



Instructor Guide for Module 2:

Module 2:

SEO - you heard the name and you might even know that it stands for Search Engine Optimization, but what does that mean: Well SEO In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. This module dives deep to understand and apply some of the following topics and key terms such as: Web Analytics, SEM, Google Analytics, Meta Link, Link Baiting...

Please read and comprehend the “Module 2 Readings and Video” document before presenting to students. This information in this document could be better separated into chunks into different folders within your LMS system instead of all at once. This information would be better dissimilated into chunks. This course was designed for multiple audience for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE) course through their high school. These discussions and assignments are at different levels of difficulty and would leave it up to the discretion of each on each instructor on how this information will be disseminated; however the learning outcome of each must remain the same.

Discussion #1 or In-class Activity #1

Important Note: This discussion or activity should only be given after defining each of the criteria i.e. sessions, conversions, total revenue, conversation rate...

The following table represents the analytics of a retail store's ecommerce website. Conduct some research on website analytics and answer the questions that follow the table.

Sessions	12,483
Conversions	512
Total Revenue	\$17,541.12
Conversion Rate	4.1%
Average Order Value	\$34.26

Revenue per visitor \$1.41

1. How useful is the information in the top table?
2. Which KPIs (Key Performance Indicators) should this site be tracking?
3. What inference can they make from this conversion rate?
4. What other information would make this number more meaningful?
5. What inference can they make from the average order value?
6. How can the revenue per visitor metric be used?

Discussion #2 or In-Class Activity #2

As described in your “Module 2: Readings and Videos” document, linkbait is valuable content on your website that other companies, organizations, or people will naturally reference/link to without you ever having to ask. This builds backlinks and is a valuable part of building strong SEO. Linkable content can be anything from an in-depth research project to an evergreen guide to a popular video.

Below are some examples of successful linkbait content. Pick one example and answer the following questions:

- How does this content help the company that posted it?
- What characteristics contributed to this content being shared successfully enough to be considered linkbait?
- What sort of content could you develop for your project company that would inspire people to share it and build links for your website?

Examples:

- [This is an infographic](#) posted by a company that conducts home inspections. The infographic gives an overview of how the radiation exposure from radon in your basement compares with other doses of radiation.
- [This is a blog post \(Website\)](#) on how to build links by a company that provides search engine optimization services for businesses.
- [This is an interactive webpage](#) on the wateruseitwisely website that demonstrates 100+ ways to conserve water.
- [This is an interactive map](#) developed by a travel agency that illustrates the evolution of western dance music.

Discussion #3 or In-Class Discussion #3 More of an exit ticket to check with comprehension of SEO and understanding of Google Activity:

Explain the factors that control the position of a company's products and services in the search engine results page of a search engine such as Google.

Discussion #4 or In-Class Activity #4 where students do this in pairs and then share out to the rest of the class.

Lost conversions are when visitors visit your site through an ad but do not actually convert or buy something. There are many reasons why a visitor might not convert. They may not have found a solution to their problem from your website, or they may have been just browsing around rather than ready to convert. Sometimes, a visitor may not be ready to convert now but might be interested in the future. This discussion post will focus on this last group of non-converters.

Research retargeting or remarketing. What do these terms mean in relation to capturing lost conversions? How does remarketing work? Describe a situation in which you were remarketed. Was the remarketing successful (meaning did you convert)? If so, how many times did the company remarket to you before you converted? If not, why do you think the remarketing was unsuccessful?

Discussion #5 or In-Class Activity #5 Research the Google Display Network.

Important Note: I would schedule this as an in-class individual and then discuss it as a whole class discussion.

Please read the Module 2: Reading and Videos Part II first before answering the following prompt:

Discuss the benefits and disadvantages of working with a display network for publishers. Then describe the benefits and disadvantages of working with a display network with the advertisers' interests in mind by

Module 2: Assignment #1:

Use the real or fictitious company that you and/or your group will be using for your social media and final digital marketing company

Step 1: Create Your Free Google Keywords Planner Account

1. Create a Google Account or New Account Here:
<https://accounts.google.com/signup/v2/webcreateaccount?flowName=GlifWebSignIn&lowEntry=SignUp>
2. Use the credentials you created or provided in number 1 go to the following website to log in: <https://ads.google.com/home/#!/>
3. You are ready to start the assignment

Step 2: Find Similar Competitors.

You don't want to analyze just any competitor. You must reference competitors whose websites are on the same playing field as yours. For example, if you use your website to sell running shoes, you don't want to use Nike.com as a reference. You should target a smaller website, maybe one like BestRunningShoesReviews.com. If a smaller website can rank for a particular keyword, yours can too.

Good competitor: BestRunningShoesReviews.com is a good competitor because it isn't too established and doesn't have many backlinks pointing to its website. This website example is similar to the type of competitors that your company might reference.

Bad competitor: Nike.com is a bad competitor because it has high authority on the world wide web. Due to its popularity and established credibility, Nike.com has accrued many backlinks and is a trusted website with a high authority score. The more trusted a website is, the easier it can rank for keywords.

Decide on what you want your product or service is going to be for your social media and final digital marketing campaign before completing the following steps:

You will need to find websites of competitors or those sites that your product or service values. Copy these websites into a document or spreadsheet and have them available for the next step.

Step 3:

Open a new tab and watch the following YouTube Video: [Google Keyword Planner Tutorial 2022: How To Find Profitable Keywords \(Free Tool\)](#) and would recommend taking notes or pausing the video as needed to follow along within the Keywords Planner website open on another tab in your computer and follow each step within the video.

Other Resource that might help with this assignment: [How to use the Keyword Planner tool effectively](#)

Step 4: Deliverables for this assignment uploaded to the Dropbox in LMS.

You will upload two screenshots:

1. The screen within the Keyword Plan tab that shows a list of three key words in a table along with other key criteria such as but not limited to: Avg monthly searches, competition level, top of bid ranges (low and high).
2. The screen of the Forecast tab showing the clicks, impressions, cost with the Avg. CPC set at \$2.00.

Finally, you and/or your group will answer the following questions:

1. Based upon your competition; which are the three key words that should be used when creating AdWords in Google?
2. Based upon your results under the forecast tab do you think it is worth the cost to create a campaign in Google AdWords, why or why not?

Module 2: Assignment 2 This Week in Online Marketing

For both "This week in online marketing" assignments, you will research and respond to an article pertaining to digital marketing that is no more than one week old. The digital marketing field changes constantly, and you will see this demonstrated while conducting this week's research. The articles may be on any aspect of digital marketing, not strictly what you are learning this week.

You may refer to research articles, white papers, blogs, etc. In your paper, answer the following questions:

- Why did this article interest you?
- What did you learn?
- What surprised you?
- What was expected?
- Does this article relate to your project business? How or how not?

Submit your 2–3-page paper to dropbox before the start of class. All papers should follow the APA format for citations, references, and grammar. Cover pages and references do not count toward the page count.

Assignment #2 Grading Rubric

A- to A 90 – 100%	• Fully answers all questions provided in the assignment description • Includes extensive outside academic research to support ideas • Paper makes its case through logical ideas • Mechanics of writing are strong; few if any errors • Paper cites sources using APA style
B- to B 80 – 89%	• Answers all questions provided in the assignment description • Includes some academic research to support ideas • Paper has clear purpose but may not address all aspects of the assignment • Paper makes its case although at times logic may be weak • Mechanics of writing are fairly strong; some errors • Paper cites sources using APA style
C- to C 70 – 79%	• Partially answers questions provided in the assignment description • Does not include outside academic research to support ideas • Paper's purpose is not clear and may not address all aspects of assignment • Paper fails to make its case convincingly and at times logic is weak • Mechanics of writing are questionable; errors interfere with understanding • Paper fails to cite all sources using style appropriate to the discipline
D or F 0 – 69%	• Paper fails to address the assignment, is inadequate, is not acceptable as college-level work, or was not submitted