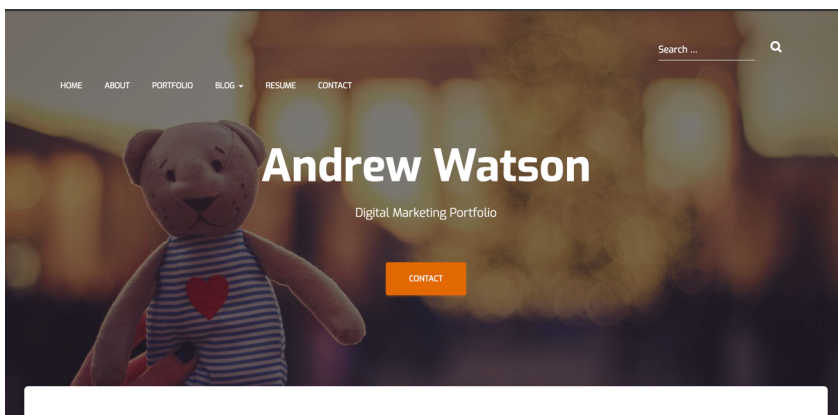


# ANDREW WATSON'S MARKETING PORTFOLIO

[www.andrewwilliamwatson.com](http://www.andrewwilliamwatson.com)



RED Academy  
2/9/2018

## EXECUTIVE SUMMARY

Andrewwilliamwatson.com is an online marketing portfolio showcasing the work of Andrew Watson, which include blog content and networking mechanisms. This report will be an audit for the website's analytics, SEO, content and social; in addition, it will provide strategies that will be used to build brand awareness and support future employment opportunities.

The current objectives focus on creating brand awareness, increasing website engagement (primarily on the blog page)—ultimately leading to increased networking opportunities for future employment. These goals focus on increasing new website visitors, increasing blog traffic and increasing contact form submissions. More explicitly, Andrew Watson wants to generate for networking opportunities through interaction with work and content displayed on the website.

A target persona has been identified for the brand. The target persona values creativity, collaboration and innovation, which, coupled with marketing challenges, aligns with the voice and personality of Andrew's brand. Andrew seeks to target hiring managers or business owners such as Ben West, who are seeking innovative strategies to improve company marketing pitfalls.

Google Analytics will be used to measure and track traffic flow to the website in accordance to the DMMM; data will be tracked in multiple views and filters to streamline analysis. Google Tag Manager has been implemented and social media has been assessed in order to create optimized strategies that help accomplish conversion goals.

On page and off page strategies, as well as technical considerations, were implemented to further boost page authority in Google SERP. These strategies optimized following white-hat SEO best practices and are in accordance with the DMMM. Specific keywords were chosen for the website's content pages to match search queries for relevant information. These keywords allow Google to attribute relevancy to the content on the page to the queries entered in SERP. While search volume may be slightly lower, all of the keywords chosen show high click-through rates, meaning that users searching for these keywords are clicking through to relevant pages.

A brand filter has been created that develops a target audience, for which the language and keywords will be most relevant to. The brand filter consists of a content focused, innovative and empathetic voice that permeates throughout the website. The purpose is to create successful results through innovative data-driven strategies. Andrew's motivation is to seek establish professional relationships that could result in employment. Blog content was created to provide relevant information with the intent to increase domain authority within Google SERP, as well as establish Andrew's credibility as an industry professional.

The website includes links to LinkedIn and Twitter accounts. These social channels will deliver relevant content to new audiences in an attempt to generate inbound traffic back to the website. These channels will feature shareable content such as blog posts, Infographics and industry news that will invite the target persona to engage with the brand and click through to the website. Once the target user is brought to the website through, the goal will then be to continue them to the portfolio and resume pages—and ultimately the form submission page—in order to complete the conversion goal.

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# 1. BACKGROUND

Andrewwilliamwatson.com is an online portfolio showcasing Andrew Watson's skills and work experience as a digital marketer; this site will develop Andrew's personal brand, while acting as the primary networking tool for potential employers and clients to find him. This website will represent a personal brand built upon all the major pillars of digital marketing; however, highlighting specialization in SEO-friendly content and social media marketing. This website has 3 main objectives: Creating brand awareness, increasing website engagement and increasing networking opportunities. Thematic colours of blue and orange were chosen, with the former indicating control, determination and ambitiousness. Orange represents optimism, trustworthiness, warmth and spontaneity. These colours represent the values and persona of the brand and how it relates to its target audience.

## 1.1 Target Persona

A target persona has been determined for the website. This website hopes to target an audience demographic that includes potential employers, industry professionals and potential clients looking for affordable online marketing services.

The target persona is Ben West, a Vancouver startup founder with a fast-growing mobile event apps company. His specific role is Co-founder and Chief Product Officer. A Vancouver native, Ben built his company from scratch and it has developed into one of Vancouver's fastest growing companies. He values creativity, collaboration and innovation which are values that align with Andrew's brand; therefore, creating marketing strategies based on these principles makes Ben a perfect target for the brand. As a co-founder, he has the authority to decide on the direction his company wishes to take and can have influence over marketing decisions. The company has a fairly large marketing budget and is looking to new strategies for their marketing campaigns<sup>1</sup>.

He faces some challenges for his company's content marketing strategy. With a desire to be the leading mobile app technology company Ben's goals are:

- Increasing referral traffic from social media,
- Increasing blog page views
- Increasing demo requests

Andrewwilliamwatson.com can solve Ben's problems by creating innovative strategies that include a revamped content marketing strategy for the company blog and social channels, in an attempt to improve lead generation and website traffic. Andrew's ability to combine innovative creativity with an interest in virtual reality would allow for the creation of a marketing strategy to speaks to Ben's company voice while delivering results. The matching of values and progressive mindsets aligns target persona and brand into what could be a great partnership. As a company built around the idea of engagement, Andrew Watson's services can create campaigns that will push engagement to the forefront of Eventbase's marketing strategy<sup>2</sup>.

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<sup>1</sup> Appendix 2

<sup>2</sup> Appendix 2

## 2. GOOGLE ANALYTICS

### 2.1 Digital Marketing Measurement Model

The Digital Marketing Measurement Model (DMMM) for andrewwilliamwatson.com will outline the main objectives of the website:<sup>3</sup>

- Create Brand Awareness
- Increase Website Engagement
- Increase Networking Opportunities

These objectives will be segmented and analyzed as such:

- Goals
- Key Performance Indicators (KPIs)
- Targets
- Segments

These dimensions and metrics will be measured through Google Analytics (GA), using views, filters, custom reports and dashboards. GA allows for more segmented measurement that will create a more streamlined marketing strategy. Google Analytics collects and analyzes measurable data from andrewwilliamwatson.com. The data collected will allow for key decisions to be made that will improve site optimization and increase brand authority.

#### 2.2.1 Goals

Andrewwilliamwatson.com has three site goals. These goals are set to measure the website's ability to attract the target persona and create successful conversions. These goals are:

- Increase number of new visits
- Increase number blog page views
- Increase contact form submissions

These goals are measured by attaining key metrics. The website has a monthly goal of acquiring 100 new visits per month and 10 engagements (blog views) per month, equaling a 10% engagement rate. The website has a conversion goal of 2 contact form submissions per month, which would equal a 2% conversion rate – which will increase the likelihood of getting hired<sup>4</sup>.

#### 2.2.2 Views

All data analysis in Google Analytics can be measured in what are called “views.” After setting up an account and its subsequent properties, the account owner must create these views first. Once created, one can select one of three view types from which to view and optimize data.

The website GA contains a primary “Master View,” where primary data analysis and optimization will occur<sup>5</sup>. This is the view where all campaign goals, dashboards and reports will be measured and optimized. Before, applying these metrics in the “Master View,” the data

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<sup>3</sup> Appendix 1

<sup>4</sup> Appendix 3

<sup>5</sup> Appendix 3

should be tested and stored in two alternative views. These alternate views were also created for the website<sup>6</sup>:

- **Test View:** A test view can be applied to measure all the goals set up within Google Analytics to test any customizations or modifications before they applied to the Master View.
- **All Website Data View:** The only automatically created view within Google, this view will be used as a backup source in case any data from the master view is lost. This view will remain un-filtered in order to maintain all original data.

### 2.2.3 Filters

Two filters have been implemented to andrewwilliamwatson.com in order to prevent any erroneous data from being measured. The following filters were created for andrewwilliamwatson.com:<sup>7</sup>

- **Include IP - Test View:** Include IP addresses for both Andrew Watson's home and RED Academy where the website is frequently accessed. By including IP addresses in the Test view, data can be optimized by testing new goals to make sure they are working before moving to the master view. Therefore, data won't be skewed by numbers erroneously in the main view.
- **Exclude IP - Master View:** These addresses should be excluded from the Master View so the data is not affected by internalized traffic, which could affect accuracy. By excluding this IP from this view, data won't be miscalculated and more accurate analysis can be made.

### 2.2.4 Custom Reports

These reports differ from regular GA reports because web owners can see data in different visual styles, including: Explorer, Flat Table, Map Overlay, and Funnel. An acquisition report was created to measure the number of users who landed on the website from which source (organic, referral and/or direct traffic). This report is in 'Explorer' view, meaning it looks like a regular GA report. A behavior engagement report was created to measure sessions on the web pages spent on pages as well as blog page visits. This report was created in 'Flat Table' format because it is a more clearly defined for measuring session duration. A conversion report was also created measuring conversions vs. exit %; however, there are not enough measurable conversions for this report to be optimal as of yet. As brand grows, a recommendation could be made to use Map Overlay format to measure geographical volume of engaged users.<sup>8</sup>

### 2.2.5 Dashboards

Dashboards differ from custom reports by allowing website owners to quickly glance at the most important metrics in one place by creating visual representations. Further analysis would require digging into custom reports, but for quick daily reporting, dashboards can be extremely useful.

For this website, a GA dashboard was created featuring these key metrics:

- Total Users
- % of New Users

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<sup>6</sup> Appendix 3

<sup>7</sup> Appendix 3

<sup>8</sup> Appendix 3

- Bounce Rate
- Pageviews
- Pages/Session Duration
- Form Submissions

These metrics are important because they measure the success of the content on the website in terms of engaging the target persona. One example would be the bounce rate metric. This would measure whether a user is engaging with web page content or landing and then leaving the website without any interactions. It is recommended that these metrics be viewed on a daily basis in order to optimize underperforming metrics with custom reports in the 'Master View.'

### **2.3 Google Tag Manager Implementation**

A Google Tag Manager account has been created for andrewwilliamwatson.com. GTM embeds JavaScript tracking code within WordPress, which is then synced with GA in order to retrieve data whenever a trigger is prompted to fire a tag that measures an event or destination goal that will reported and measured. These tags track whether brand awareness is being increased on social channels, and the website content is leading users towards the conversion goal. A Form Submit, LinkedIn social URL tag and Twitter social URL tag were implemented for GTM<sup>9</sup>. It is recommended that these tags be measured and optimized to ensure which trigger is most ideal for tracking activity<sup>10</sup>.

## **3. SEARCH ENGINE OPTIMIZATION**

An SEO strategy has been created to improve domain and page authority for andrewwilliamwatson.com. The better optimized a webpage is for Google, the higher it will rank and be visible to the target audience. Having pages that rank well for digital marketing content will increase rank and visibility in Google SERP, while increasing click-through rates (CTRs).

### **3.1 Keyword Research & Selection Justification**

Keywords research was done using the tools Google Trends, Google Keyword Planner and Moz Keyword Tool. Ultimately, the Moz keyword tool provided the most accurate and useful information; therefore, it was chosen as the preferred keyword measurement model.

#### **3.1.1 HOME Page**

The Home page contains the keyword "digital marketing specialist." It has a monthly search volume ranging from 11-50. It carries difficulty score of 39% and a CTR of 88%. The page is optimized for readability, utilizing language that is favourable to Google<sup>11</sup>. Given that this website serves more of a business card type function, it will likely see more direct traffic than Google organic search traffic. This keyword resonates with the target audience because it is relevant to the types of individuals the target persona would be searching for. A potential difficulty for optimizing this keyword is the search competition, since the top search rankings are occupied for job descriptions featuring this keyword.

#### **3.1.2 ABOUT Page**

The ABOUT page contains the keyword "content marketing specialist." In accordance with Moz, it has a search volume of 0-10 and a difficulty score of 49. While these numbers look slightly underwhelming, the keyword's 100% CTR score indicates that all users searching for this term

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<sup>9</sup> Appendix 3

<sup>10</sup> Appendix 3

<sup>11</sup> Appendix 4

are clicking through to the pages containing it. The page is optimized for readability and SEO. Content on the page revolves around the chosen keyword, pertaining to Andrew's desired specialty in content marketing.

### **3.1.3 BLOG Page**

The selected keyword is "SEO writing tips." The keyword is a derivative of the blog title, "4 SEO-Friendly Writing Tips for Better Blogging." This title refers to the empathetic and helpful nature of Andrew's brand. According to Moz, this keyword appears in organic SERP results. It had monthly search data of 101-200 and a difficulty score of 35. Its CTR of 64% is fairly good, but it is recommended to continue optimizing this keyword for a higher CTR that could potentially increase SERP rankings.<sup>12</sup> However, the search volume is at a good level and with a low difficulty score, this is a keyword worth considering. The page met Yoast readability and SEO green scores.<sup>13</sup>

### **3.2 On-page Strategy**

SEO-optimized content was created for both the HOME, ABOUT & BLOG pages. Select keywords (each page with a unique keyword) were chosen and strategically placed throughout these pages. Title Tags and metadata were created for all three pages, citing a focus keyword and slug. Title tags show up in search results with relevant keywords that usually appear in the beginning. An example is the implementation of the keyword within the title and H1 & H2 page headings with the goal of optimizing readability. Page images were attributed with filenames and alt tags for better sourcing.

All pages have been optimized accordingly and received green Yoast readability scores, meaning that the content is compliant with Google's SEO best practices. By optimizing accordingly, it is expected to boost page authority and prevent Google from dropping pages within its SERPs.

The webpage URLs have been structured in a way that are short and descriptive. They contain the keywords close to the beginning and help Google indicate page relevance—contributing to the overall quality of the webpage. All pages should have a URL structure similar to "www.andrewwilliamwatson.com/home" and have been implemented as such. An internal link has been created to drive users from the about page to the contact page<sup>14</sup>. It is recommended additional internal links be created throughout the website. An external link was created in the navigation menu to drive users to Andrew Watson's resume.

### **3.3 Off-page Strategy**

In order for Google to give this website higher page authority it is important to implement a backlinking strategy. Backlinks are the exchange of links between two websites, and let Google see the website as one with quality content. As a result, Google is likely to assess a higher page authority scored and increase placement in SERP ranking. One example would be guest blogging on digital marketing websites such as Marketing Land; in addition, also offering others to guest blog on andrewwilliamwatson.com.

It is also recommended that andrewwilliamwatson.com shares backlinks through social networking channels. Since this is a portfolio website, social networking is a highly important

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<sup>12</sup> Appendix 4

<sup>13</sup> Appendix 4

<sup>14</sup> Appendix 4



strategy for generating traffic back to the website. It is recommended andrewwilliamwatson.com shares content and develops backlinks on the following social networking platforms such as:

- Posting to Reddit forums such as ‘Best Practices for UTM tracking codes’
- Answering questions on Quora like “What strategy for content marketing is the best?”
- Sharing content in Facebook Groups like ‘Digital Marketing Questions & Answers’<sup>15</sup>

Andrewwilliamwatson.com does not have any document sharing as of yet. Documents such as PDF’s, photos, videos, case studies and whitepapers can be attained and shared by users and can serve as a great mechanism both for page authority and for lead generation. An example of these would be a digital whitepaper such as: “7 Can’t Miss Steps to Create Your Digital Marketing Strategy.” It is recommended that Andrew Watson creates documents sharing relevant content for his target audience in order to increase page authority and goal conversions.

### **3.4 Technical SEO Considerations**

When optimizing the website, it is important to acknowledge technical factors that can improve search rankings. Technical SEO refers to the structural foundation of a website and how easily search engine bots can crawl it, which, in turn, gives an idea of how easily users can load the site. If site functionality is poor, the website is vulnerable to dropping in Google’s SERP rankings. The major technical factors to consider are page speed, website silos and mobile-friendliness.

#### **3.4.1 PageSpeed Score & Mobile Responsiveness**

According to Moz and GTMetrix reports, andrewwilliamwatson.com has a page speed of 1.2 seconds. GTMetrix also gave a PageSpeed score of 89%<sup>16</sup>. Andrewwilliamwatson.com has a responsive design that adapts for mobile use, which reflects the current user shift to predominantly mobile interactions. Google PageSpeed report gave the website an 86/100 optimization score for desktop, which is considered good. For mobile however, this score was only 72/100 (medium)<sup>17</sup>. The report indicates that improvements should be made to improve user experience; therefore, it is recommended that mobile responsiveness be optimized.

#### **3.4.2. Silos**

The website is broken down into three silos under the central “Digital Marketing” theme. A content silo is a way of putting related content into categories. By doing so, Google will see the grouped content as more relevant, thus boosting SERP ranking. It is recommended that the website’s content is categorized as such:

1. Content Marketing
2. SEO/SEM
3. Analytics & Reporting

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<sup>15</sup> Appendix 4

<sup>16</sup> Appendix 4

<sup>17</sup> Appendix 4

These are broken down further into subcategories. For example, under “content marketing,” one would find both “social media” and “copywriting” sub silos. These were implemented across the website for each sub-theme<sup>18</sup>.

### **3.4.3. Google Search Console**

Google Search Console has been set up for andrewwilliamwatson.com. Google Search Console (GSC) allows web owners to do the following:<sup>19</sup>

1. Submit new content for Google to crawl
2. Ensure Google can see the displayed content
3. See which search queries are displaying the website
4. See which sites are providing backlinks to Andrew’s site

Before implementation, both versions of the website (one with and one without the www.) underwent a verification process. The next step taken was submitting the XML Sitemap Index, which gives Google the ability to index optimized pages on the website. In WordPress, a sitemap plugin has already been created by Yoast. This tool provides a useful mechanism to help optimize the website content to meet Google’s standards.

Next, Google Search Console was linked to Google Analytics, followed by picking a preferred domain to be displayed in SERP. By doing so, Andrew will be able to see the various search dimensions of his target audience such as:

- Search queries
- Avg. Position
- Location
- Landing Pages

Measuring these dimensions will allow Andrew to optimize the website content to match what his user base is searching for in order to fulfill the website objectives.

## **4. CONTENT**

### **4.1 Brand Filter**

The website’s brand filter is focused around 5 pillars, all of which answer why the brand does what it does<sup>20</sup>. These are:

1. Motivation
2. Purpose
3. Values
4. Personality
5. Behaviour

The motivation for the brand is to establish new networking opportunities that can create employment opportunities. Its purpose is to deliver successful results through data-driven and detail oriented marketing strategies. The brand values innovation, building meaningful relationships and dedication to turning visions into reality. The voice is one that is informative,

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<sup>18</sup> Appendix 4

<sup>19</sup> Appendix 4

<sup>20</sup> Appendix 5

creative and empathetic. The brand exudes a content focused personality that is both creative and interactive. The brand's behaviour is one of creating engaging ideas that reflect the values of the target persona. By providing solutions to audience challenges, andrewwilliamwatson.com should elicit activity from its target persona.<sup>21</sup>

#### **4.1.2 Value Proposition**

The value proposition is as follows: For marketing managers and business owners who struggle to increase engagement with their audiences, this portfolio exemplifies a new way of thinking and redefining brand storytelling that turns visions into reality.

#### **4.2.3 Unique Selling Proposition**

The unique selling feature is the innovation brought to brand storytelling, using data to deliver actionable content. Marrying unique content and diligent analysis to create the ultimate story for a brand.

#### **4.3 Blog Content & Research**

Andrewwilliamwatson.com has created content for its blog page that has been optimized for SEO. A post has been created featuring the focus keyword "seo writing tips." This keyword has a monthly search volume range of 101-200 which is small but it has a CTR of 64%, making it relatively useful to the users searching for it. Green scores were achieved on Yoast for both readability and SEO<sup>22</sup>. The post uses on-page SEO best practices. H1 headings, followed by H2 subheadings have been added to increase readability. The content satisfies the target persona by describing both content marketing strategies and how, if employed, this service could help improve the target persona's content strategy. One example could be "How to create a Content Marketing Strategy for VR," which would share the same interests as his target, while providing useful information to help solve the issues the target has. Other examples could be "5 ways to write better ad copy," or "Digital Marketing Trends in 2018: What Can We Expect?"

#### **4.4 Editorial Calendar**

An editorial calendar for February 2018 has been created for andrewwilliamwatson.com. Laying out the content production schedule for the month. It is structured into weekly themes, with schedule posting on multiple channels. Post are strategically placed to avoid saturation and create an engaging and fluid content strategy. Weekly themes were chosen for the month that are relevant to the content silos contained on the website. In order to keep content evergreen, it is important for content to be consistently, but with varying posts types and times depending on the medium from which a post will be displayed. The editorial calendar contains the following:<sup>23</sup>

- Daily posting dates & times
- Weekly Themes
- Content Type
- Social Channels
- Colour Coating

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<sup>21</sup> Appendix 5

<sup>22</sup> Appendix 5

<sup>23</sup> Appendix 5

## 5. SOCIAL MEDIA

The website will feature links to two social media accounts on Twitter and LinkedIn<sup>24</sup>. The channels were chosen, in part, because they are the platforms that most align with the brand and target persona.

Twitter will be used to express Andrew's creative thinking and create engagement with his audience. The content created here will include blog post and industry news links, marketing tips and posting visual content. The goal of Andrew's Twitter strategy is make an audience think and be prompted to interact through calls-to-action. This strategy would resonate because it would reflect the matching innovative values shared by his target persona. One example of the type of content that would be shared on this platform could be an Infographic titled "10 Digital Marketing Trends to Watch in 2018." Posting times will be timed for noon and end of the business day, correlating with times when engagement levels are highest<sup>25</sup>. Posting relevant and unique content will attract visitors to follow the handle, which in turn, will increase website interaction opportunities<sup>26</sup>.

LinkedIn was chosen as the preferred social platform for networking with industry professionals and prospective employers, who can click through to Andrew's bio to see things like work history, recommendations, skills etc. On this platform, the target persona would see content such as blog posts or posting whitepapers to relevant industry content. An example could be a Facebook post linking to a blog like "10 industry trends to watch in 2018." It is recommended that content only be post once per week in the morning around 8:30am.

For social listening, both accounts have been linked to Hootsuite. The dashboard allows for the management of multiple social media accounts at once. Audience interaction, post scheduling and brand awareness and can be monitored in one place. In addition, Hootsuite can be used to find trending topics like "digital marketing trends 2018" or "influencer marketing" and to monitor other brand and industry professional profiles. The chosen social media outlets are deemed to be the most suitable to drive audience engagement and interaction, while serving as conduits to drive website traffic.

## 6. CONCLUSION

It is recommended to look into testing different metrics and dimensions to analyze which sources are delivering the most traffic, while continuing to optimize for better website deliverables. Improvements to the website's design could be made to create a more interactive user experience. Implementations will be made as the website continues to be built out and if andrewwilliamwatson.com is repositioned from a portfolio to a business website in the future.

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<sup>24</sup> Appendix 6

<sup>25</sup> Appendix 6


<sup>26</sup> Appendix 6

## 7. APPENDIX

### Appendix 1 - Digital Marketing Measurement Model

	Acquisition	Behaviour	Conversion
Objective	<b>Create Brand Awareness</b>	<b>Increase Website Engagement</b>	<b>Increase Networking Opportunities</b>
Site Goals	Increase New Website Visits	Increase Blog Pageviews	Increase form submissions
KPI	# of new users	# of pageviews	# of form submissions
Target	100 new page visits/month	20 new engagements/month	2 form submissions/month
Segment	Traffic Source, Location, Gender, Devices	Traffic Source, Location, Gender, Devices	Traffic Source, Location, Gender, Devices

### Appendix 2 – Target Persona

<p><b>Name &amp; Job Title:</b></p> <p>Ben West, Co-Founder &amp; CPO @ Eventbase Technologies</p> <p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>• Age: 44</li> <li>• Gender: Male</li> <li>• Salary: \$150k +</li> <li>• Location: Vancouver, BC</li> <li>• Education: BA, Film</li> <li>• Family: Married with sons</li> </ul>		
<p><b>Goals &amp; Challenges</b></p> <ul style="list-style-type: none"> <li>• Increasing referral traffic from social media,</li> <li>• increasing blog pageviews</li> <li>• increasing demo requests—which is the conversion goal.</li> </ul>	<p><b>Values &amp; Fears</b></p> <ul style="list-style-type: none"> <li>• Commitment to excellence.</li> <li>• Reaching full potential.</li> <li>• Forward thinking and reshaping event app technology</li> <li>• Current digital marketing strategy underperforming and not leading to conversion goals.</li> </ul> <p>Andrew Watson’s brand connects with Ben by providing innovative strategies that reshape marketing strategies to create new avenues for growth.</p>	<p><b>Elevator Pitch</b></p> <p>This brand uses data driven methods and innovative creation to redefine brand storytelling, turning visions into reality.</p> <p><b>Social Channels:</b></p> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• Instagram</li> <li>• LinkedIn</li> </ul>

## Appendix 3 – Google Analytics

### 3.1 – GA Views

The screenshot shows the Google Analytics interface for a property named 'andrewwilliamwatson.com'. On the left, under 'PROPERTY', there are links for 'Property Settings', 'User Management', and 'Tracking Info'. Below that is the 'PRODUCT LINKING' section. On the right, under 'VIEW', the 'Test View' is selected. A search bar is visible, and a list of views includes 'All Web Site Data', 'Master View', and 'Test View'. At the bottom of the view list, it says 'Create new view' and 'Using 3 out of 25'. Below the view list is a 'Content Grouping' section.

### 3.2 – GA Filters

The screenshot shows the 'Filter' configuration page in Google Analytics. The breadcrumb trail is 'Andrew Watson / andrewwilliamwatson.com / Test View'. The left sidebar shows the 'VIEW' dropdown set to 'Test View' and a menu with 'View Settings', 'User Management', 'Goals', and 'Content Grouping'. The main content area has a '+ ADD FILTER' button, an 'Assign Filter Order' link, and a search bar. Below is a table with the following data:

Rank	Filter Name	Filter Type	
1	<a href="#">RED Academy</a>	Include	<a href="#">remove</a>
2	<a href="#">Exclude Home IP</a>	Include	<a href="#">remove</a>

The second screenshot shows the 'Filter' configuration page for the 'Master View'. The breadcrumb trail is 'Administration > View Filters / Andrew Watson / andrewwilliamwatson.com / Master View'. The left sidebar shows the 'VIEW' dropdown set to 'Master View' and a menu with 'View Settings', 'User Management', 'Goals', 'Content Grouping', and 'Filters'. The main content area has a '+ ADD FILTER' button, an 'Assign Filter Order' link, and a search bar. Below is a table with the following data:

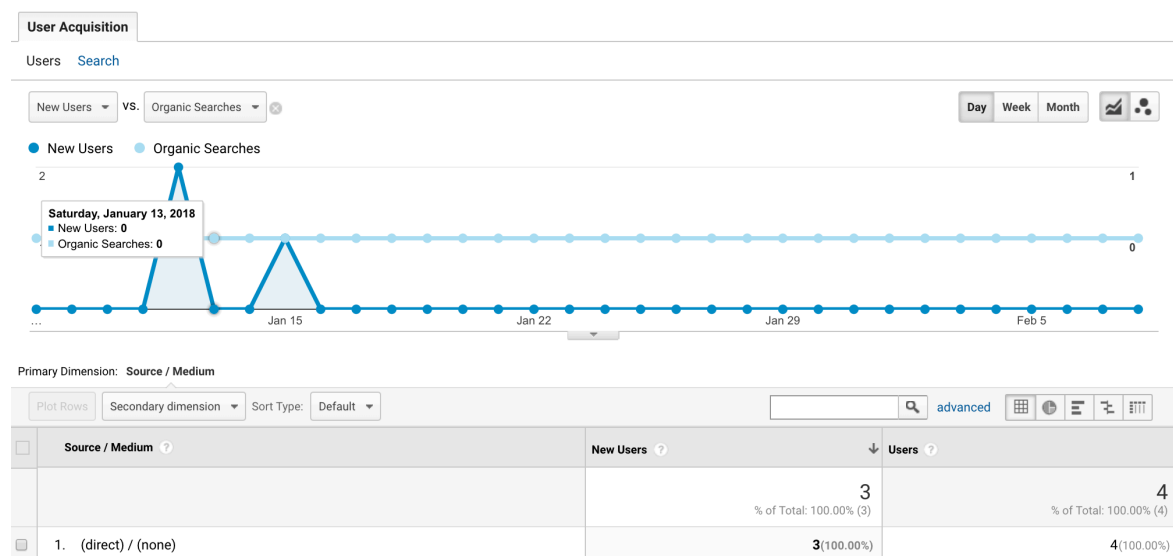
Rank	Filter Name	Filter Type	
1	<a href="#">exclude RED Academy IP</a>	Exclude	<a href="#">remove</a>
2	<a href="#">Exclude Home IP</a>	Exclude	<a href="#">remove</a>

### 3.3 – GA Goals

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Blog Page Visits	Goal ID 2 / Goal Set 1	Duration	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Form Submit	Goal ID 1 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	New Visits	Goal ID 3 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>

17 goals left

### 3.4 GA Custom Reports





**All Users**  
100.00% Avg. Time on Page

+ Add Segment

Jan 8, 2018 - Feb 8, 2018

### Behaviour Report

Session **Page**

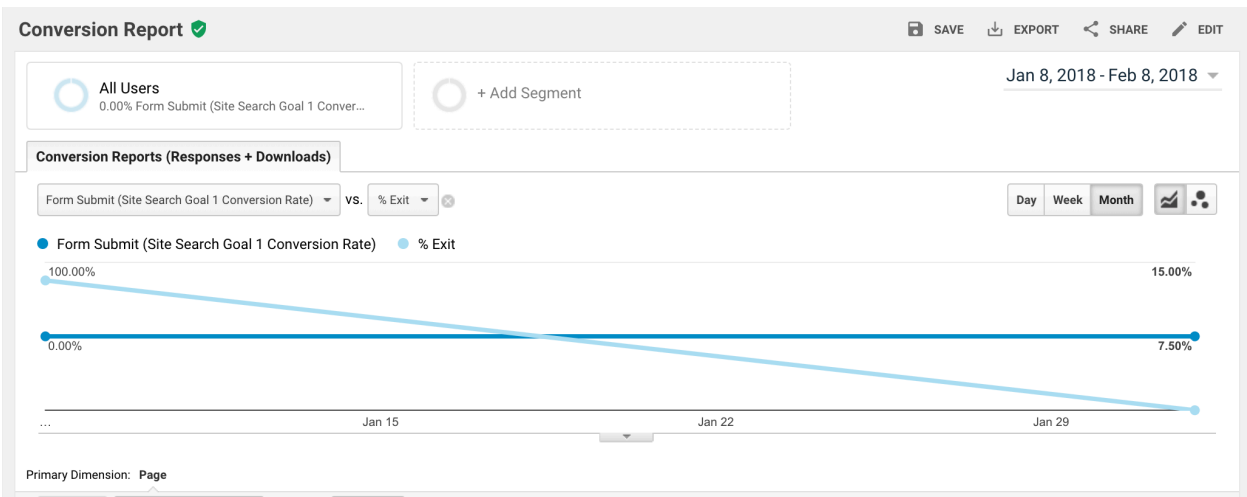
Avg. Time on Page

Day Week Month

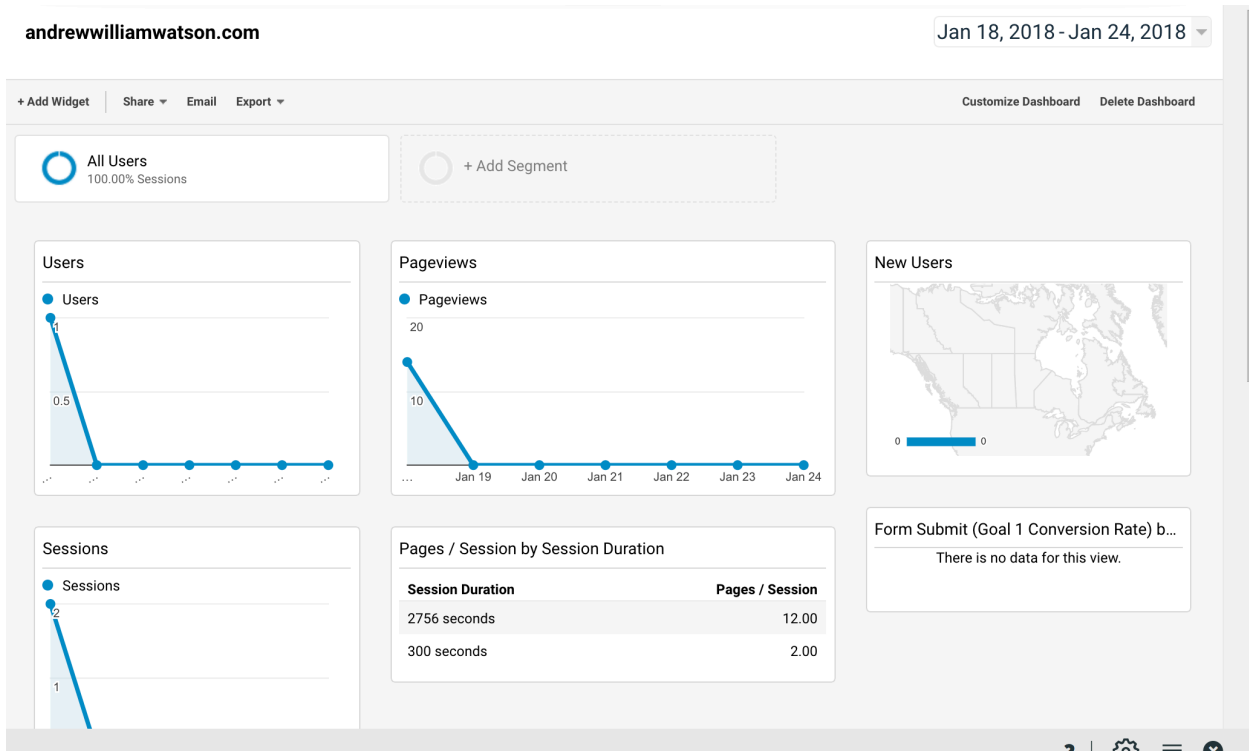
Primary Dimension: **Page Title**

Secondary dimension Sort Type: Default

Page Title	Avg. Time on Page	Bounce Rate	Exits
	<b>00:02:01</b> Avg for View: 00:02:01 (0.00%)	<b>11.76%</b> Avg for View: 11.76% (0.00%)	<b>17</b> % of Total: 100.00% (17)
1. About - Andrew Watson	00:09:46	0.00%	1 (5.88%)
2. Digital marketing strategies	00:03:34	0.00%	4 (23.53%)
3. Contact - Andrew Watson	00:02:05	0.00%	2 (11.76%)
4. Resume - Andrew Watson	00:01:45	0.00%	0 (0.00%)
5. Home - Andrew Watson	00:01:32	18.18%	10 (58.82%)
6. Work - Andrew Watson	00:00:05	0.00%	0 (0.00%)



### 3.5 GA Dashboard



### Appendix 3.6 - Google Tag Manager Tags & Triggers

Tags			
Name ↑	Type	Firing Triggers	Last Edited
Form Submit	Universal Analytics	Form Submit Trigger	1/12/18 2:19 PM
GA Pageview	Universal Analytics	All Pages	1/11/18 7:54 PM
LinkedIn Tag	Universal Analytics	LinkedIn Trigger	1/19/18 10:58 AM
Twitter Tag	Universal Analytics	Twitter Trigger	1/29/18 2:03 PM

Triggers				
Name ↑	Type	Filter	Tags	Last Edited
Form Submit Trigger	All Elements	Click Classes equals wpcf7-form-control wpcf...	1	1/12/18 2:35 PM
		Page URL equals https://andrewwilliamwatson...		
LinkedIn Trigger	All Elements	Click URL contains https://www.linkedin.com/i/...	1	1/19/18 10:57 AM
Twitter Trigger	All Elements	Click URL contains https://twitter.com/Andrew...	1	1/29/18 2:02 PM

## Appendix 4 – Search Engine Optimization

### 4.1 Keyword Research Support

#### 4.1.1 – HOME Page

Keyword Overview:

digital marketing specialist

+ Add to...

11-50

Monthly Volume <sup>i</sup> Learn more



39

Difficulty <sup>i</sup> Learn more



88%

Organic CTR <sup>i</sup> Learn more



41

Priority <sup>i</sup> Learn more



#### Keyword Suggestions >

Keyword	Monthly Volume <sup>i</sup>
digital marketing specialist description	no data <sup>i</sup>
digital marketing specialist indeed	no data <sup>i</sup>
digital marketing specialist toronto	no data <sup>i</sup>
digital marketing specialist resume	no data <sup>i</sup>
digital marketing specialist skills	no data <sup>i</sup>

See all suggestions >

#### SERP Analysis >

Rank	Title & URL	PA <sup>i</sup>	DA <sup>i</sup>
1	Digital Marketing Specialist Jobs (with ... https://ca.indeed.com/Digital-Marketin...	34	91
2	Digital Marketing Specialist Jobs, Empl... https://www.indeed.com/q-Digital-Mar...	1	91
3	Digital Marketing Specialist Jobs in Van... https://ca.indeed.com/Digital-Marketin...	35	91

See full analysis >

#### 4.1.2. – ABOUT Page

SERP Analysis:

content marketing specialist

+ Add to...

0-10

Monthly Volume <sup>i</sup> Learn more



49

Difficulty <sup>i</sup> Learn more



100%

Organic CTR <sup>i</sup> Learn more



27

Priority <sup>i</sup> Learn more



#### 4.1.3. – BLOG Post

Keyword Overview:

seo writing tips

+ Add to...

101-200

Monthly Volume <sup>i</sup> Learn more



35

Difficulty <sup>i</sup> Learn more



64%

Organic CTR <sup>i</sup> Learn more



50

Priority <sup>i</sup> Learn more



#### 4.1.4. – Keyword Planner Keyword List

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Campaign Name	Geo Targeting	Location ID	Account	Curr Budget	Ad Group	Max CPC	Language	Networks	Keyword	Keyword Type	Segmentation	Avg. Monthly	Competition	Suggested bid
2	Draft Campaign			CAD		Digital Marketing Specialist						Ad Group Total			
3	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing specialist	Broad	1K – 10K	0.42		10
4	Draft Campaign			CAD		Digital Marketing Specialist	0			marketing specialist	Broad	1K – 10K	0.05		3.02
5	Draft Campaign			CAD		Digital Marketing Specialist	0			internet marketing specialist	Broad	100 – 1K	0.14		10.4
6	Draft Campaign			CAD		Digital Marketing Specialist	0			online marketing specialist	Broad	100 – 1K	0.41		5.85
7	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing	Broad	100K – 1M	0.52		4.48
8	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing consultant	Broad	1K – 10K	0.46		9.75
9	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing strategy	Broad	10K – 100K	0.39		9.51
10	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing services	Broad	1K – 10K	0.36		8.17
11	Draft Campaign			CAD		Digital Marketing Specialist	0			content marketing strategist	Broad	100 – 1K	0.42		8.31
12	Draft Campaign			CAD		Digital Marketing Specialist	0			marketing strategist	Broad	1K – 10K	0.28		5.87
13	Draft Campaign			CAD		Digital Marketing Specialist	0			best copywriting	Broad	100 – 1K	0.24		3.16
14	Draft Campaign			CAD		Digital Marketing Specialist	0			copywriting tips	Broad	1K – 10K	0.06		1.92
15	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing professional	Broad	100 – 1K	0.49		7.46
16	Draft Campaign			CAD		Digital Marketing Specialist	0			certified digital marketing professional	Broad	100 – 1K	0.7		5.51
17	Draft Campaign			CAD		Digital Marketing Specialist	0			social media marketing	Broad	100K – 1M	0.63		8.64
18	Draft Campaign			CAD		Digital Marketing Specialist	0			marketing consultant	Broad	10K – 100K	0.44		6.18
19	Draft Campaign			CAD		Digital Marketing Specialist	0			seo specialist	Broad	1K – 10K	0.38		13.96
20	Draft Campaign			CAD		Digital Marketing Specialist	0			social media marketing services	Broad	1K – 10K	0.27		12.62
21	Draft Campaign			CAD		Digital Marketing Specialist	0			digital specialist	Broad	100 – 1K	0.07		0.39
22	Draft Campaign			CAD		Digital Marketing Specialist	0			online marketing consultant	Broad	1K – 10K	0.26		8.53
23	Draft Campaign			CAD		Digital Marketing Specialist	0			digital strategy	Broad	1K – 10K	0.27		7.81
24	Draft Campaign			CAD		Digital Marketing Specialist	0			digital marketing solutions	Broad	1K – 10K	0.3		12.4

#### 4.1.5 Off Page Strategy example

**Groups**
[See All](#)

**Digital Marketing (SEO-SMO-SEM)** +1 Join

90K members · 10+ posts a day

www.GulshanSirohi.com SEO, SMO, SEM, SMM, Internet Marketing, Digital Marketing, Online Marketing, Email Marketing, Affiliate...

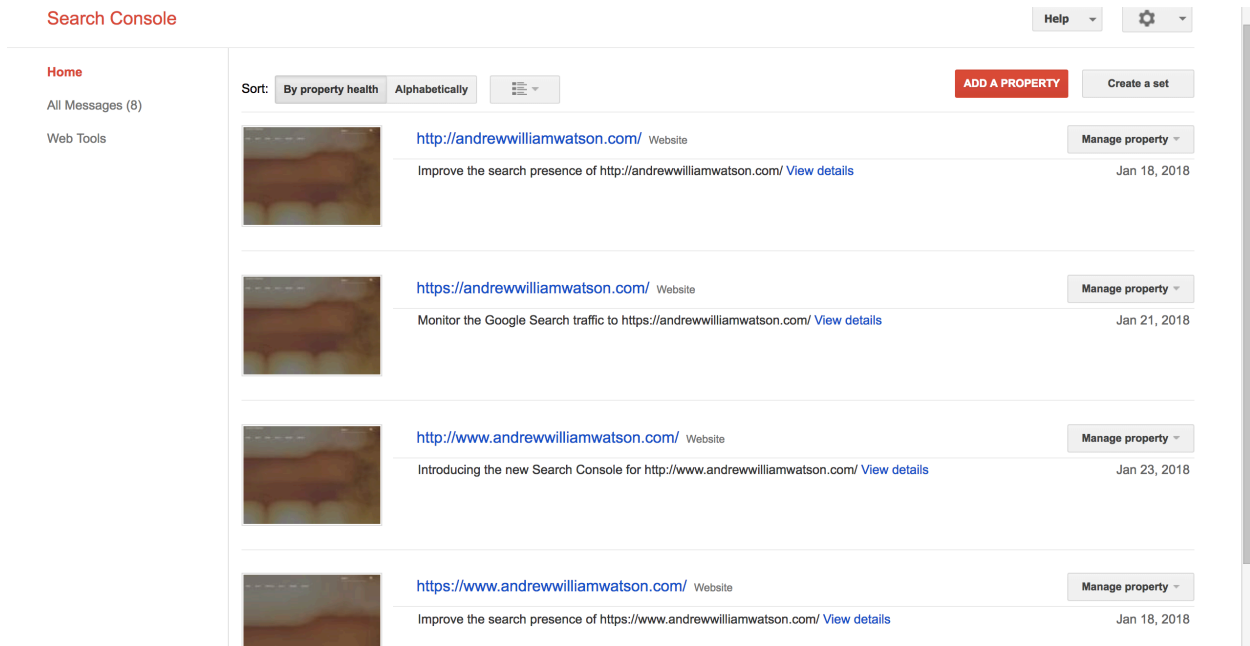
**Digital Marketing Question & Answers** +1 Join

21K members · 10+ posts a day

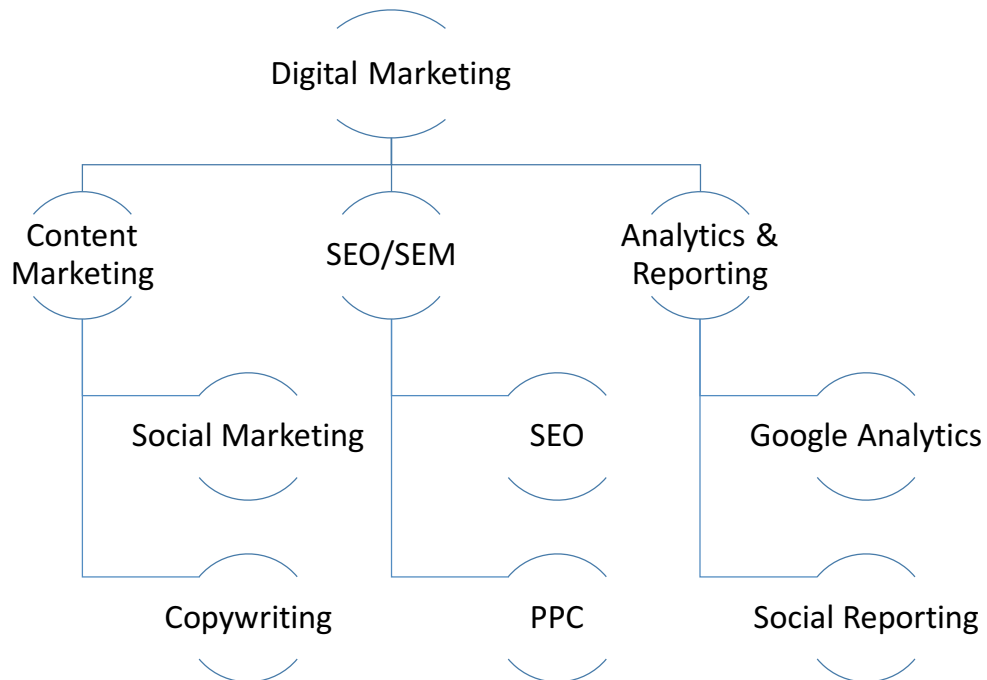
Digital Marketing Enthusiasts can be part of this group and invite other Digital Marketing individuals. Rules and Regulations of this...

#### 4.2 Technical SEO & Considerations

## 4.2.1 Google Search Console



## 4.2.2 Website Content Silos






### 4.2.3 Moz Page Speed Score

Tag/Location	Content
Meta Robots	Not found
Rel="canonical"	https://andrewwilliamwatson.com/
Page Load Time	1.204 seconds
Google Cache URL	http://google.com/search?q=cache:https://andrewwilliamwatson.com/
IP Address	
Country	

### 4.2.4. GT Metrix Score



## Latest Performance Report for: https://andrewwilliamwatson.com/

Report generated: Thu, Jan 25, 2018, 7:40 PM -0800  
Test Server Region:  Vancouver, Canada  
Using:  Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8  
Additional tips:  Optimize WordPress,  Use a CDN

Performance Scores		Page Details		
PageSpeed Score	YSlow Score	Fully Loaded Time	Total Page Size	Requests
<b>B (89%)</b> ^	<b>D (67%)</b> ♦	1.2s ^	751KB ^	32 ^

### 4.2.5 Mobile Responsiveness

Speed	Optimization
Unavailable	Medium
	72 / 100

Data about the real-world performance of this page was **unavailable**. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more](#).

#### Page Stats

PSI estimates this page requires 4 additional round trips to load render blocking resources and 0.8 MB to fully render. The median page requires 4 round trips and 2.7 MB. Fewer round trips and bytes results in faster pages.

#### Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

[Show how to fix](#)

Reduce server response time

[Show how to fix](#)

Enable compression



## 4.3 On Page Strategy Optimization

### 4.3.1 HOME Page Yoast Score

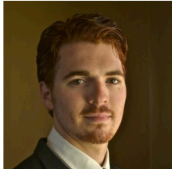
Home

Permalink: <https://andrewwilliamwatson.com/>

Add Media

Visual Text

Paragraph B I [List] [List] [List] [List] [List] [List] [List] [List] [List] [List] [List] [List]



Digital and Content Marketing Specialist

Publish

Preview Changes

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 20 [Browse](#)

Published on: Jan 10, 2018 @ 13:36 [Edit](#)

Readability: Good

SEO: Good

[Move to Trash](#) [Update](#)

Page Attributes

### 4.3.2 – ABOUT Page Yoast Score

About

Permalink: <https://andrewwilliamwatson.com/digital-content-writing-professional/> [Edit](#)

Add Media

Visual Text

Paragraph B I [List] [List] [List] [List] [List] [List] [List] [List] [List] [List] [List] [List]

### How did Andrew get into Digital Marketing?

A long and winding journey upon graduating from Arizona State University led me back home to Vancouver with a desire to break into its booming tech industry as digital marketing professional.

Publish

Preview Changes

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 9 [Browse](#)

Published on: Jan 10, 2018 @ 14:58 [Edit](#)

Readability: Good

SEO: Good

### 4.3.3—BLOG Page Yoast Score


4 Simple Copywriting Tips to Maximize Your Blog Post on Google

Permalink: <https://andrewwilliamwatson.com/2018/01/10/4-simple-copywriting-blog-post-google/> [Edit](#)

Add Media

Visual Text

Paragraph B I [List] [List] [List] [List] [List] [List] [List] [List] [List] [List] [List] [List]



Italic (#81)

Publish

Preview Changes

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 10 [Browse](#)

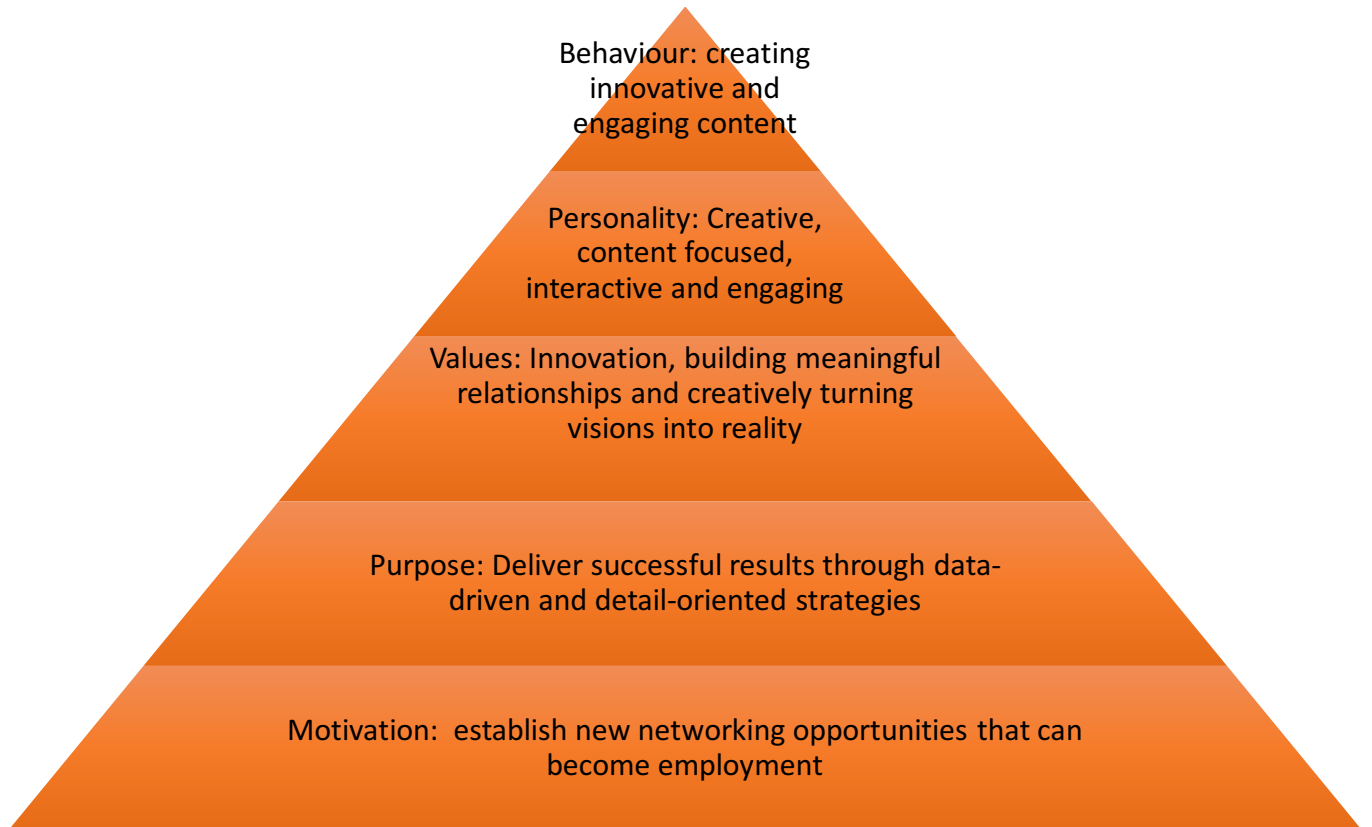
Published on: Jan 10, 2018 @ 14:09 [Edit](#)

Readability: Good

SEO: Good

## Appendix 5 – Content

### 5.1 Brand Filter





## 5.2 – Editorial Calendar

Date					Time	Time	Time
WEEK 1	Theme	Topic/Caption	Content Type	Colour	Twitter	LinkedIn	Blog
<b>Content Marketing Week</b>							
Monday, February 5th, 2018		Marketing News	Tweet		8:45 AM		
	Content Marketing	Content Marketing Quote	Tweet		12:30 PM		
Tuesday, February 6th, 2018	Content Marketing	4 Simple Copywriting Tips to Maximize Your Blog	Blog Post			8:30 AM	
	Content Marketing	Content Marketing Tip	Tweet/Image		12:00 PM		
	Content Marketing	Industry News	Retweet		5:00 PM		
<b>Wednesday February 7th, 2018</b>							
	Content Marketing	Content Marketing Strategies	Retweet		9:00 AM		
	Content Marketing	Content Marketing Tip	Twitter		12:00 PM		
Thursday, February 8th, 2018	Content Marketing	4 Simple Copywriting Tips to Maximize Your Blog	Blog Post				12:00 PM
	Content Marketing	Content Marketing Trends News	Retweet		12:00 PM		
	Content Marketing	Content Marketing Tip	Tweet		5:00 PM		
<b>Friday, February 9th, 2018</b>							
	Content Marketing						
	Content Marketing	Blog Writing Best Practices	Infographic		12:00 PM		
	Content Marketing	Blog Writing Best Practices	Video		5:00 PM		
<b>WEEK 2</b>							
<b>Social Media Week</b>							
Monday, February 12th		Family Day - no posts					
Tuesday, February 13th	Social Media	Social Media Tip	Twitter		9:00 AM		
Wednesday, February 14th	Valentine's Day Social Media	Social Media Metrics for Valentine's Day Infographic	Twitter Post		12:00 PM		
Thursday, February 15th	Social Media Marketing Infographic	Social Media Marketing Blog Post	Blog Post		12:00 PM		
Friday, February 16th	Social Friday	SMM Tip	Tweet		9:00 AM		
	Social Friday	SMM Video	Tweet		12:00 PM		
Sunday, February 18th		Social Media Case Study	Case Study			9:00 AM	
<b>WEEK 3</b>							
<b>Influencer Marketing Week</b>							
Monday, February 19th	Influencer Marketing	Influencer Marketing News	Tweet		9:00 AM		
	Influencer Marketing	Influencer Marketing Tip	Tweet		12:00 PM		
Tuesday, February 20th	Influencer Marketing on Instagram	An interview with Dan from Joda Creative	Blog Post		12:00 PM	5:00 PM	
Wednesday, February 21st	Influencer Marketing	Tweeting Live from Digital Summit, Phoenix	Live Tweet		9am-9pm		
Thursday, February 22nd	Influencer Marketing	Tweeting Live from Digital Summit, Phoenix	Live Tweet		9am-9pm		
Friday, February 23rd	Influencer Marketing Strategy	Influencer Marketing Tips: Infographic	Twitter Infographic		12:00 PM		
<b>WEEK 4</b>							
<b>SEO Strategy</b>							
Monday, February 26th	SEO						
	SEO	SEO News	Twitter		8:30 AM		
	SEO	SEO Strategy Tip	Twitter		12:30 PM		
Tuesday, February 27th	SEO	Maximizing your SEO strategy in 10 Easy Steps (Blog Post (shared via Twitter)	Blog Post (shared via Twitter)		12:00 PM		
	SEO	SEO Strategy Tip	Twitter		5:00 PM		
<b>Wednesday, February 28th</b>							
	SEO						
	SEO	SEO Tip	Twitter		9:00 AM		

## Appendix 6 – Social Media

### 6.1 – Social Media Links

<https://twitter.com/AndrewWatson192>

<https://www.linkedin.com/in/andrewwatson6/>