

Digital Marketing HW Assignment 118 points

Prof. Alexander Edsel

Grading criteria:

1. I will look to make sure you followed the requirements requested, showed screenshots AND a significant **level of effort**. I will especially look at the campaign and ad group structure, keywords (number & match type), and the quality of the written ads and use of a call to action.
2. If you did not complete a task or it was very poorly done: you will not get any points for that deliverable
3. If the task was not done correctly, the range of point deductions may vary from 10% to 80% off the total points for that deliverable

Requirements for this Homework:

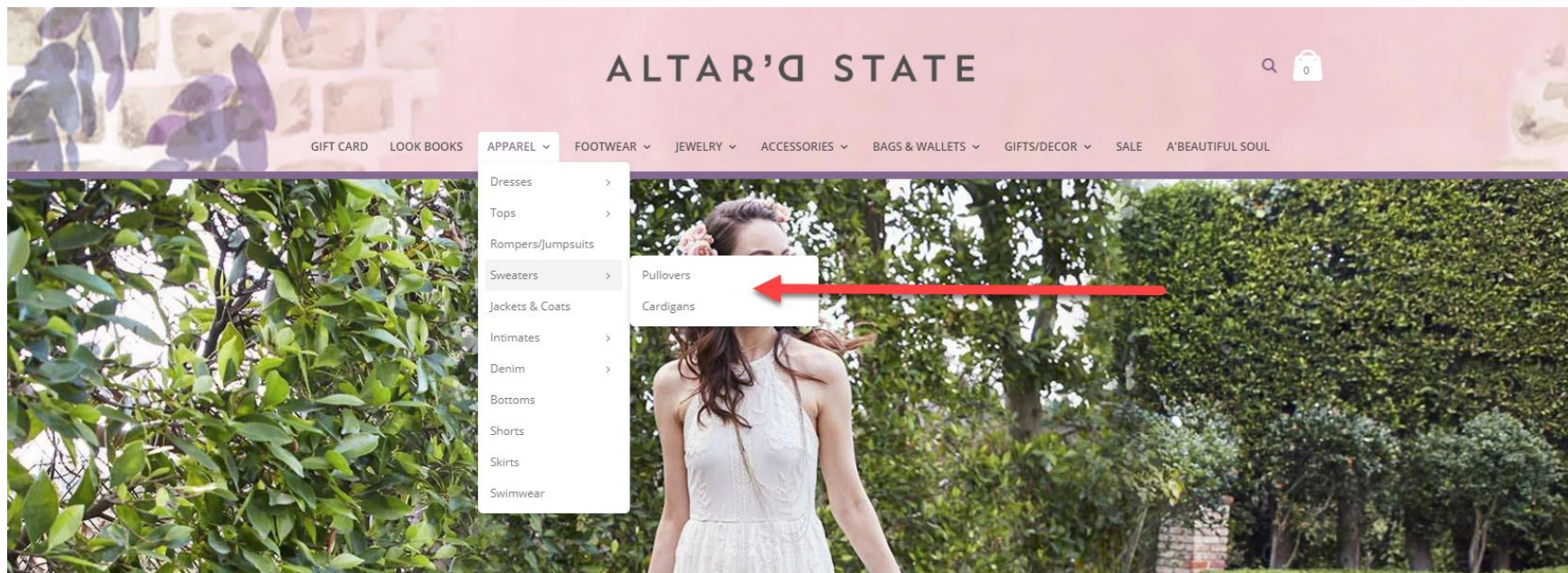
1. **This is an individual assignment**; no two assignments should be the same-choose different websites! Please do not check with me, odds are with millions of websites you won't pick the same and if that should happen, none of the Ad Groups, keywords or ads should be the same
2. Pick a website that meets the following criteria-25 point deduction, and you will have to resubmit the assignment if you do **NOT** follow these requirements:
 - The company MUST sell products online and be in English and located in the United States, to avoid extra work find an ecommerce site that also has a physical store/address.**
 - You do not need to ask any company for permission, as you are not actually running any paid ads.
 - It is better if you do NOT pick a large company like Amazon, Best Buy, etc. The reason is that it may (not always) be harder to find problems with either UX or SEO with major websites managed by professional digital marketers/agencies. If you still want to pick a large company, be aware this could later cause you problems, **please use your best judgment and do NOT ask me if your website has 20 products and 2 categories you should be able to figure this out. I do not care of they do or do not have physical stores.**
 - The website must have at least 2 different categories and over 20 products; pages must be specific to a category; for example, a well-designed website does not lump together say couches and beds or sweaters and shoes on the same page.
 - You CANNOT pick the company I used in the video tutorial
 - Do not pick from any Google Ads restricted category (e.g., drugs, gambling, sex, guns, etc.) see listing <https://support.google.com/adwordspolicy/answer/6008942?hl=en>
 - Everything must be typed; I will NOT accept any papers with handwritten comments
 - Save as a pdf** before uploading to the eLearning assignment link, so the file size is smaller, and it must all be in one document, do NOT upload 10-15 different files.
 - Make sure when trying to print that you disable [your pop up blockers ads image ads will show up as a pop-up](#)**
 - You will need to do screenshots, if you do not know how, do a google search and specify your device, Mac, windows, etc. Also, learn to crop if you do not know how**
 - I recommend you use a word document and do it in landscape layout so screenshots are easy to read if I cannot read a screenshot easily, (will not use a magnifying glass) points will be deducted**

- ☑ You must perform ALL the tasks and provide printouts of all as shown at the end of the video tutorial for this homework assignment—printouts and screenshots requested **must be legible- -if too small or blurry to read, it will be considered incorrect.**
- ☑ **Use the word template provided to copy and paste the screenshot and type in comments**

1. DELIVERABLE ONE : HOME PAGE AND PRODUCT PAGE (0 points BUT 10 POINT DEDUCTION IF NOT DONE) –enter screenshots into the template as you find a problem

a) Enter the URL of your target company that meets the criteria from page one: for example <http://www.altardstate.com>

b) Provide two screenshots of the website containing the homepage and a page for the product or service categories you are using in your Google Ads campaign/ad groups- make sure screenshot shows the category page and subcategories



CATEGORY

- Look Books (18)
- Apparel (22)
- Jewelry (10)
- Shop by "State" of Mind (27)

PRICE

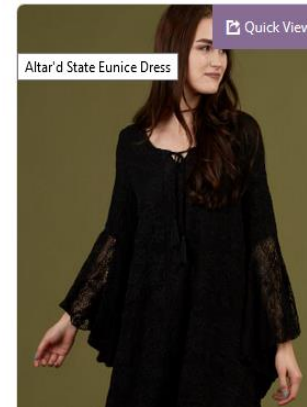
from 19.95 to 79.95 **FILTER**

SIZE

Search results for 'Cardigan sweater'

Sort By: Relevance ↓ Show: 20 Showing 1 to 20 of 32 total

1 2 ▶

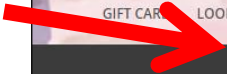


UX-Usability -10 points

2. UX DELIVERABLE Take screenshots and add to the template as you go along. Identify at **least four** UX problems based on best practices discussed in the lectures, show with a screenshot what the problem is, see the examples below. Do **NOT** cite the lack of a "Site Map" (yes, it can be UX but more of an SEO problem). There can be more than one problem per screenshot-however; it must be very clear what the problem is. Highlight it and add a text box comment, as shown below. You **must find at least 4 problems if you cannot use another website.**

Problem # 1

When you enter in search box the keyword "Wedges", a type of footwear, the results page pulls up images of dresses, sweaters, etc. but NOT of wedges-very poor internal search.



Search results for 'wedges'

Sort By: Name ↑ Show: 20 Showing 1 to 20 of 38 total

1 2 ▶



Altar'd State Alvarado Dress
More colors available

★★★★★

Price From: \$79.95

[Add to Cart](#)



Altar'd State Burien Dress

★★★★★

Price From: \$29.88

[Add to Cart](#)



Altar'd State Chaska Top

★★★★★

Price From: \$44.99

[Add to Cart](#)



Altar'd State Clairton Dress
More colors available

★★★★★

Price From: \$59.95

[Add to Cart](#)

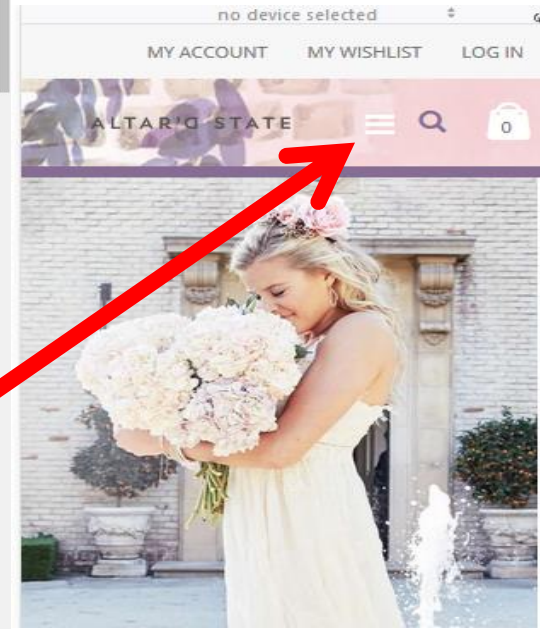
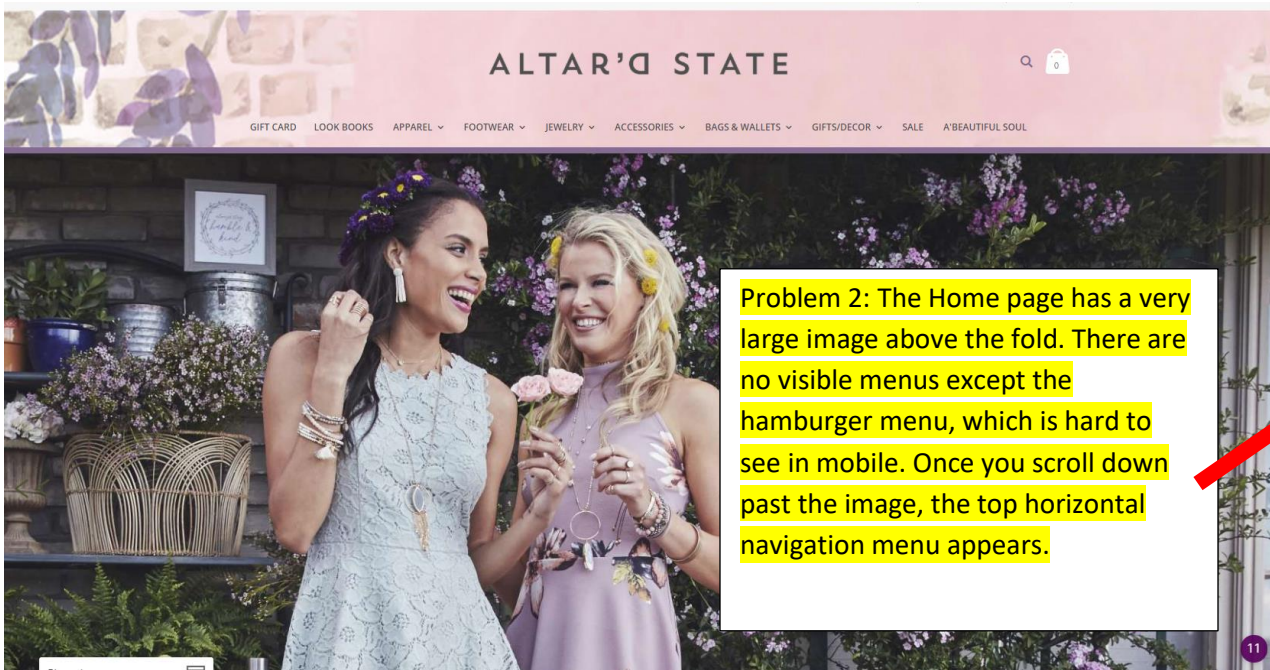
10

Price range filter: from 14.95 to 79.95 [FILTER](#)

SIZE

- N/A (1)
- XS (4)
- 1 (1)
- S (27)
- M

Please leave a message. [Message](#)



Problem 3:

When you click on Look Book, it takes you to what appears to be a placeholder with no content but if you click on it, it does have content



Problem 4: When I use the websites internal search for the keyword “newsletter,” no newsletter pages are found however as shown below they actually do have a newsletter

The screenshot shows a website's search results page for the keyword "newsletter". At the top, a navigation bar lists various categories: GIFT CARD, LOOK BOOKS, APPAREL, FOOTWEAR, JEWELRY, ACCESSORIES, BAGS & WALLETS, GIFTS/DECOR, SALE, and A'BEAUTIFUL SOUL. Below the navigation bar, the search results section is titled "Search results for 'newsletter'" and displays a yellow message box stating "Your search returns no results." A large red arrow points from this message box to a newsletter sign-up form located in the footer area. The sign-up form is titled "Stay up-to-date with Altar'd State" and includes the text "Get all the latest information on promotions and sales, special events and give back news. Sign up for our newsletter today." Below this text is a text input field labeled "Enter your e-mail Address" and a "Submit" button. The footer also contains sections for "My Account", "Contact Information", "Customer Service", and "Get Social" with social media icons for Facebook, Instagram, Twitter, Pinterest, and LinkedIn.

Search results for 'newsletter'

Your search returns no results.

My Account

- ▶ Login/Create Account
- ▶ My Wishlist
- ▶ Order history
- ▶ Request Return Label

Contact Information

- 📍 **Store Locator**
- 🕒 **Store Hours:**
Vary by location
- ☎ **Guest Services:**
(800) 284-7348
Monday-Friday, 9am-6pm, EST
- ✉ **Email:**
customerservice@altardstate.com

Customer Service

- ▶ Shipping
- ▶ Returns
- ▶ Military Discount
- ▶ Size Guides

Additional Information

- ▶ Our Story
- ▶ Join the Team
- ▶ Blog
- ▶ Privacy Policy

Stay up-to-date with Altar'd State

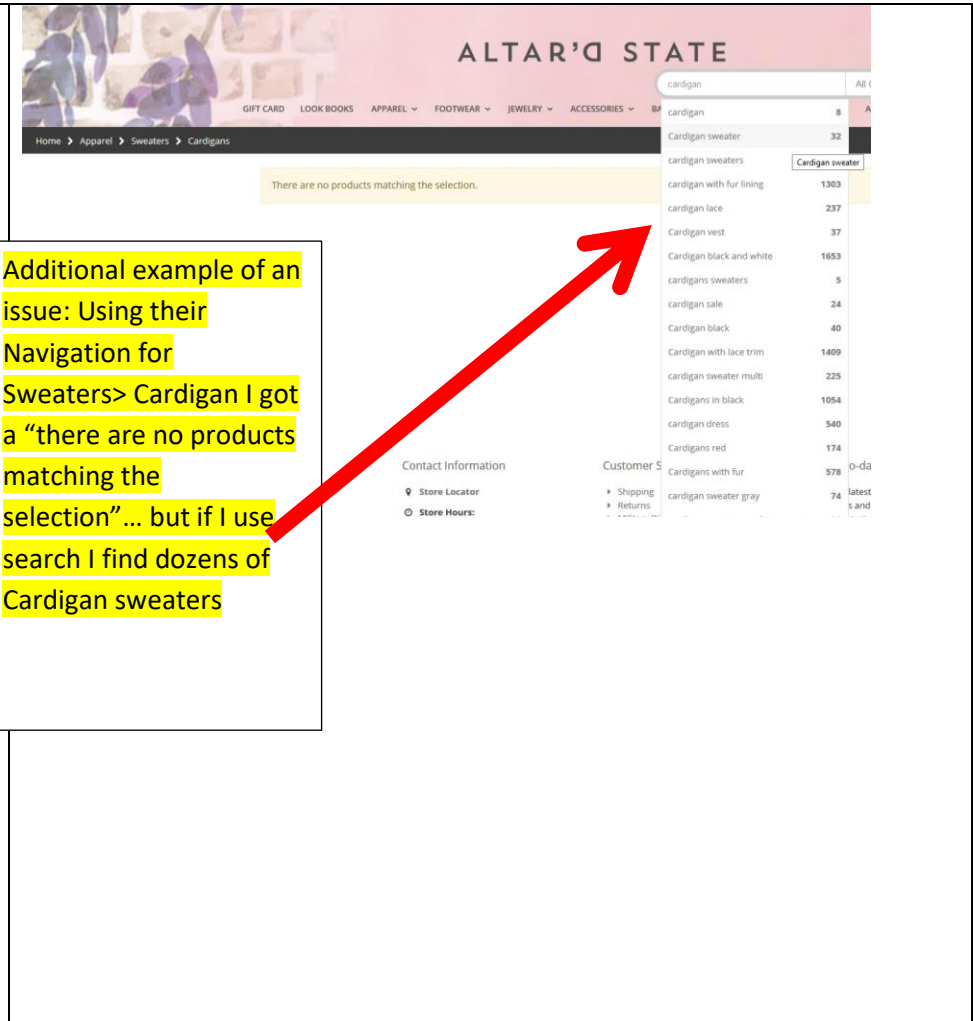
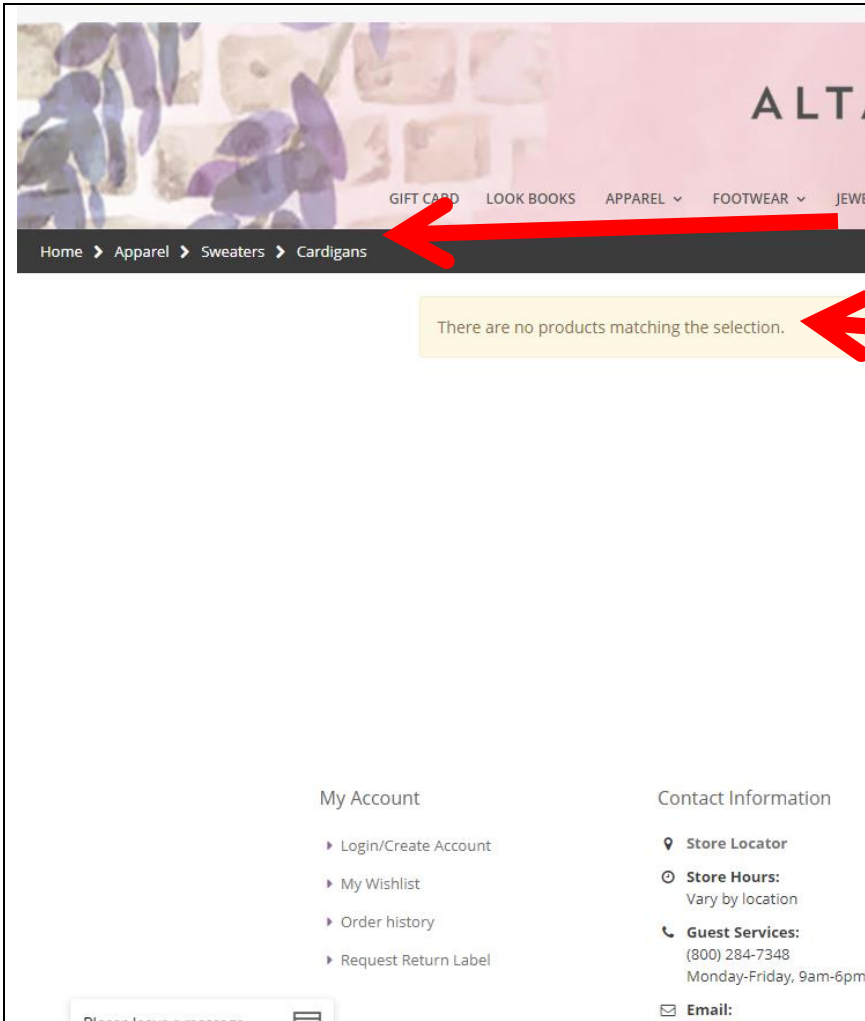
Get all the latest information on promotions and sales, special events and give back news. Sign up for our newsletter today.

Enter your e-mail Address

Submit

Get Social

f Instagram Twitter Pinterest LinkedIn



Additional example of an issue: Using their Navigation for Sweaters> Cardigan I got a "there are no products matching the selection"... but if I use search I find dozens of Cardigan sweaters

Google Ads Section -64 points-point allocation shown at the end of this section

- A. Use Google Chrome as there are known issues with other browsers especially when creating or printing display ads bit if you have issues with Chrome try another browser
- b) Allow pop-ups in the browser, for Google Chrome, [click here for instructions on how to allow pop-ups](#).
- c) Have the URL of the company you picked based on criteria we discussed earlier up on one of your tabs-no need to ask any company for permission as you will not go live
- d) Create an account in Google Ads; you may want to create a new Gmail account, one you use for Google Ads certification
- e) Avoiding Billing and requirement to enter a credit card is tricky, make sure you click on the “Experienced with Google Ads”, or you will have to enter billing information. It may become unavoidable with the new interface, in that case, make sure you pause your campaigns and enter very low dollar amounts, if you can enter \$1 per day for a campaign and .10 cents per click, then use that (often minimum bids change)

Google Ads | New campaign

356-754-9731
jsomtest2020@gmail.com

What's your main advertising goal?

- Get more calls
- Get more website sales or sign-ups
- Get more visits to your physical location

do NOT click on this

Next

You will click ONLY on this

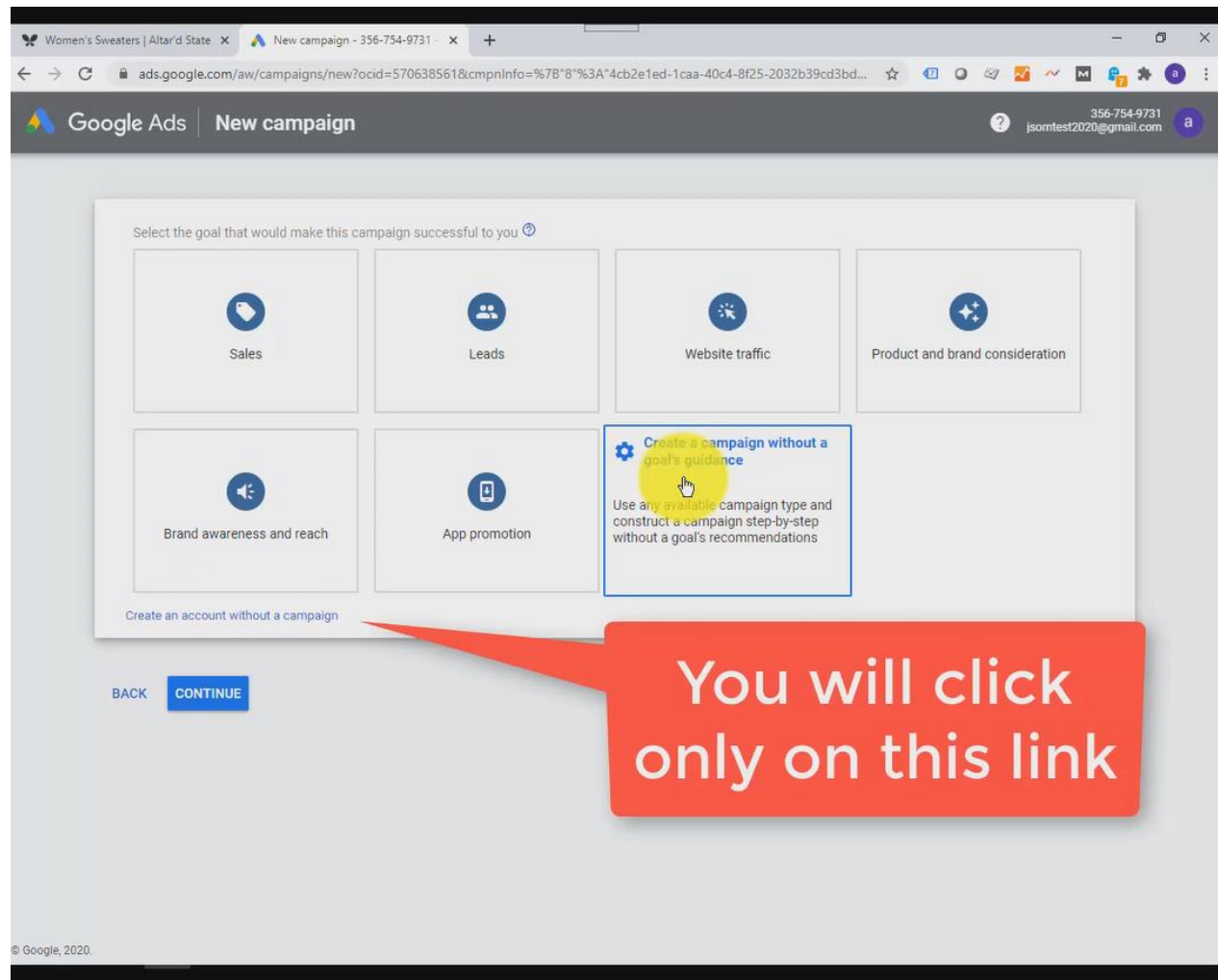
Are you a professional marketer? [Switch to Expert Mode](#)

Need help?
Call for free ad setup help at 1-855-738-7723
9am to 9pm ET, Mon - Fri

Live Chat

You will then be taken to this step

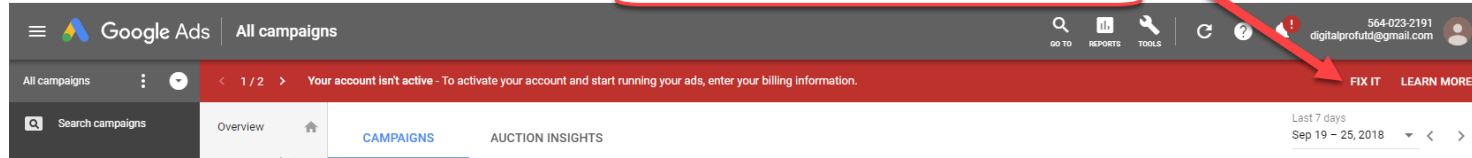
After this we can start, you may occasionally when you login or during your work be taken to billing, switch accounts as shown below



Warning, The Google Ads interface changes constantly however the main thing is the outcome; for example, create the campaign or create the ad. If something looks slightly different do not worry, just create the ad or whatever the task is regardless of how something looks vs my video. If you see a major change, do let me know with a screenshot of what is different. Also, make use of Google Help they have tons of quick guides if you do get stuck.

Once you login to Google Ads do NOT click on the Fix it link

Do NOT click on the Fix it button or you will be forced to enter a credit card



3. DELIVERABLE THREE: Keyword Research

Before doing anything decide which two categories or subcategories you are going to use. Once you know which category and/or subcategories you will use proceed to find 6 keyword groupings in either Google Ads keyword planner. Make sure the first group of keywords uses **broad match type** for the first Ad Group, the second one should be a combination of Phrase and Exact match as shown in the video. There are many different ways you can create a campaign, Ad Group, ads and add keywords. There needs to be a minimum of six unique keyword “groups” (minimum of 6 keywords) per Ad Group- see HW video. You will do this per video for 2 categories or subcategories

4. DELIVERABLE FOUR –CREATE A SEARCH CAMPAIGN: Choose the settings you think are relevant based on your company, follow the settings requirements in the video, many others are optional. I will review your settings to make sure they make sense. Location is based on where the company sells e.g. if a restaurant it would not make sense to go outside a 60 mile radius, etc. **Create one “search only” campaign**

- Location:** use the radius selection, must pick 2 radius perimeters per video
- Budget** –enter any amount. No need to ask me, this is not going to be an active account so just to be safe use a minimum amount like \$1. In the real world, this usually depends on the business and Lifetime Value to Customer acquisition cost calculation. Do NOT pick for the homework any bidding method other than maximize or manual clicks, in the real world you would pick conversions.
- Create 2 different types of extensions:** (minimum 2); create two site link extensions and then create any other type of extension (No need for screenshots now, you will do this all at once at the end of the assignment).

5. **DELIVERABLE FIVE-A:** proceed to create 2 adgroups, add keywords to each and then write **one ad for each of the 2 ad groups created.** Make sure the ads follow best practices and are well written—**many points** will be taken off for poorly written ads or that do not follow best practices (see PPC lecture). Benchmark competitive categories, if necessary, for good ads! One ad in each Ad Group must use the “keyword insertion” and the other “location insertion” in the headline.

Deliverable FIVE-B: Now, research and add negative keywords; this is shown in the next video with deliverable 6- **add 6** negative keywords at the Campaign or adgroup level. Total of 6 negative keywords.

6. DELIVERABLE SIX –SMART DISPLAY & VIDEO:

- a) Now go back to the campaign tab section and create this time a “Smart” campaign > select subtypes as shown in the video. You can pick any reasonable settings you wish for location, language, bidding, budget etc. There is no need to create extensions again as you now know how to do this. Follow the video for what to include
- b) Now go back to the campaign tab section and select the create a new campaign button and this time pick the “Video” campaign type, select the standard settings mentioned in the video and create a video ad. Make sure you do use impression frequency capping. No one will see this ad. The video you use does NOT have to be made by the company/website you are using--for the HW it can be any related video out there. (Note: In the real world, you would need to be the owner of the video or have permission). Preferably choose “In Stream” but you can do “Video discovery.” For targeting pick 3 audience segments, 3 demographic variables (e.g., age, income), 1 topic and keywords

Extra Credit-5 points

Create a **Facebook Ad**, for this best to use your own Facebook login, very hard to get past their security process if a fake Facebook business page and account-reason don't use in homework and very similar to Google Display. Use core audiences as shown in the video

To get credit: see screenshots next section

1. Show screenshot of a well-done ad following best practices
2. Pick at least 5 variables that fit your website category and target audience using core audiences not just default ones in ad section-show a screenshot of targeting options

Because this is for extra credit you have to do this on your own, this ad platform changes a lot and not always easy to access ads from your account,

The following is what you will be copying and pasting for PPC deliverables- see “video what to turn in”

Points-out of 64	Points from different deliverables 2-6
9	a. Click on the all Campaigns tab (should have 3 campaigns-Search, Smart Display & Video)-for each campaign as shown in the video copy and paste the detail page showing all your <u>campaign settings</u> that I required when doing that campaign-may require several screenshots. See the examples below for each campaign type-need to see things like localization (search), demographics and/or placements (in display), and impression caps (in video) audiences ,
9	b. Ad groups tab (should have a total of 3 Ad Groups-2 for search and one for video) . Smart display appears elsewhere
15	c. Ads tab- make sure I can see all your ads including the video ads. To show your display ad, you will have to go into setting area of smart campaign. I must be able to easily read the ads
20	d. Keywords tab- 6 keywords for each ad group, the first ad group has broad match type, the second ad group a combination of phrase and exact Shown again in Final Video “What to turn in”
6	e. Negative keywords: make sure all your negative keywords are shown and if campaign vs ad groups-minimum of 6 negative keywords
5	f. Ad extensions created- must have at least two: site links (with at least 2 links) and one other extension can be any type
Extra points 5	g. Facebook 5 variables and ad

Campaign settings

Google Ads | All campaigns

[SEARCH](#)
[REPORTS](#)
[TOOLS & SETTINGS](#)
?
! 356-754-9731
jsomtest2020@gmail.com
a

! Your account cannot show ads - To start running your ads, enter your billing information.
FIX IT

- Overview 🏠
- Recommendations
- ▶ Campaigns
- ▶ Ad groups
- ▶ Ads & extensions
- ▶ Videos
- ▶ Landing pages
- ▶ Keywords
- ▶ Audiences
- ▶ Demographics
- ▶ Placements
- Settings
- Campaign settings
- Account settings
- + More •

Campaign settings

🔿 Campaign status: All enabled [ADD FILTER](#)

COLUMNS
📄 DOWNLOAD
🗪 EXPAND

	Campaign ↓	Budget	Status	Target CPA	Optimization score	Campaign type	Bid strategy type	Networks	Ad rotation
<input type="checkbox"/>	Video Custom - 2021-02-23	\$1.00 (total) Feb 23, 2021...	Eligible	–	–	Video	Manual CPV	YouTube search; YouTube videos; Display Network	Optimize: Prefer best performing ads
<input type="checkbox"/>	Search-1	\$1.00/day	Eligible	–	–	Search	Maximize clicks	Google search; Search partners	Optimize: Prefer best performing ads
<input type="checkbox"/>	Display-Smart-1	\$1.00/day	Eligible	\$0.10	–	Display	Target CPA	Display Network	Optimize for conversions (Not supported)

1 - 3 of 3

For Search in settings-show 2 localization radius

The screenshot shows the Google Ads interface for a campaign named 'Search-1'. The campaign is enabled and has a status of 'Eligible (Learning)'. The budget is set to \$1.00/day. The 'Locations' setting is highlighted with a red arrow, showing two localization radii: '30 mi around Houston, TX (radius)' and '20 mi around Richardson, TX 75080 (radius)'. Other settings include Campaign name (Search-1), Campaign status (Enabled), Goal (No goal selected), Networks (Google Search Network, Search partners), Languages (English), Budget (\$1.00/day), Bidding (Maximize clicks), Start and end dates (Start date: September 24, 2020, End date: Not set), Conversions (Account-level conversions setting), Ad rotation (Optimize: Prefer best performing ads), Campaign URL options (No options set), Dynamic Search Ads setting (Get automated search targeting and customized ad headlines based on your website), and IP exclusions (No exclusions set).

Setting	Value
Campaign name	Search-1
Campaign status	Enabled
Goal	No goal selected
Networks	Google Search Network, Search partners
Locations	30 mi around Houston, TX (radius) and 20 mi around Richardson, TX 75080 (radius)
Languages	English
Budget	\$1.00/day
Bidding	Maximize clicks
Start and end dates	Start date: September 24, 2020 End date: Not set
Conversions	Account-level conversions setting
Ad rotation	Optimize: Prefer best performing ads
Campaign URL options	No options set
Dynamic Search Ads setting	Get automated search targeting and customized ad headlines based on your website
IP exclusions	No exclusions set

For display campaign a smart targeting

Google Ads | All campaigns > Display-1

SEARCH | REPORTS | TOOLS | SETTINGS & BILLING | 417-119-9786 | digitalmktcourseud@gmail.com

Your account cannot show ads - To start running your ads, enter your billing information. **FIX IT**

Overview **Enabled** Status: Bid strategy learning Type: Display Budget: \$1.00/day [More details](#)

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Less

Topics

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

Campaign name	Display-1	▼
Campaign status	Enabled	▼
Goal	No goal selected	▼
Locations	United States (country)	▼
Languages	English	▼
Bidding	Maximize conversions	▼
Budget	\$1.00/day	▼
Ad rotation	Optimize: Prefer best performing ads	▼
Start and end dates	Start date: March 10, 2021 End date: Not set	▼
Devices	Show on all devices	▼
Frequency management	Let Google Ads optimize how often your ads show (recommended)	▼
Campaign URL options	No options set	▼
Dynamic ads	No data feed	▼
Conversions	Setup conversion tracking for your account to track the actions that matter to you Don't include view-through conversions in your "Conversions" and "All conversions" columns	▼
Content exclusions	Sensitive social issues + 2 more	▼
IP exclusions	No exclusions set	▼

In Video go to settings, frequency capping and for audiences- and inmarket, custom and affinity audiences; also need demographics-age, gender, household income

The screenshot shows the Google Ads interface for a Video Custom campaign. The top navigation bar includes the Google Ads logo, campaign name 'Video Custom - 2021-02-23', and user information. A red banner at the top indicates a billing issue. The left sidebar contains navigation options like Overview, Recommendations, Ad groups, and Settings. The main content area displays the 'Settings' for the campaign, including Goal, Budget and dates, Networks, Languages, Locations, and Bid strategy. Below these are 'Content exclusions' and 'Additional settings'. A red arrow points to the 'Frequency capping' setting, which is currently set to '4 impressions per day, 2 views per day'.

Setting	Value
Goal	No goal selected
Budget and dates	\$1.00 in total Start date: 2/23/2021 End date: 3/31/2021
Networks	YouTube search results, YouTube videos, Video partners on the Display Network
Languages	English
Locations	United States (country)
Bid strategy	Maximum CPV
Content exclusions: define where your ads can show	
Inventory type	Standard inventory
Excluded types and labels	Types: Show on all Labels: DL-MA: Mature audiences, ... (and 1 more)
Additional settings	
Conversions	Account-level conversions setting
Devices	All eligible devices (computers, mobile, tablet, and TV screens)
Frequency capping	4 impressions per day, 2 views per day

! Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

Overview

● Enabled Status: Eligible Type: Skippable in-stream Start and end date: Feb 23, 2021 - Mar 31, 2021 Max. CPV: \$0.10

More details

Recommendations

Audiences

All time Sep 23, 2020 - Feb 24, 2021

Ads & extensions



ADD FILTER



Videos

Landing pages

Keywords

Audiences

Audiences

Exclusions

Demographics

Placements

Settings

Less

<input type="checkbox"/>	<input type="radio"/>	Audience	Type	Max. CPV	Status	Views	Avg. CPV	↓ Impr.	View rate	Cost	Conversion:
<input type="checkbox"/>	<input checked="" type="radio"/>	Home & Gar... Home Decor ...	Affinity audience 1	\$0.10	Eligible	0	—	0	—	\$0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Apparel & Ac... Women's Ap...	In-market audience 2	\$0.10	Eligible	0	—	0	—	\$0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Shoppers > S... Department ...	Affinity audience	\$0.10	Eligible	0	—	0	—	\$0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Shoppers Shoppers by ...	Affinity audience	\$0.10	Eligible	0	—	0	—	\$0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Women Swe...	Custom audience 3	\$0.10	Eligible	0	—	0	—	\$0.00	0.00
Total: Audie...						0	—	0	—	\$0.00	0.00
Total: Expa...						0	—	0	—	\$0.00	0.00
Total: ... ?						0	—	0	—	\$0.00	0.00

! Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

Overview

● Enabled Status: Eligible Type: Skippable in-stream Start and end date: Feb 23, 2021 - Mar 31, 2021 Max. CPV: \$0.10 [More details](#) ▾

Recommendations

Age

All time Sep 23, 2020 – Feb 24, 2021

Ads & extensions

ADD FILTER

Ad group view ▾

SEGMENT COLUMNS DOWNLOAD EXPAND

Videos

Landing pages

Keywords

Audiences

Demographics

Age

Gender

Parental status

Household income

Combinations

Exclusions

<input type="checkbox"/>	<input checked="" type="radio"/>	Age ↑	Status	Max. CPV	Views	Avg. CPV	Impr.	View rate	Cost	Conversion:	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	18 - 24	Eligible	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	25 - 34	Eligible	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	35 - 44	Excluded from ad group	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	45 - 54	Excluded from ad group	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	55 - 64	Excluded from ad group	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	65+	Excluded from ad group	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
		Total: Ages			0	–	0	–	\$0.00	0.00	\$0.00
		Total: Other			0	–	0	–	\$0.00	–	–

! Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

Overview

● Enabled Status: Eligible Type: Skippable in-stream Start and end date: Feb 23, 2021 - Mar 31, 2021 Max. CPV: \$0.10 [More details](#) ▾

Recommendations

Gender

All time Sep 23, 2020 – Feb 24, 2021 ▾ < >

▶ Ads & extensions

ADD FILTER

Ad group view ▾

SEGMENT COLUMNS DOWNLOAD EXPAND ▾

▶ Videos

▶ Landing pages

▶ Keywords

▶ Audiences

▶ Demographics

Age

Gender

Parental status

Household income

<input type="checkbox"/>	<input checked="" type="radio"/>	Gender ↑	Status	Max. CPV	Views	Avg. CPV	Impr.	View rate	Cost	Conversion:	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Female	Eligible	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Male	Excluded from ad group	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	\$0.10	0	–	0	–	\$0.00	0.00	\$0.00
		Total: Gen...			0	–	0	–	\$0.00	0.00	\$0.00
		Total: Other			0	–	0	–	\$0.00	–	–
		Total: Ad g...			0	–	0	–	\$0.00	0.00	\$0.00

1 - 3 of 3

! Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

Overview

● Enabled Status: Eligible Type: Skippable in-stream Start and end date: Feb 23, 2021 - Mar 31, 2021 Max. CPV: \$0.10 [More details](#) ▾

Recommendations

Household income

All time Sep 23, 2020 - Feb 24, 2021 ▾ < >

▶ Ads & extensions

ADD FILTER

Ad group view ▾

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

▶ Videos

▶ Landing pages

▶ Keywords

▶ Audiences

▶ Demographics

Age

Gender

Parental status

Household income

Combinations

Exclusions

▶ Placements

Settings

Less

<input type="checkbox"/>	<input checked="" type="radio"/>	Household income ▾	Status	Max. CPV	Views	Avg. CPV	Impr.	View rate	Cost	Conversion:	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Top 10%	Excluded from ad group	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	11 - 20%	Excluded from ad group	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	21 - 30%	Eligible	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	31 - 40%	Eligible	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	41 - 50%	Excluded from ad group	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Lower 50%	Excluded from ad group	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	\$0.10	0	-	0	-	\$0.00	0.00	\$0.00
		Total: Hou...			0	-	0	-	\$0.00	0.00	\$0.00
		Total: Other			0	-	0	-	\$0.00	-	-
		Total: Ad g...			0	-	0	-	\$0.00	0.00	\$0.00

1 - 7 of 7

Reporting is not real time. Time zone for all dates and times: (GMT-06:00) Central Time. [Learn more](#)

Ad groups- should see 3 adgroups

Google Ads | All campaigns

Your account cannot show ads - To start running your ads, enter your billing information.

Ad groups

Overview Recommendations Insights Campaigns Ad groups Auction insights Ads & extensions Videos Landing pages Keywords Audiences Demographics Placements Settings More

Ad groups

Fri, Jun 4, 2021
Clicks
0
To add a note, **click** on the chart
[ADD NOTE](#)

Jun 3, 2021

Ad group status: **All but removed** [ADD FILTER](#)

<input type="checkbox"/>	<input type="radio"/>	Ad group	Campaign	Status	Default max. CPC	Max. CPV	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group 1- Broad keywords	Search-1	Eligible	-	-	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group 2- Phrase and Exact Keywords	Search-1	Eligible	-	-	Standard
<input type="checkbox"/>	<input checked="" type="radio"/>	Video Custom - 2021-06-07	Video Custom - 2021-06-07	Eligible	-	\$1.00	Skippable in-stream
		Total... ?					
		Total... ?					

1
2
3

fyi, Display because Smart campaign wont show adgroups

Ads-should see 3 ads

Detail for display and video


Google Ads | All campaigns

! Your account cannot show ads - To start running ads, you must complete your account information.

Overview Recommendations Insights Campaigns Ad groups Ads & extensions **Ads** Extensions Videos Landing pages Keywords Audiences Demographics

Ads

Ad status: All but removed ADD FILTER


<input type="checkbox"/>	<input type="radio"/>	Ad	Campaign	Ad group
<input type="checkbox"/>	<input checked="" type="radio"/>	1 Buy {Keyword:Designer Cardigan Sweaters} Summer Sale 15% Off Designer Cardigan... altardstate.com/cardigan/sweaters Wide Selection of Sizes. Free Shipping. Finest Hand Made Materials! Machine Washable. Gi... View assets details	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>	<input checked="" type="radio"/>	2 Buy {Keyword:Highest Quality Pullovers} Spring Sale 15% Off Designer Pullover... altardstate.com/pull-over/sweaters Wide Selection of Sizes. Free Shipping. Finest Hand Made Materials! Machine Washable. Gi... View assets details	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>	<input checked="" type="radio"/>	3 Ad #1  Visit Us 15% Discount	Video Custom - 2021-06-07	Video Custom - 2021-06-07

Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

Preview ad

ON YOUTUBE GOOGLE VIDEO PARTNERS



Mobile Desktop

PREVIEW AD ON YOUTUBE DESKTOP COPY LINK

To preview your ad on YouTube mobile, copy the link and share it to a mobile device.

Max. CPV: \$0.10 More details

Sep 23, 2020 - Feb 24, 2021

	View rate	Avg. CPV	Cost
0	-	-	\$0.00
0	-	-	\$0.00
0	-	-	\$0.00

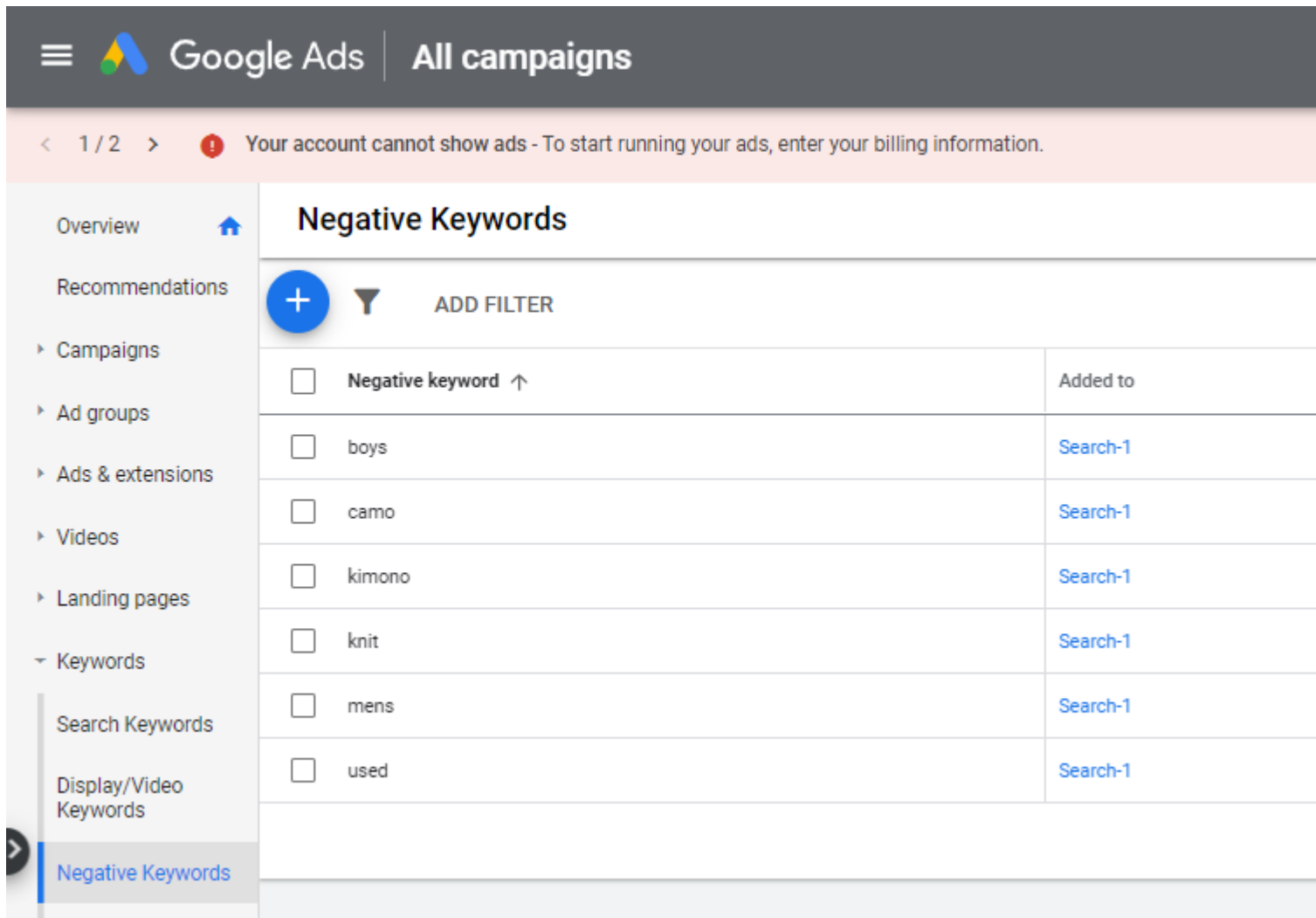
1 - 1 of 1

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2021.

12 Keywords, 3 match types

Search Keywords				
Jun 3, 2021				
<input type="checkbox"/> Keyword status: All but removed ADD FILTER				
<input type="checkbox"/>		Keyword	Campaign	Ad group
<input type="checkbox"/>		long cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>		ladies cardigan sweaters	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>		black cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>		white cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>		cropped cardigan sweater	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>		cardigan sweaters for women	Search-1	Ad group 1-Broad keywords
<input type="checkbox"/>		"pullover sweater"	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>		"cute pullover sweaters"	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>		"knit sweater pullover"	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>		[classic pullover sweaters]	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>		[oversized pullover sweater]	Search-1	Ad group 2-Phrase and Exact Keywords
<input type="checkbox"/>		[yellow pullover sweater]	Search-1	Ad group 2-Phrase and Exact Keywords

Negative keywords



The screenshot shows the Google Ads interface for managing negative keywords. At the top, the Google Ads logo and 'All campaigns' are visible. A notification banner indicates that the account cannot show ads due to missing billing information. The left sidebar contains navigation options: Overview, Recommendations, Campaigns, Ad groups, Ads & extensions, Videos, Landing pages, Keywords, Search Keywords, Display/Video Keywords, and Negative Keywords (which is currently selected). The main content area is titled 'Negative Keywords' and features a '+ ADD FILTER' button. Below this is a table with two columns: 'Negative keyword' and 'Added to'. The table lists several negative keywords: 'boys', 'camo', 'kimono', 'knit', 'mens', and 'used', all of which are associated with 'Search-1'.

<input type="checkbox"/> Negative keyword ↑	Added to
<input type="checkbox"/> boys	Search-1
<input type="checkbox"/> camo	Search-1
<input type="checkbox"/> kimono	Search-1
<input type="checkbox"/> knit	Search-1
<input type="checkbox"/> mens	Search-1
<input type="checkbox"/> used	Search-1

Extensions

Google Ads | All campaigns

< 1 / 2 > ! Your account cannot show ads - To start running your ads, enter your billing information.

Overview [↑](#) **Extensions**

- Recommendations
- ▶ Campaigns
- ▶ Ad groups
- ▶ Ads & extensions
 - Ads
 - Extensions**
 - ▶ Videos
 - ▶ Landing pages
 - ▶ Keywords
 - ▶ Audiences
 - ▶ Demographics
 - ▶ Placements
 - ▶ Settings
- + More •

Sitelink >

Impressions	Clicks	CTR	1 campaign Added to
-------------	--------	-----	------------------------

Preview

Buy Cardigan Sweaters | Spring Sale 15% Off on Brands | Six Colors, Machine Washable
[\[Ad\] altardstate.com/Cardigan/Sweaters](#)

Shop Our Huge Selection of Women's Clothing and Accessories. Free Shipping. Satisfaction Guaranteed or Your Money Back

Cardigan Sweaters

Sales

Show links to specific pages of your website

Callout >

Impressions	Clicks	CTR	1 campaign Added to
-------------	--------	-----	------------------------

Preview

Buy Cardigan Sweaters | Spring Sale 15% Off on Brands | Six Colors, Machine Washable
[\[Ad\] altardstate.com/Cardigan/Sweaters](#)

Shop Our Huge Selection of Women's Clothing and Accessories. Free Shipping. Satisfaction Guaranteed or Your Money Back Free Shipping. Imported from Italy. Hundreds of Styles. Gift Cards Available.

Free Shipping Imported from Italy Hundreds of Styles

Gift Cards Available

Extra Credit Facebook Ad-Video, text or image

(1) Create Ad | Facebook

Cardigan Sweaters for Women

https://www.facebook.com/ad_center/create/websitead/?entry_point=ww

Promote Your Website

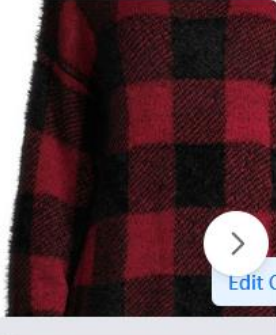
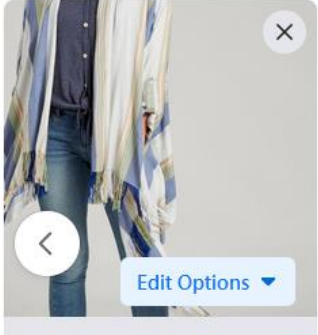
Ad Creative

How do you want your ad to look? [Use a Post](#)

Description

Altar'd State Cardigan Sweaters Can be Worn in Many Ways. Over Ten Colors and Sizes. Finest Cashmere. Made in Italy.

Media 3/5 · Select multiple images or videos to create a carousel. [Select Media](#)



0 Colors [+](#)

Headline

Finest Cashmere

15 / 25 Characters

Button label

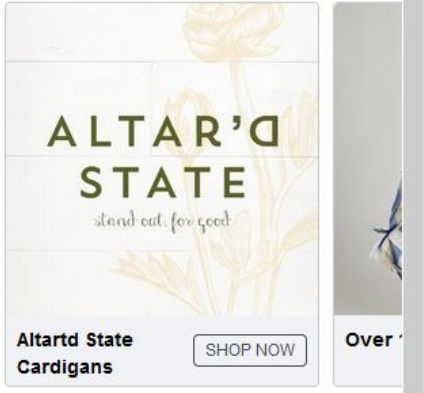
Shop Now

Website URL

Ad Preview

Altard demo site
Sponsored · [Report](#)

Altar'd State Cardigan Sweaters Can be Worn in Many Ways. Over Ten Colors and Sizes. Finest Cashmere. Made in Italy.



Altard State Cardigans [SHOP NOW](#) Over

[Like](#) [Comment](#) [Share](#)

[See All Previews](#)

Estimated Daily Results

People Reached	123 - 355
Link Clicks	15 - 43

[Promote Now](#)

By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Facebook Create Ad interface for "Cardigan Sweaters for Women".

Website URL: state.com/as/all-clothing/sweaters-cardigans/cardigans/ ✓

Special Ad Category: Ads about credit, employment, housing, or social issues, elections or politics. [Learn More](#)

Audience: Who should see your ad?

- People you choose through targeting
- Custom FB Altard

Audience Details:

- Location - Living In United States
- Age 18 - 30
- Gender Female
- People Who Match Interests: Online shopping or Women's clothing,
- Behaviors: Anniversary (within 61-90 days)

Additional audience options:

- xtest
- cardigan shoppers

[Create New](#)

Estimated Daily Results:

- People Reached: 123 - 355
- Link Clicks: 15 - 43

Payment Summary: Your ad will run for 5 days.

- Total budget: \$5.00 USD
- \$1.00 a day x 5 days.

Duration: [Information icon]

By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

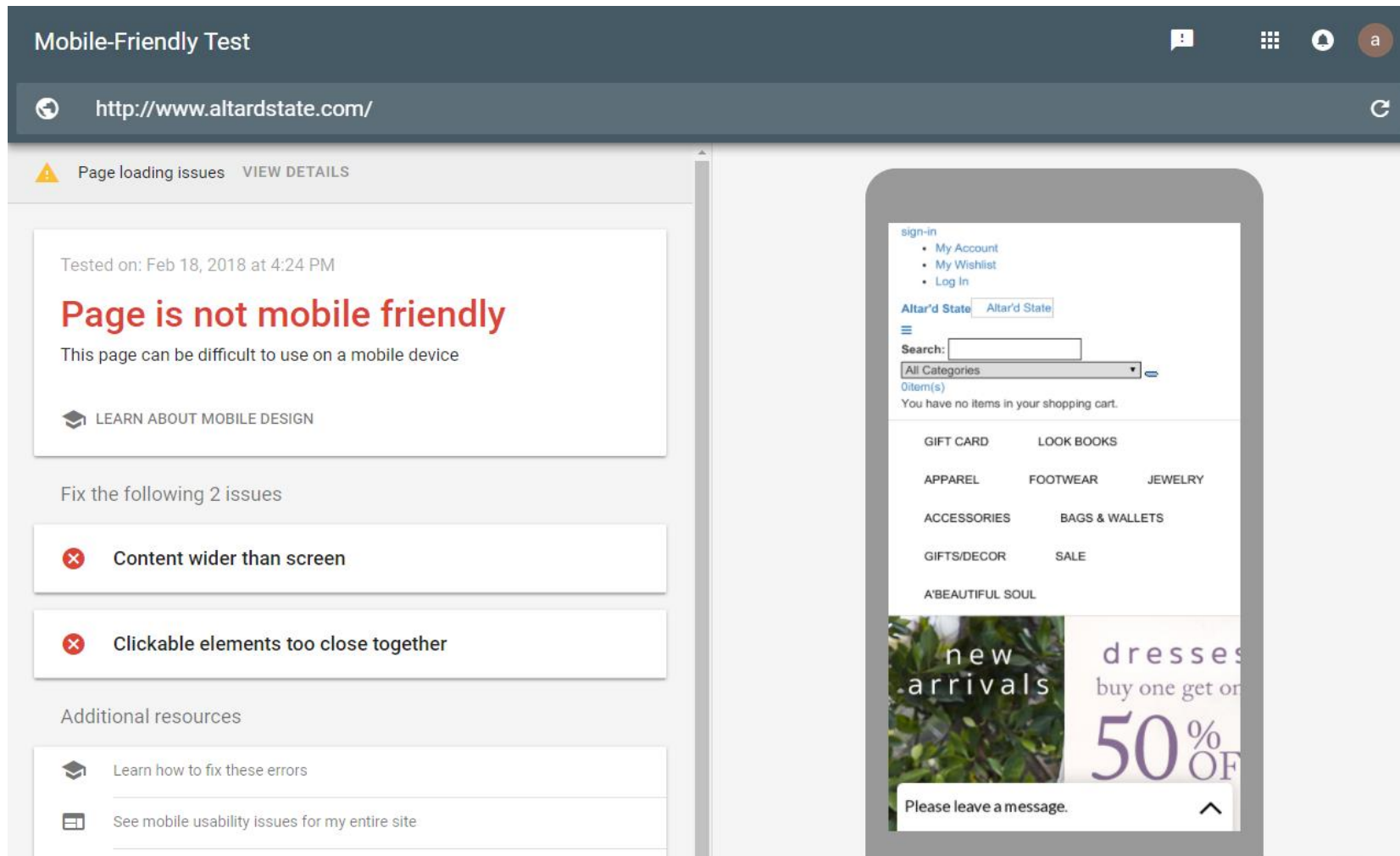
[Promote Now](#)

C. SEO Section-(44 points) continue using the same website as you did for PPC

Create a free account at both <https://moz.com/community/join> and download the extension to the Chrome browser then also create a free account with <http://seositecheckup.com/>

DELIVERABLE SEVEN (4 points): Is the site mobile friendly and what is the speed rating is given by Google (show screenshot)

a) First, go to <https://search.google.com/test/mobile-friendly> enter URL and take a screenshot of the results page, no need to make comments



- b) SPEED: two tools lets go to <https://testmysite.thinkwithgoogle.com/> enter the domain and take 3 screenshots shown below by scrolling down. Benefit of this tool shows you average lost visitors and industry comparison, etc. in the real world you would want to read the free report they email you. No comments needed.

Think with Google


Test My Site ? [Get your full report](#)

Your speed results for [altardstate.com](#) ⓘ

Your mobile site speed is 2.3 seconds in United States on a 4G connection.

RATING
Good
Good sites start to load in under 2.5 seconds.
[Learn more](#)

MONTHLY TREND
No Change
Your site speed has not changed since last month.
[Learn more](#)

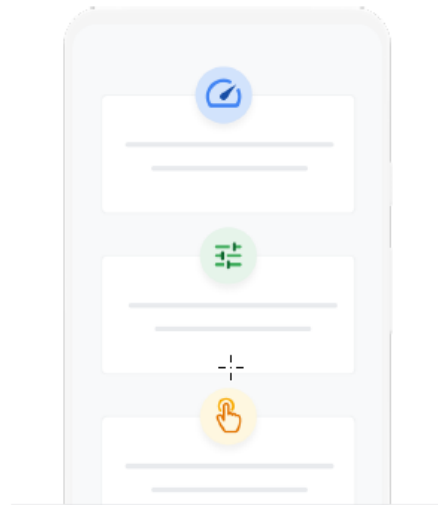


Learn how to optimize your mobile site

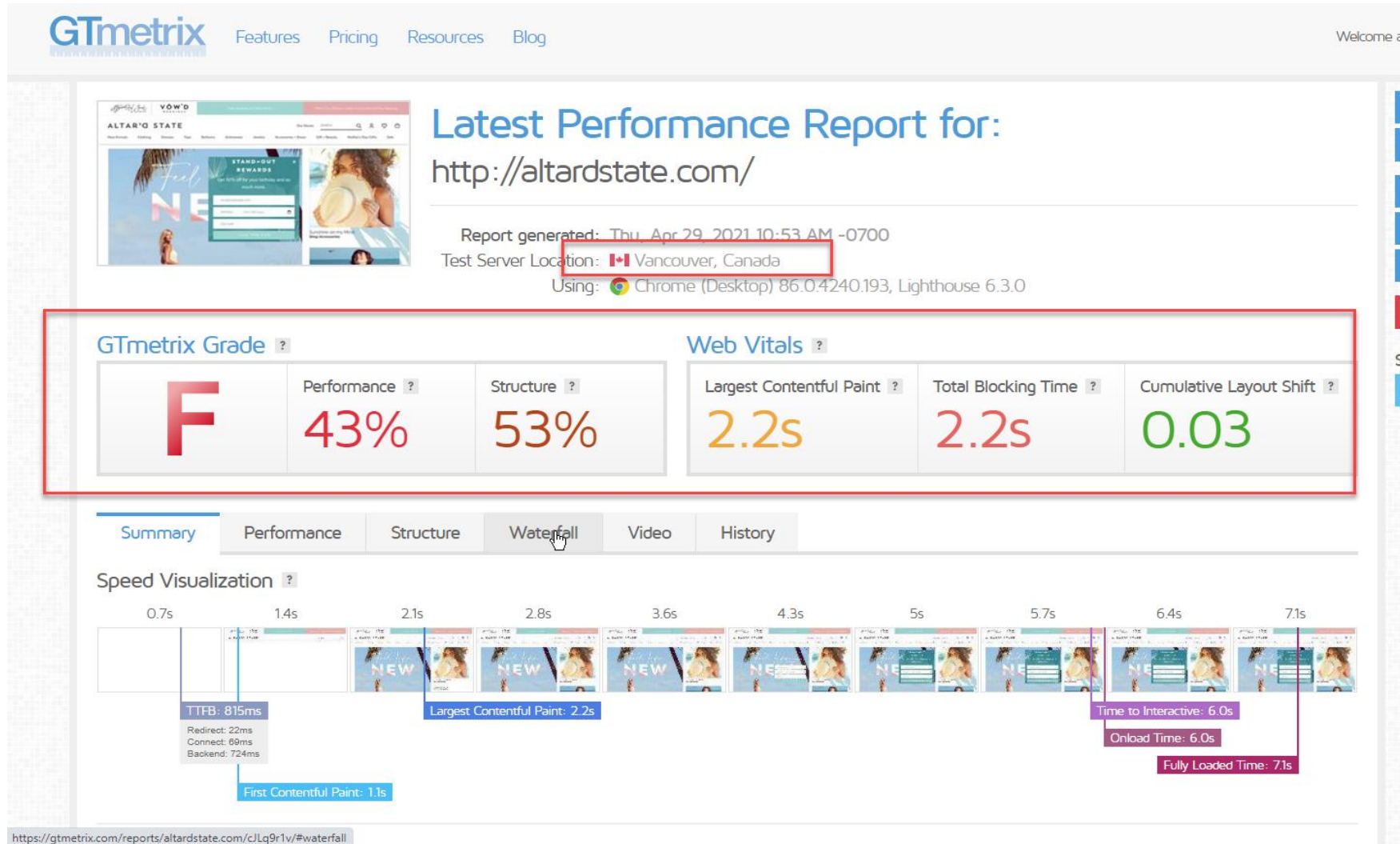
↓

Test My Site

Your mobile report for altardstate.com



Now go to <https://gtmetrix.com> (FYI there are other tools such as <https://tools.pingdom.com/> you can use for homework) and enter your domain, pick any city and run the test, highlight results highlight problem areas (if they are all great still show this), Identify and highlight which items are slowing down your website the most.



Top Issues

These audits are identified as the top issues impacting your performance.

IMPACT	AUDIT		
High	Avoid enormous network payloads	Total size was 8.40MB	▼
High	Reduce initial server response time	Root document took 723ms	▼
Med-High	Avoid an excessive DOM size	6,730 elements	▼
Med-High	Properly size images	Potential savings of 2.58MB	▼
Med-High	Avoid long main-thread tasks	11 long tasks found	▼

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

[See all Structure audits](#)

Page Details ?

Your page content is broken down into the following:



Total Page Size - 8.40MB



Total Page Requests - 216



HTML JS CSS IMG Video Font Other

More from GTmetrix

Additional tips and suggestions based on your page analysis.



Third-party requests are affecting your performance

Learn why and potential solutions



Consider monitoring performance

Learn why monitoring is important



Discover more insights with GTmetrix PRO

Analyze more pages, test on mobile devices, check performance in Premium Test Locations, monitor hourly and much more

[Get PRO insights now](#)

[Read our blog for more performance tips and advice.](#)






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DELIVERABLE EIGHT: Using <https://seositecheckup.com/> (or **any other free SEO tool** such as <https://www.seobility.net/>, [Screaming Frog](https://www.screamingfrog.co.uk/) or <https://neilpatel.com/seo-analyzer/> or <https://sitechecker.pro/>

- a) Go to their checkup tab and take a screenshot and highlight at least 3 problem areas --make sure it's for your target website. It can be things like the metatag descriptions, page titles, etc. show screenshots. No need for an explanation, in the real world you would want to make specific recommendations by seeing the "How to Fix" Here are some from seositecheckup and Screaming frog, I show examples from different tools, you just pick one and show 3 problems

Meta Description ?	 The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results. HOW TO FIX
Keyword Usage ?	 Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.  Keyword(s) not included in Title tag  Keyword(s) not included in Meta-Description tag HOW TO FIX
<h1> Headings Status ?	 Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines. HOW TO FIX

Scrummingfrog altardstate.com Start Clear 100% SEO Spider

Internal External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Directives Hreflang

Filter: Missing Export

	URI	Occurrences	Meta Description
1	http://altardstate.com/	0	
2	http://altardstate.com/fanreel-gallery/	0	
3	http://altardstate.com/careers	0	
4	http://altardstate.com/size-charts	0	
5	http://www.altardstate.com/shop/apparel/dresses	1	
6	http://altardstate.com/our-story	0	
7	http://altardstate.com/customer-service-item-locator/	0	
8	http://www.altardstate.com/shop/apparel/intimates	1	
9	http://altardstate.com/prayer-requests/	0	
10	http://altardstate.com/military-discount	0	
11	http://www.altardstate.com/shop/apparel/skirts	1	
12	http://altardstate.com/returns	0	
13	http://altardstate.com/shipping-information	0	
14	http://altardstate.com/stores	0	
15	http://altardstate.com/cdn-cgi/llemail-protection	0	
16	http://altardstate.com/mission-mondays	0	

Filter Total: 108

Name	Value
Address	http://www.altardstate.com/shop/apparel/skirts
URL Encoded Address	http://www.altardstate.com/shop/apparel/skirts
Content	text/html; charset=UTF-8
Status Code	200
Status	OK
Size	116258
Title 1	Skirts - Apparel
Title 1 Length	16

Overview Site Structure Response Times API

- Uppercase (26) (6.39%)
- Duplicate (0) (0.00%)
- Parameters (13) (3.19%)
- Over 115 Characters (2) (0.49%)
- Page Titles
 - All (180) (100.00%)
 - Missing (0) (0.00%)
 - Duplicate (75) (41.67%)
 - Over 65 Characters (0) (0.00%)
 - Below 30 Characters (110) (61.11%)
 - Over 571 Pixels (0) (0.00%)
 - Below 200 Pixels (50) (27.78%)
 - Same as H1 (57) (31.67%)
 - Multiple (0) (0.00%)
- Meta Description
 - All (180) (100.00%)
 - Missing (108) (60.00%)
 - Duplicate (67) (37.22%)
 - Over 320 Characters (0) (0.00%)
 - Below 70 Characters (83) (46.11%)
 - Over 1866 Pixels (0) (0.00%)


Overview Site Structure Response Times API

- All (180) (100.00%)
- Missing (157) (87.22%)
- Duplicate (0) (0.00%)
- Multiple (0) (0.00%)
- H1
 - All (180) (100.00%)
 - Missing (1) (0.56%)
 - Duplicate (102) (56.67%)
 - Over 70 Characters (0) (0.00%)
 - Multiple (5) (2.78%)
- H2
 - All (180) (100.00%)
 - Missing (56) (31.11%)
 - Duplicate (72) (40.00%)
 - Over 70 Characters (2) (1.11%)
 - Multiple (84) (46.67%)
- Images
 - All (83) (100.00%)
 - Over 100 kb (27) (32.53%)
 - Missing Alt Text (18) (21.69%)
 - Alt Text Over 100 Characters (0) (0.00%)

- b) Use if they still have them in free versions a “broken links checker”, some may not offer free, in that case, use a website that only checks for broken links, you can always google for broken links checkers: <https://www.brokenlinkcheck.com/> take a screenshot showing the results if no broken links still show the screenshot. Here is mine but yours may look different if you used another platform, key thing is to show broken links result

1 Enter your URL (e.g. www.example.com) - by doing so you agree to these [Terms](#)

2 Security code

 [Generate new code](#)

Report **distinct** broken links only

Report all occurrences of each dead link (*may be slower*)

[Find broken links now !](#) To see link's location in the source HTML click on [src](#) below


#	Broken link (you can scroll this field left-right)	Page where found	Server response
1	http://www.abeautifulsoul.com/shop/a-beautiful-soul/shop/a-beautiful-soul/sweaters-a-beautiful-soul	url src	404
2	http://www.abeautifulsoul.com/shop/a-beautiful-soul/shop/a-beautiful-soul/jackets-coats	url src	404
3	http://www.altardstate.com/shop/apparel/essential-layers/sleepwear	url src	404

Disable page auto-scrolling

Status

.....

Processed 777 web-pages and 794 links



DELIVERABLE NINE. (3 points)

[Create a MOZ account, click on create an account vs trying to login](#)

[Download the MOZ tool bar-only with Chrome](#)

[See this for troubleshooting issues](#) with MOZ toolbar

Localization, using <https://moz.com/local/overview>, show a screenshot of what listings they have and don't have. If no results make sure you look through all the "addresses" they provide, show screenshot of what addresses were available if no results. **Highlight incomplete and inconsistent or duplicate listings as shown below, no need for comments**

Your Online Presence Score for:

altard state, 915 Watters Creek Boulevard, 75013 [CHANGE LOCATION](#)

[Share result](#) [Export as PDF](#)

Quality of your location data online, out of 9 directories we searched successfully:

44%

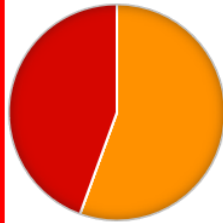
MISSING

56%

INCORRECT

0%

CORRECT



Optimize your company's
online presence

Improve with Moz Local

Results

Your online business listing visibility

Directory	Business Info	Hours	Photos
Google Search	Altard State 915 Watters Creek Boulevard, Allen (214) 383-9305 http://www.altardstate.com/	✓	✓
Google Maps	Altard State 915 Watters Creek Boulevard, Allen (214) 383-9305 http://www.altardstate.com/	✓	✓



Facebook

Listing not found



Bing

Altar'd State
915 Watters Creek Blvd, Allen
+1 (214) 383-9305
<http://www.altardstate.com/>



Foursquare

Altar'd State
915 Market Street, Allen
+12143839305
Website missing



Factual

At the moment we cannot reach this directory



Hotfrog

Altar'd State
915 Market Street, Allen
(214) 383 9305
<http://www.altardstate.com>



us-info

Listing not found



ShowMeLocal

Listing not found



Navmii

Listing not found



HERE

We also create and update your location data in this directory



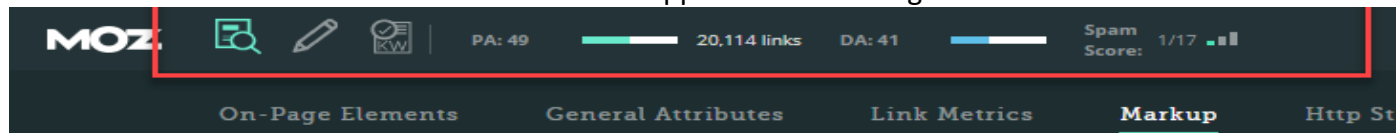
We also create and update your location data in this directory



We also create and update your location data in this directory

DELIVERABLE 10 -34 points

- A) Using the MOZ toolbar for your target website (you must be logged in to MOZ) . Take a screenshot of your website’s home page and highlight its Domain Authority (DA), Page Authority (PA) and Spam Score, as shown below. Make sure it is easily visible as the tools black background makes it hard to read with a screenshot unless cropped and made larger.



- i) Click on the spam score and take a screenshot of issues as shown below, highlight top 4-5 “spammy” issues, in the real world you would request that those websites removed their links to you and if they don’t, submit a link disavowal with [Google](#), Bing, etc. No comments needed.

Link Explorer NEW
Overview
Inbound Links
Linking Domains
Anchor Text
Top Pages
Discovered and Lost
Compare Link Profiles
Spam Score

Spam Score NEW

[Track in a Campaign](#)

Reduce your risk by discovering potentially damaging links.

6 of 10 queries available until 10/21

Spam Score Breakdown	Linking Domains ⁱ	Domain Authority ⁱ	Spam Score
Percent of Linking Domains with a Spam Score of:	795	43	1%
1-30%	95.0%		
31-60%	4.1%		
61-100%	0.9%		

<input type="checkbox"/> URL	Spam Score [†]	DA [†]	Date Crawled
<input type="checkbox"/> www.wittynpretty.com/page/33/	86%	28	08/30/2018
<input type="checkbox"/> www.wittynpretty.com/category/st	86%	28	08/30/2018
<input type="checkbox"/> travel Archives - Witty N Pretty www.wittynpretty.com/tag/travel/	86%	28	07/21/2018
<input type="checkbox"/> www.wittynpretty.com/author/emorrison3	86%	28	09/03/2018
<input type="checkbox"/> www.wittynpretty.com/tag/summer/page/2/	86%	28	09/23/2018
<input type="checkbox"/> beach Archives - Witty N Pretty www.wittynpretty.com/tag/beach/	86%	28	07/02/2018
<input type="checkbox"/> Lifestyle Archives - Page 13 of 44 - Witty N Pretty Page 13 www.wittynpretty.com/tag/lifestyle/page/13/	86%	28	07/17/2018
<input type="checkbox"/> www.wittynpretty.com/versatile-beach-coverups/	86%	28	09/11/2018
<input type="checkbox"/> Altar'd State in Zion - allGLAMMEDup allglammedupstyle.com/altar-state-zion/	82%	25	09/20/2018
<input type="checkbox"/> redurl.info/http/www.altardstate.com/ redirect	79%	44	07/02/2018
<input type="checkbox"/> Altar'd State Sales in Broadway Square, Texas, USA promomall.us/store/Broadway_Square_TX/Altar%60d_State.html nofollow	70%	17	10/01/2017
<input type="checkbox"/> Altar'd State Sales in Summit Mall, Ohio, USA promomall.us/store/Summit_Mall_OH/Altar%60d_State.html nofollow	70%	17	09/13/2017
<input type="checkbox"/> Coupons code www.vedasecoupons.com/altardstate-corporate-address nofollow	67%	25	08/12/2018
<input type="checkbox"/> Coupons code www.vedasecoupons.com/axonify-inc nofollow	67%	25	08/12/2018
<input type="checkbox"/> Coupons code www.vedasecoupons.com/axonify-altardstate	67%	25	08/12/2018

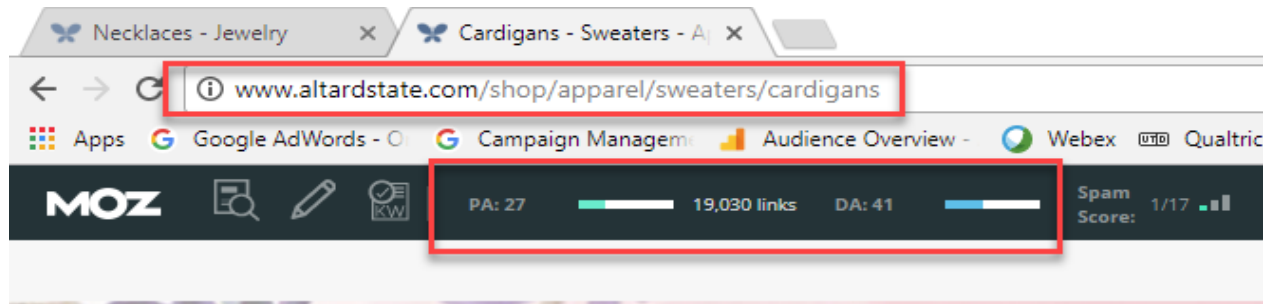
They need to have these links removed or disallowed as high spam index



B. As shown in the video, pick one long-tail keyword (must have at least three words). If your keyword is already in the top 3 results, then pick another one that is not. I suggest you add a location like Frisco, Dallas, etc. relevant to your website and show screenshots of the SERP. Then add a comment about your recommendation based on the PA and DA of other websites (for page authority for your product, pick a category or subcategory page-not search results--and do not add localization). Need to show screenshots for your page for that category/subcategory and then one for SERP. You must add comments of what you would recommend-your business objective is to try to get up into the top 3 results).

i) Enter what long-tail keyword you used: Cardigan sweaters with pockets Frisco

ii) Show a cropped screenshot of the category/subcategory or product detail page with its PA and DA.



iii) There are tools/software that will show the SERP organic rankings for a keyword but these are usually not free; unfortunately, the free

tools outside of MOZ, SEM Rush seldom work well. So just enter the long tail search keyword into Google search (e.g., Cardigan sweaters with pockets Frisco) and see if it appears in the first two pages of the search results. Show a screenshot of at least the top 3 results and add comments based on your target websites SERP organic ranking with a recommendation, as shown below.

Sweaters on Sale | Athleta®
www.athleta.com · Workout Clothes On Sale · Discount Activewear ▾
Mix it Up Sweater Tank. \$69.00. 76% off. \$15.97 · Long and Lean Sweater Vest. \$89.00. 85% off. \$12.97
- Maven Pocket Tank. \$89.00. 77% off. \$19.97 · Traverse City Sweater. \$98.00. 30% off. \$67.97 · Merino
Cold Spell Hoodie. \$108.00. 75% off. \$26.97. Final Sale. See more Discount Activewear. Workout Tops
on Sale.

Images for Cardigan sweaters with pockets frisco

→ More images for Cardigan sweaters with pockets frisco Report images

Amazon.com: Greys - Cardigans / Sweaters: Clothing, Shoes & Jewelry
https://www.amazon.com/Cardigans-Greys-Sweaters/s?ie=UTF8&page=1... ▾
Results 1 - 48 of 15595 - 1-48 of 15,595 results for Clothing, Shoes & Jewelry : Women : Clothing :
Sweaters : Cardigans : Greys. ... Women's Boho Long Sleeve Open Front Chunky Warm Cardigans
Pointelle Pullover Sweater Blouses. ... Women Button Down Crew Neck Long Sleeve Soft Knit Cardigan
Sweater (S-3X)
Missing: frisee

1) PA: 1 0 links DA: 57 Link Analysis

pocket cardigan sweater : Target
https://www.target.com · clothing · pocket cardigan sweater ▾
Shop for pocket cardigan sweater online at Target. Free shipping on purchases over \$35 and save 5%
every day with your Target REDcard.
Missing: frisee

1) PA: 1 0 links DA: 52 Link Analysis

Women's Cardigan Sweaters | Nordstrom
https://shop.nordstrom.com · Women · Sweaters ▾
Free shipping on women's cardigan sweaters at Nordstrom.com. Shop for cropped, long & short-sleeve
cardigans & more from top brands. Free shipping & returns.
Missing: frisee

2) PA: 41 48 links DA: 84 Link Analysis

Merino Frisco Sweater Athleta | Put this on | Pinterest | Clothes and ...
https://www.pinterest.com/pin/185140234657169798/

1. We are not in the top 20 positions For “Cardigan sweaters with pockets Frisco”. It will be hard to get into top 3 SEO rankings given that the Domain Authority of the top 3 are all over 80 and my website’s DA is only a 41

Recommendation for this keyword: I suggest we focus on doing PPC shopping ads in Google Ads and find other keywords to focus on for SEO purposes

WHAT TO PRINT AND TURN IN

The last video shows you what to turn in. Upload to elearning but make sure you save it as a pdf and upload as ONE document to elearning, do not upload 10 different documents. Use one of the free pdf compression tools to reduce the file size, <https://www.google.com/search?q=pdf+shrinker&ie=utf-8&oe=utf-8&client=firefox-b-1-ab>. Check your pdf! If you upload something that doesn’t open it will be marked late

If you do not follow these requirements in 8.5 x 11 size, (landscape, portrait, or combination is fine) and as one document- you will have to re-upload and have a 10-point deduction for not following instructions plus any late penalties.