

Social Media & SEO (DESI1209)

Over the 2 weeks of this course we have looked at a range of tools and techniques that can help us understand and enhance the performance of our web properties and gain an understanding of our audience; who they are, what they are looking for and how they use our sites. As a reminder, here's an outline of the four sessions:

Session 1 - Connect with your audience (Social Media)

Session 2 - Create brilliant content (SEO, SEM & Site Promotion)

Session 3 - Know your users (Web Analytics & Revenue Generation)

Session 4 - Build credibility through style (Brand Design)

This assessment is designed to test your understanding of the concepts outlined during the four sessions and in the recommended reading materials and online resources.

The Brief

You are a “web marketing expert” and have been approached by a client who would like you to help improve the traffic to their site and to keep their visitors coming back. You may choose one of the following sites:

elizabethan-era.org.uk

go4awalk.com

justdogbreeds.com

ukdetectornet.co.uk

For one of the sites listed above, you are to compile a report, which gives an analysis of the site as it stands (baseline analysis), and your advice on how to improve any problems that you identify. The advice should include practical, actionable examples as well as general advice. For example, if you believe the page layout could be improved, you should include a proposed wireframe. If colour is an issue, you should include a proposed colour scheme, and if the meta description could be improved, you should include some suggested text.

Your report will be given to a team of front-end designer/developers to implement, so it needs to be easy to read and understand, with clear advice.

The structure of the report is up to you, but it should include (but is not limited to) the following:

Baseline analysis

Use any online tools and metrics to undertake:

1. A critical analysis of the existing visual design and brand.
2. A critical analysis of performance (page load speed and responsiveness).
3. A critical analysis of the information architecture and content strategy.
4. A critical analysis of the existing on-page SEO.
5. A description of the existing off-page SEO (SEM), including PageRank.
6. A description of the existing use of social media.
7. A description (and estimate?) of revenue generated by the site.

Improving traffic and engagement

Use the baseline analysis to form an action plan that will improve:

1. Traffic to the site
2. User engagement
3. User experience
4. Revenue (suggested options if not currently monetised)

To achieve this, your proposals should also aim to improve:

5. Visibility on search engines.
6. Authority in the site content.
7. Identification and placement of keywords and phrases.
8. Content findability within the site.
9. Look and feel of the site design.
10. Optimisation of advertising zones (format and location).
11. Development and/or strengthening of brand.
12. Increased page load performance.
13. Anything else you think may be relevant.

The finished report should be:

A maximum of 4,000 words long.

Illustrated using any appropriate material.

Remember, this is a report, **not an essay** and should be structured for ease of reference. Also, think about typography (waymarking, visual hierarchy, choice of typeface etc.). *Everything you produce from now on should be considered a design project, even if it's just a text document.*

Submit as a .PDF file by making it available from your coursework homepage (see note below).

Submitted on or before **18th December 2020**.

Important: as this analysis is based on a real site, your report **must** be **password-protected**. You can do this by adding a password to the .PDF file. Please use the password **desi1209report**.