

## Digital Marketing HW Assignment MKT 6321

Prof. Alexander Edsel

### Grading criteria:

1. I will look to make sure you followed the criteria requested, showed screenshots, AND made a significant level of effort. I will especially look at the campaign and ad group structure, keywords (number & match type), and the quality of the written ads and use of a call to action.
2. If you did not complete a task or it was very poorly done you will not get any points for that deliverable
3. If the task was not done correctly, the range of point deduction may vary from 10% to 80% off the total points for that deliverable.

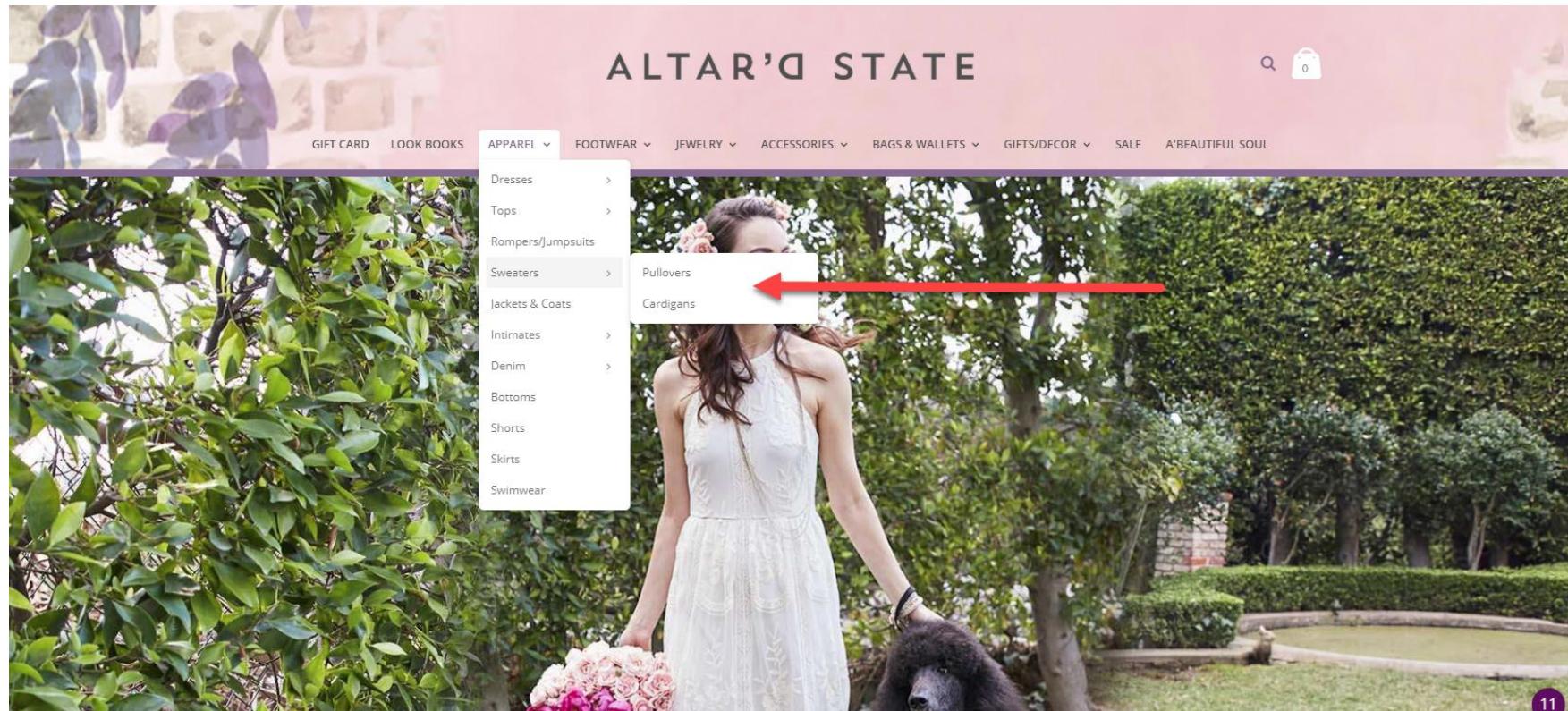
### Requirements for this Homework:

1. This is an individual assignment; no two assignments should be on the same different websites! Please do not check with me, odds are with millions of websites you won't pick the same and if that should happen, none of the Ad Groups, keywords or ads should be the same.
2. Pick a website that meets the following criteria-25 point deduction and you will have to resubmit the assignment if you do NOT follow these requirements:
  - The company MUST sell products online, be in English, and located in the United States so the Moz local tool can be used. To avoid extra work, find an e-commerce site that also has a physical store/address.**
  - The website must allow pages to be scanned by tools used in the SEO section; here is a quick test: enter the website here: <https://www.bing.com/webmaster/tools/mobile-friendliness> if it says blocked or it cannot scan, then pick another website.**
  - You do not need to ask any company for permission as you are not actually running any paid ads.
  - Do NOT pick large companies like Amazon, Best Buy, etc. If it has more than 10 locations it is best NOT to use for this assignment. The reason is that it may (not always) be harder to find problems with either UX or SEO with major websites managed by professional digital marketers/agencies. If you still want to pick a large company, go ahead, please use your best judgment, and do NOT ask me if your website has 20 products and 2 categories. You **should be able to figure this out. I don't care if they have retail stores, just as long as a website**
  - The website must have at least 2 different categories and over 20 products; pages must be specific to a category; for example, a well-designed website doesn't lump together, say, couches and beds or sweaters and shoes on the same page.
  - You CANNOT pick the company I used in the video tutorial
  - Do not pick from any Google Ads restricted category (e.g., drugs, gambling, sex, guns, etc. ) see listing <https://support.google.com/adwords/policy/answer/6008942?hl=en>
  - Everything must be typed, I will NOT accept any papers with handwritten comments
  - Save as a PDF before uploading to the elearning assignment link so the file size is smaller; it must all be in one document;** do NOT upload 10-15 different files.
  - Make sure when trying to print that you disable your pop-up blocker ads image ads will show up as a pop up**
  - You will need to do screenshots; if you do not know how, do a Google search and specify your device, Mac, windows, etc. Also, learn to crop if you do not know how.** Snagit is an optional but useful tool for taking screenshots and adding comments, [see free trial](#)

- I recommend you use a word document and do it in landscape layout so screenshots are easy to read if I cannot read a screenshot easily, ( will not use a magnifying glass) points will be deducted
- You must perform ALL the tasks and provide printouts of all as shown at the end of the video tutorial for this homework assignment–printouts and screenshots requested **must be legible- -if too small or blurry to read, it will be considered incorrect.**
- Use the word template provided to copy and paste the screenshot and enter type in comments.

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: for example <http://www.altardstate.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 Google Ads campaign/ad groups- make sure the screenshot shows the category page and subcategories.



CATEGORY

- Look Books (18)
- Apparel (22)
- Jewelry (10)
- Shop by "State" of Mind (27)

PRICE

from  to  **FILTER**

SIZE

- 0 (2)
- N/A (2)
- N/A (8)
- XS (8)
- 1 (2)
- 2 (4)

## Search results for 'Cardigan sweater'

Sort By: **Relevance** Show:  Showing 1 to 20 of 32 total

1 2



Altar'd State Marsing Spring Top

★★★★★

Price From: \$79.95

Add to Cart



Altar'd State Hamer Striped Cardigan

★★★★★

Price From: \$59.95

Add to Cart



Altar'd State Eunice Dress

★★★★★

Price From: \$69.95

Add to Cart



Altar'd State Chama Top  
More colors available

★★★★★

Price From: \$59.95

Add to Cart

## 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" (yes it can be UX but more of an SEO problem). 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.

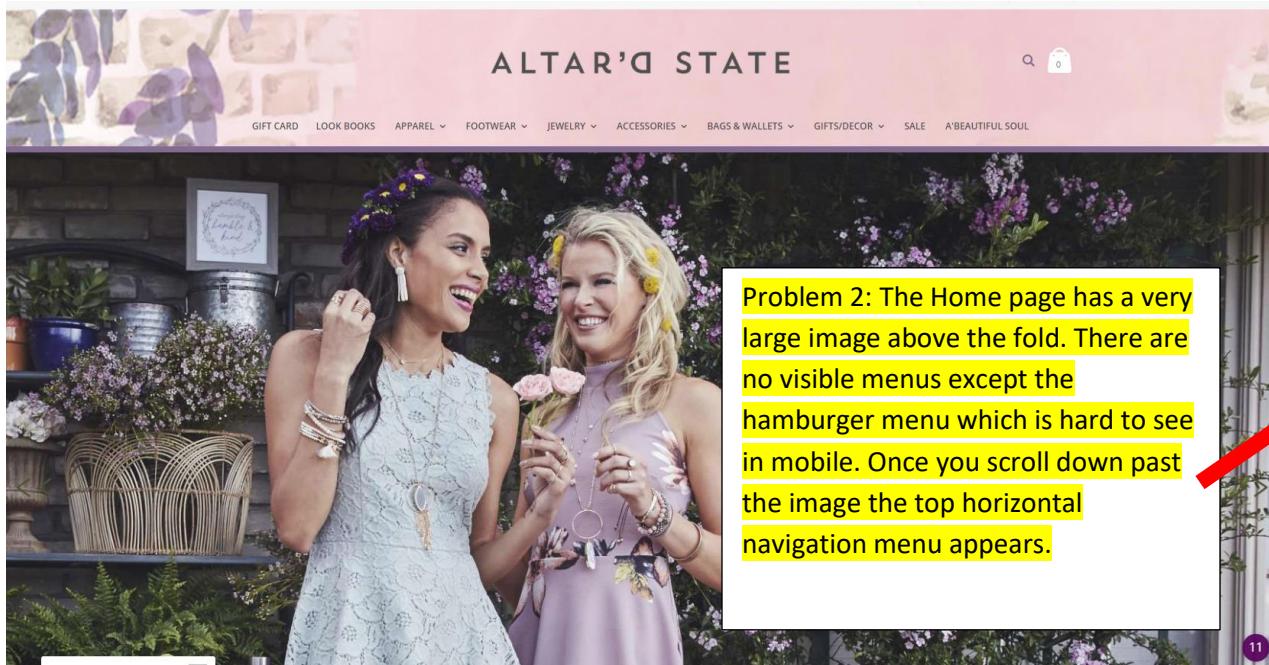
The screenshot shows the Altar'd State website's search results for the keyword "wedges". A red arrow points from a yellow-highlighted text box on the left to the search bar at the top of the results page. The text box contains the following comment:

**Problem #1**  
When you enter in search box the keyword "Wedges", a type of footwear, the results page pulls up images of dresses, sweaters, etc. but NOT of wedges—very poor internal search.

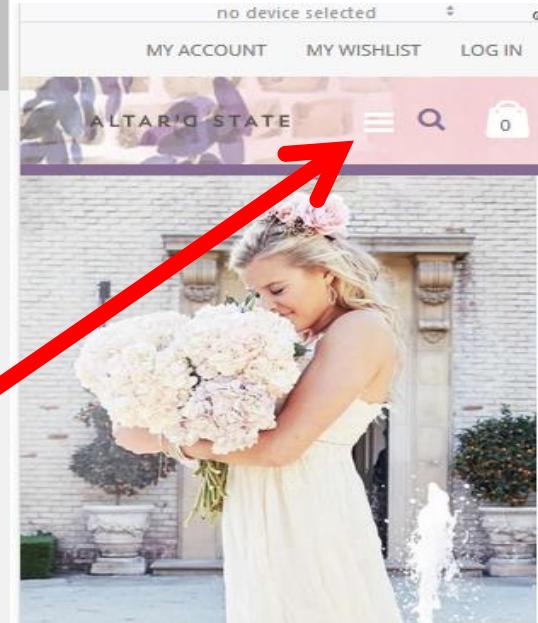
The search results page displays four items:

- Altar'd State Alvarado Dress: Price From: \$79.95
- Altar'd State Burien Dress: Price From: \$29.88
- Altar'd State Chaska Top: Price From: \$44.99
- Altar'd State Clairton Dress: Price From: \$59.95

Each item has an "Add to Cart" button. The page also includes filters for price (from \$14.95 to \$79.95) and size (N/A, XS, S), and a message input field.



Problem 2: The Home page has a very large image above the fold. There are no visible menus except the hamburger menu which is hard to see in mobile. Once you scroll down past the image the top horizontal navigation menu appears.



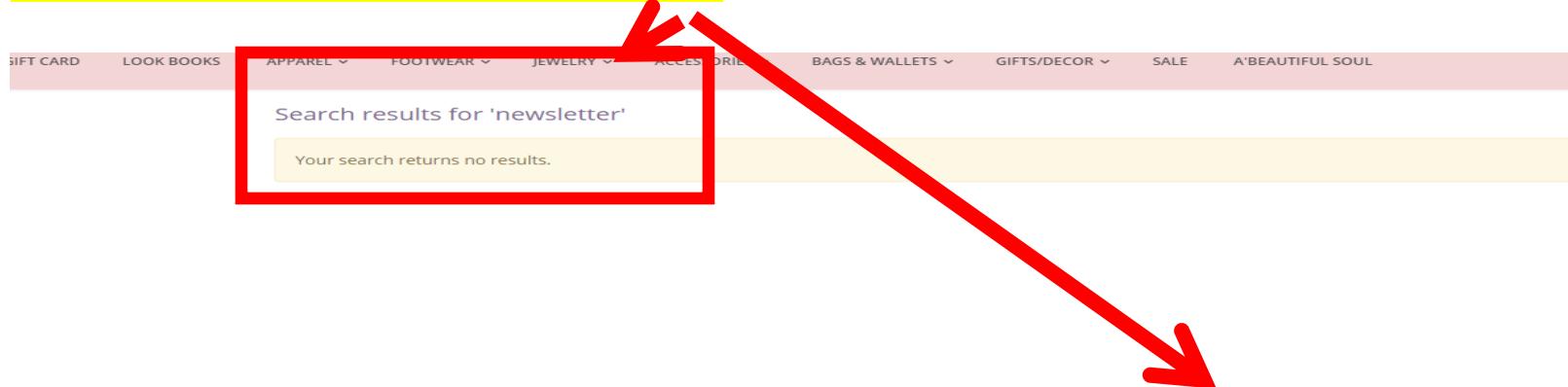


Problem 3:

When you click on Look Book, it takes you to what appears to be a placeholder with no content but if you click on it, it does have content

A screenshot of the Altar'd State website showing a 'Look Book' section. A large red rectangular box highlights the 'Look Book' link in the navigation menu. A large black arrow points from the text above to this red box. To the right, there is a placeholder image for the 'Look Book' featuring a yellow fruit and the text 'SRING 2017 COMING SOON!'

Problem 4: When I use the websites internal search for the keyword “newsletter”, no newsletter pages are found however as shown below they actually do have a newsletter



#### My Account

- ▶ Login/Create Account
- ▶ My Wishlist
- ▶ Order history
- ▶ Request Return Label

#### Contact Information

- 📍 **Store Locator**
- 🕒 **Store Hours:**  
Vary by location
- 🕒 **Guest Services:**  
(800) 284-7348  
Monday-Friday, 9am-6pm, EST
- ✉ **Email:**  
customerservice@altardstate.com

#### Customer Service

- ▶ Shipping
- ▶ Returns
- ▶ Military Discount
- ▶ Size Guides

#### Additional Information

- ▶ Our Story
- ▶ Join the Team
- ▶ Blog
- ▶ Privacy Policy

#### Stay up-to-date with Altar'd State

Get all the latest information on promotions and sales, special events and give back news. Sign up for our newsletter today.

Enter your e-mail Address

Submit

#### Get Social



The screenshot shows two views of the Altar'd State website. On the left, a search for 'Cardigan' yields no results, with a message 'There are no products matching the selection.' A red arrow points from this message to a text box containing a user's note about navigation. On the right, a search for 'Cardigan sweater' also yields no results, with a message 'There are no products matching the selection.' A red arrow points from this message to a text box containing a user's note about search results.

ALTAR'D STATE

GIFT CARD LOOK BOOKS APPAREL FOOTWEAR JEWELRY ACCESSORIES

Home > Apparel > Sweaters > Cardigans

There are no products matching the selection.

**Problem 5: Using their Navigation for Sweaters> Cardigan I got a "there are no products matching the selection" ... but if I use search I find dozens of Cardigan sweaters**

Contact Information

- Store Locator
- Store Hours: Vary by location
- Guest Services: (800) 284-7348 Monday-Friday, 9am-6pm,
- Email:

Customer Support

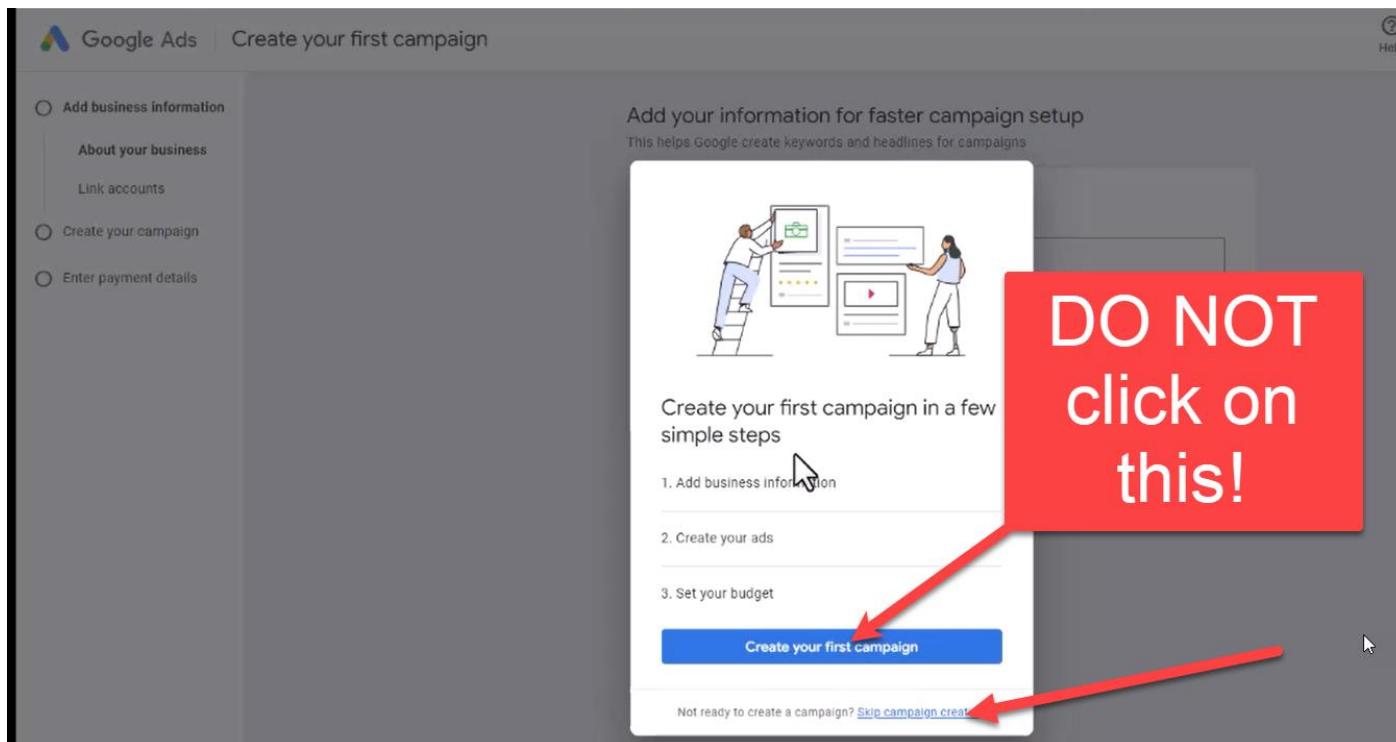
- Shipping
- Returns

Category	Count	Sort Order
cardigan	8	A
Cardigan sweater	32	Z
cardigan sweaters	1303	Z
cardigan with fur lining	237	Z
cardigan lace	37	Z
Cardigan vest	1653	Z
Cardigan black and white	5	Z
cardigans sweaters	24	Z
cardigan sale	40	Z
Cardigan black	1409	Z
Cardigan with lace trim	540	Z
cardigan sweater multi	174	Z
Cardigans in black	74	Z
cardigan dress	1054	Z
Cardigans red	225	Z
Cardigans with fur	578	Z
Cardigan sweater gray	latest	Z

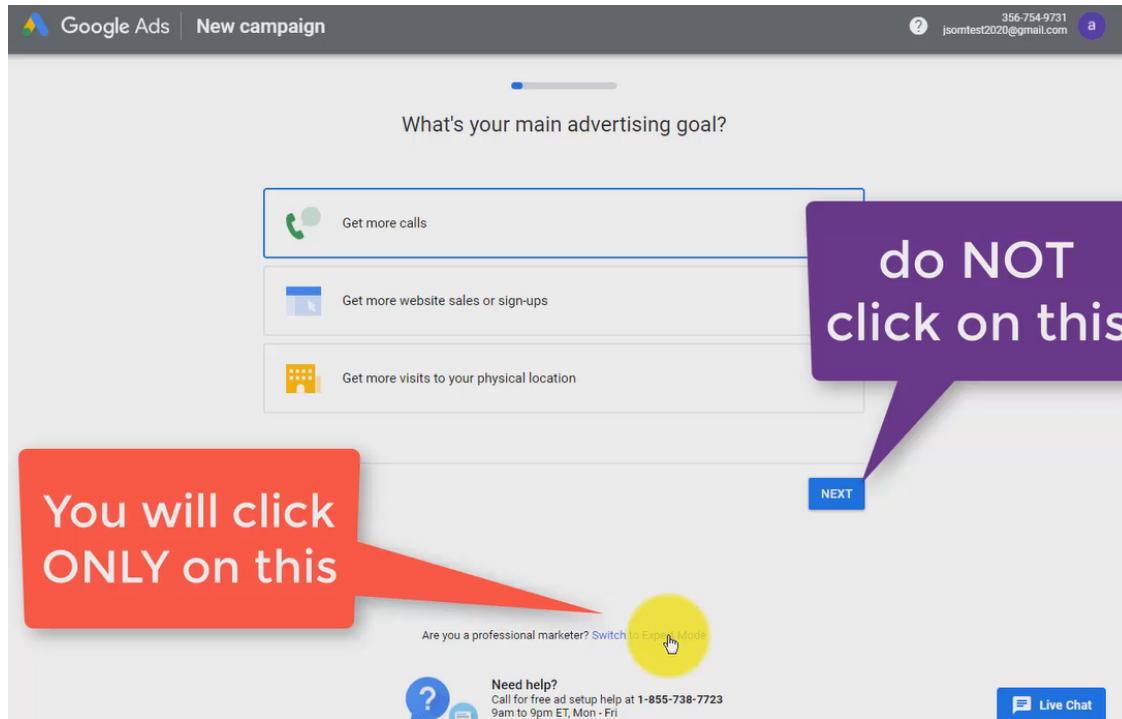
## Google Ads Section -55 points

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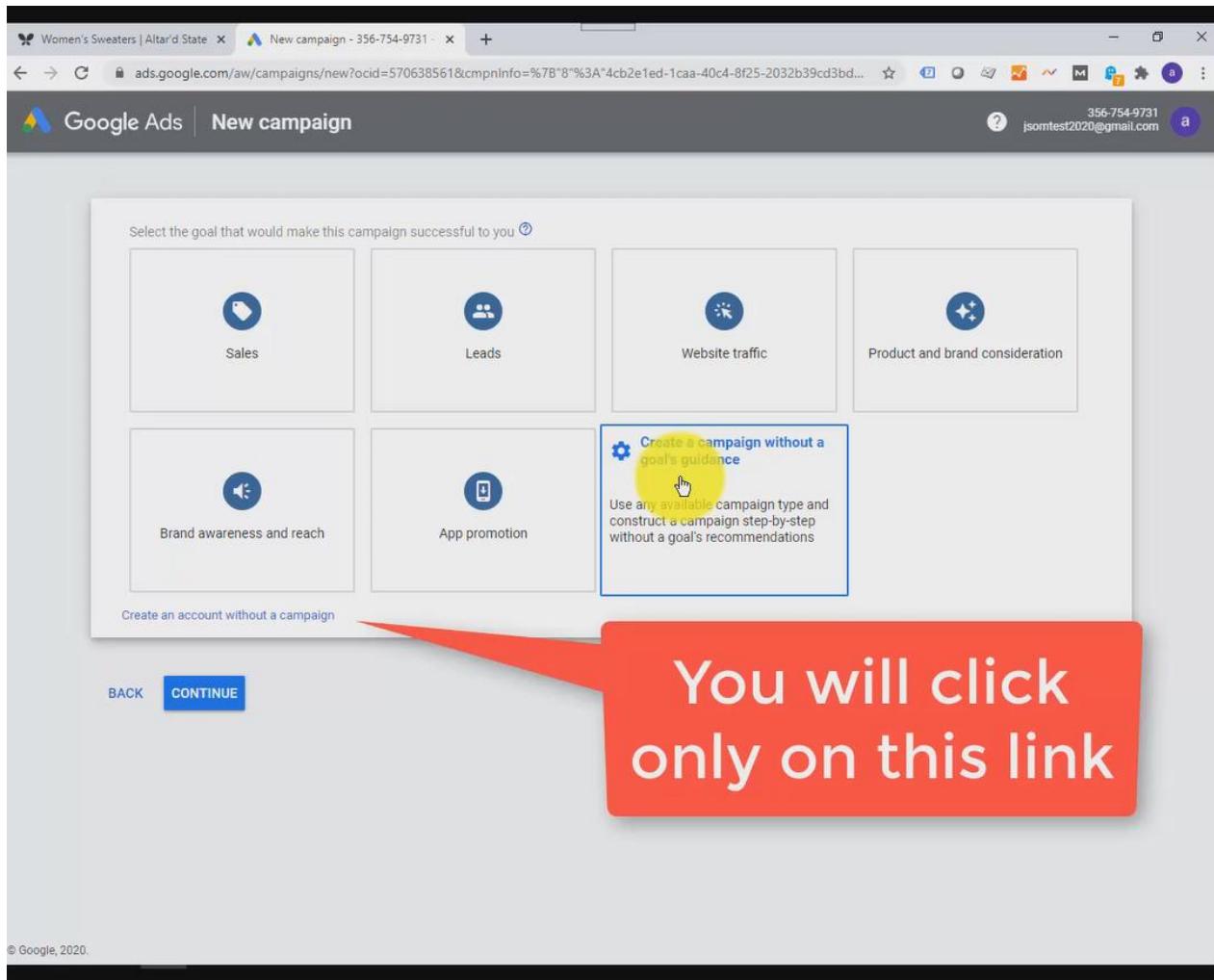
- A. Use Google Chrome as there are known issues with other browsers especially when creating or printing display ads bit if you have issues with Chrome try another browser.
- b) Allow pop-ups in the browser, for Google Chrome, [click here for instructions on how to allow pop-ups.](#)
- c) Have the URL of the company you picked based on criteria we discussed earlier up on one of your tabs-no need to ask any company for permission as you will not go live
- d) Create an account in Google Ads; you may want to create a new Gmail account, one you use for Google Ads certification
- e) Avoiding Billing and the requirement to enter a credit card is tricky; make sure you click on “Experienced with Google Ads,” or you will have to enter billing information. It may become unavoidable with the new interface, in that case, make sure you pause your campaigns and enter very low dollar amounts, if you can enter \$1 per day for a campaign and .10 cents per click, then use that (often minimum bids change). It may look in several different ways



Or it may look like this



You will then be taken to this step. After this we can start, you may occasionally when you login or during your work be taken to billing, switch accounts as shown below



Warning, The Google Ads interface changes constantly however the main thing is the outcome; for example, create the campaign or create the ad. If something looks slightly different do not worry, just create the ad or whatever the task is regardless of how something looks vs my video. If you see a major change, do let me know with a screenshot of what is different. Also, make use of Google Help they have tons of quick guides if you do get stuck.

Once you login to Google Ads do NOT click on the Fix it link

A screenshot of the Google Ads interface. At the top, there's a red callout box with the text "Do NOT click on the Fix it button or you will be forced to enter a credit card". A red arrow points from this box to the "FIX IT" button located in the top right corner of the main navigation bar. The interface shows various tabs like "All campaigns", "Overview", "CAMPAIGNS" (which is selected), and "AUCTION INSIGHTS". There's also a search bar labeled "Search campaigns". The top right corner displays account information: "564-023-2191", "digitalprofutu@gmail.com", and a user profile icon.

### 3. DELIVERABLE THREE: Keyword Research

Before doing anything decide which two categories or subcategories you are going to use. Once you know which category and/or subcategories you will use proceed to find 6 keyword groupings in either Google Ads keyword planner. Make sure the first group of keywords uses broad match type for the first Ad Group, the second one should be a combination of Phrase and Exact match as shown in the video. There are many different ways you can create a campaign, Ad Group, ads and add keywords. There needs to be a minimum of six unique keyword “groups” (minimum of 6 keywords) per Ad Group- see HW video. You will do this per video for 2 categories or subcategories

**4. DELIVERABLE FOUR –CREATE A SEARCH CAMPAIGN:** Choose the settings you think are relevant based on your company, follow the settings requirements in the video, many others are optional. I will review your settings to make sure they make sense. Location is based on where the company sells e.g. if a restaurant it would not make sense to go outside a 60 mile radius, etc. **Create one “search only” campaign**

- 
- Location:** use the radius selection, must pick 2 radius perimeters per video
  - Budget** –enter any amount. No need to ask me, this is not going to be an active account so just to be safe use a minimum amount like \$1. In the real world, this usually depends on the business and Lifetime Value to Customer acquisition cost calculation. Do NOT pick for the homework any bidding method other than maximize or manual clicks, in the real world you would pick conversions.
  - Create 2 different types of extensions:** (minimum 2); create two site link extensions and then create any other type of extension (No need for screenshots now, you will do this all at once at the end of the assignment).
- 

**5. DELIVERABLE FIVE-A:** proceed to create 2 adgroups, add keywords to each and then write **one ad for each of the 2 ad groups created**. Make sure the ads follow best practices and are well written—many points will be taken off for poorly written ads or that do not follow best practices (see PPC lecture). Benchmark competitive categories, if necessary, for good ads! Both ads in each Ad Group must use the “keyword insertion” and in other adgroup “location insertion” in the headline

**Deliverable FIVE-B:** Now, research and add negative keywords; this is shown in the next video with deliverable 6- **add 6** negative keywords at the **Campaign** or ad group level. Total of 6 negative keywords.

## 6. DELIVERABLE SIX –SMART DISPLAY & VIDEO:

- a) Now go back to the campaign tab section and create this time a “Smart campaign > select subtypes as shown in the video. You can pick any reasonable settings you wish for location, language, bidding, budget, etc. There is no need to create extensions again as you now know how to do this. Follow the video for what to include.
- b) Now go back to the campaign tab section and select the create a new campaign button and this time pick the “Video” campaign type, select the standard settings mentioned in the video, and create a video ad. Make sure you do use impression frequency capping. No one will see this ad. The video you use does NOT have to be made by the company/website you are using--for the HW it can be any related video out there. (Note: In the real world, you would need to be the owner of the video or have permission). Preferably choose “In Stream” but you can do “Video discovery.” For targeting pick 2 audience segments, 3 demographic variables (e.g., age, income), 1 topic, and keywords

### 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 I don't use in homework and very similar to Google Display. Use audience selections as shown in the video. To get credit: see screenshots next section. **Because this is for extra credit you have to do this on your own, this ad platform changes a lot and not always easy to access ads from your personal account.**

1. Show screenshot of a well done ad following best practices
2. Pick at least 5 variables that fit your website category and target audience using audiences not just default one's in ad section-show a screenshot of targeting options

The following is what you will be copying and pasting (or printing if you wish) for PPC deliverables- see “video what to turn in”

Points out of 55 for this section	Points from different deliverables 2-6
8	a. Click on the all-Campaigns tab (should have <u>3 campaigns-Search, Smart &amp; Video</u> )-for each campaign as shown in the video, copy and paste the detail page showing all your campaign settings that I required when doing that campaign-may requires several screenshots. See the examples below for each campaign type-need to see things like localization (search), demographics), and impression caps (in the video) audiences
7	b. Ad groups tab (should have a total of 3 Ad Groups-2 for search and one for video). Smart display appears elsewhere
15	c. Ads tab- make sure I can see all your ads including the video ads. To show your display ad, you will have to go into the setting area of the smart campaign. I must be able to easily read the ads
15	d. Keywords tab- 6 keywords each ad group first ad group broad match type second ad group combination of phrase and exact Shown again in Final Video “What to turn in”
5	e. Negative keywords: make sure all your negative keywords are shown and if campaign vs ad groups-minimum of 6 negative keywords
5	f. Ad extensions created- must have at least two: site links (with at least 2 links) and one other extension can be any type
Extra credit 5 points	g. Facebook 5 variables and ad

## Campaign settings

The screenshot shows the Google Ads interface for 'All campaigns'. A red circle with numbers 1, 2, and 3 highlights specific rows in the 'Campaigns' table:

- Row 1:** Search-1 (Search type), \$1.00/day budget, All ads under review status.
- Row 2:** Video Custom - 2023-03-09 #2 (Video type), \$1.50/day budget, All ads under review status.
- Row 3:** Altard State Womens Boutique (Search type), \$2.00/day budget (\$60.80/month), Eligible status.

The left sidebar shows a list of campaigns: Altard State Womens Boutique, Search-1, and Video Custom - 2023-03-09 #2. The main header bar includes 'Search', 'Reports', 'Tools and settings', 'Help', 'Notifications', and user info (543-793-4247, godhabattu22@gmail.com). A message at the top states: 'Your account is suspended - Your account has an unpaid balance.'

Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPV	Impr.	Interac
Search-1	\$1.00/day	All ads under review	-	Search	-	0	
Video Custom - 2023-03-09 #2	\$1.50/day	All ads under review	-	Video	-	0	
Altard State Womens Boutique	\$2.00/day \$60.80/month	Eligible	-	Smart	-	0	

Reporting notes at the bottom: 'Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time. [Learn more](#). Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics. © Google, 2023.'

## For Search in settings-show 2 localization radius

The screenshot shows the Google Ads interface for a suspended campaign named "Search-1". The left sidebar is collapsed, and the main content area displays campaign details and targeting options.

**Campaign Details:**

- Enabled
- Status: All ads under review
- Type: Search
- Budget: \$1.00/day
- Optimization score: —
- [More details](#)

**Campaign Name:** Search-1

**Goals:** Using account goal settings

**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 (3):**

Location	Reach
Dallas, Texas, United States city	19,000,000
Houston, Texas, United States city	11,700,000
Richardson, Texas, United States city	3,190,000

**Settings:** Change history, Show less, Locations, Ad schedule, Devices, Advanced bid adj., Drafts.

**Feedback Change view Get the Google Ads mobile app**

## For display campaign smart targeting

The screenshot shows the Google Ads Campaign overview page for the campaign "Altar'd State Womens Boutique". The page displays performance metrics and various sections for managing the campaign.

**Campaign Overview Section:**

- Campaign Name:** Altar'd State Womens Boutique (with edit icon)
- Status:** Inactive (red button) - Needs attention (info icon)
- Spend:** \$0.00 Spend all time
- Performance Metrics:**
  - Impressions: 0 (How often your ads were shown)
  - Clicks: 0 (Actions on your ads)
  - Calls: 0 (Calls to your business)
  - Conversions: 0 (Actions on your website from ads)
- Buttons:** Get Started (blue button)
- Links:** View performance details

**Recommendations Section:**

- 0 of 1 complete
- Help your campaign perform to its full potential.
- Set up conversion tracking** (button)  
Get a clear picture of ad performance

**Search terms report & keyword themes Section:**

- Your search terms will show here soon
- We're working hard to bring you results.
- For more future results, double check your selected

**Ad text, images & landing page Section:**

- Assets can be shown in any order, so to make sure that they

Google Ads

Workspace (2 files... All campaigns) < 1 / 3 > ! Your account is suspended - Your account has an unpaid balance.

View all 3 campaigns

Altar'd State Womens Boutique

Search-1

Ad group 1

Ad group\_2

Video Custom - 2023-03-09 #2

Paused and removed campaigns are hidden

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](#)

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

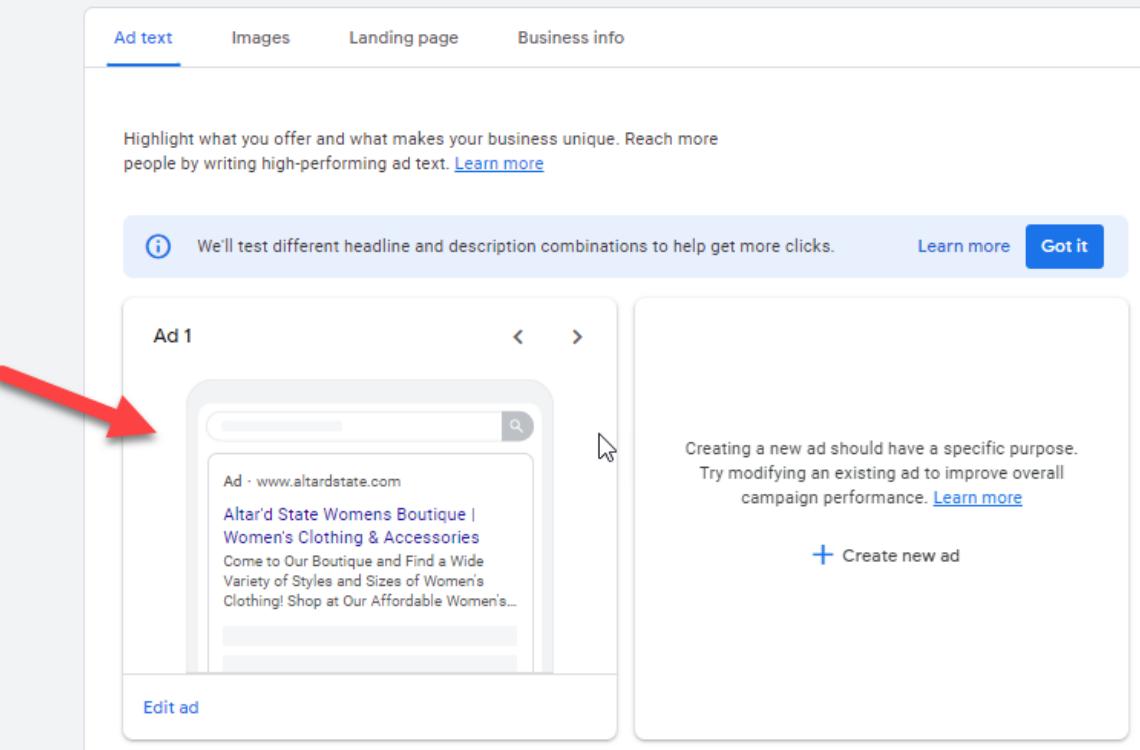
Ad 1

Ad · www.altardstate.com  
Altar'd State Womens Boutique | Women's Clothing & Accessories  
Come to Our Boutique and Find a Wide Variety of Styles and Sizes of Women's Clothing! Shop at Our Affordable Women's...

Edit ad

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

+ Create new ad



Google Ads

Workspace (2 file... All campaigns) < 1 / 3 > Your account is suspended - Your account has an unpaid balance.

View all 3 campaigns Altar'd State Womens Boutique

Search-1 Ad group 1 Ad group\_2 Video Custom - 2023-03-09 #2

Paused and removed campaigns are hidden

Search terms report & keyword themes

Search terms report Keyword Themes Negative keyword themes

Your ads show when people search for your keyword themes and related phrases. [Learn more](#)

Dress store Online Dress Store Boutique Clothing Plus Size Dresses  
Women's Boutique Clothing Casual Dresses Professional Dresses  
Black Dresses Ladies Clothes Shops Online Formal Dresses

Edit

This screenshot shows the Google Ads interface. On the left, there's a sidebar with campaign navigation and a note about paused and removed campaigns. The main area displays a message about the account being suspended due to an unpaid balance. Below this, there's a section for 'Search terms report & keyword themes'. A tab labeled 'Keyword Themes' is selected, indicated by a hand cursor icon hovering over it. The page explains that ads show when people search for keyword themes and related phrases, with a link to learn more. Below this text are several circular buttons containing keywords like 'Dress store', 'Boutique Clothing', etc. At the bottom of this section is a blue 'Edit' button.

In Video go to settings, frequency capping, and for audiences- and in market, custom and affinity audiences; also need demographics-age, gender, household income

The screenshot shows the Google Ads interface for a suspended campaign. A red arrow points from the left sidebar to the 'Video Custom - 2023-03-09 #2' campaign. Another red arrow points from the sidebar to the 'Settings' tab in the main content area. The 'Frequency capping' section is highlighted with a red arrow, showing settings for impression and view caps.

Google Ads

All campaigns >  
Video Custom - 2023-03-09 #2

Search Reports Tools and settings Refresh Help

Your account is suspended - Your account has an unpaid balance.

Enabled Status: All ads under review Type: Video Budget: \$1.50/day Optimization score: - More details

Workspace (2 files... All campaigns View all 3 campaigns

Altair's State Womens Boutique Search-1 Ad group 1 Ad group\_2 Video Custom - 2023-03-09 #2 Video Custom - 2023-03-09 #2 Paused and removed campaigns are hidden

Create Settings

Overview Recommendations Insights

Ads & assets Videos Landing pages Audiences Content

Change history Show less Locations Ad schedule Devices Advanced bid adj. Performance Max experiments

Networks YouTube search results, YouTube videos, Video partners on the Display Network Languages All languages Locations United States (country) Bid strategy Maximum CPV

Content exclusions: define where your ads can show

To help you apply content exclusions consistently across campaigns, they've been moved to the account level. You can find them under "Content suitability" in Tools and settings. [Learn more](#)

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

Additional settings

Goals Using account goal 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

Feedback Change view Get the Google Ads mobile app

Google Ads

All campaigns Video Custom

Workspace (2 filte... All campaigns

View all 5 campaigns

Buy Cardigan Sweaters

Display Altar'd State Womens Boutique

Search-1

Video Custom - 2023-02-28

Video Custom - 2023-02-28

Video Custom - 2023-03-09 #2

Removed campaigns are hidden

Enabled

Create

Overview

Recommendations

Insights

Ad groups

Ads & assets

Videos

Landing pages

Audiences

Content

Settings

Change history

Show more

Feedback Change view Get the Google mobile app

Save Cancel

## Edit audience segments

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

Search Try "shopping enthusiasts"

Browse

2 selected

Affinity

Shoppers Shopping Enthusiasts

In-market: other

Fashion

Recent and ideas

Select all (10)

Luxury Shoppers

Women's Apparel

Home Decor Enthusiasts

Cashmere Clothing

Shoppers

Lifestyles & Hobbies

Audience expansion

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

A red box highlights the selected audience segments: Shoppers and Shopping Enthusiasts.

Google Ads

All campaigns Video Custom

Workspace (2 filte... All campaigns

View all 5 campaigns

- Buy Cardigan Sweaters
- Display Altar'd State Womens Boutique
- Search-1
- Video Custom - 2023-02-28
- Video Custom - 2023-02-28
- Video Custom - 2023-03-09 #2

Removed campaigns are hidden

Enabled

1 / 3

Create

Overview

Recommendations

Insights

Ad groups

Ads & assets

Videos

Landing pages

Audiences

Content

## Edit demographics

Ad group: Video Custom - 2023-02-28 > Video Custom - 2023-02-28

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

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

All campaigns >  
Video Custom - 2023-02-28

Search Reports Tools and settings Refresh Help Notifications

Workspace (2 filte... All campaigns

View all 5 campaigns

Buy Cardigan Sweaters

Display Altar'd State Womens Boutique

Search-1

Video Custom - 2023-02-28

Video Custom - 2023-02-28

Video Custom - 2023-03-09 #2

Removed campaigns are hidden

Enabled Status: Ended Type: Video Budget: \$1.00 (total) Start and end date: Mar 1, 2023 - Mar 11, 2023 Optimization score: - More details

Create

Topics

Add filter

Topic	Ad group	Status	Max. CPV	Views	Avg. CPV	↓ Impr.	View
Shopping	Video Custom - 2023-02-28	Campaign ended	\$1.00	0	-	0	
Beauty & Fitness	Video Custom - 2023-02-28	Campaign ended	\$1.00	0	-	0	
Total: Topics				0	-	0	
Total: Expansion and optimized targeting				0	-	0	
Total: Other				0	-	0	
Total: Campaign				0	-	0	

Segment Columns Download

Overview Recommendations Insights Ad groups Ads & assets Videos Landing pages Audiences Content Topics Placements Display/Videos keywords Exclusions Where ads showed

Topics

Page 23 of 52

All campaigns >  
Video Custom - 2023-03-09 #2

Search Reports Tools and settings Refresh Help

Workspace (2 filters... All campaigns)

View all 5 campaigns

- Buy Cardigan Sweaters
- Display Altar'd State Womens Boutique
- Search-1
- Video Custom - 2023-02-28
- Video Custom - 2023-02-28
- Video Custom - 2023-03-09 #2
- Video Custom - 2023-03-09 #2

Removed campaigns are hidden

Overview Recommendations Insights Ad groups Ads & assets Videos Landing pages Audiences Content Topics Placements Display/Video keywords Exclusions Where ads showed Settings

Your account is suspended - Your account has an unpaid balance.

Paused Type: Video Budget: \$1.50/day More details

Create

### Display/Video keywords

All time Feb 28 – Mar 15, 2023

Keyword status: Enabled, Paused Add filter

Keyword	Ad group	Status	Max. CPV	Views	Avg. CPV	Cam type
cardigan sweater for women	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video
womens lightweight cardigans	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video
womens navy cardigan sweater	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video
womens knitted cardigans	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video
womens warm cardigan	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video
ivory cardigan womens	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video
navy blue cardigan womens	Video Custom - 2023-03-09 #2	Campaign paused	\$0.15	0	–	Video

Total: Keywords in your current workspace ②

Total: Expansion and optimized targeting



## Ad groups- should see 3 adgroups

The screenshot shows the Google Ads interface with the 'All campaigns' view selected. The left sidebar is open, showing navigation options like Overview, Recommendations, Insights, Campaigns, Ad groups, Auction insights, Ads & extensions, Videos, Landing pages, Keywords, Audiences, Demographics, Placements, Settings, and More. The 'Ad groups' section is currently active, indicated by a blue selection bar.

A modal window is open in the center, titled 'Ad groups'. It displays a chart showing 'Clicks' over time, with a value of '0' for the date 'Jun 3, 2021'. A note says 'To add a note, click on the chart' with a 'ADD NOTE' button. The chart has a scale from 0 to 2.

The main table lists three ad groups:

	Ad group	Campaign	Status	Default max. CPC	Max. CPV	Ad group type
1	Ad group 1- Broad keywords	Search-1	Eligible	—	—	Standard
2	Ad group 2- Phrase and Exact Keywords	Search-1	Eligible	—	—	Standard
3	Video Custom - 2021-06-07	Video Custom - 2021-06-07	Eligible	—	\$1.00	Skippable in-stream

Red numbers 1, 2, and 3 are overlaid on the first three rows of the table, corresponding to the ad groups listed. A red callout bubble points to the bottom of the table with the text: 'fyi, Display because Smart campaign wont show adgroups'.

## Ads-should see 3 ads

Google Ads | All campaigns

Your account cannot show ads - To start running your ads, enter your billing information.

**Ads**

Custom Feb 17, 2022

Clicks None CHART TYPE EXPAND ADJUST

**Ad status: Enabled, Paused ADD FILTER**

Ad	Campaign	Ad group	Status	Ad type	Impr.	Interact	Interaction rate	Avg. cost	Cost
(KeyWord:Buy Cardigan Sweaters)   Women Cardigan Sweaters   Deals And Offers, Great... altardstate.com/cardigan/imported	Search-1	Ad group Search	Not eligible Campaign paused	Responsive search ad	0	0	-	-	\$0.00
(LOCATION(City):Best Pullover Women Sweaters)   Shop Online Now Pullvers ... altardstate.com/pullover/cardigans	Search-1	Ad group 2	Not eligible Campaign paused	Responsive search ad	0	0	-	-	\$0.00
Ad #1	Video Custom - 2022-02-22	Video Custom - 2022-02-22	Eligible	Skippable in-stream ad	0	0	-	-	\$0.00
Total: All but removed ads					0	0	-	-	\$0.00
Total: Account					0	0	-	-	\$0.00

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

1 - 3 of 3

[https://ads.google.com/aw/ads?ocid=860393458&workspaceId=0&authuser=0&\\_u=3156831398&\\_c=9874735842](https://ads.google.com/aw/ads?ocid=860393458&workspaceId=0&authuser=0&_u=3156831398&_c=9874735842)

## Detail for video

Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

Overview

Enabled

Recommendations

Ads

Ads & extensions

Ads

Extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Less

Topics

Devices

Advanced bid adj.

Change history



Ad sta

Preview ad

ON YOUTUBE

GOOGLE VIDEO PARTNERS



Mobile      Desktop

PREVIEW AD ON YOUTUBE

COPY LINK

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

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. [Learn more](#)

Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© Google, 2021.

tax. CPV: \$0.10

More details

Sep 23, 2020 – Feb 24, 2021

	View rate	Avg. CPV	Cost
0	–	–	\$0.00
0	–	–	\$0.00
0	–	–	\$0.00

1 - 1 of 1

## 12 Keywords, 3 different match types

Overview 

Recommendations

Insights

Campaigns

Ad groups

Ads & extensions

Videos

Landing pages

Keywords

Search Keywords

Display/Video Keywords

Negative Keywords

Search terms

Auction insights

Audiences

Demographics

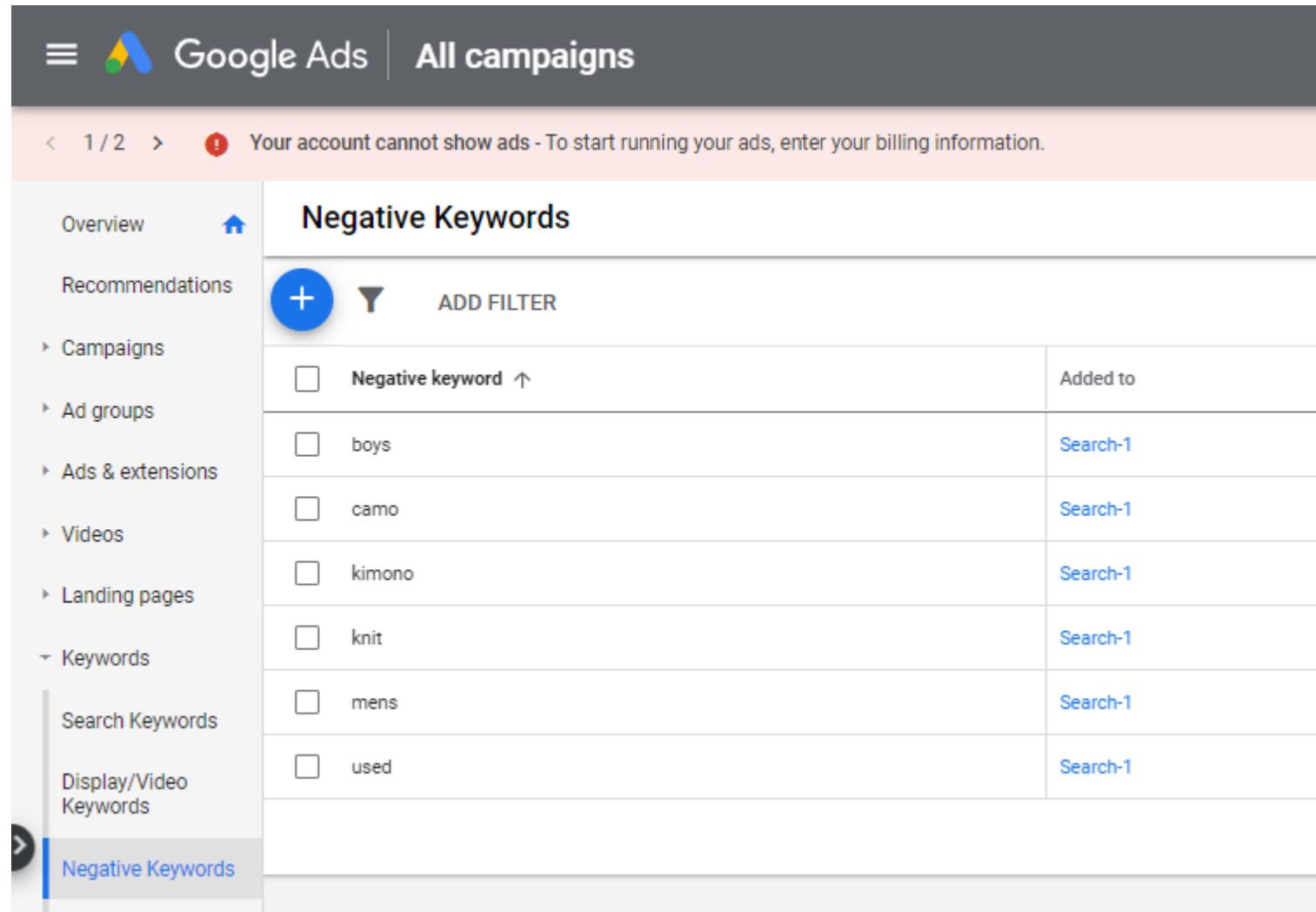
Placements

### Search Keywords

Jun 3, 2021  Keyword status: All but removed ADD FILTER

<input type="checkbox"/>	Keyword	Campaign	Ad group
<input type="checkbox"/>	long cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	ladies cardigan sweaters	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	black cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	white cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	cropped cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	cardigan sweaters for women	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	"pullover sweater"	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>	"cute pullover sweaters"	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>	"knit sweater pullover"	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>	[classic pullover sweaters]	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>	[oversized pullover sweater]	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>	[yellow pullover sweater]	Search-1	Ad group 2-Phrase and Exact Keywords

## Negative keywords



The screenshot shows the Google Ads interface for managing negative keywords. The top navigation bar includes the Google Ads logo and the text "All campaigns". Below the navigation, a message states "Your account cannot show ads - To start running your ads, enter your billing information." The left sidebar contains a navigation menu with items like Overview, Recommendations, Campaigns, Ad groups, Ads & extensions, Videos, Landing pages, and Keywords. Under the Keywords section, "Search Keywords" and "Display/Videos Keywords" are listed, while "Negative Keywords" is selected and highlighted with a blue border. The main content area is titled "Negative Keywords" and features a "ADD FILTER" button. A table lists the current negative keywords:

Negative keyword ↑	Added to
boys	Search-1
camo	Search-1
kimono	Search-1
knit	Search-1
mens	Search-1
used	Search-1

## Extensions

≡ Google Ads | All campaigns

< 1 / 2 > ! Your account cannot show ads - To start running your ads, enter your billing information.

Overview 

Recommendations

↳ Campaigns

↳ Ad groups

↳ Ads & extensions

Ads

**Extensions** 

↳ Videos

↳ Landing pages

↳ Keywords

↳ Audiences

↳ Demographics

↳ Placements

↳ Settings

+ More •

### Extensions

#### Sitelink >

Preview

Buy Cardigan Sweaters | Spring Sale 15% Off ⓘ  
on Brands | Six Colors, Machine Washable  
[Ad] altardstate.com/Cardigan/Sweaters

Shop Our Huge Selection of Women's Clothing and Accessories. Free Shipping. Satisfaction Guaranteed or Your Money Back

Cardigan Sweaters

Sales

Show links to specific pages of your website

Impressions Clicks CTR 1 campaign Added to

Sitelinks

Cardigan Sweaters Sales

#### Callout >

Preview

Buy Cardigan Sweaters | Spring Sale 15% Off ⓘ  
on Brands | Six Colors, Machine Washable  
[Ad] altardstate.com/Cardigan/Sweaters

Shop Our Huge Selection of Women's Clothing and Accessories. Free Shipping. Satisfaction Guaranteed or Your Money Back Free Shipping. Imported from Italy. Hundreds of Styles. Gift Cards Available.

Impressions Clicks CTR 1 campaign Added to

Callouts

Free Shipping Imported from Italy Hundreds of Styles

Gift Cards Available

## Extra Credit Facebook Ad-Video, text or image

Cardigan Sweaters for Women

https://www.facebook.com/ad\_center/create/websitead/?entry\_point=website&id=100000000000000

### Promote Your Website

**Ad Creative** Use a Post

How do you want your ad to look?

Description  
Altar'd State Cardigan Sweaters Can be Worn in Many Ways. Over Ten Colors and Sizes. Finest Cashmere. Made in Italy.

Media 3/5 · Select multiple images or videos to create a carousel.

Select Media

1

0 Colors

G

Headline  
Finest Cashmere  
15 / 25 Characters

Button label  
Shop Now

Website URL

**Ad Preview**

A Altar'd demo site Sponsored

Altar'd State Cardigan Sweaters Can be Worn in Many Ways. Over Ten Colors and Sizes. Finest Cashmere. Made in Italy.

ALTAR'D STATE stand out. for good.

Altar'd State Cardigans SHOP NOW

See All Previews

**Estimated Daily Results**

People Reached 123 - 355

Link Clicks 15 - 43

Promote Now

By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

(1) Create Ad | Facebook Cardigan Sweaters for Women https://www.facebook.com/ad\_center/create/websitedad/?entry\_point=websitead

Website URL state.com/as/all-clothing/sweaters-cardigans/cardigans/ ✓

**Special Ad Category** Learn More  
Ads about credit, employment, housing, or social issues, elections or politics

**Audience**  
Who should see your ad?  
 People you choose through targeting  
 Custom FB Altard

**Audience Details**  
Location - Living In United States  
Age 18 - 30  
Gender Female  
People Who Match Interests: Online shopping or Women's clothing, Behaviors: Anniversary (within 61-90 days)

xtest   
cardigan shoppers

**Create New**

**Duration** ⓘ

By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Promote Now

**C. SEO Section-(35 points)** continue using the same website as you did for PPC

Create a free account at both <https://moz.com/community/join> and download the extension to the Chrome browser then also create a free account with <http://seositecheckup.com/>

**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

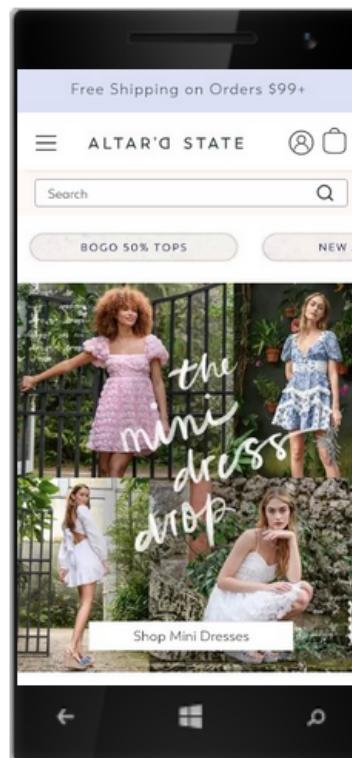
### Mobile Friendliness Test Tool ⓘ

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](#)



- b) Now go to <https://gtmetrix.com> (FYI there are other tools such as <https://tools.pingdom.com/>) and enter your domain, pick any city and run the test, highlight results highlight problem areas (even if no issues, take a screenshot showing areas for improvement), Identify and highlight which items are slowing down your website the most.

**GTmetrix** Features ▾ Pricing Resources ▾ Blog

Share 

 Latest Performance Report for:  
<https://www.altardstate.com/>

Report generated: Mon, Mar 13, 2023 10:13 AM -0700  
Test Server Location:  Vancouver, Canada  
Using:  Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade		Web Vitals		
<b>C</b>	Performance ? 72%	Structure ? 83%	Largest Contentful Paint ? 1.2s	Total Blocking Time ? 533ms
			Cumulative Layout Shift ? 0.01	

Summary    Performance    Structure    Waterfall    Video    History

Speed Visualization ?



0.4s    0.8s    1.2s    1.6s    2s    2.3s    2.7s    3.1s    3.5s    3.9s

TTFB: 573ms    Largest Contentful Paint: 1.2s    Onload Time: 3.2s    Time to Interactive: 3.2s

Redirect: 0ms    Connect: 28ms

## Top Issues

All	FCP	LCP	TBT	CLS	These audits are identified as the top issues impacting <b>your performance</b> .		
IMPACT						AUDIT	
Med-High	<b>Avoid an excessive DOM size</b> <small>TBT</small>				4,349 elements		
A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.						<a href="#">Learn how to improve this</a>	
STATISTIC	ELEMENT				VALUE		
Total DOM Elements					4349		
Maximum DOM Depth	LT-WASH					24	
Maximum Child Elements	body.using-keys					200	
	<body data-issearchpage="false" data-page="Sites-altardstate-Site" data-site-id="site-as" data-site-prefix="as" class="using-keys site-as home-page site-background" data-gtm-brand="Altar'd State" style="--skinnyBannerHeight: 45px">						
Med	<b>Avoid unload event listeners</b>				4 listeners found		
Med	<b>Serve static assets with an efficient cache policy</b>				Potential savings of 1.12MB		
Med-Low	<b>Avoid long main-thread tasks</b> <small>TBT</small>				12 long tasks found		
Low	<b>Avoid enormous network payloads</b> <small>LCP</small>				Total size was 2.83MB		

## Cookie Policy

By clicking "Allow All" you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. [View cookie details](#)

**DELIVERABLE EIGHT: (3 points)** Using **any free SEO tool** such as <https://www.seobility.net/en/> or <https://sitechecker.pro/> or [Screaming Frog](#)

- a) Go to their checkup tab and take a screenshot and highlight at least 3 problem areas --make sure it's for your target website. It can be things like the metatag descriptions, page titles, etc. show screenshots. **No need for an explanation**, in the real world you would want to make specific recommendations by seeing the "How to Fix" Here are some from seositecheckup and Screaming frog, I show examples from different tools, you just pick one and show 3 problems

The image displays three separate sections from an SEO checkup report, each with a red error icon and a 'HOW TO FIX' button.

- Meta Description:** A red error icon indicates a problem. The text states: "The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results." A red 'HOW TO FIX' button is present.
- Keyword Usage:** An info icon indicates a warning. The text states: "Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines." Below this, two red error icons list: "Keyword(s) not included in Title tag" and "Keyword(s) not included in Meta-Description tag". A red 'HOW TO FIX' button is present.
- <h1> Headings Status:** A red error icon indicates a problem. The text states: "Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines." A red 'HOW TO FIX' button is present.

Screamingfrog SEO Spider

alardstate.com

Start Clear 100% SEO Spider

Internal External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Directives Hreflang

Filter: Missing Export Search...

Export the table to csv or excel format

	Occurrences	Meta Description
1 http://alardstate.com/	0	
2 http://alardstate.com/fanreel-gallery/	0	
3 http://alardstate.com/careers	0	
4 http://alardstate.com/size-charts	0	
5 http://www.alardstate.com/shop/apparel/dresses	1	
6 http://alardstate.com/our-story	0	
7 http://alardstate.com/customer-service-item-locator/	0	
8 http://www.alardstate.com/shop/apparel/intimates	1	
9 http://alardstate.com/prayer-requests/	0	
10 http://alardstate.com/military-discount	0	
11 http://www.alardstate.com/shop/apparel/skirts	1	
12 http://alardstate.com/returns	0	
13 http://alardstate.com/shipping-information	0	
14 http://alardstate.com/stores	0	
15 http://alardstate.com/cdn-cgi/l/email-protection	0	
16 http://alardstate.com/mision_mondav	0	

Filter Total: 108

Name	Value
Address	http://www.alardstate.com/shop/apparel/skirts
URL Encoded Address	http://www.alardstate.com/shop/apparel/skirts
Content	text/html; charset=UTF-8
Status Code	200
Status	OK
Size	116258
Title 1	Skirts - Apparel
Title 1 Length	16

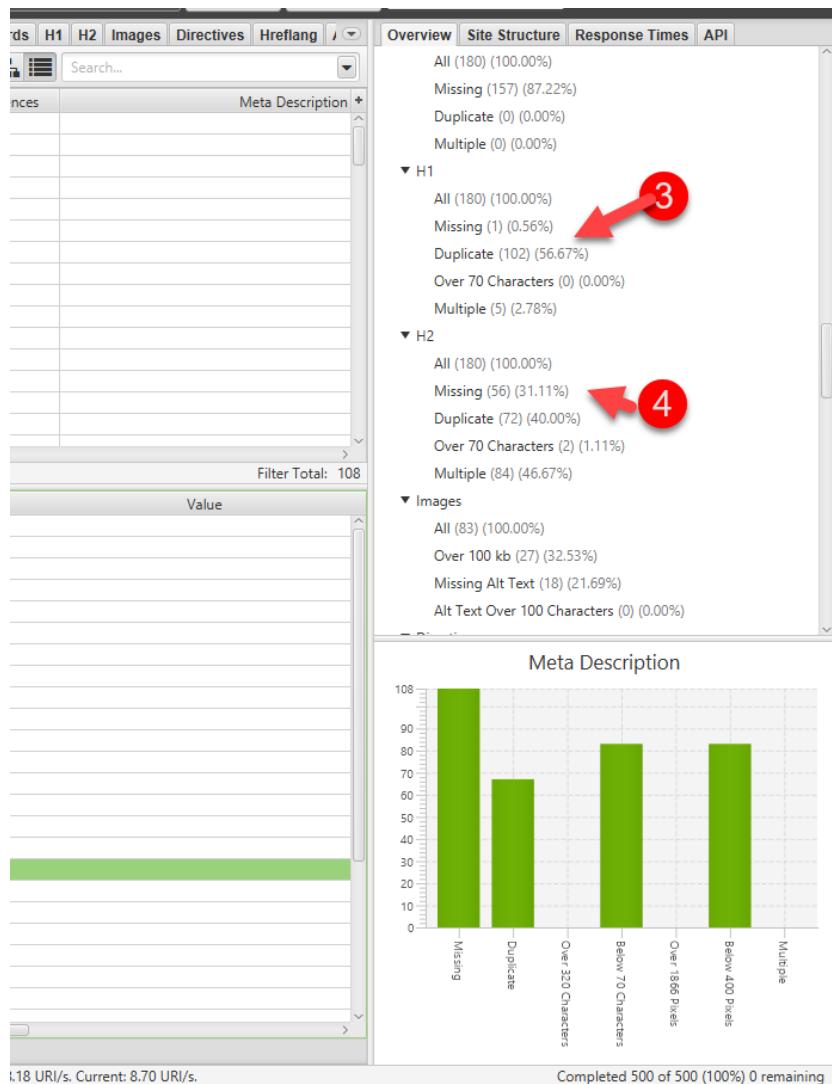
100% Overview Site Structure Response Times API

Uppercase (26) (6.39%)  
 Duplicate (0) (0.00%)  
 Parameters (13) (3.19%)  
 Over 115 Characters (2) (0.49%)

▼ Page Titles  
 All (180) (100.00%)  
 Missing (0) (0.00%)  
 Duplicate (75) (41.67%)  
 Over 65 Characters (0) (0.00%)  
 Below 30 Characters (110) (61.11%)  
 Over 571 Pixels (0) (0.00%)  
 Below 200 Pixels (50) (27.78%)  
 Same as H1 (57) (31.67%)  
 Multiple (0) (0.00%)

▼ Meta Description  
 All (180) (100.00%)  
**Missing (108) (60.00%)**  
 Duplicate (67) (37.22%)  
 Over 320 Characters (0) (0.00%)  
 Below 70 Characters (83) (46.11%)  
 Over 1866 Pixels (0) (0.00%)

Meta Description



Use if they still have them in free versions a “broken links checker”, some may not offer free, in that case use a website that only checks for broken links, you can always google for broken links checkers: <https://www.brokenlinkcheck.com/> take a screenshot showing the results, if no broken links still show the screenshot

You're using the Free Trial plan.

[Upgrade Now](#)

 digitalprofutd@gmail.com

## Check for Broken Links

Nobody likes 404 pages.

### Your Website

<http://www.altardstate.com/>

[Check my Website](#)

Results for: <http://www.altardstate.com/>

2 Broken Links Found

Broken <http://www.altardstate.com/shop/apparel/tops/sleeveless/essential-tanks>

Broken <http://www.altardstate.com/shop/apparel/essential-layers/sleepwear>

You have 1 Saved Broken Links Report

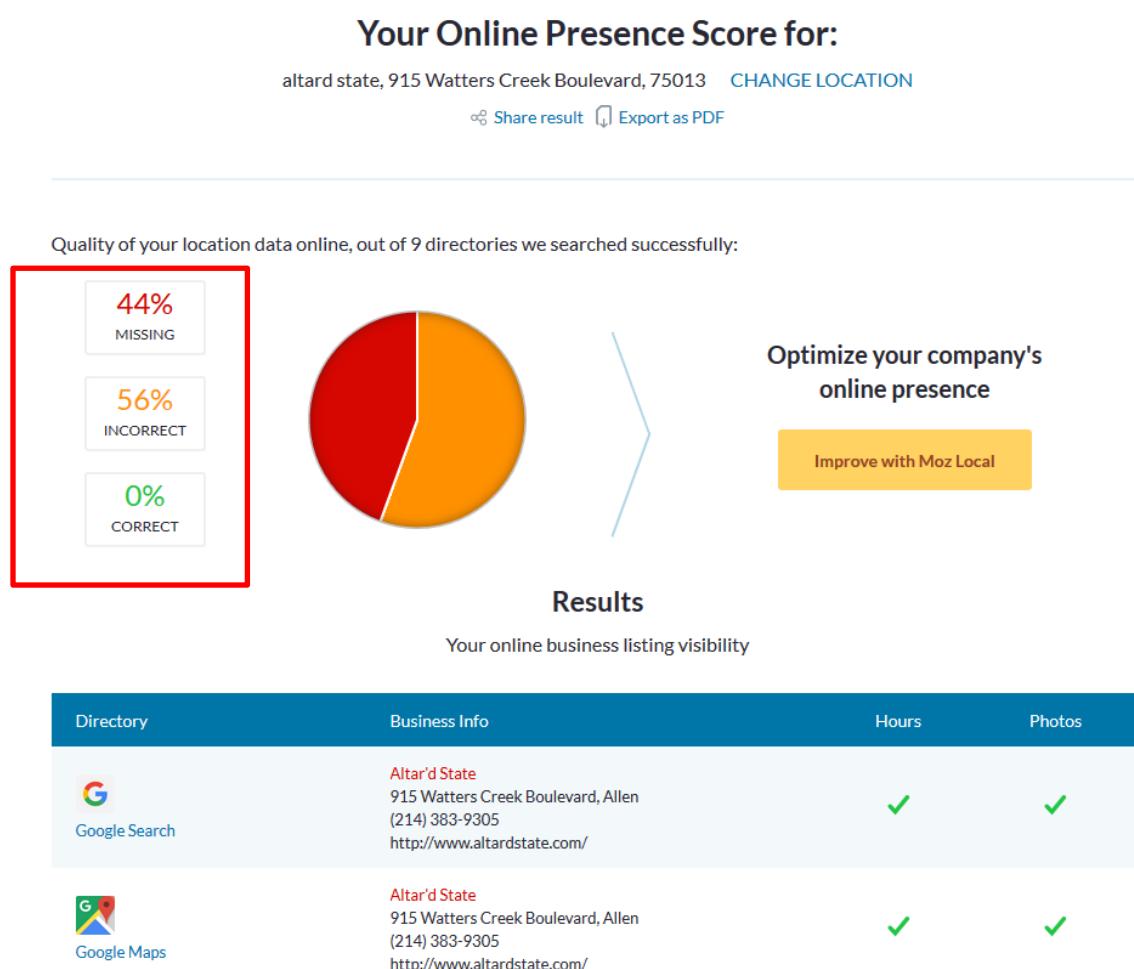
Search this table		10 Items per page
Date	Website URL	#broken links
Feb 20, 2018 @3:47 PM	<a href="http://www.altardstate.com/">http://www.altardstate.com/</a>	2

**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

[Create a MOZ account, click on create an account vs trying to login](#)

[Download the MOZ tool bar-only with Chrome](#)

[See this for troubleshooting issues with MOZ toolbar](#)





Facebook

Listing not found



Bing

Altar'd State

915 Watters Creek Blvd, Allen  
+1 (214) 383-9305  
<http://www.altardstate.com/>



Foursquare

Altar'd State

915 Market Street, Allen  
+12143839305  
Website missing



Factual

At the moment we cannot reach this directory



Hotfrog

Altar'd State

915 Market Street, Allen  
(214) 383 9305  
<http://www.altardstate.com>



us-info

Listing not found



ShowMeLocal

Listing not found



Navmii

Listing not found



We also create and update your location data in this  
directory



TomTom

We also create and update your location data in this directory



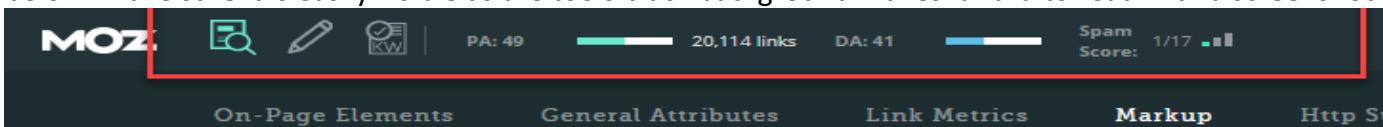
Uber

We also create and update your location data in this directory

a)

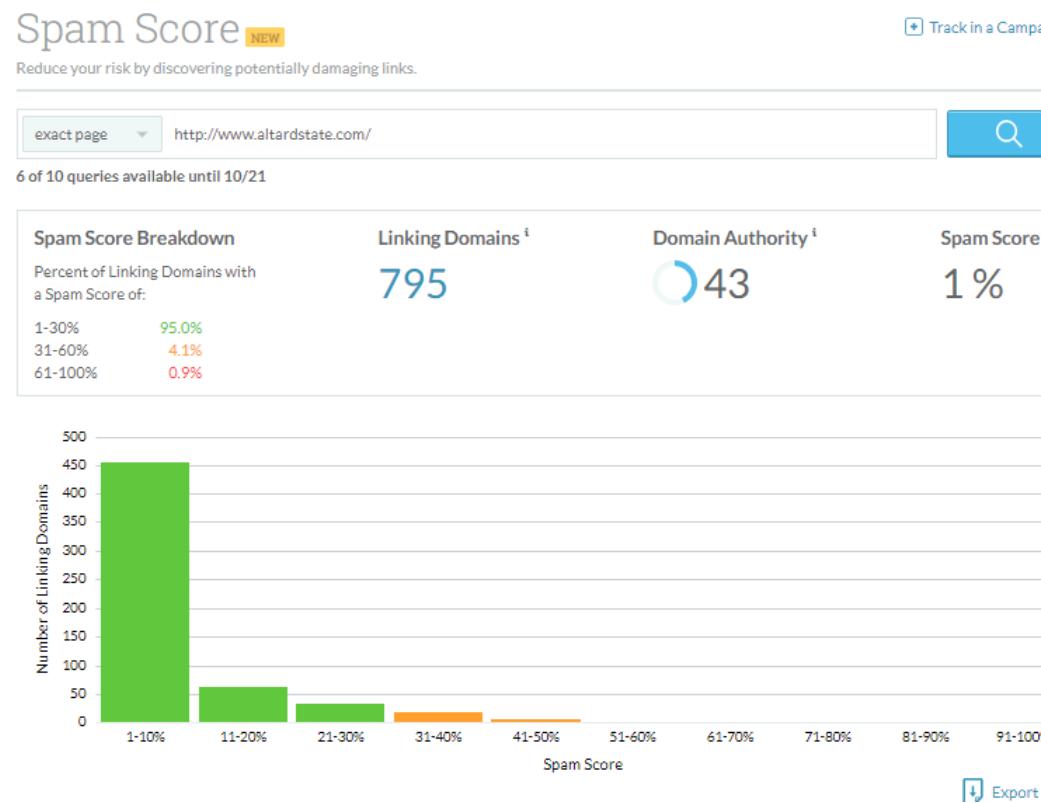
## DELIVERABLE 10 -25 points

- A) Using the MOZ toolbar for your target website (you must be logged into MOZ) if you have issues installing or logging into the moz tool bar see <https://moz.com/help/research-tools/mozbar/troubleshooting-mozbar>
- 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 tools black background makes it hard to read with a screenshot unless cropped and made larger.



- ii) Click on the spam score link and take a screenshot of the issues as shown below, highlight 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. **If the spam link does not work as shown in video login to MOZ go to the left-hand navigation and then click on “Spam score” and take a screenshot, Moz has released a new BETA, and a few things on some websites do not work normally, as long as close to this screenshot its fine**

Link Explorer <small>NEW</small>
Overview
Inbound Links
Linking Domains
Anchor Text
Top Pages
Discovered and Lost
Compare Link Profiles
<b>Spam Score</b>
Link Intersect <small>NEW</small>
Link Tracking Lists



<input type="checkbox"/> URL	Spam Score 	DA 	Date Crawled
<input type="checkbox"/> <a href="http://www.wittynpretty.com/page/33/">www.wittynpretty.com/page/33/</a> 	86%	28	08/30/2018
<input type="checkbox"/> <a href="http://www.wittynpretty.com/category/st">www.wittynpretty.com/category/st</a> 	86%	28	08/30/2018
<input type="checkbox"/> travel Archives - Witty N Pretty <a href="http://www.wittynpretty.com/tag/travel/">www.wittynpretty.com/tag/travel/</a> 	86%	28	07/21/2018
<input type="checkbox"/> <a href="http://www.wittynpretty.com/author/emorrison3">www.wittynpretty.com/author/emorrison3</a> 	86%	28	09/03/2018
<input type="checkbox"/> <a href="http://www.wittynpretty.com/tag/summer/page/2/">www.wittynpretty.com/tag/summer/page/2/</a> 	86%	28	09/23/2018
<input type="checkbox"/> beach Archives - Witty N Pretty <a href="http://www.wittynpretty.com/tag/beach/">www.wittynpretty.com/tag/beach/</a> 	86%	28	07/02/2018
<input type="checkbox"/> Lifestyle Archives - Page 13 of 44 - Witty N Pretty   Page 13 <a href="http://www.wittynpretty.com/tag/lifestyle/page/13/">www.wittynpretty.com/tag/lifestyle/page/13/</a> 	86%	28	07/17/2018
<input type="checkbox"/> <a href="http://www.wittynpretty.com/versatile-beach-coverups/">www.wittynpretty.com/versatile-beach-coverups/</a> 	86%	28	09/11/2018
<input type="checkbox"/> Altar'd State in Zion - allGLAMMEDup <a href="http://allglammedupstyle.com/altard-state-zion/">allglammedupstyle.com/altard-state-zion/</a> 	82%	25	09/20/2018
<input type="checkbox"/> <a href="http://redurl.info/http/www.altardstate.com/">redurl.info/http/www.altardstate.com/</a>  <b>redirect</b>	79%	44	07/02/2018
<input type="checkbox"/> Altar'd State Sales in Broadway Square, Texas, USA <a href="http://promomall.us/store/Broadway_Square_TX/Altar%60d_State.html">promomall.us/store/Broadway_Square_TX/Altar%60d_State.html</a>  <b>nofollow</b>	70%	17	10/01/2017
<input type="checkbox"/> Altar'd State Sales in Summit Mall, Ohio, USA <a href="http://promomall.us/store/Summit_Mall_OH/Altar%60d_State.html">promomall.us/store/Summit_Mall_OH/Altar%60d_State.html</a>  <b>nofollow</b>	70%	17	09/13/2017
<input type="checkbox"/> Coupons code <a href="http://www.vedasecoupons.com/altardstate-corporate-address">www.vedasecoupons.com/altardstate-corporate-address</a>  <b>nofollow</b>	67%	25	08/12/2018
<input type="checkbox"/> Coupons code <a href="http://www.vedasecoupons.com/axonify-inc">www.vedasecoupons.com/axonify-inc</a>  <b>nofollow</b>	67%	25	08/12/2018
<input type="checkbox"/> Coupons code <a href="http://www.vedasecoupons.com/axonify-altardstate">www.vedasecoupons.com/axonify-altardstate</a> 	67%	25	08/12/2018

They need to have these links removed or disallowed as high spam index

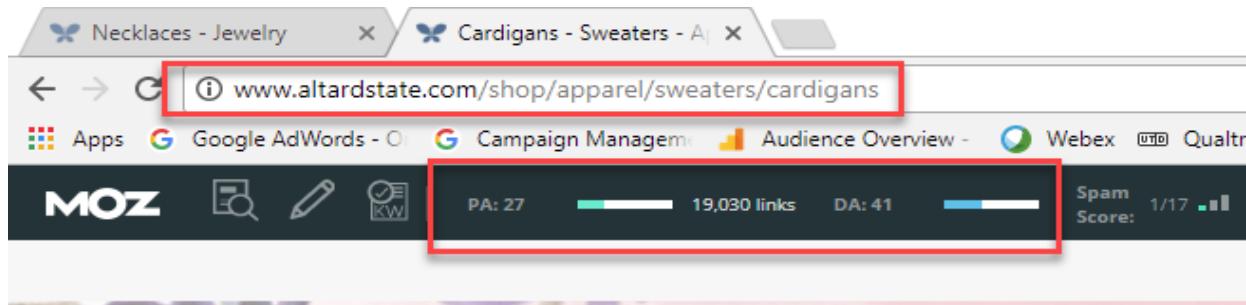


- B. As shown in the video, pick one long tail keyword (must have at least three words). If your keyword is already in the top 3 results then pick another one that is not. I suggest you add a location like Frisco, Dallas etc. relevant to your website and show screenshots of the SERP. Then

add a comment about your recommendation based on the PA and DA of other websites (for page authority for your product, pick a category or subcategory page-not search results--and do not add localization). Need to show screenshots for your page for that category/subcategory and then one for SERP. You must add comments of what you would recommend-your business objective is to try to get up into the top 3 results).

i) Enter what long tail keyword you use: Cardigan sweaters with pockets Frisco

ii) Show a cropped screenshot of the category/subcategory or product detail page with its PA and DA.



iii) There are tools/software that will show the SERP organic rankings for a keyword but these are usually not free, unfortunately, the free tools outside of MOZ, SEM Rush seldom work well. So just enter the long tail search keyword into Google search (e.g., Cardigan sweaters with pockets Frisco) and see if it appears in the first two pages of the search results. Show a screenshot of at least the top 3 results and add comments based on your target websites SERP organic ranking with a recommendation, as shown below.

St. John's Bay Long Sleeve... \$10.80 JCPenney 37% price drop	Taupe Open-Front Duster Cardigan... \$11.99 Charlotte Russe 31% price drop	Women's Apt. 9 Ribbed Cardigan... \$16.99 Kohl's Store pickup	Charter Club Crew-Neck... \$19.99 Macy's In store	Madewell Womens Doneg...

**Sweaters on Sale | Athleta®**  
[www.athleta.com](http://www.athleta.com) > Workout Clothes On Sale > Discount Activewear ▾  
 Mix It Up Sweater Tank. \$69.00. 76% off. \$15.97 - Long and Lean Sweater Vest. \$39.00. 70% off. \$11.70 - Maven Pocket Tank. \$89.00. 77% off. \$19.97 - Traverse City Sweater. \$98.00. 30% off. \$68.60 - Cold Spell Hoodie. \$108.00. 75% off. \$26.97. Final Sale. See more Discount Activewear on Sale.

Images for Cardigan sweaters with pockets frisco

→ More images for Cardigan sweaters with pockets frisco

1. We are not in the top 20 positions For "Cardigan sweaters with pockets Frisco". It will be hard to get into top 3 SEO rankings given that the Domain Authority of the top 3 are all over 80 and my website's DA is only a 41

Recommendation for this keyword: I suggest we focus on doing PPC shopping ads in Google Ads and find other keywords to focus on for SEO purposes

Report images

**Amazon.com: Greys - Cardigans / Sweaters: Clothing, Shoes & Jewelry**  
<https://www.amazon.com/Cardigans-Greys-Sweaters/s?ie=UTF8&page=1...> ▾  
 Results 1 - 48 of 15595 - 1-48 of 15,595 results for Clothing, Shoes & Jewelry : Women : Clothing : Sweaters : Cardigans : Greys. ... Women's Boho Long Sleeve Open Front Chunky Warm Cardigans Pointelle Pullover Sweater Blouses. ... Women Button Down Crew Neck Long Sleeve Soft Knit Cardigan Sweater (S-3X)  
 Missing: frisee

1) PA: 1    0 Links    DA: 97      

**pocket cardigan sweater : Target**  
<https://www.target.com> > clothing > pocket cardigan sweater ▾  
 Shop for pocket cardigan sweater online at Target. Free shipping on purchases over \$35 and save 5% every day with your Target REDcard.  
 Missing: frisee

1) PA: 1    0 Links    DA: 92      

**Women's Cardigan Sweaters | Nordstrom**  
<https://shop.nordstrom.com> > Women > Sweaters ▾  
 Free shipping on women's cardigan sweaters at Nordstrom.com. Shop for cropped, long & short-sleeve cardigans & more from top brands. Free shipping & returns.  
 Missing: frisee

2) PA: 41    48 Links    DA: 84      

**Merino Frisco Sweater Athleta | Put this on | Pinterest | Clothes and ...**  
<https://www.pinterest.com/pin/185140234657169798/>

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 sort by top Page authority in descending order and take a screenshot. Then add comments about what is wrong with their links as mentioned in the video. Is it too many low Page Scores? spammy inbound links? Low number of Followed links? etc. Keep it high level, see examples below

- Another problem this website has is that some inbound links have high spam scores--although some of these websites with higher spam score have a high DA so something to consider if should request they be removed or disavowed. Also not enough variety, too much reliance on toastblog.com, find others. Ratio of domains to links
- External followed Domain to Link ratio is approx. 1:10 should be closer to 1:2
- Anchor text is borderline need more variety (Note for students: FYI an issue if they would all have said Altar'd State [see Moz](#))

# Inbound Links

NEW

 Track in a Campaign

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

5 of 10 queries available until 10/21

Domain Authority	Page Authority	Linking Domains	Inbound Links
 43	 47	795	Total 19k Followed 18.5k

Link Source:  Link Type:  follow  nofollow  redirect  no redirect

Link State:  active  inactive Limit Results:  for feeds and proxy sites  to one link per domain

Text	PA	DA	Linking Domains	Spam Score	More Info
"State"	50	95	1	1%	<input type="button"/>
"State"	50	95	1	1%	<input type="button"/>
"State"	50	95	1	1%	<input type="button"/>
"Altar'd State"	47	90	14	1%	<input type="button"/>
"altardstate.com"	46	93	1	1%	<input type="button"/>
"Altar'd State"	45	91	6	1%	<input type="button"/>
"Altar'd State"	45	90	7	1%	<input type="button"/>
The Best Black Friday and Cyber Monday...					

- 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)

View competitive link metrics over time for up to 5 sites.

4 of 10 queries available until 07/27

	Root Domain	Subdomain	Exact Page
Metrics	<input checked="" type="radio"/> www.altardstate.c...	<input type="radio"/> www.anthropolog...	
Domain Authority	42	86	✓
Spam Score	1%	1%	✓
Total links	14,463,485	24,360,649	✓
% of total links, external + follow	0%	6%	✓
External, followed links	14,360	1,453,206	✓
Internal, followed links	14,447,553	22,312,947	✓
External, nofollowed links	1,572	319,124	✓
Internal, nofollowed links	0	275,372	✓
Total linking domains	1,345	71,697	✓
Followed linking domains	1,130	67,889	✓

Example: Antropologie has 1.4 million external followed links vs our 14,000 and more important. Ratio of “total linking root domains” to “total external links” is 1:5 vs our 1:10 ratio and should be closer to 1:2, consider with any spammy or low DA or PA linking site asking some to be removed. But Antropologie is worse and not being affected so not major issue.

- vi) Go to the “Discovered and Lost Linking Domains” tab and select “lost” filter then take a screenshot only, no need to comment, these are pages you would want to bring back as explained in the video given some have link juice from other sites and high PA

Display:  Discovered  Lost

Export CSV

1 - 10 Linking Domains

Add to Link Tracking List

Domain	Date Lost <sup>i</sup>	DA <sup>i</sup>	Spam Score <sup>i</sup>	Top Link Lost
<a href="#">stacybrownndesigns.com</a>	06/28/2018	23	5%	<input type="button"/>
<a href="#">andrealauronblog.com</a>	06/28/2018	11	2%	<input type="button"/>
<a href="#">djtutorial.com</a>	06/26/2018	21	38%	<input type="button"/>
<a href="#">thediamond.jewelry</a>	06/25/2018	2	42%	<input type="button"/>
<a href="#">keyword-suggestions.com</a>	06/24/2018	52	13%	<input type="button"/>
<a href="#">givealittlesparkle.com</a>	06/21/2018	2	1%	<input type="button"/>
<a href="#">pinnaclemountainphotography.weebly.com</a>	06/20/2018	4	--	<input type="button"/>
<a href="#">jobhiring.us</a>	06/20/2018	5	--	<input type="button"/>
<a href="#">yarss.com</a>	06/20/2018	38	14%	<input type="button"/>
<a href="#">submitablog.com</a>	06/19/2018	16	--	<input type="button"/>

- vii) Link Ideas: Go back to inbound links tab, pick any competitor website doing better than your target website and enter them in the **Inbound links page url area**, use the same filters as used in the previous link analysis task. Then look through and **recommend 3 websites that your website could approach for links if not spammy and have say a DA over 50**, you must add comments as shown below. I have 4 examples as I usually look at multiple competitors (you can look at only one unless not enough ideas), do NOT recommend a website that is a competitor which might be related to your other competitor.

The screenshot shows the Ahrefs Inbound Links tool interface. At the top, there's a search bar with 'root domain' dropdown and a URL input field containing 'https://www.anthropologie.com/'. Below the search bar, it says '2 of 10 queries available until 07/27'. The main section displays four key metrics: Domain Authority (86), Page Authority (69), Linking Domains (71.7k), and Inbound Links (1.8m). There are also 'Total' and 'Followed' counts for Inbound Links. A checkbox for 'Limit results for feeds and proxy sites' is checked. On the right, there's an 'Export CSV' button. The results table has columns for Link Source, Link Type, Text, PA, DA, Linking Domains, Spam Score, and More Info. Several rows are highlighted with red boxes, specifically the first three entries which are from tumblr.com domains.

Link Source	Link Type	Text	PA	DA	Linking Domains	Spam Score	More Info
s-un-rise.tumblr.com	follow, no redirect	Anthropologie \$24.95*	72	81	41,180	--	[dropdown]
s-un-rise.tumblr.com	follow, canonical	Anthropologie \$18.00*	72	81	41,180	--	[dropdown]
storybreak stars jezebel.com	follow	"Anthropologie"	67	88	8,177	1%	[dropdown]
Redirecting... tumblr.com/_jZIYzM4YzU0Mjk5MjF	[no anchor text]		65	98	31	--	[dropdown]
beerspine.tumblr.com	follow	"Source: anthropologie.com"	64	63	14,114	--	[dropdown]
2014 Holiday Gift Ideas and Guide — M...	follow	"\$18"	63	95	102	1%	[dropdown]
2014 Holiday Gift Ideas and Guide — M...	follow	"\$298"	63	95	102	1%	[dropdown]
Blogger: User Profile: maria.f. draft.blogger.com/_89886852752119	follow	"blog   anthropologie"	63	96	56	--	[dropdown]
Anthropologie Europe (anthropologieeu...	follow	"www.anthropologie.com/uk"	61	98	15	1%	[dropdown]

- a) Many Tumblr pages are helping this competitor such as sunrise, explore how to promote amongst top Tumblr “fashionista” type users
- b) They have content site jezebe.com, see if we AltardState can reach out to them with similar story
- c) Elle has gift ideas under certain dollar amount, submit ideas to them
- d) They got a story in the NY Times for gift ideas, go to that page see how to submit ideas to NYT and other publications
- e) Another competitor, Ann taylor.com has one from lifehacker.com page score 92, suggest we get a story there on how to save money during spring by buying cardigan with 15% discount
- f) Nordstrom.com has a blog linking to them with score 43 called <http://jilliciouscosmetics.blogspot.com/> approach them and get story linking to Altard State

#### WHAT TO PRINT AND TURN IN

The last video shows you what to turn in. Upload to elearning but make sure you save it as a pdf and upload as ONE document to elearning, do not upload 10 different documents. Use one of the free pdf compression tools to reduce the file size, <https://www.google.com/search?q=pdf+shrinker&ie=utf-8&oe=utf-8&client=firefox-b-1-ab>. Check your pdf! If you upload something that doesn't open it will be marked late

If you do not follow these requirements in 8.5 x 11 size (landscape or portrait or combination is fine) and as one document- you will have to re-upload and have a 10 point deduction for not following instructions plus any late penalties.