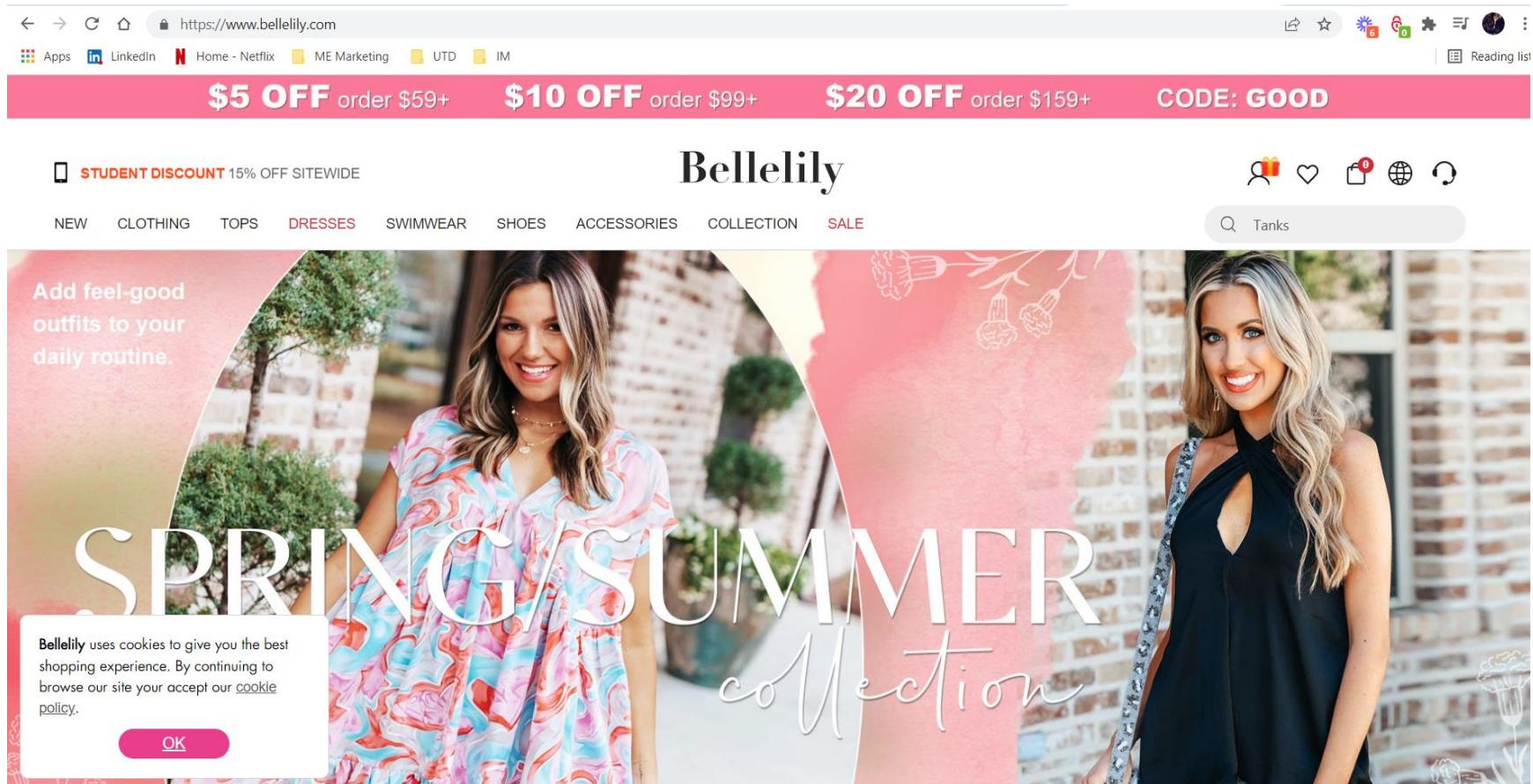


Digital Marketing HW Assignment

Your Name: Saloni Jaiswal

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: <https://www.bellelily.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



← → ⌂ 🔒 https://www.bellelily.com/mini-dresses-t-466

Apps LinkedIn Home - Netflix ME Marketing UTD IM

\$5 OFF order \$59+ **\$10 OFF** order \$99+ **\$20 OFF** order \$159+ **CODE: GOOD**

FREE SHIPPING ON ORDERS OVER US\$119

Bellelily

NEW CLOTHING TOPS DRESSES SWIMWEAR SHOES ACCESSORIES COLLECTION SALE

Home > Clothing > Dresses > Mini Dresses

Dresses Sort ▾ 1211 items

Mini Dresses
Maxi Dresses
Midi Dresses
Casual Dresses
Bodycon Dresses
Shift Dresses
Party Dresses
Lace Dresses
Little Black Dresses
Two-piece Dresses
Summer Dresses
Floral Dresses
Vintage Dresses
Long Sleeve Dresses
Prom Dresses

Color

			
Slit Button Sleeveless Mini Dress - Dark Grey \$19.89 \$24.29	Ruched Button V-Neck Bodycon Dress - Army Gr... \$17.89 \$21.89	Lace Splicing Cold Shoulder Mini Dress - Black \$20.99 \$25.69	Floral Hollow Out Twist Bodycon Dress \$20.29 \$24.69

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 Do NOT cite the lack of a "Site Map" There can be more than one problem per screenshot-however, it must be very clear what the problem is.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.

1. Huge banner occupying all “above the fold” space and no call-to-action button available

The screenshot shows the homepage of the Bellelily website. At the top, there is a navigation bar with links for Apps, LinkedIn, Home - Netflix, ME Marketing, UTD, and IM. Below the navigation bar, a pink header features three promotional offers: '\$5 OFF order \$59+', '\$10 OFF order \$99+', and '\$20 OFF order \$159+' with the code 'CODE: GOOD'. The main title 'Bellelily' is centered above a large, semi-transparent banner. The banner features two women modeling clothing from the 'SPRING/SUMMER collection'. The woman on the left is wearing a vibrant, marbled print dress, and the woman on the right is wearing a black sleeveless top with a floral patterned shawl. The background of the banner has a pink-to-white gradient with white flowers. To the left of the banner, a text overlay reads: 'Add feel-good outfits to your daily routine.' A small URL 'https://www.bellelily.com/best-seller-t-807' is visible at the bottom left of the banner. The rest of the page includes a menu bar with links for NEW, CLOTHING, TOPS, DRESSES, SWIMWEAR, SHOES, ACCESSORIES, COLLECTION, and SALE, along with a search bar and social media icons.

2. Indefinite scrolling with no pagination.

Tassel Colorful Striped Lace Up Flat Sneakers
\$29.59 \$34.89

Plaid Slip-On Round Toe Flat Sneakers - White
\$19.99 \$30.79

Buy 2 Get 12% Off

COMPANY INFO

- About Bellelily
- Bellelily Blog
- Term & Conditions
- Privacy & Security
- Intellectual Property
- Contact Us

HELP & SUPPORT

- Shipping Notice
- Shopping FAQ
- Tracking Orders
- Size and Fit Guides
- Payments Method
- Returns & Exchanges

COOPERATION

- Bellelily Wholesale
- Affiliate Program
- Student Discount

FOLLOW OUR JOURNEY

f i p

Your Email Address

SUBSCRIBE TO GET A **10% OFF COUPON**

3. Internal search is not good. I typed in a specific category of clothing and the search results were of tee-shirts as compared to the camisoles. But the searched category is available as a clothing type.

https://www.bellelily.com/s/pink%20camis

Apps LinkedIn Home - Netflix ME Marketing UTD IM

Reading list

Hello Summer Glasses Casual Tank - Pink
\$7.99 \$15.99

Short Girls O-Neck TShirt Tee - Pink
\$14.39 \$24.89

Criss-Cross Open Back Knitted Mini Dress - Pink
\$29.99 \$49.99

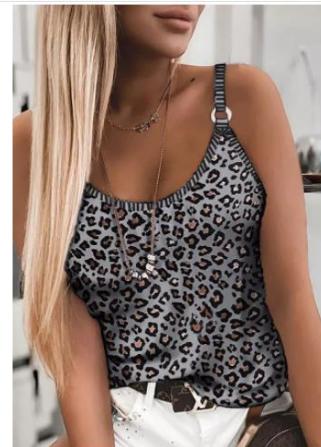
Well I'll Be Damned T-Shirt Tee - Pink
\$8.99 \$17.99

<https://www.bellelily.com/Well-Ill-Be-Damned-T-Shirt-Tee---Pink-a-73338-474357>



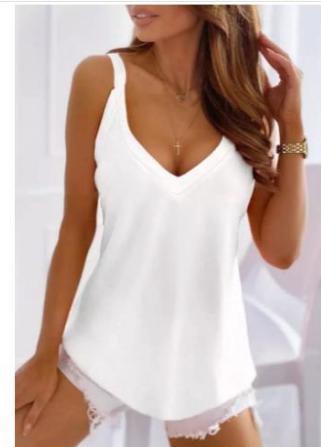
Lace Splicing Hollow Out Camisole - Black

\$5.99 ~~\$11.99~~



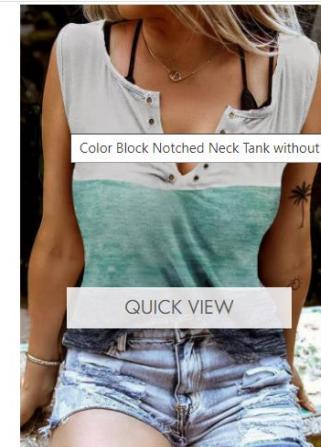
Leopard Stretchy Spaghetti Strap Camisole - Gray

\$13.99 ~~\$34.29~~



Open Back V-Neck Camisole - White

\$13.99 ~~\$22.49~~



Color Block Notched Neck Tank without Camisole

QUICK VIEW



<https://www.bellelily.com/Color-Block-Notched-Neck-Tank-without-Camisole-g-86725-522384>



4. The mobile version of the website has issue with displaying the banner text.

\$5 OFF Order \$59+ \$10 OFF Order \$99+ \$20 OFF Order \$159+ CODE: GOOD

Bellelily

FREE SHIPPING ON ORDERS OVER US\$119

Home / Accessories / Masks

Category Sort Filter

Pet Cat Breathable Mask \$6.99

St. Patrick's Day Lucky Shamrock Plaid Mask \$2.99

Reindeer Plaid Mask \$3.99

Page 7 of 52

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.

The screenshot shows the Google Ads interface with the 'All campaigns' tab selected. On the left, a sidebar lists various campaign types: Search-1, Shop for Nice Women's Clothes, and Video Custom - 2022-03-13. Under 'Ad groups', 'Ad groups' is selected. The main area displays an 'Ad groups' chart with three data series (0, 1, 2) over time (Mar 13, 2022). Below the chart is a table with columns: Ad group, Campaign, Status, Default max. CPC, Ad group type, Impr., Interactions, Interaction rate, Avg. cost, and Cost. The table contains three rows for 'Video Custom - 2022-03-13', 'Ad group Search', and 'Ad group 2'. At the bottom, there are summary rows for 'Total: All but ...', 'Total: All campaigns', and 'Total: Account'.

Ad group	Campaign	Status	Default max. CPC	Ad group type	Impr.	Interactions	Interaction rate	Avg. cost	Cost
Video Custom - 2022-03-13	Video Custom - 2022-03-13	Pending All ads under review	–	Skippable in-stream	0	0	–	–	\$0.00
Ad group Search	Search-1	Eligible (Limited) All ads limited by policy	–	Standard	0	0	–	–	\$0.00
Ad group 2	Search-1	Eligible (Limited) All ads limited by policy	–	Standard	0	0	–	–	\$0.00
Total: All but ...					0	0	–	–	\$0.00
Total: All campaigns					0	0	–	–	\$0.00
Total: Account					0	0	–	–	\$0.00

Ad Search

The screenshot shows the Google Ads interface for a campaign named "Search-1". The left sidebar lists campaign filters: Enabled, Status: Eligible (Limited), Type: Search, Budget: \$10.00/day, and Optimization score: -. The main content area displays the campaign details under the "Settings" tab.

Campaign name: Search-1

Goals: Using account goal settings

Marketing Objective: No marketing objective selected

Campaign status: Enabled

Networks: Google Search Network, Search partners, Display Network

Locations: 15 mi around Arlington, TX (radius) and 20 mi around Murphy, TX 75094 (radius)

Languages: English

Budget: \$10.00/day

Bidding: Maximize clicks

Start and end dates: Start date: March 13, 2022 End date: Not set

Dynamic Search Ads setting: Domain: www.bellelily.com Language: English Targeting Source: Use Google's index of my website

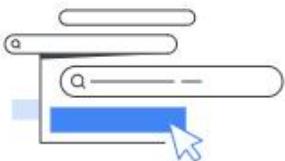
Additional settings: (Expanded)

- Dynamic ad targets
- Locations
- Ad schedule
- Devices

Smart Display

The screenshot shows the Google Ads interface for a campaign named "Shop for Nice Women's Clothes". The left sidebar lists campaigns like "Search-1", "Ad group 2", and "Shop for Nice Women's Clothes". The main content area displays the "Keyword themes" tab of the "Search terms report & keyword themes" section. It shows a summary message: "Your ads show when people search for your keyword themes and related phrases. [Learn more](#)". Below this, a grid of related keywords is shown in circles: clothing store, women's clothing boutique, online clothes boutique, online women's boutique, women's accessories, women's dresses, women's loungewear, women's tops, and women's skirts. A blue "Edit" button is at the bottom.

Search terms report & keyword themes

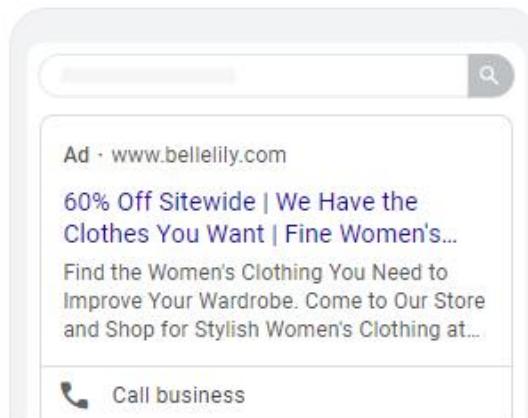


Your search terms will show here soon

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

Edit

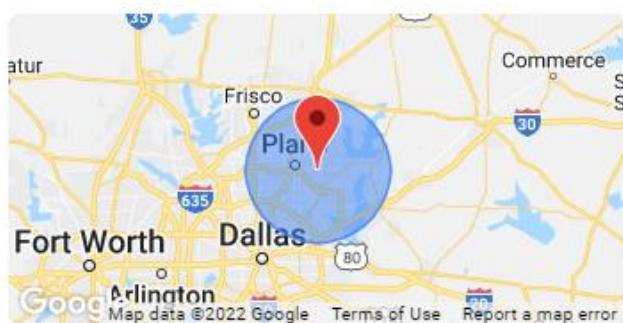
Ad text, images & landing page



Edit

Location & ad schedule

- 📍 Your ads show to people within 13 miles of your business



- ⌚ Your ads show **any time**

Budget & duration

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

\$8 daily average
\$243 monthly max

- 📅 Running continuously

Video

Google Ads | All campaigns > Video Custom - 2022-03-13

Enabled Status: Pending Type: Video Budget: \$8.00 (total) Start and end date: Mar 13, 2022 - May 18, 2022 More details

Campaign 3 of 3

Workspace (1 filter) All campaigns 859-188-3337 mkt63211@gmail.com

View all 3 campaigns

Search-1
Ad group 2
Ad group Search
Shop for Nice Women's Clothes
Video Custom - 2022-03-13
Video Custom - 2022-03-13

Removed campaigns are hidden

Overview Settings

Recommendations

Insights

Ad groups

Ads & extensions

Videos

Landing pages

Audiences

Content

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Get the Google

Settings

Campaign name: Video Custom - 2022-03-13

Campaign status: Enabled

Marketing objective: No marketing objective selected

Budget and dates: \$8.00 in total | Start date: 3/13/2022 End date: 5/18/2022

Networks: YouTube search results, YouTube videos, Video partners on the Display Network

Languages: English

Locations: United States (country)

Bid strategy: Maximum CPV

Content exclusions: define where your ads can show

Inventory type: Standard inventory

Excluded types and labels: Types Show on all | Labels Content not yet labeled

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

Additional settings

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

5 impressions per week, 2 views per day



Third-party measurement

None



Google Ads | All campaigns > Video Custom - 2022-03-13

Enabled Status: Pending Type: Video Budget: \$8.00 (total) Start and end date: Mar 13, 2022 - May 18, 2022 More details

Campaign 3 of 3 | 859-188-3337 | mkt6321@gmail.com

Workspace (1 filter) | All campaigns | View all 3 campaigns | Search-1 | Ad group 2 | Ad group Search | Shop for Nice Women's Clothes | Video Custom - 2022-03-13 | Video Custom - 2022-03-13 | Removed campaigns are hidden

Overview | Recommendations | Insights | Ad groups | Ads & extensions | Videos | Landing pages | Audiences | Content | Topics | Placements | **Display/Video keywords** | Exclusions | Where ads showed | Settings | Locations | Ad schedule | Devices | Advanced bid adj.

Display/Video keywords

You can view your YouTube search terms [here](#)

Views: None | Chart type: Expand | Adjust

2
1
0

Mar 13, 2022

Keyword status: Enabled, Paused Add filter

Keyword	Ad group	Status	Max. CPV	Avg. CPV	Views	Campaign type	Impr.	View rate	Cost
Dresses	Video Custom - 2022-03-13	Eligible	\$0.50	-	0	Video	0	-	\$0.00
Spring Sale	Video Custom - 2022-03-13	Eligible	\$0.50	-	0	Video	0	-	\$0.00
Women Clothing	Video Custom - 2022-03-13	Eligible	\$0.50	-	0	Video	0	-	\$0.00
Total: All but removed keywords				-	0		0	-	\$0.00
Total: Expansion and optimized targeting				-	0		0	-	\$0.00
Total: Other				-	0		0	-	\$0.00
Total: Campaign				-	0		0	-	\$0.00

1 - 3 of 3

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time USA | https://ads.google.com/aw/keywords/display?campaignId=16550331574&ocid=873627810&workspaceId=0&authuser=0&_u=8155695503&_c=3412060690

About this campaign

 Edit in settings

 Mar 13, 2022 - May 18, 2022	Campaign objective	Campaign exclusions 
 All day	No goal selected	No exclusions
 United States	Campaign goals	Inventory type 
 English	Contacts (call from ads), Contacts (google hosted), Get directions (google hosted) (Account default goals)	Standard inventory
		Excluded types and labels
		Content not yet labeled
	Campaign subtype	
	Standard	
	Frequency capping	
	5 impressions per week, 2 views per day	
	Bidding	
	Manual CPV	
	Devices	
	All eligible devices (computers, mobile, tablet, and TV screens)	
	Networks	
	YouTube search results, YouTube videos, Video partners on the Display Network	

1 Ad group



Ad #1

Ad group name	Video Custom - 2022-03-13
Ad group status	● Enabled
Ad group type	Skippable in-stream
Max. CPV	\$0.50
Demographics	Age 18 - 24, 25 - 34, 35 - 44 Gender Female Household income Top 10%, 11 - 20%, 21 - 30%, 31 - 40% Parental status Parent, Not a parent
Audiences	What they are actively researching or planning Activewear, Women's Apparel, Express Clothing, Designer Clothing
Keywords	Dresses, Spring Sale, Women Clothing
Topics	Shopping Portals

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

The screenshot shows the Google Ads interface with the 'All campaigns' view selected. The left sidebar shows a list of campaigns: 'Search-1', 'Ad group 2', 'Ad group Search', 'Shop for Nice Women's Clothes', 'Video Custom - 2022-03-13', and 'Video Custom - 2022-03-13'. Under 'Video Custom - 2022-03-13', 'Ad groups' is expanded, and 'Ad groups' is selected. The main area displays the 'Ad groups' report. The chart shows Clicks over time, with a single data point for 'Mar 13, 2022'. The table below lists three ad groups:

Ad group	Campaign	Status	Default max. CPC	Ad group type	Impr.	Interactions	Interaction rate	Avg. cost	Cost
Video Custom - 2022-03-13	Video Custom - 2022-03-13	Pending All ads under review	—	Skipable In-stream	0	0	—	—	\$0.00
Ad group Search	Search-1	Eligible (Limited) All ads limited by policy	—	Standard	0	0	—	—	\$0.00
Ad group 2	Search-1	Eligible (Limited) All ads limited by policy	—	Standard	0	0	—	—	\$0.00
Total: All but ...					0	0	—	—	\$0.00
Total: All campaigns					0	0	—	—	\$0.00
Total: Account					0	0	—	—	\$0.00

- c. Ads tab- make sure I can see all your ads including display and video ads. To show your display ad, you will have to go into the Ad Group and click on the ad and take a screenshots. I must be able to easily read the ads

The screenshot shows the Google Ads interface with the 'All campaigns' view selected. The left sidebar includes filters for 'Search-1', 'Ad group 2', 'Ad group Search', 'Shop for Nice Women's Clothes', and 'Video Custom - 2022-03-13'. A message at the top indicates that ads cannot be shown until billing information is entered. The main 'Ads' section displays a table with the following columns: Ad, Campaign, Ad group, Status, Ad type, Impr., Interact, Interaction rate, Avg. cost, and Cost. One specific ad is highlighted, showing a thumbnail of a woman in a dress and text for a 60% off promotion.

Ad	Campaign	Ad group	Status	Ad type	Impr.	Interact	Interaction rate	Avg. cost	Cost
(LOCATION(City):Buy Maxi Dresses for Women) Up To 60% Off Shop Online +12... www.bellelily.com Shop The Most Trendy Styles with Bellelily Today! Shop @ 60% off Sitewide. New... View assets details	Search-1	Ad group 2	Eligible (Limited) Policy (Trademarks in ad text)	Responsive search ad	0	0	—	—	\$0.00
Ad #1  60% Off Buy Now! SHEIN 23:16	Video Custom - 2022-03-13	Video Custom - 2022-03-13	Pending Under review	Skippable in-stream ad	0	0	—	—	\$0.00
{KeyWord:Buy Mini Dresses} New Clothing Arrival Upto 60% off +12 more www.bellelily.com/mini_dress/summer Shop for Stylish Clothes Today! Find trendy and Unique Fashion Items at Bellelily... View assets details	Search-1	Ad group Search	Eligible (Limited) Policy (Trademarks in ad text)	Responsive search ad	0	0	—	—	\$0.00
Total: All but removed ads ?					0	0	—	—	\$0.00
Total: All campaigns					0	0	—	—	\$0.00
Total: Account ?					n	n	—	—	\$n nn

used Ad group status: Enabled, Paused Add filter

Preview ad

Example of your skippable in-stream ad on YouTube

SHEIN

Buy Now! www.bellelily.com/Spr...

60% OFF

Skip Ad

23:16

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.

The screenshot shows the Google Ads interface with the following details:

- Header:** Google Ads | All campaigns
- Left Sidebar (Workspace):**
 - Workspace (1 filter) | All campaigns
 - View all 3 campaigns
 - Search-1 (selected)
 - Ad group 2
 - Ad group Search
 - Shop for Nice Women's Clothes
 - Video Custom - 2022-03-13
 - Video Custom - 2022-03-13
 - Removed campaigns are hidden
 - Content
 - Settings
 - Change history
 - Show less
 - Dynamic ad targets
 - Locations
 - Ad schedule
 - Devices
 - Advanced bid adj.
 - Drafts
 - Feedback Change view
 - Experiments
- Top Bar:** Workspace filter, Campaign status: Enabled, Paused, Ad group status: Enabled, Paused, Add filter, Search, Reports, Tools and settings, Refresh, Help, Notifications, 859-188-3337, mkt6321@gmail.com, M
- Main Area:**
 - Search keywords:** Mar 13, 2022
 - Table Headers:** Keyword, Match type, Campaign, Ad group, Status, Max. CPC, Final URL, Impr., Interac., Interaction rate, Avg. cost
 - Table Data:**

	Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Final URL	Impr.	Interac.	Interaction rate	Avg. cost
<input type="checkbox"/>	mini dress	Broad match	Search-1	Ad group Search	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	short dress	Broad match	Search-1	Ad group Search	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	party short dress	Broad match	Search-1	Ad group Search	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	body con dresses	Broad match	Search-1	Ad group Search	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	mini dresses for women	Broad match	Search-1	Ad group Search	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	black mini dress	Broad match	Search-1	Ad group Search	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	[long gown]	Exact match	Search-1	Ad group 2	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	"long dress"	Phrase match	Search-1	Ad group 2	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	"long sleeve dress"	Phrase match	Search-1	Ad group 2	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	[floral maxi dress]	Exact match	Search-1	Ad group 2	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	[maxi dresses for women]	Exact match	Search-1	Ad group 2	Eligible	—	—	0	0	—	—
<input type="checkbox"/>	'long dresses for women'	Phrase match	Search-1	Ad group 2	Eligible	—	—	0	0	—	—
Total: Al... ?											

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

The screenshot shows the Google Ads interface with the following details:

- Header:** Google Ads, All campaigns.
- Message Bar:** Your account cannot show ads - To start running your ads, enter your billing information.
- Filters:** Workspace filter (Campaign status: Enabled, Paused), Ad group status: Enabled, Paused, Add filter.
- Section:** Negative keywords.
- Buttons:** Add (+), Add filter, Download, Expand.
- Table Headers:** Negative keyword ↑, Added to, Level, Match type.
- Table Data:**

Negative keyword ↑	Added to	Level	Match type
Free	Search-1	Campaign	Broad match
Jeans	Search-1	Campaign	Broad match
Kids	Search-1	Campaign	Broad match
Long	Search-1	Campaign	Broad match
Mens	Search-1	Campaign	Broad match
Tops	Search-1	Campaign	Broad match
Winter	Search-1	Campaign	Broad match
- Page Footer:** 1 - 7 of 7

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

The screenshot shows the Google Ads interface with the title "All campaigns". A red banner at the top indicates "Your account cannot show ads - To start running your ads, enter your billing information." The left sidebar shows "Workspace (1 filter)" and "All campaigns". Under "Ads & extensions", the "Extensions" tab is selected. The main area displays a table titled "Sitelink" with the following data:

Extension	Level	Status	Source	↓ Impr.	Cost	Clicks
Spring 2022 Sale Less than \$10 Clearance	Campaign	Pending Under review	Advertiser	0	\$0.00	0
Clearence Get your hands on the latest trends BUY NOW!	Campaign	Pending Under review	Advertiser	0	\$0.00	0

At the bottom right of the table, it says "1 - 2 of 2".

≡  Google Ads | All campaigns

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

Workspace filter Campaign status: Enabled, Paused Ad group status: Enabled, Paused Add filter

Hide Learn more Fix it

Workspace (1 filter) All campaigns View all 3 campaigns

Search-1 Shop for Nice Women's Clothes Video Custom - 2022-03-13 Removed campaigns are hidden

Overview  Extensions > Callout 

Recommendations Insights

Campaigns Ad groups Ads & extensions Ads Extensions Videos Landing pages Keywords Audiences Content Settings Change history

Extension status: All but removed Add filter

All time Mar 13, 2022

Summary Table Segment Columns Reports Download Expand

<input type="checkbox"/>	<input checked="" type="radio"/>	Extension	Level	Status	Source	↓ Impr.	Cost	Clicks
<input type="checkbox"/>		Free Shipping over \$10	Campaign	Pending Under review	Advertiser	0	\$0.00	0
<input type="checkbox"/>		Spring Sale 2022	Campaign	Pending Under review	Advertiser	0	\$0.00	0
<input type="checkbox"/>		1-Days Delivery	Campaign	Pending Under review	Advertiser	0	\$0.00	0
<input type="checkbox"/>		Free Returns	Campaign	Pending Under review	Advertiser	0	\$0.00	0

1 - 4 of 4

Sitelink >

Impressi... Clicks CTR 1 campaign
Added to

Preview

Ad · www.bellelily.com

{LOCATION(City):Buy Maxi Dresses for Women} | Up To 60% Off | Shop Online

Shop The Most Trendy Styles with Bellelily Today!
Shop @ 60% off Sitewide. New Arrivals on
Fashionable and Trendy Dresses to For Your
Wardrobe.

Clearence

Spring 2022 Sale

Spring 2022 Sale Clearence

2 extensions

Show links to specific pages of your website

Callout >

Impressi... Clicks CTR 1 campaign
Added to

Preview

Ad · www.bellelily.com

{LOCATION(City):Buy Maxi Dresses for Women} | Up To 60% Off | Shop Online

Shop The Most Trendy Styles with Bellelily Today!
Shop @ 60% off Sitewide. New Arrivals on
Fashionable and Trendy Dresses to For Your
Wardrobe. Free Returns. 1-Days Delivery. Spring Sale...

Free Shipping over \$10 Spring Sale 2022 1-Days Delivery Free Returns

4 extensions

Extra Credit-5 points

Create a **Facebook Ad**, for this best to use your own Facebook login, very hard to get past their security process if a fake Facebook business page and account-reason don't use in homework and very similar to Google Display. Use core audiences as shown in the video

X    

Create ad

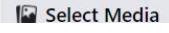
Goal
What results would you like from this ad?

 **Automatic**
Let Facebook select the most relevant goal based on your settings. [Change](#)

Ad creative  [Use a post](#)
How do you want your ad to look?

Description
Browse a wide range of Hot Sale Clothes. Big Savings, Limited Time Only. Free Return. Size Guide. Free Shipping & Return. 10% Off First Order. Shop Now, Pay Later. Bonus Point. 

Automatic enhancements 

Media 3/5 · Select multiple images or videos to 

Ad preview

 **New You** Sponsored · 
Browse a wide range of Hot Sale Clothes. Big Savings, Limited Time Only. Free Return. Size Guide. Free Shipping & Return. 10% Off First Order. Shop Now, Pay Later. Bonus Point.

 **Newest Designs**

 **Latest i**



10% Off First Order. Shop Now, Pay Later. Bonus Point.

Automatic enhancements

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

Select Media



Headline
Newest Designs
14/25 characters



Headline
Latest in trer
15/25 characters

Like Comment Share

Newest Designs

Latest i

See All Previews

Estimated daily results

People reached	97-281
Link Clicks	17-49

Payment summary
Your ad will run for 7 days.

Total budget	₹541.10 INR
₹77.30 a day x 7 days.	
Estimated tax	₹97.40 INR
Total cost	₹638.50 INR

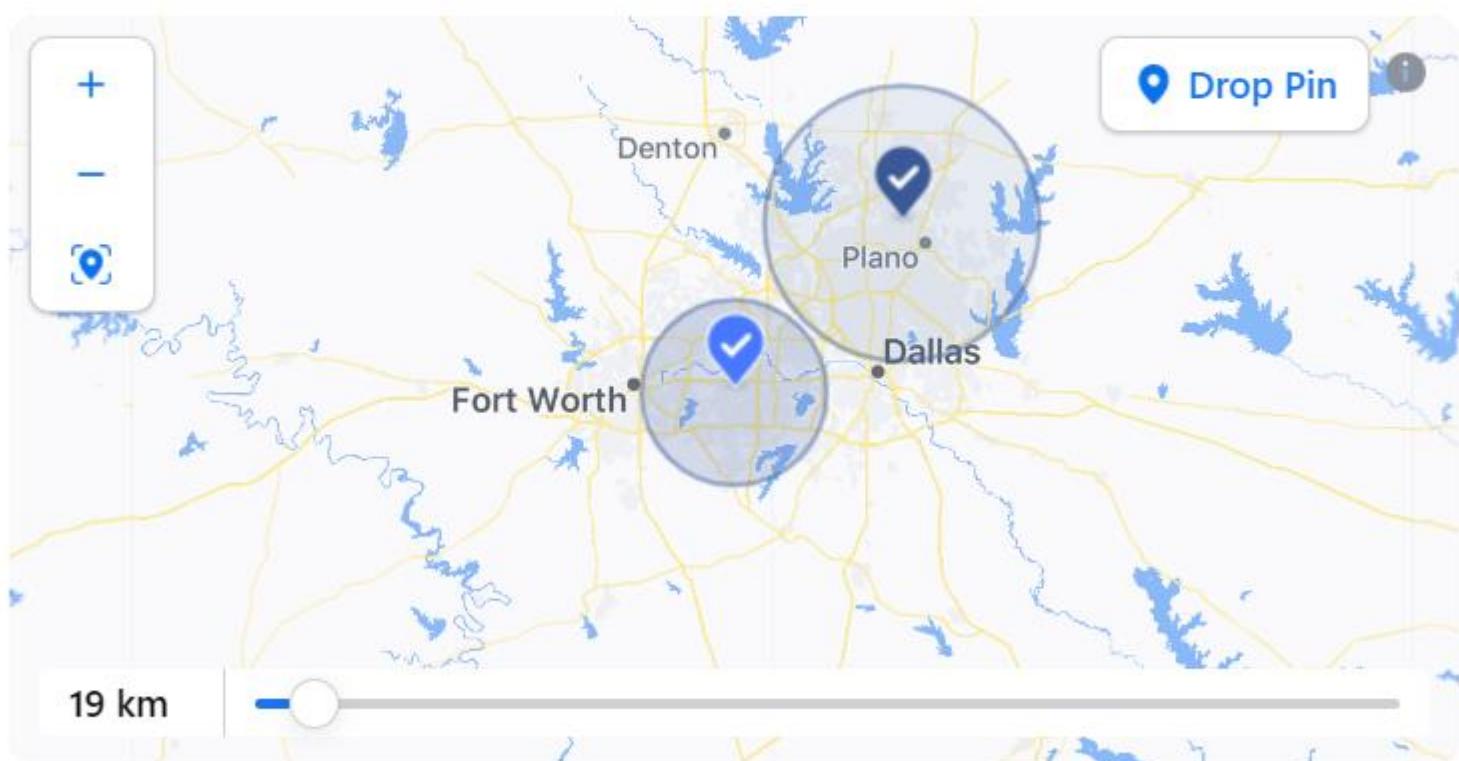
Edit audience



United States

Plano + 28 km X

Arlington + 19 km X



Detailed targeting i

Edit audience



19 km



Detailed targeting ⓘ



Detailed targeting

[Browse →](#)

Add people who match at least one of the following

Friendship ×

Running ×

Yoga ×

Air travel ×

Beaches ×

Holidays ×

Hotels ×

Cosmetics ×

Tattoos ×

Women's clothing ×

Dresses ×

Handbags ×

Jewellery ×

Sunglasses ×

For advanced targeting features, go to [Ads Manager](#).

Audience definition

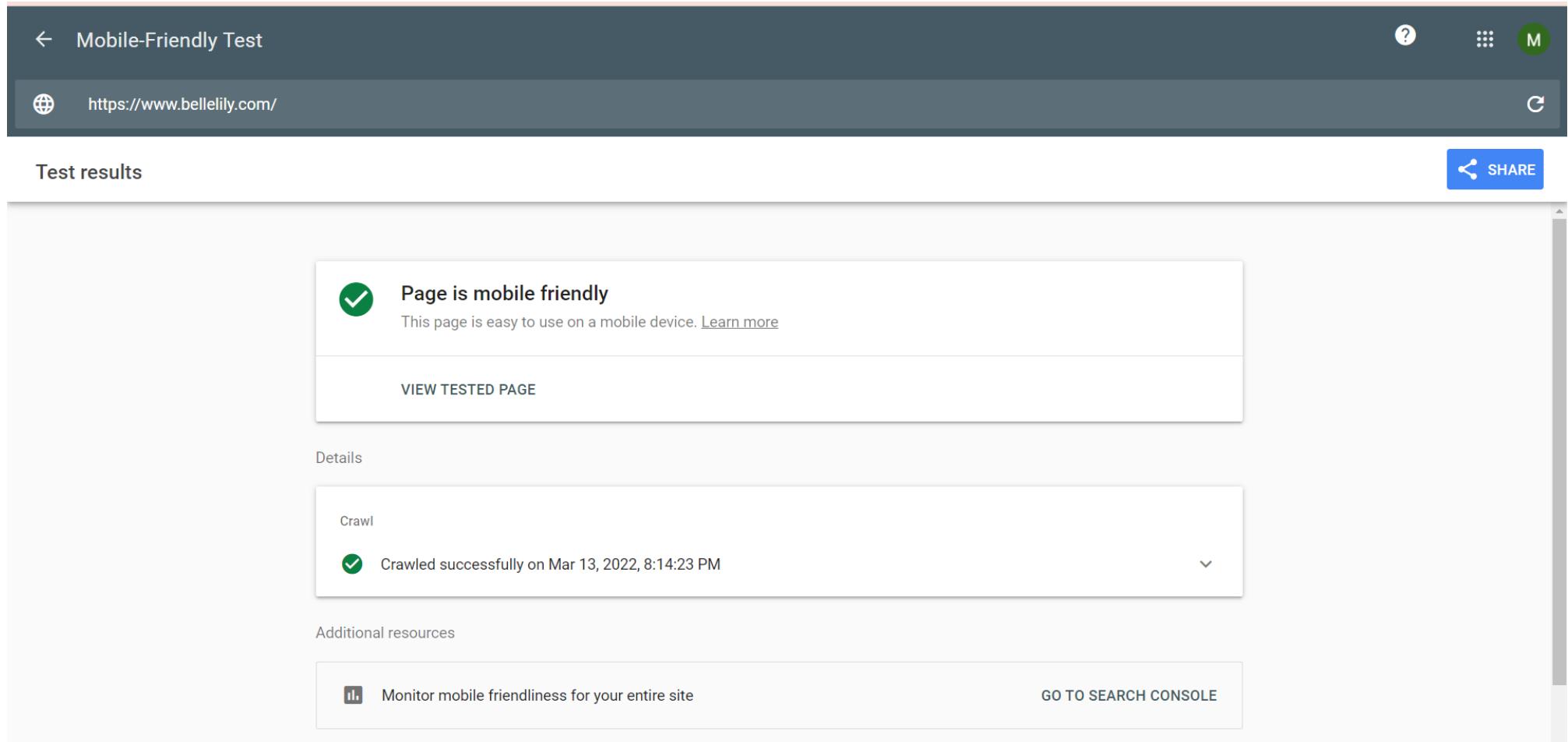
Your audience is defined.



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://search.google.com/test/mobile-friendly> show screenshot of results page, no need to make comments



The screenshot shows the results of a mobile-friendliness test for the website <https://www.bellelily.com/>. The test indicates that the page is mobile friendly. A green checkmark icon is present next to the text "Page is mobile friendly". Below this, it says "This page is easy to use on a mobile device. [Learn more](#)". There is a "VIEW TESTED PAGE" button. The "Details" section shows a "Crawl" history entry: "Crawled successfully on Mar 13, 2022, 8:14:23 PM". The "Additional resources" section includes a link to "Monitor mobile friendliness for your entire site" and a "GO TO SEARCH CONSOLE" button.

Mobile-Friendly Test

https://www.bellelily.com/

Test results

SHARE

Page is mobile friendly

This page is easy to use on a mobile device. [Learn more](#)

VIEW TESTED PAGE

Details

Crawl

Crawled successfully on Mar 13, 2022, 8:14:23 PM

Additional resources

Monitor mobile friendliness for your entire site

GO TO SEARCH CONSOLE

- b) SPEED: Go to <https://testmysite.thinkwithgoogle.com/> enter domain and take 3 screenshots per video. No comments needed

Think with Google

Test My Site



Get your full report

Your speed results for bellelily.com ⓘ

Your mobile site speed is 2.7 seconds in United States - on a 4G connection.

RATING

Needs improvement

Needs improvement sites start to load in 2.5 to 4 seconds.

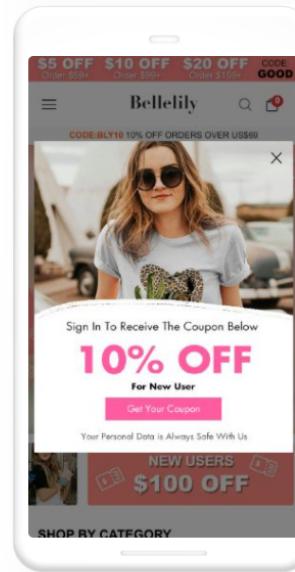
[Learn more](#)

QUARTERLY TREND

Speeding Up

Your site has gotten 0.6 seconds faster this quarter

[Learn more](#)

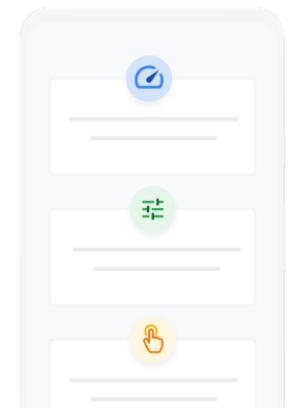


Learn how to optimize your mobile site



Test My Site

Your mobile report for bellelily.com



Now go to <https://tools.pingdom.com/> (fyi there are other tools such as <https://gtmetrix.com>) and enter your domain, pick any city 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

tools.pingdom.com/#5fe181ab88400000

Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL: <https://www.bellelily.com/> Test from: North America - USA - San Francisco START TEST

The internet is fragile. Be the first to know when your site is in danger. START YOUR FREE 14-DAY TRIAL

Your Results:

Performance grade: D 64

Page size: 6.8 MB

Load time: 3.06 s

Requests: 252

DOWNLOAD HAR SHARE RESULT

Improve page performance

GRADE	SUGGESTION	
F 0	Reduce DNS lookups	⌄
F 0	Make fewer HTTP requests	⌄
F 0	Compress components with gzip	⌄
F 0	Use cookie-free domains	⌄
F 0	Add Expires headers	⌄
D 70	Avoid URL redirects	⌄
B 89	Configure entity tags (ETags)	⌄

Response codes

RESPONSE CODE	RESPONSES
200 OK	240
204 No Content	5
302 Found	6
303 See Other	1

Content size by content type

	PERCENT	
Image	79.86%	5.4 MB
Script	17.13%	1.2 MB
HTML	1.25%	84.5 KB
CSS	1.03%	69.7 KB
XHR	0.24%	16.5 KB

Requests by content type

	PERCENT
Total	

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 SEO Site Checkup interface for the website <https://www.bellelily.com>. The main summary section shows a green circular progress bar with a score of 76/100. Below the bar, there are three categories: 14 Failed (red bar), 0 Warnings (grey bar), and 45 Passed (green bar). A button labeled "Improve your score!" is visible. To the right, a dark purple sidebar for the "SEO ToolBox" encourages users to try new features with a 7-day free trial and provides a "Create your Free Account" button. The bottom section, titled "Issues to fix", lists two items under the "HIGH" severity level: "Your webpage contains URLs that are not SEO friendly!" and "Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should". On the far right, a table summarizes the issue counts across four categories: General (14 red, 0 orange, 45 green), Common SEO Issues (8 red, 0 orange, 16 green), Speed Optimizations (2 red, 0 orange, 14 green), and Server and Security (1 red, 0 orange, 7 green).

CATEGORY	RED	ORANGE	GREEN
GENERAL	14	0	45
COMMON SEO ISSUES	8	0	16
SPEED OPTIMIZATIONS	2	0	14
SERVER AND SECURITY	1	0	7

Issues to fix

Last found on Mar 13 2022, 08:41 PM

HIGH

🔗 Your webpage contains URLs that are not SEO friendly!

HIGH

🔗 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.

HIGH

🔗 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.

HIGH

🔗 The size of your webpage's HTML is **70.72 Kb**, and is greater than the average size of **33 Kb**. This can lead to slower loading times, lost visitors , and decreased revenue. Good steps to reduce HTML size include: using HTML compression , CSS layouts , external style sheets , and moving javascript to external files.

MEDIUM

🔗 Your webpage is using "img" tags with empty or missing "alt" attribute

Common SEO issues

8 Failed



0 Warnings



16 Passed



Meta Title Test

Congratulations! Your webpage is using a title tag



Online Clothing Shopping | Women's & Men's Clothes | Bellelily

Meta Description Test

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.



[How to fix](#)

- 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

← → C ⌂ https://www.brokenlinkcheck.com/broken-links.php#status

_apps LinkedIn Home - Netflix ME Marketing UTD IM

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

2 Security code
h4gsh  [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.bellelily.com/user/coupon/affiliate_program222.html	Affiliate Program	url src	404
2	https://www.bellelily.com/promote/default/affiliate_program222.html	Affiliate Program	url src	404
3	https://www.bellelily.com/checkout/index/affiliate_program222.html	Affiliate Program	url src	404

Disable page auto-scrolling

Status
.....
Processed 292 web-pages and 308 links



If you need to scan more than 3,000 pages, check subfolders (URLs with /) or individual pages, access generated reports anytime, and/or export to MS Excel, please [contact us](#) for a quote. Our **commercial version** can check links to documents, images, and to other resource types.

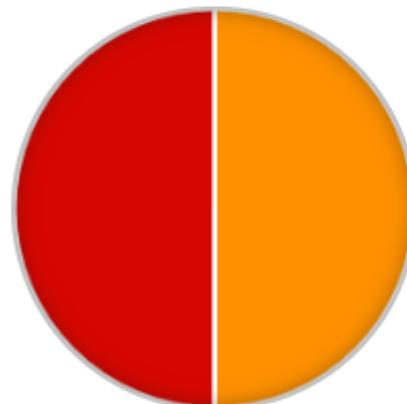
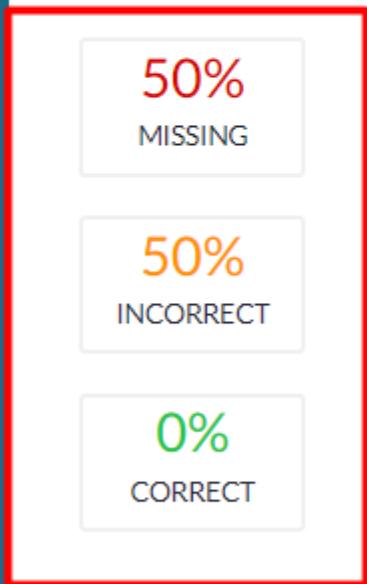
DELIVERABLE NINE. (3 points) Localization, using <https://moz.com/local/overview>, show a screenshot of what listings they have and don't have. If no results make sure you look through all the "addresses" they provide, show screenshot of what addresses were available if no results. Highlight incomplete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

Your Online Presence Score for:

Ross, 16641 Coit Road, 75248 [CHANGE LOCATION](#)

[!\[\]\(43208d6b203cbb8d2e833386ceb48fa5_img.jpg\) Share result](#) [!\[\]\(d83be5481089217c2382914061fae7f6_img.jpg\) Export as PDF](#)

Quality of your location data online, out of 26 directories we searched successfully:



Optimize your company's
online presence

[Improve with Moz Local](#)

Results

Your online business listing visibility

Results

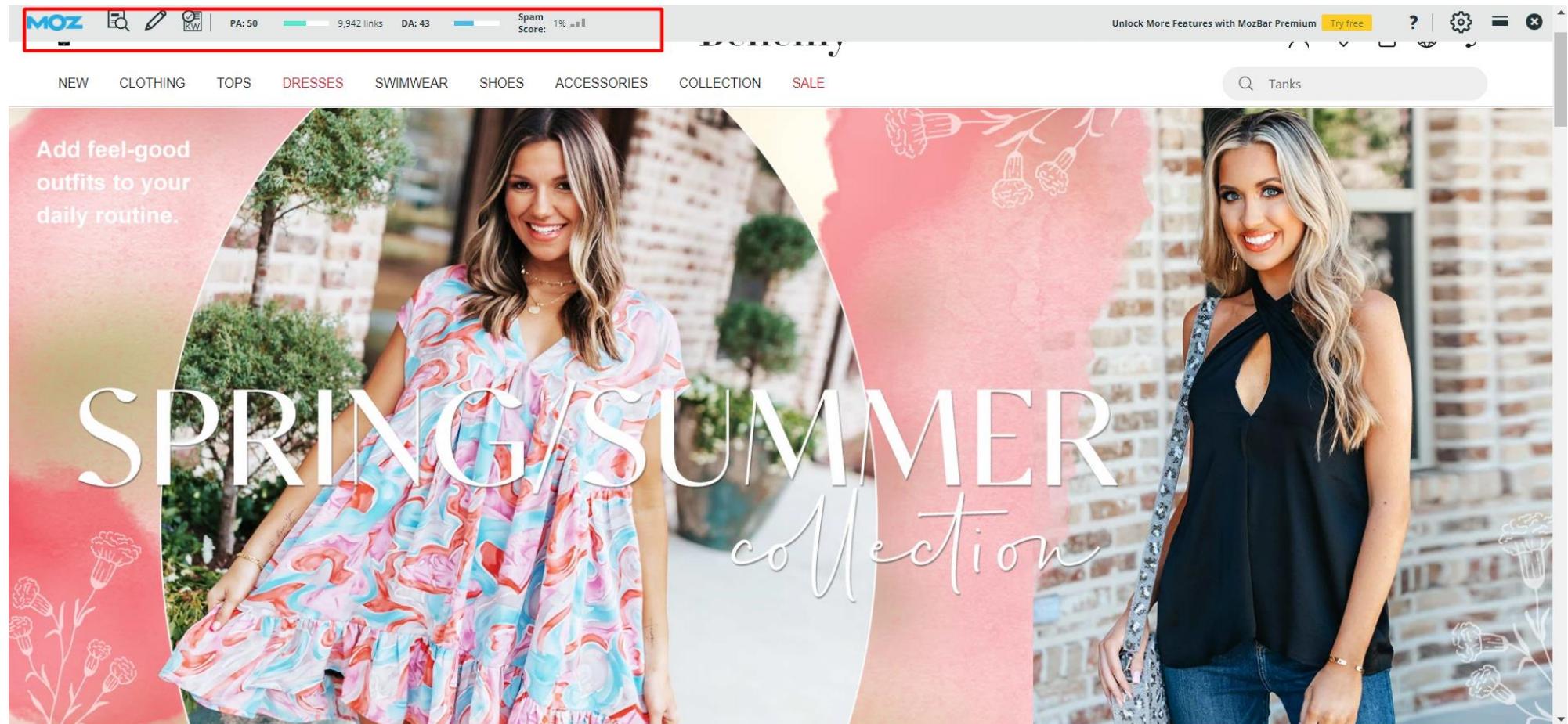
Your online business listing visibility

Directory	Business Info	Hours	Photos
 Google Search	Ross Dress for Less 16641 Coit Road, Dallas (972) 733-3557 http://www.rossstores.com/	✓	✓
 Google Maps	Ross Dress for Less 16641 Coit Road, Dallas (972) 733-3557 http://www.rossstores.com/	✓	✓
 Facebook	<div style="border: 2px solid red; padding: 5px; text-align: center;">Listing not found</div>		
 Bing	Ross Dress for Less 16641 Coit Rd, Dallas +1 (972) 733-3557 http://www.rossstores.com/	✓	✓
 Navmii	<div style="border: 2px solid red; padding: 5px; text-align: center;">Listing not found</div>		
 Foursquare	<div style="border: 2px solid red; padding: 5px; text-align: center;">Listing not found</div>		

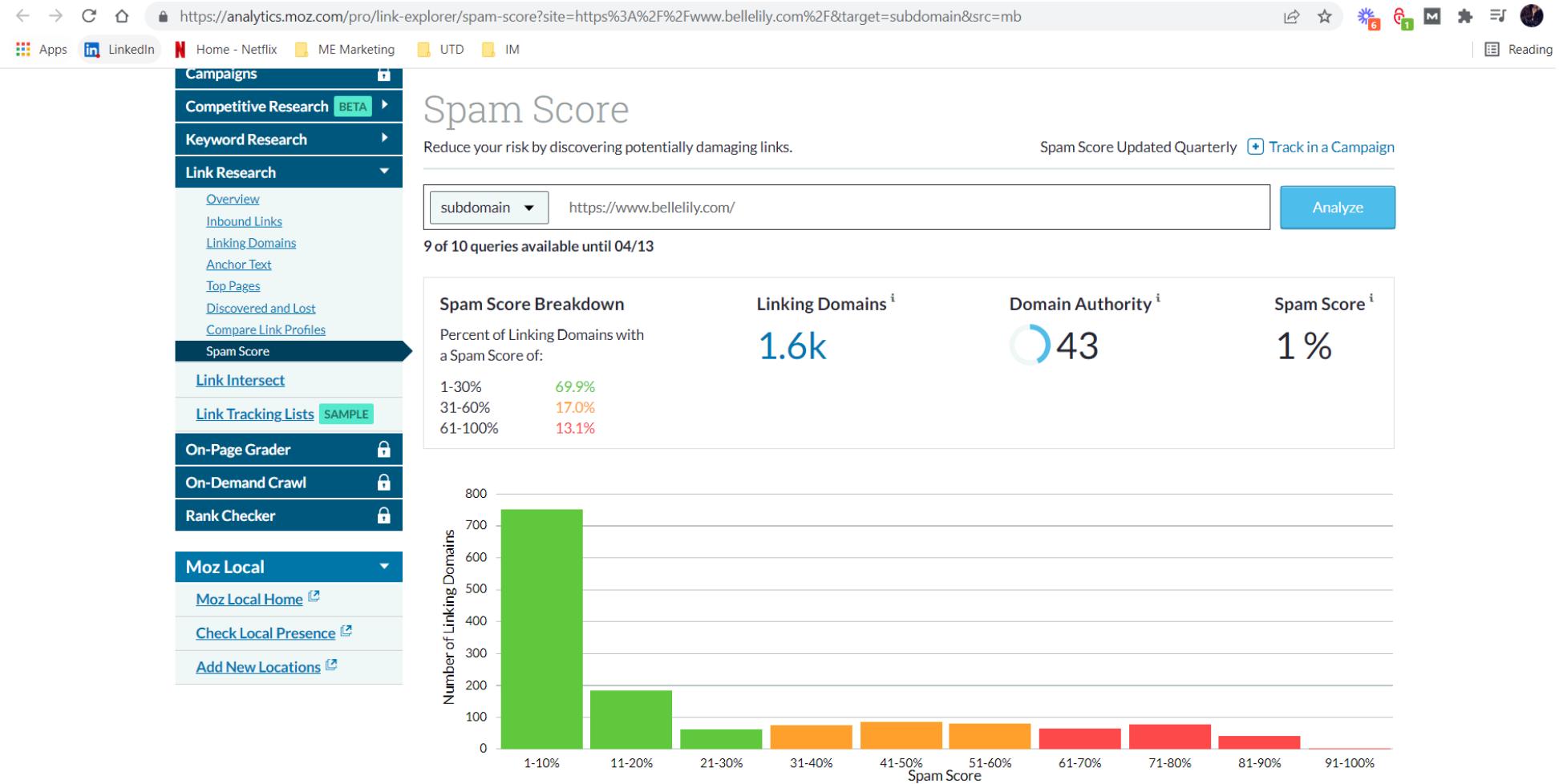
DELIVERABLE 10-(25 points)

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 tools 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, highlight top 4-5 “spammy” issues, in real world you would request those website remove their links to you and if they don’t, submit a link disavowal with [Google](#), Bing, etc. No comments needed



<input type="checkbox"/> URL	Spam Score <small>i</small>	DA <small>i</small>	Date Crawled
<input type="checkbox"/> Wholesale Shoes Free Shipping Worldwide Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/wholesale+shoes+free+shipping+worldwide	96%	8	02/16/2022
<input type="checkbox"/> Wholesale Shoes Free Shipping Worldwide Coupon, Coupon or Promo Codes 157.230.248.177/coupon-code/wholesale+shoes+free+shipping+worldwide via rel=canonical	96%	8	02/16/2022
<input type="checkbox"/> www.10k.pw/domain-list-48 nofollow via redirect	96%	2	01/27/2022
<input type="checkbox"/> www.100k.pw/domain-list-48 nofollow via redirect	96%	2	02/02/2022
<input type="checkbox"/> Alexa top domain list page 18 www.new.net.in/domain-list-18 nofollow via redirect	88%	20	02/02/2022
<input type="checkbox"/> Alexa top domain list page 18 www.one.net.in/domain-list-18 nofollow via redirect	88%	22	01/03/2022
<input type="checkbox"/> Alexa top domain list page 18 one.net.in/domain-list-18 nofollow via redirect	88%	22	12/31/2021

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

The screenshot shows a MozBar extension on a web browser, indicating PA: 28, DA: 43, and a Spam Score of 1%. The URL is https://www.bellelily.com/s/dress%20with%20straps%20plano. The page displays a pink header with promotional offers: '\$5 OFF order \$59+', '\$10 OFF order \$99+', '\$20 OFF order \$159+', and 'CODE: GOOD'. The main navigation menu includes NEW, CLOTHING, TOPS, DRESSES (which is highlighted in red), SWIMWEAR, SHOES, ACCESSORIES, COLLECTION, and SALE. A search bar at the top right contains the query 'dress with straps plano'. Below the header, there's a banner for 'FREE SHIPPING ON ORDERS OVER US\$119'. The main content area shows a breadcrumb path 'Home > dress with straps plano 524 Results' and a search result for 'Clothing'. There are 524 items found.

- 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.

Ans – We are not in the first page of listed SERP for the chosen long tail keyword. It will be difficult in reaching the TOP 3 spots as all PA are above 15 and DA is above 50.

Way forward – improve paid forms (PPC) and keep working on keyword optimization

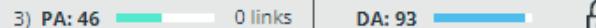
<https://www.yelp.com> › search › find_loc=Plano,+TX

⋮

Top 10 Best Bridesmaid Dress Alterations in Plano, TX

"It was two weeks before my wedding and I was ready to get my final alterations on my wedding dress. Not much was needed to be done- the straps needed to be ...

3) PA: 46



0 links

DA: 93



Link Analysis

<https://www.pinterest.com> › ... › Wedding Gown

⋮

Cheap A Line Tulle Ivory Sweetheart With Straps Wedding ...

Wedding **Gown**. Cheap A Line Tulle Ivory Sweetheart With **Straps** Wedding **Dresses** 2020 – **Plano** Bridal Straps Prom. **planobridalOfficial**. **Plano** Bridal.

4) PA: 53



0 links

DA: 94



Link Analysis

<https://m.ucenterdress.com> › bestcollections › prom-dresse...

⋮

Prom Dresses Plano (5272)

Beaded Sleeveless Scoop Neck Chiffon Evening **Dress** With Brush Train. US\$222.39. US\$555.79.
60% off. (98). Sheath V-Neck Beaded Sleeveless Sequin Prom **Dress** ...

5) PA: 28



0 links

DA: 16



Link Analysis

<https://www.pisd.edu> › Page

⋮

Enrollment & Registration / Supplies / Dress Code - Plano ISD

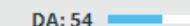
Plano ISD's **dress** code guidelines are as follows: ... Underwear-type sleeveless shirts, spaghetti straps, tank tops and jerseys with large arm holes, ...

6) PA: 41



816 links

DA: 54



Link Analysis

- 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

Comments

- 1. Some inbound link in the website has moderate PA and DA but have high spam score**
- 2. The inbound link has low linking domains as well which disfavors ranking higher than competition**
- 3. Anchor text lacks variety and all of the names of the website or the word "website" itself.**

<input type="checkbox"/>	URL	Anchor Text <small>i</small>	PA <small>i</small>	DA <small>i</small>	Linking Domains <small>i</small>	Spam Score <small>i</small>	More Info
<input type="checkbox"/>	Sugar Glider T-Shirt #animals #petsaref... www.pinterest.com/...33614123780/	"bellelily.comlink" via rel=canonical	53	94	0	7%	
<input type="checkbox"/>	Sugar Glider T-Shirt #animals #petsaref... www.pinterest.com/...33614123780/	"bellelily.comlink"	53	94	0	7%	
<input type="checkbox"/>	Sugar Glider T-Shirt #animals #petsaref... www.pinterest.com/...33614123780/	"bellelily.comlink"	53	94	0	7%	
<input type="checkbox"/>	Verified 5% Off - Bellelily Coupons Febr... coupons.usatoday.com/bellelily	[no anchor text]	53	94	8	1%	
<input type="checkbox"/>	2013-03-14 - nolk <small>???????</small> d.hatena.ne.jp/nolk/20130314	"sports watches for women"	48	94	0	14%	
<input type="checkbox"/>	2013-03-14 - nolk <small>???????</small> d.hatena.ne.jp/nolk/20130314	"buy watches online"	48	94	0	14%	
<input type="checkbox"/>	2013-03-14 - nolk <small>???????</small> d.hatena.ne.jp/nolk/20130314	"bellelily women's watches"	48	94	0	14%	
<input type="checkbox"/>	2013-03-14 - nolk <small>???????</small> d.hatena.ne.jp/nolk/20130314 via redirect	"buy watches online"	48	94	0	14%	
<input type="checkbox"/>	In as early as, in the was Many years ago,... d.hatena.ne.jp/...130503/1367549310	"sexy womens lingerie"	48	94	0	14%	

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)

Comments-

- 1. External followed links are significantly higher from the client website**
- 2. Internal non-followed links are very high for the competition**
- 3. Spam scores for both websites are same but the DA and PA are higher for competitor**

Metrics	www.bellelily.com	us.shein.com
Domain Authority	43	77
Spam Score	1%	1% (✓)
Total links	334,017	325,531,201
% of total links, external + follow	27%	6% (✓)
External, followed links	89,535	19,804,269
Internal, followed links	227,646	286,953,271
External, nofollowed links	16,829	1,581,008
Internal, nofollowed links	7	17,192,653
Total linking domains	4,560	122,745
Followed linking domains	3,863	112,490

Linking Domains



External Follow Links



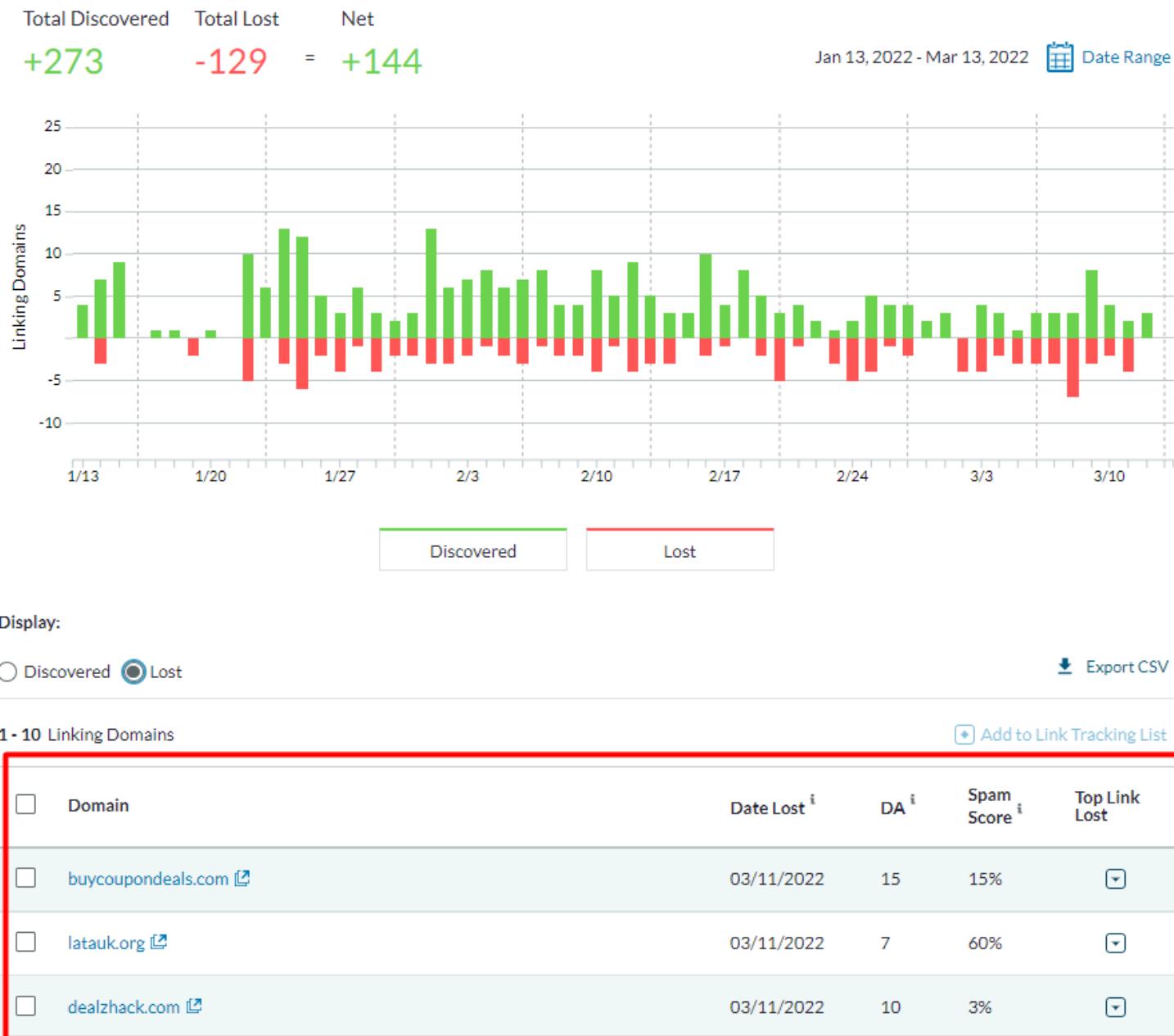
External Links



[www.bellelily.com](#)

[us.shein.com](#)

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



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

<input type="checkbox"/>	sejuroakashi.co.vu/ ...90%E6%89%8B ↗ via redirect	"shein your online fashion vi..."	68	69	55	1%	<input type="checkbox"/>
<input type="checkbox"/>	sejuroakashi.co.vu/...st/75728410424 ↗ via redirect	"shein your online fashion vi..."	68	69	45	1%	<input type="checkbox"/>
<input type="checkbox"/>	SHEIN - Online Fashion on the App Store apps.apple.com/ ...shion/id878577184 ↗ via redirect	"developer's privacy policy"	68	100	291	5%	<input type="checkbox"/>
<input type="checkbox"/>	SHEIN - Online Fashion on the App Store apps.apple.com/ ...shion/id878577184 ↗ via redirect	"developer website"	68	100	291	5%	<input type="checkbox"/>
<input type="checkbox"/>	broadens.tumblr.com/ ...atthew-gidley ↗ via redirect	"she your online fashion war..."	67	6	3,468	9%	<input type="checkbox"/>
<input type="checkbox"/>	mirnah.tumblr.com/ ...-the-most-divine ↗ via redirect	"shein your online maxi dres..."	67	14	7,289	14%	<input type="checkbox"/>
<input type="checkbox"/>	mystiqueued.co.vu/ ...handmade-jewelry ↗ via redirect	"sweatshirts"	67	69	96	1%	<input type="checkbox"/>
<input type="checkbox"/>	mystiqueued.co.vu/ ...ystiqueued-bw-bw ↗ via redirect	"sweatshirts"	67	69	40	1%	<input type="checkbox"/>

Good comments by used on apple store

Shopping haul from SHEIN praising the quality of produc

Mention in a personal blog

