

Digital Marketing HW Assignment

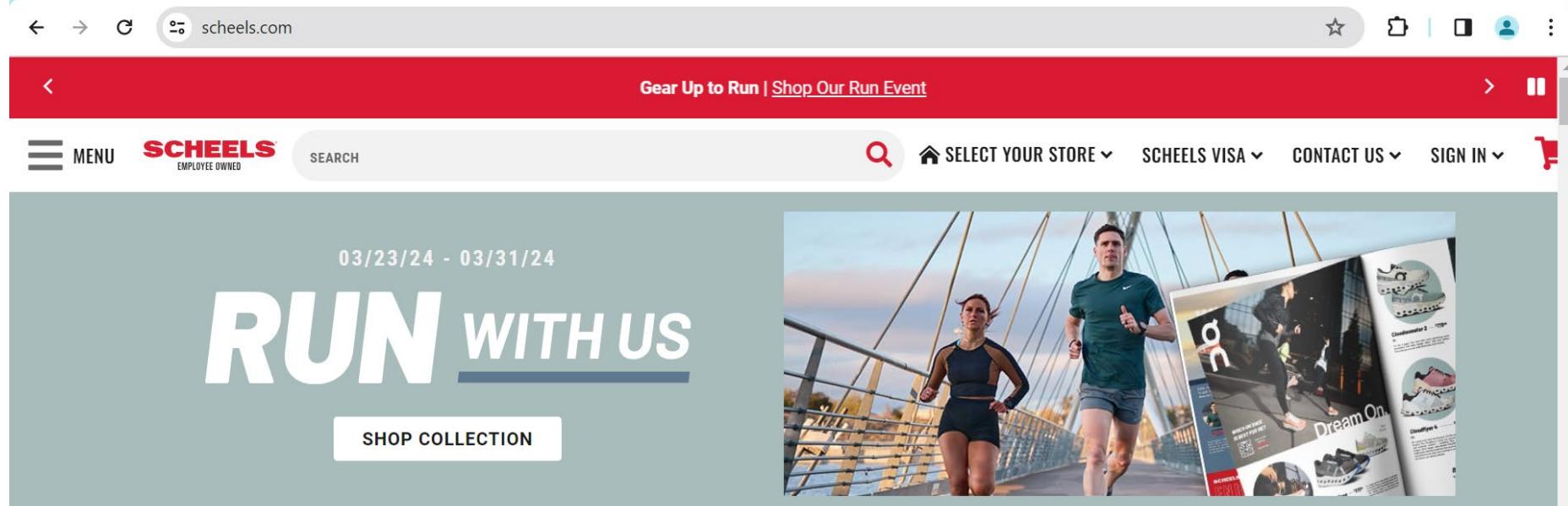
Your Name: Rahul Kotian

1. DELIVERABLE ONE: (0 points BUT 10 POINT DEDUCTION IF NOT DONE)

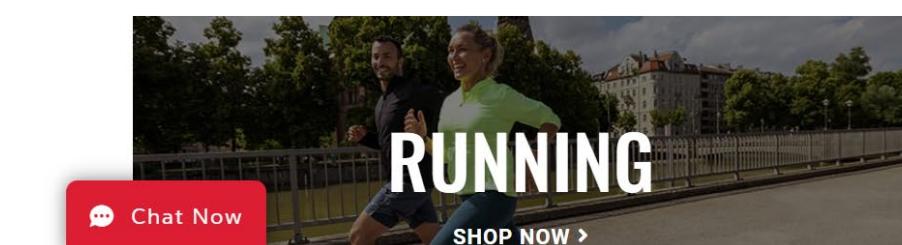
- a) Enter the url of your target company that meets the criteria from page one:

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

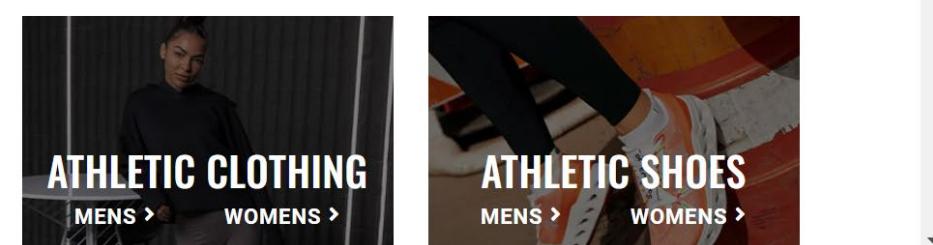
- b) Provide two screenshots of the website containing the homepage and a page for the product or service categories you are using in your Ads campaign/ad groups- make sure screenshot shows the category page and subcategories



The screenshot shows the Scheels website homepage. At the top, there's a red header bar with the text "Gear Up to Run | Shop Our Run Event". Below the header, the Scheels logo is visible along with a search bar and navigation links for "SELECT YOUR STORE", "SCHEELS VISA", "CONTACT US", and "SIGN IN". The main content features a large "RUN WITH US" banner with the dates "03/23/24 - 03/31/24" and a "SHOP COLLECTION" button. To the right, there's a promotional image of a man and a woman jogging on a bridge, with a display board showing running shoes and related products.



This screenshot shows a sub-category page for "ATHLETIC CLOTHING". It features a large image of a woman in athletic gear, with "ATHLETIC CLOTHING" text overlaid. Below it, there are "MENS >" and "WOMENS >" links. A "Chat Now" button is located in the bottom left corner of the image.



This screenshot shows another sub-category page, this time for "ATHLETIC SHOES". It features a large image of a person's legs in athletic shoes, with "ATHLETIC SHOES" text overlaid. Below it, there are "MENS >" and "WOMENS >" links.

◀ BACK

All Men's Clothing

Big & Tall

Athleisure

Business Casual

Golf Clothing

Bottoms >

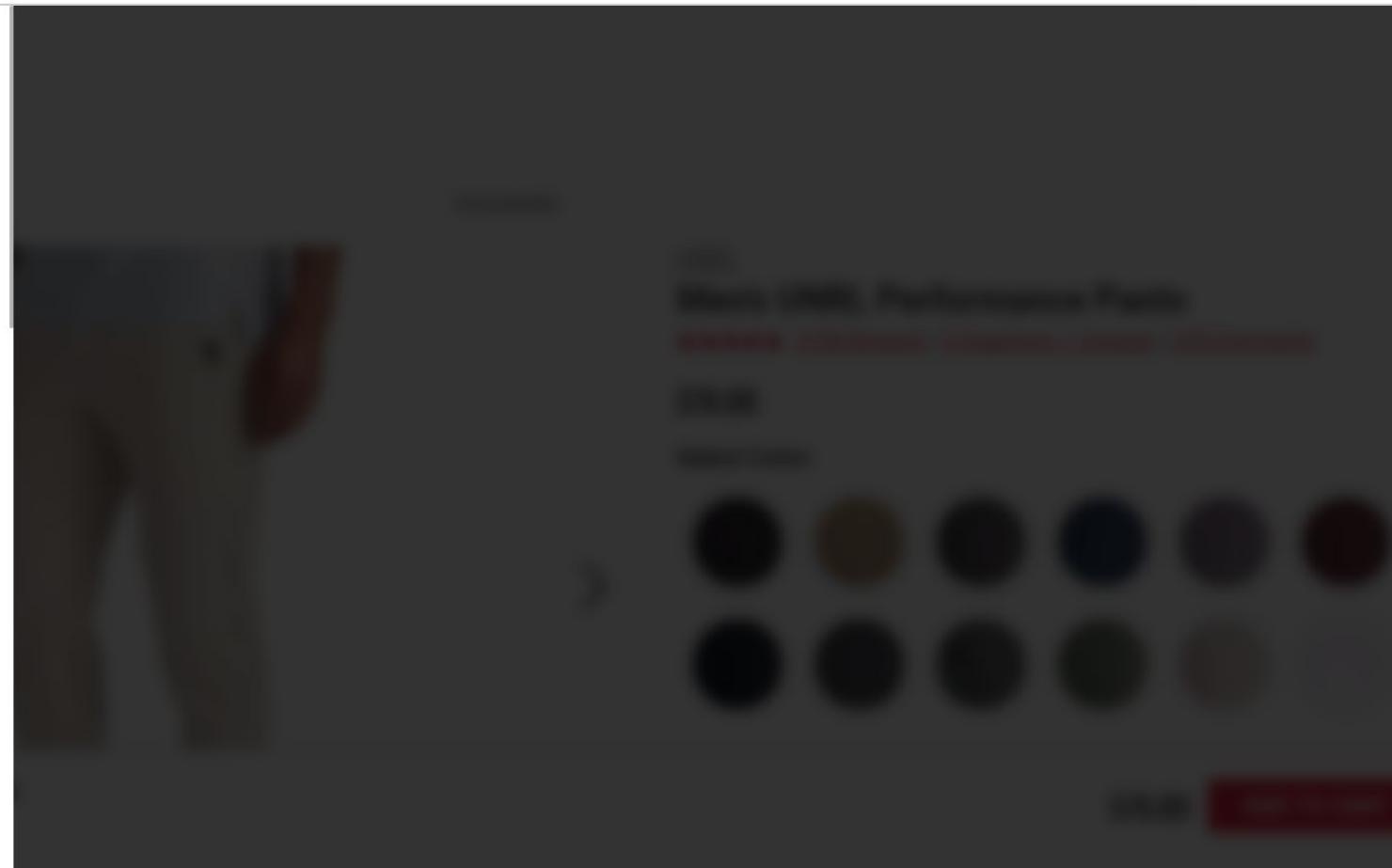
Jackets & Coats >

Flannels & Shackets

Graphic T-Shirt

Logowear

So  Chat Now





Loyalty Rewarded! Titleist Golf Ball Promo



☰ MENU

SCHEELS
EMPLOYEE OWNED

SEARCH



SELECT YOUR STORE ▾

SCHEELS VISA ▾

CONTACT US ▾

SIGN IN ▾



FILTERED BY

[clear all](#)



Check Store Availability [Change My Store](#)

SORT

Select Sort ▾

Men

CATEGORY

Golf Shirts (524)

Golf Hats, Caps & Visors
(248)

Golf Shorts (51)

Golf Pants (40)

Golf Belts (30)

Chat Now



Men's Under Armour Tech Golf Polo

BEST SELLER



Men's Primo Golf Apparel Primo Joggers



Men's Chubbies Performance 2.0 Polo

UX-Usability -10 points

2. **DELIVERABLE TWO:** Identify at least four UX problems based on best practices discussed in the lectures, show with a screenshot what the problem is, see the examples below. Do NOT cite the lack of a “Site Map” 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.

The screenshot shows a browser window with the URL <https://www.scheels.com>. The page displays a navigation menu on the left side. A red box highlights the 'Men' category under 'CATEGORIES'. A red arrow points from this box to a dropdown menu that appears when 'Men' is selected. The dropdown menu contains several items: 'Men's Sale', 'New Arrivals', 'Men's Clothing', 'Men's Shoes', 'Men's Accessories', 'Swimwear Shop' (partially visible), 'Spring Style Guide', and 'Style Series Episodes'. The 'Men's Clothing' item has a right-pointing arrow next to it, indicating it is a dropdown item. A text box on the right side of the image contains the following comment:

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

Content | Chat | Microsoft Teams classic | Mail - Kotian, Rahul Monappa | Men's Under Armour Tech Golf

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

1 / 8

Select Size: M

XS S STALL M ✓ MTALL L LTALL XL XL TALL 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 ✓
Available To Ship
Est. Delivery Fri. 3/29 - Tue. 4/2

Store Pickup Select Product

Same Day Edit Zip Code

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"



☰ MENU

SCHEELS
EMPLOYEE OWNED

SEARCH



CONTACT US ▾

SIGN IN ▾



CATEGORY

+ Accessories (4)

+ Clothing (2)

+ Shoes (2)

GENDER



BRAND



AGE GROUP



Chat Now



OFF

Check Store Availability

Change My Store

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



Women's Clarks Breeze Emily Shoes

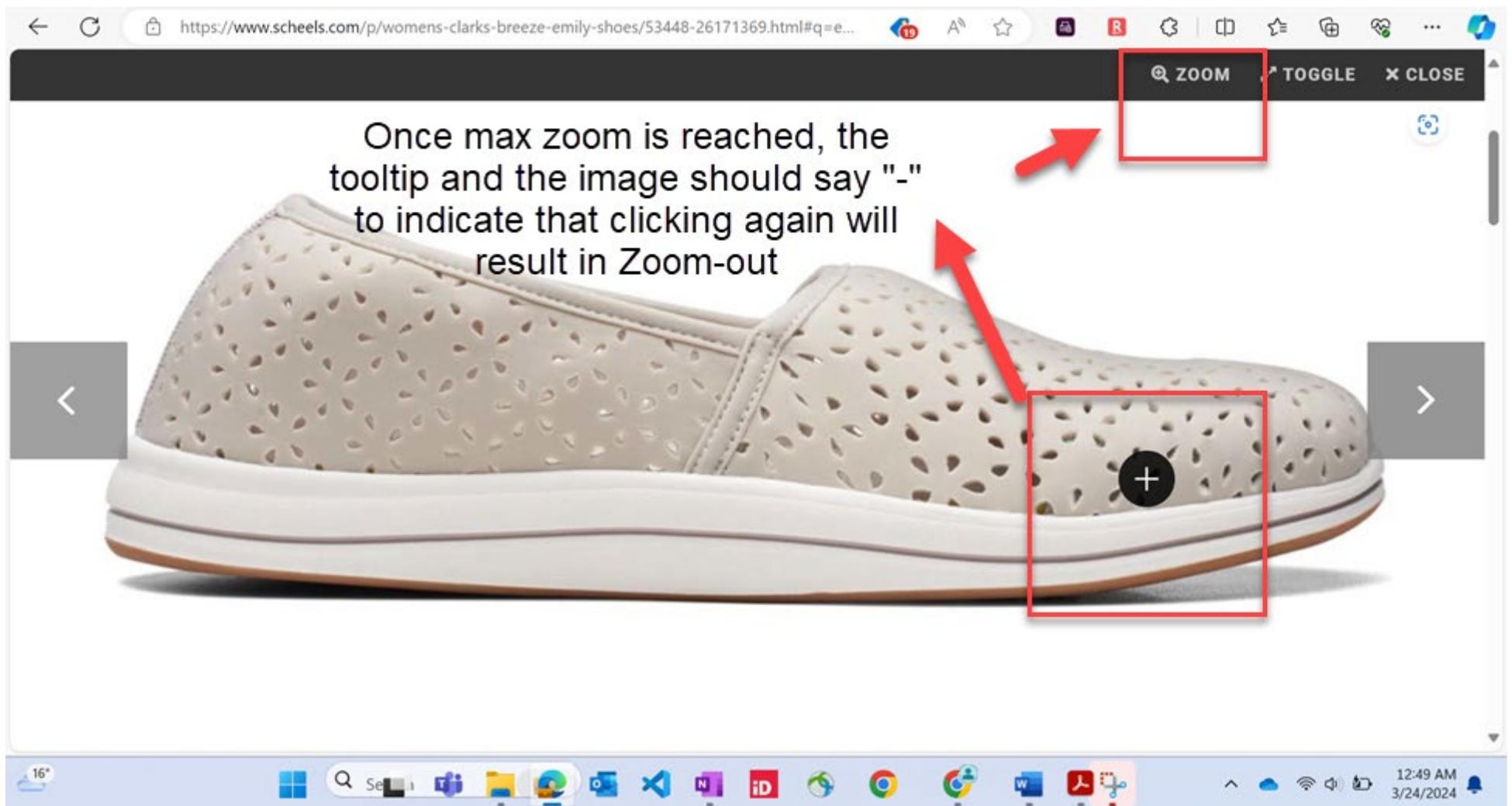


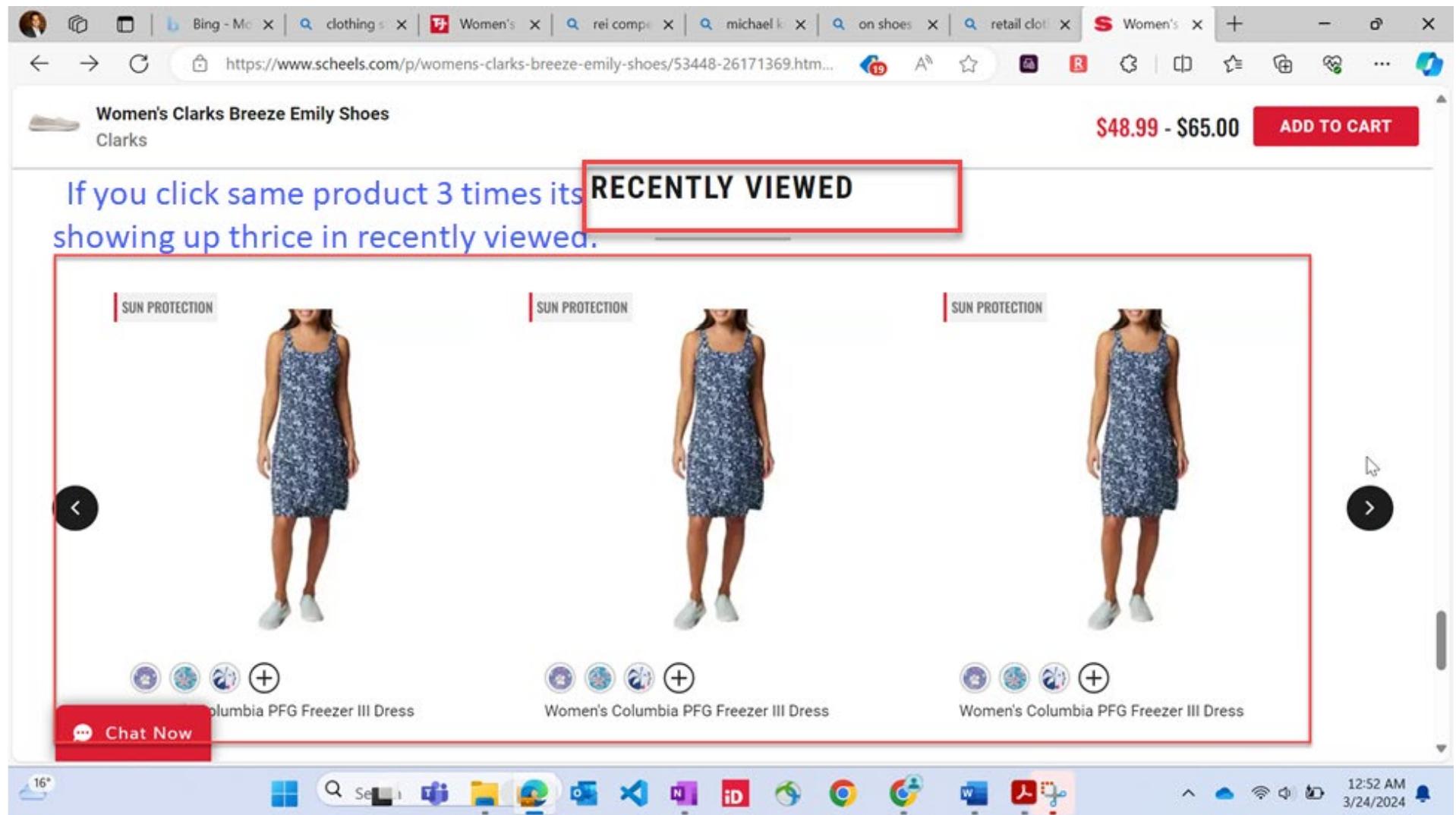
Women's Franco Sarto Emily Sandals



Kendra Scott Emilie Multi Strand
Necklace

BE THE FIRST!





https://www.scheels.com/c/dresses/women

MINI > MIDI > MAXI >

ROXY

FILTERED BY [clear all](#)

OFF Check Store Availability Change My Store

SORT [Most Popular](#)

Could be confusing , probably the intention was to filter by age.

GENDER

- Women
- Girls (118)

BRAND

-
-
-

ACTIVITY

Product	Price	Rating
Women's prAna Jewel Lake Summer Dress	\$99.00	★★★★★ (0)
Women's Kuhl Vantage Dress	\$85.00	★★★★☆ (35)
Women's 7Diamond Core T-Shirt Dress	\$27.99 - \$69.00	★★★★★ (0)

[Chat Now](#)

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

The screenshot shows the Google Ads interface with the 'Campaigns' tab selected. A sidebar on the left lists various campaign types: Ad groups, Ads & assets, Videos, Keywords, Audiences, Content, and Settings. Three red circles with numbers 1, 2, and 3 highlight specific areas:

- 1**: Points to the 'Campaigns' section in the sidebar.
- 2**: Points to the 'Video Efficient reach - 2024-03-26' row under 'Ads & assets'.
- 3**: Points to the 'Search-1' row under 'Videos'.

Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPM	Impr.	↓ Intx	Interact	Avg. cost	Cost	Bid strategy type	Clicks	Conv. rate	Conversion	Avg. CPC	Cost / conv.
Best Lightweight Jackets	\$3.00/day \$91.20/month	Eligible	-	Smart	-	0	0	-	-	\$0.00	CPC (enhanced)	0	0.00%	0.00	-	\$0.00
Video Efficient reach - 2024-03-26	\$5.00 (total) Mar 26, 2024 - Apr 30, ...	All ads under review	-	Video	-	0	0	-	-	\$0.00	Target CPM	0	0.00%	0.00	-	\$0.00
Search-1	\$15.00/day	Bid strategy learning	-	Search	-	0	0	-	-	\$0.00	Maximize clicks	0	0.00%	0.00	-	\$0.00
Total: Campaigns in your current view			-		-	0	0	-	-	\$0.00		0	0.00%	0.00	-	\$0.00
Total: Account	\$18.00/day		-		-	0	0	-	-	\$0.00		0	0.00%	0.00	-	\$0.00

! 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	Campaign name	Search-1
Recommendations	Conversion goals	Account-default
Insights & reports	Customer acquisition	Bid equally for new and existing customers
Ad groups	Marketing Objective	No marketing objective selected
Ads & assets	Campaign status	Enabled
Keywords	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 [?](#) [X](#)
Dallas-Ft. Worth TX, Texas, United States Nielsen® DMA® regions 19,200,000 [X](#)
Richmond, Virginia, United States city 833,000 [X](#)

Enter a location to target or exclude [Advanced search](#)
For example, a country, city, region, or postal code

[Location options](#)

Change history

Show less

Locations

Ad schedule

Advanced bid adj.

Drafts

Experiments

Google Ads

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

All time Mar 26

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

Best Lightweight Jackets

Inactive Needs attention

\$0.00 Spend all time

Impressions Clicks Calls Conversions

0 0 0 0

How often your ads were shown Actions on your ads Calls to your business Actions on your website from ads

View performance details

Recommendations

0 of 1 complete

Help your campaign perform to its full potential.

Set up conversion tracking

Get a clear picture of ad performance

Feedback Change view

Search terms report & keyword themes

Ad text, images & landing page

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

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



Map data ©2024 Google Terms

Edit

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

☰ ← Google Ads

View (2 filters) All campaigns

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

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

Ad text, images & landing page

Ad text Images Landing page Business info

Highlight what you offer and what makes your business unique. Reach more people by writing high-performing ad text. [Learn more about writing an effective ad for Smart campaigns](#)

We'll test different headline and description combinations to help get more clicks. [Learn more](#) [Got it](#)

Ad 1

Ad · www.scheels.com

Best Lightweight Jackets | Scheels Jackets 10% off | Scheels Easter...

Take Your Look Or Skill To The Next Level With Our Range Of Sporting Products. Helping You To Achieve Your Athletic &...

Edit ad

Creating a new ad should have a specific purpose. Try modifying an existing ad to improve overall campaign performance. [Learn more about text ads in Smart campaigns](#)

+ Create new ad



≡ ← 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

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

This screenshot shows the Google Ads Keyword Themes report. On the left, there's a navigation sidebar with campaign filters and a list of campaigns: 'Best Lightweight Jackets', 'Search-1' (selected), 'Ad group 1', 'Ad group 2', 'Video Efficient reach - 2024-03-26', and another 'Video Efficient reach - 2024-03-26'. The main content area has tabs for 'Search terms report', 'Keyword themes' (which is selected and highlighted in blue), and 'Negative keyword themes'. Below the tabs, a message states: 'Your ads show when people search for your keyword themes and related phrases.' followed by a link to learn more. A list of search terms and keyword themes is displayed in a grid of circles: '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', and 'lightweight jacket'. At the bottom is a blue 'Edit' button.

Google Ads | All campaigns > Video Efficient reach - 2024-03-26

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

Enabled Status: All ads under review Type: Video Budget: \$5.00 (total) Start and end date: Mar 26, 2024 - Apr 30, 2024 More details

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

Overview Settings Languages English

Recommendations Locations United States (country)

Insights & reports Bid strategy Target CPM

Ad groups Related videos Add videos related to your video ads to help increase engagement

Ads & assets Videos Audiences Content Settings Goals Using account goal settings

Additional settings Devices All eligible devices (computers, mobile, tablet, and TV screens)

Frequency capping Limit how many times that ads in this campaign can show to the same user

Cap impression frequency Limit how many times that ads in this campaign can show to the same user

Impressions cap Frequency 3 per day

Add impression cap

Cap view frequency Limit how many times that ads in this campaign can get a view or interaction from the same user

Views cap Frequency 2 per day

Feedback Change view Get the Google Ads mobile app

The screenshot shows the Google Ads interface for a campaign named "Video Efficient reach - 2024-03-26". The left sidebar lists various campaign components like "Best Lightweight Jackets" and "Search-1". The main content area displays general campaign settings such as language (English), location (United States), and bid strategy (Target CPM). A prominent feature is the "Frequency capping" section, which allows setting limits on how many times an ad can be shown to a user. Two specific caps are configured: "Cap impression frequency" at 3 impressions per day and "Cap view frequency" at 2 views per day. Both caps are currently active, indicated by checked checkboxes. A red arrow points to the "Settings" tab in the sidebar, and another red arrow points to the "Frequency capping" section in the main content area.

Google Ads | Video Efficient reach - 20

Your account isn't active.

View (2 filters) All campaigns

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

Overview

Recommendations

Insights & reports

Ad groups

Ads & assets

Videos

Audiences

Content

Settings

Change history

Show less

Locations

Ad schedule

Advanced bid adj.

Experiments

Edit audience segments

Ad group: Video Efficient reach - 2024-03-26 > Video Efficient reach - 2024-03-26

Select audience segments to add to your ad group. You can create new segments in Audience Manager.

Search Browse

Try "boots"

2 selected

Affinity

News & Politics > Avid News Readers
Men's Media Fans ×

In-market

Apparel & Accessories
Men's Apparel ×

Show: Recent and ideas

Select all (26)

Men's Media Fans ⓘ

Women's Apparel
Based on your website

Dress Shoes
Based on your website

Women's Media Fans
Based on your website

Back-to-School Apparel & Accessories

Audience expansion

Reach more people who are similar to your selected audiences. [Learn more](#)

The screenshot shows the Google Ads interface for managing audience segments. On the left, there's a sidebar with campaign and ad group navigation. The main area is titled 'Edit audience segments' and shows an 'Ad group: Video Efficient reach - 2024-03-26 > Video Efficient reach - 2024-03-26'. It prompts the user to 'Select audience segments to add to your ad group' and mentions 'Audience Manager'. Below this, there are tabs for 'Search' and 'Browse', with a search bar containing 'Try "boots"'. A summary says '2 selected'. A red box highlights the 'Selected' section, which lists two affinity segments: 'News & Politics > Avid News Readers Men's Media Fans' and 'Apparel & Accessories Men's Apparel', each with a delete icon. Other segments like 'Women's Apparel' and 'Dress Shoes' are shown but not selected. There's also a 'Show: Recent and ideas' section with a 'Select all (26)' button and a checkbox for 'Men's Media Fans'. The bottom section is titled 'Audience expansion' with a checked checkbox for reaching similar audiences.

Google Ads | All campaigns > Video Efficient reach - 2024-03-26

Your account isn't active.

View all 3 campaigns in this view

Enabled Status: All ads updated

Best Lightweight Jackets

Search-1

Ad group 1

Ad group 2

Video Efficient reach - 2024-03-26

Video Efficient reach - 2024-03-26

View (2 filters) All campaigns

Overview Recommendations Insights & reports Ad groups Ads & assets Videos Audiences Content Settings Change history Show less

Edit demographics

Ad group: Video Efficient reach - 2024-03-26 > Video Efficient reach - 2024-03-26

Gender	Age	Parental status	Household income
<input type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ⓘ		<input type="checkbox"/> Unknown ⓘ

⚠ Note: Household income targeting is only available in select countries. [Learn more](#)

Google Ads | All campaigns > Video Efficient reach - 2024-03-26

View (2 filters) All campaigns

All 3 campaigns in this view

Enabled Status: Pending

Best Lightweight Jackets

Search-1

Ad group 1

Ad group 2

Video Efficient reach - 2024-03-26

Video Efficient reach - 2024-03-26

Content

Overview

Recommendations

Insights & reports

Ads & assets

Videos

Audience

Topics

Choose topics to show ads on content related to a certain subject.

3 selected

Clear all

Shopping > Apparel
Men's Clothing

Shopping > Apparel
Outerwear

Beauty & Fitness
Fashion & Style

Search

Browse

Search by word or phrase

Placements

Keywords

lightweight jackets, light weight jacket, mens light jacket, mens lightweight jacket, lightweight coat mens, ... (and 1 more)

X Edit content

Select the content you want to target

Your ads can show on content that matches any of the following

The screenshot shows the 'Edit content' dialog box from Google Ads. On the left, the main interface shows a sidebar with campaign navigation and a central content editor. The 'Content' tab is selected. In the 'Topics' section, a list of three selected topics is shown: 'Men's Clothing', 'Outerwear', and 'Fashion & Style'. These items are highlighted with a red rectangular box. Below this, there are tabs for 'Search' and 'Browse', and a search bar. Further down, sections for 'Placements' and 'Keywords' are visible. The top of the dialog has a close button ('X') and a title ('Edit content'). A header above the dialog reads 'Select the content you want to target' and 'Your ads can show on content that matches any of the following'.

Google Ads | All campaigns > Video Efficient reach - 2024-03-26 > Video Efficient reach - 2024-03-26

Your account isn't active - Your ads aren't running because your account has been canceled. [Hide](#)

View (2 filters) [All campaigns](#)

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](#) (selected)

Enabled Status: Pending Type: Responsive video ad Start and end date: Mar 26, 2024 - Apr 30, 2024 Target CPM: \$1.00 [More details](#)

All time [Mar 26 – 27, 2024](#)

Overview Content [Content](#) [Recommendations](#) [Insights & reports](#) [Ads & assets](#) [Videos](#) [Audience](#) [Content](#) [Settings](#) [Change history](#) [Experiments](#)

Type: Keyword Add filter

	Type	Status	↓ Impr.	Views	View rate	Avg. CPM	Cost	Conv. rate	Conversions
<input type="checkbox"/> Content	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
<input type="checkbox"/> lightweight jackets	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
<input type="checkbox"/> light weight jacket	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
<input type="checkbox"/> mens light jacket	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
<input type="checkbox"/> mens lightweight jacket	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
<input type="checkbox"/> lightweight coat mens	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
<input type="checkbox"/> jacket lightweight men's	Keyword	Eligible	0	0	—	—	\$0.00	0.00%	0.00
Total: Keywords ?			0	0	—	—	\$0.00	0.00%	0.00
Total: Expansion and optimized targeting			0	0	—	—	\$0.00	0.00%	0.00
Total: Ad group ?			0	0	—	—	\$0.00	0.00%	0.00

[Clear filters](#)

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

The screenshot shows the Google Ads interface with the 'All campaigns' view selected. The left sidebar includes sections for Overview, Recommendations, Insights & reports, Campaigns, Ad groups (which is the active tab), Ads & assets, Videos, Keywords, Audiences, and Content. The main content area displays a table titled 'Ad groups' with columns for Ad group name, Campaign, Status, Default max. CPC, Target CPM, Ad group type, Avg. CPM, Impr., Interact., Interaction rate, Avg. cost, Cost, Clicks, Conv. rate, Conversion, and Avg. The table lists three entries: 'Ad group 1' (Paused, Standard, \$0.00), 'Ad group 2' (Paused, Standard, \$0.00), and 'Video Efficient reach - 2024-03-26' (Pending, Responsive video ad, \$1.00). Red circles with numbers 1, 2, and 3 highlight these three entries respectively.

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

Google Ads | All campaigns

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

Filters Campaign status: All Ad group status: Enabled, Paused Add filter

Overview	Ads
Recommendations	
Insights & reports	
Campaigns	
Ad groups	
Ads & assets	
Ads	Ads
Assets	
Videos	
Keywords	
Audiences	
Content	
Settings	
Change history	
Show less	
Locations	

1 Ad {KeyWord:Men's Lightweight Jackets} | Mens Light Jacket | Lightweight Coat Mens +11... www.scheels.com/lightweight/jacket Interior zippered pocket, Zippered exterior pocket, 2 large, zippered hand pockets. Lining... [View assets details](#)

2 Ad #1 Buy now Mens Jacket Styles Scheels Fashionabl... Visit SCHEELS.com... [View asset details](#)

3 {LOCATION(City):Mens Rain Jackets} | Mens Rain Jacket | Rain Coat Mens +11 more www.scheels.com/rain/jacket Engineered to outlast any other rain jacket thanks to its durable and waterproof design.... [View assets details](#)

Total: Ads in your current view [?](#)

Total: Account [?](#)

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

Filters Campaign status: All Ad group status: Enabled, Paused Add filter

Ads

Ad status: All Add filter

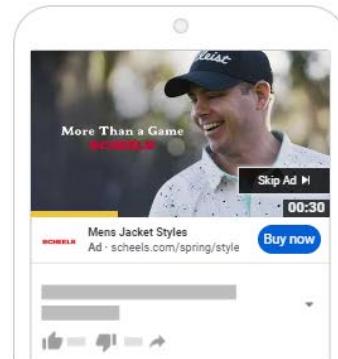
Ad	Campaign
{KeyWord}Men's Lightweight Jackets Mens Light Jacket Lightweight Coat Mens +11... www.scheels.com/lightweight/jacket Interior zippered pocket, Zippered exterior pocket, 2 large, zippered hand pockets. Lining...	Search-1
Ad #1  Buy now Mens Jacket Styles Scheels Fashionabl... Visit SCHEELS.com... View asset details 00:30	Video Efficient reach - 2024-03-26
{LOCATION(City).Men's Rain Jackets} Mens Rain Jacket Rain Coat Mens +11 more www.scheels.com/rain/jacket Engineered to outlast any other rain jacket thanks to its durable and waterproof design...	Search-1
Total: Ads in your current view ⑦	
Total: Account ⑦	

Preview ad

YouTube Google video partners

All formats ▾ < > ▶ 📱 📲 📷

Example of your skippable in-stream ad on YouTube



Preview ad on YouTube 

Copy link 

To preview your ad on YouTube mobile, copy the link and share it to a mobile device.

d. Keywords tab- show all the keywords used.

ads.google.com/aw/keywords?ocid=6516279992&workspaceId=0&ascid=6516279992&euid=11353490208_u=2602417980&uscid=6516279992&_c=3223273208&authuser=0&subid=us-en-ha-awa-bk-c-000%21o3~CjwKCAjh4-wBhB... 199-319-8248 rahul7.utd@gmail.com

Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Final URL	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Clicks	Conv. rate	Conversations
lightweight jackets	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
light weight jacket	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
mens summer jacket	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
mens light jacket	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
mens lightweight jacket	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
lightweight coat mens	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
jacket lightweight mens	Broad match	Search-1	Ad group 1	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
"rain jackets"	Phrase match	Search-1	Ad group 2	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
"boys rain jacket"	Phrase match	Search-1	Ad group 2	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
"rain jacket men"	Phrase match	Search-1	Ad group 2	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
[waterproof jacket]	Exact match	Search-1	Ad group 2	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
[mens waterproof jacket]	Exact match	Search-1	Ad group 2	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0
[rainproof jacket]	Exact match	Search-1	Ad group 2	Not eligible Ad group paused	—	—	—	0	0	—	—	\$0.00	0	0.00%	0

e. Negative keywords: make sure all your negative keywords are shown and if campaign vs adgroups-minimum of 6 negative keywords

The screenshot shows the Google Ads interface with the title "All campaigns". A red banner at the top states: ">Your account isn't active - Your ads aren't running because your account has been canceled.

The left sidebar navigation includes: Overview, Recommendations, Insights & reports, Campaigns (selected), Ad groups, Ads & assets, Videos, Keywords (selected), Search keywords, Negative keywords (selected), Audiences, and Content.

The main content area is titled "Negative keywords". It features a table with the following data:

	Added to	Level
<input type="checkbox"/> Negative keyword ↑		
<input type="checkbox"/> girls	Search-1	Campaign
<input type="checkbox"/> Heavy	Search-1	Campaign
<input type="checkbox"/> Packable	Search-1	Campaign
<input type="checkbox"/> Puffer	Search-1	Campaign
<input type="checkbox"/> Used	Search-1	Campaign
<input type="checkbox"/> Vest	Search-1	Campaign
<input type="checkbox"/> Womens	Search-1	Campaign

- 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

Google Ads | All campaigns

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

Filters Campaign status: All Ad group status: Enabled, Paused Add filter

Overview Assets Recommendations Insights & reports Campaigns Ad groups Ads & assets Ads Assets Videos Keywords Audiences Content Settings Change history Show less Locations Ad schedule Advanced bid adj.

All time Mar 26 – 27, 2024

Table view Campaign type Associations All

All Business name Business logo Sitelink Headline Description Callout Structured snippet Call Lead form Location Price App Prof.

+ Asset Asset status: All but removed Asset type: All Add filter Segment Col

Asset Asset type Level Status Source Avg. CPM Impr. Interactions Interaction rate Avg. cost

Search-1

<input type="checkbox"/> ● Easter - 15% off Jackets on Sale On orders over \$50	Promotion	Campaign	Eligible	Advertiser	—	0	0	—	
<input type="checkbox"/> ● Free Delivery	Callout	Campaign	Eligible	Advertiser	—	0	0	—	
<input type="checkbox"/> ● Moneyback Guarantee	Callout	Campaign	Eligible	Advertiser	—	0	0	—	
<input type="checkbox"/> ● Authorized Dealer	Callout	Campaign	Eligible	Advertiser	—	0	0	—	
<input type="checkbox"/> ● Golf Gear & Equipment Performance fabrics clothing Improve your golf swing	Sitelink	Campaign	Eligible	Advertiser	—	0	0	—	
<input type="checkbox"/> ● Nike Collection Elevate your style with Nike Throwback design Nike shoes	Sitelink	Campaign	Eligible	Advertiser	—	0	0	—	

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

Ad creative 2 recommendations
Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

*** Media**  18 Placements

 Feeds, In-stream ads for videos and reels, Search results 12 Placements (12 customized)

 Stories and Reels, Apps and sites 5 Placements (5 customized)

 Facebook Search results Customized

Add music
On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added. [Select music](#)

Primary text

The Men's KUHL Burr Jacket offers both warmth and style.

Suggested text variations

Add these variations of your primary text to help improve ad performance. Meta will show the option that's likely to perform best for each placement.

Experience the ultimate blend of style and functionality with our Men's KUHL Burr Jacket.

Enjoy both warmth and fashion, lined with microfleece for added comfort, while the durable cotton canvas

Ad preview Destination preview Preview on

18 placements  Share 

Facebook Feeds

 Test Page Sponsored   
The Men's KUHL Burr Jacket offers both warmth and style. This casual men's jacket is lined with microfleece, while the ...See more

In-stream ads for videos and reels

Search results



Apps and sites



Ad rendering and interaction may vary based on device, format and other factors. 

The screenshot shows the Bing Ads interface for creating a new audience. On the left, there are tabs for 'Create new audience' (selected) and 'Use saved audience'. Below this, there's a search bar for 'Custom audiences' and a dropdown for 'Create new'. A sidebar on the left lists targeting options: 'Locations' (United States), 'Age' (18-45), 'Gender' (All genders), and 'Detailed targeting' (Include people who match). A dropdown menu under 'Demographics > Education > Education level' lists categories like 'College grad', 'Doctorate degree', 'In college', and 'Some college'. Another dropdown under 'Demographics > Financial > Income' shows 'Household income: top 25%-50% of ZIP codes (US)'. At the bottom are buttons for 'Add exclusions' and 'Narrow Audience'.

Audience definition

Audience definition is unavailable.

Specific Broad

Estimated audience size: Unavailable ⓘ
Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach ⓘ
321 - 863

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

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

https://www.bing.com/webmaster/tools/mobile-friendliness

Microsoft Bing

ALL COPILOT WORK IMAGES VIDEOS MAPS NEWS SHOPPING FLIGHTS WEBMASTER MORE

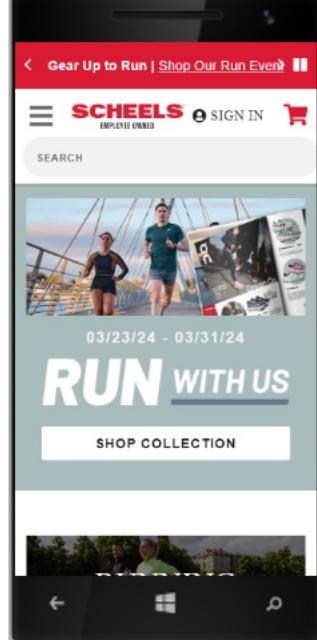
Mobile Friendliness Test Tool ⓘ

https://www.scheels.com ANALYZE

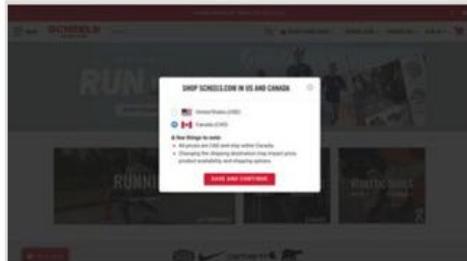
This page is mobile friendly

- ✓ Viewport configured correctly
- ✓ Page content fits device width
- ✓ Text on the page is readable
- ✓ Links and tap targets are sufficiently large and touch-friendly
- ! Some resources on the page are blocked by robots.txt configuration ▾

Making pages mobile-friendly increases user engagement on mobile devices. It can also help you rank better in Bing search results on mobile devices. [Learn More](#)



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



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 ?

D	Performance ?	Structure ?
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 ?

The speed visualization shows a timeline of 8 frames. Labels below the frames indicate performance metrics:

- Frame 1: TTFB: 436ms
- Frame 2: Redirect: 0ms, Connect: 33ms
- Frame 3: Largest Contentful Paint: 2.8s
- Frame 4: Onload Time: 4.1s
- Frame 5: Time to Interactive: 5.2s
- Frame 6: Total Blocking Time: 524ms
- Frame 7: Cumulative Layout Shift: 0
- Frame 8: 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

19

Maximum Child Elements

Back All NCAA Air Force Falcons Akron Zips Alabama Crimson Tide Appalac...
<ul class="is-hidden-menu">

176

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](#)

Med

Use explicit width and height on image elements CLS

37 images found



Med

Reduce JavaScript execution time TBT

3.4s spent executing JavaScript



Med-Low

Serve static assets with an efficient cache policy

Potential savings of 365KB



Med-Low

Avoid long main-thread tasks TBT

15 long tasks found



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

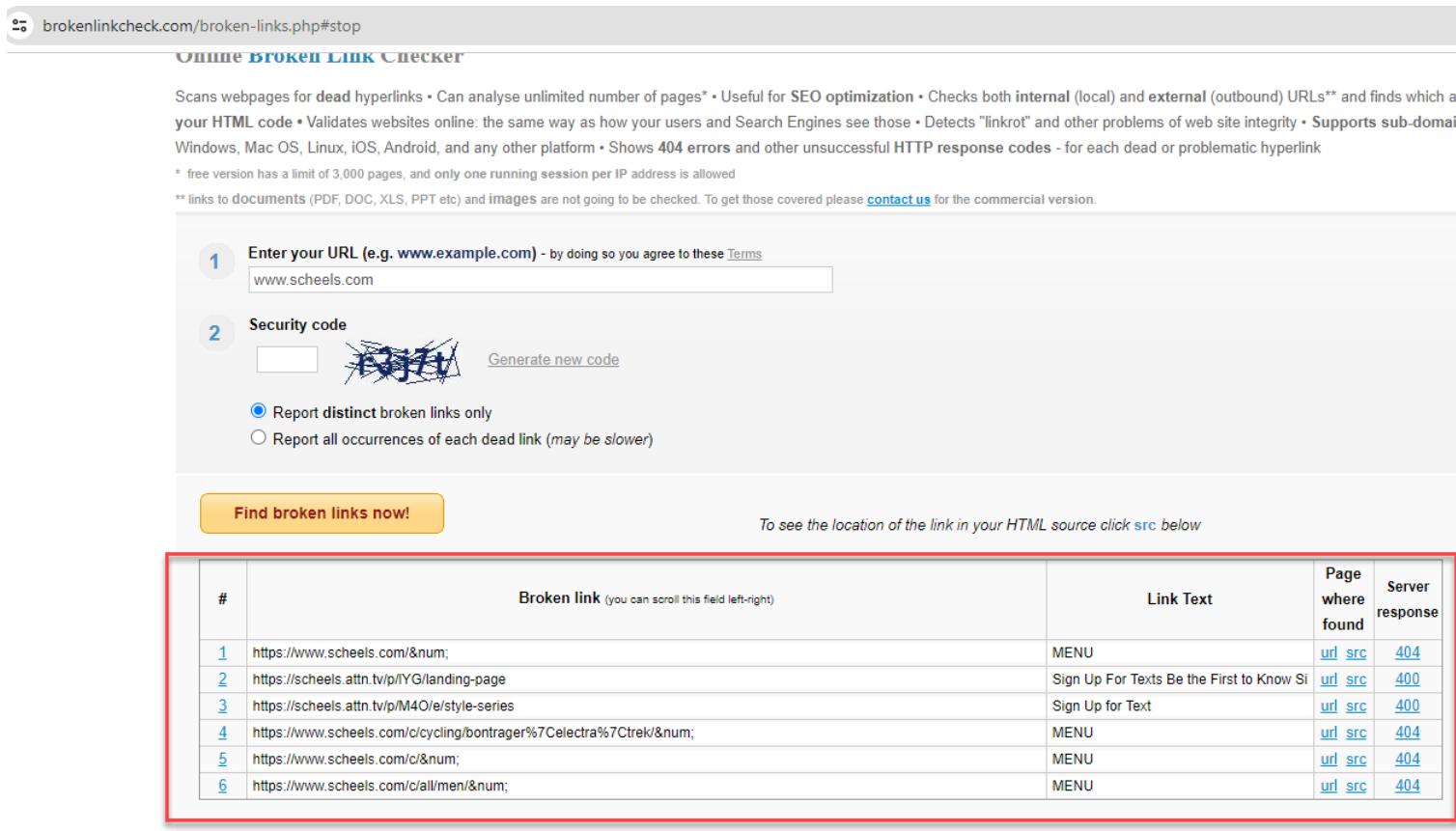
Redirect from index pages (.html and .php) configured incorrectly

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



The screenshot shows the homepage of the "Online BROKEN LINK checker". The page describes the tool's purpose: scanning webpages for dead hyperlinks, supporting SEO optimization, and checking both internal and external URLs across various platforms. It also mentions detecting linkrot and supports sub-domains.

Two steps are outlined:

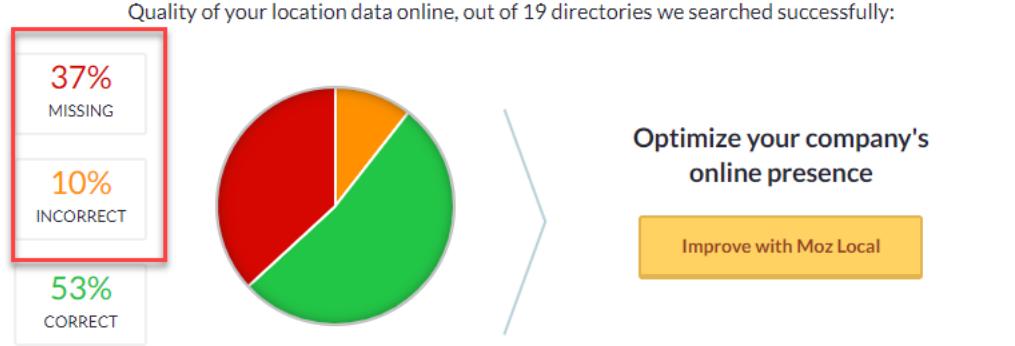
- 1 Enter your URL (e.g. www.example.com) - by doing so you agree to these [Terms](#). The URL www.scheels.com is entered.
- 2 Security code: A CAPTCHA code "E237V" is displayed next to a "Generate new code" button.

Options for reporting broken links are provided:
 Report distinct broken links only
 Report all occurrences of each dead link (may be slower)

A large orange button at the bottom left says "Find broken links now!". Below it, a note says "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/YG/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/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

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



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	<div style="border: 2px solid red; padding: 2px; text-align: center;">Listing not found</div>		
Bing	Scheels 4450 Destination Drive, The Colony +1 469-854-7500	✓	<div style="border: 2px solid red; padding: 2px; text-align: center;">✗</div>

 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&ut...
 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...
 Global	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

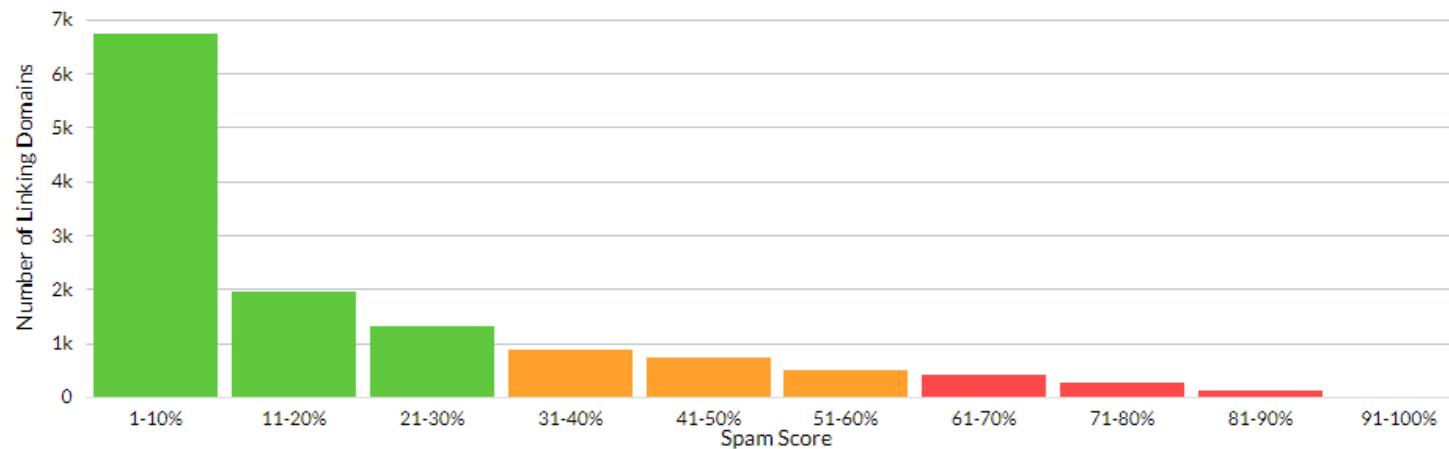
Reduce your risk by discovering potentially damaging links.

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:			
1-30%	77.0%		
31-60%	16.4%		
61-100%	6.6%		



<input type="checkbox"/> URL	Spam Score <small>i</small>	DA <small>i</small>	Date Crawled
<input type="checkbox"/> The top million most visited websites, showing the ones you have visited, Jonas Lund, 2011 www.wwwwwwwwwwww.net/index.php?page=193	99%	15	02/19/2024
<input type="checkbox"/> www.cancer-symptoms.info/unique-golf-club-head-covers/	97%	5	06/10/2023
<input type="checkbox"/> enver.8842958.com/avalanche-hockey-jersey/	97%	3	07/11/2022
<input type="checkbox"/> 57883.net - Alexa website ranking for Thursday, Page 173 www.57883.net/link/Alexa_173.html	96%	35	01/09/2024
<input type="checkbox"/> Scheels Sale Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+sale	96%	7	01/10/2022
<input type="checkbox"/> Scheels Ad Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+ad	96%	7	01/10/2022
<input type="checkbox"/> Scheels Ad Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+ad	96%	7	01/10/2022
<input type="checkbox"/> Scheels All Sports Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+all+sports+coupon	96%	7	12/12/2021
<input type="checkbox"/> Scheels All Sports Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/scheels+all+sports+coupon	96%	7	12/12/2021
<input type="checkbox"/> www.100k.pw/domain-list-16	96%	5	02/26/2024
<input type="checkbox"/> www.100k.pw/domain-list-280	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: **MEN'S LIGHTWEIGHT JACKETS** in the colony
- ii) Show a cropped screenshot of the category/subcategory or product detail page with its PA and DA. No comments needed

The screenshot shows the Moz toolbar integrated into a web browser. The URL in the address bar is `scheels.com/c/lightweight-jackets/men?prefn1=Shop_Number&prefv1=40%7C52%7C94%7C39`. Below the URL, the Moz toolbar displays several metrics: PA: 39, 133 links, DA: 56, and a Spam Score of 6%. The URL and the metrics section are both highlighted with red boxes.

- 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: [colonel](#) | Show results with: [colonel](#)

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

Inbound Links

Evaluate the influence of a site based on the scope of its link profile.

Track in a Campaign

0 of 10 queries available until 04/26

Domain Authority ⁱ	Page Authority ⁱ	Linking Domains ⁱ	Inbound Links ⁱ
56	58	15.1k	Total 1.6m Followed 1.5m

Link Source: Link type: follow nofollow redirect no redirect canonical not canonical via redirect not via redirect

Link State: for feeds and proxy sitesⁱ to one link per domainⁱ Limit Results:

1 - 50 Inbound Links

URL	Text ⁱ	PA ⁱ	DA ⁱ	Linking Domains ⁱ	Spam Score ⁱ	More Info
<input type="checkbox"/> apps.apple.com/ ...eels/i...	"user's privacy policy"	65	99	39	6%	<input type="button"/>
<input type="checkbox"/> apps.apple.com/ ...eels/i...	"sport"	65	99	39	6%	<input type="button"/>
<input type="checkbox"/> Top 10 nike workout ideas ...	"saved from scheels.com"	63	94	19	7%	<input type="button"/>
<input type="checkbox"/> Top 10 running shorts ideas and inspir...	"saved from scheels.com"	63	94	18	7%	<input type="button"/>
<input type="checkbox"/> Top 10 nike shorts outfit ideas and inspir...	"saved from scheels.com"	62	94	11	7%	<input type="button"/>
<input type="checkbox"/> Top 10 nike shorts outfit ideas and inspir...	"saved from scheels.com"	62	94	11	7%	<input type="button"/>
<input type="checkbox"/> Trendy Nike Clothes for Sporty Style	"saved from scheels.com"	62	94	12	7%	<input type="button"/>
<input type="checkbox"/> www.reddit.com/ ...e_americans_lived/	"sporting goods store"	62	92	17	3%	<input type="button"/>
<input type="checkbox"/> www.reddit.com/ ...e_americans_lived/	"sporting goods store"	62	92	17	3%	<input type="button"/>

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)

Compare Link Profiles

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

[Track in a Campaign](#)[Analyze](#)

6 of 10 queries available until 04/28

 [X](#)**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

	Discovered	Lost		
Display:				
<input type="radio"/> Discovered	<input checked="" type="radio"/> Lost			
 Export CSV				
1 - 10 Linking Domains		+ Add to Link Tracking List		
<input type="checkbox"/> Domain	Date Lost 	DA 	Spam Score 	Top Link Lost
<input type="checkbox"/> cool-tv.tv 	03/25/2024	17	47%	
<input type="checkbox"/> peppersprayvictims.org 	03/25/2024	12	12%	
<input type="checkbox"/> businessisblooming.com.au 	03/25/2024	1	--	
<input type="checkbox"/> kingdomechos.com 	03/25/2024	17	5%	
<input type="checkbox"/> watersidehouses.com 	03/25/2024	1	15%	
<input type="checkbox"/> dulichenvangvn 	03/25/2024	14	7%	
<input type="checkbox"/> theharbingerllc.com 	03/25/2024	11	60%	
<input type="checkbox"/> unipo.sk 	03/25/2024	42	--	
<input type="checkbox"/> sportlotteriet.se 	03/25/2024	15	2%	
<input type="checkbox"/> brickicon.com 	03/25/2024	7	6%	

Low DA, high spam score.
Good to loose this.

- 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**

root domain ▾ https://www.cabelas.com/ Analyze

5 of 10 queries available until 04/28

Domain Authority	Page Authority	Linking Domains	Inbound Links
69	67	44.6k	Total 4.8m Followed 4.4m

Link Source: enter a domain... Link Type: 2 selected Link State: active Limit Results: for feeds and proxy sites to one link per domain Export CSV Add to Link Tracking List

URL	Text	PA	DA	Linking Domains	Spam Score	More Info
The 6 Best Camping Tents	"	69	95	412	1%	<input type="button"/>
How Banks Could Control	"weapon catalog"	69	95	506	1%	<input type="button"/>
Capitol Riot Weapons Include Bear Sprays	"according to a product desc..."	67	93	634	5%	<input type="button"/>
www.buzzfeed.com/...orderline-genius	"cabelas.com"	65	93	508	1%	<input type="button"/>
www.reddit.com/..._survival_pdf_links/	"cabela's"	64	92	52	3%	<input type="button"/>
www.reddit.com/...oks_at_my_local_er/	"I own that exact lure"	64	92	29	3%	<input type="button"/>
Cabela's on the App Store	"app support"	64	99	38	6%	<input type="button"/>
Cabela's on the App Store	"developer's privacy policy"	64	99	38	6%	<input type="button"/>
Here Are 7 Animals Hunters Kill Using a...	"customizable features"	63	94	214	1%	<input type="button"/>
Gun Used in Florida School Shooting: 4 ...	"sights"	63	94	164	1%	<input type="button"/>

- 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.