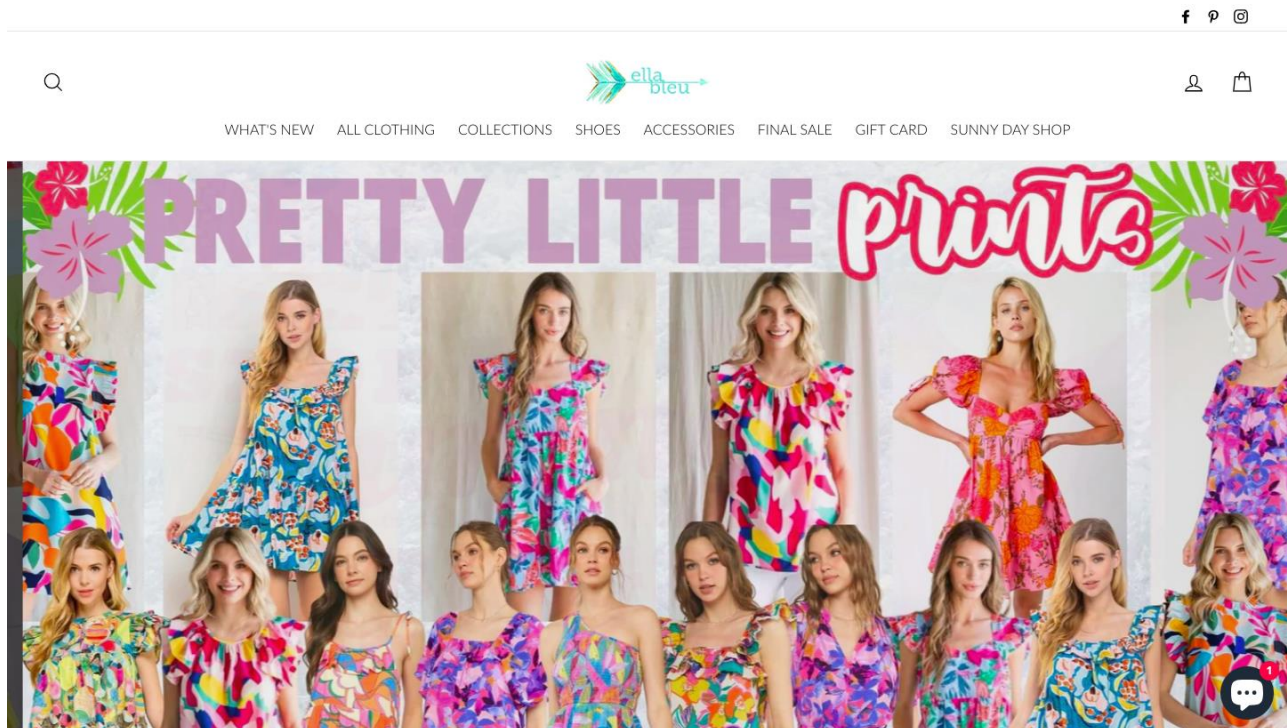


Digital Marketing HW Assignment-118 points

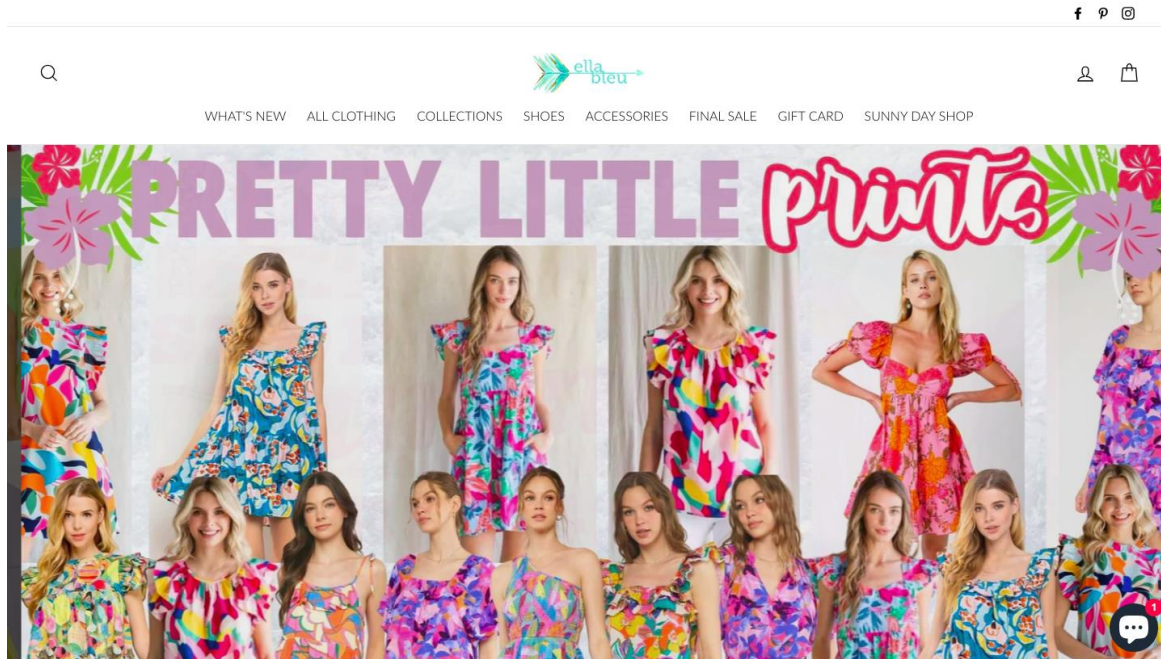
Your Name: Sharon Nwogwugwu

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

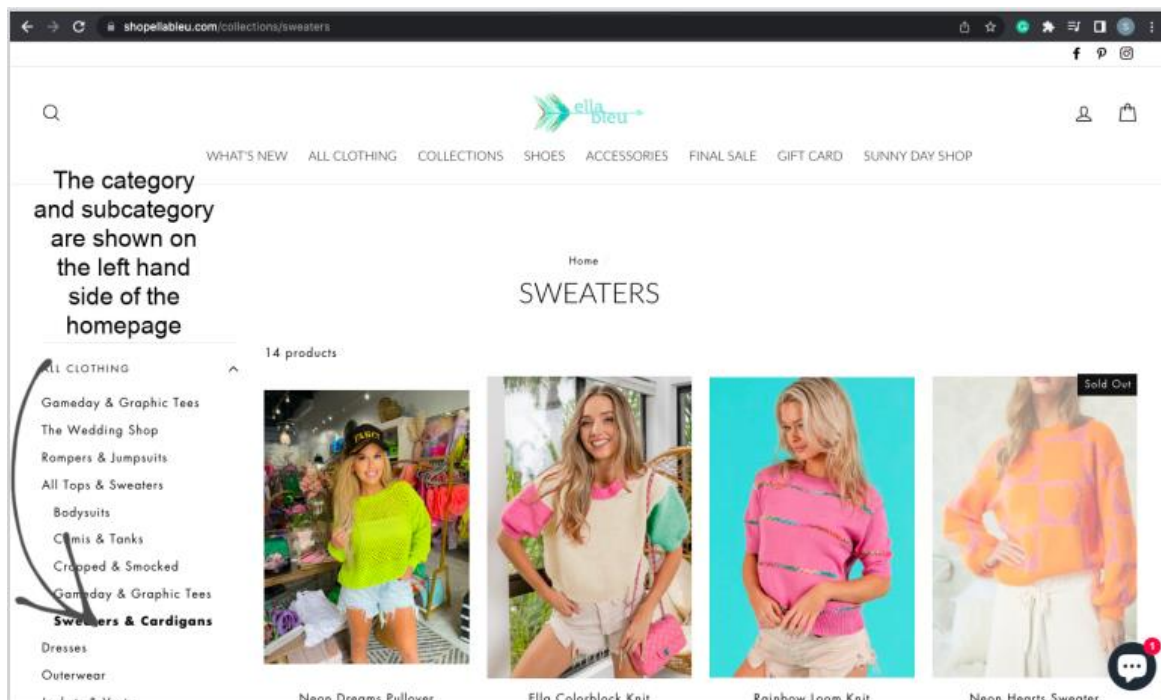
- a. Enter the url of your target company that meets the criteria from page one -
<https://shopellableu.com/>



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



HOMEPAGE

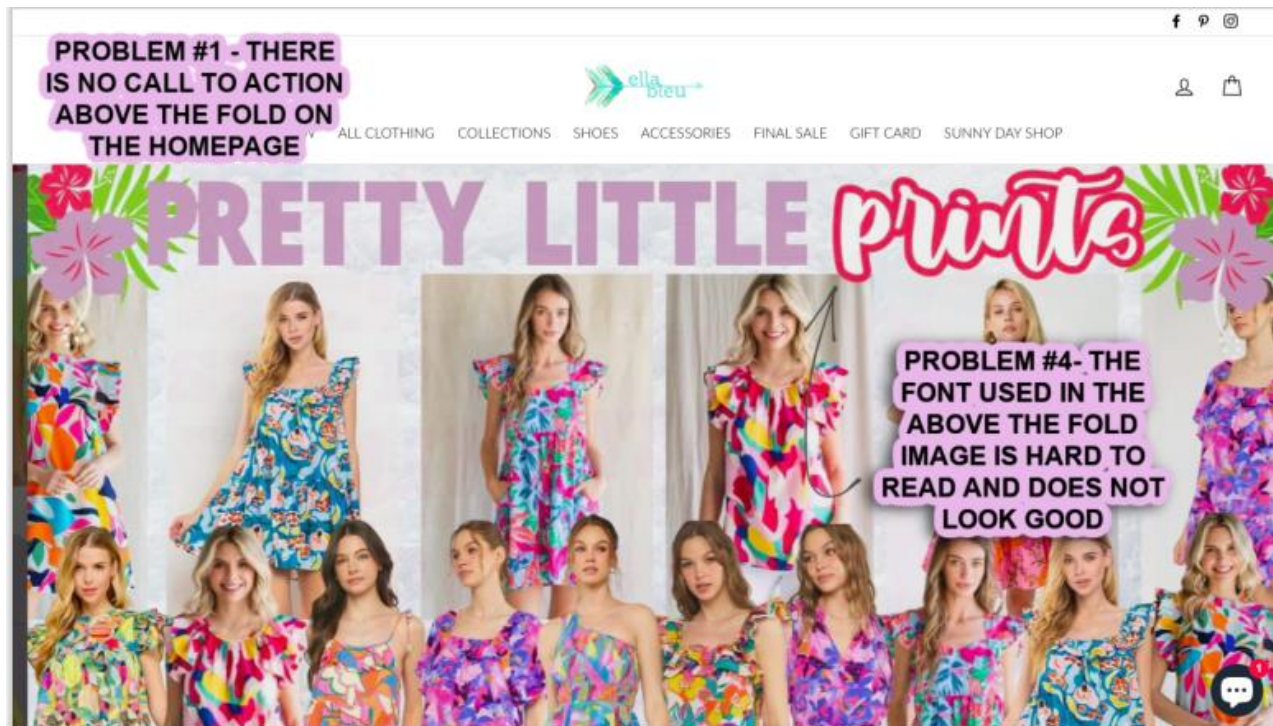


CATEGORY USED IN ADWORDS CAMPAIGN

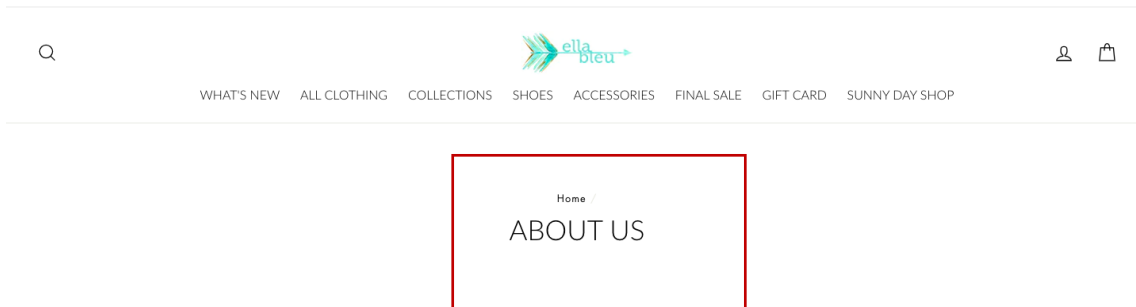
UX-Usability -10 points

1. **DELIVERABLE FOR UX:** 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 Do NOT cite the lack of a "Site Map" There can be

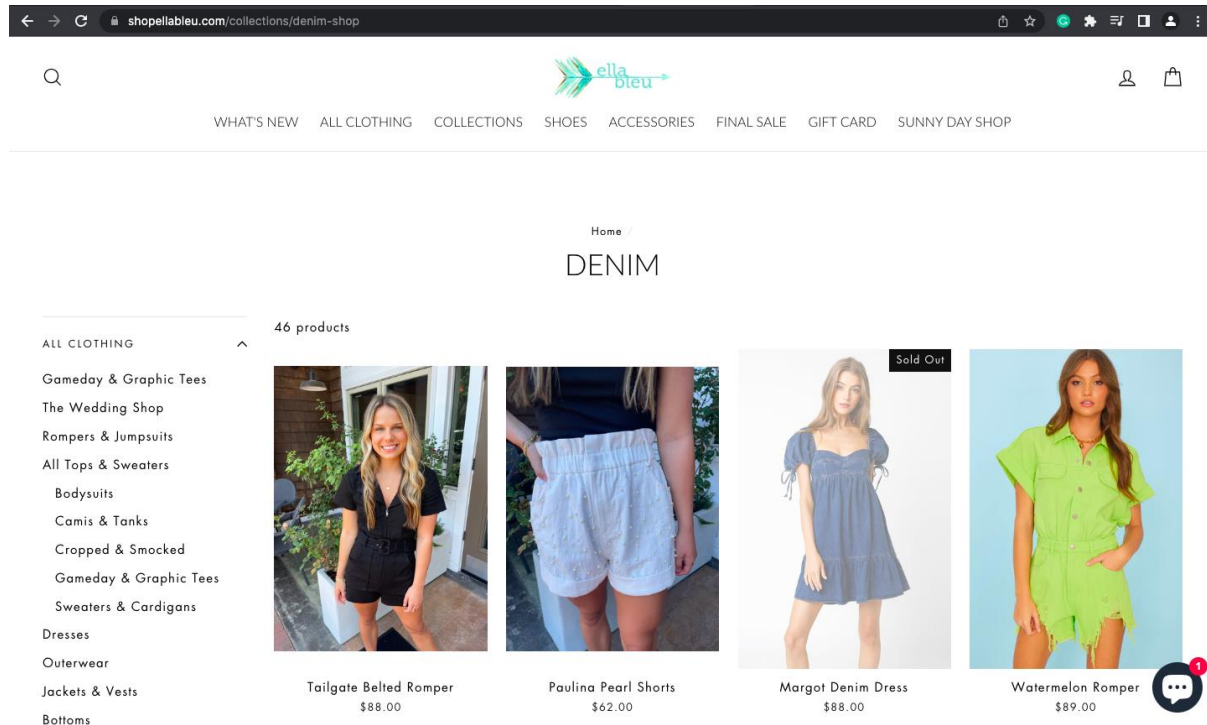
more than one problem per screenshot-however, it must be very clear what the problem is. Highlight it and add a text box comment as shown below. You **must find at least 4 problems, if you cannot, use another website.**



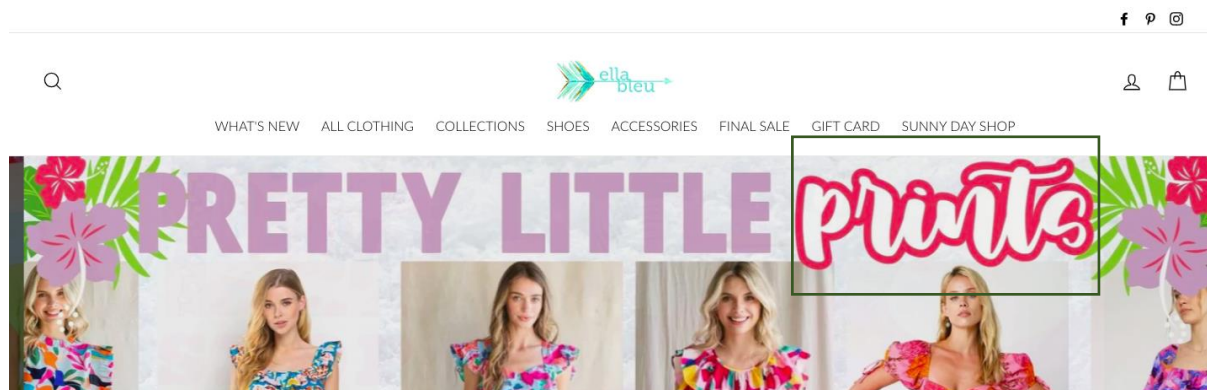
PROBLEM #1 - THERE IS NO CALL TO ACTION ABOVE THE FOLD ON THE HOMEPAGE



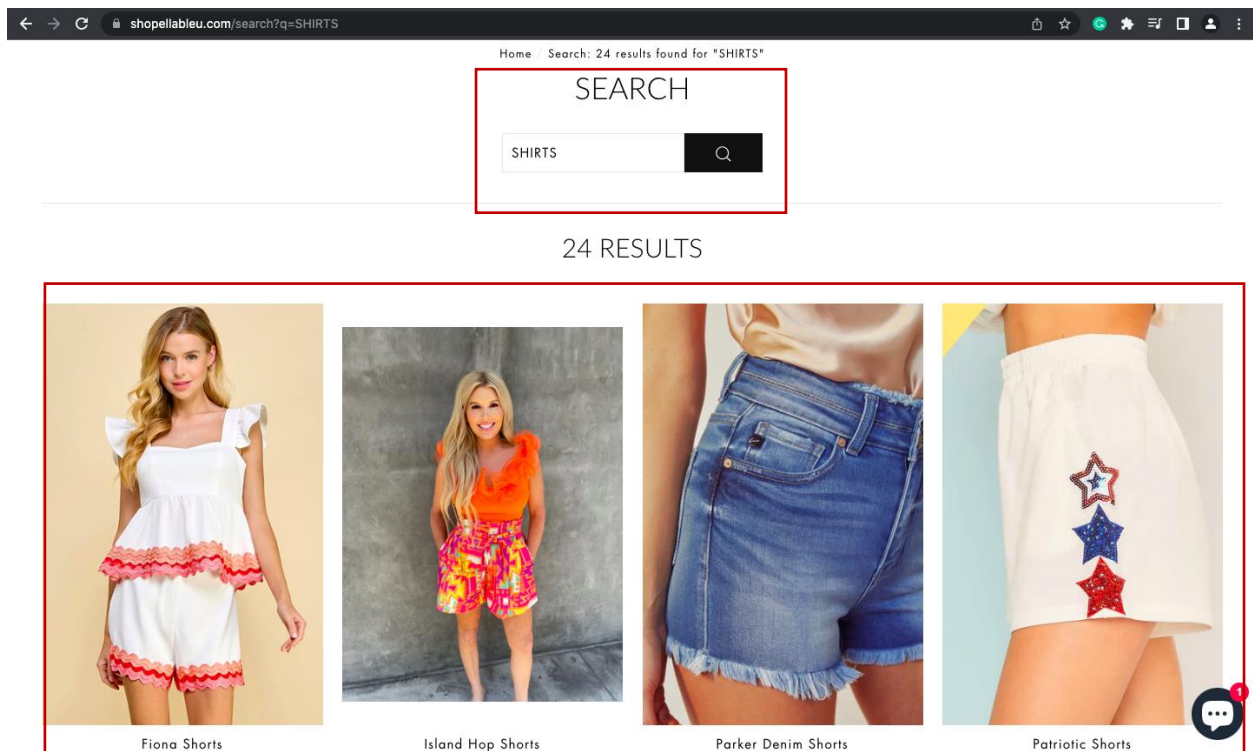
PROBLEM #2 - THERE IS NO "ABOUT US" PAGE ON THEIR WEBSITE. SETTING UP AN "ABOUT US" PAGE HELPS BUILD CREDIBILITY WITH POTENTIAL CUSTOMERS



PROBLEM #3 - THERE IS NO "FILTER" BUTTON TO HELP CUSTOMERS SORT THROUGH PRODUCT OPTIONS FASTER. THIS WEBSITE CAN BENEFIT FROM A FILTER BUTTON THAT HELPS CUSTOMERS SORT PRICES FROM HIGH TO LOW, LOW TO HIGH OR HIGHLY RATED PRODUCTS. THIS CAN HELP MAKE CONSUMERS' EXPERIENCE BETTER.



PROBLEM #4 - THE FONT USED IN THE ABOVE THE FOLD IMAGE IS HARD TO READ AND DOES NOT LOOK GOOD



PROBLEM #5 - WHEN I SEARCH UP "SHIRTS" IMAGES OF SHORTS SHOW UP WHICH INDICATES POOR INTERNAL SEARCH SYSTEM SETUP



PROBLEM #6 – THE HOMEPAGE HAS A NAVIGATION SLIDE BUTTON THAT CAMOULAGES AND DISSAPEARS INTO BRIGHTER COLORED IMAGES. THIS WILL MAKE IT HARD FOR CUSTOMERS TO NAVIGATE THE HOMEPAGE PROPERLY.



Google Adwords Section - see point allocation in HW Instructions

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

- c. 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., show audiences, demographic, topic, placement, frequency capping, localization. For smart campaign go ahead and show ad itself here

Search for a page or campaign

Appearance

Refresh

Help

Notifications

113-586-0321

nwogwugwusharon@gmail.com

S

View (2 filters)

All campaigns

Campaigns (3)

Select a campaign

Filters

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter

Save

Campaigns

Last 30 days

Jul 17, 2023

<

>

Show last 30 days

Campaigns

Drafts

Settings

0

Jul 17, 2023

+

Filter

Add filter

Search

Segment

Columns

Reports

Download

Expand

More

<div><div><input type="checkbox"/></div><div><input checked="" type="radio"/></div><div>Campaign</div></div>	Budget	Status	Optimization score	Campaign type
<div><div><input type="checkbox"/></div><div><input checked="" type="radio"/></div><div><div><div></div><div>Buy Cardigan Sweaters</div></div></div></div>	<div>\$2.80/day</div> <div>\$85.12/month</div>	Eligible	—	Smart
<div><div><input type="checkbox"/></div><div><input checked="" type="radio"/></div><div><div><div></div><div>Video Efficient reach - 2023-07-18</div></div></div></div>	<div>\$3.00 (total)</div> <div>Jul 18, 2023 - Sep 12, ...</div>	Eligible	—	Video
<div><div><input type="checkbox"/></div><div><input checked="" type="radio"/></div><div><div><div></div><div>Search-1</div></div></div></div>	<div>\$15.00/day</div> <div></div>	<div>Bid strategy learning</div>	—	Search
Total: All but removed campaigns in your ...			—	
<div><div>✓</div>Total: Account</div>		<div>\$17.80/day</div>	—	

× Settings

Status: Bid strategy learning Type: Search Optimization score: —

Campaign name	Search-1	▼
Goals	Using account goal settings	▼
Customer acquisition	Bid equally for new and existing customers	▼
Marketing Objective	No marketing objective selected	▼
Campaign status	● Enabled	▼
Networks	Google Search Network, Search partners	▼

Locations

Select locations to target ⓘ

- ☐ All countries and territories
- ☐ United States and Canada
- ☐ United States
- ☒ Enter another location

Targeted locations (6)

	Reach ⓘ	ⓧ
Austin TX, Texas, United States Nielsen® DMA® regions	7,240,000	ⓧ
Collin County, Texas, United States county	1,990,000	ⓧ
Dallas, Texas, United States city	14,300,000	ⓧ
Texas's 32nd Congressional District 20...	1,270,000	ⓧ
Texas's 4th Congressional District 202...	1,100,000	ⓧ

🔍 Enter a location to target or exclude

[Advanced search](#)

Content

Last 30 days Jul 17, 2023 < > [Show last 30 days](#)

Topics Topic exclusions **Placements** Placement exclusions Display/video keywords Display/video keyword exclusions

0 Jul 17, 2023					
<div><div><div></div><div>1</div></div><div>Network: YouTube and Display</div><div>Add filter</div><div><div>🔍</div><div>≡</div><div>📄</div><div>📄</div><div>📄</div><div>📄</div><div>⋮</div><div>⌵</div></div></div>					
<input type="checkbox"/>	● Placement	Type	Ad group	Status	↓ Impr.
<input type="checkbox"/>	● HOW TO TUCK IN A SWEATER - A REAL LIFE HACK! (works for all tops too)	YouTube video	Video Efficient reach - 2023-07-18	Eligible	0
<input type="checkbox"/>	● buying my dream PINTEREST closet on ALIEXPRESS! (TRY ON HAUL)	YouTube video	Video Efficient reach - 2023-07-18	Eligible	0
<input type="checkbox"/>	● The 4 Sweater Styling Rules Everyone should Learn Once and for All	YouTube video	Video Efficient reach - 2023-07-18	Eligible	0

Content

Last 30 days

Jul 17, 2023



Show last 30 days

Topics

Topic exclusions

Placements

Placement exclusions

Display/video keywords

Display/video keyword exclusions

0

Jul 17, 2023



Add filter

Segment

Columns

Download

Expand

More



<input type="checkbox"/>	<input type="radio"/>	Topic	Ad group	Status	↓ Impr.	Views	View rate	Avg. CPM
<input type="checkbox"/>	<input checked="" type="radio"/>	Beauty & Fitness Fashion & Style	Video Efficient reach - 2023-07-18	Eligible	0	0	—	—
		Total: Topics			0	0	—	—
		Total: Expansion and optimized targeting			0	0	—	—
		Total: Other			0	0	—	—
		Total: Campaign			0	0	—	—

× Edit demographics

Ad group: Video Efficient reach - 2023-07-18 > Video Efficient reach - 2023-07-18

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

✕ Edit audience segments

Ad group: Video Efficient reach - 2023-07-18 > Video Efficient reach - 2023-07-18

Select audience segments to add to your ad group. You can create new segments in [Audience Manager](#). ⓘ

Search	Browse	2 selected
<input type="text" value="Try 'athletic shoes'"/>		Affinity
<div><div>Y Show: Recent and ideas</div><div><div><div>Select all (25)</div><div>Shopping Enthusiasts ⓘ</div><div>Formal Wear Based on your website</div><div>Activewear Based on your website</div><div>Dresses Based on your website</div><div>Men's Apparel</div></div></div></div>		<div>Shoppers Shopping Enthusiasts ⓘ</div> <div>In-market</div> <div>Apparel & Accessories Women's Apparel ⓘ</div>

Audience expansion

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

✕ Settings

Frequency capping

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

^

☒ Cap impression frequency ⓘ

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

Impressions cap

Frequency

2

per day ⓘ

[Add impression cap](#)

☒ Cap view frequency ⓘ

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

Views cap

Frequency

1

per day ⓘ

[Add view cap](#)

View (2 filters)

All campaigns

Campaign

Buy Cardigan Sweaters

Overview >

Last 30 daysJul 17, 2023<>Show last 30 days

Settings

Search terms report

Keyword themes

Negative keyword themes

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

Boutique Dresses

Boutique Clothing

Trendy Online Boutiques

Boutique Outfits

red boutique clothing

women boutique clothing

blue boutique clothing

black boutique clothing

Cute Dress Boutiques

Southern Dress Boutiques

Edit

View (2 filters)


All campaigns

Campaign

Buy Cardigan Sweaters

Overview

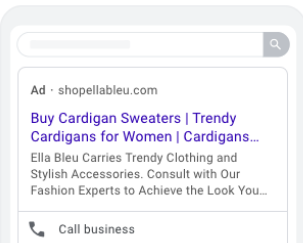
Last 30 daysJul 17, 2023<>Show last 30 days



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 · shopellableu.com


Buy Cardigan Sweaters | Trendy Cardigans for Women | Cardigans...

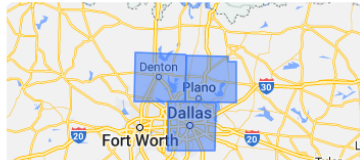
Ella Bleu Carries Trendy Clothing and Stylish Accessories. Consult with Our Fashion Experts to Achieve the Look You...

Call business

Edit

Location

 Your ads show in Collin County, Dallas County and Denton County



Edit

Budget & ad schedule

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

\$2.80 daily average
\$85 monthly max

🕒 Your ads show **any time**

Filters					
Campaign status: Enabled, Paused		Ad group status: Enabled, Paused		Add filter	
Topics	Topic exclusions	Placements	Placement exclusions	Display/video keywords	Display/video keyword exclusions
<div> <div>Keyword status: Enabled, Paused</div> <div>Add filter</div> <div> <div>Search</div> <div>Segment</div> <div>Columns</div> <div>Download</div> <div>Expand</div> <div>More</div> </div> </div>					
<input type="checkbox"/>	● Keyword	Campaign	Ad group	Status	Campaign type
<input type="checkbox"/>	● nice pullover sweaters	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Campaign paused	Video
<input type="checkbox"/>	● long sleeve pullover sweater	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Campaign paused	Video
<input type="checkbox"/>	● pullover long sweater	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Campaign paused	Video
<input type="checkbox"/>	● long sweater pullover	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Campaign paused	Video
<input type="checkbox"/>	● pullover sweater for ladies	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Campaign paused	Video
<input type="checkbox"/>	● long pullover sweater for ladies	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Campaign paused	Video
Total: Keywords in your current view ?					

Ad text, images & landing page

Ad · shopellableu.com

Buy Cardigan Sweaters | Trendy Cardigans for Women | Cardigans...

Ella Bleu Carries Trendy Clothing and Stylish Accessories. Consult with Our Fashion Experts to Achieve the Look You...

Call business

Edit

- d. Ad groups tab (should have total of 2 ad groups for search and one for video, smart display has no ad group)

Google Ads

Search for a page or campaign

Appearance Refresh Help Notifications 113-586-0321 nwogwugwusharon@gmail.com

Overview

View (2 filters) All campaigns Campaign Buy Cardigan Sweaters

Last 30 days Jul 17, 2023 Show last 30 days

Buy Cardigan Sweaters

Inactive Needs attention

\$0.00 Spend in the last 30 days

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

Ad groups

Last 30 days Jul 17, 2023 Show last 30 days

1

0 Jul 17, 2023


+ Add filter

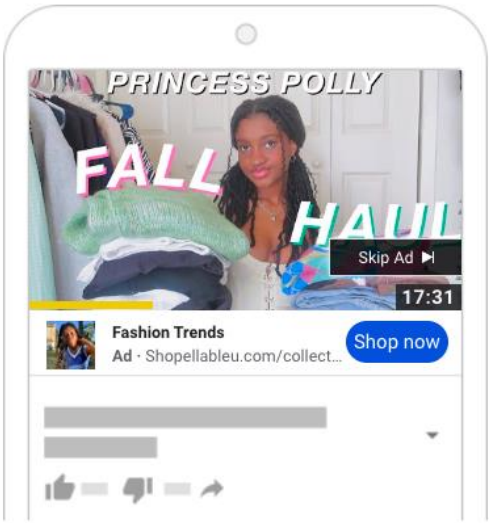
Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	Ad group	Campaign	Status	Default max. CPC	Target CPM	Ad g
<input type="checkbox"/>	Ad group 1	Search-1	Eligible	—	—	Star
<input type="checkbox"/>	Video Efficient reach - 2023-07-18	Video Efficient reach - 2023-07-18	Eligible	—	\$1.00	Effic
<input type="checkbox"/>	Ad group 2	Search-1	Eligible	—	—	Star

- e. Ads tab- make sure I can see all your search and video ads . I must be able to easily read the ads



 Example of your skippable in-stream ad on YouTube



[Preview ad on YouTube](#) 

[Copy link](#) 

<input type="checkbox"/>		Keyword	Match type	Campaign	Ad group	Status
<input type="checkbox"/>		long cardigan sweater	Broad match	Search-1	Ad group 1	Eligible
<input type="checkbox"/>		women's cardigan sweaters	Broad match	Search-1	Ad group 1	Eligible
<input type="checkbox"/>		knit cardigan sweater	Broad match	Search-1	Ad group 1	Eligible
<input type="checkbox"/>		open cardigan sweater	Broad match	Search-1	Ad group 1	Eligible
<input type="checkbox"/>		chunky cardigan sweaters	Broad match	Search-1	Ad group 1	Eligible
<input type="checkbox"/>		winter cardigans for ladies	Broad match	Search-1	Ad group 1	Eligible
<input type="checkbox"/>		"long sleeve pullover sweater"	Phrase match	Search-1	Ad group 2	Eligible
<input type="checkbox"/>		"pullover sweater for ladies"	Phrase match	Search-1	Ad group 2	Eligible
<input type="checkbox"/>		"long sweater pullover"	Phrase match	Search-1	Ad group 2	Not eligible Low search volume
<input type="checkbox"/>		[nice pullover sweaters]	Exact match	Search-1	Ad group 2	Not eligible Low search volume
<input type="checkbox"/>		[pullover long sweater]	Exact match	Search-1	Ad group 2	Eligible
<input type="checkbox"/>		[long pullover sweater for ladies]	Exact match	Search-1	Ad group 2	Eligible

- g. Negative keywords: make sure all your negative keywords are shown and if campaign vs ad groups-minimum of 6 negative keywords

Search keywords

Last 30 days

Jul 17, 2023

<

>

Show last 30 days

Search keywords

Negative search keywords

+

▽

Add filter

Download

Expand

<input type="checkbox"/> Negative keyword ↑	Added to	Level	Match type
<input type="checkbox"/> boys	Search-1	Campaign	Broad match
<input type="checkbox"/> camo	Search-1	Campaign	Broad match
<input type="checkbox"/> cheap	Search-1	Campaign	Broad match
<input type="checkbox"/> kimono	Search-1	Campaign	Broad match
<input type="checkbox"/> mens	Search-1	Campaign	Broad match
<input type="checkbox"/> old	Search-1	Campaign	Broad match
<input type="checkbox"/> used	Search-1	Campaign	Broad match

1 - 7 of 7

- h. Ad extensions created- must have at least two: site links (with at least 2 links) and one other extension, it can be any type

Assets

Last 30 daysJul 17, 2023<>Show last 30 days

2

Asset status: All but removed

Asset type: All

Add filter

Segment

Columns

Reports

Download

Expand

More

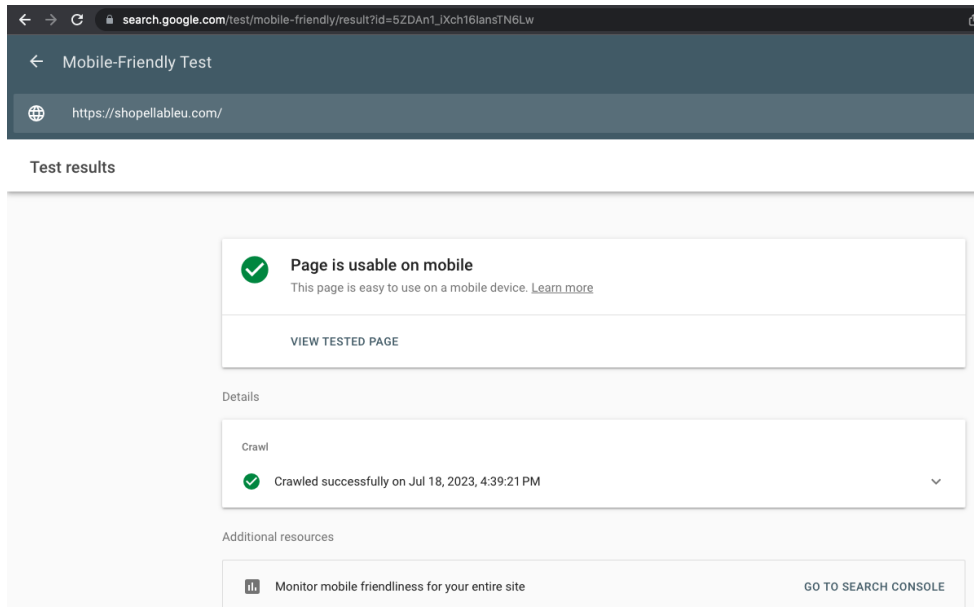
<input type="checkbox"/>	<input checked="" type="radio"/>	Asset	Asset type	Level	Status	Source	Avg. CPM	↓ Impr.	Interactions	Interaction rate	Avg. cost
Search-1											
<input type="checkbox"/>	<input checked="" type="radio"/>	Money Back Guaranteed	Callout	Campaign	Eligible	Advertiser	—	0	0	—	—
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Shipping	Callout	Campaign	Eligible	Advertiser	—	0	0	—	—
<input type="checkbox"/>	<input checked="" type="radio"/>	20% Off Student Discount	Callout	Campaign	Eligible	Advertiser	—	0	0	—	—
<input type="checkbox"/>	<input checked="" type="radio"/>	Hassle Free Return Policy	Callout	Campaign	Eligible	Advertiser	—	0	0	—	—
<input type="checkbox"/>	<input checked="" type="radio"/>	Spring Sale - \$10 off Cardigans	Promotion	Campaign	Eligible	Advertiser	—	0	0	—	—
<input type="checkbox"/>	<input checked="" type="radio"/>	Sales Final Sale Deals Most Affordable Clothes this Season	Sitelink	Campaign	Eligible	Advertiser	—	0	0	—	—
<input type="checkbox"/>	<input checked="" type="radio"/>	New Arrivals New Clothing Drop Weekly Arrival	Sitelink	Campaign	Eligible	Advertiser	—	0	0	—	—

Extra Credit-5 points Create a **Facebook Ad**

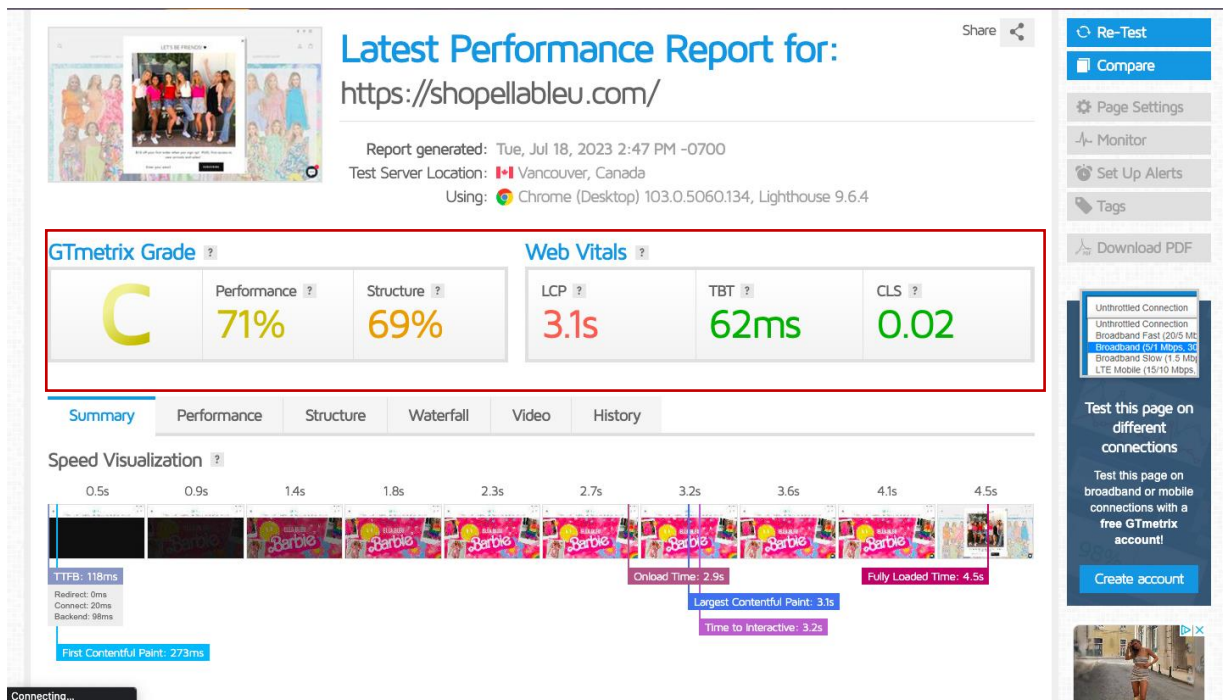
C. SEO Section-(44 points overall) continue using the same website as you did for PPC

DELIVERABLE SEVEN (4 points): Is the site mobile friendly and what is the speed rating given by Google (show screenshot)

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



- j. Now go to <https://tools.pingdom.com/> or <https://gtmetrix.com/> highlight results and also click on “Performance Insights” showing a low score (if they are all great still show this), then scroll down and take screenshot of files by load time not load order. No comments needed



gtmetrix.com/reports/shopellableu.com/PGJjNxe/

Top Issues

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

IMPACT	AUDIT
High	Avoid enormous network payloads LCP

Large network payloads cost users real money and are highly correlated with long load times. [Learn how to improve this](#)

URL	TRANSFER SIZE
https://scontent-lga3-2.cdninstagram.com/v/t51.36329-15/361550536_1136836220429428_2210757954518601949_n.jpg?_nc_cat=104&ccb=1-7&_nc_sid=8ae9d6&_nc_ohc=KvrmMnIPaoAX8wA870&_nc_ht=scontent-lga3-2.cdninstagram.com&edm=AM6HXa8EAAAA&oh=00_AICeBQCKJigV3CwTzUJHAT16eexUfVnc0zqY-eOeMLLelA&oe=648C67C4	0.99MB
https://shopellableu.com/cdn/shop/files/teal-brick-texture_1800x.jpg?v=1614353919	455KB
https://scontent-lga3-1.xx.fbcdn.net/v/t51.2885-15/288476878_2289181144566716_5262144819832193122_n.jpg?_nc_cat=102&ccb=1-7&_nc_sid=86c713&_nc_ohc=PKBmJ0Bhb8AX8HPk&_nc_oc=AQnk4dAvIFtAhundx9znliFee-dS8XUUCBzyrlP4nGXHod_L9xaXJac98YISgDYwG9a9YlPhg2VZM-Rc8e3rXs&_nc_ht=scontent-lga3-1.xx&edm=AL-3X8kEAAAA&oh=00_AIDGUGlkFDI9PTJ0d1Ei03cC3SIVGhCICZVw2tU9I9u1A&oe=64BBD6A6	383KB
https://scontent-lga3-2.cdninstagram.com/v/t51.36329-15/360073002_3368630990052938_3458665043252367595_n.jpg?_nc_cat=109&ccb=1-7&_nc_sid=8ae9d6&_nc_ohc=mQ5gWFHnMsAX-iGkqY&_nc_ht=scontent-lga3-2.cdninstagram.com&edm=AM6HXa8EAAAA&oh=00_AICrwt2ueDQ9LyKW_FrvJYa93quileugzZT96xRgG5ww&oe=64BC8A6D	330KB
https://shopellableu.com/cdn/shop/files/ella_girls_1512x.jpg?v=1614346352	330KB
https://shopellableu.com/cdn/shop/files/web_headers_2_f7f238f3-2d05-405b-a633-fdb3b60a6a9c_1512x.jpg?v=1688417214	301KB
https://shopellableu.com/cdn/shop/files/web_headers_3_fdc750a3-762e-431a-bb37-cf95aae8ba12_1512x.jpg?v=1688417215	300KB
https://scontent-lga3-1.cdninstagram.com/v/t51.29350-15/359737228_953638195945270_2402208236136126187_n.jpg?_nc_cat=103&ccb=1-7&_nc_sid=8ae9d6&_nc_ohc=0NCL_mH8eJsAX_EU333&_nc_ht=scontent-lga3-1.cdninstagram.com&edm=AM6HXa8EAAAA&oh=00_AfBI36HQM7n_YmjaL4zckgUwaROSh-QcwazT67Em79vzIQ&oe=64BCA3B5	242KB
https://scontent-lga3-1.cdninstagram.com/v/t51.29350-15/359404480_1387152788814050_589340889276938307_n.jpg?_nc_cat=106&ccb=1-7&_nc_sid=8ae9d6&_nc_ohc=nZUpqNigGU8AX-MXk3r&_nc_ht=scontent-lga3-1.cdninstagram.com&edm=AM6HXa8EAAAA&oh=00_AIDzxm1qbnil-0wXan_kpH6LTwhfTRIUIUn_JaysnujBbw&oe=64BC539F	232KB
https://shopellableu.com/cdn/shop/files/web_headers_1_d3fe1d12-d022-41fd-8668-dce6c2a18c14_1512x.jpg?v=1688417214	206KB

Med	Avoid an excessive DOM size TBT
Med	Serve static assets with an efficient cache policy
Med-Low	Properly size images

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 SEO site checkup's (or any other SEO tool such as [Screaming Frog](#))

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

Page has an anchored image with no alt text +2	View in Site Audit
Has a link with an empty href attribute +1	View in Site Audit
Has only one followed internal linking URL +158	View in Site Audit

- l. 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

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

shopellableu.com

2
Security code

3yww6

~~3yww6~~

[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://shopellableu.com/products/paperbag-denim?_pos=2&_sid=0b0e8bb9a&_ss=r	IMAGE	url src	404
2	https://shopellableu.com/collections/shorts/products/pepper-shorts	IMAGE	url src	404
3	https://shopellableu.com/collections/shorts/products/greenly-denim-shorts	IMAGE	url src	404
4	https://shopellableu.com/collections/shorts/products/paperbag-pink-short	IMAGE	url src	404
5	https://shopellableu.com/collections/shorts/products/isle-of-capri-shorts	IMAGE	url src	404

☐ Disable page auto-scrolling

Status

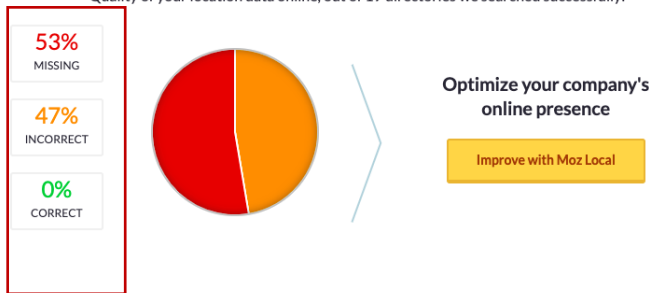
.....

Processed 618 web-pages and 1425 links

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






Quality of your location data online, out of 19 directories we searched successfully:



















Results

Your online business listing visibility

Directory	Business Info	Hours	Photos
 Google	Ella Bleu Boutique 7401 Lone Star Drive, Plano (972) 398-8633 http://www.shopellableu.com/	✓	✓
 Google Maps	Ella Bleu Boutique 7401 Lone Star Drive, Plano (972) 398-8633 http://www.shopellableu.com/	✓	✓
 Facebook	Ella Bleu 7401 Lone Star Dr, Ste B115, Plano Not applicable http://www.shopellableu.com/	✓	✓

check-listing?ubcountry=US&ubname=Ella%20Bleu&ubstreet=The%20Shops%20at%20Legacy%20-%20North%207401%20

	Bing	Listing not found		
	Navmii	Listing not found		
	ezlocal	Listing not found		
	Judys Book	Ella Bleu 7401 Lone Star Dr, Plano 9723988633 <u>Website missing</u>	×	×
	USCity	Listing not found		
	My Local Services	Listing not found		
	CitySquares	Ella Bleu 7401 Lone Star Dr, Plano 9723988633 <u>Website missing</u>	×	×
	n49°	Listing not found		

	Listing not found		
	Listing not found		
	Ella Bleu 7401 Lone Star Dr, Plano (972) 398-8633 https://shopellableu.com	×	×
	Listing not found		
	Listing not found		
	Ella Bleu Boutique 7401 Lone Star Drive, Suite B115, Plano (972) 398-8633 https://shopellableu.com/	✓	×
	Ella Bleu 7401 Lone Star Dr, Plano (972) 398-8633 Website missing	/	/
	Listing not found		

DELIVERABLE 10-(34 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

plorer/spam-score?site=https%3A%2F%2Fshopellableu.com%2F&target=subdomain&src=mb

Q Moz Pro Moz Local Free SEO Tools Resources

Home > Moz Pro > Link Research > Spam Score

What's New? Help

Spam Score

Reduce your risk by discovering potentially damaging links.

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

subdomain

Analyze

9 of 10 queries available until 08/18

Spam Score Breakdown

Percent of Linking Domains with a Spam Score of:

1-30% 57.5%
31-60% 32.0%
61-100% 10.5%

Linking Domains ⁱ

165

Domain Authority ⁱ

18

Spam Score ⁱ

4 %

plorer/spam-score?site=https%3A%2F%2Fshopellableu.com%2F&target=subdomain&src=mb

1 - 50 Inbound Links

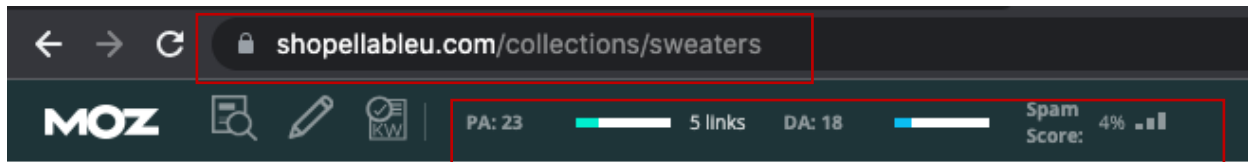
[Add to Link Tracking List](#)

<input type="checkbox"/>	URL	Spam Score ⁱ	DA ⁱ	Date Crawled
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow via rel=canonical	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022
<input type="checkbox"/>	Shopellableu.com View wedding planning & venues www.weddingz.info/sites/shopellableu.com/ ↗ nofollow	82%	6	01/25/2022

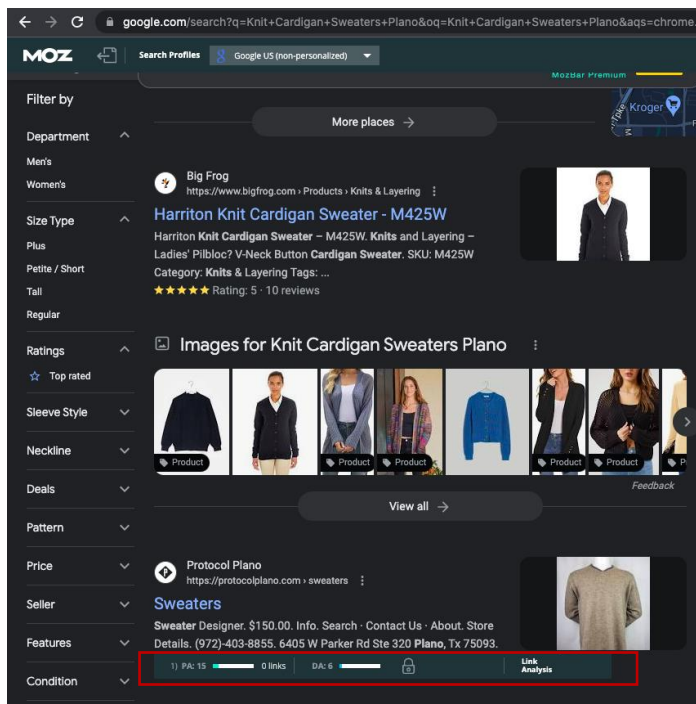
- B. Pick one long tail keyword (must have at least three words). If your keyword is already in the top 3 results then pick another one that is not. I suggest you add a location like Frisco, Dallas etc. relevant to your website and show screenshots of the SERP. Then add a comment about your recommendation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

iii. Enter what long tail keyword you use: Knit Cardigan Sweaters Plano

iv. 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.



MOZ Search Profiles Google US (non-personalized) MozBar Premium

Filter by

Department

Men's

Women's

Size Type

Plus

Petite / Short

Tall

Regular

Ratings

Top rated

Sleeve Style

Neckline

Deals

Pattern

Price

Seller

Features

Condition

Walmart 4.0 ★★★★★ (68)

Walmart - Made by J... 3.7 ★★★★★ (26)

Kohl's 4.3 ★★★★★ (151)

Walmart - ... , 1+ stores 4.6 ★★★★★ (14)

Tilina the Store
https://www.tinathestore.com › arp...
Arpenteur Plano Sweater Midnight
Soft, strong Merino wool knit. Thick shaker knit. Seamless construction. Fully fashioned shoulder. Ribbed neck, cuffs and hem. 100% Merino wool. Made in France.
\$440.00
2) PA: 22 0 links DA: 37 Link Analysis

Facebook
https://www.facebook.com › ... › Women's Cardigans
Women's Cardigans till salu i: Dallas - Marketplace
JOHN GOLD METALLIC KNIT CARDIGAN SWEATER Size M. Dallas, TX. XL Celery Colored Cardigan i
Plano, TX. 4 \$ XL Celery Colored Cardigan Plano, TX
3) PA: 60 0 links DA: 96 Link Analysis

https://www.facebook.com › Marketplace › Little Elm
Women's Cardigans for sale in Little Elm, Texas
Cardigan Sweater. Plano, TX. Express Cardigan in Euless, TX. \$45\$60. Express Cardigan. Euless, TX. Yellow Knitted Cardigan in McKinney, TX.
4) PA: 60 0 links DA: 96 Link Analysis

We are currently not one of the top websites ranked due to a low Page & Domain Authority. My recommendation is to Utilize keyword optimization. Thorough keyword research and strategically incorporating relevant keywords in your content, titles, headings, and meta tags. It is also important to address any technical issues that may negatively impact our website's performance, such as broken links or crawl errors.