Team D

Myrentaboat.com

Final Report

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Executive summary

Myrentaboat Company is a new company concept within transportation Network Company providing rental services online. It's based on the idea of renting a boat for domestic, travel, recreation, sports, fishing, and transportation use. It features a website with many services focusing on customer's safety, necessity and maintenance of boat. It gives the customers an opportunity to pick from different types of boats that fit their requirement from fishing boats to luxurious boats and jet ski, kayaking and family boats. Company also provides training of how to learn to boat and safety worships teaching all the rules and safety measurements for customers willing to learn.

Understanding the market our idea revolves around affordability and accommodation. Providing affordable renting prices and providing with superior quality boats with safety equipment's come together satisfying the customer's experience with the rental platform. It also provides an option to book a space to dock their boats bridging the problem of parking. Whether looking to travel in style or young trying to find the cheapest and quickest way to get to place it strives to make it convenient.

Myrentaboat website is a user-friendly platform focusing on ease of use and customer service. This site allows customers to choose from various boats and type of safety services of their choice for a certain time period. Customers can keep track of their usage by logging in to the website that views all the details of the ride. He/she can also book for rescue service in case

something goes wrong by using the on-application call button. He/ she can always rate and share their experience with on application review tab that takes customer to a page where he can share, comment, or tell us about an update so that we can revolutionize the service. All of this comes together as a unified digital platform where users can easily search, navigate, customize, pre book, seek information and rent a boat.

Company Overview

Company background

Rent a boat is a new concept company developed by Kalyani Pulgari, Lance Hunter, Reshma Alla. The team found that there were not many options to rent a boat in Memphis or in neighboring areas. So, they decided to develop a network of boats in different places that can lease out or rented called Myrentaboat. They also understood the problems of having space to dock a boat and providing a service to book a space for their boat to park for a certain time period with other services like rescue operations with a press of a button, safety workshops all within one application. The idea is that a customer will be able to see various boats and services in that area within Tennessee State to choose from and rent it. It focuses on ease and costumer friendly experience.

Company mission statement

We at the Myrentaboat club want everyone to be able to experience the joys of boating and to offer quality service meeting customer requirements, safety and hands on experience with boating.

Products and Services

The rent a boat is essentially in the business of renting small boats to beach goers, people who fish during warm seasons. The business will rent boats on an hourly basis to individuals that are beyond 16 years old. The Company will maintain an expansive stock of small boats and related safety equipment that are generally used related to Boat Rental businesses. Currently, sourcing various merchants from which the business can acquire huge inventories of boats and safety equipment.

Marking Objectives

- Founding the Business

Establishing the business is one of the key marketing objectives we face. As a new boating organization, RentaBoat.com will need to firmly increase customer base by pouring some our major assets into local market. This will be vital in establishing the business because we must compete at a very high rate in order to gravitate customers to our brand than going to

other already validated organizations. Validating our business is just the beginning stage as our organizations overall perspective is to push nationwide spread eventually.

- Awareness

Brand Awareness is another of the key components that is vital in marketing objectives. We will need to secure the brand awareness through what is known as cross channel marketing. According to Kristina Allen," Cross-channel marketing is using a variety of marketing channels at the same time to increase visibility with consumers. Types of channels include social, mobile, television commercials and paid search (Allen, 2017)". These avenues will help us catch consumer's eyes and ears on a grand scale in which achieve our key objective of brand awareness.

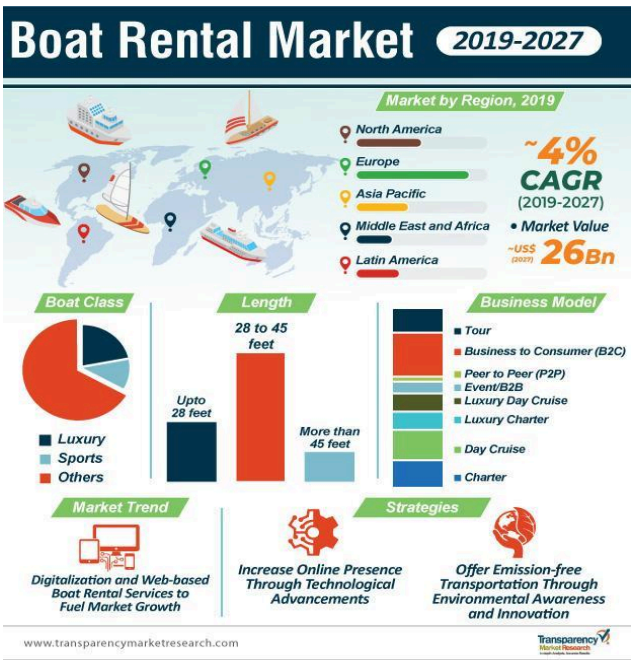
- Lead Generation

Consuming as much information as possible about potential clients is essential for the Myrentaboat brand. This is the essence of what Lead Generation denotes. In order to effectively generate leads. It is a must that we provide lead nurturing. An Influent article on Marketing Objectives states, "Lead Nurturing is program that builds trusts with leads regardless of their buying time frame. Lead nurturing is generally through email marketing. You simply send marketing collateral like case studies and white papers at specific intervals to aid the sales life cycle. After marketing collateral is sent, sales can follow up to see if there are any questions (Allen, 2017)". The more you utilize these efforts will allow for consumers to become sales.

Market analysis

Advent of Shared Economy to Assist Boat Rental Market Growth

With the emergence of Ola, Uber, and Airbnb, shared economies are thriving, globally. The last few years have witnessed boats in Europe and North America sitting unused 90% of the time. This has made boat ownership tedious, superfluous, and costly, with mounting maintenance costs, taxes, and marina rentals. It has therefore helped propagate the idea of sharing for better utilization of resources. In a booming shared economy, the boat rental market could re-establish itself as an engine of regional economic development. With most population frank about experiencing rather than owning, boat rental companies have scaled up at a rapid rate and are presenting robust growth opportunities.



Drivers of Global Boat Rental Market

Rising investments to promote nautical tourism across several countries are likely to boost the boat rental market during the forecast period. Increase in per capita income and purchase power parity of society has led to higher spending on leisure and luxury, which, in turn, is driving the global boat rental market.

The development of online platforms and various business models for ease of operations has played a major role in boosting the boat rental market. Moreover, new promotional boat renting methods, such as online boat rental service providers collaborating with travel agencies to offer combined airline and luxury boat packages, is fueling the demand from consumers, as they consider the proximity of airports while booking luxury boats. Thus, ease of renting a boat is expected to boost the global boat rental market in the near future.

Additionally, the maintenance cost of boats, especially larger cruiser boats or sail boats, is significantly high. Moreover, boats require regular protection against saline water and tough weather conditions. Regular maintenance and its cost are eliminated by renting a boat, which further eliminates the stress of boat maintenance. This is another factor that is likely to boost the global boat rental market during the forecast period.

Challenges for Global Boat Rental Market

Boat rental costs are hiked considerably during peak seasons, owing to high consumer demand due to preference for cool swims, long boat rides, water skiing, and adventurous water sport activities in that season. Boat renting costs during this time vary across regions. This, in turn, is likely to hamper the demand for boat rentals.

Another important factor hampering the boat rental market is high taxation on boat rental services across various regions. This restrains the boat rental market considerably. Moreover, the boat rental market in high taxable regions witnessed sluggish expansion. This is anticipated to restrain the global boat rental market during the forecast period.

Competitor analysis

Memphis Boat Center is a retailer company selling boats, wakeboards, wake surfs, kneeboards, tube, skis, service or parts. They carry some of the industry's best boats from top companies such as Malibu, Axis, Paddle King mini pontoons, Four Winns, Bryant, Paddle King mini pontoons, Berkshire Pontoons, Yamaha outboards and Tohatsu outboards. Company combines quality wake, ski and surf boats with superior customer service, guaranteeing a smooth ride, in and out of the store. This company has been serving mid south's boating needs since 2000. It also specializes in pre-owned boat. They also have a comprehensive inspection and service program for pre-owned inventory so customers can feel confident when purchasing a

quality boat. This company is an integration of services like trading that allows customers to trade their existing with money by putting it up for sale, financing that helps in finding the most comprehensive and competitive financing available, to buy boats from top boat retailer companies, it provides latest gear stuff for sale, allows customers to build a boat of their choice based on their requirements and showcase new and old inventory where customers can buy a boat.

SWOT Analysis

Strengths

- Newness: the company concept is new as a result there is not much competition and the young are more attracted to new ideas.
- Cost effective: the idea of renting reduces the cost of buying a boat and maintaining it. It leverages the extra costs.
- Accessibility: when boats are easily available to rent, people will get more involved in boating then now.
- Offering services: the company is offering many services like safety precaution workshop, rescue operations, training and booking a space other than renting puts the company in more advantage then others.
- Flexible: the idea is flexible and can be updated in many locations.
- Limited startup risk
- Highly visible website

Weakness

- Competition: By the time it launched we will already someone else steal the idea and launch it bringing in competition
- Adaptability: it takes time after its launch for people to adapted to it for first few months.
- Transportation: transporting boats from one warehouse to another is a pricey and risky task
- Limited flexibility in pricing

Opportunities

- Expansion: this concept can ease expansion as every state has many rivers and lot of people willing to boat. It promises expansion if adapted and enjoyed by lot of people.
- New jobs: it creates new jobs and opportunities of work.
- Encourages affiliation for struggling vendors
- Development of proprietary products
- Development of wholesale distribution relationships

Threats

- Related to demand: increase in competition
- Related to institutional framework: sudden change of government rules and regulations

- Related to destination: risk of overcrowding and congestion.

Strategic Analysis

- Target Market Segmentation Strategy

Myrentaboat is all about renting a boat online for sporting, fishing, travel etc. It focuses on customer's necessity. This website helps those who have boat but couldn't have place for storage or those who can't afford to buy a boat but are interested in water activities. The customers here are of different ages. This website provides boats to those who have boat license but don't have boat to drive. There are various varieties of boats available to the customers to choose based on their choice. We not only rent boats but also provide services like workshops, training on how to drive a boat. As a new organization we focus more on customer services and their satisfaction.

- Tactics
    - Design

Myrentaboat is a new organization where we focus on customer services. Based on that we feature a design which should be easy to understand and simple to use.

    - Blog

This blog contains information all about the company and the services provided by it. It also contains post regarding any event or workshop. It provides reviews, comments of the customers of their visits.

- Social Media

Myrentaboat will focus on social media sites like Instagram, Facebook, and Twitter. The website has links of the social media sites for the customers to visit. The social media sites also contain information regarding this organization like details of the company, the services provided by the company, post regarding workshops or events. This way the customers who don't know about the company will get to know about it.

- Email Marketing

Mailchimp is used for email marketing. Digital newsletters are also available for marketing.

- Search Engine Optimization

Myrentaboat develops site map, build a logo, develop website using WordPress, establishes keywords, implements SEO plan to increase ranking.

- Pay per click Management

For pay per click marketing, Google AdWords will be used.

- Traditional Marketing

Myrentaboat uses basic ways for marketing in local areas such as newsletter, flyers, magazines etc.

Search Engine Optimization

SEO stands for search engine optimization which is the art of ranking high on a search engine in the unpaid section, also known as the organic listings. In other words, Search engine optimization (SEO) is the process of optimizing your online content so that a search engine (Google, Bing) likes to show it as a top result for searches of a certain keyword. We break it down even further, when it comes to SEO, there's, the searcher, and the search engine. For our website the search should be boat rental in Memphis in order for our website to be on the top of the listing.SEO is the one of the biggest components we have to work on in order to make Google very likely to include our post as one of the top results whenever someone searches for few keywords. Most online experiences begin with a search engine, and nearly 75% of searchers start their searches on Google. Combine it with the fact that the first five results on Google get 67% of all clicks, and that gives an idea of why search engine optimization is so important. To understand SEO, we need to understand how search engine works.

Understanding search engines

Just as the internet fundamentally altered and shaped the way in which we, as a society, moved forward in almost every field from communications and technology to politics and sociology, Search Engines shaped the way in which the internet itself has been developed,

and the way in which we use and manage its vast amounts of content. They have become so popular, that the very popular search engine right now, Google, has been integrated in several languages as a verb, and with over 3.5 billion queries each day which it is really not that surprising. They are so important and almost indistinguishable from what we understand from the concept of "internet" most of us keep in our heads, that the entire disciplines of market and study have been developed around them, namely Search Engine Optimization. So, having a better understanding of how these fundamental blocks of the internet, that we use on a daily basis, and that have such a pivotal impact in how knowledge, information, and even commerce fluctuates, is not only an academic exercise, but a powerful tool that everyone can use. While most people would only think of sites like Google or Bing when talking about this subject, it is essential to understand that sites like Duckgo, Amazon or eBay, are also effectively search engines only that instead of searching and classifying pages and information in the whole internet, they focus on pages listed on their ecosystem. Nevertheless, of the specifics of how they do it or what they do, this is basically what all Search Engines out there do.

Cleaning inside your house and outside: on-page SEO vs. off-page SEO

There are two broad categories of SEO: on-page SEO and off-page SEO.

- On-page SEO concerns all of Google's ranking factors that they determine by directly looking at the page you try to optimize, such as your headlines, content, and page structure.

- Off-page SEO refers to all variables Google looks at, and they aren't exclusively in your own hands. They depend on many sources, such as social networks, blogs in our industry, and the personal history of the searcher.

What we can control are on page SEO

On-Page SEO

There are three big categories of on-page SEO

- Content
- Quality
- Keyword research

Content

Google search engine customer is happy when he finds the result that serves his needs in the best way. So, in context it means that Google will put all its energy into delivering to you what Google believes is the best content on the entire web. It doesn't look for just the quickest search, just the easiest solution, or throw out a bunch of online shops for the search. It tries to give you exactly what you asked for. Google always tries to give you the best experience possible by directing you to the greatest content it can find. This means that your number one job to do well with SEO is to produce great content.

Quality

While the times where just delivering the best-quality content would make us stand out from the crowd are long gone, it is still the starting point for any successful SEO effort. Quality content means that we include all the features and services in the description clearly.

Keyword Research

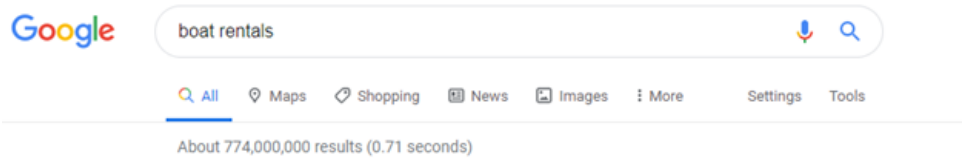
Doing your keyword research up-front is a crucial part of better optimization. Google has gotten smarter over the years. While we should, of course, use your keyword throughout your content, whereas jamming our keywords into our text as much as possible will hurt your rankings rather than improve them. Keyword stuffing is absolutely a no go these days.

Keyword Research Steps

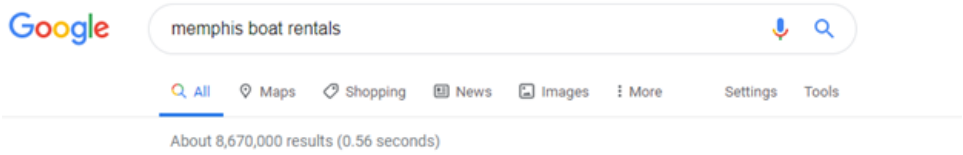
- **Initial Steps**

The boat rental service concept is where we began our dive for our keyword research. Overall, we produced the terms “boat rentals”, “boat rentals in Memphis”, “Memphis boat rentals”.

After populating those words and phrases, we then began inputting these words and phrases into Google. We wanted to see what the overall results for someone are searching for these words and phrases. Exploring our phrase “boat rentals” on Google; we can see the results below.



When simply adding “Memphis” to the search the returned results diminished. “Memphis boat rentals” returned lower results in a shorter time frame on Google.



- **Competitor Analysis**

Our team decided to perform a competitor Analysis in order to find out and compare what key terms we were using and what key terms our competitors were using, our team ultimately decided to use the SpyFu tool. SpyFu is known to shed light on the special discrete algorithm of your most successful competitors”.

Hyde Lake Boat House was our first target. We Placed Hyde Lake Boat House website into the SpyFu tool. Out of the SpyFu tool were some organic key words. Amongst the top key words Hyde Lake Boat House were “kayaking rentals”, “boat rentals”, “boat house rent”, “rent boats”, and “paddle boats”.

Top Keywords

Rank	Term	SEO Clicks Per Month
35	kayaking rentals	258
54	boats rental	224
50	paddle boat	656
31	boat house rent	159
50	rent boats	241

We haven't see this domain advertise on any keywords during the last year.

Need immediate tracking results? See who's advertising on any list of keywords with our SERP tracking tool – results within an hour.

START TRACKING

Memphis Boat Center was next on our list. Into the SpyFu Tool we placed Memphis Boat Center. Organic words were returned as well. Memphis Boat Center's top organic keywords were "boat trailers", "boat dealers", "outboard boat motor used", "boat stingray", and "outboard motor for sale".

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month
7	outboard boat motor used	450
40	boat stingray	37.1
5	outboard motor for sale	623
9	boats trailers	788
25	boating dealers	196

Paid Keywords	Cost Per Click	Monthly Cost

We haven't seen this domain advertise on any keywords during the last year.

Need immediate tracking results? See who's advertising on any list of keywords with our SERP tracking tool – results within an hour.

ADD KEYWORDS

- **Final Keyword Analysis**

Once we have finalized on the keywords, we have decided to allocate each webpage a unique keyword. These keywords help optimize our webpage and increase the page rank so as to land on the top searches on a Google search engine. Additionally, the use of transactional long tail keyword phrases typically a combinations of highly searched keywords generates a less competitive but still relevant phrase .The group could determine that was useful and highly long

tail keywords relevant to the business website was “boat rentals in Memphis”,” best ski boats for money”, “learn to drive boat near me”, “boat rentals near me prices” and many more. It is also true that 70% of the searches use long tail phrases.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
boat rental	10K – 100K	Low	–	$1.01	$4.08	
Keyword ideas						
boat rentals ...	10K – 100K	Medium	–	$0.78	$4.30	
pontoon boa...	10K – 100K	Low	–	$0.66	$2.92	
canoe rental	10K – 100K	Low	–	$0.77	$1.76	
yacht rentals	10K – 100K	Medium	–	$0.68	$2.19	
yacht charter	1K – 10K	Medium	–	$0.75	$2.56	
wakeboard b...	10K – 100K	High	–	$0.64	$1.40	

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
memphis bo...	10 – 100	Low	–	–	–	
Keyword ideas						
boat rental m...	10 – 100	Low	–	–	–	

Keyword Implementation

After the final keyword analysis was made and the keyword list was completed, the team analyzed the current website implementation to determine where changes need to be made in order to utilize SEO. This included adding SEO Titles via All-In-One SEO to the menu pages:

- **Menu Before:**

  Home (MYRENTABOAT)

  Services:

  -Workshops

  -Rentals

  -Pricing

  Contact Us

  About

  Newsletter:

  -Email Signup

  Login :

  -New account

  -Existing account

- **Menu After:**

  Home (SEO Title: Boat Renting | Renting A Boat)

  Services (SEO Title: Myrentaboat | Customer Services| Memphis Boating Services)

  Workshops (SEO Title: Myrentaboat | Memphis Boat Safety Education Workshops)

  Rentals (SEO Title: Memphis Local Rental Boat Services)

Pricing (SEO Title: Memphis Tennessee Local Low Boat Rental Prices)

Contact Us (SEO Title: Myrentaboat | Contact Us Today)

About (SEO Title: Myrentaboat | Retailer Company Renting Boats)

Newsletter (SEO Title: Myrentaboat |Best Ski Boats for The Money)

Login (SEO Title: Login to Rent my Boat)

Create account (SEO Title: New User)

Existing account (SEO Title: Existing user)

- **Keyword Assignment:**

Home: Memphis boat rental, boat rental Memphis, Boat rental Memphis TN

Services: services of myrentaboat, boat rental services, boat rental services

Workshops: learn to drive boat near me; learn to drive boat, TN boat license age, Tennessee boating license, boating license course

Rentals: sailboat rental near me, fishing boats rental, Jet Ski rentals near me

Pricing: boat rental prices, boat rentals near me prices, pontoon boats rental prices

Contact Us: Contact us myrentaboat, Contact Us

About: myrentabaot, about myrentaboat

Newsletter: peer to peer boat rentals, best ski boats for the money, best boats for the money

Login: login to myrentaboat

Create account: create account for myrentaboat

Existing account: login to your account

- **All-In-One SEO:**

Now that keywords were assigned to each page, keywords were then placed into the "SEO Keywords" category with the All-In-One SEO plugin. SEO descriptions for each page were also filled out using the All-In-One SEO plugin.

Title	Author		Date	SEO Title	SEO Description
About	Lance Hunter	—	Published 2020/02/23	Myrentaboat | Retailer Company Renting Boats	Myrentaboat company is a retailer company renting boats, wakeboards, wake surfs, kneeboards, tubes, skis, services or parts.
Contact Us	Reshma Alla	—	Published 2020/02/21	Contact Us Today	Myrentaboat is an established company, offering services to reach your boat renting goals. Contact us today to start your boating experience.
Home — Posts Page	Kalyani Pulgari	—	Published 2020/02/25	Boat Renting | Renting A Boat	well, renting a boat would solve these problems.....?
Login	Kalyani Pulgari	—	Published 2020/02/25	Login to account	stay updated by logging in to the website
— Create Account	Lance Hunter	—	Published 2020/02/23	Create an account	Create an account and go through the various options we provide for renting the boat you require.
— login	Kalyani Pulgari	—	Published 2020/02/25	Login to Rent my boat	Login to our account and get to know more updates and deals on boats rental services
my rent a boat — Front Page	Reshma Alla	—	Published 2020/02/21	Renting A Boat | Boat Renting	well, renting a boat would solve these problems.....?
Newsletter	Lance Hunter	—	Published 2020/02/23	Best Ski Boats for The Money	Join Myrentaboat online rental services and be the first to get the latest deals on boats.
Privacy Policy — Draft, Privacy Policy Page	myrentaboat_0z3n63	—	Last Modified 2020/02/03	*No title*	*No description*
Services	Reshma Alla	—	Published 2020/02/21	Customer Services | Memphis Boating Services	Website features many customer services focusing on customers safety, necessity and maintenance of boat.It's focuson the idea of renting a boat for

	Edit | Quick Edit | Trash | View			2020/02/23		and be the first to get the latest deals on boats.
☐	Privacy Policy — Draft, Privacy Policy Page	myrentaboat_0z3n63	—	Last Modified 2020/02/03	No title	No description
☐	Services	Reshma Alla	—	Published 2020/02/21	Customer Services | Memphis Boating Services	Website features many customer services focusing on customers safety, necessity and maintenance of boat.It's focuson the idea of renting a boat for
☐	— Workshops	Lance Hunter	—	Published 2020/02/23	Myrentaboat | Memphis Boat Safety Education Workshops	Company provides Memphis Boat Safety Education Workshops training of how to learn to boat and safety worships teaching all the rules and safety measurements for
☐	— Rental	Lance Hunter	—	Published 2020/02/23	Boat | Online Boat Rentals	company's concept within transportation network company is providing rental services online. It's based on the idea of renting a boat for domestic, travel use.
☐	— Pricing	Lance Hunter	—	Published 2020/02/23	Memphis Tennessee Local Low Boat Rental Prices	Providing affordable renting prices and providing with superior quality boats with safety equipment's come together satisfying the customer's experience with the rental
☐	Title	Author	💬	Date	SEO Title	SEO Description

Bulk Actions Apply 13 items

	KEYWORD/PHRASE	Monthly	Relevance	Competition	LANDING PAGES ASSIGNED
	Top keywords				
1	memphis boat rentals	10-100	High	Low	https://myrentaboat.com
2	boat rental memphis tn	10-100	High	Low	https://myrentaboat.com
3	boat rental services	10k-100k	High	Low	https://myrentaboat.com
4	services of myrentaboat	100-1k	High	Low	https://myrentaboat.com/services/
5	boat rental services	10k-100k	High	Low	https://myrentaboat.com/services/
6	boats sales near me	10k-100k	Medium	Medium	https://myrentaboat.com/services/
7	learn to drive boat near me	100-1k	High	Low	https://myrentaboat.com/services/workshops/
8	learn to drive boat	100-1k	High	Medium	https://myrentaboat.com/services/workshops/
9	tn boat license age	10-100	Medium	Low	https://myrentaboat.com/services/workshops/
10	tennessee boating licesne	1k - 10k	High	Low	https://myrentaboat.com/services/workshops/
11	boating license course	10k-100k	High	Medium	https://myrentaboat.com/services/workshops/
12	jetski rentals near me	10k-100k	High	Low	https://myrentaboat.com/services/rental/
13	boat rental prices	10k-100k	High	Low	https://myrentaboat.com/services/pricing/
14	sailboat rental near me	1k-10k	High	Medium	https://myrentaboat.com/services/rental/
15	fishing boats rental	10k-100k	High	Medium	https://myrentaboat.com/services/rental/
16	boat rentals near me prices	100-1k	High	Low	https://myrentaboat.com/services/pricing/
17	ponton boats rental prices	1k-10k	High	Low	https://myrentaboat.com/services/pricing/
18	Free Chat myrentaboat	100-1k	High	Low	https://myrentaboat.com/contact-us/
19	Contact Us myrentaboat	100-1k	High	Low	https://myrentaboat.com/contact-us/
20	Contact Us	100k-1M	Medium	High	https://myrentaboat.com/contact-us/
21	about myrentaboat	1-100	High	Low	https://myrentaboat.com/about-us/
22	myrentaboat	1-100	High	Low	https://myrentaboat.com/about-us/
23	peer to peer boat rentals	10K-100k	High	Medium	https://myrentaboat.com/newsletter/
24	best ski boats for the money	100-1k	Medium	Low	https://myrentaboat.com/newsletter/
25	best boats for the money	100-1K	High	Low	https://myrentaboat.com/newsletter/
ALL KEYWORDS					
	(Full list of keywords researched)				
	(sort by Competition/Volume/Relevance)				
21	rent my boat	100-1k	Medium	Low	https://myrentaboat.com
22	learn boating	100-1k	High	Low	https://myrentaboat.com/services/workshops/
23	boats for sale	100k-1M	Medium	High	https://myrentaboat.com/services/

20	Contact Us	100k-1M	Medium	High	https://myrentaboat.com/contact-us/
21	about myrentaboat	1-100	High	Low	https://myrentaboat.com/about-us/
22	myrentaboat	1-100	High	Low	https://myrentaboat.com/about-us/
23	peer to peer boat rentals	10K-100k	High	Medium	https://myrentaboat.com/newsletter/
24	best ski boats for the money	100-1k	Medium	Low	https://myrentaboat.com/newsletter/
25	best boats for the money	100-1K	High	Low	https://myrentaboat.com/newsletter/
ALL KEYWORDS					
	(Full list of keywords researched)				
	(sort by Competition/Volume/Relevance)				
21	rent my boat	100-1k	Medium	Low	https://myrentaboat.com
22	learn boating	100-1k	High	Low	https://myrentaboat.com/services/workshops/
23	boats for sale	100k-1M	Medium	High	https://myrentaboat.com/services/
24	lake boat rentals	1k-10k	Medium	Medium	https://myrentaboat.com
25	cheap boat rentals	1k-10k	Medium	Low	https://myrentaboat.com/services/
26	cheap boats	10k-100k	Medium	High	https://myrentaboat.com/services/pricing/
27	sailing rental	100-1k	Medium	Low	https://myrentaboat.com/services/rental/
28	best fishing boats for the money	100-1k	High	High	https://myrentaboat.com/newsletter/
29	boat transport	100-1M	High	Medium	https://myrentaboat.com/newsletter/
30	boating rules and regulations	100-1k	High	Low	https://myrentaboat.com/services/workshops/
31	boating safety education	10-100	High	Low	https://myrentaboat.com/services/workshops/

Social media

What is social media?

Social media meaning sharing information through an instrument communication refers to websites and applications that allows people to share content effectively, rapidly, and in real-time. Many people characterize social media as apps on their cell phones or tablet, yet

actually, this communication tool began with computers. This misconception originates from the way that most social media users access their devices by means of apps.

The ability to share photos, opinions, events, etc. in real-time has changed the way we live and, also, the way business is done. Retailers who use social media as an important part of their marketing strategy usually see great results. But the key to successful social media is to not treat it as an extra attachment but to treat it with the same care, respect, and attention you do all your marketing efforts**.**

Earlier social marketing, there was little competition for the dollar but not so today. With increasing demand in Social media sites have also grown in numbers by leaps and bounds. As per the statistics revealed on statists, about 2 billion users used apps and social media websites in 2015. And, with the increased use of mobile devices, this no is likely to cross the 2.6 billion mark by 2018.

Social media for businesses

Social media marketing is a powerful way for business of all sizes to reach customers and prospects. Customers are already interacting with brands through social media, and if not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, then we are missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. It is also true that just creating an account and not posting content or building conversations or raising brand awareness does not help with increasing the business.

For our website the social media platforms that we are using are Facebook, Instagram, Twitter.

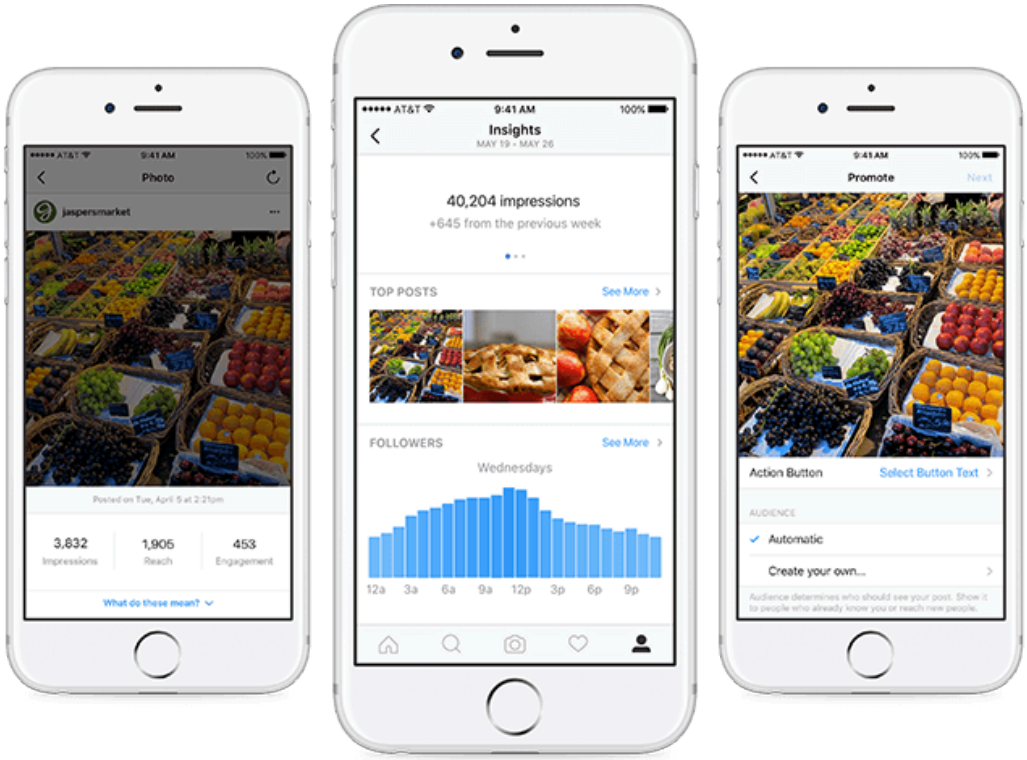
Instagram

Instagram is a video and photo sharing social media app. It allows us to share a wide range of content such as videos, stories, photos, and live videos. It recently launched IGTV for longer-form videos. Instagram is one of the powerful social media marketing platforms. Since its creation, it has grown into ultimate platform for sharing photos. With over 800 million monthly users are active on site. More than 60 million photos are posted every day, and 1.6 billion likes are given daily. There are also many influencers on the site with a massive number of followers. And with the right plan, we can become an influential brand, too. We need to post the right kind of content to stay relevant to current followers while also bringing in new ones. But it can be hard to know which kinds of posts work best for growing your audience. For businesses Instagram allows to set up a business profile that has many benefits. Some of the benefits are

- Followers can click on our contact button to get in touch with us right from our Instagram page just like they would from our website.
- A business profile allows us to create and publish Instagram ads without needing to use Facebook's advertising tools.
- We can also access Instagram analytics tools, called Insights that provide stats about the impressions and reach of our posts.
- Once we have unlocked the free perks that come along with a business profile, we need to start using them to track metrics and understand our audience

Through Insights, we can view statistics like engagement data, impressions and more. We can even get a breakdown of the demographics of your followers, including information on their gender, location, age and most active hours.

Insights are not just generalized, either. We can get specific insights on posts for the week that show us how many impressions we earned for that time period and what our top posts were.



These free tools are priceless because we can use them to understand exactly how users are interacting with our content. The more we know about how users are interacting with our posts, the better we can adjust our content to boost engagement. One category of posts that is almost always attention-grabbing is product teasers.

The team has created an Instagram page and post product teasers that will urge people to use our services and Instagram is a great place to advertise our products. And if we do it right, we won't annoy users or scare them off with advertisements, either and decided not to be too pushy, as followers will drop if so. But product teaser posts are a simple way to talk about our product/services and to increase the excitement without looking like we are trying too hard.

myrentaboat2
9+
0
Posts
6
Followers
0
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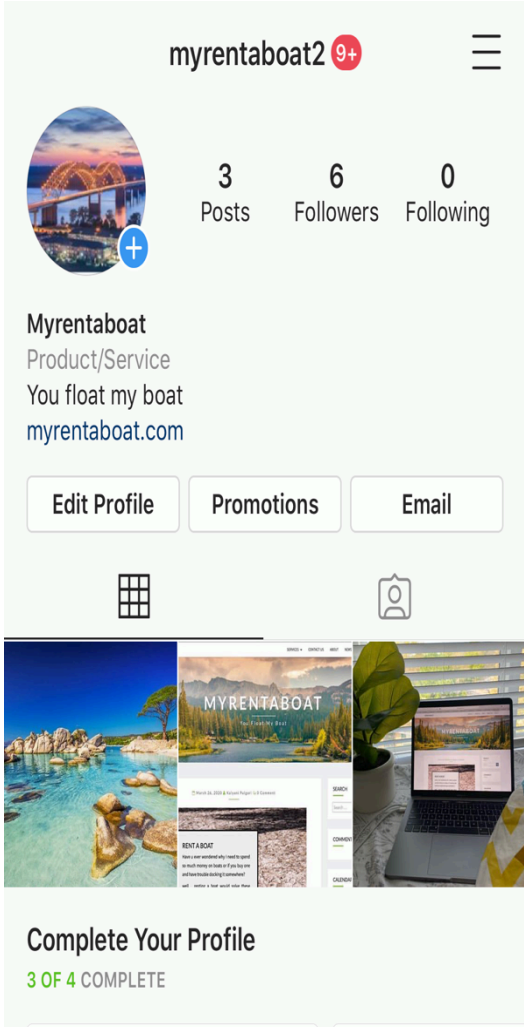
Myrentaboat
Product/Service
You float my boat
myrentaboat.com
Edit Profile
Promotions
Email


myrentaboat2
9+
3
Posts
6
Followers
0
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Myrentaboat
Product/Service
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myrentaboat.com
Edit Profile
Promotions
Email
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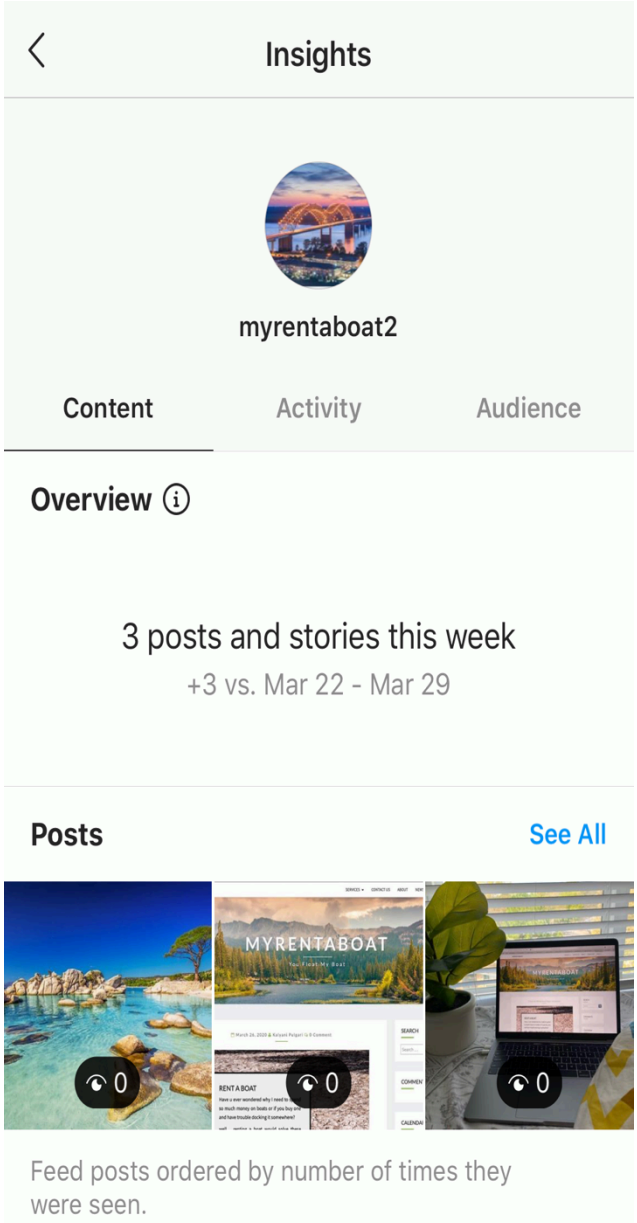
Complete Your Profile
3 OF 4 COMPLETE

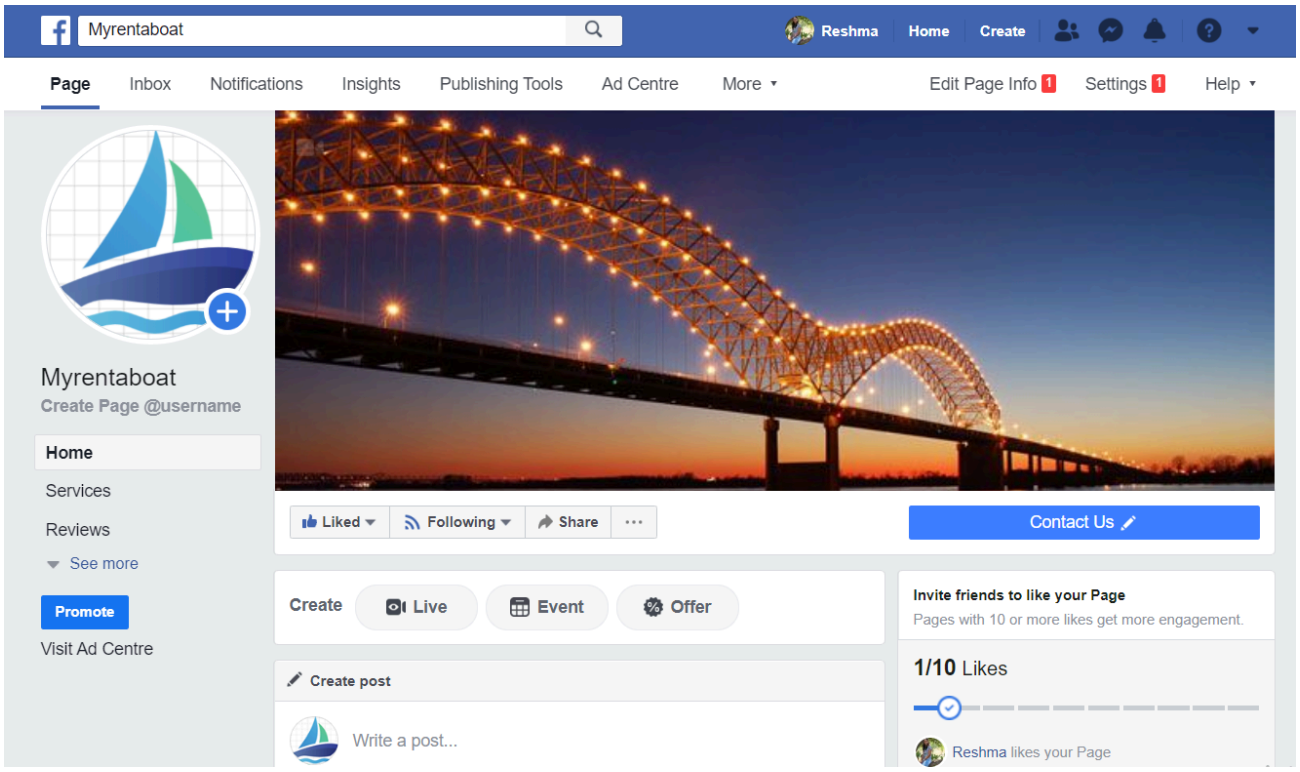


Facebook

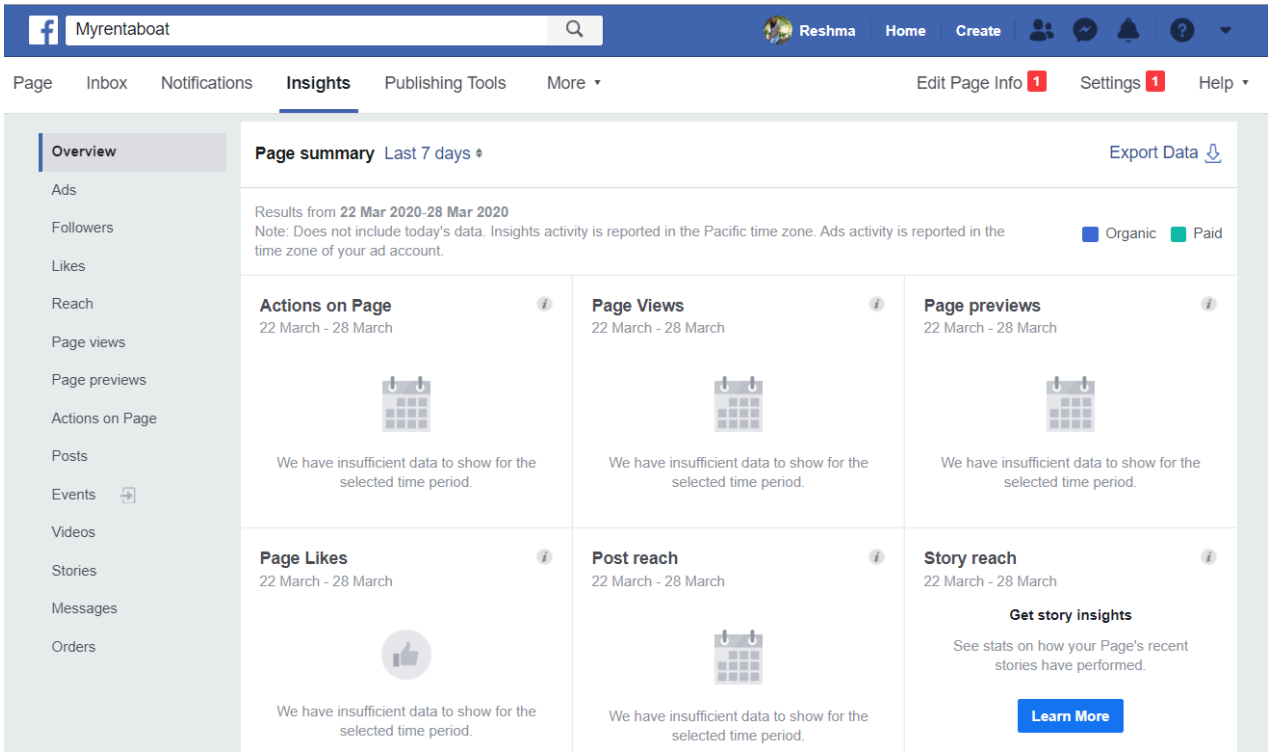
One of the social media that we are using is Facebook. Facebook is the social media which is widely used by everyone in the society. Facebook is a way to communicate with others

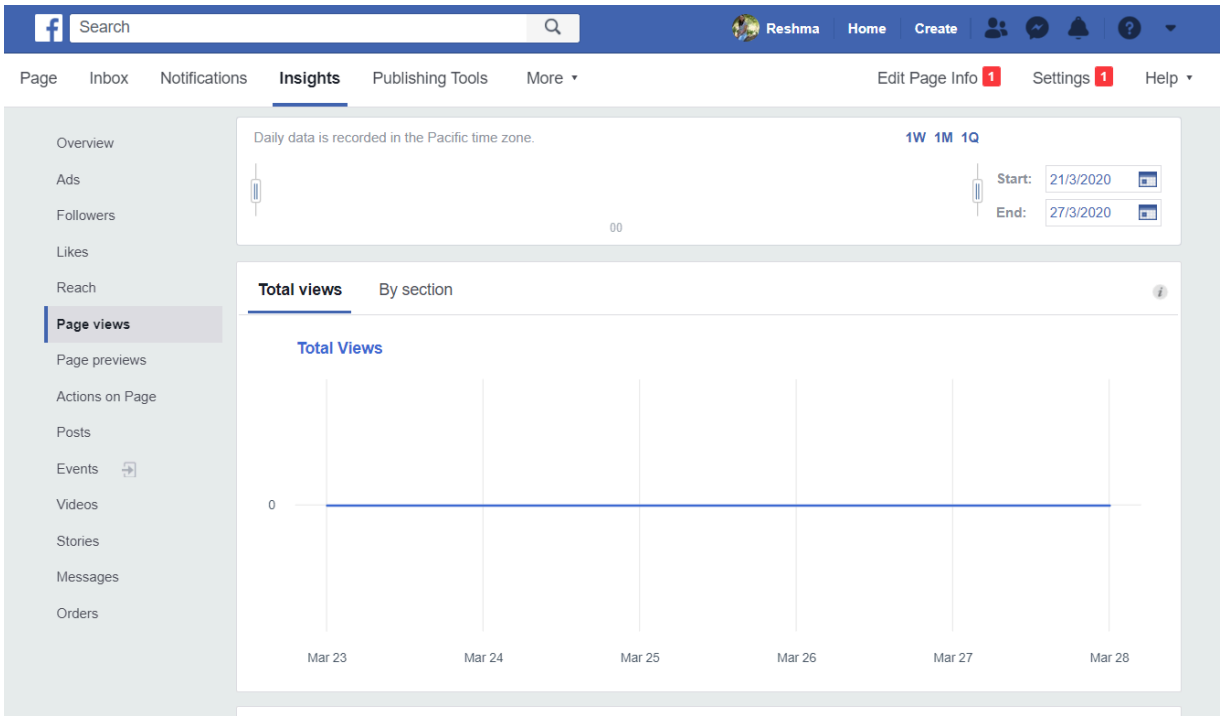
and stay connected. We can connect with our friends, family and other people and can share videos, pictures, send messages. Not only connect with people we can know a lot of information and get to know more updates through it. We can create our own business page and promote our business through it. We can know new things that happen everywhere in the world. Not only that, we can share this with everyone which is a kind of publicity. We decided to create a new page for our business which includes our logo, a cover picture, information about us, new updates, services we offer, discounts etc.

All people can like the posts that we post, follow us for more updates, share our page with others and can even contact us. Not only through website but can develop traffic through this as the contact drives to the website.

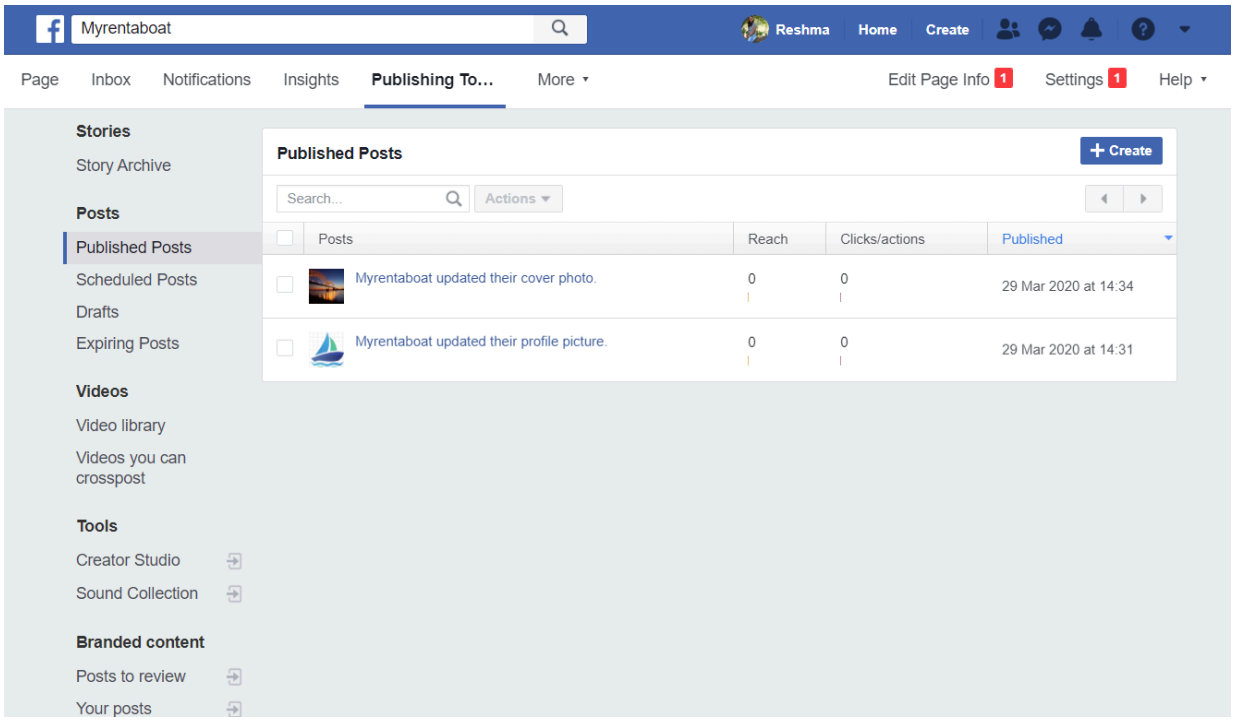


Another unique and interesting feature of Facebook is the “Insights” tab. This tab allows administrators to view all relevant engagement data for the company page. Specifically, this information can help the administrator understand their reach via the content posts they have created. Things like how many page views on certain days, page likes on certain days, and post engagement are viewable. Additionally, post-performance can be compared. This helps understand which types of posts are performing well and where to focus effort on the future. We can even know how many viewed our profile, who has visited our website, how many liked our page, how many viewed our story etc.

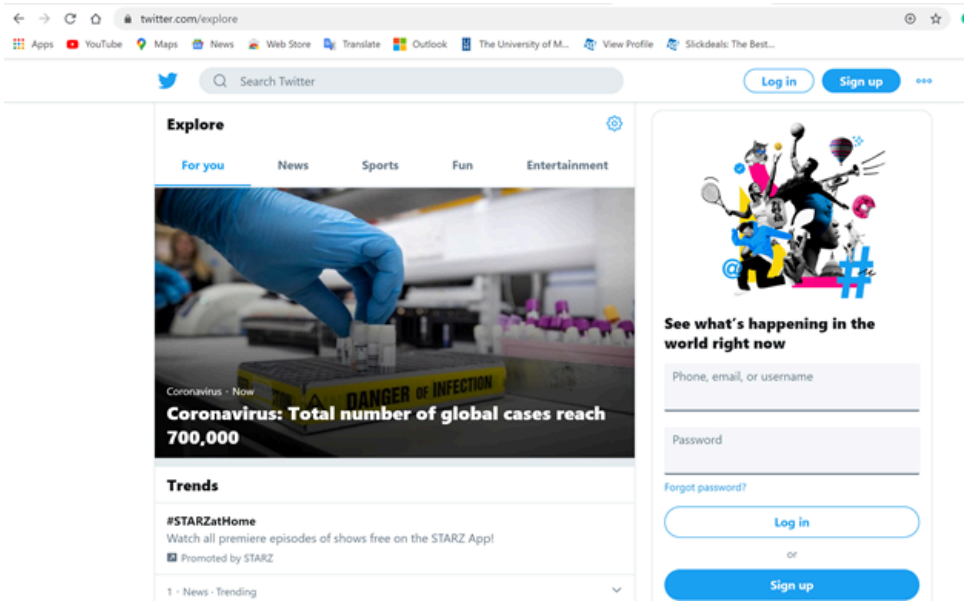




Also, contained within the Facebook tools is a tab for "Publishing Tools". This tool allows the user to view posts that have occurred in chronological order. Also, from this tool items like Reach and Click/Actions can be monitored. As you can see from the image below, the post regarding the new burger restaurant had the greatest impact of the posts our team has made to the page.



Twitter

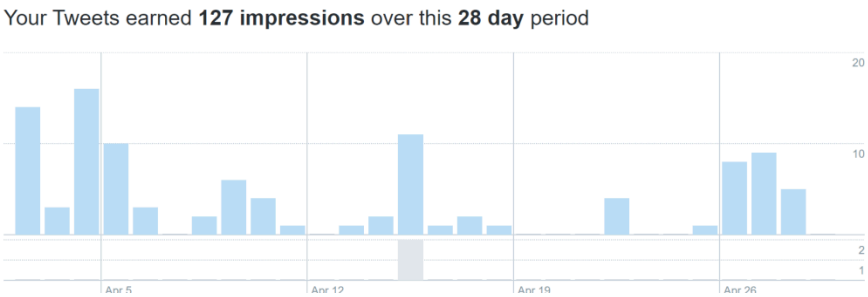


Twitter offers us potential growth in promotion of the Myrentaboat brand. It provides us the opportunity to see what is trending in the modern age and how it's been applied to business in

boating and non-boating industries. This alone will provide us the technology to growth in all services currently and later offer.

Myrentaboat's Twitter account creation went smooth. We were able to create an account by utilizing the basic login metrics. Our name, password, and functional email and a couple of other miniscule fields were all we necessary in order to create a Twitter account successfully. We utilized the business email account that we created from Google in order to sign up for the new twitter account. The group also came up with idea to implement a logo on each of the social media platforms in order to show some similarities. This in doubt led us to use the logo shown below on the twitter account as the display picture. The cover photo is a photo of the Memphis new bridge. The group initiated a tweet to que vast volumes of the people to try this rental service. We followed other major boat companies to see how they became more effective on Twitter's platform in generating traffic. Noticed they ran a couple ads here and there in order to grab people's attention. Our profile has on one follower on today, but I can see the potential thousands in the making.

There is also an Analytics session in Twitter that offers services as well. The analytics sessions provide a tracking capability on how your tweets affect our business and others on this social media platform. This ranges from tweets, top tweets, tweets and replies, and promoted material. This will be a metric to measure traffic through our tweets and business page.

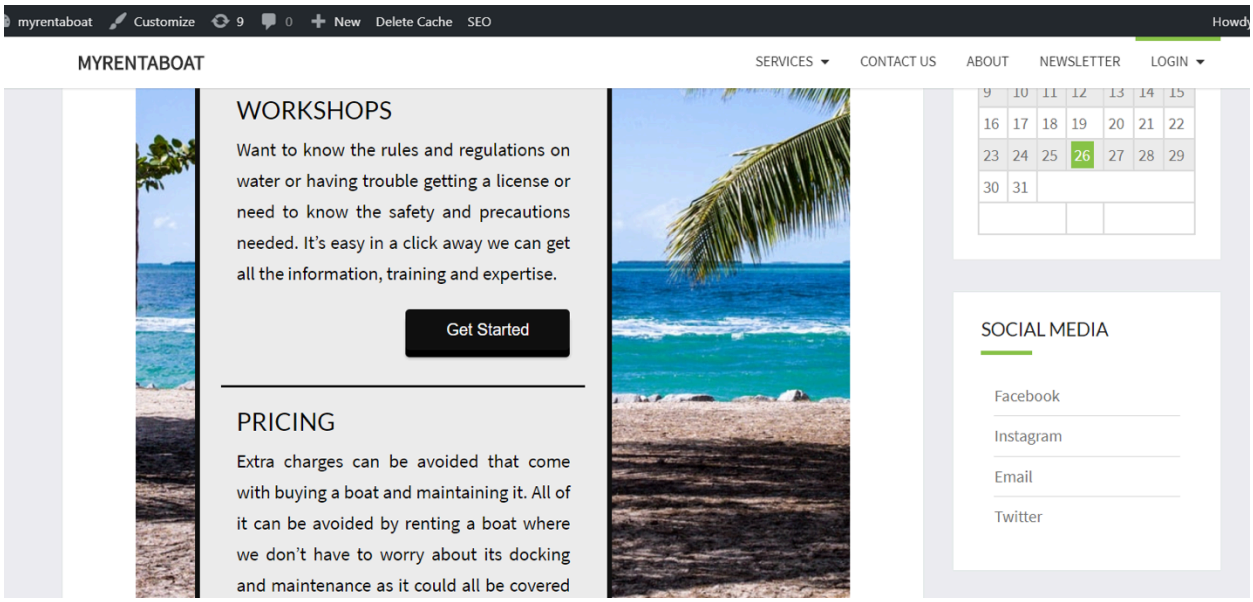


Social Media Strategy

The first thing we set is the social media accounts for our website. We have created a Facebook, Instagram, Twitter page for the website. After the social media is set, we now must connect them to our website.

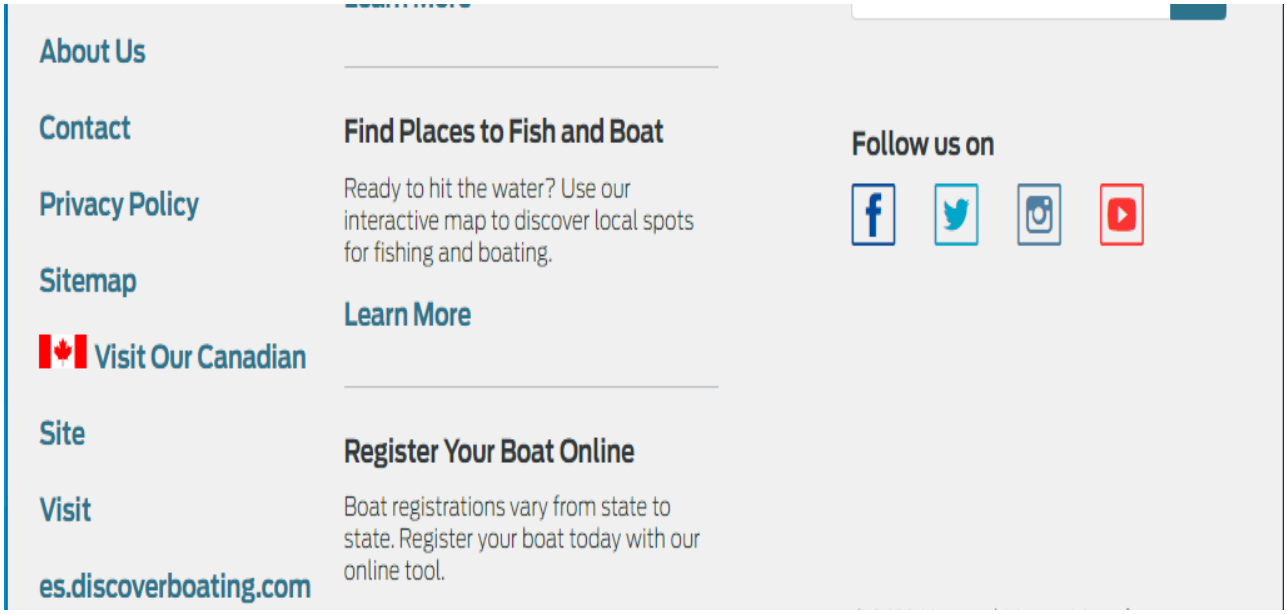
- **Website**

The social media pages are ready. We now must set the platforms available on the website to develop the traffic. The below is one type of way to access the social media from the website which we are using.



The other way to work on social media platforms is by installing Ultimate Social Media PLUS plugin to the WordPress site. This tool opens all kinds of options for various social media icons like which platforms you are using, where you want them displayed, and animation for the

icons, etc. By using this plugin, we can set the links in the footer of each website page. An example for this plugin is below.



- **Instagram, Facebook, Twitter Strategy**

The best strategy to make our business best is to first understand other fellow members businesses and based on that know their negatives and make it our positives. Advertising is also a good strategy to develop. So, we need to focus on our website's social media platforms. We should get to know the best social media platforms that will build up our business. We should know what to post on our website, what to post our social media platforms, how to advertise, when to post the posts at what times etc. We should know when posts are more likely to be read or engaged as all times of day and different days of the week could perform differently. All social media sites now support hashtag technology. With hashtag we can increase the traffic of our website. All the social media platforms which we are using have a contact detail which will

direct them to our website. The more the people visit the website the more traffic we can generate.

Email Marketing

Email Marketing is an act of sending messages to people by email. Basically, emails are sent to people from an organization considering it to be a type of marketing or advertising of their business. You can advertise your own business, make sales through it, and ask for some social help. Now-a-days everyone have an email. Those who don't see advertisements can come to know about the business through email. It is just like asking old customers to shop or inviting new customers to know about the business. At present everyone started advertising through emails. Lot of spam emails are arriving in the inbox every day. This type of marketing helps the organizations to increase their business. There are 2 types of email for marketing. Transactional emails and direct emails.

Transactional emails are also called as automated emails. If an action is made by a customer in a website, an automated message is sent directly to the customers email. If a customer opens a website, resets the account password, does shopping, pay bills etc. a message is sent to them saying they have made some action which is to make a confirmation whether it is them or not who have accessed the account or website. If a spam transaction is made on behalf of them on their account, the customer is intimated of the false action made.

Direct emails are sent only to particular people. It's not a common email sent to all. These emails include special offer, coupons etc. The organizations usually send promotional email to their old customers, loyal customers or collect the email addresses from a service company.

Email Marketing Campaign Strategy

Marketing helps you to interact with your customers while promoting your brand and increase sales. Below are the steps which need to be followed while sending out an email to customers.

- Set email marketing goals - We should get to know why we are sending the messages and if we send messages, what is the use for the company as well as for the customers. Sending out emails allows the company to maximize the return of investment, maintain a good relationship with customers as well as increase customer engagement.
- Build a targeted audience list - We need to know who our customers are, to whom we need to send and make an email subscribers list. Since our business is all about boats, we should target the audience who are interested in renting the boats, buying the boats etc. By knowing our customers, we can increase our sales.
- Divide your mailing list into segments - We should divide the email list into segments like age, gender, occupation, hobbies, location. Based on these segments we should send the appropriate customized messages to that segment.
- Identify the types of emails to send - Identifying the type of emails means that there will be different customers in our company who are new customers to our business, some are

old customers etc. For the new customers we must send a welcome email, for old customers we must sent them about new updates, discounts.

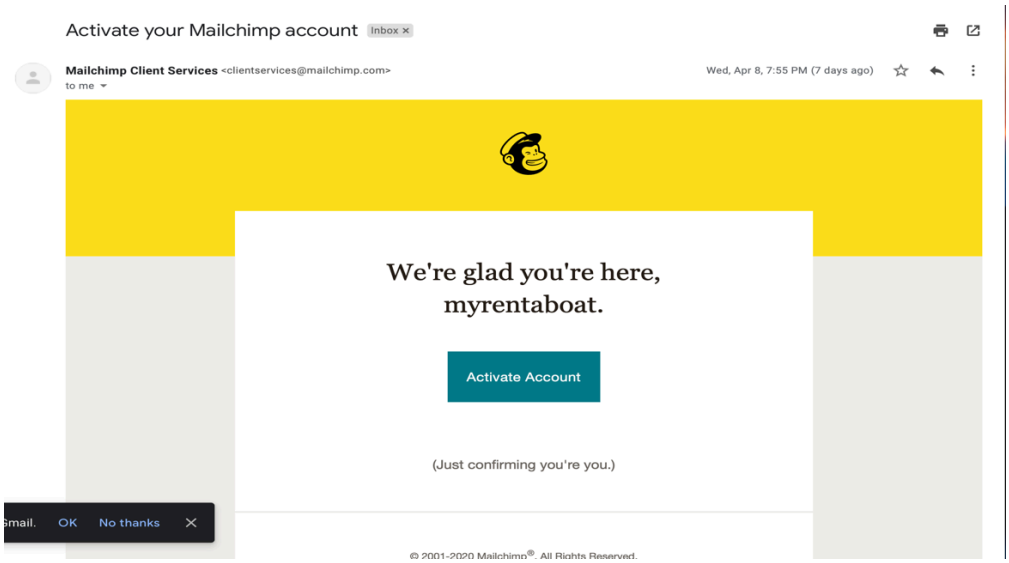
- Find best day and time for sending emails - If we send emails whenever we want, customers won't view it. We should know the day and time to send out the emails to customers so that they can view it. We should not send on Fridays and Mondays since they are busy times for all.
- Format the email content. Content should be free - Based on the emails we are sending out we should vary the messages, font and text sizes for all types of emails.
- Optimize your emails - Emails should not be too informative. They should be short and sweet. Emails should even have some images to make it colorful.
- Test the email before sending it out - Before sending out the emails we should test the email how it's being delivered. So, we should send test emails so that there are no errors in it.
- Monitor email performance reports - We should set analytics for our email marketing to know how many people we sent, how many viewed the email, how many subscribed for more updates, how many marked as spam, how many viewed our website. Based on this we can carry forward on sending out emails to required customers.

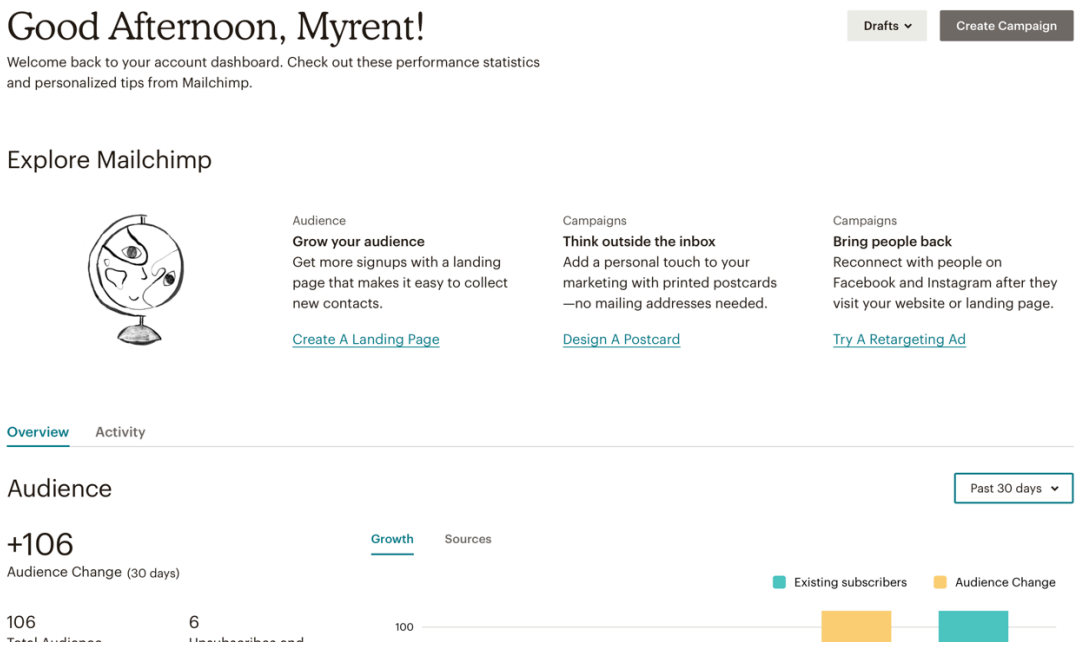
Mailchimp

As one of our marketing strategies, we are working with the Mailchimp software for email marketing. The goal of our team is to build, launch, and measure campaigns across

channels which would give us an overview of the audience and helps guiding our target. Mailchimp is an all-in-one marketing platform which helps business grow our own way that brings our audience data, marketing channels, and insights together so we can reach our goals faster. With Mailchimp, we can promote our business across email, social, landing pages, all from a single platform. Some of its main features include built in analytics to get a holistic view of our audience with Mailchimp's marketing CRM tools. An initial account is free but there are certain premium features that require a paid account, such as having over 2,000 subscribers on our contact list.

Setting up an account: The first step of utilizing the Mailchimp platform is to set up an account that requires name and email address followed by an activation email. Company Gmail account is used to create Mailchimp account that makes it convenient to synchronize communication for the organization. After we receive the activation email, click the link to activate our account. The next time we log in to the website. We will input profile details, such as our website and physical address, and connect your social media accounts. The initial homepage shows some basic statistics like audience and recent activity.





Set up audience: The foundation of great marketing is a clean, up-to-date record of your contacts, also known as your audience. For this reason, we create a list of subscribers. The team will send out mails and texts to family and friends to grow the list. It's important to ask the

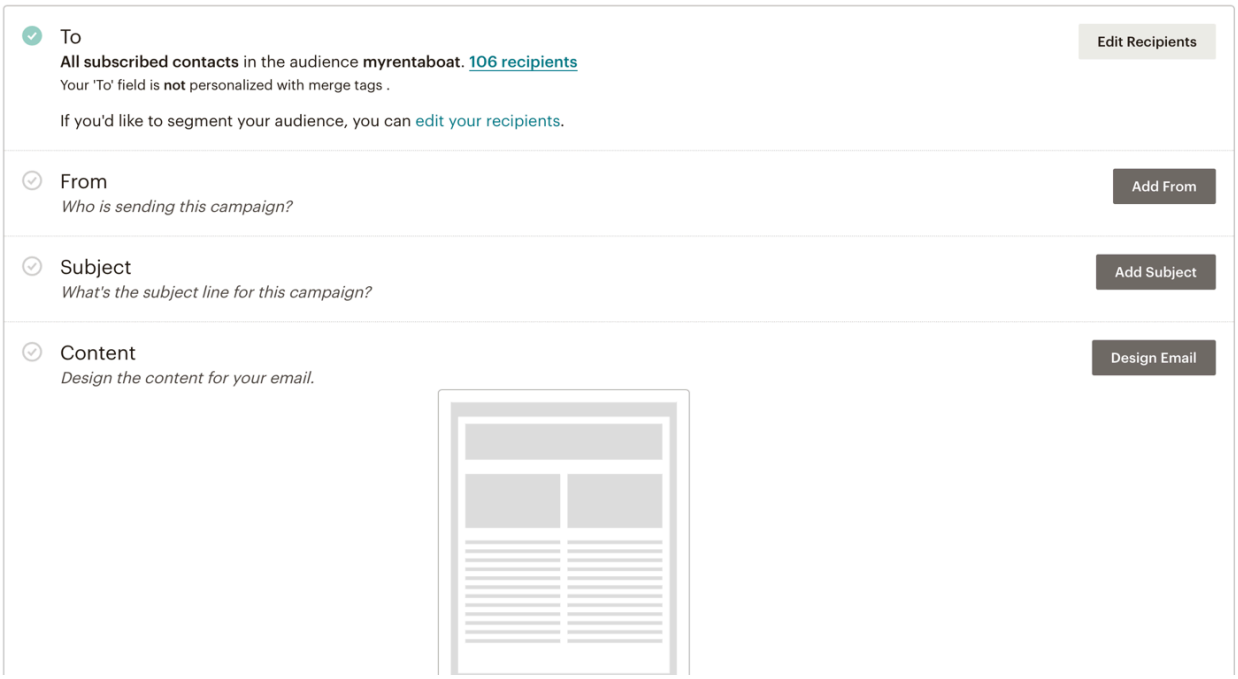
customer for his consent before subscribing to the list as its illegal to receive emails without permission from the receiver. As Per standard procedure for email marketing, the team checked if permission was given by each potential subscriber to receive emails from the myrentaboat campaign. If not, the campaign could be labeled as spam and it's illegal. The received contacts are manually input into a spreadsheet for uploading to MailChimp.

There are a few different ways to import contacts to Mailchimp, but a file upload is the most common method. The file import process has two parts: First, we prepare our spreadsheet of contacts outside of Mailchimp, and save it as a CSV file. Next, you'll use our import tool to add your contacts to Mailchimp. The contacts are saved in the format of first name last name and email and then save the file in CSV format. This option can usually be accessed from the File menu in your spreadsheet program, labeled as "Export as .CSV" or "Download as .CSV".

Filter by Tags | View Segment | New Segment

Email Address	First Name	Last Name	Tags	Email Marketing	Source	Contact Rating	Date Added
kimberly.hunter@unisico.com				Subscribed	List Import from Copy/Pasted File	★☆☆☆☆	4/9/20 2:14PM
skonduru@memphis.edu				Subscribed	List Import from Copy/Pasted File	★☆☆☆☆	4/9/20 2:14PM
vivekveeranti@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:39PM
Srividhyayadav@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:39PM
Pagidipatiloki7@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:39PM
Sameermohammad860@gm...				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:39PM
Saikrishna152@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:39PM
anegouninavya@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:39PM
srikanthraj6141@gmail.com				Subscribed Email Marketing	Import from Copy/Pasted File	★★★☆☆	4/9/20 2:22PM
Keerthanarapelli@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:22PM
Sspreethi1024@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:22PM
Kandalajoel190@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:22PM
narmettashreya@gmail.com				Subscribed	List Import from Copy/Pasted File	★★★☆☆	4/9/20 2:22PM

Design a campaign: The next step after creating a list of subscribers is creating and designs a campaign. After selecting new email campaign it directs us to a page that asks for a campaign name followed by from (who is sending this campaign), subject (what is the subject line for this campaign), to (who the campaign is sent to) and content.

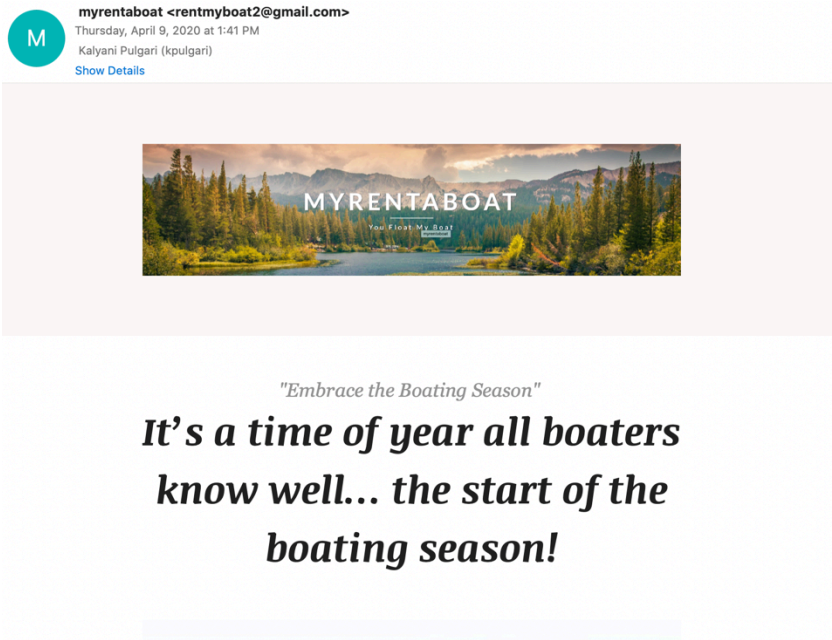


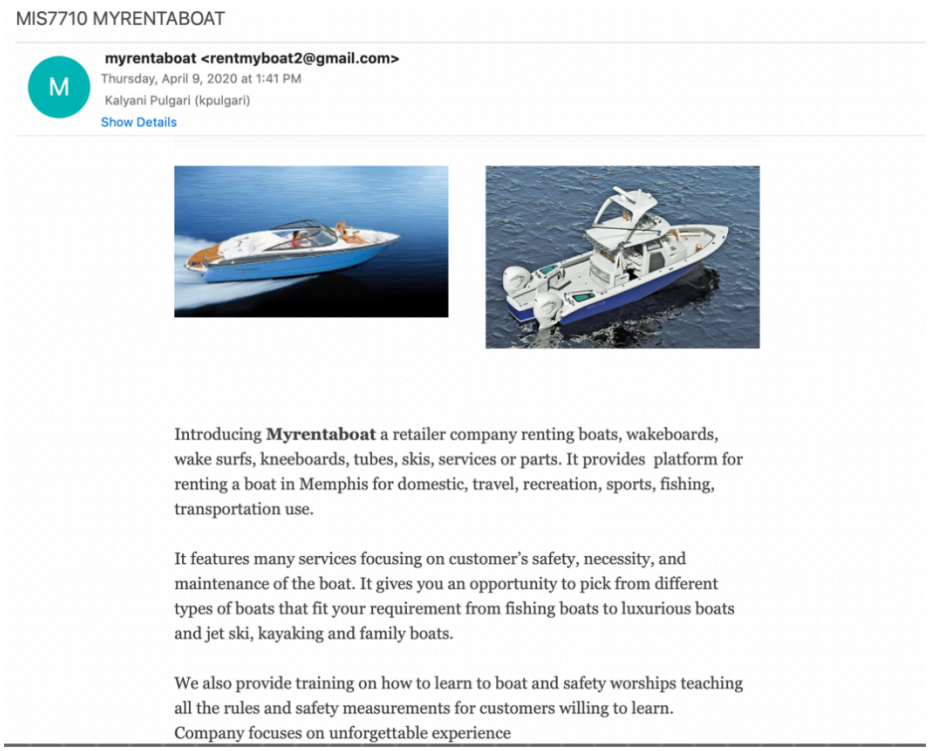
As with the company social media platforms, keeping the brand consistent is important regardless of what marketing tool is being used. Therefore, a decision was made to consistently incorporate the company logo in the newsletter as well as basic design attributes that are on the company website such as use of white space, picture and font.

Creating a newsletter on MailChimp software is easy are. Newsletter designs are utilizing simple templates that are already created by MailChimp. When we create a regular mail campaign in Mailchimp, we will choose a template in the Content section of the campaign builder. And the template we select will be the foundation of our design. We can choose from saved templates, layouts (featured and basic), campaigns, themes or code our own to begin to design our very own campaign. The next thing we need to do is build up our content. A campaign is a message that we share through email and is the impression that the customer needs to get of the company. It is the sources of letting people know about the company, staying

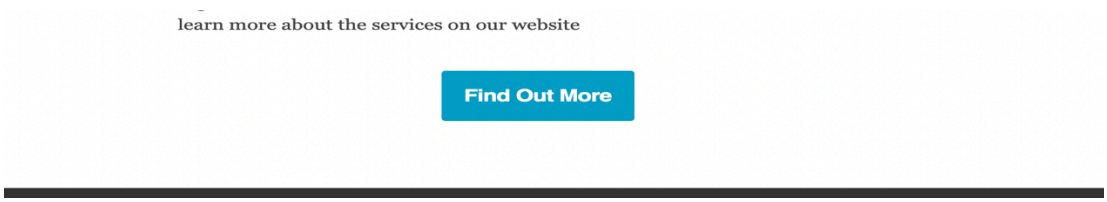
updated and to promote the brand. The main idea behind the newsletter is customer acquisition goal. It helps builds trust with the clients who will spread the word to their family and friends. The company decided to introduce to the clients of the company and its services with a clear idea of our vision and functioning. The newsletter is built with a picture in consistent with our website prominently at the top followed by a phrase "embrace the boating season" and a catchy statement that keeps the reader involved in the newsletter followed by pictures and content right

"It's a time of year all boaters know well… the start of the boating season!"

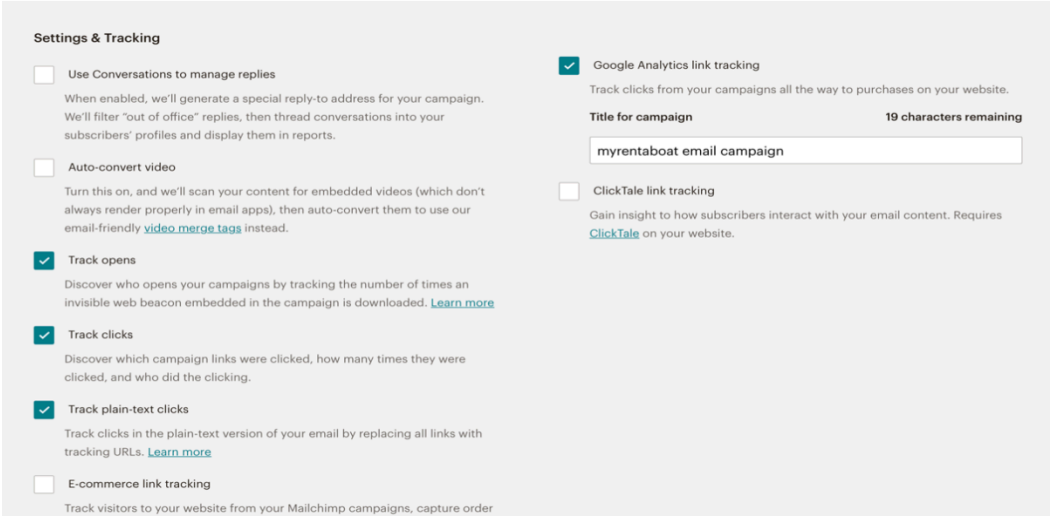




Team also decided to add a link access on the website from the newsletter using link

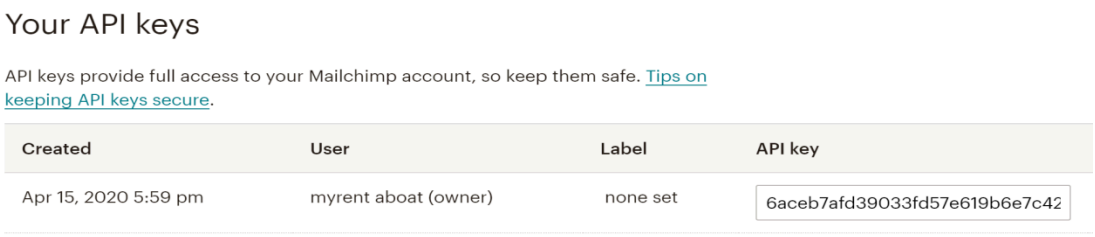


When the first newspaper was built it was assessed by the team, testing was performed. Testing is another great feature of MailChimp campaigns. From the “Preview and Test” menu option, we can preview the newsletter and send out test emails. The team started out by sending out test emails to various Gmail accounts to ensure that the newsletter was received and not sent to spam folders. Additionally, MailChimp allows the user to check links, which will essentially go through each hyperlink of the email and ensure that they are functioning properly. Additionally, MailChimp gives our campaign several analytical menu options such as “track opens”, “track clicks”, and “Google Analytics link tracking”.



- **Website and Platform Integration**

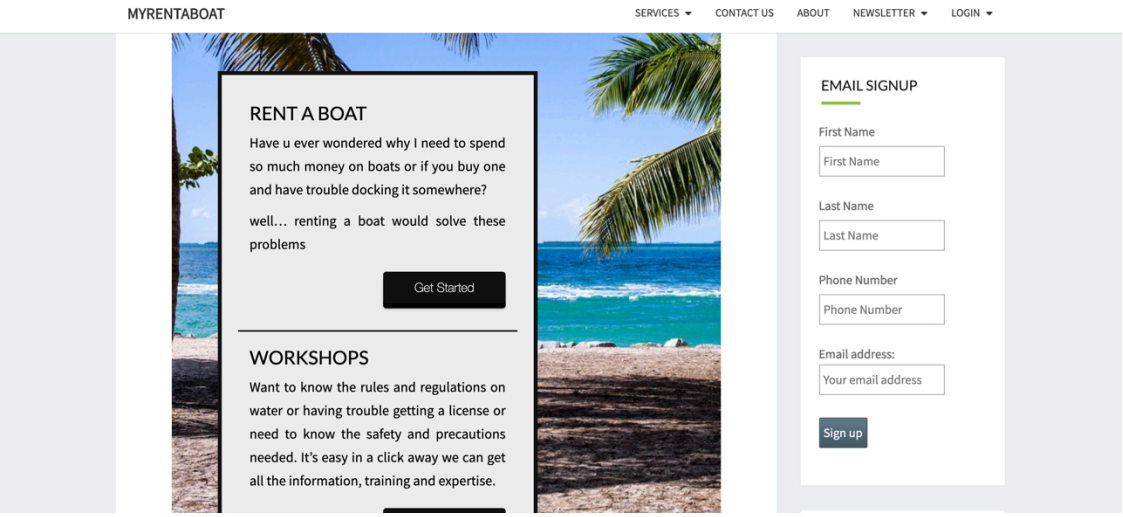
Integration of Mailchimp for WordPress turned out to be quite insightful for our group. Integrating the platform to our site will provide new avenue for our future and current consumers to be updated on what's going on with the company and upcoming events or specials that will be available. The process of integration was simple. Once we were able to retrieve the API key, we were able to add it to a plug-in. From there we were able to set the notable settings and fields. This was followed by adding the short code to a widget and a new page as well. By adding this to a widget we provided our consumers a way to effectively signing up from the homepage within our left pane. Customers will also sign up from the Newsletter section as well by clicking on the subpage named Email Sign Up.

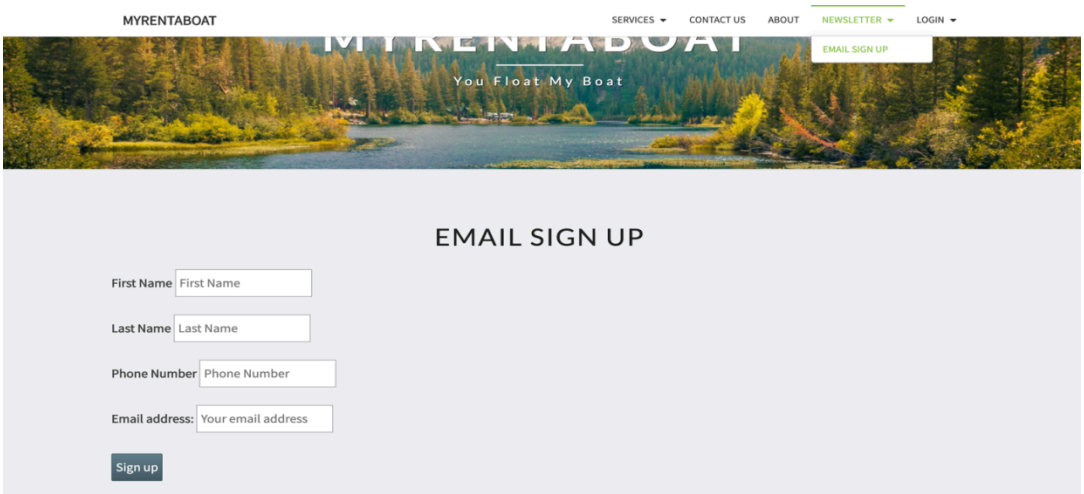


Your API keys

API keys provide full access to your Mailchimp account, so keep them safe. Tips on keeping API keys secure.

Created	User	Label	API key
Apr 15, 2020 5:59 pm	myrent aboat (owner)	none set	6aceb7afd39033fd57e619b6e7c42





MailChimp Reporting

MailChimp provides additional features to track and analyze data on clicks, opens, social activity, e-commerce purchases, and other interactions via reporting tools. MailChimp makes it easy to print, download, and share reports regarding your newsletter campaigns straight from the website.

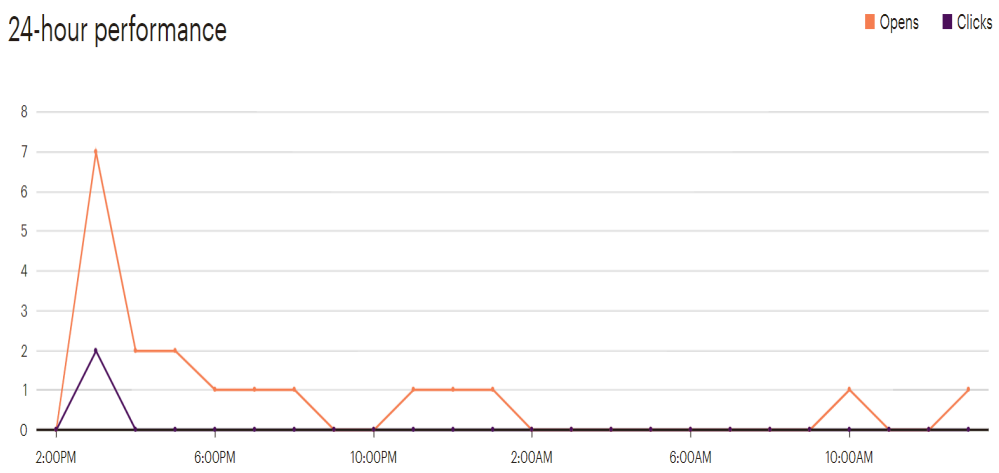
Subject: MIS7710 MYRENTABOAT

View email · Download · Print · Share

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

84	12	7	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	105	93.8%	Clicks per unique opens	14.3%
Total opens	142		Total clicks	27
Last opened	4/28/20 8:30PM		Last clicked	4/21/20 7:52PM
Forwarded	0		Abuse reports	0



Top links clicked

https://myrentaboat.com/	22
https://www.facebook.com/myrent.aboat.5	4
https://twitter.com/myrentaboat	1
https://myrentaboat.com/login/login/	0
https://www.instagram.com/myrentaboat2/	0

The Overview provides a summary of campaign performance: when they opened it, who received the campaign, how many successful deliveries were made, what links they clicked and other information.

Here's what you'll see in your overview.

- Openrate

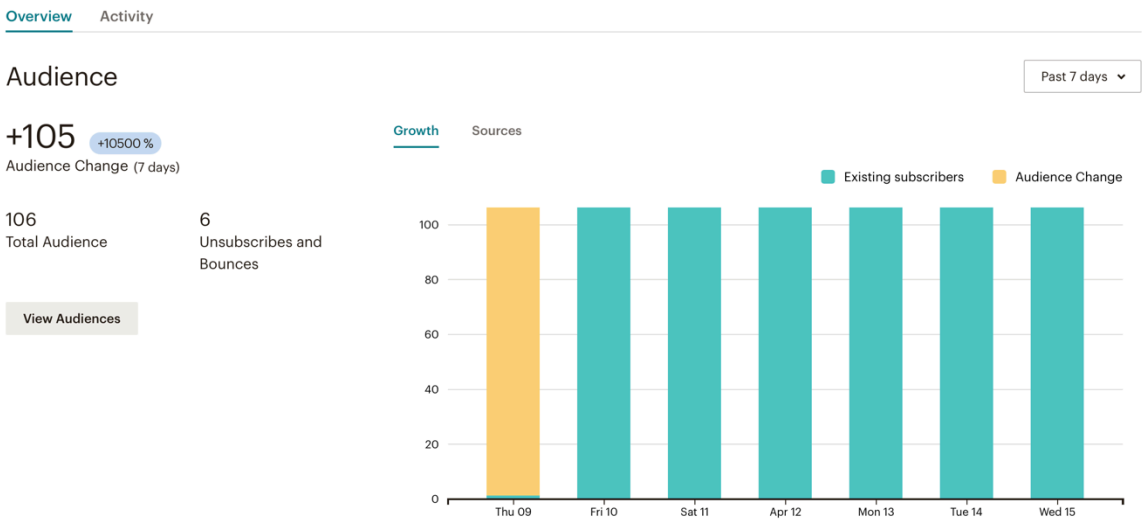
  The percentage of successfully delivered campaigns that registered as an open. It also shows the average open rate for our audience.

- Clickrate

  The percentage of successfully delivered campaigns that registered a click. It also shows the average click rate for our audience.

We can see that the newsletter was successfully delivered to 105 subscribers (93.8%) with a click rate of 10.8% and an open rate of 74.1% which is acceptable. Open rate is more

comparable to the industry open rate. Furthermore, the MailChimp report shows the user the 24-hour performance activity. At 3:00 p.m., when the newsletter was sent, almost half of the emails were immediately opened which indicates that the delivery time of the newsletter was quite successful. Additionally, the click performance of the report shows us that the website links are working correctly on the newsletter as 9 of the subscribers clicked and followed through to the myrentaboat link. As we can see the open rate is acceptable out of 104 recipients 84 of them opened but the click rate is 10.8%, we must improve on that and our future plans to increase that we have decided to improve on content.



It also reflects the audience overview with 6 unsubscribed and bounces.

Google AdWords

Google AdWords is also known as Google Ads. It is a platform where we can advertise online. Google Ads are of two types: First type, we can advertise through Google search. Second

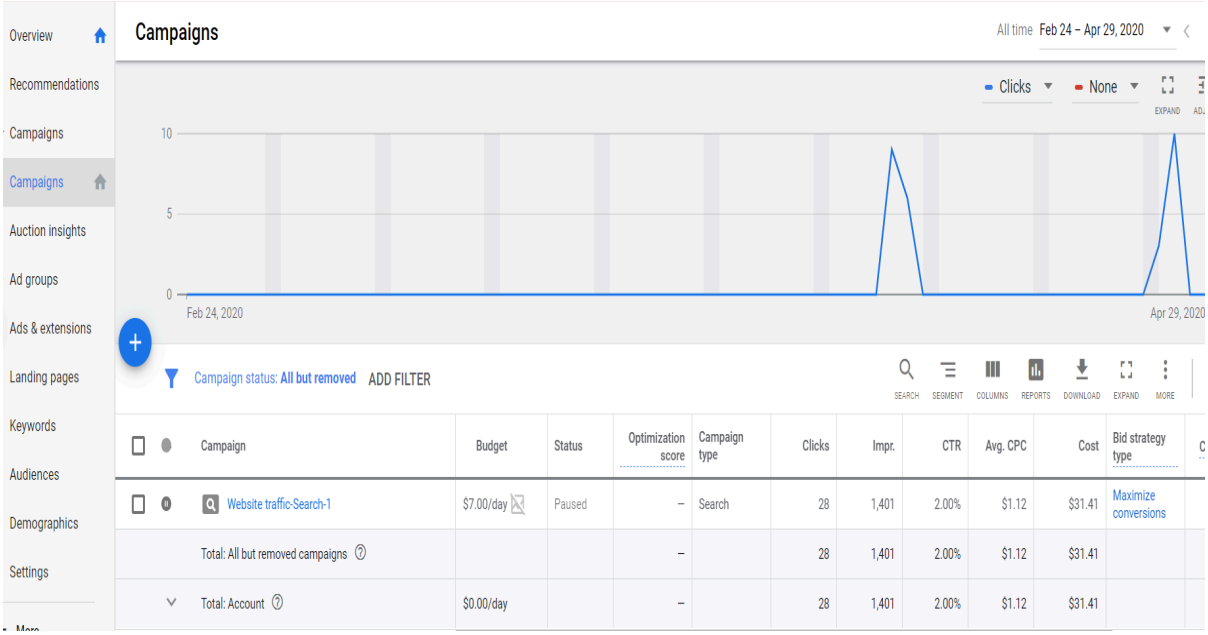
type, we can develop a mobile app for our business. If you want to reach new customers online, then advertising with Google Ads is right. When we advertise with Google Ads, it means we are investing for business.

Targeted

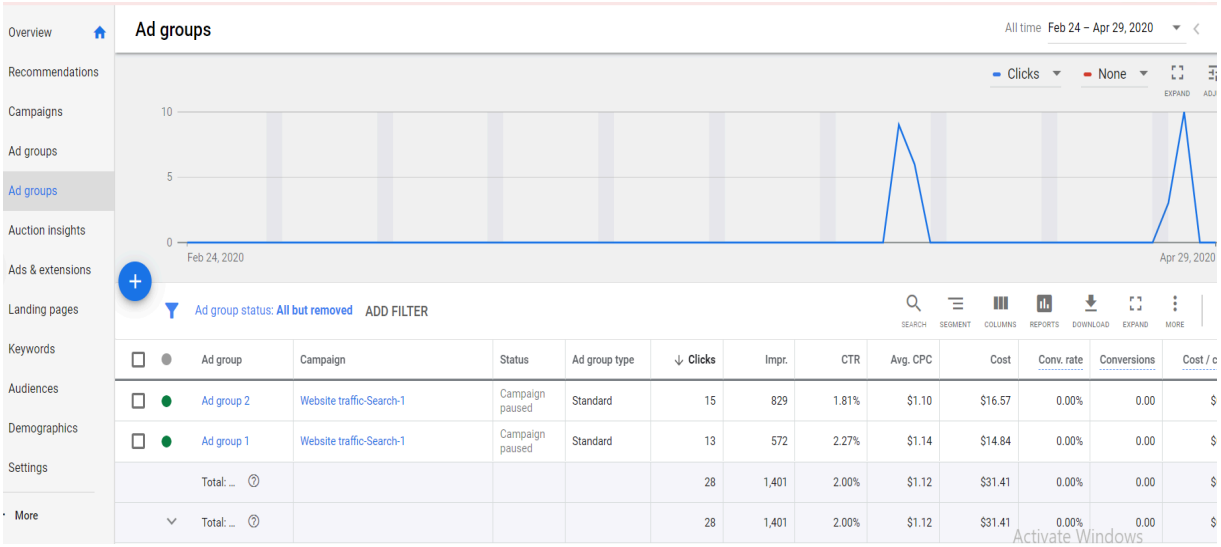
ADD FILTER

Targeted location	Campaign	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
United States	Website traffic-Search-1	–	15	824	1.82%	$1.32	$19.82
Total: Locations			15	824	1.82%	$1.32	$19.82
Total: Other Locations			0	0	–	–	$0.00
Total: Account			15	824	1.82%	$1.32	$19.82
Total: Search campaigns			15	824	1.82%	$1.32	$19.82

We first created a campaign with a maximum budget of $7 per day to make sure that the keywords we use for the campaign doesn't exceed our daily budget. After creating the campaign, we created two ad groups. The team decided to implement 2 ad groups in order to do data comparisons between the 2 versions using different keywords. Each ad group consists of three keywords which mean we have used a total of 6 keywords for our campaign. The first ad group keywords are: renting a boat, boat rentals near me, Memphis boat rentals. The second ad groups keywords are: boat rentals, rent a boat for a day, cheap boat rentals near me. The ad groups are created to drive traffic to the website.

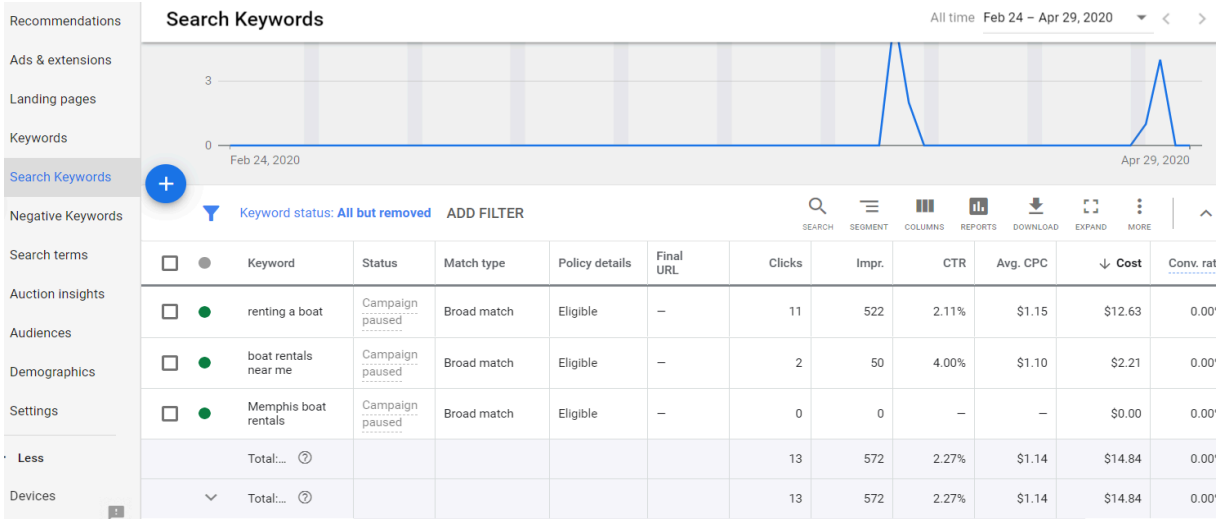


Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type
Website traffic-Search-1	$7.00/day	Paused	–	Search	28	1,401	2.00%	$1.12	$31.41	Maximize conversions
Total: All but removed campaigns			–		28	1,401	2.00%	$1.12	$31.41	
Total: Account	$0.00/day		–		28	1,401	2.00%	$1.12	$31.41	

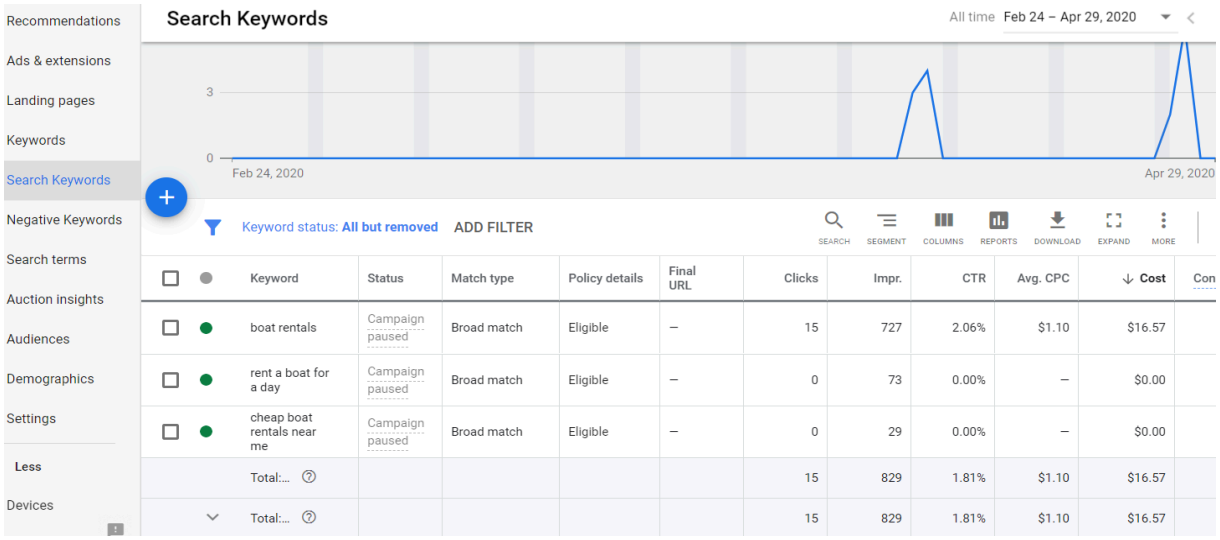


Ad group	Campaign	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions
Ad group 2	Website traffic-Search-1	Campaign paused	Standard	15	829	1.81%	$1.10	$16.57	0.00%	0.00
Ad group 1	Website traffic-Search-1	Campaign paused	Standard	13	572	2.27%	$1.14	$14.84	0.00%	0.00
Total: ...				28	1,401	2.00%	$1.12	$31.41	0.00%	0.00
Total: ...				28	1,401	2.00%	$1.12	$31.41	0.00%	0.00

Activate Windows



Keyword	Status	Match type	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rat
renting a boat	Campaign paused	Broad match	Eligible	–	11	522	2.11%	$1.15	$12.63	0.00
boat rentals near me	Campaign paused	Broad match	Eligible	–	2	50	4.00%	$1.10	$2.21	0.00
Memphis boat rentals	Campaign paused	Broad match	Eligible	–	0	0	–	–	$0.00	0.00
Total:...					13	572	2.27%	$1.14	$14.84	0.00
Total:...					13	572	2.27%	$1.14	$14.84	0.00



Keyword	Status	Match type	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Con
boat rentals	Campaign paused	Broad match	Eligible	–	15	727	2.06%	$1.10	$16.57	
rent a boat for a day	Campaign paused	Broad match	Eligible	–	0	73	0.00%	–	$0.00	
cheap boat rentals near me	Campaign paused	Broad match	Eligible	–	0	29	0.00%	–	$0.00	
Total:...					15	829	1.81%	$1.10	$16.57	
Total:...					15	829	1.81%	$1.10	$16.57	

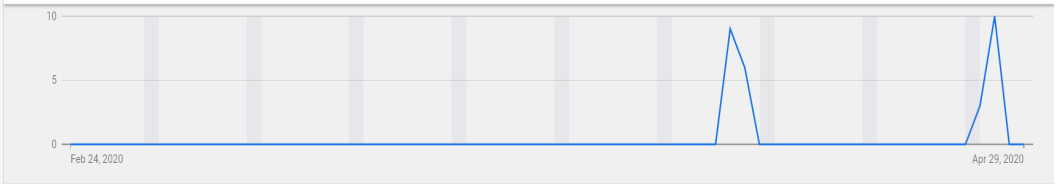
After the campaign and ad groups are ready, we should start the campaign. We set a total of $25 for the total campaign to run. We started the campaign on April 8. After we started the campaign, first day we couldn't find any clicks. But after 2 days we started getting clicks. Through CPC bid we can improve the ads. Now the avg. CPC bid for two ad groups is $1.67.

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
Memphis Boat Rentals | myrentaboat.com www.myrentaboat.com Myrentaboat is a retailer company, offering services to reach your boat renting goals. It provides services focusing on customer's safety, necessity and maintenance of the...	Ad group 2	Campaign paused	Expanded text ad	15	829	1.81%	$1.10	$16.57
Memphis Boat Rentals | myrentaboat.com www.myrentaboat.com Myrentaboat is a retailer company, offering services to reach your boat renting goals. It provides services focusing on customer's safety, necessity and maintenance of the...	Ad group 1	Campaign paused	Expanded text ad	7	292	2.40%	$1.53	$10.72
Memphis Boat Rentals | myrentaboat.com www.myrentaboat.com Myrentaboat is a retailer company, offering services to reach your boat renting goals. It provides services focusing on customer's safety, necessity and maintenance of the...	Ad group 1	Campaign paused	Expanded text ad	6	280	2.14%	$0.69	$4.12
Total: All but removed ads				28	1,401	2.00%	$1.12	$31.41
Total: Campaign				28	1,401	2.00%	$1.12	$31.41

Overview
Recommendations
Campaigns
Ad groups
Ads & extensions
Landing pages
Landing pages
Expanded landing pages
Keywords
Audiences
Demographics
Settings

Landing pages

All time Feb 24 – Apr 29, 2020



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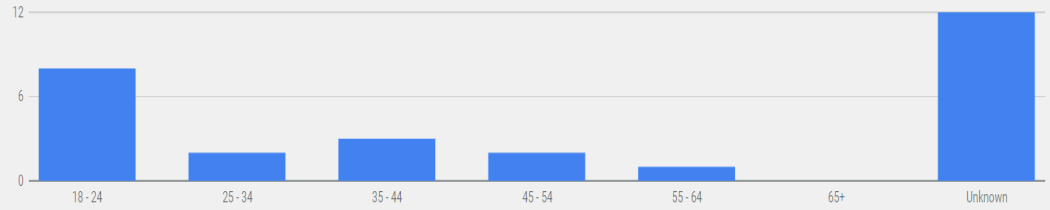
SEGMENT COLUMNS DOWNLOAD EXPAND

Landing page	Mobile speed score	Mobile-friendly click rate	Valid AMP click rate	Clicks	Impr.	CTR	Avg. CPC	Cost
https://www.myrentaboat.com View expanded landing pages	–	100%	–	28	1,401	2.00%	$1.12	$31.41
Total: Landing pages	–	100%	–	28	1,401	2.00%	$1.12	$31.41
Total: Account	–	100%	–	28	1,401	2.00%	$1.12	$31.41
Total: Search campaigns	–	100%	–	28	1,401	2.00%	$1.12	$31.41

Age

All time Feb 24 – Apr 29, 2020

Clicks None EXPAND



Age

All time Feb 24 – Apr 29, 2020

ADD FILTER

Ad group view

SEGMENT COLUMNS DOWNLOAD

Age	Ad group	Status	Conversions	Cost / conv.	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
18 - 24	Ad group 1	Campaign paused	0.00	$0.00	–	5	59	8.47%	$2.05	$10.24
18 - 24	Ad group 2	Campaign paused	0.00	$0.00	–	3	88	3.41%	$1.10	$3.29
25 - 34	Ad group 1	Campaign paused	0.00	$0.00	–	0	46	0.00%	–	$0.00
25 - 34	Ad group 2	Campaign paused	0.00	$0.00	–	2	93	2.15%	$0.69	$1.37
35 - 44	Ad group 1	Campaign paused	0.00	$0.00	–	2	38	5.26%	$0.43	$0.86
35 - 44	Ad group 2	Campaign paused	0.00	$0.00	–	1	72	1.39%	$2.89	$2.89
45 - 54	Ad group 1	Campaign paused	0.00	$0.00	–	2	42	4.76%	$0.61	$1.21
45 - 54	Ad group 2	Campaign paused	0.00	$0.00	–	0	55	0.00%	–	$0.00

Google Analytics

For or business to prosper we will need a method of tracking, analyzing, and optimization. We can successfully implement these principles into our business by utilizing Google Analytics among other prospects.

"Analytics makes it easy to understand how your site and app users are engaging with your content, so you know what's working and what's not. See how people are interacting with your sites and apps and the role that different channels play by viewing robust reports and dashboards. You can even connect systems used to measure CRM, points of sale, and other touchpoints with your customers for a more complete view (Google, 2020). "

This software contains numerous amounts of tools and resources that can be integrated to track, analyze, and optimize our business such as Google Ads and the Data Studio. Both will enhance opportunities of potential growth in different areas. The Google Ads integration will

allow for us to monitor what words or phrase will be used in order to generate traffic to the Rentaboat.com portal. If we maximize all possible word and phrase combinations with SEO, we should then be able to rise in our rank to the number one spot. This would mean more lead generation and prospects for sales. The Data Studio will allow us to track and analyze Rentaboat.com data to gain a picture of what it is we are exactly doing. This will denote what areas require significant or little improvement.

"Analyze data quickly and encourage collaboration with an easy-to-use interface and shareable reports. Process and share huge amounts of data in a snap, while using our configuration APIs to keep things flexible and fully programmatic. Analytics also offers built-in technical support and a global infrastructure that delivers secure, accurate data across your sites and apps while staying fully under your control (Google, 2020)."

Final Summary

Myrentaboat is began as a digital idea to offer consumers an opportunity to rent or lease boats through a network of chains specific to TN area. Through this idea, we carefully strategize on how to provide this experience online to the public. We initially began with the website design through a blog/website creation tool named WordPress. The tool helps a ton as to it provided some key plugins to help with overall functionality of the website. While working on the design of the website we implemented a SWOT analysis to grasp the overall impact of our business. By implementing this concept, we can see where we wanted to go with the site and how we will effectively provide services to our consumers.

Keyword research was essential in order to provide a high ranking through Search Engine Optimization (SEO). These keywords and phrases will help improve traffic to the website portal. During our research, we looked at some key words that our competitors used in order to be successful in our endeavors. Our team used various keywords and phrases in our titles, content, meta-tags, description, and text. The plugin ALL in One SEO was a big help in WordPress for us to get this done. We began our Social media campaign soon after.

We had quite a few goals for social media. These goals included: brand awareness, lead generation, boosting brand engagement, drive more traffic to website, and advertisement. We utilized different social media outlets. These outlets included Facebook, Instagram, and Twitter. Each provide us the needed attention we required by crosslinking the sites to each of the social media profiles.

Our team then formulated a newsletter marketing campaign. We used the MailChimp platform to get this done. WordPress offered a plugin to sync the campaign to the site. For the campaign to go out we had to create a spreadsheet with various emails and upload it to the Mailchimp portal. Once this was complete, we became more optimistic in our newsletter marketing campaign. This was due to it allowing us a holistic view of our audience, bring traffic to our website, stay connect with customers, and connect with new customers.

SEM was used in order to also generate traffic to the website. Google AdWords allowed us to test which keywords were more impressionable and if they provided traffic to our website. The key is to generate more traffic though these keywords and sometimes even though the

keywords are impressionable, they won't generate traffic. This in turn means the money down the drain and wasted.

Finally, traffic to myrentaboat.com was measured through Google Analytics. Google Analytics was to show various amounts of data. Among the data we were provided was the Bounce Rate, Page Views, Avg Time on Page, and many more. The data provided insight on how we should strategize and revamp our website in order to gain more traffic and leads. Even though our company isn't an actual business and we stopped progress here, we would've utilized each of the mentioned strategies repeatedly in order to create fully operational and compliant website four consumers.

Lessons Learned

Many people think designing a website is difficult. We have learned that you will not need to know coding or need to invest lot of money in designing. Designing a website with WordPress makes the process easy. We can generate traffic for a website through Search Engine optimization (SEO) and Search Engine Marketing (SEM) techniques. We can even review the results through various web analytics reports. Here we build a website using WordPress and apply techniques such as search engine optimization and web traffic monitoring to align website with business objectives. We can understand how to improve web ranking by applying research techniques. We develop and build social media assets and mail campaigns to increase targeted traffic to website. We also learned about paid campaigns and reputation management. We learned

to monitor, measure and analyze traffic to website to facilitate improvements for better ROI. We grasp understanding of Google Analytics Reports and other various web reporting tools.

Key Learning Points

- Research and Identify Target Audience.
- Research Competitors and brand can be unique.
- Design the website to be user-friendly and comprehensible.
- Utilized SEO keywords and phrases to increase ranking through Google's algorithm
- Implement Social Media networking capabilities, traffic to website through inbound and outbound links.
- Utilize Mailchimp Platform to increase traffic through Newsletters and request sign up from different users.
- Implement Google Analytics to track progress and comprehend changes that may be required in the future.

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