Marketing Analytics.

EasyBackpack

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INTRODUCTION

The main objective of this report is to analyse my social media and a blog site to assess the degree of success on the pages. This report incorporates analysis along the evidence of the data benchmark from Blogger.com and the dashboard of google analytics. The two sources of data metrics will assist in the determination of the traffic to my site. According to Clayson, Brush, and Hajcak(2021), the three categories of data capacity metrics include the features of information, the reliability degree of the interior group, and the reliability degree of the interior subject. This report is composed based on a blog by the name easy backpack. The blog is objectively based on the subject of camping and hiking. Camping is the process of sleeping outdoor generally in a tent, camp, or an RV. Camping is flexible, which enhances it as the ideal foundation for planning and undertaking hikes. Hiking involves carrying camping gear and pitching tents. According to Rantala and Varley(2019) camping is a segment of leisure as well as tourism practices.

Figure 01: Tent and hammock as a base for camping and relaxation.

EASY BACKPACK BLOG

According to Osipova(2020), the innovation of blogs can be implemented objectively for educational purposes. Easy backpack blog was coursework 1(CW1) of the Marketing Analytics module assessment task. The main objective of the blog was the providence of maximum information in a single blog objectively to answer the most recurrent questions enquired and the overall survival of outdoor lovers whether they are at their beginning,

semi-professionals, or professionals. The blog brings about the expansion of no traces left and the rise of attentiveness in leaving light carbon's footprints on the globe.

Objectives of the blog

The Easy Backpack blog illustrates the following objectives of both camping and hiking:

- *Promoting individual well-being and enhancing mental health.*
- *The application of real fitness performance.*
- *Helpful experience at a lower cost.*
- *Exceptional adventure as well as a stories.*
- *Saving the environment.*
- *New places and lands exploration.*

Easy Backpack Blog's Keywords

Figure 02: Keyword search on AnswerThePublic website.

The above diagram has been sourced from the Answerthepublic website. The diagram illustrates the camping and hiking questions based upon various camping and hiking aspects such as what, when, are, who, where, why, what, and what can. The question results are illustrated in the form of a tree image which is quite compelling from a graphical perception.
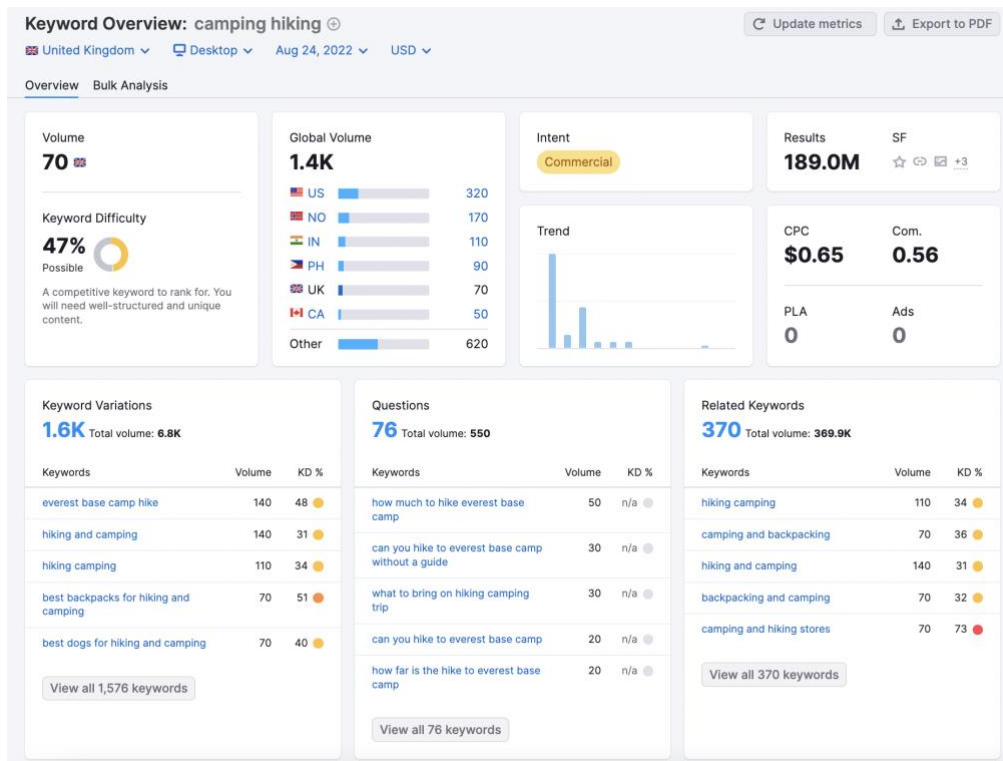
Figure 03: Keyword overview for camping hiking keyword in SEMrush website

The above diagram illustrates the results of the camping and hiking keyword search performed on the SEMrush website.
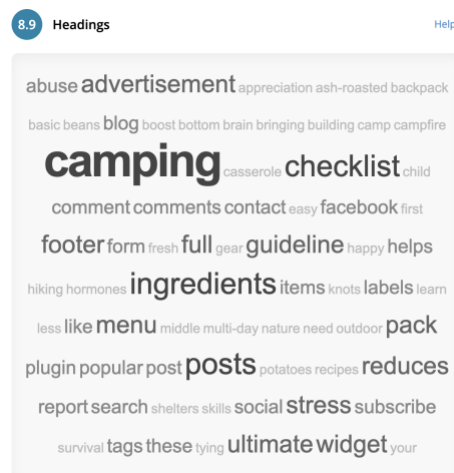
Figure 04: Nibbler test of the blog corresponding to selected keywords

SOCIAL MEDIA PLATFORMS

According to Kircaburun, Albash, and Tosuntas(2020), social media varies depending upon personal differences and the intention of implementation. Social media is composed of platforms that permit the creation and sharing of various content and engagement in social networking. Via social media platforms, content such as texts, images, videos, and audio are shared. The increment in the implementation of social

media platforms has led to a significant change in the international passage of information from one individual to another. The platform only requires the use of an internet connection to share information with the globe. The elements of the social media platform include the:

- **Participatory** implying that a direct or indirect interaction between the social media platform users.
- **Public** implying that the platforms are public since everyone can view the shared content.
- **Real timed** implies that the users can view and post content as it happens.
- **User's generated content** implies that the users are the producers rather than the culture's consumers.
- **User profiles** imply that the platform users have the chance to share their information.
- **Social networks** refer to the ****opportunity offered by the social media platform to the respective groups of people to share their interests and communicate with each other.
- **A one-to-numerous information passage** implies that the respective users can pass information to numerous people at once.

According to Han, Lappas, and Sabnis(2020), social media platforms incorporate platforms such as blogs, Facebook, Instagram, Reddit, Youtube, and Twitter. In today's world, social media platforms are at a rapid rate of growth.

In the initial stage of creating and promoting the easy backpack blog, the following social media platforms were implemented:
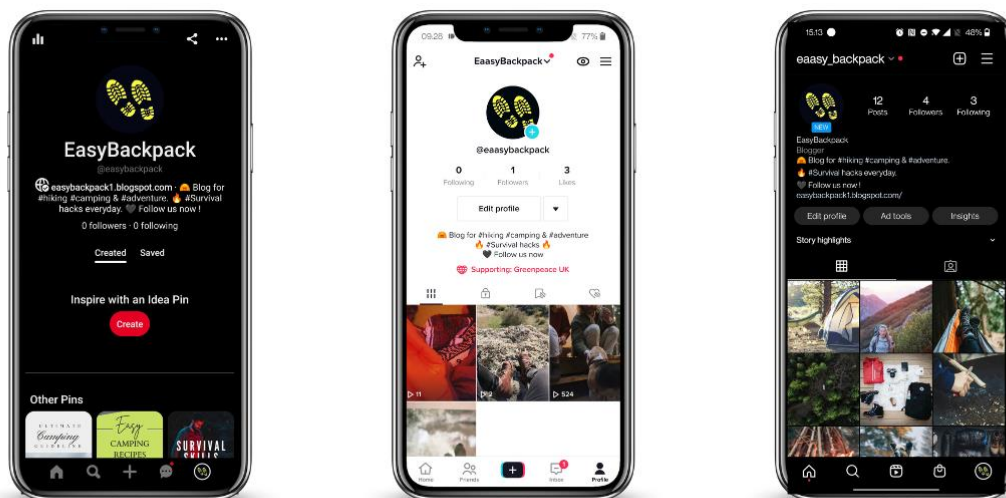

Figure 05: Easy Backpack social media – Left: Pinterest - Middle: Tiktok - Right: Instagram

- Pinterest: pinterest.co.uk/easybackpack/
- Tiktok: tiktok.com/@eaasybackpack

- Instagram: nstagram.com/eaasy_backpack/

Blog Articles

According to Rainer and Williams(2018), blog articles are a valuable and reliable source of research evidence. The term weblog which implies the procedure of logging in a web via the use of the internet was shortened to the term blog. In today's world, a blog is implemented as a journal that enables a person to share data concerning their opinions based on several topics. The data was often posted in a reversed chronological order implying that the most recent post appeared first. A blog is composed of posts that refer to either an article, a piece of news, or a guide that is published in the blog's section on a specific website. The post in the blog usually covers either certain topics or questions which are educative with a range of 600 to 2000+ words. A blog post may also incorporate other forms of media such as pictures, videos, infographics, as well as interactive charts. The most important part of a blog post is the comprehension of the target audience which can be attained via questions such as what they want to know and what shall resonate with them. Articles on the other hand can be categorized as a noun which is either specific or unspecific. According to Estany and Gonzalez, a post in a blog is composed of a variety of specific sets of data.

The following were the blog articles that are published in this blog until the day of writing the report.

1. *Outdoor Survival Skills You Need*
2. *5 Easy Camping Recipes [5 Ingredients or less]*
3. *The ultimate guideline for camping [Full checklist]*
4. *How Camping Reduces Stress*
5. *Fun Things To Do While Camping*
6. *8 Multi-Day Hikes in The United Kingdom You Should Try*

TOOLS FOR MONITORING WEB TRAFFIC

According to Kim and Cho(2018), web traffic refers to the quantity of data that is sent and received by individuals who visit online websites. Web trafficking can be illustrated via an instance the normal traffic on a highway which by it refers to the number of traveling vehicles on the road. Similarly, web trafficking refers to the number of individuals who visit any web. Recording of an individual who visits a website is recorded as either a visit or a session containing a point of beginning and an ending enabled by the "behind-the-scenes" passage of data between the device of the user and the website itself. According to Irie, Glynn, and Aktekin(2022), web traffic data in particular websites should be analyzed at frequent intervals.

According to Gabryel, Grzanek, and Hayashi(2020), a website's browser fingerprint is a useful tool that can be implemented objectively for the identification and tracking of users' activities on the website. Monitoring web traffic is a recommendable step with the incorporation of various advantages which includes:

- *Monitoring the effectiveness of a website*
- *Determining the length of time the user spends on the website*
- *Determination of the pages containing more visitors' interest*
- *Enables the assessment of the marketing effort impacts*
- *Determination of the web traffic source e.g the sites of social media*
- *Possibility of site effectiveness increment*

Google Analytics

According to Semeradova and Weinlich(2020), the measurement of the user's experience based upon the data available in particular website analytics can be performed via an analytical tool such as google analytics. Google Analytics is a google's website tool offering the analytics of google's marketing platforms brands via keeping track and the traffic of a website. In this paper, the google analytics website was objectively implemented to provide information concerning the number of individuals who visited the website, their area of interest, and how they got the blog's link. Created as the first segment of the assignment module(Course work 1), the blog was linked with the google analytics website to track the blog's data such as the blog's number of users. From the website, the blog has 59 users with an engagement time length of 1 minute and 36 seconds. From the google analytics collected data, the website's number of users rose consistently from July up to the current day of today. The consistent rise is a visual illustration of the amount of effort dedicated to the blog such as the blog's promotion using the social media platforms such as Facebook, Instagram, TikTok, and Pinterest. According to Klassen, Borleis, Brennan, and Reid(2018), social media platforms composes one of the most efficient tools for promotions.
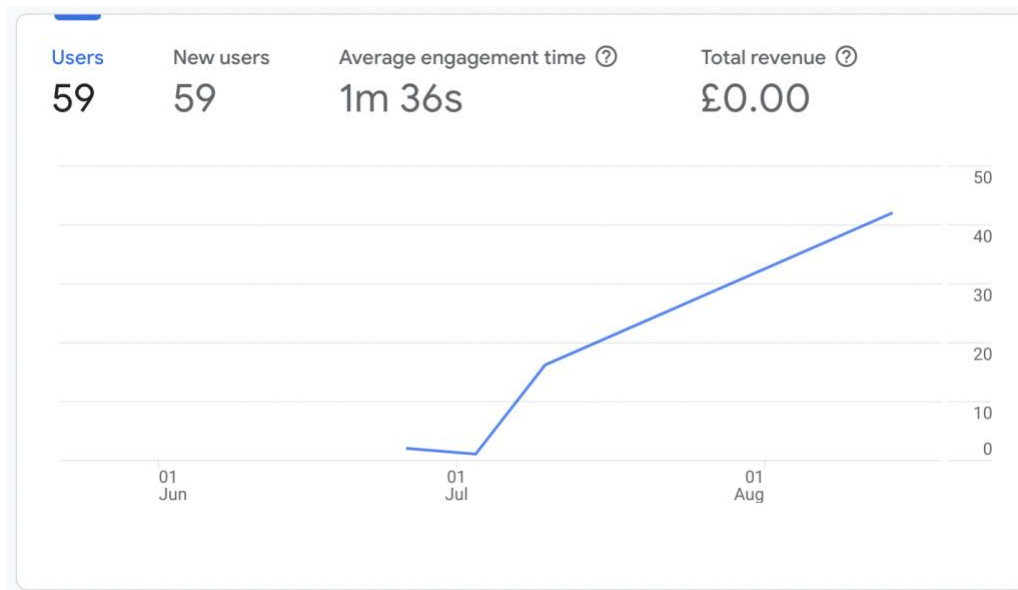

Figure 06: Google Analytics illustrating the number of users.

AUDIENCE ANALYSIS OF THE BLOG

The main objective of a blog according to Cantina(2022) is to create a relationship with a specific audience. The data of a blog's traffic originates from various sources such as

directly, organic, social traffic, email, paid traffic and referred. The analysis of the easy backpack blog audience data obtained from the google analytics website reveals that the blog's traffic is sourced from either direct or organic whereby:

- *Direct traffic- data originated when a blog's visitor types a URL on a browser*
- *Organic traffic- originated whenever a visitor enquires for a certain word in a search engine leading to the appearance of the blog's content which then he clicks the result thus attaining the blog's information.*

To drive traffic to a blog, it is recommendable to comprehend the target audience of the blog. Comprehension of the audience involves elements such as the audience's needs, concerns, issues, and interests. It is also recommendable to research the keywords. This is important since by gaining an awareness of the keywords via research, the individual to compose a blog shall attain efficient traffic categorized to be organic. Organic traffic shall be attained via keyword research since the various users shall type the specific keywords in a search engine thus they will find the blog. Primarily, the organic traffic shall be a result of the blogger's creation of a blog incorporating the keywords as the targets. Sources of keyword research include sites such as Ahref and 'answerthepublic'.

Keyword ideas: "hiking"

Phrase match   Questions

The first 100 keywords out of 67,875   Sign up for Ahrefs

Keyword	KD	Volume ▾	Updated
hiking boots	34	26K	21 hours
hiking	42	13K	4 days
hiking areas	24	11K	20 hours
hiking shoes	33	8.4K	4 days
hiking boots for women	16	7.9K	a day
hiking trousers	6	7.2K	a day
hiking backpack	24	5.9K	4 days
womens hiking boots	13	5.8K	13 hours
hiking boots for men	20	5.6K	8 hours
mens hiking boots	11	5.4K	11 hours
salomon hiking boots	Sign up for Ahrefs	5.2K	7 hours

Keyword ideas: "camping"

Phrase match   Questions

The first 100 keywords out of 310,548   Sign up for Ahrefs

Keyword	KD	Volume ▾	Updated
camping	83	342K	8 hours
camping and caravan club	15	70K	4 days
camping chairs	15	62K	4 days
camping sites	66	53K	4 days
caravan and camping club	25	36K	2 days
camping near me	24	35K	2 days
camping stove	22	28K	3 hours
camping shops near me	55	26K	a day
camping table	6	25K	6 days
camping equipment	46	20K	4 days
camping chair	Sign up for Ahrefs	19K	2 days

Figure 07: Camping and Hiking Keyword Statistics (Ahref, 2022).

Figure 08: Camping and Hiking propositions('answerthepublic', 2022)

Figure 09: Camping and hiking comparisons('answerthepublic', 2022)

The keyword research is very useful for the aim of increasing the percentage of organic traffic. From the google analytics website, the easy backpack blog's both direct and organic traffic can be visualized as follows:
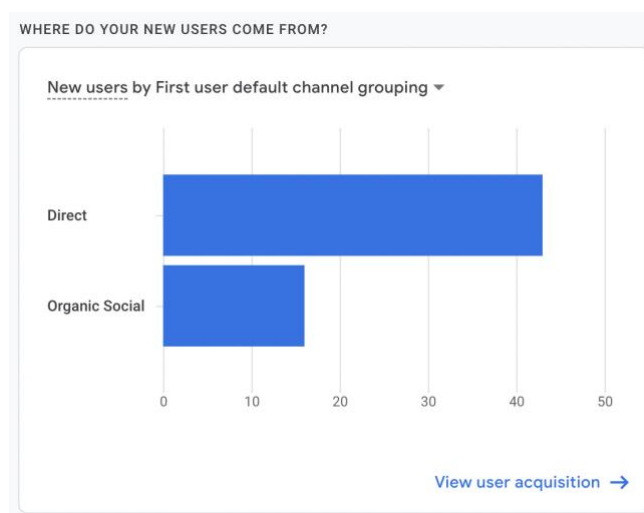

Figure 10: Easy Backpack blog direct and organic social user acquisition.

Figure 11: Easy Backpack blog direct and organic social traffic acquisition.

Audience's Geolocation

According to Aguado(2018), the metrics of analyzing an audience such as their location are very useful. Based upon the geolocational data attained from the google analytics website, the blog receives most of its audience from:

- Morocco- 28 users
- United Kingdom-14 users
- France- 8 users
- United States- 3 users
- Canada- 1 user
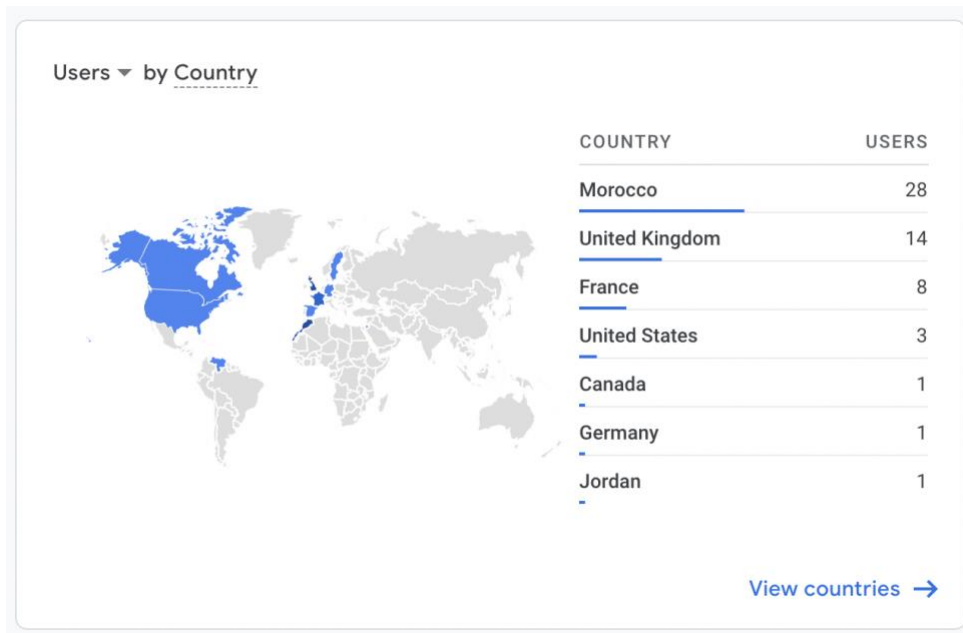- Germany- 1 user
- Jordan- 1 user

Figure 12: Easy Backpack blog geolocation data.

Audience Retainment And Drop-offs

According to Yu(2020), the retainment of an audience is a factor in the content posted on a certain blog. From the google analytics website, it is possible to attain the data of audience retainment and drop-offs as well as the activity of the users over time.
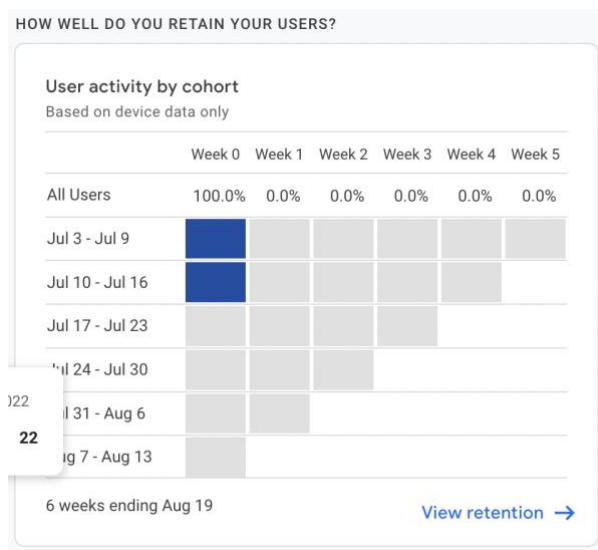

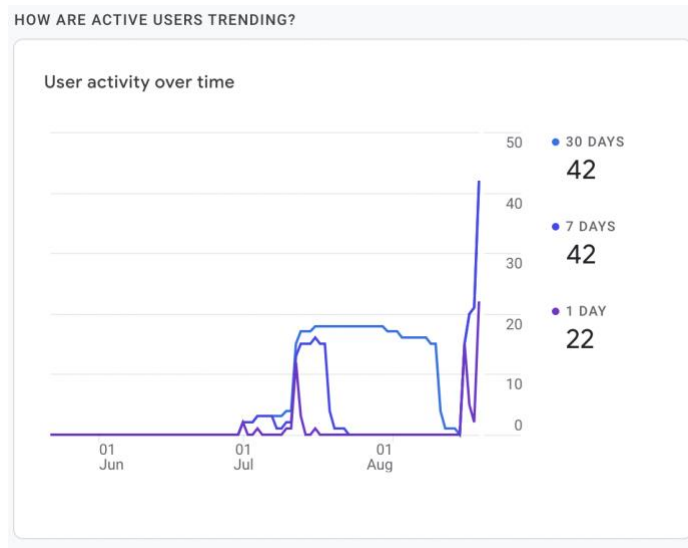*Figure 13: Easy Backpack blog user retainment data.*

Figure 14: User's activity data overtime

Technology Report

Technology according to Raja and Nagasubramani(2018) has the advantageous impact of making work easier. Via the SEOBILITY Analysis —SEO site check tool— (Figure 15), the easy backpack blog has been optimized up to 65% which is recommendable. However irrespective of being efficient, the site has the potential of being optimized up to 35%. According to Nibbler's test report (Figure 16), the blog has a rate of 7.9 which is relatively efficient.
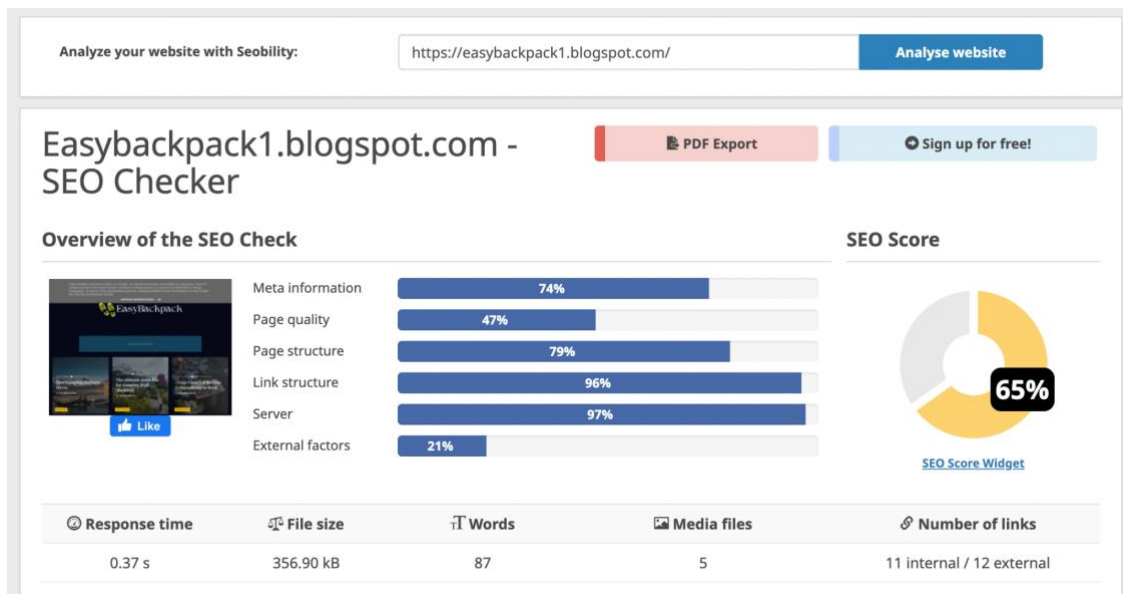
Figure 15: SEOBILITY website, SEO Check-Up tool.
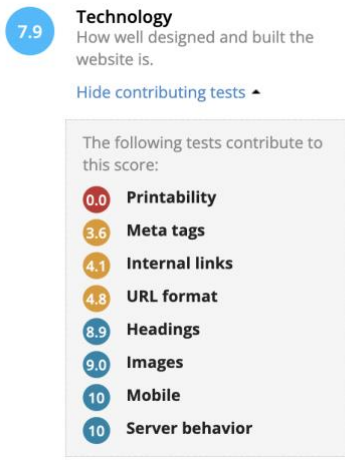
Figure 16: Easy backpack Nibbler's Website Technology Report(Nibbler, 2022)

BLOG AUDIT AND SUCCESS

According to Yu(2020), auditing involves the process of analyzing the characteristics of particular content. According to the analysis of the easy backpack blog using the nibbler website, the blog has an overall score of 6.4, an effective accessibility score of 8.2, an experience rating of 6.8, and a low market rating of 2.6, and a recommendable technology rating of 7.9

Figure 17: Easy backpack Blog Nibbler Overall Report(Nibbler, 2022).

WHAT'S NEXT ?

Based on the overall report, the performance of the blog is recommendable. In the aspect of accessibility, experience, and technology, the blog is efficient. However, some areas need improvement. Some of these areas include:
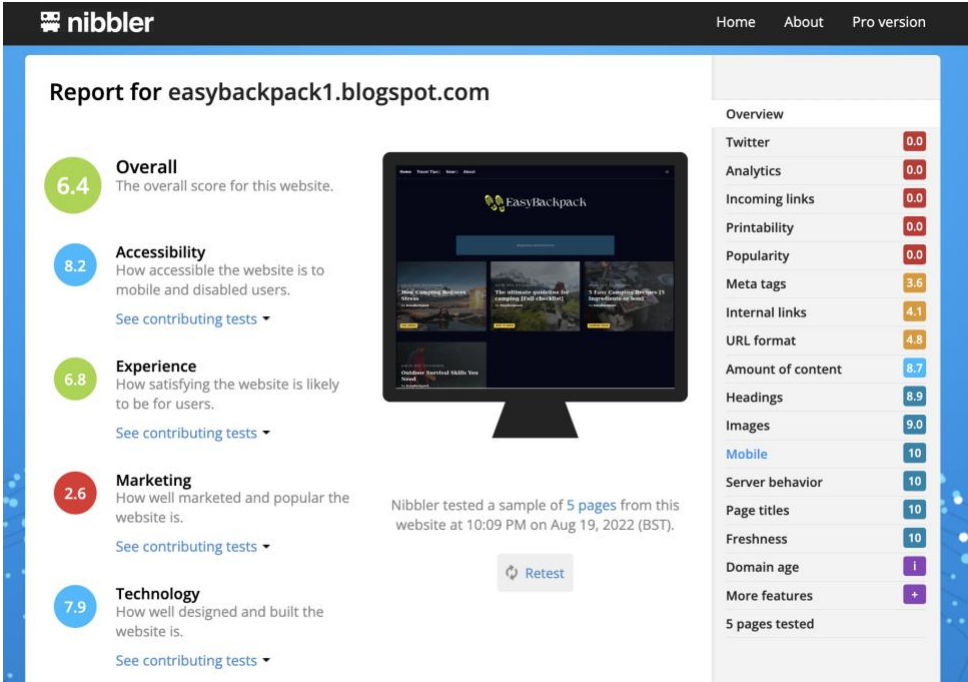
1. *SEO according to Bhandari and Bansal(2018) has a continuous impact on a variety of marketing elements. Based upon the SEO site check analysis report of the Easy Backpack blog, the SEO requires an improvement irrespective of its current condition being recommendable.*
2. *The marketing score observed from the Easy Backpack Nibbler overall report indicates that the marketing score is 2.6. improvement to this score can be attained via utilizing the social media platforms such as Twitter.*
3. *Using the tiktok platform utilizes the element of using videos. However, youtube according to Cerna and Borkovcova(2020) channels that can be utilized creatively for creating video content revolving around the main topic of camping and hiking.*
4. *From the blog's result of the nibbler website, there exists a possibility of improving the blog specifically in the aspect of the links. Developing more external links to the blog shall grant an assurance that many internet bots get an attraction to the blog thus leading to a higher google ranking (Bhandari and Bansal, 2018).*

LESSONS LEARNED

Important lessons to learn from this coursework include how to start a blog, use various tools to choose the proper phrases and subjects, guarantee that it attracts the target audience, track blog traffic, evaluate blog performance, and make timely adjustments. I have gained additional knowledge and exposure to technology via the implementation of tools such as google analytics, Nibbler, SEMrush, SEObility and the SOE tools of blog analysis. Via the blog analysis such as the audience, I have evaluated the effectiveness of social media in marketing thus attaining an important aspect of this module assignment concerning management, leadership, and marketing.

Gibb's Reflective Cycle

According to Markkanen, Valimaki, and Anttila(2020), Gibb's reflective cycle is an elemental tool for reflecting on certain lessons attained via a particular exposure such as education or work. Growth is an evolutionary process, and both education and work experiences have an impact on how quickly this development happens. In this perspective, self-reflection is a crucial activity that promotes self-improvement. Experiential learning is the most mode of learning among many individuals. The issue is that it is challenging for individuals to learn if they are not self-reflective and do not reflect on the appropriate ways they could improve in their subsequent time. Self-reflection can indeed be initiated via Gibbs' Reflective Cycle. It is ideal for analyzing recurring thoughts and feelings because of its cyclical architecture, which enables one to draw lessons from

both positive and negative situations. Students according to Contreras and Edwards(2020) can implement Gibb's reflective cycle to reflect upon their experiences.

Figure 18: Gibbs Reflective Cycle.

Description

The Gibbs reflective model according to Fathelrahman(2019) is a representative of a standard model of reflecting upon learning experiences. It has been fascinating to learn about marketing statistics in general and blog creation in particular. I had to set up a blog, produce and publish at least six entries, connect the blog to Google Analytics, and enter the blog's URL in the Google Console. After that, it was anticipated to produce a thorough report concerning its blog's performance. I set up a blog entitled easy backpack which contained information about camping and hiking. results of connecting the blog to google analytics have been implemented heavily in the composition of this report.

Feelings

Gibb's cycle according to Markkanen, Valimaki, and Anttila(2020) is a crucial tool for reflecting upon one's feelings after a learning or work encounter. While composing this and working on this assignment, I was quite contradicted by the various components of the assignment. However, with my confidence and the utilization of the various appropriate resources, I overcome the contradiction and I was able to accomplish the assignment and attain the learning objectives of the assignment.

Evaluation

This course and the corresponding assignment were very beneficial and satisfying opportunities for me. This course and the corresponding assignment were very beneficial and satisfying opportunities for me. Through the assignment, I got exposure to the digital world via the creation of the easy backpack blog and the utilization of various social media platforms for instance Instagram as a means of marketing the blog. I gained valuable knowledge about marketing which will be very resourceful in my perspective

career dependent upon my course of study. Via creating the blog and utilizing g the various tools, I gained valuable insight into web building capacity and the various methods of improving the effectiveness of a website.

Analysis

By completing this task, I had to overcome the contradiction I experienced especially in the creation of the easy backpack blog since I did not have prior experience with blogs. I had to overcome the contradiction by researching the most appropriate resources. By looking for the appropriate resources and working out on this assignment, I learned that everything is possible by utilizing the necessary resources.

Conclusion

This course helped me to become independent via the decision to search for the appropriate assignment resources and granted me the appropriate, effective comprehension of digital marketing. I was able to develop the blog, publish the posts, and track the blog's effectiveness via tools such as google analytics and the nibbler website.

Action Plan

I intend to identify a niche in current marketing, write material about it, and publish it. To ensure that progress can be tracked and any corrective actions are implemented on time, I intend to establish a clear and recorded plan of action for every activity going forward.

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