

Social Media & SEO

Over the 2 weeks of this module, 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 - Create brilliant content (SEO, SEM & Site Promotion)

Session 2 - Connect with your audience (Social Media)

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

Session 4 - Provide an excellent user experience (Sustainability)

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.

Marketing report with proposals - 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, to keep visitors on their site, and to encourage repeat visits. You may choose **one** of the following sites:

<https://www.hiking-for-her.com/>

<https://www.train-spotting.co.uk/>

<https://bestworkshop.co.uk/>

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

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. The baseline analysis should include the design and user experience because these are SEO considerations.

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, actionable advice.

The structure of the report is up to you, and 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 (if available).
6. A description of the existing use of social media.
7. An estimate of traffic and 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. Accessibility.
11. Sustainability.
12. Optimisation of advertising zones (format and location).
13. Development and/or strengthening of brand.
14. Increased page load performance.
15. Anything else you think may be relevant.

Deliverables

One report document, which should be:

1. A maximum of 4,000 words long.
2. Illustrated using appropriate images, graphs, tables etc.
3. Saved as a password-protected .PDF file.
4. Linked to from your coursework homepage.

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 for this programme 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).

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**

Schedule

Submission deadline: **19th April 2024 at 4pm**

Assessment criteria

Your work will be assessed based on how well it satisfies the brief. Criteria include:

1. The thoroughness of your baseline analysis.
2. The logic of your proposals.
3. The quality of your advice.
4. The clarity with which your proposals are communicated.

5. The level of coverage of the topics outlined above.
6. The design of the document (readability, navigation etc.)

Useful tools

There are many online tools that can help provide information on live websites. The quality of the information will vary and, in most cases, is not measured directly, so it may be sensible to cross-reference from more than one source. Here are just a few tools to get you started.

Domain Tools (Whois Lookup): <https://whois.domaintools.com/>

Nibbler: <https://nibbler.silktide.com/en>

SEO Site Checkup: <https://seositecheckup.com/>

Site Analyzer: <https://www.site-analyzer.com/>

Google Trends: <https://trends.google.com/trends/>

Similar Web: <https://www.similarweb.com/>

Site Worth Traffic: <https://www.siteworthtraffic.com>

Wave: <https://wave.webaim.org/>