Digital Marketing HW Assignment
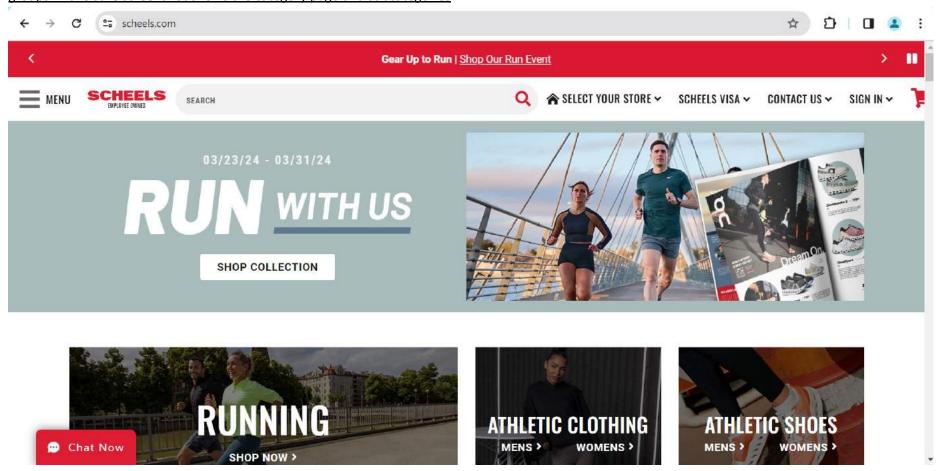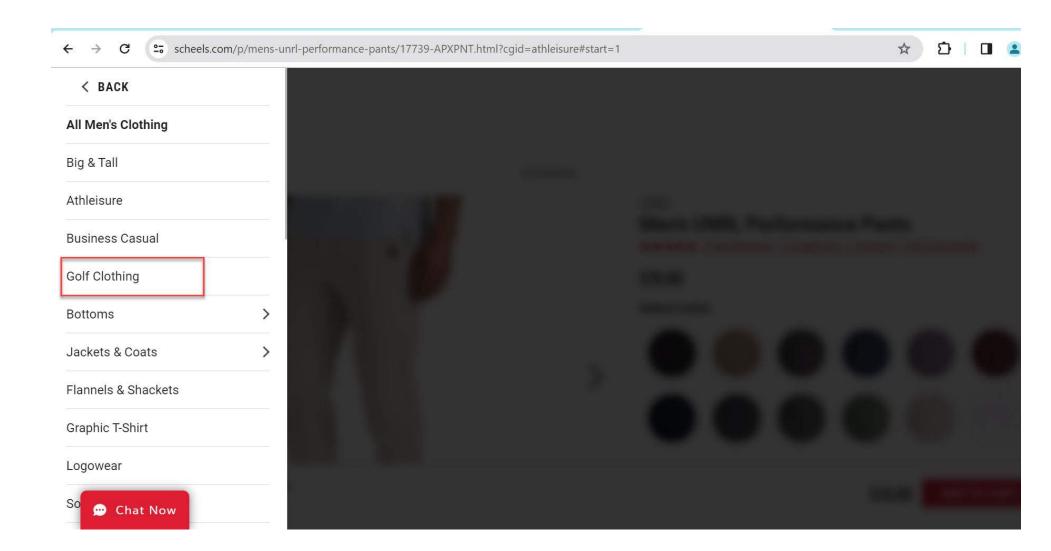
Your Name: Rahul Kotian

1. **DELIVERABLE ONE: (0 points BUT 10 POINT DEDUCTION IF NOT DONE)**
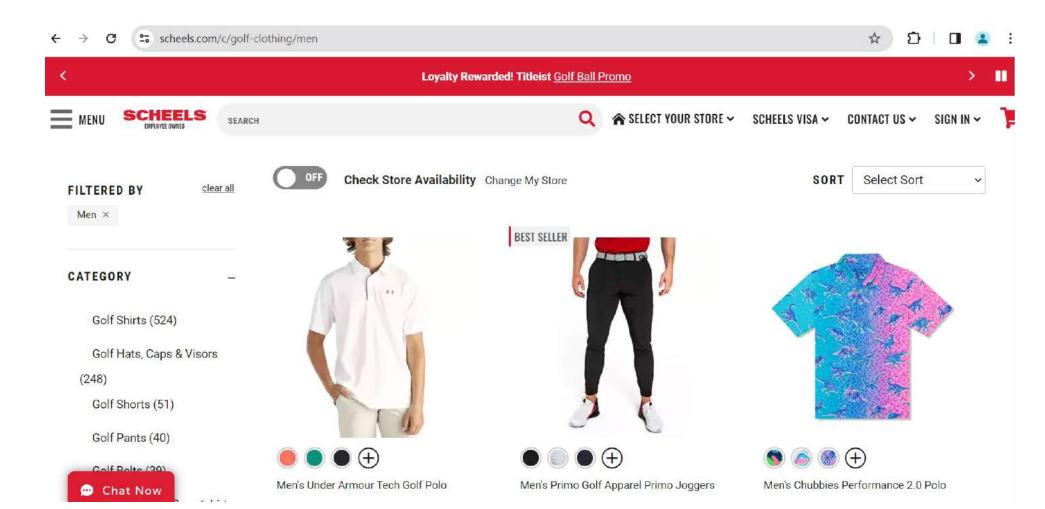
   a) Enter the url of your target company that meets the criteria from page one:

   <mark>URL : https://www.scheels.com/</mark>

   b) Provide two screenshots of the website containing <u>the homepage and a page for the product or service categories you are using in your Ads campaign/ad groups- make sure screenshot shows the category page and subcategories</u>

< BACK

All Men's Clothing

Big & Tall

Athleisure

Business Casual

Golf Clothing

Bottoms   >

Jackets & Coats   >

Flannels & Shackets

Graphic T-Shirt

Logowear

💬 Chat Now

Loyalty Rewarded! Titleist Golf Ball Promo

MENU **SCHEELS** EMPLOYEE OWNED SEARCH

🏠 SELECT YOUR STORE ⌄   SCHEELS VISA ⌄   CONTACT US ⌄   SIGN IN ⌄

OFF **Check Store Availability** Change My Store

SORT Select Sort ⌄

FILTERED BY clear all

Men ✕

CATEGORY —

Golf Shirts (524)

Golf Hats, Caps & Visors (248)

Golf Shorts (51)

Golf Pants (40)

Golf Belts (39)

💬 Chat Now

BEST SELLER

Men's Under Armour Tech Golf Polo

Men's Primo Golf Apparel Primo Joggers

Men's Chubbies Performance 2.0 Polo

UX-Usability -10 points

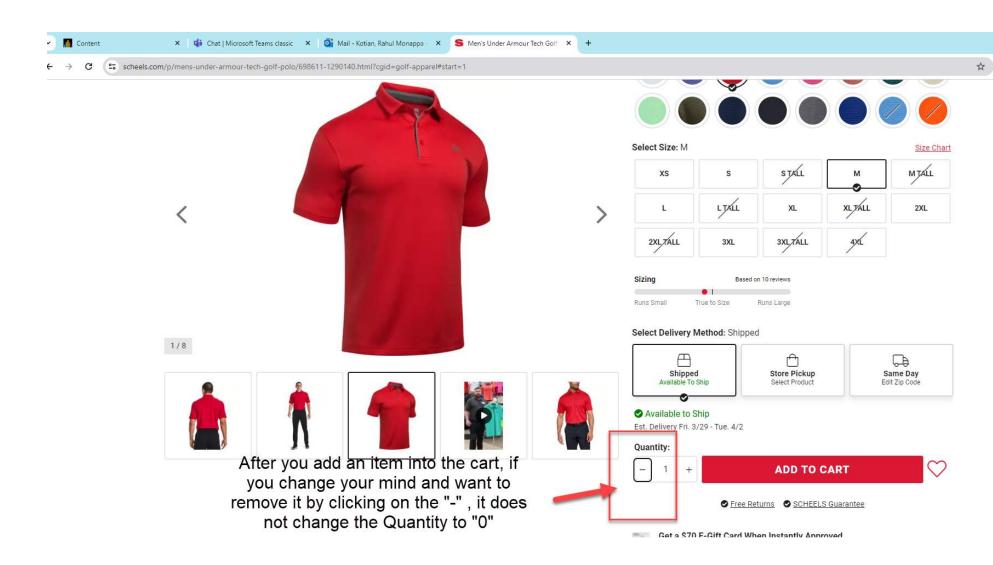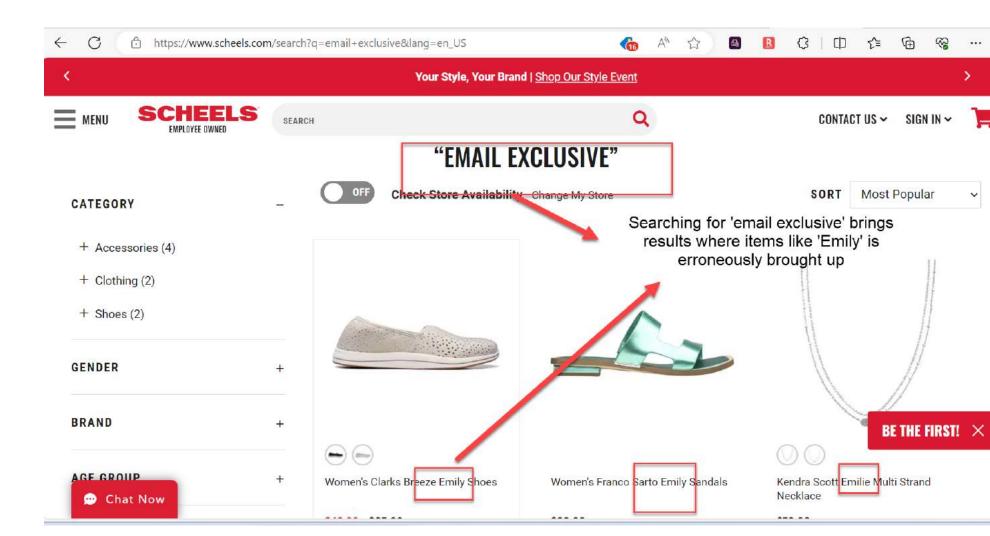2. **DELIVERABLE TWO:** Identify at <u>least four</u> UX problems based on best practices discussed in the lectures, show with a screenshot what the problem is, see the examples below. D<u>o NOT cite the lack of a "Site Map"</u> There can be more than one problem per screenshot-however, it must be very clear what the problem is. Highlight it and add a text box comment as shown below. You **must find at least 4 problems, if you cannot, use another website.**

You have to click on each category to see the sub-category. Instead on-hover you could show the next category minimizing the number of clicks

scheels.com/p/mens-under-armour-tech-golf-polo/698611-1290140.html?cgid=golf-apparel#start=1

1 / 8

Select Size: M   Size Chart

XS	S	S TALL	M	M TALL
L	L TALL	XL	XL TALL	2XL
2XL TALL	3XL	3XL TALL	4XL	

Sizing   Based on 10 reviews

Runs Small   True to Size   Runs Large

Select Delivery Method: Shipped

Shipped Available To Ship	Store Pickup Select Product	Same Day Edit Zip Code

✔ Available to Ship
Est. Delivery Fri. 3/29 - Tue. 4/2

Quantity:

| − | 1 | + | ADD TO CART   ♡

Free Returns   SCHEELS Guarantee

Get a $70 E-Gift Card When Instantly Approved

After you add an item into the cart, if you change your mind and want to remove it by clicking on the "-" , it does not change the Quantity to "0"

Searching for 'email exclusive' brings results where items like 'Emily' is erroneously brought up

"EMAIL EXCLUSIVE"

Women's Clarks Breeze Emily Shoes

Women's Franco Sarto Emily Sandals

Kendra Scott Emilie Multi Strand Necklace

Once max zoom is reached, the tooltip and the image should say "-" to indicate that clicking again will result in Zoom-out

https://www.scheels.com/p/womens-clarks-breeze-emily-shoes/53448-26171369.htm...

Women's Clarks Breeze Emily Shoes
Clarks

$48.99 - $65.00   **ADD TO CART**

If you click same product 3 times its
showing up thrice in recently viewed.

RECENTLY VIEWED

SUN PROTECTION

SUN PROTECTION

SUN PROTECTION

💬 Chat Now

...lumbia PFG Freezer III Dress

Women's Columbia PFG Freezer III Dress
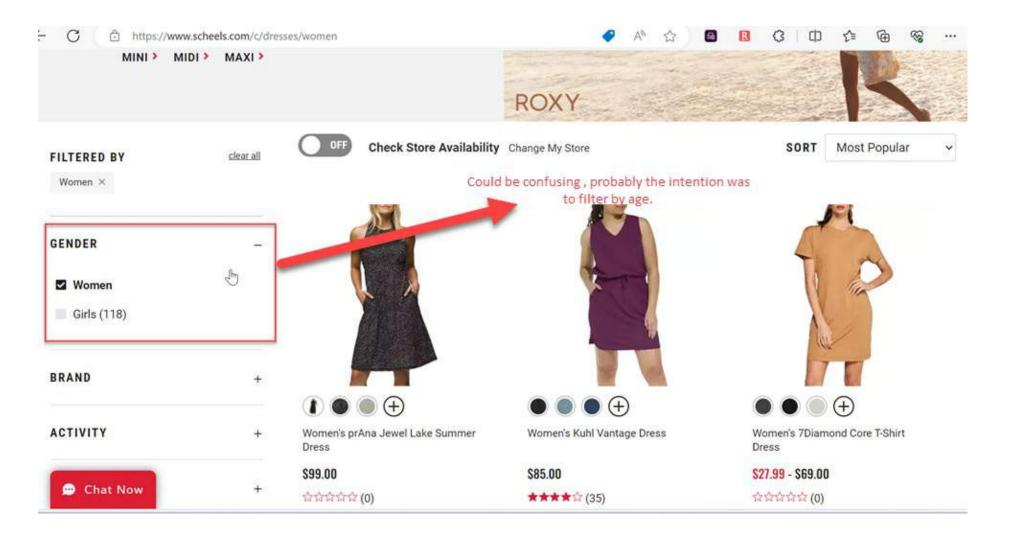
Women's Columbia PFG Freezer III Dress

16°
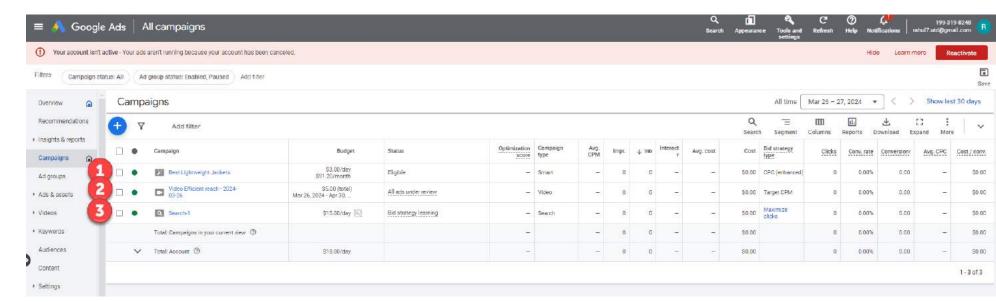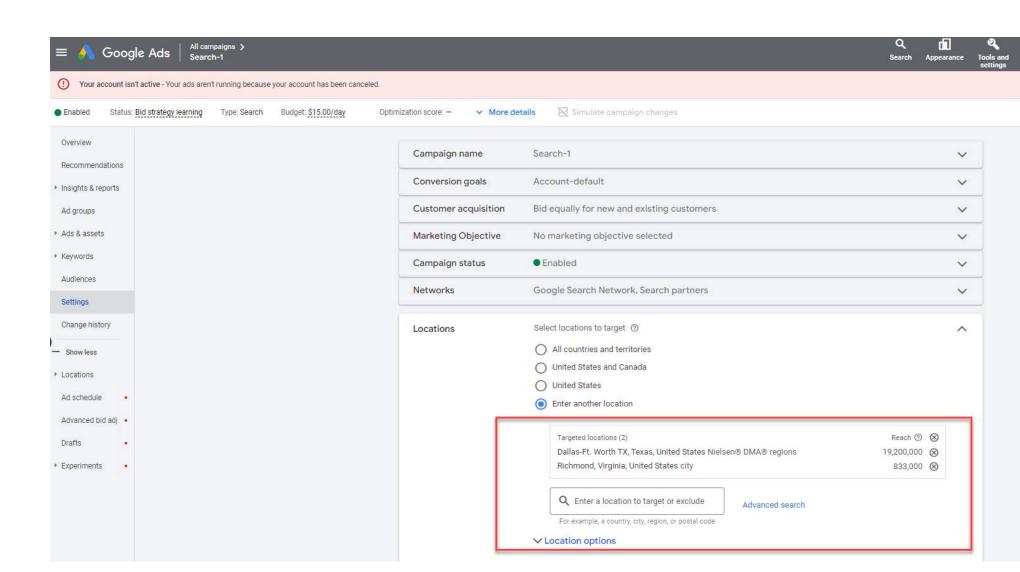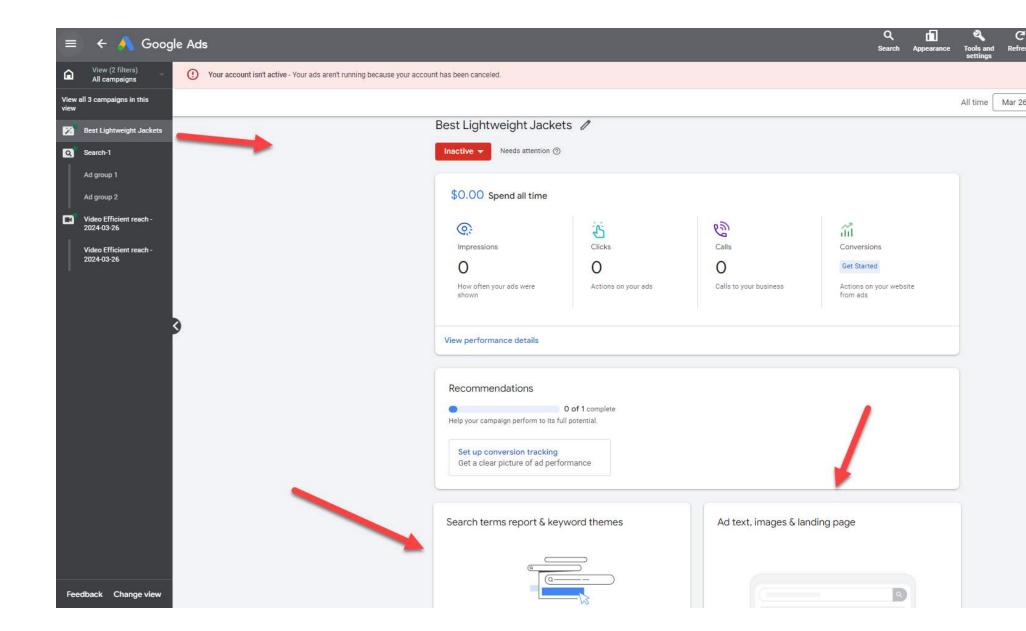
Se...

12:52 AM
3/24/2024

Google Ads Section -55 points
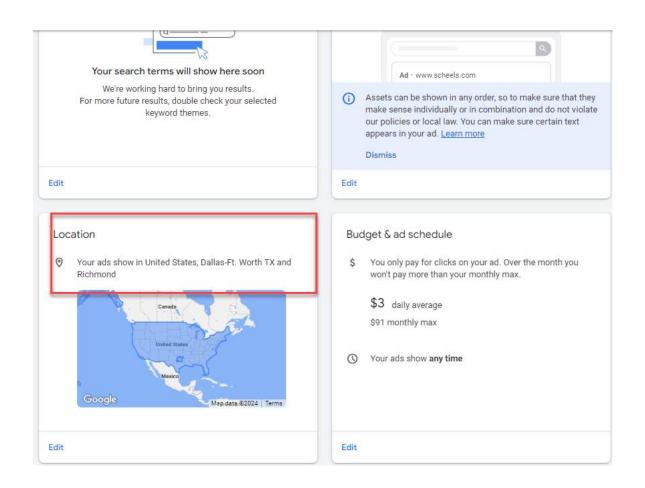
As shown in the video, enter screenshots for each of these sections listed below
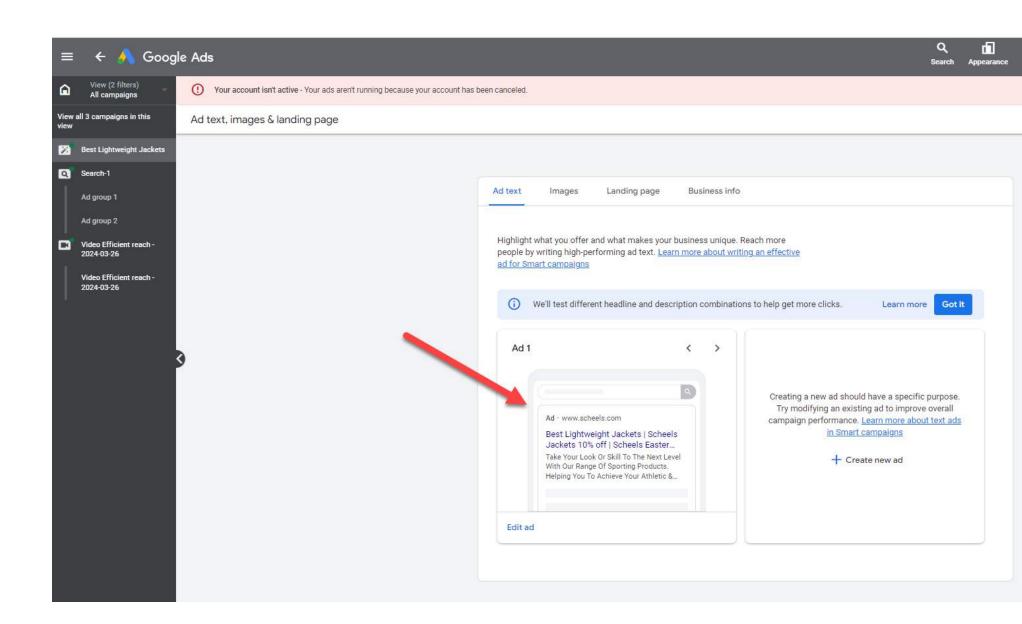
a. Click on the all Campaigns tab (should have 3 campaigns-Search, Display & Video)-for each copy and paste detail page showing all your campaign settings that I required when doing that campaign-may require several screenshot. E.g, Location, frequency capping, audiences, topics, keywords. For smart campaign show ad , keywords and localization here as shown in my video
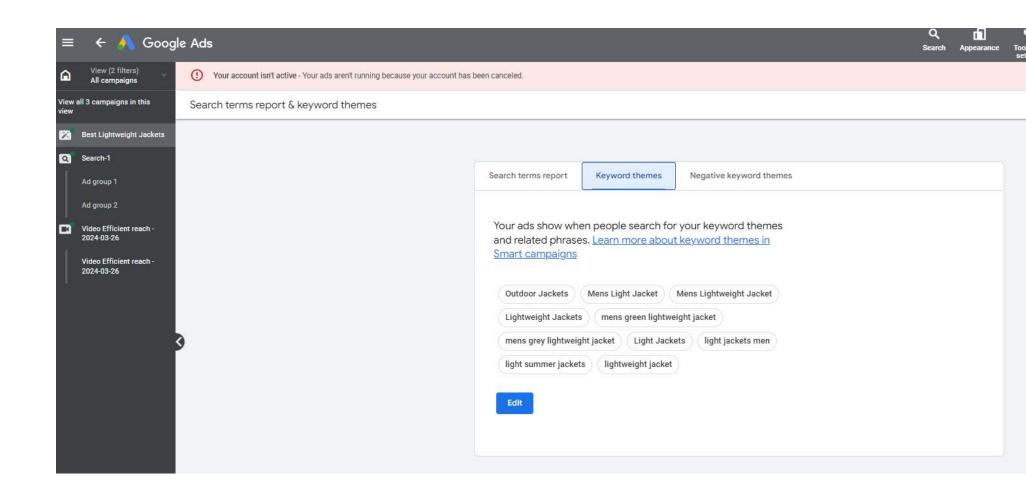
Google Ads | All campaigns >
Search-1

Search   Appearance   Tools and settings

⊘ Your account isn't active - Your ads aren't running because your account has been canceled.

● Enabled   Status: Bid strategy learning   Type: Search   Budget: $15.00/day   Optimization score: —   ⌄ More details   ⊠ Simulate campaign changes

Overview
Recommendations
▸ Insights & reports
Ad groups
▸ Ads & assets
▸ Keywords
Audiences
Settings
Change history
— Show less
▸ Locations
Ad schedule •
Advanced bid adj. •
Drafts •
▸ Experiments •

Campaign name	Search-1	⌄
Conversion goals	Account-default	⌄
Customer acquisition	Bid equally for new and existing customers	⌄
Marketing Objective	No marketing objective selected	⌄
Campaign status	● Enabled	⌄
Networks	Google Search Network, Search partners	⌄

Locations   Select locations to target ⍰   ︿

○ All countries and territories
○ United States and Canada
○ United States
◉ Enter another location

Targeted locations (2)   Reach ⍰ ⊗
Dallas-Ft. Worth TX, Texas, United States Nielsen® DMA® regions   19,200,000 ⊗
Richmond, Virginia, United States city   833,000 ⊗

🔍 Enter a location to target or exclude   Advanced search

For example, a country, city, region, or postal code

⌄ Location options

Your search terms will show here soon

We're working hard to bring you results.
For more future results, double check your selected keyword themes.

Edit

Ad · www.scheels.com

ⓘ Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad. Learn more

Dismiss

Edit

Location

📍 Your ads show in United States, Dallas-Ft. Worth TX and Richmond

Budget & ad schedule

$ You only pay for clicks on your ad. Over the month you won't pay more than your monthly max.

$3 daily average

$91 monthly max

🕐 Your ads show **any time**

Edit

Edit

≡ ← ▲ Google Ads

View (2 filters)
All campaigns

⊘ **Your account isn't active** - Your ads aren't running because your account has been canceled.

Search terms report & keyword themes

View all 3 campaigns in this view

Best Lightweight Jackets

Search-1

Ad group 1

Ad group 2

Video Efficient reach - 2024-03-26

Video Efficient reach - 2024-03-26

| Search terms report | **Keyword themes** | Negative keyword themes |

Your ads show when people search for your keyword themes and related phrases. Learn more about keyword themes in Smart campaigns

Outdoor Jackets   Mens Light Jacket   Mens Lightweight Jacket

Lightweight Jackets   mens green lightweight jacket

mens grey lightweight jacket   Light Jackets   light jackets men
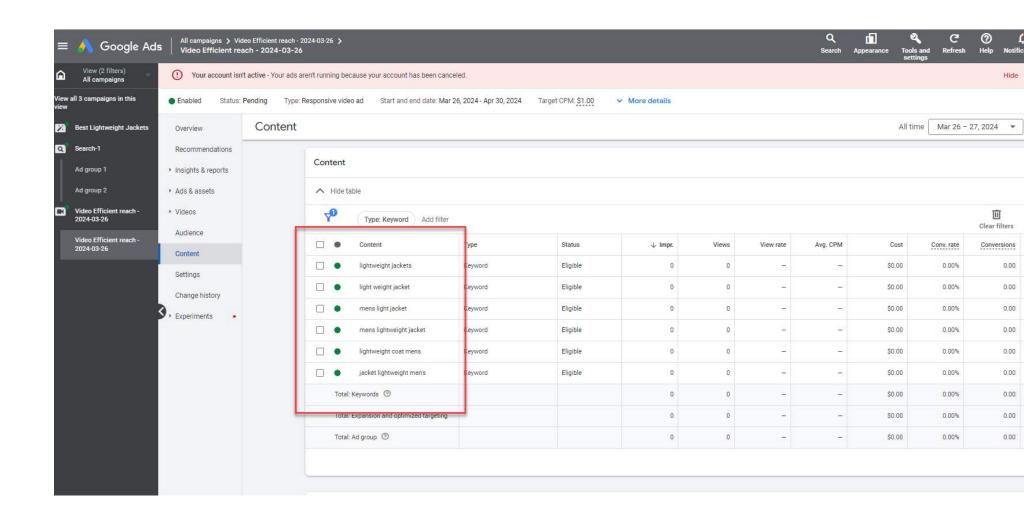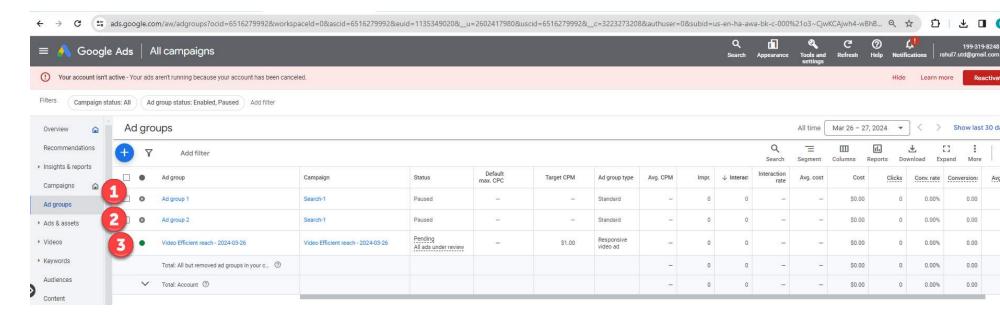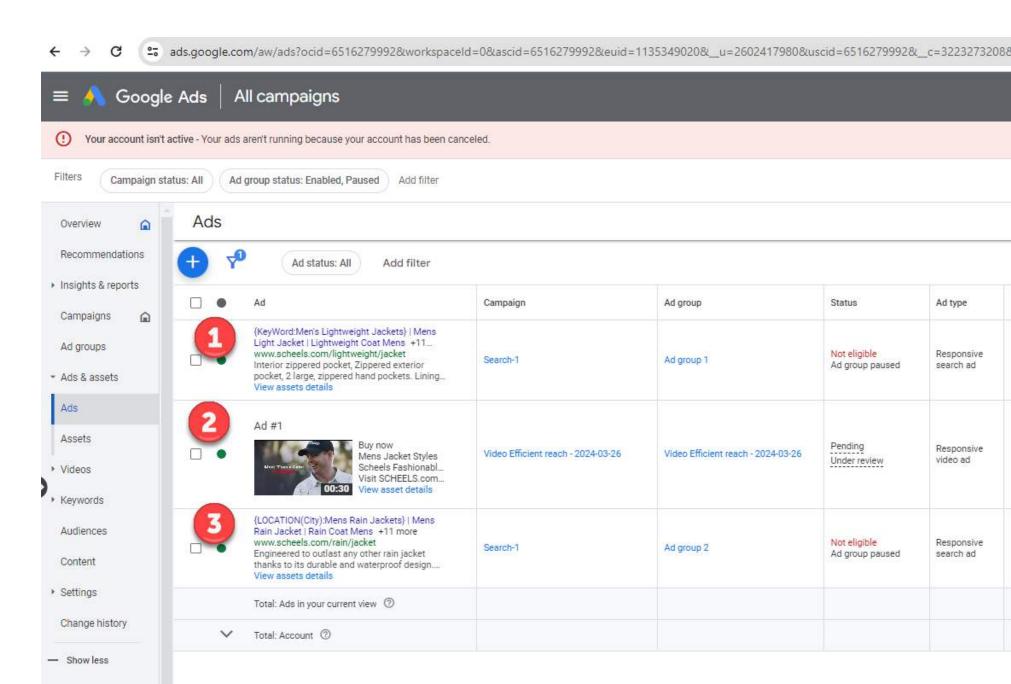
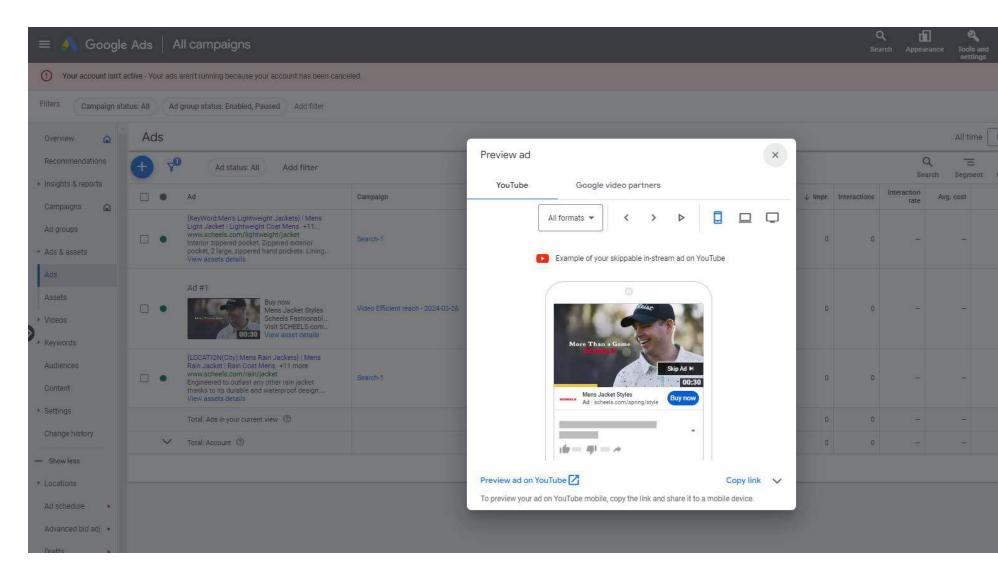light summer jackets   lightweight jacket

Edit

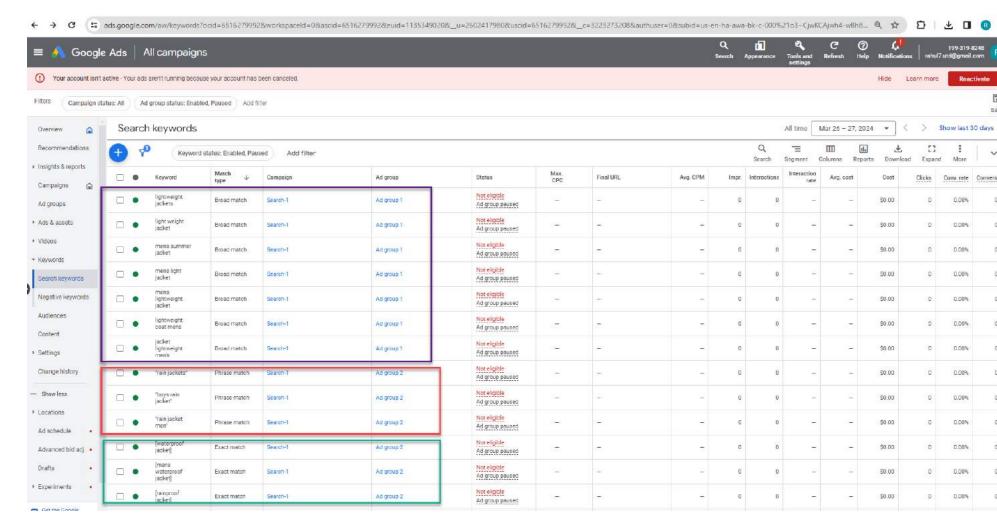b. Ad groups tab (should have a total of 3 Ad Groups-2 for search and one for video)

c. Ads tab- make sure I can see all your ads including the display and video ads.

d.   Keywords tab- show all the keywords used.

e. Negative keywords: make sure all your negative keywords are shown and if campaign vs adgroups-minimum of 6 negative keywords
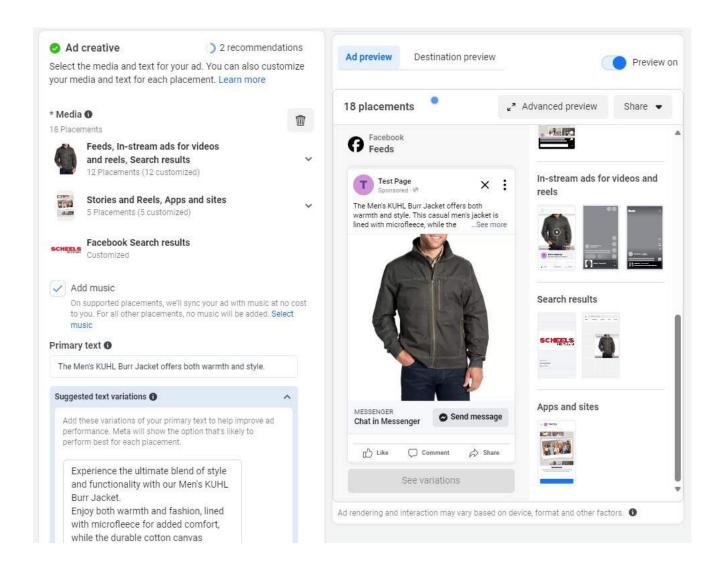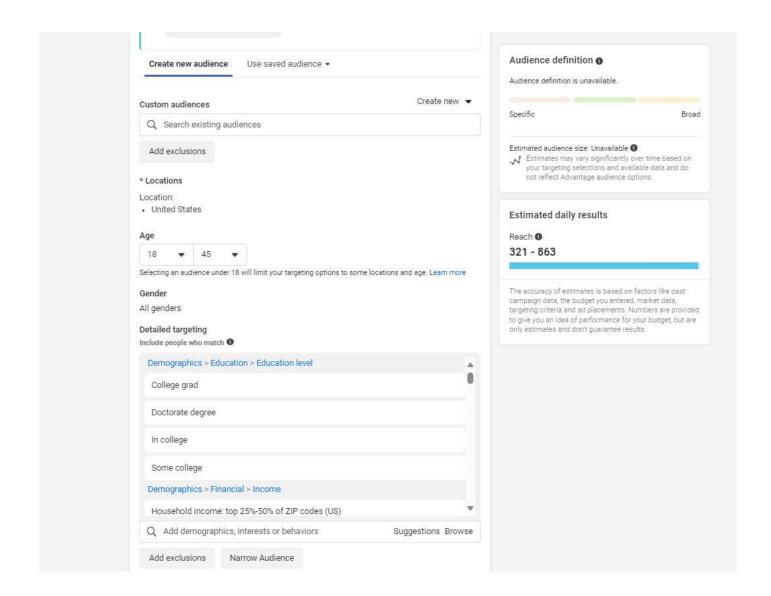
f.   Ad extensions created- must have at least two: site links (with at least 2 links) and one other extension, it can be any type

Extra Credit-5 points

Create a **Facebook Ad,** for this best to use your own Facebook login, very hard to get past their security process if a fake Facebook business page and account-reason don't use in homework and very similar to Google Display. Use core audiences as shown in the video
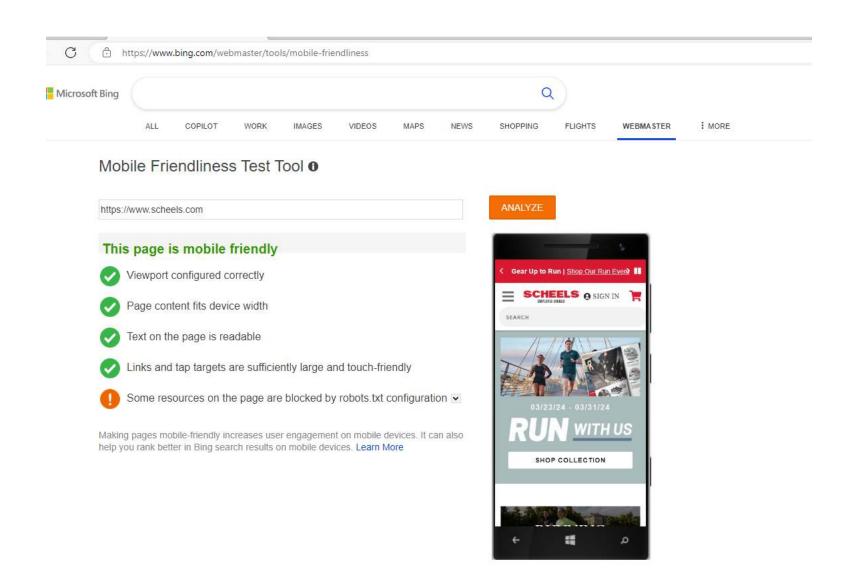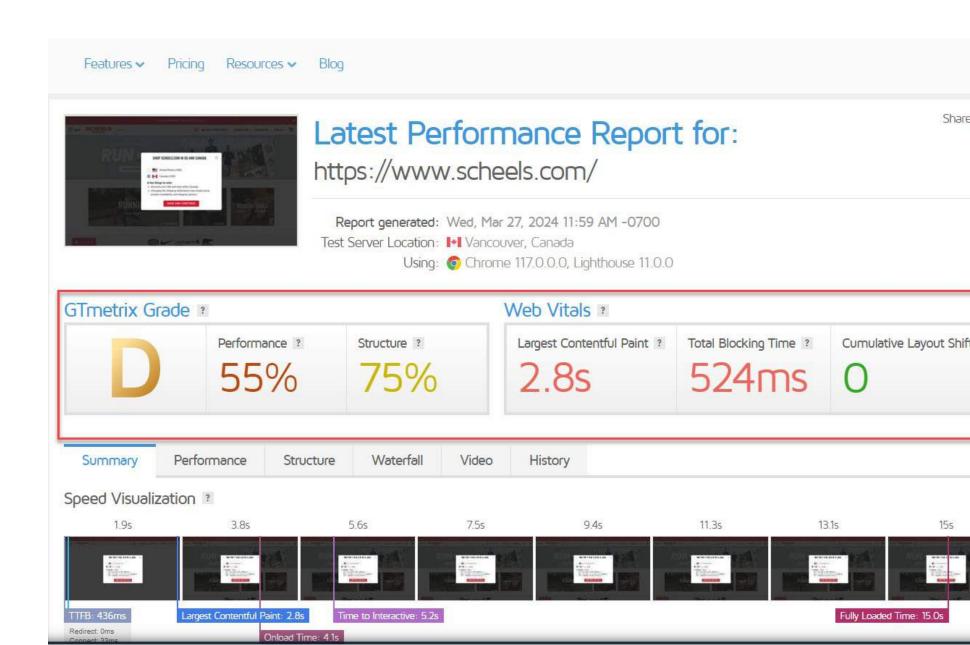
C. SEO Section-(35 points overall) continue using the same website as you did for PPC
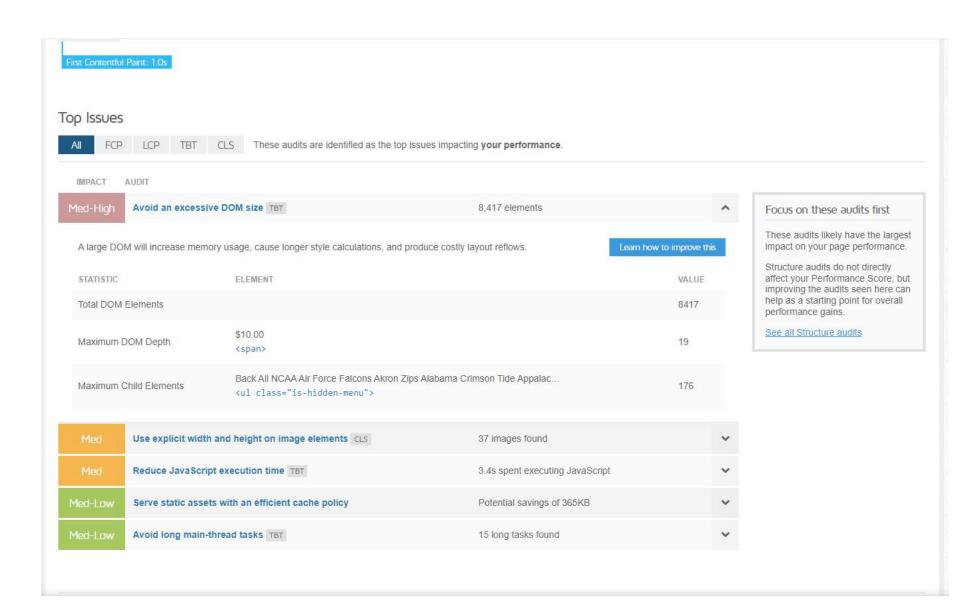
    DELIVERABLE SEVEN (4 points): Is the site mobile friendly and what is the speed rating given by Google (show screenshot)

    a) First go to https://www.bing.com/webmaster/tools/mobile-friendliness enter url and take screenshot of results page, no need to make comments
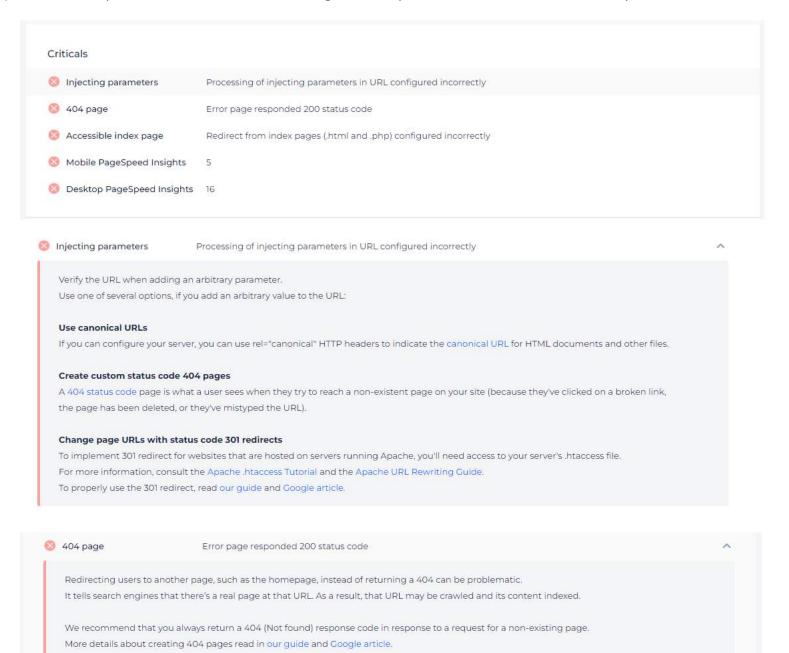
Now go to https://gtmetrix.com (or backup https://tools.pingdom.com/ and enter your domain, and run the test, highlight results highlight problem areas (if they are all great still show this), Identify and highlight which items are slowing down your website the most. No comments needed

Share

Latest Performance Report for:

https://www.scheels.com/

Report generated: Wed, Mar 27, 2024 11:59 AM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome 117.0.0.0, Lighthouse 11.0.0

GTmetrix Grade ?

	Performance ?	Structure ?
D	**55%**	**75%**

Web Vitals ?

Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift
2.8s	**524ms**	**0**

Summary   Performance   Structure   Waterfall   Video   History

Speed Visualization ?

1.9s	3.8s	5.6s	7.5s	9.4s	11.3s	13.1s	15s

TTFB: 436ms
Redirect: 0ms
Connect: 33ms

Largest Contentful Paint: 2.8s

Onload Time: 4.1s

Time to Interactive: 5.2s

Fully Loaded Time: 15.0s

First Contentful Paint: 1.0s

Top Issues

| All | FCP | LCP | TBT | CLS | These audits are identified as the top issues impacting **your performance**.

IMPACT   AUDIT

| Med-High | **Avoid an excessive DOM size** TBT | 8,417 elements | ^ |

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

[Learn how to improve this]

STATISTIC	ELEMENT	VALUE
Total DOM Elements		8417
Maximum DOM Depth	$10.00 <span>	19
Maximum Child Elements	Back All NCAA Air Force Falcons Akron Zips Alabama Crimson Tide Appalac... <ul class="is-hidden-menu">	176

Med	**Use explicit width and height on image elements** CLS	37 images found	v
Med	**Reduce JavaScript execution time** TBT	3.4s spent executing JavaScript	v
Med-Low	**Serve static assets with an efficient cache policy**	Potential savings of 365KB	v
Med-Low	**Avoid long main-thread tasks** TBT	15 long tasks found	v

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

See all Structure audits

DELIVERABLE EIGHT (3 points): Using SEOsitecheckup's (or any other SEO tool such as Screaming Frog)

a) Go to checkup tab and take screenshot showing at least 3 problem areas -- No need for an explanation-

Criticals

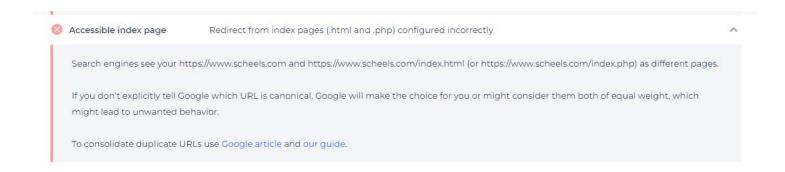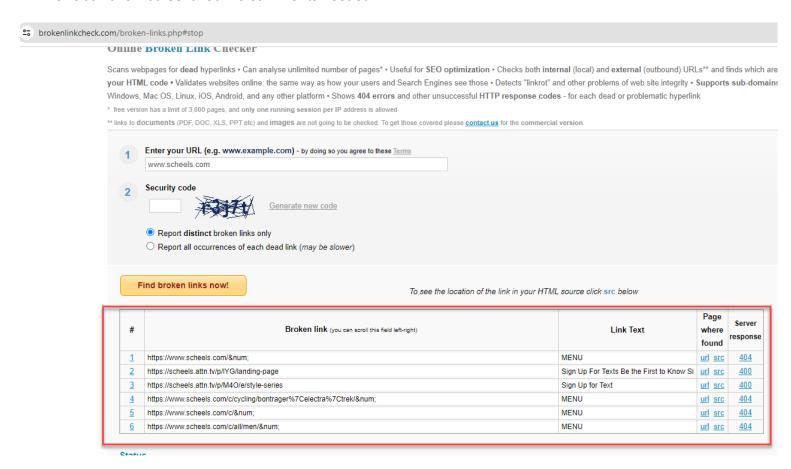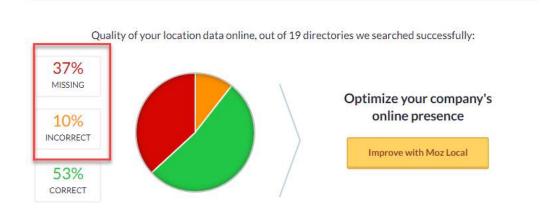| ❌ | Injecting parameters | Processing of injecting parameters in URL configured incorrectly |
❌	404 page	Error page responded 200 status code
❌	Accessible index page	Redirect from index pages (.html and .php) configured incorrectly
❌	Mobile PageSpeed Insights	5
❌	Desktop PageSpeed Insights	16

❌ Injecting parameters   Processing of injecting parameters in URL configured incorrectly   ⌃

Verify the URL when adding an arbitrary parameter.
Use one of several options, if you add an arbitrary value to the URL:

Use canonical URLs
If you can configure your server, you can use rel="canonical" HTTP headers to indicate the canonical URL for HTML documents and other files.

Create custom status code 404 pages
A 404 status code page is what a user sees when they try to reach a non-existent page on your site (because they've clicked on a broken link, the page has been deleted, or they've mistyped the URL).

Change page URLs with status code 301 redirects
To implement 301 redirect for websites that are hosted on servers running Apache, you'll need access to your server's .htaccess file.
For more information, consult the Apache .htaccess Tutorial and the Apache URL Rewriting Guide.
To properly use the 301 redirect, read our guide and Google article.

❌ 404 page   Error page responded 200 status code   ⌃

Redirecting users to another page, such as the homepage, instead of returning a 404 can be problematic.
It tells search engines that there's a real page at that URL. As a result, that URL may be crawled and its content indexed.

We recommend that you always return a 404 (Not found) response code in response to a request for a non-existing page.
More details about creating 404 pages read in our guide and Google article.

Accessible index page   Redirect from index pages (.html and .php) configured incorrectly

Search engines see your https://www.scheels.com and https://www.scheels.com/index.html (or https://www.scheels.com/index.php) as different pages.

If you don't explicitly tell Google which URL is canonical, Google will make the choice for you or might consider them both of equal weight, which might lead to unwanted behavior.

To consolidate duplicate URLs use Google article and our guide.

b) Go to the broken links tool or tab of free tool as shown in video https://www.brokenlinkcheck.com/ and take screenshot of broken links, if none still show screenshot. No comments needed

brokenlinkcheck.com/broken-links.php#stop

Online Broken Link Checker

Scans webpages for **dead** hyperlinks • Can analyse unlimited number of pages* • Useful for **SEO optimization** • Checks both **internal** (local) and **external** (outbound) URLs** and finds which are your HTML code • Validates websites online: the same way as how your users and Search Engines see those • Detects "linkrot" and other problems of web site integrity • Supports **sub-domains** Windows, Mac OS, Linux, iOS, Android, and any other platform • Shows **404 errors** and other unsuccessful **HTTP response codes** - for each dead or problematic hyperlink

* free version has a limit of 3,000 pages, and only one running session per IP address is allowed

** links to **documents** (PDF, DOC, XLS, PPT etc) and **images** are not going to be checked. To get those covered please contact us for the commercial version.

1   **Enter your URL** (e.g. **www.example.com**) - by doing so you agree to these Terms

www.scheels.com

2   **Security code**

Generate new code

● Report **distinct** broken links only
○ Report all occurrences of each dead link (may be slower)

Find broken links now!

To see the location of the link in your HTML source click **src** below

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	https://www.scheels.com/#	MENU	url src	404
2	https://scheels.attn.tv/p/lYG/landing-page	Sign Up For Texts Be the First to Know Si	url src	400
3	https://scheels.attn.tv/p/M4O/e/style-series	Sign Up for Text	url src	400
4	https://www.scheels.com/c/cycling/bontrager%7Celectra%7Ctrek/#	MENU	url src	404
5	https://www.scheels.com/c/#	MENU	url src	404
6	https://www.scheels.com/c/all/men/#	MENU	url src	404

Status

DELIVERABLE NINE. **(3 points)** Localization, using **https://moz.com/local/overview,** show a screenshot of what listings they have and don't have. If no results make sure you look through all the "addresses" they provide, show screenshot of what addresses were available if no results. Highlight incomplete and inconsistent or duplicate listings as shown below, no need for comments
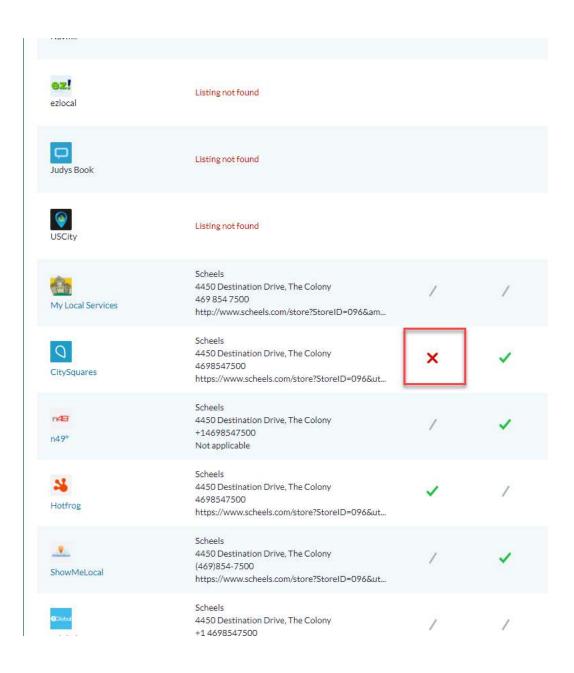
Quality of your location data online, out of 19 directories we searched successfully:

37% MISSING

10% INCORRECT

53% CORRECT

Optimize your company's online presence

Improve with Moz Local

Results

Your online business listing visibility

Directory	Business Info	Hours	Photos
Google	Scheels 4450 Destination Drive, The Colony (469) 854-7500 https://www.scheels.com/store?StoreID=096&ut...	✓	✓
Google Maps	Scheels 4450 Destination Drive, The Colony (469) 854-7500 https://www.scheels.com/store?StoreID=096&ut...	✓	✓
Facebook	Listing not found		
Bing	Scheels 4450 Destination Drive, The Colony +1 469-854-7500	✓	✗

ez! ezlocal	Listing not found			
Judys Book	Listing not found			
USCity	Listing not found			
My Local Services	Scheels 4450 Destination Drive, The Colony 469 854 7500 http://www.scheels.com/store?StoreID=096&am...	/		/
CitySquares	Scheels 4450 Destination Drive, The Colony 4698547500 https://www.scheels.com/store?StoreID=096&ut...	✗		✓
n49°	Scheels 4450 Destination Drive, The Colony +14698547500 Not applicable	/		✓
Hotfrog	Scheels 4450 Destination Drive, The Colony 4698547500 https://www.scheels.com/store?StoreID=096&ut...	✓		/
ShowMeLocal	Scheels 4450 Destination Drive, The Colony (469)854-7500 https://www.scheels.com/store?StoreID=096&ut...	/		✓
	Scheels 4450 Destination Drive, The Colony +1 4698547500	/		/

DELIVERABLE 10-(25 points)

A) Using the MOZ toolbar for your target website (you must be logged into MOZ)

   i)   Take a screenshot of your website's home page and highlight its Domain Authority (DA), Page Authority (PA), and Spam Score, as shown below. Make sure it is easily visible as the tool's black background makes it hard to read with a screenshot unless cropped and made larger. No comments needed

   ii) Click on the spam score and take a screenshot of issues as shown below, and highlight the top 4-5 "spammy" issues, in the real world you would request those websites remove their links to you and if they don't, submit a link disavowal with Google, Bing, etc. No comments needed

Spam Score

Reduce your risk by discovering potentially damaging links.   Spam Score Updated Quarterly ⊕ Track in a Campaign
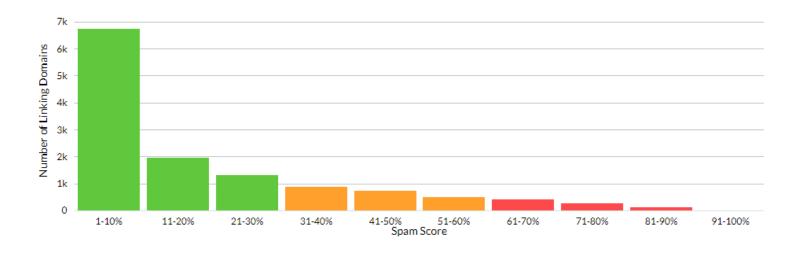
| subdomain ▼ | https://www.scheels.com/stores | Analyze |

9 of 10 queries available until 04/28

Spam Score Breakdown	**Linking Domains** [i]	**Domain Authority** [i]	**Spam Score** [i]
Percent of Linking Domains with a Spam Score of:	14.7k	56	6 %
1-30% 77.0%			
31-60% 16.4%			
61-100% 6.6%			

☐	URL	Spam Score [i]	DA [i]	Date Crawled
☐	The top million most visited websites, showing the ones you have visited, Jonas Lund, 2011 www.wwwwwwwwwwwwww.net/index.php?page=193 ⬀ `nofollow` `via redirect`	99%	15	02/19/2024
☐	www.cancer-symptoms.info/unique-golf-club-head-covers/ ⬀ `nofollow`	97%	5	06/10/2023
☐	enver.8842958.com/avalanche-hockey-jersey/ ⬀	97%	3	07/11/2022
☐	57883.net - Alexa website ranking for Thursday, Page 173 www.57883.net/link/Alexa_173.html ⬀ `via redirect`	96%	35	01/09/2024
☐	Scheels Sale Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+sale ⬀	96%	7	01/10/2022
☐	Scheels Ad Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+ad ⬀	96%	7	01/10/2022
☐	Scheels Ad Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+ad ⬀	96%	7	01/10/2022
☐	Scheels All Sports Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+all+sports+coupon ⬀	96%	7	12/12/2021
☐	Scheels All Sports Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+all+sports+coupon ⬀	96%	7	12/12/2021
☐	www.100k.pw/domain-list-16 ⬀ `nofollow` `via redirect`	96%	5	02/26/2024
☐	www.100k.pw/domain-list-280 ⬀ `nofollow` `via redirect`	96%	5	01/29/2024

B. Pick one long tail keyword (must have at least three words). If your keyword is already in the top 3 results, then pick another one that is not. I suggest you add a location like Frisco, Dallas etc. relevant to your website and show screenshots of the SERP. Then add a comment about your recommendation based on the PA and DA of other websites

i) Enter what long tail keyword you use: <mark>MEN'S LIGHTWEIGHT JACKETS in the colony</mark>

ii) Show a cropped screenshot of the category/subcategory or product detail page with its PA and DA. No comments needed

iii) Show a screenshot of at least the top 3 Google SERP results and add comments based on your target websites SERP organic ranking with a recommendation, as shown below.

eBay
https://www.ebay.com › ... › Coats, Jackets & Vests ⋮

Columbia Men's Colonial Heights Lightweight Jacket Grey ...

Columbia Men's Colonial Heights Lightweight Jacket Grey Size XXL ;
Quantity. 4 available ; Item Number. 234722606773 ; Features.
Hooded ; Accurate description. 5.0.

$59.39 · In stock

| 1) PA: 46 | 0 links | DA: 93 | | Link Analysis |

Amazon
https://www.amazon.com › Mens-Lightweight-Jackets ⋮

Mens Lightweight Jackets | Amazon.com

Shop mens lightweight jackets on Amazon.com. Free shipping and free returns on eligible items.

4.6 ★ store rating (5K) · 30-day returns

Missing: colony | Show results with: colony

| 2) PA: 62 | 109 links | DA: 95 | | Link Analysis |
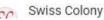
Facebook
https://www.facebook.com › marketplace › tommy-hilfig... ⋮
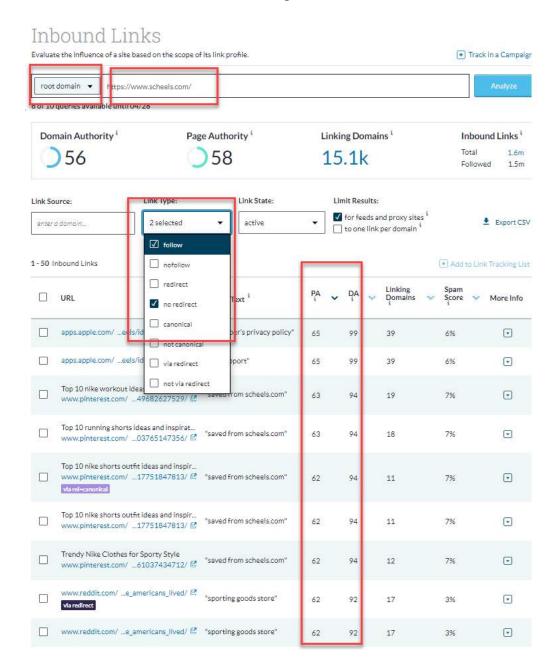
Tommy Hilfiger Men's Jackets Near Shafter, California

New and used Tommy Hilfiger Men's Jackets for sale in Mexican Colony, California on Facebook
Marketplace. Find great deals and sell your items for free.

| 3) PA: 60 | 0 links | DA: 96 | | Link Analysis |

Swiss Colony

"Scheels" is not in the top 20 positions for "MEN'S LIGHTWEIGHT JACKETS in the colony" . The top 3 sites have a Domain authority of over 90, so it will be difficult to get into top 3 SEO rankings.

Recommendation for this keyword: Suggested to focus on doing PPC shopping ads in Google Ads and find other keywords to focus on for SEO purposes
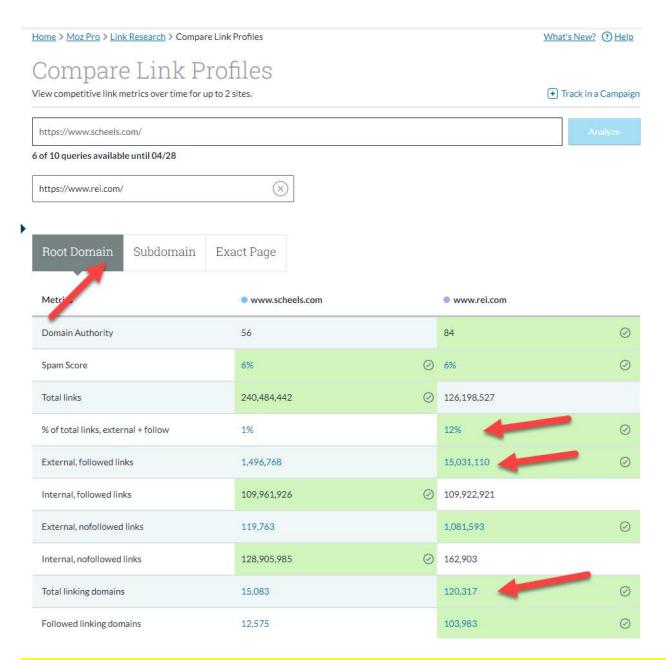
iv) Use the MOZ toolbar (can also use toolbox.seositecheckup.com but it won't show anchor text) as shown in the video, and open "Link explorer" then on left hand menu go to the "Inbound links" tab , leave root domain option and use the filter "Follow" and "NO redirects" then add comments about what is wrong with their links as mentioned in video and instructions

Not too much variety when we look at inbound links, looks like pinterest has some mentions, but not any major news outlets or sport/fashion blogs. We might do well to approach them to review our lines of products.
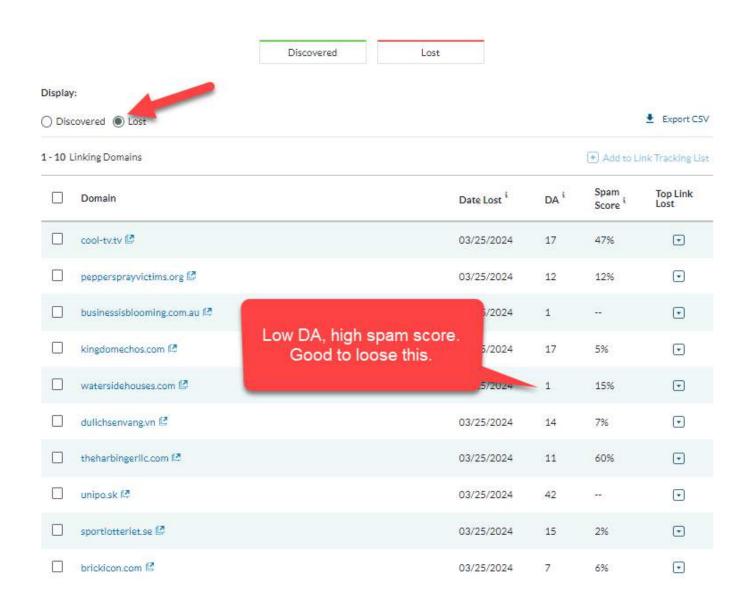
Anchor text needs more variety.

v. Now go to the "Compare Links Profile" tab and pick from your competitors one with a better DA score than your client website, then enter that one next to your website, Show a screenshot, analyze and make comments as to why from a Link only perspective the better ranked website is beating you in DA and PA. (Note if none are better than your website ,find some other competitors that are)
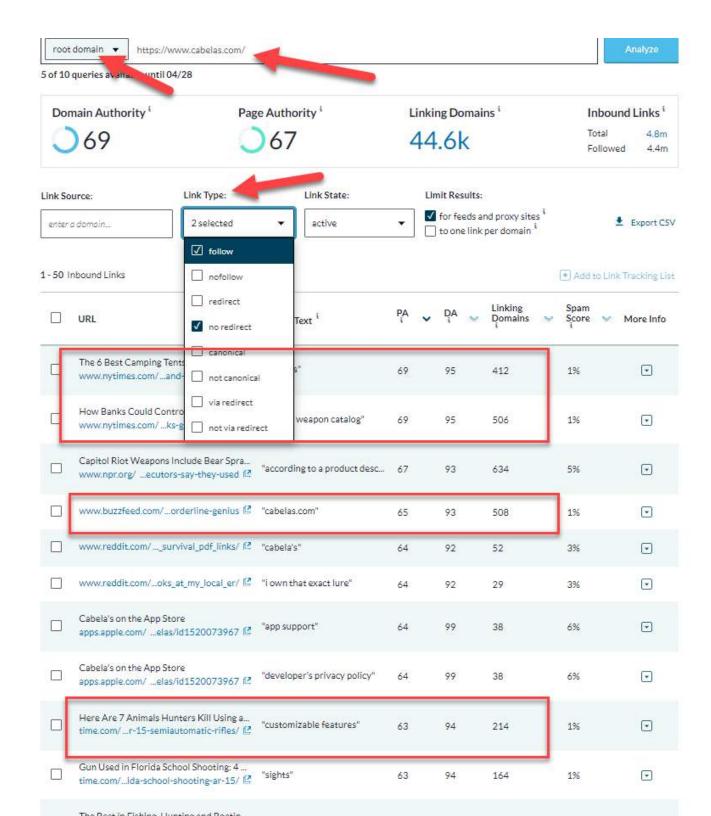
What's New? ? Help

Compare Link Profiles

View competitive link metrics over time for up to 2 sites.

+ Track in a Campaign

https://www.scheels.com/   [Analyze]

6 of 10 queries available until 04/28

https://www.rei.com/   ⊗

| | Root Domain | Subdomain | Exact Page |

Metric	● www.scheels.com	● www.rei.com	
Domain Authority	56	84	⊘
Spam Score	6% ⊘	6%	⊘
Total links	240,484,442 ⊘	126,198,527	
% of total links, external + follow	1%	12%	⊘
External, followed links	1,496,768	15,031,110	⊘
Internal, followed links	109,961,926 ⊘	109,922,921	
External, nofollowed links	119,763	1,081,593	⊘
Internal, nofollowed links	128,905,985 ⊘	162,903	
Total linking domains	15,083	120,317	⊘
Followed linking domains	12,575	103,983	⊘

==REI has more than 15 million External followed links compared to our 1.4 million links which is an important factor.==

vi) Go to "Discovered and Lost Linking Domain" tab and take a screenshot only, no need to comment

vii) Link Ideas: Pick any competitor website doing better than your target website and enter them in the Inbound links page, use same filters as used in previous link analysis task then look through and recommend 3 websites that they could approach for links, DO NOT REPEAT SAME TYPE OF WEBSITE OR SOCIAL MEDIA, FOR EXAMPLE IF PINTEREST APPEARS THREE TIMES DO NOT USE THAT MORE THAN ONCE. provide comments

a) NY times (PA: 69, DA:95) has a couple of articles suggesting camping and hunting gear for the competitor "Cabela's". We could approach NY times with similar articles and give them a list of our best-selling camping and hunting gear for the upcoming summer holidays.
b) Buzzfeed (PA:65, DA:93) has featured Cabela's sleeping bags as part of their must haves for camping trips. We could approach Buzzfeed with our lines of camping gear to feature in their next articles.
c) Time (PA:63, DA:94) has posted about Cabela's hunting gear; we could approach them to do an article regarding our (Scheels) hunting gear.