



# MARKETING ASSIGNMENT

Final report submission for the MKT-309

## Content:

1. Comparison of websites (Nykaa vs Purplle)
2. Blog on Blogger.com (Warm Art Diary)
3. Website on Wix.com (Warm Art Diary)

Vanya Malhotra

11802300

KOM62

Roll no. 07

---

# NYKAA VS PURPILLE

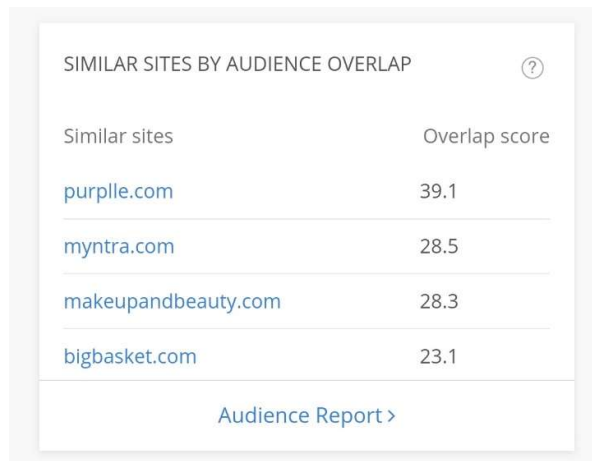
---

comparison of websites

ca-1

Vanya Malhotra | 11802300 | MKT-309 | 02-09-2020

- SITE CHOSEN: Nykaa.com
- Competitor picked: Purpille.com
- Reason for picking: Nykaa and Purpille are both beauty brands and top names in the industry. They also have the maximum overlap of audience when compared to other such brands like Myntra, makeup and beauty etc.



The screenshot shows a table titled 'SIMILAR SITES BY AUDIENCE OVERLAP' with a help icon. The table has two columns: 'Similar sites' and 'Overlap score'. It lists four websites: purple.com (39.1), myntra.com (28.5), makeupandbeauty.com (28.3), and bigbasket.com (23.1). Below the table is a link 'Audience Report >'.

Similar sites	Overlap score
<a href="#">purple.com</a>	39.1
<a href="#">myntra.com</a>	28.5
<a href="#">makeupandbeauty.com</a>	28.3
<a href="#">bigbasket.com</a>	23.1

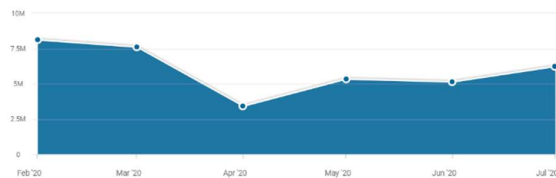
[Audience Report >](#)

- Review and rating on the basis of:
  - 1. User friendliness and the overall experience of using it as well as the loading time
  - 2. The technical aspects, keywords used, traffic and SEO



Nykaa, as we can see, gets millions of visits every month. This is a huge amount of people to engage with. Moreover, people tend to visit several pages on every visit and an average duration of 7 mins is seen.

Total Visits to nykaa.com ⓘ  
Growth & total visits to nykaa.com over time  
On desktop & mobile web, in the last 6 months



#### Engagement

Total Visits	6.23M ▲ 21.33%
Avg. Visit Duration	00:07:02
Pages per Visit	4.68
Bounce Rate	50.05%

Here is a breakdown of the audience into countries it gets most of its traffic from with an astounding amount from India at 87.59%. We also see that the engagement in most of its bigger markets has only increased over time.

India	87.59%	▲ 24.96%
United States	4.81%	▲ 14.47%
United Kingdom	1.00%	▲ 59.20%
United Arab Emirates	0.58%	▲ 54.05%
Canada	0.53%	▼ 11.06%

Nykaa is a name brand in the beauty industry now and it's very visible in how a lot of its audience and customers are reaching the website directly. This means that its audience knows what they want and are more loyal to the site as they directly go to the site. These users are most likely to turn into a paying audience. We can also see that Nykaa knows its keywords and how to have a great SEO as search is also a huge way people reach the site, ensuring people always find Nykaa when looking for beauty products.

#### Traffic Sources for nykaa.com ⓘ

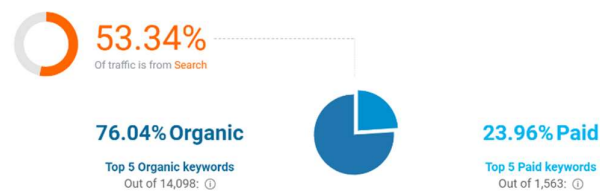
nykaa.com's marketing strategy is focused on Search with 53.34% of traffic coming from this channel, followed by Direct with 38.19%.

🖥 On desktop



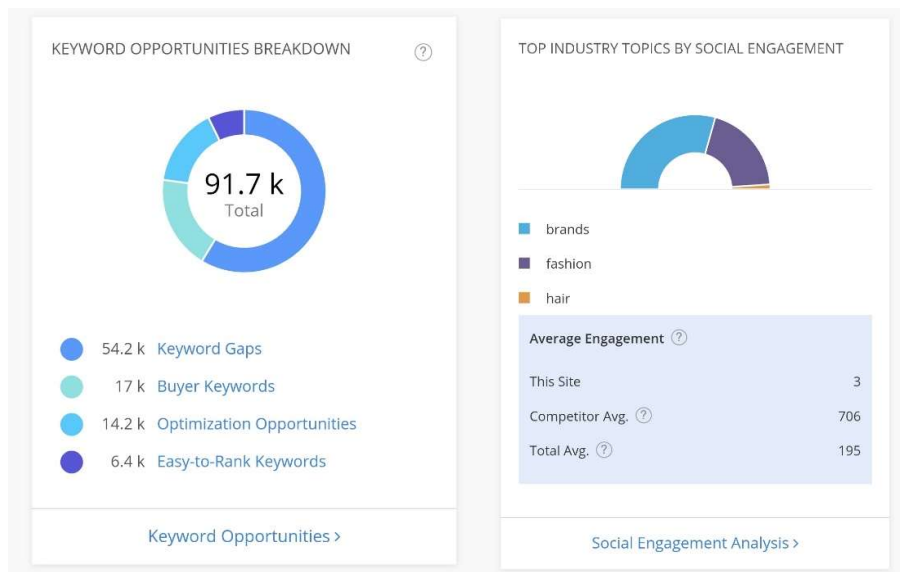
Talking about search efficiency, since it gets a huge amount of audience from search, we need to have a closer look at that breakdown. As you can see, 76.04% of the search is from organic keywords which shows that they have efficiently recognised important keywords with potential and are making good use of this. We also see that 23.96% traffic that comes from paid search shows they know what keywords are important and have competition making it significant for them to use paid search results to establish a certain amount of supremacy amongst the competition.

#### Search ⓘ



This is why we look at the keyword opportunities of the site. We see that there are a lot of keyword gaps which means that there are a lot of keywords in the site which aren't bringing in much traffic but when I visit the site I see that these keywords are used when describing the different products in the site and it is obvious not all products will get a lot of traffic. But it is important to know that these keywords are highly relevant and if the competitors are getting traffic from these keywords then they are a very good opportunity to invest into.

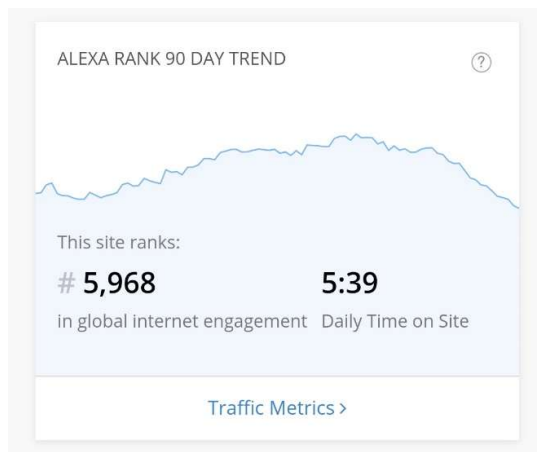
We also see the relevance of the top industry topics to the traffic the site gets from them and we can clearly see that the site is only getting 3 hits for a competitor getting 706! This means Nykaa needs the site to have a greater amount of relevance to these big keywords to get more traffic and stay ahead of the competition.



now let's see the trends of the site and several ratings that we can see that it is 29<sup>th</sup> globally in beauty and cosmetics and 346 in country and 7113 in global which are phenomenal numbers which have only gotten better in the past months



This is an Alexa site rant that takes into account a more holistic approach of keywords



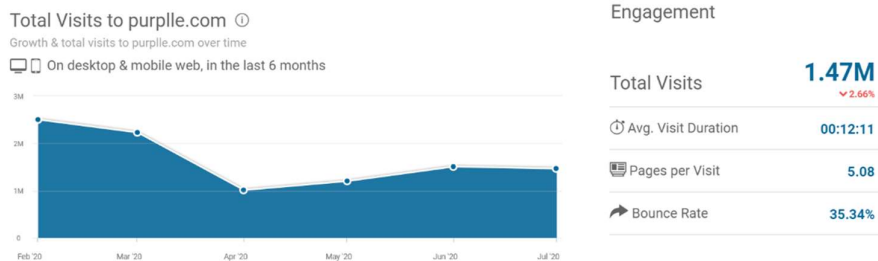
Talking about the user experience, the site, even though huge and containing several pictures and videos, is very easy to navigate. Although the amount of information present on the homepage is a bit crowded and takes a little time to load all the pictures and texts. This makes the site too clustered but when you move to certain category or search for a specific product, the site gets much less clustered and much more user friendly. Its very easy to find products of relevance very quickly and without unnecessary interruptions or problems








I have picked this site as competitor because it falls in the same category and is somewhat equally famous in our country and has similar relevance. It also has the most amount of overlapping audience making it a perfect pick as a competitor

First, I have a similar breakdown of the Purple site as I had for Nykaa:

We see a sudden dip in the number of visitors on the site during April 2020 but it steadily increases in the following months. This shows that the company suffered a lot from the impact of Covid-19 that was seen worldwide.



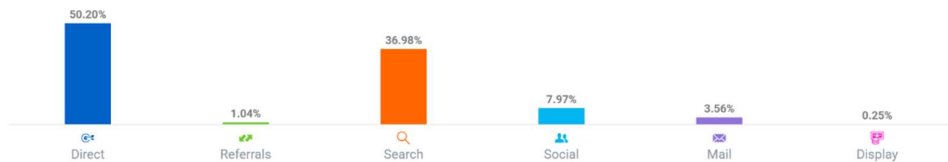
We see here, the first look gives an impression that the company and site lost engagement in several countries, but if we have a closer look, we see that it has actually expanded to other countries. Earlier the website was having all its engagement come from India but now we see it has expanded markets into the US and Canada. This means we will see a growth in the site's business and engagement in the near future.

 India	<b>92.13%</b>	▼ 8.45%
 United States	<b>2.53%</b>	▲ 52.27%
 Canada	<b>0.53%</b>	▲ 139.7%
 Hungary	<b>0.43%</b>	▼ 0.00%
 Pakistan	<b>0.38%</b>	▼ 25.59%

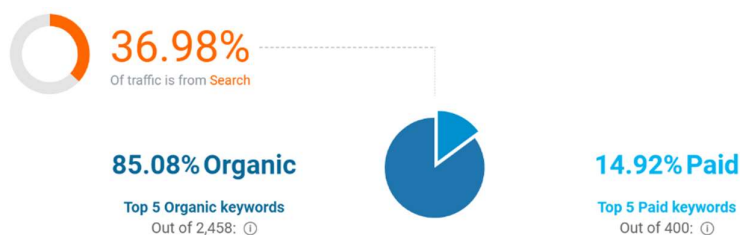
The sources of engagement on Purple: in this trend we see that it gets a greater number of its customers from direct which means that it has a higher number of loyal audience as well as newer discoveries. These people are most likely to be paying customers which indicates that a higher percentage of their traffic converts into paying and recurring customers.

purple.com's marketing strategy is focused on Direct with 50.20% of traffic coming from this channel, followed by Search with 36.98%

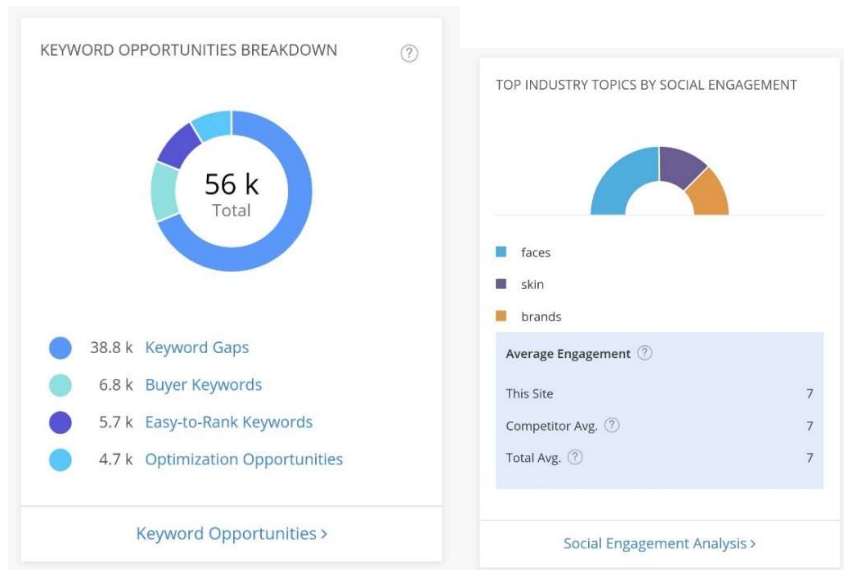
On desktop



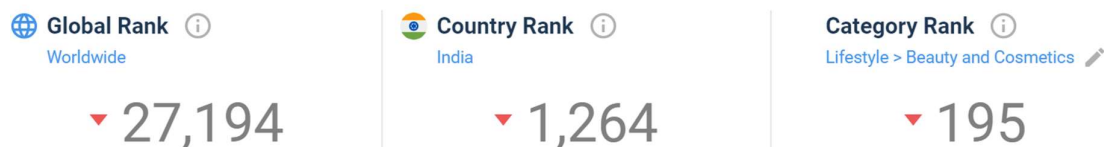
They also get a huge amount of traffic from search. During a more detailed look into search we see that 85.08% of these searches are from 2458 organic keywords while only 14.92% comes from 400 paid keywords. This shows that the site needs to look into more keyword gaps it might have that they can invest in to get even more traffic to their site. This means they need more diligent market research when it comes to paid keywords to generate traffic.



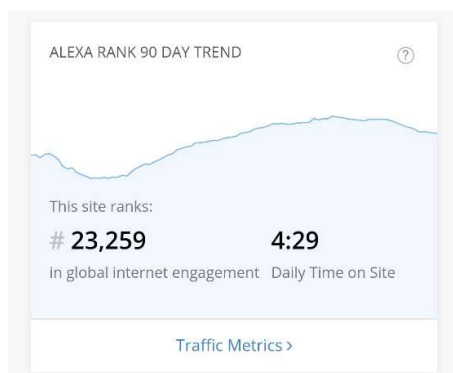
When we look at the keyword opportunities breakdown, we see that there is a 38.8k keyword gap which shows that there are thousands of keywords which aren't driving much traffic to the site but as discussed earlier these keywords are a result of extensive descriptions of the hundreds of different products and it's not possible that all these keywords generate traffic. But an interesting thing to note here is that there are a significantly less amount of keyword gaps in Purple than in Nykaa. This indicates that Nykaa might be missing on a lot more keyword opportunities than Purple is.



Looking at the holistic rank of the Purple site we see that it had seen worse numbers over that last few months and its rank is on a decline. This just confirms the observation made earlier that the site has suffered from the side-effects of Covid-19 whereas no such trend was seen on the Nykaa site.



When we look at the Alexa rating of the site we see that more and more amount of time is being spent on the site over the last few months which indicates that even though they suffered from a decline they are back on the rise and more and more customers are spending more and more time browsing and exploring the website. Which is an indication of a growing business.



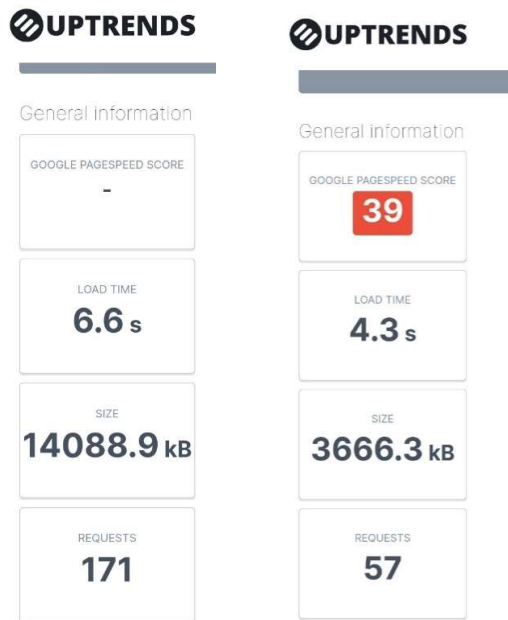
When I spent time on the site, I noticed that the home page is much less clustered than Nykaa and has a much more pleasant colour scheme and design. It is similarly easy to navigate but the picture and videos load much more quickly and the site is over all faster than Nykaa. This might be so because the size of the site is much smaller than Nykaa and has lesser products. But the picture quality seems better and faster.



# IMPORTANT COMPARISONS

**LOADING TIME:** Nykaa has a higher loading time as well as size whereas Purplle has 2.3 seconds faster loading time and less size.

Nykaa vs Purplle

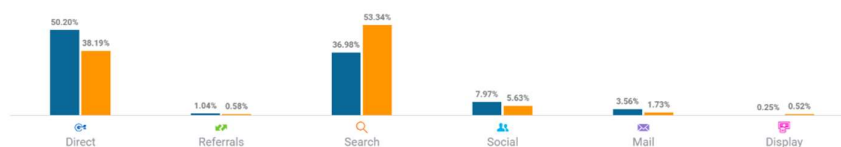


Let's see the side by side data for traffic sources: we see that while there isn't much difference in other sources, Purplle gets a majority of its traffic from direct while Nykaa gets most from search. This along with previous data shows us that Nykaa spends significantly more on paid search while Purplle relies on organic search and brand name directly. It is also an indicator of the fact that a higher percentage of Purplle customers know exactly what they are looking for and are loyal to the brand and hence tend to spend more money.

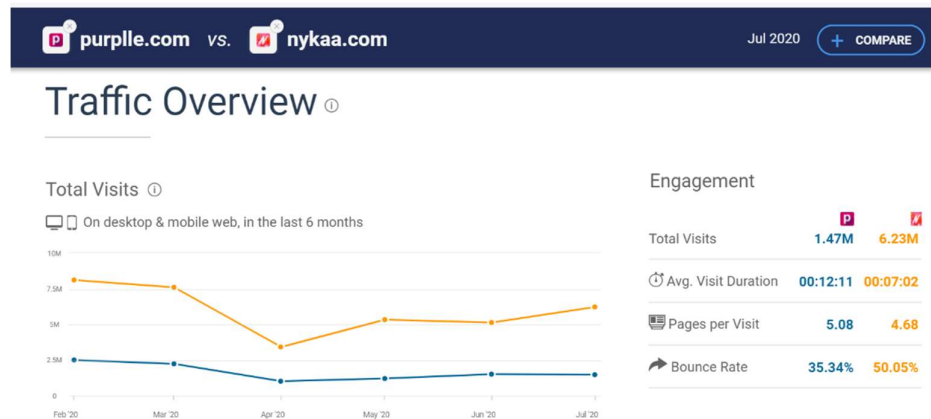


## Traffic Sources ①

On desktop



We can clearly see that when compared, both Purplle and Nykaa were both hit by a decline in traffic in April 2020 but the dip was way more significant for Nykaa whereas Purplle didn't face that much of a loss. Moreover, Purplle was able to bounce back through May and June whereas Nykaa wasn't quite able to reach back to their original heights. This means that although Nykaa spends significantly more on paid search and has a way larger site with more products to offer, the traffic reaching the site is not proportionate to that.



## Nykaa review:

**USP:** The USP of Nykaa is providing content that guides customers to make the right selection for their beauty and wellness needs.

**Strengths:** the website is large, informative, and a bigger brand name more globally established. Have a lot of keywords embedded into the site.

**Weaknesses:** takes a long time to load and the site isn't too user friendly and a little difficult to navigate through the site. The mobile version of the site is much more complicated and not easy to go through. They also have at least 58 thousand keywords in keyword gap, meaning they are not getting any traffic at all from these keywords and they need more research to make sure they increase their traffic. Also the average time spent on a visit to the site was 7 minutes which is not a long time, meaning that people tend to leave the site soon after they reach it, the causes of which may be many including but not limited to higher load time and no proper colour theme and difficult navigation in the mobile version.

**User experience:** The website is quite large with a lot of pictures and videos on the homepage, and although that is informative, it is also very cluttered and takes a lot of time to load. Some pictures take at least 3 seconds more than others to load and the mobile site is completely frustrating to use. The range of products is definitely larger with articles in the site for interested customers to increase their knowledge about what might suit them.

Keeping these things in mind my rating for the Nykaa website is:

3.4

# Purplle review:

Purplle's USP: it is its product knowledge engine. Within seconds, it can decipher and collate things like tea tree can help an itchy scalp, party wear needs brighter lipstick shades or lipstick shades that match a customer's skin tone.

**Strengths:** The site has had a lot of market research and has a familiarity of the market and kind of customers it deals with and hence provides an extensive database which helps a customer pick the right kind, shade and size of product that would best suit them. This is a fast process and happens in a matter of seconds and is by far the most important feature of the site. The site is just as informative as that of Nykaa with discounts and sales displayed to grab attention in the colour theme of the entire website. The mobile version is also very navigable and user friendly so that no new user will have trouble finding their way across the website. The load time is smaller and very satisfactory and makes the experience much better. The keyword gap is also substantially less than that of Nykaa but there is definitely room for improvement. The website has a growing number of global visitors which means it is attracting new American and Canadian markets. The site also sees an average visiting time of 12 minutes which means it is user friendly and engaging enough to keep the customers browsing both on desktop and mobiles.

**Weaknesses:** the site gets a majority of its traffic from direct visitors, while this means the site has loyal returning customers it might also mean that new people discovering the site are a bit less. This means the site, which gets 80% of its searches from organic keywords, needs to invest in more paid keywords in order to drive an increased traffic to the site.

**User experience:** Purplle.com is more user friendly than Nykaa.com though it has a smaller size. It is also easier to use and is brilliantly configured to handle its Indian customers which make up around 92% of the sites traffic. Which shows that while increasing their markets they are also incredibly focused on keeping the former, loyal customers. We also see that the mobile version is very good and easy to navigate. They, however, could work on their keyword research in order to drive more traffic and hopefully more paying customers to the site.

Keeping these in mind, the rating I have for Purplle.com is

4.3

# BLOG: WARM ART DIARY

Made on blogger.com

ca-2

Vanya Malhotra | 11802300 | MKT-309 | 22-10-2020

Link: <https://warmartdiary.blogspot.com/>

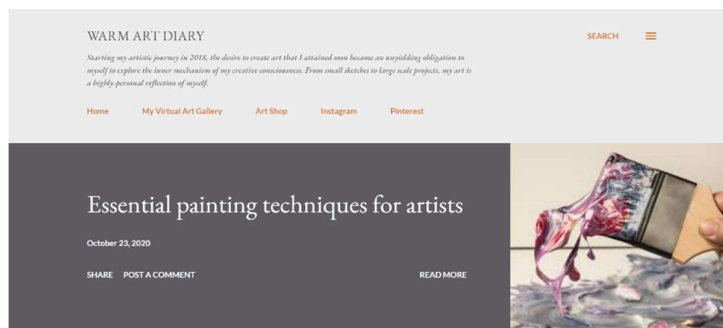


Figure 1 layout of the blog

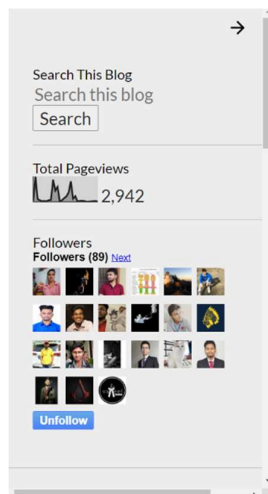


Figure 2 The side bar

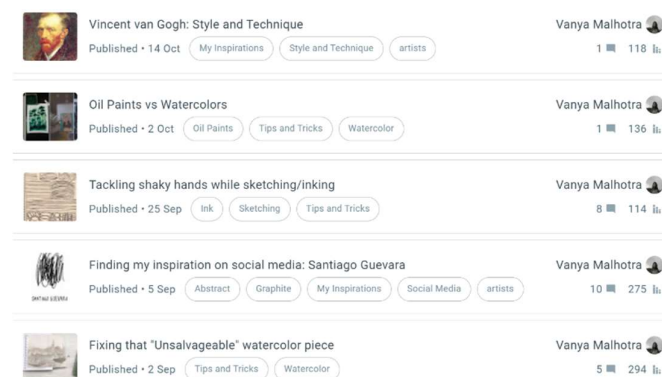


Figure 3 some blogs with labels, pageviews etc

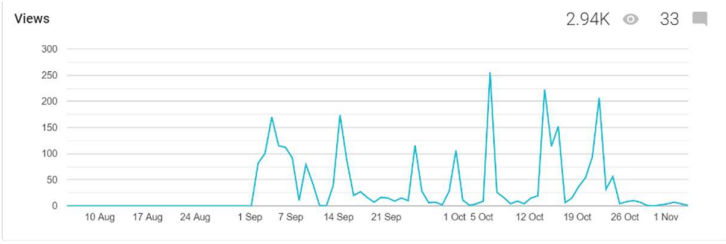


Figure 4 Page view analytics

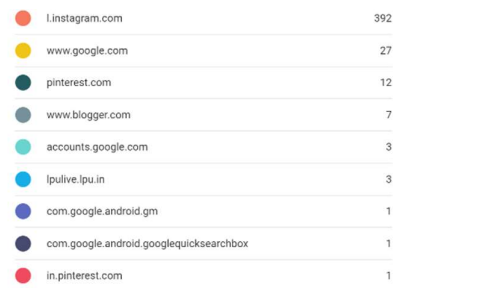


Figure 5 top referencing links

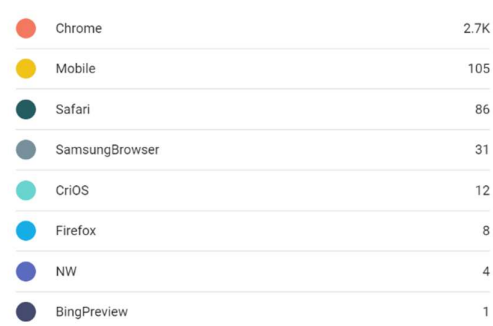


Figure 6pageviews by browsers

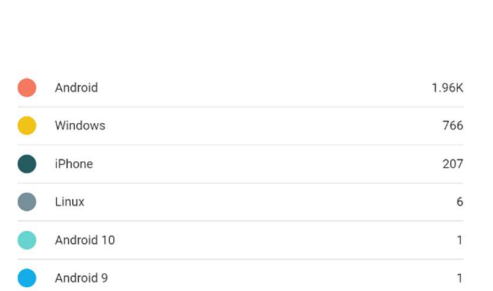


Figure 7 pageviews by operating systems

Top Locations

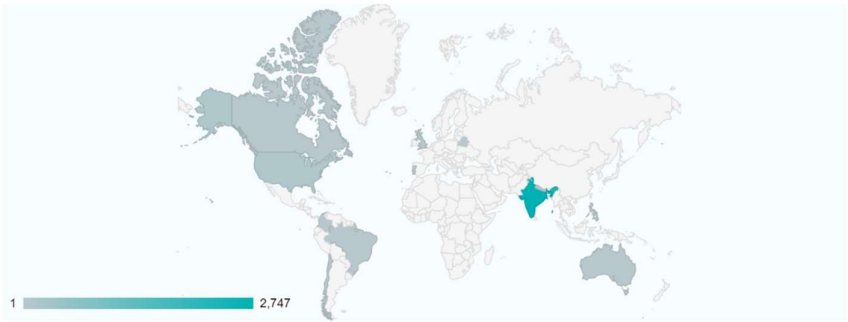


Figure 8 audience by location

India	2.75K
United States	139
Belarus	21
Canada	14
Portugal	10
Australia	3
Philippines	3
Brazil	2
Colombia	2

Figure 9 top countries with views


# WEBSITE: WARM ART DIARY

Made on wix.com

ca-3

Vanya Malhotra | 11802300 | MKT-309 | 04-11-2020

Link: <https://vanyamalhotra2000.wixsite.com/warmartdiary>



### Mysite

<https://vanyamalhotra2000.wixsite.com/warmartdiary>

Site Actions

Domain: Not connected  
[Connect Domain](#)

Website Plan: Free  
[Compare Plans](#)

Mailbox: Not connected  
[Get a Mailbox](#)

Ascend Plan: Free  
[Compare Plans](#)

#### Analytics Overview ⓘ

Last 90 days | [Customize](#) | [⌵](#)

##### SITE SESSIONS

80

Today 1

[Get More Traffic](#)

##### POST VIEWS

23

Today 0

[Get More Readers](#)

##### TOTAL SALES

N/A

To make sales online,  
[Upgrade to Business](#)

## 1 my site on wix

WIX My Sites Explore Hire a Professional

Search...

Vanya Malhotra

**Mysite**

Role: Owner

Set Up Your Site

3/5 Completed

Main Menu

Customer Management

CRM Home

Contact

Inbox

Contact List

Form Submissions

Manage

Upgrade

Full Site

Ascend Business Tools

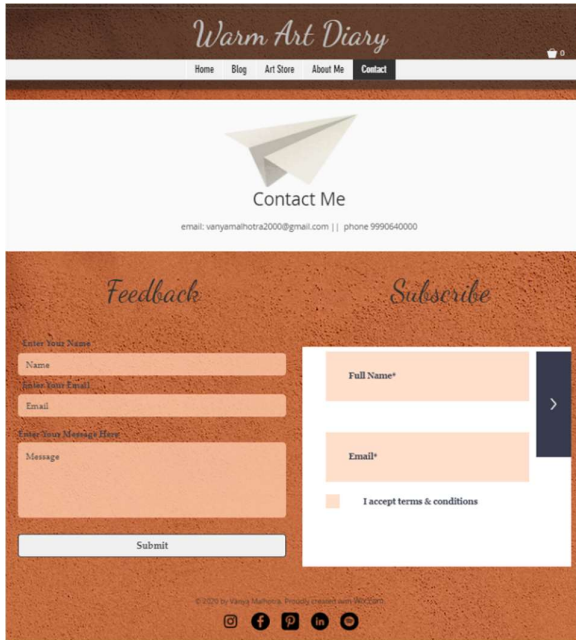
### Contact List: All Contacts 75

Sort and keep track of the people who interact with your site.

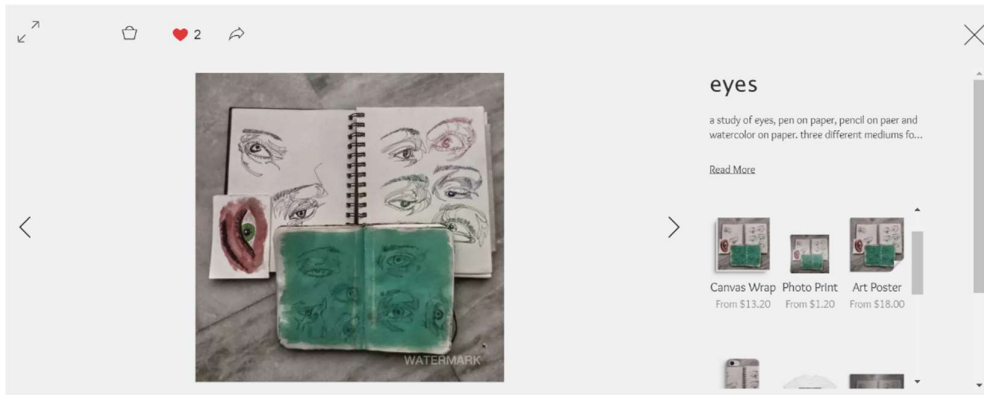
Filter by: All Contacts | Customize Columns | Search Contacts...

	Name	Email	Phone	Address	Last Activity
<input type="checkbox"/>	Adnan	adnan.admission1308@g...	adnan.admission1308...		Nov 2, 2020
<input type="checkbox"/>	Afral	afralmanсурi65739@gmail...	afralmanсурi65739@...		Nov 2, 2020
<input type="checkbox"/>	Shamoni	shamoni9593@gmail.c...	shamoni9593@gm...		Nov 2, 2020
<input type="checkbox"/>	Rohan	rohanjoshi1752@gmail.c...	rohanjoshi1752@gm...		Nov 2, 2020
<input type="checkbox"/>	Vinay	vinaysham771@gmail.com	vinaysham771@gmail...		Nov 2, 2020
<input type="checkbox"/>	Shashank	shashanktwar1432@gm...	shashanktwar1432@...		Nov 2, 2020

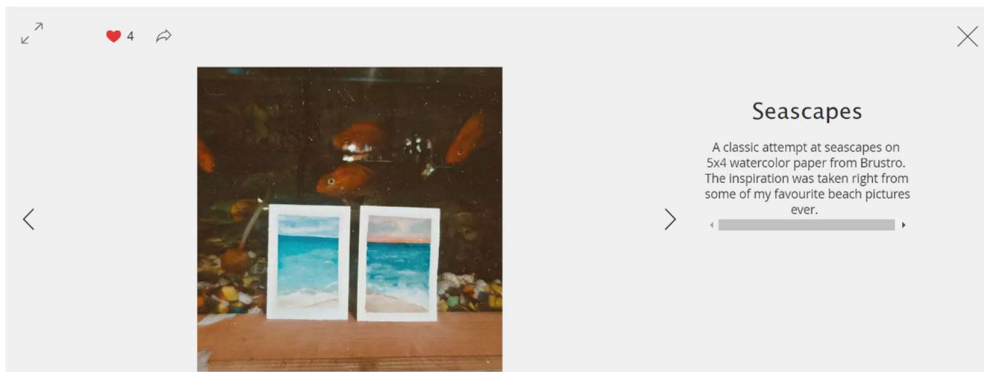
## 2 contact list for the site



### 3 feedback and subscription page



### 4 product details

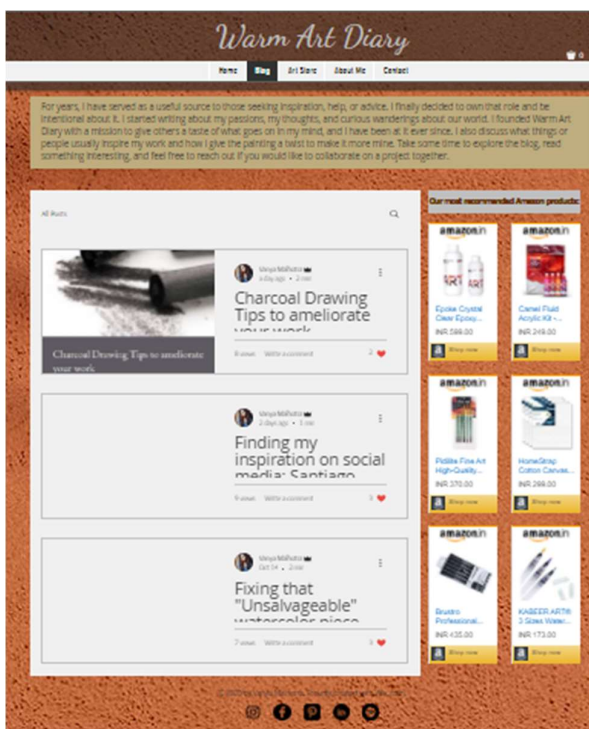


### 5 Artwork details

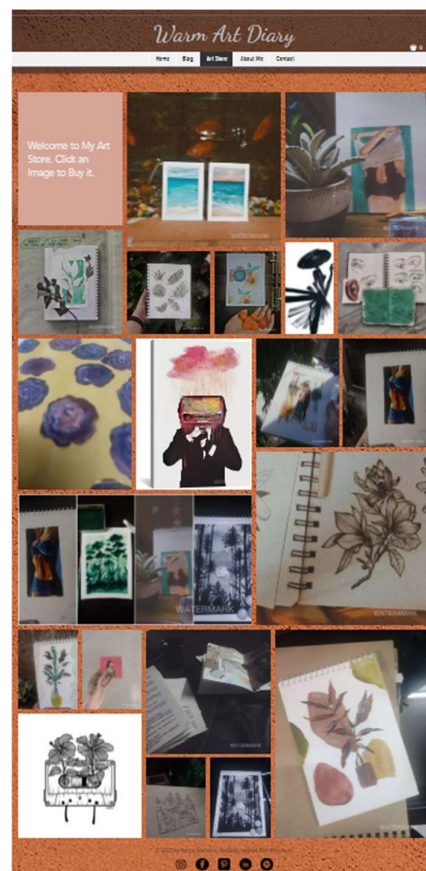




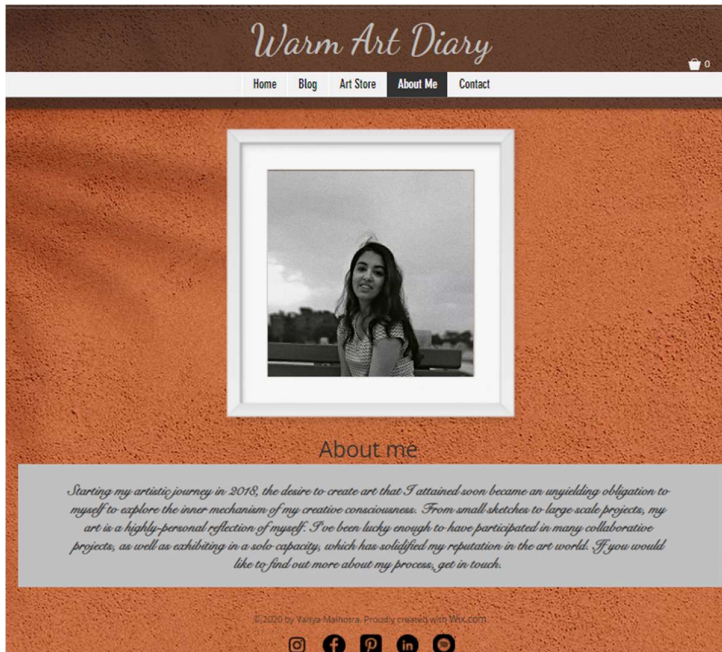
6 Home page/ virtual art gallery



7 Blog for user interaction and amazon affiliate products for revenue



8 art store



9 About me page