

TE3980 Assignment 3
Final Report

SEO: Search Engine Optimisation

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Project Management

The aim of this project is to investigate Search Engine Optimisation (SEO) and by applying its techniques, develop a greater level of skill in the area. To achieve this, the project will involve working with a live client. Testing the learned techniques will benefit the client as an improved search engine rank should improve sales. Thorough research into current SEO practices will need to be undertaken in order to provide accurate, up to date and useful information. Time management will need to be demonstrated in order to effectively carry out the project whilst keeping within the client's specification.

Planning Steps

A client who has a website with constant traffic will need to be identified. Similar products/services that the client provides should also be offered by competitors. An agreement of access to related analytics data will need to be made.

Timescale

The Client's availability will have to be a constant consideration over the course of the project. If the client is likely to be unavailable throughout the project, they will be deemed unsuitable and a new client should be identified.

Updated Project Plan

An updated project plan can be downloaded from the following link: <https://goo.gl/fKgJkF>. Information included within is accurate and up to date as of Friday 5 August. Research and further information is included in the notes attached to each task. Further information, including the Specification and Plan can be found online at lukenelson.uk/TE3980.php.

Research

Research will be conducted mostly online; Google and other search engines provide comprehensive guides on SEO. Advice is also provided from within Google Analytics and Google Adwords. There are also many SEO experts who provide tips and training online.

Background of Client & Project

Client Profile

The client for the purposes of this project is James Wilson, Technical Director of The Protein Lab (UK) Ltd. The Protein Lab is a Business to Consumer company based in Lytham St Annes which sells high quality sports supplements and nutrition products. Most of the client's business is done online, some is done over the phone however there is very little face to face. Marketplace platforms Amazon and eBay are used to sell products as well as the client's website which doubles as an online store allowing customers to buy directly.

The Protein Lab has only a few members of staff, however the client does have some web expertise. The client is looking to increase sales & turnover by finding the most cost effective way of boosting sales and expanding their email database.

The Protein Lab are aware of both Organic and ad-based SEO. Successful PPC campaigns are often run alongside regular website revisions and optimisations. This project involves trying both SEO strategies with the client's website to gauge which has long term viability and is better to focus on with limited staff and budget.

Project Planning Overview

Primary contact was made with the client and an initial meeting was arranged to discuss the scope of the project and the needs of the company. Before the meeting, research was conducted using the client's website, www.theproteinlab.co.uk. The client's range of products was investigated along with basic information about the company. Next, research began into the client's competitors, such as My Protein (www.myprotein.com) and The Protein Works (www.theproteinworks.com). This gave an insight into the industry and the information included on websites.

During the initial meeting, the client discussed more about how the business worked and what purpose the website served. He stated that as there is no specific member of staff designated to SEO, it is taken care of in house by staff with web expertise. As it is only a secondary job for members of staff, it would be beneficial for the client to know which of Organic or Ad Based SEO to focus time and money into.

To trial the SEO methods, two of the best selling products were suggested; 4KG Mass Gainer and 4KG Whey Powder. Similar products to these are sold by competitors therefore allowing for fluctuations in page rank to be measured and compared.

Knowing the task, research began into both SEO methods by creating lists of useful information including SEO guides and topics. Those relevant to the client and the project were compiled into a campaign and, using project management strategies, organised into a useable framework for the staff to follow. A Gantt Chart was then created to display the timeline in a more readable fashion and also allow for the project start date to be adjusted subject to the clients's requirements. The expected outcomes of the project were then constructed into a structured format to allow for the inspection of the returned analytics data.

Another meeting with the client was arranged to discuss the project's budget. Other aspects of the project were discussed and relevant changes were implemented. The timescale and implementation of the project proposal were also discussed and confirmed.

Background of SEO Methodology

Why Google?

There are multiple popular search engines available in the UK. Each uses a different algorithm to display search results and each also displays them in a slightly different way. The top three search engines in the UK are Google, Bing and Yahoo¹. In 2010, of 1,282,408,000 unique searches, 999,234,000 used Google, 338,306,000 used Yahoo and 335,016,000 used Bing. NetMarketShare.com also states that Google has a 72% dominance of the Global desktop search engine market share. These statistics show that Google has almost three times more unique searches and a much larger user base. Google is also a more intelligent platform using its algorithm to measure inbound and outbound links, content and user engagement. This is compared to the more directory style of Bing or Yahoo which are based more on keywords and meta tags. Google's Analytics and Adwords platforms are industry standard tools used to monitor and improve website traffic and offer Pay Per Click (PPC) campaigns. For these reasons, the project will solely focus on SEO for Google. First party material from Google's Search Engine Optimisation Guide² along with information from Google's Analytics and Adwords knowledge base will be used to inform the project and any suggested advice.

About SEO

The objective of SEO is to improve a web page's rank on popular search engines such as Google. There are many factors of a page that search engines look for to determine whether to display links to it on their results page (SERP). This includes, but is not limited to, the quality and freshness of the content, the usability of the page especially on mobile, and the value of backlinks to the site.

There are two strategies to SEO, defined by Google Analytics as Organic and Paid.

¹ Search engine market share (no date) Available at: <https://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0> (Accessed: 15 October 2015).

² Google Search Engine Optimization Starter Guide (2010) Available at: <http://static.googleusercontent.com/media/www.google.co.uk/en/uk/webmasters/docs/search-engine-optimization-starter-guide.pdf> (Accessed: 15 October 2015).


Organic SEO

On page SEO describes any modification to a site's code that will improve its SERP rank. This includes use of meta, heading and alt tags to prioritise and describe content. This also includes improving a page's content and keeping updated. Organic SEO often keeps a page ranked highly for longer, however it also takes more time to become effective in the first place. Organic SEO is also more tricky because content the search engine should look at cannot be easily defined and promoted as paid SEO can.

Paid SEO

Off page SEO describes any method of improving a page's rank by not directly altering that page. This could be by getting quality backlinks to the page, using a search engine's webmaster tools to teach it how to properly crawl the website or even engaging with Social networks. Off page SEO also includes Search Engine Marketing (SEM). SEM is a method of improving a website's rank on SERPs through paid advertisement, often Pay Per Click (PPC). Due to the instancy of ad based SEO, it is great for short term offers/promos or time-relevant content where organic SEO wouldn't have time to take effect before the event is over. Search Engine rank can also be affected by third party services such as Trust Pilot who themselves have a high rank and can provide either a good quality or poor quality backlink.

Anatomy of a SERP

Before starting an SEO campaign, it is important to understand what is intended to be influenced. By improving a website's rank, the intention is for the rank of the intended pages to be at the top of a Search Engine Results Page (SERP) above other, irrelevant pages and competitors's pages. At top of the next page is a screenshot of a SERP from the Google Search Console help³. It can be found by visiting the Search Console, selecting a property and clicking the  icon next to the text 'Search Appearance'. On the right are a selection of possible elements and on the left, their matching titles. For each element, a short description will be given along with tips on how to influence it. By influencing these elements, Google is likely to favour the page, resulting in a higher rank.

³ Google search console (no date) Available at: <https://www.google.com/webmasters/tools/home?hl=en> (Accessed: 3 August 2016).

Title	Funny cat pictures with captions - example.com www.example.com/cat-captions.html		
Snippet	Find ALL the cat pictures in the world. Sort and search by type of cat. Upload your own photos and caption them too! Weekly competition for funniest cat ...		
Sitelinks	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Extra grumpy cats Submit and rate pictures of extra grumpy cats ... </td> <td style="width: 50%; vertical-align: top;"> Lolcat caption competition Submit the funniest caption and win a prize! ... </td> </tr> </table>	Extra grumpy cats Submit and rate pictures of extra grumpy cats ...	Lolcat caption competition Submit the funniest caption and win a prize! ...
Extra grumpy cats Submit and rate pictures of extra grumpy cats ...	Lolcat caption competition Submit the funniest caption and win a prize! ...		
Search within a site	<input type="text"/> <input type="button" value="Search example.com"/>		
URL	Music gigs, concerts San Francisco Music Guide www.example.com/events/san-francisco.html Upcoming music gigs and concerts in San Francisco. Find out what's on with our live ...		
Breadcrumbs	24th century Communicator and Universal translator www.example.com > ... > Communication Devices		
Product - Rich Snippet	★★★★★ Rating: 4.5 - 11 reviews Made out of the highest quality crystalline composite of silicon, beryllium, carbon 70 and gold. Manufactured to top Starfleet standards: never get out of range of your transporter ...		

Title

The title of a page is taken directly from the <title> HTML Tag. The Title of a page is highly influential in Google's PageRank algorithm. By including descriptive information⁴ and keywords in the page title, key information is delivered directly to the searcher.

Snippet

The snippet is a short description or preview of the content on the page, helping to guide the user before they click on the link⁵. This is taken directly from the Meta Description tag and can therefore be easily influenced by updating a page. The more useful and accurate a snippet, the more likely a user who clicks the link is looking for the correct information.

Sitelinks

Sitelinks are generated by Google and are very difficult to influence. They are typically links directly to certain products or pages. If Google creates a sitelink that is not intended to be featured, you can demote the sitelink using Google's Webmaster tools.

⁴ Review your page titles and snippets - search console help (2016) Available at: <https://support.google.com/webmasters/answer/35624#3> (Accessed: 3 August 2016).

⁵ Review your page titles and snippets - search console help (2016) Available at: <https://support.google.com/webmasters/answer/35624#1> (Accessed: 3 August 2016).

Search within a site

The search box is generated by Google and is influenced by the search query not the website. It only appears when Google thinks a user will want to refine their search⁶. It does not use your website's search feature, instead it appends "site:" and your URL to the search query, returning only results that are links to your website.

URL

The URL shows the user the structure of the web page. The user will often quickly scan the URL for subtle category information keywords such as 'Product'. Try keeping the URL simple meanwhile still including key product information⁷.

Breadcrumbs

Breadcrumbs show the structure of the site similar to the URL, however in a more human readable form. Breadcrumbs are influenced by content in the body of the webpage⁸. Breadcrumbs can be adjusted in Google Webmaster tools in the 'Site Navigation Element' section of the 'Structured Data' dashboard.

Product - Rich Snippet

Detailed product information can be pulled from the webpage and displayed as 'Rich Results' on a Google SERP⁹. Product information can be made more accessible by marking up the relevant sections of the webpage and using the 'Data Highlighter' in Webmaster Tools' to teach Google how to read the page.

⁶ An improved search box within the search results (2014) 5 September. Available at: <https://webmasters.googleblog.com/2014/09/improved-sitelinks-search-box.html> (Accessed: 3 August 2016).

⁷ (no date) Available at: <https://support.google.com/webmasters/answer/76329> (Accessed: 3 August 2016).

⁸ Enhance your site's attributes (2016) Available at: <https://developers.google.com/search/docs/guides/enhance-site?rd=1#enable-breadcrumbs> (Accessed: 3 August 2016).

⁹ Products (2016) Available at: <https://developers.google.com/search/docs/data-types/products?rd=1> (Accessed: 3 August 2016).

Project Brief

The project will target two specific products, 4KG Mass Gainer and 4KG Whey Max Protein. Similar products to these are sold to competitors and therefore search engine ranks can be compared. Both products are similar in popularity, have a similar cost, come in 4KG containers giving 56 servings and have regular volumes of traffic and orders. Using very similar products allows an Organic SEO campaign on the 4KG Mass Gainer and a Paid SEO campaign on the Whey Max to be run in the same time frame, allowing simultaneous SEO campaigns and data gathering.

4KG Mass Gainer

<https://www.theproteinlab.co.uk/products/High-Calorie-Mass-Gainer-4kg>

Mass Gainer is a weight gain product designed for building muscle mass. It is sold in various flavours in powder form in a 4KG tub. The Protein Lab sells a 4KG tub for £32.95

Keywords used to describe this product include:

- Weight Gainer
- Mass Gainer
- Bulking Agent
- Build Muscle
- Dense Muscle
- Muscle Gain



4KG Whey Max

<https://www.theproteinlab.co.uk/products/Protein-Whey-Max>

Whey Max is a protein powder containing high levels of BCAAs, designed to aid muscle growth. The powder comes in either Strawberry or Chocolate flavour and The Protein Lab sells a 4KG tub for £38.99.

Keywords to describe this product include:

- Maximum Protein
- Protein Transport
- Whey Powder
- BCAAs
- Amino Acids
- Carbohydrates
- Three stage release formula



Competitors

MYPROTEIN - Total Mass Matrix

MYPROTEIN sells a similar weight gain product, Total Mass Matrix. The product is sold in 5KG containers and have a similar serving size to The Protein Lab's products.

<http://www.theproteinworks.com/total-mass-matrix>

Keywords used to describe this product are:

- Mass Gainer
- Hard Gainer
- Weight Gainer
- High Calorie

Project Proposal

In this section, the project framework will be outlined for the client to follow. The project presumes the client already has Google Analytics set up and will use their existing account and data.

Analytics Goals

First, Goals will need to be set up in Google Analytics. Setting up goals will allow the tracking of the completion of activities on The Protein Lab website. For this project, two Conversion Funnels will need to be set up. Conversion Funnels are a series of web pages that when visited constitutes a conversion. For example, Product Page > Basket > Checkout. To set up the goals, the guide in Appendix #1 - Setting up a goal in Google Analytics should be followed. These goals will be used later to measure the success of the Organic and Paid campaigns.

PLAN: Project

After careful discussion with the client, the project has been designed to run over four weeks. Due to both limited resources in the form of budget and staff time, the project has been designed as a trial period. The client feels that four weeks is a reasonable and achievable use of time and resources. After this period, if the campaigns process is successful and beneficial, the client will look to continue indefinitely.

Both the Paid and Organic campaigns will run simultaneously using different but similar products. The project will require a maximum of three hours per employee per day. As outlined above, Google Analytics will need to be set up before the project start date. Access to Google Adwords is also required, this should be set up before the project start date. In each of the sections below, there is a summary of the work to be done and a detailed task list for each of the campaigns. For each task, the requirements to fulfil the task will be explained and also some reasons why this task will help towards the end goal. Each of the tasks will state the member of staff required, number of hours work required and also have an ID reference to the task on the Gantt Chart supplied below. The Gantt Chart can have its dates adjusted to fit the requirements of the business.

The Gantt Chart can be downloaded from the following link: <https://goo.gl/1FXheo>. It can also be found in Appendix #2 - Project Gantt Chart.

PLAN: Organic SEO

The aim of Organic SEO is to naturally build The Protein Lab's rank on Google. By working to improve the website and improve its natural visibility in Google, a good rank should be maintainable with little additional work. By working to improve search engine visibility to the chosen product, 4KG Mass Gainer, sales of the product should increase. Customers who have had a good experience finding the product are likely to bookmark to re-order the product.

The Organic SEO Plan runs over four weeks and takes 21 total hours to complete. By splitting the plan into small tasks, the business will be able to function as usual whilst still running a successful SEO campaign. It will require a member of staff skilled in web development and a marketing assistant. The plan will also require use of the Google Analytics account set up for use with the Protein Lab website. By working from the content outwards we are able to improve the more customer facing content first and then work on some of the more subtle improvements for Google.

Tasks

1. #1 - Webmaster Tools - Code Developer - 2hrs

Add The Protein Lab website as a property on Google Webmaster Tools. Once set up, check the 'Security Issues' and 'HTML Improvements' sections to identify any issues with the website and if applicable, apply any suggested changes. Use the tools in the 'Crawl' section to check that Google is crawling the page correctly and identifying key information. Use the 'Data Highlighter' tool in the 'Search Appearance' section to highlight key product information, this will display key product information directly on the SERP. Make sure Google has correctly identified sitemap.xml and robots.txt metadata files, if not, specify these now. Other tools and resources are available through Webmaster Tools.

Using Google's own tools to improve the website can directly affect the site's search rank. Looking at Google's suggestions gives you the best chance at ranking highly on SERPs.

<https://www.google.com/webmasters/tools/>

2. #2 - Page Format - Code Developer - 1hr

Improve the readability of the page by using meaningful headings. Make sure to use **Heading Tags** and other semantic HTML. Use **Alt tags** and metadata to help describe content. Adhere to the Web Accessibility Initiative – Accessible Rich Internet Applications

(ARIA) specification This makes the page more accessible for screen readers or low bandwidth connections. Use Structured Data markup to allow Google to better understand the structure of the page and how to improve search results linking to it.

If Google can understand the page, it can provide better search results and visitors to your page can better digest the content.

3. #3, 8, 13, 15 - Blog Post - Marketing Assistant - 1hr each (4 Total)

Each Wednesday, write a Blog post concerning the 4KG Mass Gainer and post it to www.theproteinlab.co.uk/tpl-blog/. Rather than simply describing the product and it's statistics, consider posts regarding specific use cases or using it as an ingredient in a larger intake. Consider discussing workout plans that complement the product.

Writing your own blog allows you to spread original, positive and varied content. A blog post can provide a good quality backing to the product page to increase it's ranking. An engaging article will draw readers to the product and make a purchase more likely. Google's algorithms detect the amount of time spent reading articles and favour the article and it's linked to websites more highly in it's SERP's.

4. #4 - Keywords & Descriptions - Marketing Assistant - 2hrs

Update the website's metadata to contain appropriate and useful Keywords and Descriptions. Use a good mixture of short and long tail keywords. Make the description specific to the content on the page. Google rewards good use of keywords in it's search algorithm.

5. #5, 10, 14, 16 - Social Media Push - Marketing Assistant - 1hr each (4 Total)

Create Social Media Posts on The Protein Lab's various accounts about 4KG Mass Gainer. Include a link to the product. Two of the four posts should be competitions, prizes for these have been budgeted for. Others could include links to and discussions of the blog posts.

Social Media backlinks are highly favoured by search engines. Client engagement with the posts will drive traffic and sales.

6. #6 - Optimise Code - Code Developer - 2hrs

Use tools like HTML validators, JS Lint and other validation tools to make sure code is formatted correctly and works. Use tools such as PageSpeed to look for ways to minify and improve code to make the page load faster. Google favours quicker and more accessible pages in its search algorithm. By tidying up the page, user experience is enhanced.

<https://html5.validator.nu>

<http://www.jshint.com/>

<https://developers.google.com/speed/pagespeed/insights/>

7. #7 - Optimise Text - Marketing Assistant - 1hr

Check and improve the **Spelling and Grammar** of the page. Make repeat use of appropriate **Keywords** however avoid keyword stuffing. Make any references to other content or pages linked.

9. #9 - Internal Links - Code Developer - 1hr

Internal linking not only helps Google navigate and understand your website, but also helps users navigate to the correct content quickly.

11. #11 - Responsive Design (Mobile & Tablet) - Code Developer - 2hrs

Make the website useable on Mobile and Tablet devices by specifying layout changes for smaller screen sizes. Google awards a ‘Mobile Friendly’ badge to pages it deems optimised for mobile and ranks those pages more highly. Also check the ‘Mobile Usability’ section of Google’s Webmaster tools as “websites with mobile usability issues will be demoted in mobile search results”¹⁰.

<https://www.google.com/webmasters/tools/mobile-usability>

<https://developers.google.com/webmasters/mobile-sites/>

12. #12 - Speed & Code Optimisations (Mobile & Tablet) - Code Developer - 2hrs

Make sure images are appropriately compressed. Make sure Javascript files are loaded below the fold and are appropriately minified. Make sure CSS rules are not redundant and are appropriately minified.

Budget/Expense - Organic

	PER HOUR	HOURS	TOTAL
STAFF MEMBER CODE DEVELOPER	£12.00	10	£120.00
STAFF MEMBER MARKETING ASSISTANT	£10.00	11	£110.00
GIVEAWAY COSTINGS	-	-	£36.00
TOTAL	-	-	£266.00

¹⁰ <https://www.google.com/webmasters/tools/mobile-usability>

* Costs were estimated during the initial meeting with the client. Other costs such as tax, software or external assistance are not taken into account here as the prices here are an indication for comparison of methods only.

PLAN: Paid SEO

Paid SEO or Search Engine Management (SEM) provides an easy and effective way of boosting search traffic to certain pages. SEM allows adverts leading to the website to be displayed on the Search Engine Results Pages of specific search terms and phrases. By strategically considering the parameters of Cost Per Click campaigns, customers will be sent directly to your product pages, making for a more fluid buying experience. The choice of select terms will also make sure that the maximum amount of clicks on ads are paying customers.

The SEM plan focusing on the 4KG Whey Max runs over four weeks and will take just 12 hours to complete. Spreading the tasks over four weeks allows the plan to be split into small one to two hour tasks, allowing the business to function as usual whilst the project is ongoing. The project requires a member of staff skilled in web development and a marketing assistant. The plan also requires a Google account with Google Analytics and Google Adwords set up with The Protein Lab website.

Tasks

1. #17 - Set up Funnel Pages - Code Developer - 1hr

Set up a dedicated page for the 4KG version of the whey powder. Make sure the URL reflects this. Promote a discounted version of the product and offer a unique offer code designated for this campaign.

2. #18 - Initial Keyword Planning - Marketing Assistant - 1hr

Consider the keywords used to describe 4KG Whey Powder. Look at competitors products to see what keywords they use. Use the Google keyword planner and websites like eBay to see what categories they consider the product to fall under.

<https://adwords.google.co.uk/KeywordPlanner>

3. #19 - Long tail Keywords - Marketing Assistant - 2hr

Use the attached template to create useful long tail keywords. The template can be downloaded here: <https://goo.gl/K70QPA> It is also available as Appendix #3 - Longtail Keyword Diagram. To use the diagram, work from the centre writing useful keywords to describe the product. then working outwards, try to add more description, detail or information to the keywords. The more elements to the keyword, place it further out on the circle. The intention is to use keywords from the green area as these will be the most specific and have the most embedded information. A couple of examples for each have been included.

Short keywords have more competition as they will attract more traffic and more theoretical visits therefore they cost more to advertise. Long keywords on the other hand will be more accurate as users searching specifically are more likely to find the correct thing, this makes them more likely to purchase. As there are less often clicks on the advert, the advert will also longer on Google.

4. #20 - Set up Keywords - Marketing Assistant -1hr

Use all the research above to purchase and set up the Keywords. Make sure to stay within the budget.

5. #21, 26, 28, 30 - Monitor Campaign - Marketing Assistant -½hr

Monitor the campaign once a week. Make sure adverts are being used however they must also stay within budget.

6. #22, 27, 29, 31 - Review Campaign - Marketing Assistant - ½hr

Alter the effectiveness of the campaign to make sure the project stays within budget. Don't spend too much or too little.

7. #18 - Set up Locality and Time Zones - Marketing Assistant - 1hr

Set up the campaign to only be active in the GMT Time zone and more prominent in the areas where you would like to sell more of the product.

8. #18 - Set up Timed Search - Marketing Assistant - 1hr

Set the campaign to only be active during certain hours of the day. Users are not likely to make a purchase of Whey Powder at 4am.

9. #18 - Set up Negative Keywords and locked URL's - Marketing Assistant - 1hr

Set up negative keywords on the campaign.

Sample <http://www.wordstream.com/blog/ws/2014/03/04/negative-keyword-list>

Budget/Expense - Paid

	PER HOUR	HOURS	TOTAL
STAFF MEMBER CODE DEVELOPER	£12.00	1	£12.00
STAFF MEMBER MARKETING ASSISTANT	£10.00	10	£100.00
AD WORD BUDGET	-	-	£1000.00
TOTAL	-	-	£1112.00

* Costs were estimated during the initial meeting with the client. Other costs such as tax, software or external assistance are not taken into account here as the prices here are an indication for comparison of methods only.

Project Analysis

At the completion of the project, data from Google Analytics will need to be analysed to assess the effectiveness of the campaigns. The goal data can be reviewed on the 'Reporting' tab under 'Conversions' and then 'Goals'.

EXPECTED RESULTS: Organic

An Organic SEO campaign requires both a Code Developer and a Marketing assistant. Although a Code Developer is more expensive per hour, their work is more specialised and would require more hours work for other members of staff to complete. The work from an Organic campaign is lasting meaning the benefits of the campaign will be reflected in Google long after the four weeks have finished. Less budget is required for the competition than for Google Adwords and you are also directly marketing a product by giving it away.

The improvement of the visitor's user experience should be reflected by the amount of time visitors spend on a page and the website in general. The statistics can be found in the 'Behaviour' section of Google Analytics.

EXPECTED RESULTS: Paid

Due to the nature of the tasks, the main staff member required is a Marketing Assistant. A Marketing Assistant is cheaper per hour than a Code Developer, therefore less money is being spent per hour on the Paid SEO campaign. There are also less hours work require to set up and run the Paid SEO campaign. This means staffing costs overall are reduced. On the flip side, more money is required for a Google Ad Words budget than for the competitions. The budget can be flexible, however, and the weekly monitoring allows the effectiveness of the campaign to be altered to increase/decrease the amount spent. However, due to the nature of advertising, once the campaign has ended, any benefits will cease.

The use of a dedicated funnel page should be reflected in the analytics data. Traffic to the 4KG Whey Powder should be shown to come from the funnel page. Due to the specific targeting of adverts and use of long tail keywords, a larger percentage of page visits should end with purchases. In the 'Audience' > 'Geo' tab, page visits should be only from the areas directly targeted by the campaign.

Expected Conclusion

Using SEM and other Paid SEO techniques to drive traffic to the website is a great way to increase the number of visitors. However if the website is unusable or unable to handle the client expectations or requests then the visit will not become a conversion. Likewise, if the visitor is looking for different information and has been incorrectly targeted by the Paid SEO techniques, their visit will not become a conversion and yet the click has been paid for. Therefore, it is important for an Organic base layer of SEO before embarking on a Paid SEO campaign. However, maintaining the Organic Campaign can be costly and impacting on the business as it requires a long term investing in staffing time and cost along with ongoing budget for customer engagement. Paid traffic will likely contain more new visitors, it is important to have a good website with an appealing design and functionality. This makes the user likely to bookmark and come back. Organic traffic is likely to bring more regular customers as the ability to quickly and easily find the site and the product they are looking for via a Google search. Increasing investment of time and money in advancing the website on Mobile and Tablet platforms is also important. The top platform for The Protein Lab website visitors according to Google Analytics is mobile with over 51% of sessions occurring on mobile.

If staff time and cost is no object, then Organic SEO can provide fruitful and long lasting improvements in Search Engine rank naturally leading to conversions. However, if staff availability is scarce but there is a large enough budget, lots of PPC campaigns can be set up and. using the techniques outlined in previous sections, can be very effective. If staff and money are both barriers to running SEO campaigns, third party services can be harnessed for little to no cost and time. Having active accounts on Social Media platforms such as Facebook, Twitter and Instagram can improve your visibility and presence. Having a presence on Google Places and Yelp can also improve visibility on the internet. Platforms such as TrustPilot may have more of an influence however these come as additional cost.

Glossary

SEO - Search Engine Optimisation

SERP - Search Engine Results Page

POSH - Plain Old Semantic HTML¹¹

PPC - Pay Per Click

ARIA - Accessible Rich Internet Applications

Long Tail Keywords

¹¹ Design, W., Nutshell, A. and Edition, T. (2007) Posh. Available at: <http://microformats.org/wiki/posh> (Accessed: 3 August 2016).

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Appendices

#1 - Setting up a goal in Google Analytics

To begin setting up a goal:

1. Visit The Protein Lab property in Google Analytics
2. Select the 'Admin' tab
3. Select 'Goals'
4. Click the '+ New Goal' button

First, a goal for the 4KG Mass gainer will be set up. To do this:

1. On Step 1, choose the template 'Place an order' and click continue
2. On Step 2, Set the name as '4KG Mass Gainer Purchase'
3. Select a Goal Slot ID that is not in use
4. Set the Type to 'Destination' and click continue
5. On Step 3, set the Destination as 'Begins With' and input the URL '/step2'
6. Set 'Funnel' to 'On' and input the following steps:
 1. 4KG Mass Gainer | /products/High-Calorie-Mass-Gainer-4kg | Required = Yes
 2. Basket | /basket
 3. Step 1 | /step1
7. Next, click 'Save' and 'Done'

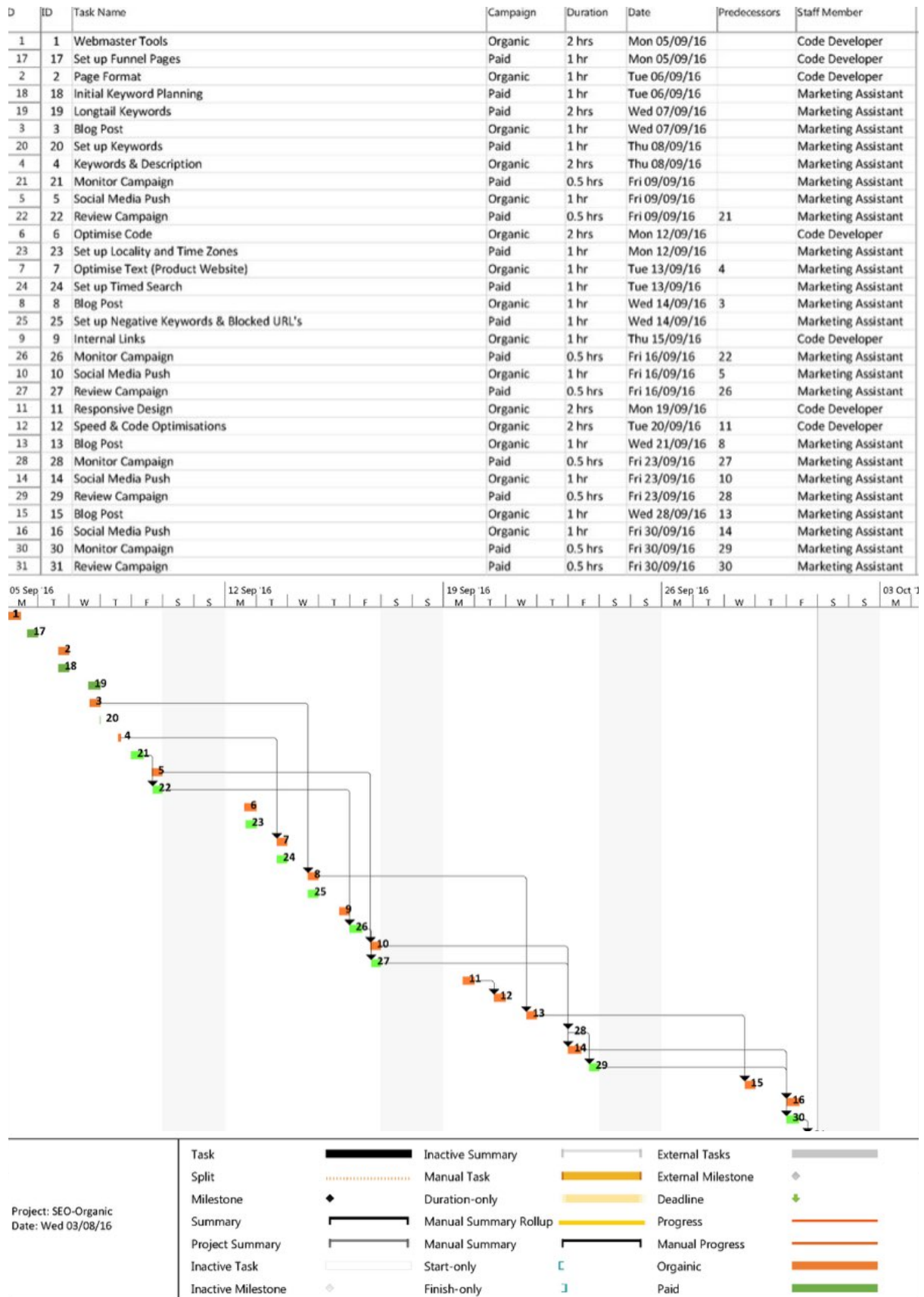
Next, set up the goal for the 4KG Whey Max. Click the '+ New Goal' button and:

1. On Step 1, choose the template 'Place an order' and click continue
2. On Step 2, Set the name as '4KG Whey Max'
3. Select a Goal Slot ID that is not in use
4. Set the Type to 'Destination' and click continue
5. On Step 3, set the Destination as 'Begins With' and input the URL '/step2'
6. Set 'Funnel' to 'On' and input the following steps:
 1. 4KG Mass Gainer | /products/Protein-Whey-Max | Required = Yes
 2. Basket | /basket
 3. Step 1 | /step1
7. Next, click 'Save' and 'Done'

Additional help with setting up Goals can be located at <https://support.google.com/analytics/answer/1032415>.

#2 - Project Gantt Chart

The Gantt chart can be downloaded here: <https://goo.gl/1FXheo>



#3 - Longtail Keyword Diagram

To use the diagram, work from the centre writing useful keywords to describe the product. then working outwards, try to add more description, detail or information to the keywords. The more elements to the keyword, place it further out on the circle. The intention is to use keywords from the green area as these will be the most specific and have the most embedded information. A couple of examples for each have been included.

