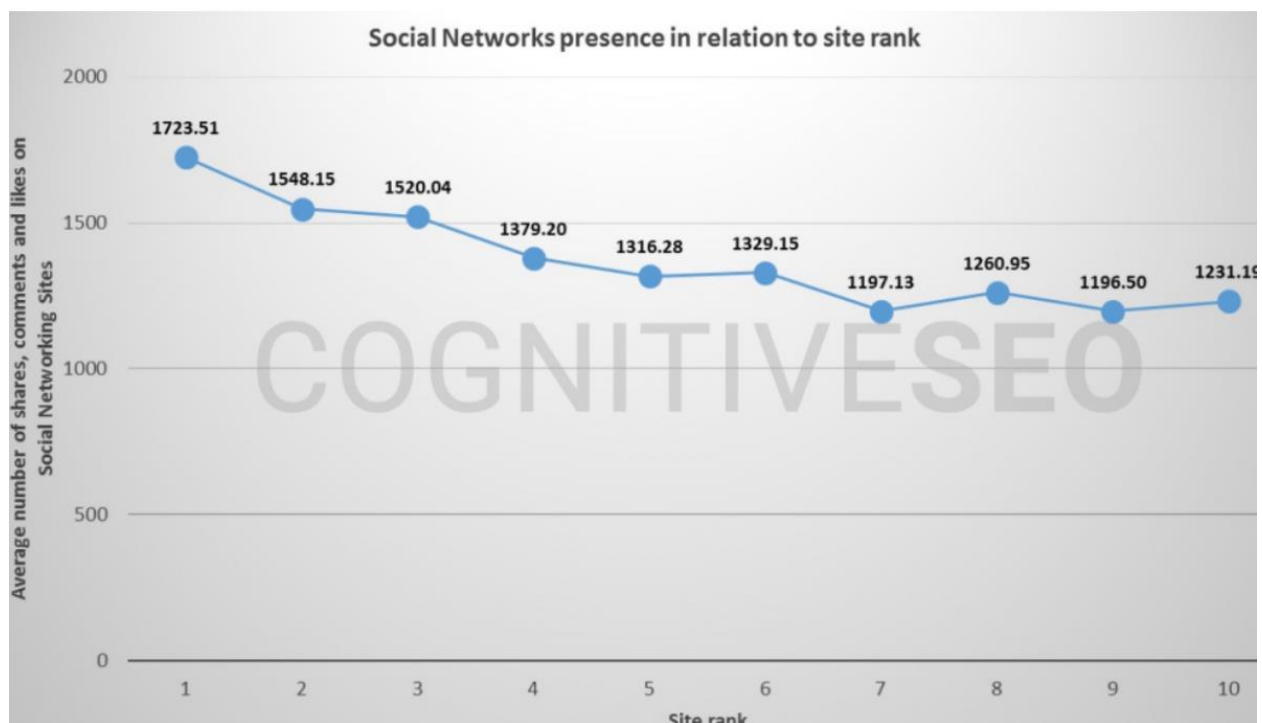


Figure 57: Social networks presence in relation to site rank

Source graphic via CognitiveSEO

Pages with the most social shares tend to rank higher in SERP (Search engine result pages) s.
Life Marketing points out that social media has an indirect favorable influence on search ranking.



Figure 58: How social media supports SEO

For improving ranking:

1. Generate leads.

Ex - LinkedIn – the #1 social network for lead creation – is used by 94% of B2B marketers as their content marketing hub, and by nearly 90% of marketers for generating leads.

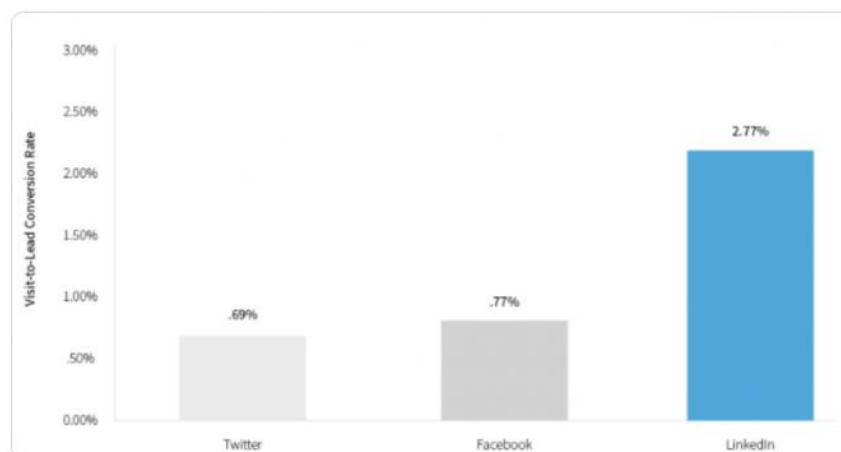


Figure 59: LinkedIn vs other social media

2. Influence new trends, new businesses and ideas.
 - Republished articles
 - Original pieces of content
 - Repurposing content
 - Newly established brands using personal stories to gather a purposeful audience
3. Increase brand awareness and positive mentions.
Ex - Companies on Twitter reported a 19% increase in total consumer satisfaction (Traphagen, 2021).
4. Create a standard operating procedure (SOP).
5. Keep a list of evergreen content.
6. Build partnerships through social media; mainly with three groups:
 - Brand advocates
 - Organic influencers
 - Strategic partners
7. Establish authority by aligning strategies for content marketing, SEO, and social media (Search Engine Journal, 2021).
8. Boost content lifespan and website engagement by sharing them on social media to increase discovery (Traphagen, 2021).

Social media ROI is defined as the sum of all value-generating social media actions divided by the cost of achieving those actions (Newberry, 2022). The method through which a firm calculates ROI is determined by the organization's goals.

According to experts, the most prevalent metric used by content executives to gauge content performance is engagement (36%) (Hootsuite, 2022).

Most Common Metric Content Executives Worldwide Use to Measure How Their Content Is Performing, March 2021

% of respondents

Engagement (e.g., clicks, shares, comments, mentions)

36%

Efficiency (e.g., cost savings on customer support calls)

18%

Inbound (e.g., time spent on website/owned properties)

18%

Conversion (e.g., downloads, direct sales)

17%

Reach (e.g., likes, views)

11%

Note: n=375

Source: Altimeter, "The 2021 State of Digital Content," May 14, 2021

266495

eMarketer | InsiderIntelligence.com

Source: [eMarketer](#)

Figure 60: Most common metric content executives worldwide used

The following investments must be considered while calculating ROI.

- Conversions of businesses (such as lead generation, newsletter signups and sales)
- Brand recognition
- Customer satisfaction and loyalty
- Employee satisfaction and trust
- Confidence in partners and suppliers
- Risk reduction and security

Following metrics also need to be considered.

- Audience engagement
- Site traffic
- Leads generated
- Sign-ups and conversions
- Reach
- Revenue generated

Then, by using an ROI, KPIs defined according to the business objectives reports can be created for both long term and short-term objectives. In conclusion, if the metrics and investments are utilized properly then it can be used to improve the ROI.

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