

Q 1. As a digital marketer, list down the steps to start their SEO activity?

As a digital marketer, the following steps can be taken to start IKEA's SEO activity:

1. Conduct a thorough SEO audit of the existing website: This will involve analyzing the website's content, structure, and technical aspects to identify areas that need improvement. This will include checking the site's **architecture, the use of keywords, backlinks, and content optimization**.
2. Define **target audience** and **keyword research**: Identify the target audience and understand their search behaviors to help develop the right keyword strategy. This can be done using tools such as **Google Analytics and Keyword Planner**.
3. Optimize website content: Based on the keyword research, **optimize website content** to make it relevant and valuable to users. This includes **optimizing headlines, titles, descriptions, and body content**.
4. Improve website structure: Ensure the website is structured in a way that makes it easy for users to navigate and for search engines to crawl. This includes **optimizing the URL structure, meta tags, and header tags**.
5. Develop a **backlink strategy**: Create a backlink strategy that involves acquiring high-quality links from reputable websites. This can be done by **creating valuable content** that attracts links or reaching out to websites to request links.
6. Optimize **for mobile**: With the majority of online traffic now coming from mobile devices, it is essential to optimize the website for mobile users. This includes ensuring the site is **mobile-responsive, easy to navigate, and loads quickly**.
7. Monitor and track performance: Use analytics tools to track the performance of the website and SEO activity. This will involve **monitoring traffic, rankings, and engagement metrics** to identify areas for improvement and measure the impact of SEO activity.

SEO is an ongoing process, and it is essential to continuously optimize and improve the website to maintain and improve rankings. This involves monitoring the website's performance regularly, identifying opportunities for improvement, and implementing changes accordingly.

Q 2. List down the keywords from Google keyword planner & share Ideas to increase the brand presence IKEA and mention relevant keywords. With proper site title, Description and URL?

Keywords from Google Keyword Planner that could be relevant to IKEA to increase their brand presence and improve their SEO:

1. Home furniture
2. Flat-pack furniture
3. Ready-to-assemble furniture
4. Affordable furniture
5. Interior design
6. Home decor
7. Storage solutions
8. Sustainable furniture
9. Scandinavian design
10. Low-priced furniture
11. Furniture retailer
12. DIY furniture

1. Ideas to increase the brand presence of IKEA and relevant keywords for SEO optimization:
2. Create a blog on IKEA's website that offers design inspiration and DIY ideas using IKEA products. This could include using keywords such as 'Scandinavian design', 'interior design', 'home decor', 'affordable furniture', and 'storage solutions'.
3. Develop social media campaigns that showcase how IKEA products can help create a better everyday life for people. Use relevant hashtags such as #IKEA, #flatpackfurniture, #sustainablefurniture, and #lowpricedfurniture.
4. Collaborate with influencers and bloggers to promote IKEA's products and brand. Use relevant keywords such as 'furniture retailer', 'home furniture', 'DIY furniture', and 'ready-to-assemble furniture' in the collaborations.
5. Launch a sustainable furniture collection and promote it through SEO-optimized content on the website, social media, and influencer collaborations using keywords such as 'sustainable furniture', 'eco-friendly furniture', and 'recyclable furniture'.
6. Create video content that showcases the assembly process of IKEA products, tips on how to organize small spaces using IKEA products, and other relevant content that can be optimized using keywords such as 'DIY furniture', 'flat-pack furniture', and 'ready-to-assemble furniture'.

Some examples of SEO optimized titles, descriptions, and URLs for IKEA's website pages could be:

Title: IKEA Home Furniture: Affordable and Stylish Pieces for Every Room

Description: Browse our wide selection of home furniture, from flat-pack sofas to functional storage solutions. Our affordable and stylish designs will help you create the perfect living space.

URL: www.ikea.com/home-furniture/scandinavian-design/

Title: Scandinavian Design: Discover IKEA's Modern and Sustainable Furniture Collection

Description: Elevate your home decor with our Scandinavian-inspired furniture collection. Our sustainable and eco-friendly pieces are designed to create a better everyday life for you and the planet.

URL: www.ikea.com/home-furniture/diy-furniture/

Title: IKEA DIY Furniture: Ready-to-Assemble Pieces for Easy Home Improvement

Description: Get creative and customize your living space with our DIY furniture collection. Our ready-to-assemble pieces are easy to put together and perfect for any DIY enthusiast.

Q3:

- a. Identify which country is doing good
- b. List down the step to increase the visitors and to reduce the bounce rate

Creative	Avg Monthly Page views	Sessions	Avg Session Duration	Bounce Rate
America	14000	11800	1:30	54.23%
India	9000	6300	1:70	72.05%
Canada	3500	1800	0:80	60.89%
New Zealand	2300	1500	3:07	48.75%
Singapore	1500	780	0:56	30.00%

Based on the given data, it can be concluded that India is doing the best in terms of average monthly page views, sessions, and average session duration.

- b. Here are some steps to increase the visitors:
 1. Improve website loading speed
 2. Improve website design
 3. Provide relevant and high-quality content
 4. Mobile first approach
 5. Use social media to promote the website
 6. Use targeted advertising

Q4. Create a media plan to generate more traffic on IKEA's website?

- 1) **Set Goals:** Determine the goals of the media plan, which in this case is to increase traffic to IKEA's website from the target countries mentioned in the analytics table.
- 2) **Identify Target Audience:** Identify the target audience, which is people interested in home furnishings, specifically from India, Canada, New Zealand, and Singapore.
- 3) **Allocate Budget:** Allocate a portion of the monthly budget for digital activities to the media plan.
- 4) **Choose Media Channels:** Use a combination of media channels to promote the website, such as:
 - a) **SEO:** Optimize the website for search engines by targeting relevant keywords, optimizing site titles and descriptions, and creating high-quality content.
 - b) **PPC Advertising:** Use PPC advertising to drive traffic by targeting keywords related to home furnishings and displaying ads to users in the target countries.
 - c) **Social Media Advertising:** Create engaging ads and sponsored posts on social media platforms to attract users interested in home furnishings.
 - d) **Display Advertising:** Display ads on relevant websites to reach a broader audience.
 - e) **Email Marketing:** Send targeted email campaigns to promote specific products or services and drive traffic to the website.
- 5) **Track and Optimize:** Use analytics tools to track the results of the media plan and optimize the campaigns based on the data. This will involve monitoring website traffic, user behavior, and engagement metrics to identify areas for improvement and adjust the campaigns accordingly.
- 6) By implementing a media plan that includes a variety of channels and continuously optimizing the campaigns, IKEA can generate more traffic to their website and reach a broader audience in the target countries.

Q 5. a. You are setting up a custom advert campaign for the promotion of sofas through an email campaigner, what are the fields on the analytics dashboard which are to be filled mandatory and fields that are optional.

b. Also, list down the entries you will add in mandatory fields. State us two scenarios where tracking of this number of custom campaigns will not be tracked.

Answer: a. The fields on the analytics dashboard that are mandatory for a custom advert campaign through an email campaigner can vary depending on the analytics tool being used.

However, some common mandatory fields include:

- Campaign name
- Source (where the campaign traffic is coming from)
- Medium (the type of campaign, such as email)
- Content (specific details about the campaign, such as the product being promoted)
- Term (if using paid advertising, the specific keywords being targeted)

Optional fields may include:

- Campaign ID (for internal tracking purposes)
- Ad group (if running multiple ads within the same campaign)
- Campaign start and end dates
- Budget

b. The entries that would be added to the mandatory fields for a sofa promotion email campaign might include:

- Campaign name: "Sofa Promotion March 2023"
- Source: "Email List"
- Medium: "Email"
- Content: "Up to 30% off all sofas"
- Term: N/A (if not using paid advertising)
- Two scenarios where tracking the number of custom campaigns may not be possible include:

If the email campaigner tool being used does not provide the necessary analytics dashboard or tracking features to monitor custom campaigns.

If the custom campaign is being run across multiple channels (such as email, social media, and display ads) and the analytics dashboard cannot differentiate between traffic coming from each individual channel.