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# Process to optimize the following page for Organic Search

**Title Tag and Meta Description Optimization:** Name the page something catchy that indicates what it is about (e.g., I would suggest “Customer Support Skills Assessment” instead of "Contact Centre Representative Skills Assessment") and makes sure to use relevant keywords.

If you want people to click on your link from search results, you need to write a meta description that does the page's goal justice and uses relevant keywords.

**URL Optimization:** Verify that the URL structure is keyword-rich and descriptive. The target keyword should ideally be part of the URL itself.

**Heading Tags:** To organise the material in a reasonable way and incorporate variations of the target keyword where necessary, use header tags (H1, H2, etc.).

**Content Optimization:** Make sure the content is full of useful information about evaluating the skills of contact centre representatives, is well-written, and meets the needs of those looking for this information.

Do not stuff the content with keywords; instead, include them naturally into the headings, subheadings, and body text.

**Image Optimization:** Optimize images by using descriptive filenames and alt text that include keywords related to the page's content.

**Internal Linking:** Use descriptive anchor language to link to other valuable pages on the website, particularly those that offer solutions or related resources.

**Technical SEO:** To enhance the user experience, make sure the page is responsive and loads fast on mobile devices.

Google Search Console and similar tools can help you find technical issues like broken links and crawl difficulties.

**Schema Markup:** Use Article or FAQ schema markup or another suitable schema to improve your content's visibility in search results by giving search engines more information about it.

**Off-Page Optimization:** To make the page more visible and accessible, it is recommended that you encourage social sharing and involvement.

If you want your page to rank higher and have more authority, you should look for ways to get backlinks from other major websites in your field.

**Regular Monitoring and Updates:** Utilise analytics tools to track the performance of the page and make necessary modifications based on user behaviour and updates to search engine algorithms.

## Track the results of the SEO methods

**Keyword Rankings:** Monitor the positions of pertinent keywords like "contact centre representative skills assessment" and "customer service skills assessment" to determine if they show signs of enhancement over a period.

**Organic Traffic:** Track the organic traffic to the designated webpage using Google Analytics. Search for growth in the number of organic sessions as compared to earlier time periods.

**Click-Through Rate (CTR):** Examine the click-through rate (CTR) of the webpage using Google Search Console. Expect an increase in click-through rate (CTR) following the optimisation of title tags and meta descriptions.

**Bounce Rate and Dwell Time:** Examine the bounce rate and dwell time of the page using Google Analytics. Improved user engagement may be indicated by a reduction in bounce rate and an increase in dwell duration.

**Conversion Rate:** If the page has conversion goals (e.g., signing up for a demo), track the conversion rate to see if organic traffic leads to conversions.

**Backlink Profile:** Monitor the acquisition of new backlinks to the page using tools like Ahrefs or Moz. A growing backlink profile from authoritative websites can positively impact rankings.

**Technical Health:** Regularly check for technical issues in Google Search Console. Ensure the page is properly indexed and there are no crawl errors or indexing issues.

**Competitor Analysis:** Keep an eye on competitors' pages targeting similar keywords. Monitor their rankings and compare their performance with the optimized page.

**User Feedback and Engagement:** Collect feedback from users through surveys or comments on the page. Understand their experience and adjust based on their feedback.

**Regular Reporting and Analysis:** Compile regular reports summarizing key metrics and performance indicators for the page. Analyze the data to identify areas for improvement and adjust the SEO strategy accordingly.

# Google PageSpeed Insights

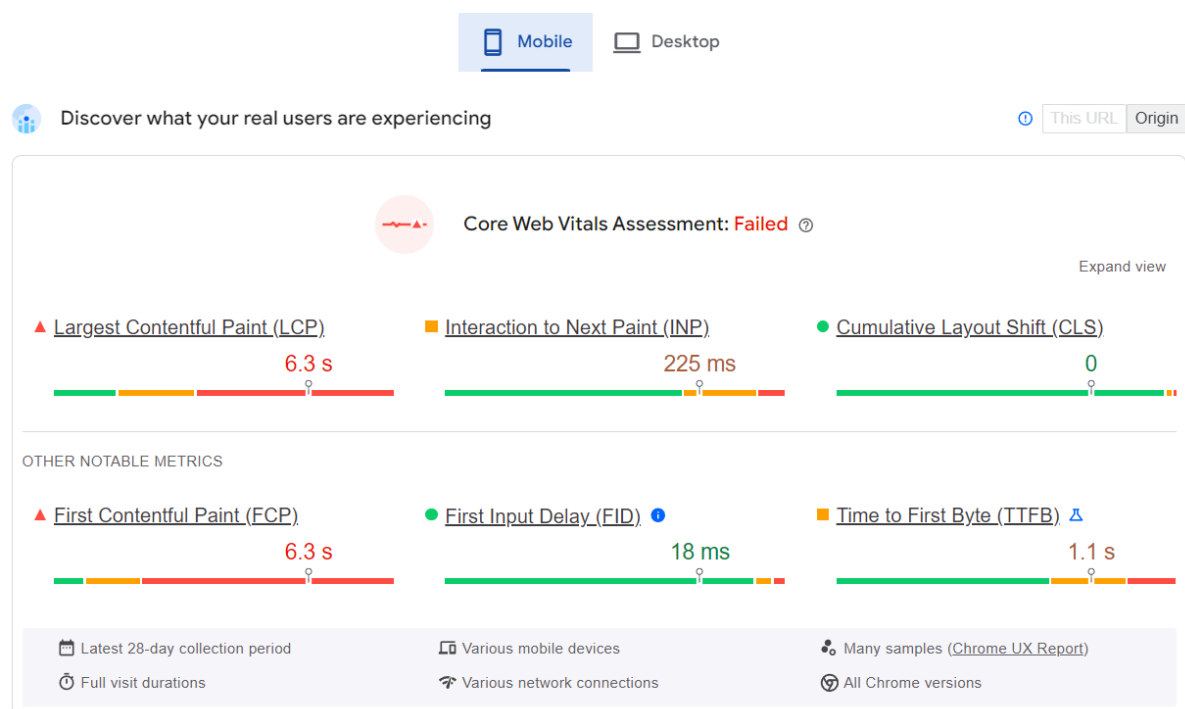
To evaluate the homepage's technical performance measures, including page speed, I use Google PageSpeed Insights.

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

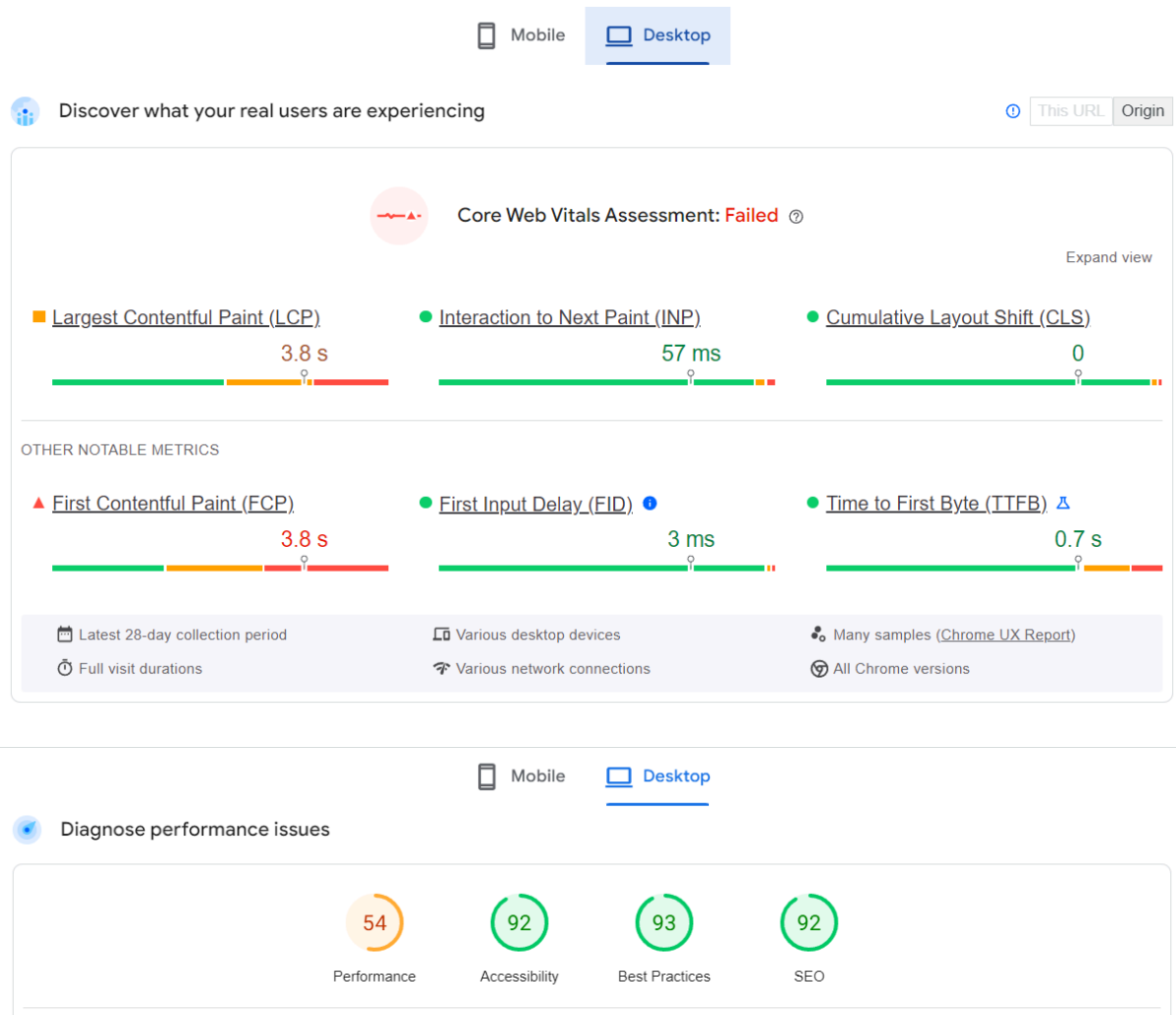
and paste in the address of Vervoe's Contact Centre Representative Skills Assessment to get Google PageSpeed Insights.

Google PageSpeed Insights will analyze the page and provide a performance score out of 100 for both mobile and desktop devices, along with recommendations for improvement.

**This is for the mobile version.**



**And this is for the desktop version.**



I will be explaining only for the desktop.

## Largest Contentful Paint (LCP): 4.5 seconds

The largest contentful paint measures the time it takes for the largest content element (e.g., an image or text block) to become visible within the viewport.

In this case, the LCP is relatively slow, indicating that the largest content element takes too long to load, potentially leading to a delayed perception of the page's loading speed.

## Total Blocking Time (TBT): 330 milliseconds

The total blocking time is the sum of all the times the main thread is obstructed and cannot process user input.

Minimising blocking time is crucial for ensuring a seamless user experience, even though the TBT is reasonably low, which indicates that the main thread is not being blocked too often.

## Cumulative Layout Shift (CLS): 0

With a CLS score of 0, the user experience is greatly enhanced because no unexpected layout adjustments are detected.

### **Impact on Traffic:**

- Slow Largest Contentful Paint (LCP) can lead to a higher bounce rate as users may perceive the page as slow and lose patience, resulting in them leaving the site before it fully loads.
- Total Blocking Time (TBT), even though relatively low, can still impact interactivity, potentially frustrating users if they are unable to interact with the page immediately.
- Cumulative Layout Shift (CLS) being 0 is excellent and ensures a stable visual experience, reducing the risk of users clicking on unintended elements due to layout shifts.

### **Recommendations:**

- Optimize the largest content element to improve Largest Contentful Paint (LCP). This may involve optimizing images, deferring offscreen images, or optimizing rendering pathways.
- Minimize main thread work and reduce the impact of third-party code to further improve Total Blocking Time (TBT).
- Continuously monitor and address any new issues that may arise to maintain a positive user experience and prevent negative impacts on traffic.

## **PPC campaign for the same site**

For a PPC campaign targeting the page "Contact Centre Representative Skills Assessment" on Vervoe's website, I would primarily focus on using Google Ads, specifically Search Ads. Here's why:

**Google Ads - Search Ads:** Google Search Ads allow us to target users who are actively searching for relevant keywords related to contact centre representative skills assessment. Since users are already expressing intent by searching for these keywords, it presents a valuable opportunity to capture qualified leads.

We can bid on relevant keywords such as "contact centre skills assessment," "customer service skills test," "call centre assessment," etc., to ensure our ads appear when users search for these terms.

**Audience Targeting:** I would target audiences based on their demographics (such as job title, industry, location), interests (related to HR, recruitment, talent acquisition), and behaviour (frequent job seekers, HR professionals, recruiters).

Additionally, I would create remarketing audiences to target users who have previously visited Vervoe's website but did not convert. This allows us to re-engage with these users and encourage them to act.

**Keywords:** Relevant keywords would include variations of "contact centre representative skills assessment," "customer service assessment," "call center skills test," etc. These keywords should be highly relevant to the content of the landing page and the intent of the users.

I would conduct thorough keyword research to identify high-volume, low-competition keywords that are relevant to the target audience and align with Vervoe's offerings.

### **First Experiment Setup:**

**Campaign Structure:** Create a campaign specifically for the Contact Centre Representative Skills Assessment. Within the campaign, set up multiple ad groups based on keyword themes or variations (e.g., one ad group targeting "contact centre skills assessment," another targeting "customer service assessment," etc.).

**Ad Copy:** Make an enticing advertisement that shows how contact centre agents can profit from using Vervoe's assessment. Highlight important benefits, such as increased productivity, accuracy, and better hiring results.

Sitelinks, Callouts, and Call Extensions are ad extensions that can be used to add more information and drive clicks.

**Keyword Bidding:** Set keyword bids based on the estimated CPC (Cost Per Click) and the expected value of conversions. Monitor keyword performance and adjust bids accordingly to maximize ROI.

**Landing Page Optimization:** Ensure the landing page (the Contact Centre Representative Skills Assessment page) is optimized for conversion. This includes clear call-to-action (CTA), persuasive copy, and a user-friendly design.

**Tracking Setup:** Implement conversion tracking using Google Ads conversion tracking or Google Analytics to measure the effectiveness of the campaign in driving conversions (e.g., form submissions, demo requests).

**Budget Allocation:** Allocate the campaign budget based on the estimated CPC, keyword competitiveness, and overall campaign goals. Start with a conservative budget and adjust based on performance.

**Testing and Optimization:** Continuously monitor campaign performance and conduct A/B testing to optimize ad copy, landing page elements, and targeting parameters.

Analyze key metrics such as CTR (Click-Through Rate), conversion rate, and ROAS (Return On Ad Spend) to identify areas for improvement and refine the campaign strategy accordingly.

## The best metric for determining a winning PPC ad

If we're looking for a single metric that generally indicates ad effectiveness, the most used and reliable metric is Option 3: Click-Through Rate (CTR).

While other metrics such as clicks, lowest cost per click, and ad position are important, CTR is often considered the most critical metric because it directly reflects the ad's effectiveness in driving user engagement and interaction. However, it's essential to consider other metrics in conjunction with CTR to gain a comprehensive understanding of ad performance and make informed optimization decisions.

## When would you end an advertisement test and what metrics would you use to decide?

Ending an advertisement test should be based on achieving statistical significance and reaching a point where meaningful insights can be drawn. Here's a guideline on when to end an advertisement test and the metrics to consider:

### **Statistical Significance:**

- Ensure that the test has run for a sufficient duration to gather a significant amount of data. The duration may vary depending on factors such as campaign budget, audience size, and expected conversion rates.
- Use statistical significance calculators or hypothesis testing to determine if the results are statistically significant. Generally, a significance level of at least 95% ( $p\text{-value} < 0.05$ ) is considered acceptable.

### **Key Performance Indicators (KPIs):**

- Focus on the KPIs that align with your campaign objectives. Common KPIs for PPC advertising include Click-Through Rate (CTR), Conversion Rate, Cost Per Click (CPC), and Return on Ad Spend (ROAS).
- Monitor these KPIs throughout the test period to track performance trends and identify any anomalies or unexpected fluctuations.

### **Stable Performance Trends:**

- Look for stable performance trends over time, indicating that the ad variations have reached a consistent level of performance.



- Avoid ending the test prematurely if performance metrics are still fluctuating significantly, as this may lead to unreliable conclusions.

#### **Cost Efficiency:**

- Assess the cost efficiency of each ad variation by comparing metrics such as Cost Per Click (CPC), Cost Per Conversion, and Return on Investment (ROI).
- If one ad variation consistently outperforms others in terms of cost efficiency while maintaining other KPIs, it may indicate a winning ad.

#### **User Engagement and Satisfaction:**

- Consider qualitative feedback from users, such as comments, reviews, or survey responses, if applicable. Positive user feedback may indicate a more effective ad.

#### **Business Impact:**

- Evaluate the overall impact of each ad variation on business goals and objectives. Consider factors such as lead generation, sales conversions, brand awareness, and customer acquisition.

## Most effective marketing channel you would advise to reach our target audience

Given the nature of the Vervoe website and its focus on assessments and skills testing, along with the specific page targeting contact centre representative skills assessment, I would recommend leveraging the following marketing channel:

### **LinkedIn Advertising**

#### **Brief Explanation:**

- **Audience Targeting:** LinkedIn provides precise targeting options based on job titles, industries, company size, and other professional demographics. This allows us to reach HR professionals, recruiters, and individuals involved in talent acquisition who are likely to be interested in assessments for contact centre representatives.
- **Professional Context:** LinkedIn users are in a professional mindset when using the platform, making it an ideal environment for promoting HR-related solutions like skills assessments. Professionals are more receptive to business-related content and are actively seeking tools to improve their hiring processes.
- **Content Engagement:** LinkedIn offers various ad formats such as Sponsored Content, Sponsored InMail, and Text Ads, allowing us to showcase engaging content, case studies, and success stories tailored to the target audience's interests and pain points.
- **Lead Generation:** LinkedIn's Lead Gen Forms simplify the lead generation process by pre-filling contact information from user profiles, streamlining the conversion process and increasing lead quality.

### **How to Leverage LinkedIn Advertising:**

- **Campaign Setup:** Create LinkedIn ad campaigns targeting HR professionals, recruiters, and decision-makers involved in hiring for contact centre roles.
- **Ad Content:** Develop compelling ad creative that highlights the benefits of using Vervoe's assessments for contact centre representative hiring. Focus on key pain points such as improving hiring accuracy, reducing time-to-hire, and enhancing candidate quality.
- **Audience Targeting:** Utilize LinkedIn's robust targeting options to narrow down the audience based on job titles (e.g., HR Manager, Talent Acquisition Specialist), industries (e.g., Customer Service, Outsourcing), and company sizes relevant to contact centre operations.
- **Ad Formats:** Test different ad formats to determine which resonates best with the target audience. Sponsored Content can be used to promote blog posts, case studies, or product demos, while Sponsored InMail can deliver personalized messages directly to LinkedIn inboxes.
- **Lead Generation:** Implement LinkedIn Lead Gen Forms to capture leads directly within the platform. Offer valuable content such as whitepapers, guides, or webinar registrations in exchange for contact information.

## **Running two campaigns across two separate channels using comparable audiences**

Based on the provided information, it's evident that while Facebook Image Ads are driving more traffic at a lower cost per click (CPC), but the conversion rate from sign-ups to paying customers is lower compared to Google Search Ads. To address this discrepancy and optimize the campaigns, here are some actions to consider:

### **Evaluate Ad Creatives and Messaging:**

Review the ad creatives and messaging used in the Facebook Image Ads to ensure they effectively communicate the value proposition and benefits of the product. Adjustments may be needed to better align with the audience's expectations and encourage higher-quality sign-ups.

### **Refine Audience Targeting:**

Evaluate the audience targeting criteria used in the Facebook Ads campaign to ensure it aligns with the characteristics of high value paying customers. Consider refining audience segmentation based on demographics, interests, behaviours, or lookalike audiences to reach more qualified prospects.

### **Implement Retargeting Strategies:**

Implement retargeting campaigns to re-engage users who have expressed interest but have not yet converted into paying customers. This can help nurture leads over time and increase the likelihood of conversion.

### **Optimize Landing Pages:**

Review the landing pages used in both campaigns to ensure they provide a seamless user experience and clearly communicate the value proposition. Optimize the landing pages for conversion by simplifying the signup process, highlighting key benefits, and including persuasive call-to-action (CTA) buttons.

### **Adjust Conversion Attribution Window:**

Given the median time to upgrade of 5 days, consider extending the conversion attribution window beyond the initial sign-up period to capture delayed conversions. This ensures that conversions occurring after the initial interaction with the ad are properly attributed to the campaign.

### **Implement Conversion Tracking for Trial Users:**

Track user behaviour and interactions within the trial period to identify potential indicators of future conversion to paying customers. This may include tracking engagement metrics such as feature usage, session duration, or completion of onboarding steps.

### **Implement A/B Testing:**

Conduct A/B tests to compare different ad creatives, audience targeting strategies, landing page designs, and CTAs to identify the most effective combination for driving conversions. Use data-driven insights to optimize campaign performance over time.

By taking these actions and adjusting how the campaigns are measured, such as extending the conversion attribution window and implementing conversion tracking for trial users, you can improve the effectiveness of both campaigns and maximize the number of paying customers from new free trial sign-ups. Additionally, continuous monitoring and optimization based on performance metrics will be essential for driving long-term success.