

Digital Marketing HW Assignment

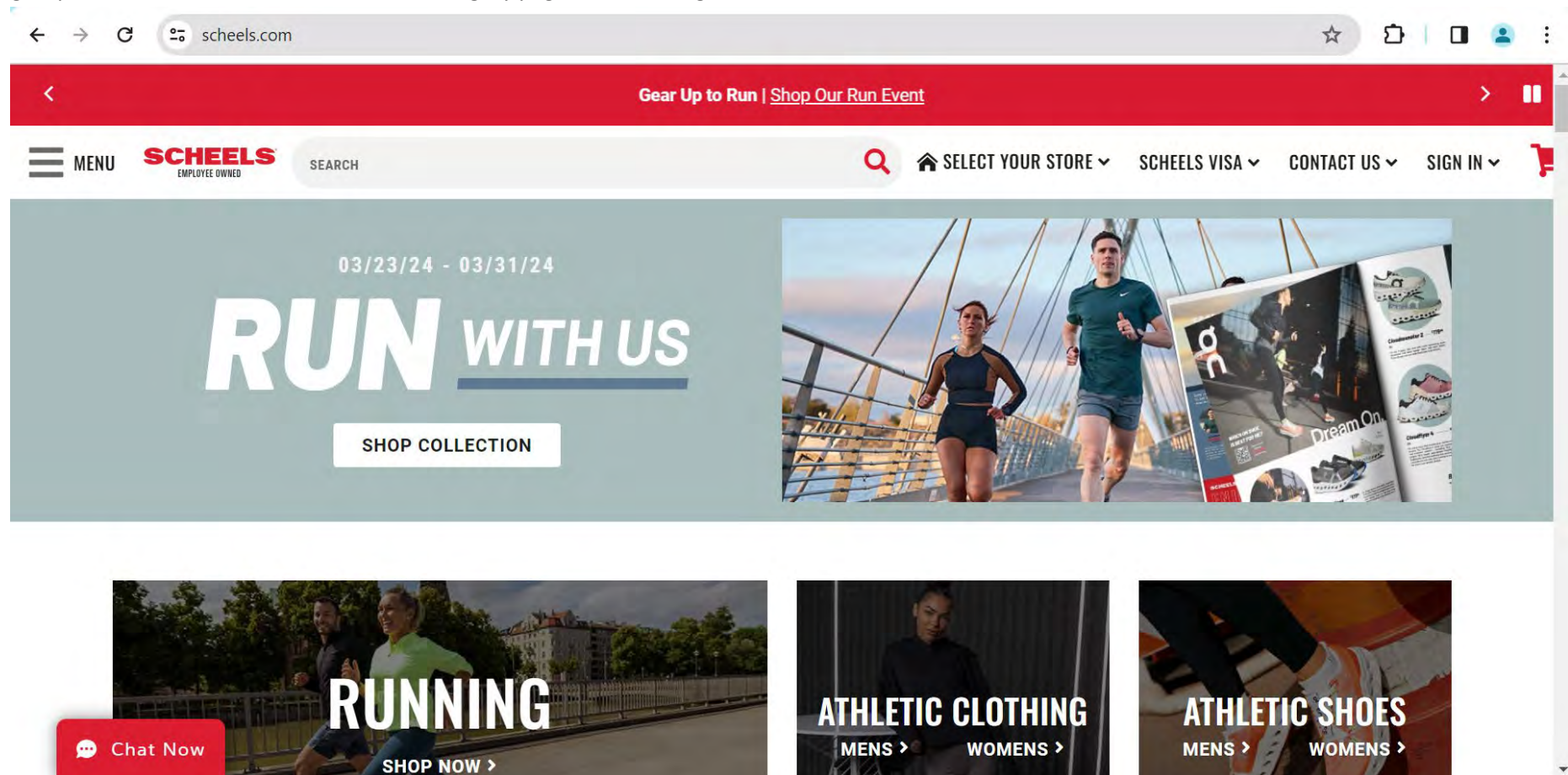
Your Name: Rahul Kotian

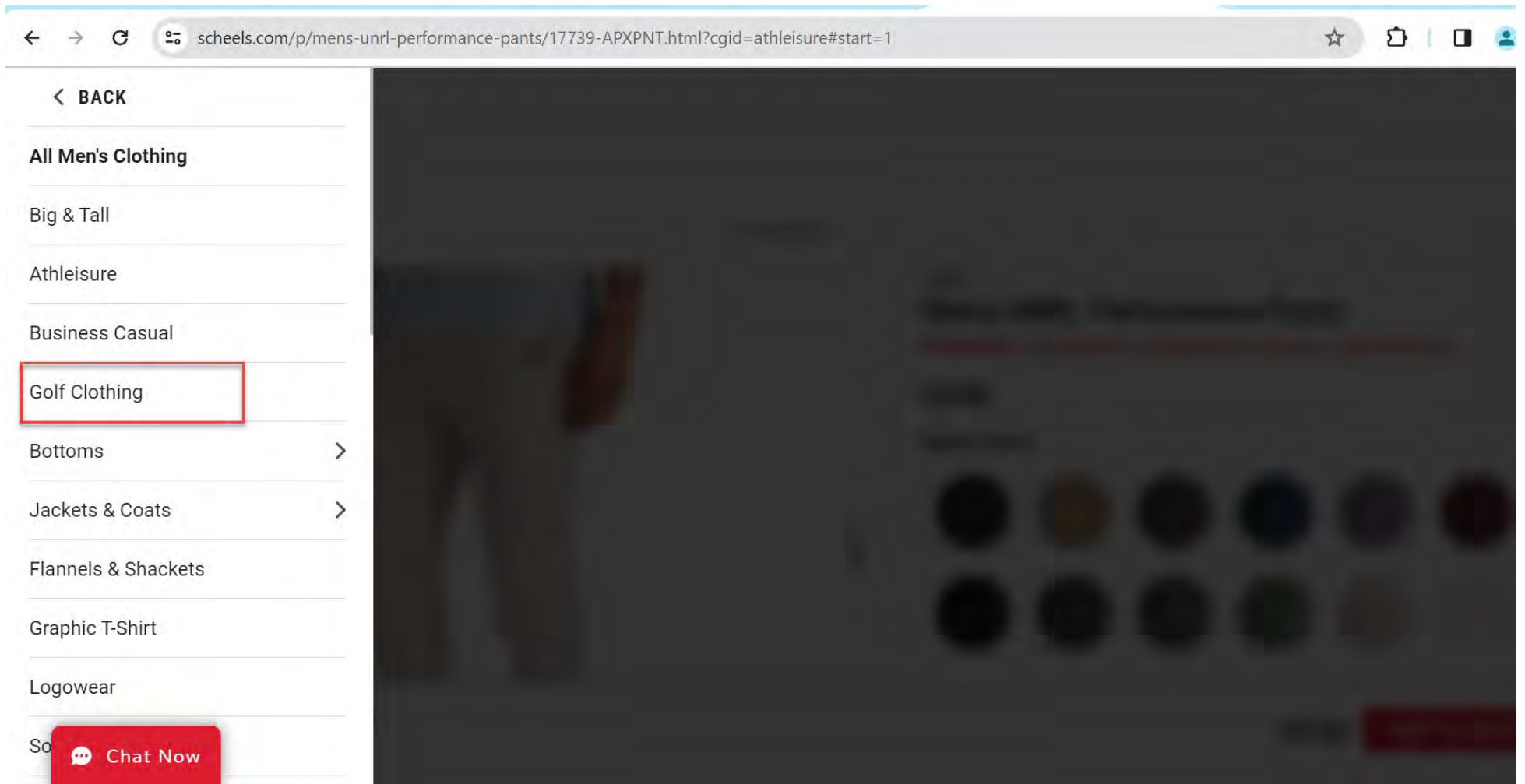
1. DELIVERABLE ONE: (0 points BUT 10 POINT DEDUCTION IF NOT DONE)

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







Loyalty Rewarded! Titleist [Golf Ball Promo](#)



MENU

SHEELS
EMPLOYEE OWNED

SEARCH



SELECT YOUR STORE ▾

SHEELS VISA ▾

CONTACT US ▾

SIGN IN ▾



FILTERED BY

[clear all](#)

Men ×

CATEGORY

Golf Shirts (524)

Golf Hats, Caps & Visors
(248)

Golf Shorts (51)

Golf Pants (40)

Golf Belts (39)

Chat Now



OFF

Check Store Availability [Change My Store](#)

SORT

Select Sort ▾



Men's Under Armour Tech Golf Polo

BEST SELLER



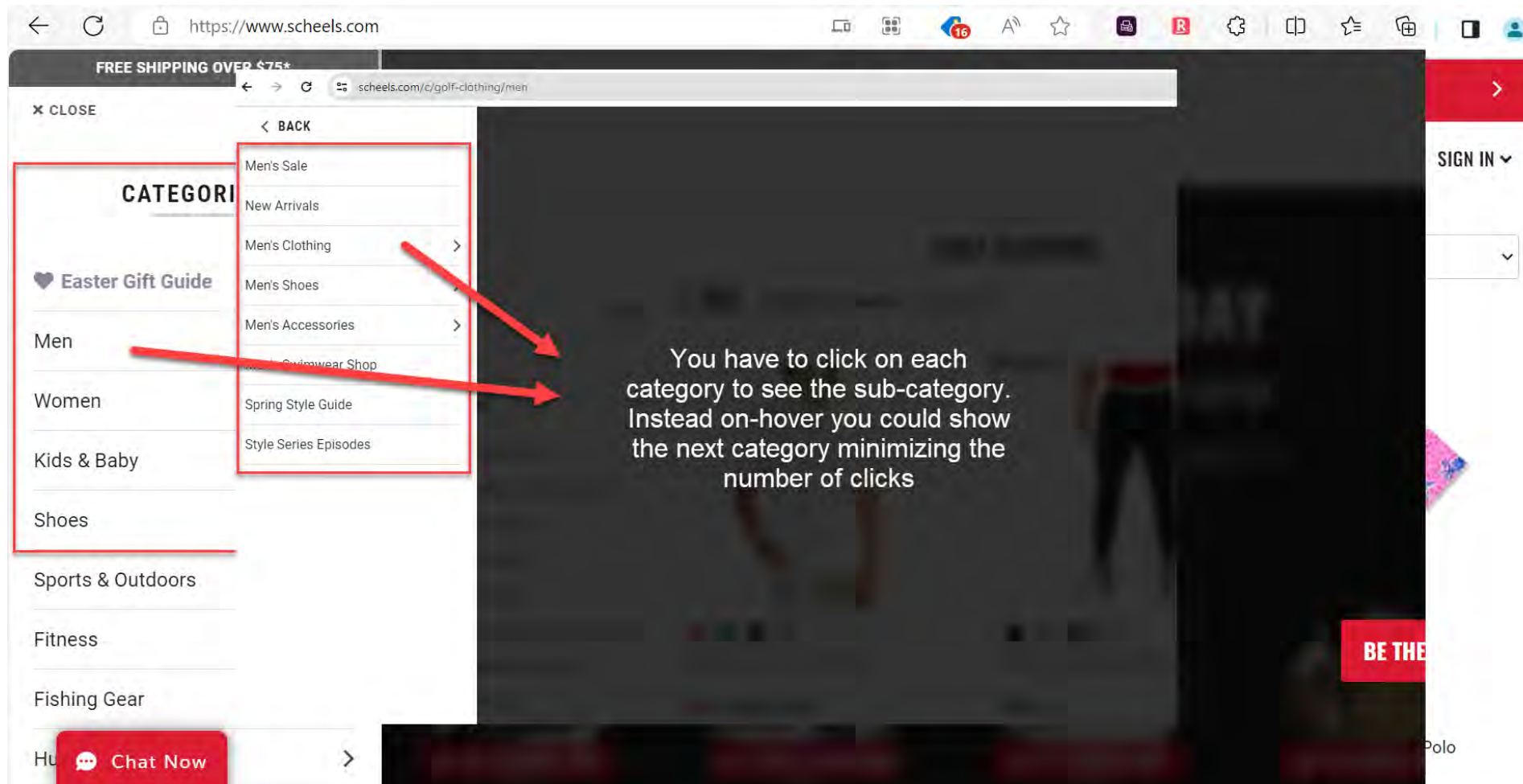
Men's Primo Golf Apparel Primo Joggers



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.**



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

Size Chart

Select Size: M

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

Sizing Based on 10 reviews

Runs Small True to Size Runs Large

Select Delivery Method: Shipped

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

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

Quantity: - 1 +

ADD TO CART

Free Returns SCHEELS Guarantee

Get a \$70 E-Gift Card When Instantly Approved

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

← ↻ 🔒 https://www.scheels.com/search?q=email+exclusive&lang=en_US

16 A ☆ R ⚙️ | 📄 ☆ 🗂️ 🔄

< **Your Style, Your Brand | [Shop Our Style Event](#)** >

☰ MENU **SHEELS** EMPLOYEE OWNED SEARCH 🔍 CONTACT US ▾ SIGN IN ▾ 🛒

CATEGORY -

- + Accessories (4)
- + Clothing (2)
- + Shoes (2)

GENDER +

BRAND +

AGE GROUP +

Chat Now

“EMAIL EXCLUSIVE”

Check Store Availability Change My Store

SORT Most Popular ▾

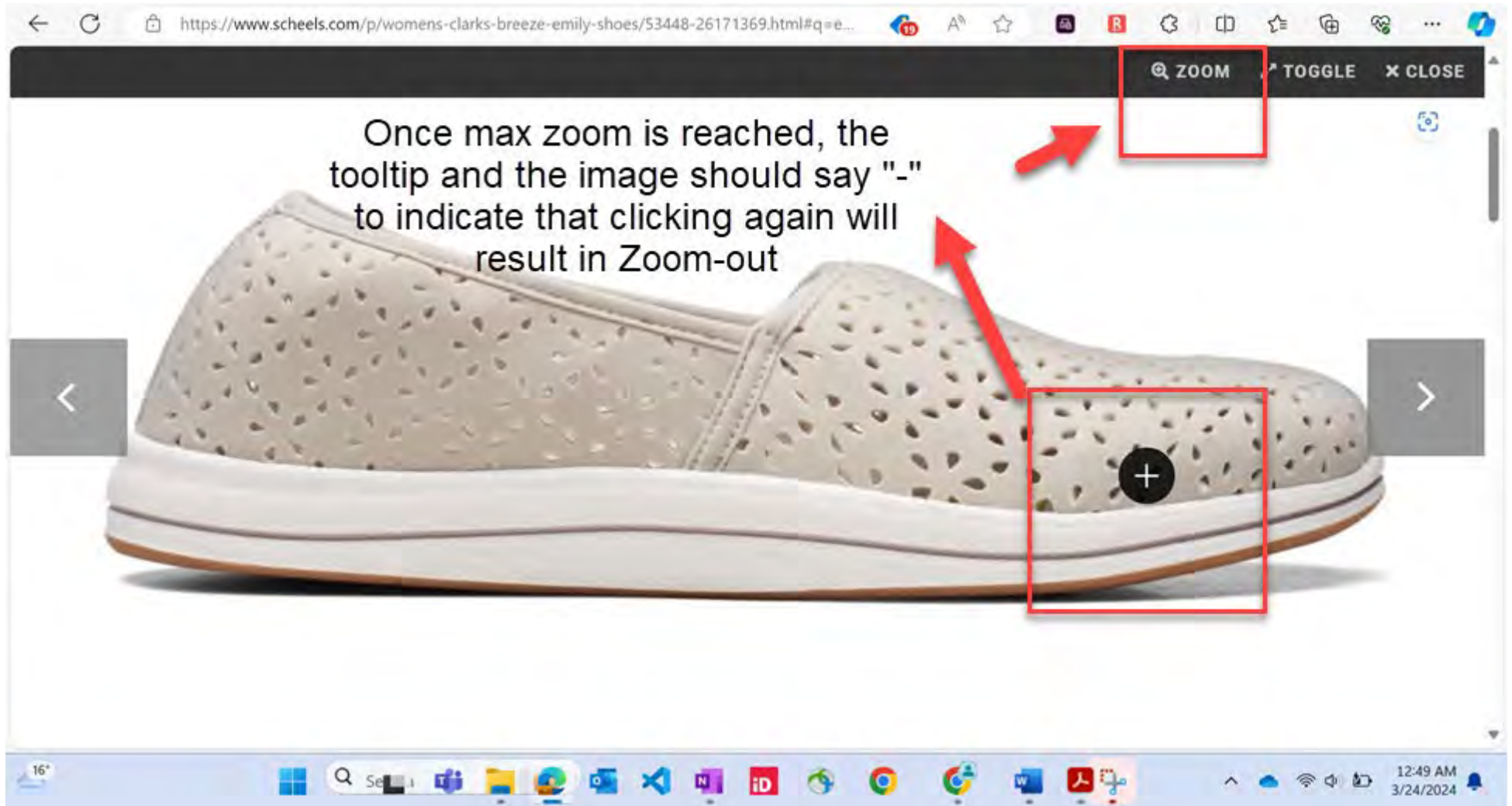
Searching for 'email exclusive' brings results where items like 'Emily' is erroneously brought up

Women's Clarks Breeze Emily Shoes

Women's Franco Sarto Emily Sandals

Kendra Scott Emilie Multi Strand Necklace

BE THE FIRST! ✕



Women's Clarks Breeze Emily Shoes
Clarks

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

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

RECENTLY VIEWED

The screenshot shows a web browser window with multiple tabs open. The active tab is a product page for 'Women's Clarks Breeze Emily Shoes'. Below the product information, there is a red-bordered box containing the text 'If you click same product 3 times its showing up thrice in recently viewed.' and a red-bordered box labeled 'RECENTLY VIEWED'. Inside the 'RECENTLY VIEWED' box, there are three identical product listings for 'Women's Columbia PFG Freezer III Dress'. Each listing features a full-body image of a woman wearing a blue and white patterned dress, with the text 'SUN PROTECTION' above the image. Below each image are several small circular icons and a plus sign. A red 'Chat Now' button is visible at the bottom left of the first listing. The browser's address bar shows the URL 'https://www.scheels.com/p/womens-clarks-breeze-emily-shoes/53448-26171369.htm...'. The Windows taskbar at the bottom shows the time as 12:52 AM on 3/24/2024.

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 ▾

Women ×

GENDER -

☒ Women

☐ Girls (118)

BRAND +

ACTIVITY +

Chat Now

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

Product Name	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)

Google Ads Section -55 points

As shown in the video, enter screenshots for each of these sections listed below

- a. Click on the all Campaigns tab (should have 3 campaigns-Search, Display & Video)-for each copy and paste detail page showing all your campaign settings that I required when doing that campaign-may require several screenshot. E.g, Location, frequency capping, audiences, topics, keywords. For smart campaign show ad , keywords and localization here as shown in my video

Google Ads | All campaigns

Search Appearance Tools and settings Refresh Help Notifications 199-319-8248 rahul7.und@gmail.com

⚠ Your account isn't active - Your ads aren't running because your account has been canceled. Hide Learn more Reactivate

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

Overview Campaigns All time Mar 26 - 27, 2024 Show last 30 days

Recommendations

Insights & reports

Campaigns

Ad groups

Ads & assets

Videos

Keywords

Audiences

Content

Settings

Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPM	Impr.	↓ Int.	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

1 - 3 of 3

Google Ads

All campaigns > Search-1

Search

Appearance

Tools and settings

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

● Enabled

Status: Bid strategy learning

Type: Search

Budget: \$15.00/day

Optimization score: —

More details

Simulate campaign changes

Overview

Recommendations

Insights & reports

Ad groups

Ads & assets

Keywords

Audiences

Settings

Change history

Show less

Locations

Ad schedule

Advanced bid adj.

Drafts

Experiments

Campaign name

Search-1

▼

Conversion goals

Account-default

▼

Customer acquisition

Bid equally for new and existing customers

▼

Marketing Objective

No marketing objective selected

▼

Campaign status

● Enabled

▼

Networks

Google Search Network, Search partners

▼

Locations

Select locations to target ⓘ

^

☐ All countries and territories

☐ United States and Canada

☐ United States

☒ Enter another location

Targeted locations (2)

Reach ⓘ ⊗

Dallas-Ft. Worth TX, Texas, United States Nielsen® DMA® regions

19,200,000 ⊗

Richmond, Virginia, United States city

833,000 ⊗

🔍 Enter a location to target or exclude

Advanced search

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

Location options

Page 11 of 46

Google Ads

Search

Appearance

Tools and settings

Refresh

Home

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

Feedback

Change view

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

All time

Mar 26

Best Lightweight Jackets

Inactive Needs attention

\$0.00 Spend all time

Impressions

0

How often your ads were shown

Clicks

0

Actions on your ads

Calls

0

Calls to your business

Conversions

Get Started

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

Search terms report & keyword themes

Ad text, images & landing page

Page 12 of 46

<div><div><div></div></div><div><div></div></div></div> <div><div>Your search terms will show here soon</div><div>We're working hard to bring you results. For more future results, double check your selected keyword themes.</div></div> <div>Edit</div>	<div><div>Ad - www.scheels.com</div><div><div><div></div></div><div>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</div><div>Dismiss</div></div></div> <div>Edit</div>
<div>Location</div> <div><div><div></div></div><div>Your ads show in United States, Dallas-Ft. Worth TX and Richmond</div></div> <div><div>Google Map data ©2024 Terms</div></div> <div>Edit</div>	<div>Budget & ad schedule</div> <div><div><div>\$</div><div>You only pay for clicks on your ad. Over the month you won't pay more than your monthly max.</div></div><div><div>\$3</div><div>daily average</div><div>\$91 monthly max</div></div><div><div><div></div></div><div>Your ads show any time</div></div></div> <div>Edit</div>

Google Ads

Search

Appearance

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

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

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

Page 14 of 46

Google Ads

Search

Appearance

Tools

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

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

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 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

Page 15 of 46

Google Ads

All campaigns >Video Efficient reach - 2024-03-26

Search

Appearance

Tools and settings

Refresh

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

Feedback

Change view

Get the Google Ads mobile app

ⓘ 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

Settings

LanguagesEnglish

LocationsUnited States (country)

Bid strategyTarget CPM

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

Additional settings

GoalsUsing account goal settings

DevicesAll 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 capFrequency

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 capFrequency

2

per day

ⓧ

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Google Ads

Video Efficient reach - 2024-03-26

Edit audience segments

View (2 filters)
All campaigns

View all 3 campaigns in this view

Best Lightweight Jackers

Search-1

Ad group 1

Ad group 2

Video Efficient reach - 2024-03-26

Video Efficient reach - 2024-03-26

Your account isn't active

Enabled

Status: All ads

Overview

Recommendations

Insights & reports

Ad groups

Ads & assets

Videos

Audience

Content

Settings

Change history

Show less

Location

Ad schedule

Advanced bidding

Experiments

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

2 selected

Try "boots"

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

Affinity

News & Politics > Avid News Readers

Men's Media Fans

In-market

Apparel & Accessories

Men's Apparel

Audience expansion

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

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Google Ads

All campaigns

Video Efficient reach - 2024-03-26

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

Your account isn't active

Overview

Recommendations

Insights & reports

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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](#)

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Google Ads

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

Your account isn't active

Enabled

Status: Pending

Overview

Recommendations

Insights & reports

Ads & assets

Videos

Audience

Content

Settings

Change history

Experiments

Edit content

Select the content you want to target

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

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)

Hide

All time Mar 26 - 27, 2024 ▼

^ Hide table

Type: Keyword Add filter

 Clear filters

</

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

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 Recommendations Insights & reports Campaigns **Ad groups** Ads & assets Videos Keywords Audiences Content

Ad groups

All time Mar 26 - 27, 2024

	Ad group	Campaign	Status	Default max. CPC	Target CPM	Ad group type	Avg. CPM	Impr.	Interaction rate	Avg. cost	Cost	Clicks	Conv. rate	Conversion
1	Ad group 1	Search-1	Paused	—	—	Standard	—	0	—	—	\$0.00	0	0.00%	0.00
2	Ad group 2	Search-1	Paused	—	—	Standard	—	0	—	—	\$0.00	0	0.00%	0.00
3	Video Efficient reach - 2024-03-26	Video Efficient reach - 2024-03-26	Pending All ads under review	—	\$1.00	Responsive video ad	—	0	—	—	\$0.00	0	0.00%	0.00
	Total: All but removed ad groups in your c...						—	0	—	—	\$0.00	0	0.00%	0.00
	Total: Account						—	0	—	—	\$0.00	0	0.00%	0.00

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

❗ 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

Recommendations

Insights & reports

Campaigns

Ad groups

Ads & assets

Ads

Assets

Videos

Keywords

Audiences

Content

Settings

Change history

Show less


Locations

+

1

Ad status: All

Add filter

<input type="checkbox"/>	Ad	Campaign	Ad group	Status	Ad type
<input type="checkbox"/>	<div><div>1</div><div>{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</div></div>	Search-1	Ad group 1	Not eligible Ad group paused	Responsive search ad
<input type="checkbox"/>	<div><div>2</div><div>Ad #1  Buy now Mens Jacket Styles Scheels Fashionabl... Visit SCHEELS.com... View asset details</div></div>	Video Efficient reach - 2024-03-26	Video Efficient reach - 2024-03-26	Pending Under review	Responsive video ad
<input type="checkbox"/>	<div><div>3</div><div>{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</div></div>	Search-1	Ad group 2	Not eligible Ad group paused	Responsive search ad
Total: Ads in your current view					
<input checked="" type="checkbox"/>	Total: Account				

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

Ad filter

Overview

Recommendations

Insights & reports

Campaigns

Ad groups

Ads & assets

Ads

Assets

Videos

Keywords

Audiences

Content

Settings

Change history

Show less

Locations

Ad schedule

Advanced bid ad

Drafts

+

Ad status: All

Add filter

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

Preview ad

YouTube

Google video partners

All formats

<

>

>

📱

🖥

🖨

📺

Example of your skippable in-stream ad on YouTube

More Than a Game

00:30

Skip Ad

SCHEELS

Mens Jacket Styles

Ad - scheels.com/spring/style

Buy now

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.

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ads.google.com/aw/keywords?ocid=6516279992&workspaceld=0&ascid=6516279992&uid=1135349020&__u=2602417980&uscid=6516279992&_c=3223273208&authuser=0&subid=us-en-ha-awa-bk-c-000%21o3-CjwKCAjwh4-w8hB...

Google Ads | All campaigns

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

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

Overview Recommendations Insights & reports Campaigns Ad groups Ads & assets Videos Keywords **Search keywords** Negative keywords Audiences Content Settings Change history Show less Locations Ad schedule Advanced bid ad Drafts Experiments

Search keywords

Keyword status: Enabled, Paused Add filter

All time Mar 26 - 27, 2024 Show last 30 days

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

Get the Chrome

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

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

Recommendations

Insights & reports

Campaigns

Ad groups

Ads & assets

Videos

Keywords

Search keywords

Negative keywords

Audiences

Content

Negative keywords

+

Add filter

<input type="checkbox"/> Negative keyword ↑	Added to	Level
<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

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 KUHLE 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 KUHLE 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


[Advanced preview](#)

[Share](#)

Facebook Feeds

Test Page
Sponsored · W

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



MESSANGER
Chat in Messenger

Send message

Like Comment Share

See variations

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. ⓘ

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 ⓘ

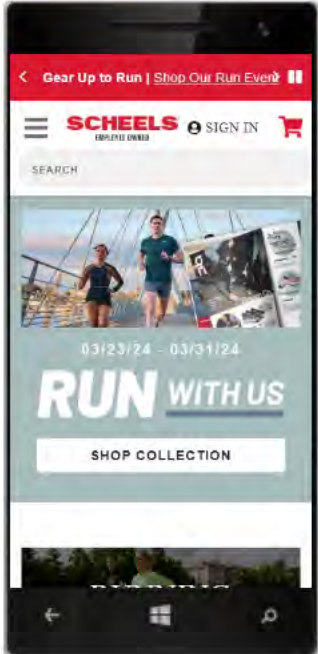
https://www.scheels.com

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](#)



The screenshot shows the SCHEELS mobile website. At the top, there's a red navigation bar with the text 'Gear Up to Run | Shop Our Run Events'. Below this is the SCHEELS logo and a 'SIGN IN' button. A search bar is visible. The main content area features a large image of two runners, with the text '03/23/24 - 03/31/24' and 'RUN WITH US' in large, bold letters. Below this is a 'SHOP COLLECTION' button. The bottom of the screen shows a Windows Phone-style navigation bar.

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/>

Share

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 ?
55%

Structure ?
75%

Web Vitals ?

Largest Contentful Paint ?
2.8s

Total Blocking Time ?
524ms

Cumulative Layout Shift
0

Summary

Performance

Structure

Waterfall

Video

History

Speed Visualization ?

1.9s

3.8s

5.6s

7.5s

9.4s

11.3s

13.1s

15s



TTFB: 436ms

Redirect: 0ms
Connect: 22ms

Largest Contentful Paint: 2.8s

Onload Time: 4.1s

Time to Interactive: 5.2s

Fully Loaded Time: 15.0s

First Contentful Paint: 1.0s

Top Issues

All

FCP

LCP

TBT

CLS

These audits are identified as the top issues impacting **your performance**.

IMPACT

AUDIT

Med-High

Avoid an excessive DOM size TBT

8,417 elements



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

[Learn how to improve this](#)

STATISTIC

ELEMENT

VALUE

Total DOM Elements

8417

Maximum DOM Depth

\$10.00

19

Maximum Child Elements

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

176

Med

Use explicit width and height on image elements CLS

37 images found



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



Focus on these audits first

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

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

[See all Structure audits](#)

DELIVERABLE EIGHT (3 points): Using SEOSitecheckup's (or any other SEO tool such as [Screaming Frog](#))

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

The screenshot displays the 'Criticals' section of the SEOSitecheckup tool. It lists five critical issues, each with a red 'X' icon, a title, and a description. The issues are: '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), and 'Desktop PageSpeed Insights' (16). Below this list, two detailed error descriptions are shown. The first is for 'Injecting parameters', explaining that the URL configuration is incorrect and providing instructions on how to use canonical URLs and 301 redirects. The second is for '404 page', explaining that the error page is returning a 200 status code instead of a 404, which is problematic for search engines, and providing instructions on how to properly configure the 404 response.

Criticals

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

Injecting parameters Processing of injecting parameters in URL configured incorrectly

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

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

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

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

404 page Error page responded 200 status code

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

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

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

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

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

To consolidate duplicate URLs use [Google article](#) and [our guide](#).

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


brokenlinkcheck.com/broken-links.php#stop

Online Broken Link Checker

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

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

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

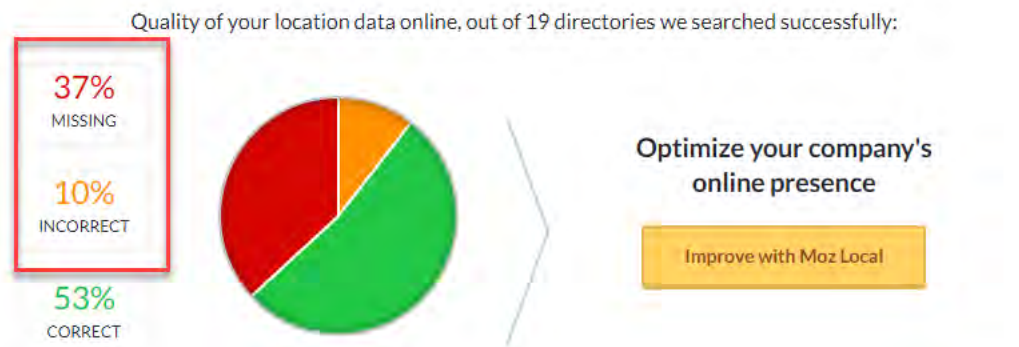
- 1 Enter your URL (e.g. www.example.com) - by doing so you agree to these [Terms](#)**
- 2 Security code**
  [Generate new code](#)
☒ Report distinct broken links only
☐ Report all occurrences of each dead link (may be slower)

Find broken links now!

To see the location of the link in your HTML source click [src](#) below





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

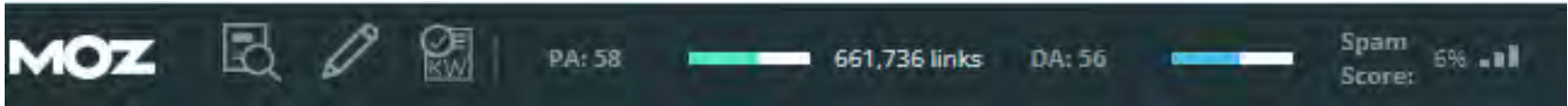
Directory	Business Info	Hours	Photos
 Google	Scheels 4450 Destination Drive, The Colony (469) 854-7500 https://www.scheels.com/store?StoreID=096&ut...	✓	✓
 Google Maps	Scheels 4450 Destination Drive, The Colony (469) 854-7500 https://www.scheels.com/store?StoreID=096&ut...	✓	✓
 Facebook	Listing not found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

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

DELIVERABLE 10-(25 points)

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

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



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

Spam Score

Reduce your risk by discovering potentially damaging links.

Spam Score Updated Quarterly [Track in a Campaign](#)

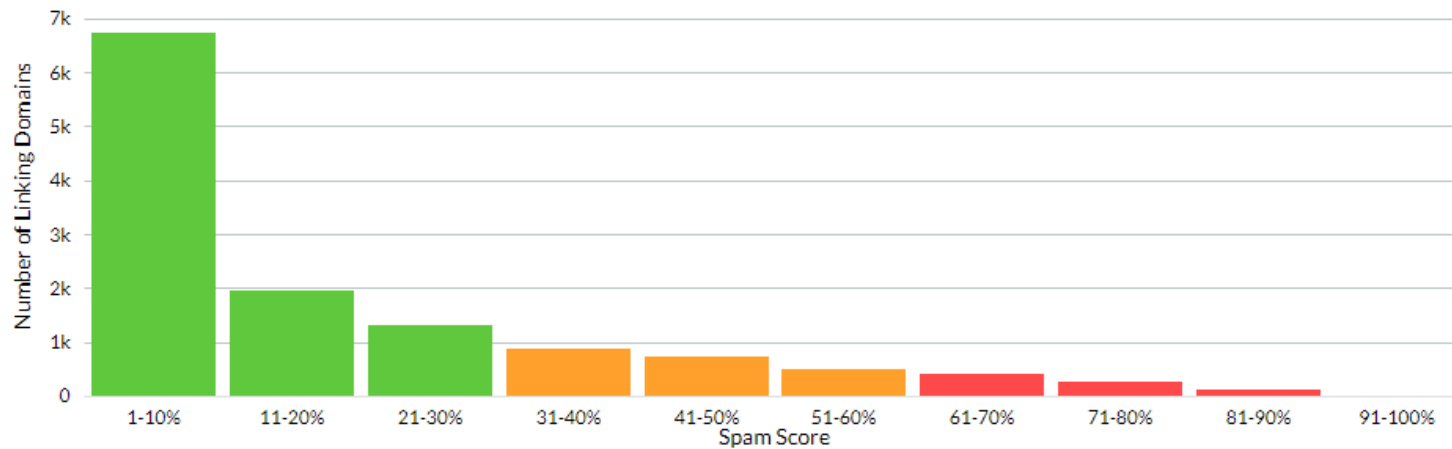
subdomain ▼












https://www.scheels.com/stores

Analyze

9 of 10 queries available until 04/28

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



<input type="checkbox"/>	URL	Spam Score ⁱ	DA ⁱ	Date Crawled
<input type="checkbox"/>	The top million most visited websites, showing the ones you have visited, Jonas Lund, 2011 www.wwwwwwwwwwwwwwww.net/index.php?page=193  nofollow via redirect	99%	15	02/19/2024
<input type="checkbox"/>	www.cancer-symptoms.info/unique-golf-club-head-covers/  nofollow	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  via redirect	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  nofollow via redirect	96%	5	02/26/2024
<input type="checkbox"/>	www.100k.pw/domain-list-280  nofollow via redirect	96%	5	01/29/2024

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

- i) Enter what long tail keyword you use: **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



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



eBay

<https://www.ebay.com> > ... > Coats, Jackets & Vests

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

Columbia **Men's Colonial Heights Lightweight Jacket Grey** Size XXL ; Quantity. 4 available ; Item Number. 234722606773 ; Features. Hooded ; Accurate description. 5.0. \$59.39 · In stock



1) PA: 46

0 links

DA: 93



Link Analysis



Amazon

<https://www.amazon.com> > Mens-Lightweight-Jackets

Mens Lightweight Jackets | Amazon.com



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

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

Missing: ~~colony~~ | Show results with: **colony**

2) PA: 62

109 links

DA: 95



Link Analysis



Facebook

<https://www.facebook.com> > marketplace > tommy-hilfig...

Tommy Hilfiger Men's Jackets Near Shafter, California

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

3) PA: 60

0 links

DA: 96



Link Analysis

"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



Swiss Colony

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](#)

root domain

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

Analyze

0 of 10 queries available until 04/26

Domain Authorityⁱ
56

Page Authorityⁱ
58

Linking Domainsⁱ
15.1k

Inbound Linksⁱ
Total 1.6m
Followed 1.5m

Link Source:

Link Type: 2 selected
☒ follow
☐ nofollow
☐ redirect
☒ no redirect
☐ canonical
☐ not canonical
☐ via redirect
☐ not via redirect

Link State: active

Limit Results:
☒ for feeds and proxy sitesⁱ
☐ to one link per domainⁱ

[Export CSV](#)

1 - 50 Inbound Links [Add to Link Tracking List](#)

<input type="checkbox"/>	URL	Text ⁱ	PA ⁱ	DA ⁱ	Linking Domains ⁱ	Spam Score ⁱ	More Info
<input type="checkbox"/>	apps.apple.com/...eels/id	"...er's privacy policy"	65	99	39	6%	+
<input type="checkbox"/>	apps.apple.com/...eels/id	"...port"	65	99	39	6%	+
<input type="checkbox"/>	Top 10 nike workout ideas www.pinterest.com/...49682627529/	"saved from scheels.com"	63	94	19	7%	+
<input type="checkbox"/>	Top 10 running shorts ideas and inspirat... www.pinterest.com/...03765147356/	"saved from scheels.com"	63	94	18	7%	+
<input type="checkbox"/>	Top 10 nike shorts outfit ideas and inspir... www.pinterest.com/...17751847813/	"saved from scheels.com"	62	94	11	7%	+
	via rel=canonical						
<input type="checkbox"/>	Top 10 nike shorts outfit ideas and inspir... www.pinterest.com/...17751847813/	"saved from scheels.com"	62	94	11	7%	+
<input type="checkbox"/>	Trendy Nike Clothes for Sporty Style www.pinterest.com/...61037434712/	"saved from scheels.com"	62	94	12	7%	+
<input type="checkbox"/>	www.reddit.com/...e_americans_lived/	"sporting goods store"	62	92	17	3%	+
	via redirect						
<input type="checkbox"/>	www.reddit.com/...e_americans_lived/	"sporting goods store"	62	92	17	3%	+

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

[Root Domain](#)[Subdomain](#)[Exact Page](#)

Metrics

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

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

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 Analyze

5 of 10 queries available until 04/28

Domain Authority ⁱ

69

Page Authority ⁱ

67

Linking Domains ⁱ

44.6k

Inbound Links ⁱ

Total 4.8m
Followed 4.4m

Link Source:

Link Type:

2 selected

☒ follow

☐ nofollow

☐ redirect

☒ no redirect

☐ canonical

☐ not canonical

☐ via redirect

☐ not via redirect

Link State:

active

Limit Results:

☒ for feeds and proxy sites ⁱ
☐ to one link per domain ⁱ

Export CSV

1 - 50 Inbound Links

<input type="checkbox"/>	URL	Text ⁱ	PA ⁱ	DA ⁱ	Linking Domains ⁱ	Spam Score ⁱ	More Info
<input type="checkbox"/>	The 6 Best Camping Tents www.nytimes.com/...and	"s"	69	95	412	1%	<input type="checkbox"/>
<input type="checkbox"/>	How Banks Could Control www.nytimes.com/...ks-g	weapon catalog"	69	95	506	1%	<input type="checkbox"/>
<input type="checkbox"/>	Capitol Riot Weapons Include Bear Spr... www.npr.org/...ecutors-say-they-used f	"according to a product desc...	67	93	634	5%	<input type="checkbox"/>
<input type="checkbox"/>	www.buzzfeed.com/...orderline-genius f	"cabelas.com"	65	93	508	1%	<input type="checkbox"/>
<input type="checkbox"/>	www.reddit.com/...survival_pdf_links/ f	"cabela's"	64	92	52	3%	<input type="checkbox"/>
<input type="checkbox"/>	www.reddit.com/...oks_at_my_local_er/ f	"i own that exact lure"	64	92	29	3%	<input type="checkbox"/>
<input type="checkbox"/>	Cabela's on the App Store apps.apple.com/...elas/id1520073967 f	"app support"	64	99	38	6%	<input type="checkbox"/>
<input type="checkbox"/>	Cabela's on the App Store apps.apple.com/...elas/id1520073967 f	"developer's privacy policy"	64	99	38	6%	<input type="checkbox"/>
<input type="checkbox"/>	Here Are 7 Animals Hunters Kill Using a... time.com/...r-15-semiautomatic-rifles/ f	"customizable features"	63	94	214	1%	<input type="checkbox"/>
<input type="checkbox"/>	Gun Used in Florida School Shooting: 4... time.com/...ida-school-shooting-ar-15/ f	"sights"	63	94	164	1%	<input type="checkbox"/>

- 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.