

POLITECNICO DI TORINO

Master Degree in Engineering and Management



DIGITAL MARKETING TOOL ANALYSIS AND EVALUATION

Academic advisor:
Maurizio Morisio

Candidate:
Paola Oliva

Academic Year: 2017/2018

Contents

Index of Figures	5
ABSTRACT	8
My purpose and motivation	8
INTRODUCTION	10
CHAPTER 1	12
1. The Company	12
1.1. Policies, Mission and Vision	13
1.2. Organizational structure	14
1.3. Purpose of the company	16
1.4. Website structure	16
CHAPTER 2	19
2. The marketing plan	19
2.1. Market analysis	20
2.1.1 Benchmark wallpaper	23
2.1.2. Price competition	25
2.2. Social networks	32
2.2.1. E-mailing	36
2.3. Digital marketing	38
2.3.1 What is and how does a search engine work?	39
2.3.2. SEM, SEO and SEA	42
2.3.3. The tags of HTML	45
2.3.4. The optimization process	48
2.4. Optimization tools	51
2.4.1. Google AdWords: keyword planner tool	52
2.4.2. Google Analytics	58
2.4.3. Google Search Console	69
CHAPTER 3	74
3. Italian case	74
3.1. Analysis KPI	75
3.1.1 Specific trend of the traffic.	78
3.1.2. Search Console vs Google Analytics	82

3.1.3. Hypothetical causes of the drop	84
3.2. Final data	87
CONCLUSION	89
BIBLIOGRAPHY	92

Index of Figures

Figura 1 Growth of sales	13
Figura 2 Growth of employees.....	13
Figura 3 Intranet Tenstickers	14
Figura 4 Mintzberg organizational structure.....	16
Figura 5 Italian website layout.....	18
Figura 6 Spanish website layout	18
Figura 7 Competitors analysis.....	22
Figura 8 Wallpaper Google search.....	23
Figura 9 Examples of Tenstickers post on Facebook	34
Figura 10 Targeting customers by language	35
Figura 11 Targeting customers by geolocation.....	35
Figura 12 Examples of emailing marketing text.....	37
Figura 13 Example of mailing marketing layout	37
Figura 14 Search engine preferences for desktop and mobile	38
Figura 15 How a search engine works	39
Figura 16 The periodic table of SEO success factors	44
Figura 17 Example of product page.....	47
Figura 18 Tools to achieve goal.....	51
Figura 19 A typical first page on Google.....	52
Figura 20 Top 25 average keywords.....	54
Figura 21 The long tail theory.....	57
Figura 22 Principal page of Google Analytics.....	59
Figura 23 Date range.....	60
Figura 24 Traffic sources	64
Figura 25 Behaviour report.....	66
Figura 26 Goal achievement	68
Figura 27 Search console	69
Figura 28 Trend CTR for retailers and merchandise search	71
Figura 29 Keywords related to CTR, Impressions, Clicks	72
Figura 30 General model in Tenstickers ecommerce.....	74
Figura 31 Excel table KPI ITALY: data from Search Console	75
Figura 32 Global traffic graph	76

Figura 33 SEO traffic graph.....	76
Figura 34 SEO home graph.....	77
Figura 35 Desktop traffic graph.....	77
Figura 36 Mobile traffic graph.....	77
Figura 37 Difference with the past year (before of the data of 28Nov we are not able to take data: google analytics delete the old data 2016 when we have to compare with the current year)	78
Figura 38 Mobile vs desktop.....	79
Figura 39 Mobile Dec2016 vs mobile Dec2017	79
Figura 40 KPI Italy	82
Figura 41 Indexation status from Jan 2017 to Jan 2018	83
Figura 42 Monthly display of traffic of the entire year.....	83
Figura 43 Scanning pages	85
Figura 44 Increasing traffic in January 2018	88

ABSTRACT

The exponential growth of the Internet and digital technologies in the last decade has created various opportunities for young and dynamic brands in every field of sales.

Nowadays, jumping into e-commerce is a way to increase the reach of new customers, but often the companies are disappointed or fail in performance because they do not understand or know the principles of e-business and they cannot create a solid e-commerce strategy.

When I started my internship at Tenstickers/Tenvinilo SL, I didn't know enough about the Strategic internet world that works behind an ecommerce.

Using knowledge on the Internet business and analysing the current situation of the Tenstickers/Tenvinilo SL e-commerce sales channel, I had to continue a previous and existing work and to implement an always better B2C e-commerce strategy, focusing myself on several indicators to track progress and results reported monthly for 6 months last year.

I could not imagine the world behind an e-commerce and the continuous work and optimization need about e-business creation, content management systems, traffic generation techniques, online marketing, social media, search engine optimization and so on.

My purpose and motivation

Before I was appointed in Tenstickers/TenVinilo SL as country marketing manager, I was strongly fascinated to websites, internet and digital marketing. During academic years, I studied different subjects like strategy, innovation and information system, but also database, marketing and I learned some programming language like Java, Html, Python. All this knowledge brought me to interest me about the digital marketing world and, in particular, to the reasons why a company needs it. Nowadays every business, field, shop, commerce based on a digital marketing/advertisement, so it's important understand that, without this implementation, it's hard compete in the global marketplace.

I choose this internship abroad in this company for different reasons:

- It's a small reality, based on confidentiality, familiarity and, for this, I could learn different things correlated or not, differently from a big multinational reality in which every person has a specific role in a specific field and focus only for this.

- The international environment allows me to improve my English and learn another language (Spanish).
- Working with different nationality people opens my mind to new cultures and different way to analyse problems and solutions, due to different background.
- This was a way to enter in contact in practice with all those techniques about the improvement of strategic decisions and marketing.

I learned how to manage the contents of dynamic websites and search engine optimization for online visibility and for the generation of organic traffic. I found out that email marketing and lead generation are very important for creating habitual, fixed, "loyal" customers. Moreover, social media and banner ads are the new ways to advertise efficiently in order to increase data traffic. Everything is focused on the goal of increasing the conversion rate more and more.

The aim of this thesis is to dissect the fundamental concepts related to the SEO, especially from the point of view of Italian market: the evolution of this business in our territory, the tools and optimization techniques used in the monitoring of acquired data. I will discuss about website improved during the internship; in particular, I will explain the measures taken to create a site that was SEO-friendly, or that would take a series of tricks useful for obtaining a good positioning

INTRODUCTION

Over the last 15 years, Marketing was subjected to a real revolution.

In general, the base-definition of marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

1. identification, selection and development of a Product,
2. determination of its Price,
3. selection of a distribution channel to reach the customer's Place, and
4. development and implementation of a Promotional strategy.

Before the advent of the Internet, advertising was carried by expensive tools such as print, television and radio and only few companies that had the necessary budget were able to reach the big public.

The communication had a unidirectional structure characterized by commercial messages, focused on the product and its characteristics and not on the different targets.

The consumer played an absolutely passive role, subjected to communication without having the opportunity to interact with the company or express her opinion on the advertised services.

Decades pass, the situation suddenly changes and, thanks of the presence of internet, the user takes a leading role, since he has the possibility to search directly for what he needs.

The traditional marketing, that of 4P and the Kotlerian paradigms is not dead, it is simply evolving. From the classic 4P (Product, Price, Promotion, Place) we have moved on to the redefinition of P, supported by Kotler himself, who become "People", "Planet", "Profit" and "Performance", or the 4P were replaced with the 4C (Customer, Cost, Communication, Convenience).

Everything revolves around this magnificent invention that still brings discontinuity to businesses.

Communication, sales, catalogues, apps: those who do not update are lost.

The name of today's marketing is **digital**: social, web marketing, SEO, big data, analysis, pay per click.

Companies change their way of communicating: the centre of marketing is not more the product but the clients and their needs.

Thanks to the web, even small businesses have the opportunity to promote themselves: the costs are lowered, new opportunities appear, new strategies are refined and Web Marketing is born, that is all those activities that increase and improve online presence.

As we said the communication becomes two-way, the user finally has the opportunity to make their voices heard and for the company it becomes essential to "listen" to the web and create a relationship of involvement and dialogue with the public to better satisfy their needs.

To succeed, it is not enough to promote quality products or services: now it is necessary to create relationships of trust with potential customers.

This phase is commonly called Marketing 2.0.

According to Marketing guru Philip Kotler, the rapid spread of social networks and the difficult economic situation have led us to take another step forward, allowing us to enter a new phase, called Marketing 3.0.

This new era no longer puts the customer and his needs at the centre of attention, but man and his values.

According to Kotler, in recent years the use of social media has allowed the birth of a shared culture at a global level, a real community made up of people who exchange opinions, thoughts and values. Today, users no longer look for a service or a product that meets their needs, but want to experience, share interests and ideals.

For this reason, in the era of Marketing 3.0, to be successful, companies must build a strong brand reputation based on the values in which users identify themselves.

Businesses must reach the soul of people, involving them directly in a process of co-creation of value.

In a nutshell, customer needs and buying patterns are changing as a result of a long evolution process. Moreover, the now ubiquitous technologies have led to a revolution in standard purchases through mobile digital devices and social networks, through which the consumer can check the availability of the product and all its features directly from home and not necessarily go to the store.

CHAPTER 1

1. The Company

TenVinilo SL is a Spanish e-commerce company with legal and commercial domicile in Calle Lepant 153, Sabadell/Barcelona in Spain.

The company produces stickers for walls and other surfaces and T-shirt prints. It operates in the decoration branch in over 20 countries. Due to the multilingualism and branding reasons the company operates in no Spanish speaking countries under the name Tenstickers.

The company not only offers wall stickers or general stickers designed by the company inherent graphic design department, but also gives the customer the opportunity to come up with own design ideas which will be realised by the designers. Through tools and functions on the website, customers can upload an image, choose texts and fonts to create their own individual product. Furthermore, the customer relationship is an important matter to the company. Most of the countries which TenVinilo operates in have a native speaker in the position of the **country manager**, who is also responsible for answering and process every request, complaint or question. Throughout this very targeted customer service, the relationship between the customer and the company gets tightened and each customer feels individually treated.

Tenvinilo SL (limited company) is active on the e-commerce market, which means they are selling their goods over the internet without any retailer, by eliminating intermediaries and offering so, cheaper prices.

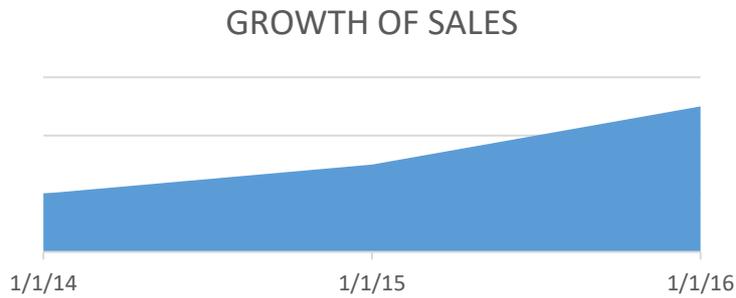
Since the company is selling products in the decoration branch, their products fall under the category of capital goods.

TenVinilo SL started 6 years ago, in 2012 on the Spanish market but have now expanded to over 20 countries. The countries the company operates in worldwide at the moment are: Argentina, Chile, Colombia, Spain and Mexico, Belgium, Canada, Denmark, Germany, France, Ireland, Italy, Luxembourg, Netherlands, Austria, Poland, Portugal, Switzerland, Finland, United Kingdom and the US.

As already mentioned before, in the non-Spanish speaking countries the company uses the name Tenstickers.

The microenterprise has a size "between 5 and 25" of employees and the last balance deposited in the merchant register in 2017 shows sales "between 0.6 and 1.5 million €"(893.867 €) with social capital of 10000-50000€¹.

¹ axesor – agencia de rating española



YEAR	VARIATION
2014	/
2015	39,78%
2016	102,64%

Figura 1 Growth of sales



YEAR	FIX	EVENTUALS
2013	0%	100%
2014	80%	20%
2015	100%	0%
2016	100%	0%

Figura 2 Growth of employees

1.1.Policies, Mission and Vision

The mission of the company is providing a close and individual customer relationship in order to fulfil each customer's personal wishes concerning wall stickers.

The company's vision is to provide the best possible products to the best price without any intermediaries using the newest print and cutting technologies.

As already mentioned, the company works with so called "**country manager**" to provide each international market with country inherent knowledge by a native speaker. These country managers are always interns. This business model is especially risky considering many interns don't have enough knowledge or working experience in order to create valuable input to the company. Each month has a sales objective which needs to be reached. However, this objective never changes and is the same for every month, without consideration of demographic or other relevant changes within

Cercador							
Tipus objectiu		Mes	Any	Fet			
[Dropdown]		[Dropdown]	2018	[Dropdown]	Cercar		
Treballador	Tipus objectiu	Pais	Mes	Objectiu	Actual	Fet	E
Paola	Sales by country	Italy	2/2018	220	157	✗	
Paola	Sales by country	Switzerland	2/2018	80	81	✓	
Paola	Sales by country	Switzerland	1/2018	80	57	✗	
Paola	Sales by country	Italy	1/2018	220	172	✗	
Paola	Sales by country	Italy	12/2017	220	153	✗	
Paola	Sales by country	Switzerland	12/2017	80	61	✗	
Paola	Sales by country	Switzerland	11/2017	80	98	✓	
Paola	Sales by country	Italy	11/2017	220	197	✗	
Paola	Sales by country	Portugal	10/2017	75	58	✗	
Paola	Sales by country	Italy	10/2017	220	229	✓	
Paola	Sales by country	Switzerland	10/2017	80	70	✗	
Paola	Sales by country	Italy	9/2017	220	230	✓	
Paola	Sales by country	Switzerland	9/2017	80	70	✗	

Figura 3 Intranet Tenstickers

that particular country. Every day, each intern keeps track about the monthly orders made until this day in his own country and update a chalkboard.

In the table above, I show some data during the months from September to February using an Intranet (INTRANET-TenVinilo) in which I checked the real number of orders done (actual) and we compared with the foreseen ones (objectiu).

Clearly, the goal is to have the actual number greater than foreseen ones.

Other than the objectives no written policy can be found for communication or marketing. Every marketing action is developed from a very broad and basic foundation of marketing research and is applied in all countries. The only country specific knowledge they require is given by the interns, which are considered as native marketing professionals just based on their nationality.

1.2. Organizational structure

TenVinilo is a small sized enterprise working in the ecommerce market. In total there are 20 people working in this company. The company is not divided into departments; however, different groups of employees is concerned with different kind of tasks. In the production where all the stickers are being printed and packed are currently 4 people working. They cut out the stickers, take care of the printers and put the products into packages and prepare them for delivery. These working processes are happening in the production hall. Above this production hall there are the rest of the employees situated all in one room. The interns make 7 people out of the whole team working for TenVinilo.

They are responsible for customer service, creating content for the website and social media and to come up with new ideas concerning products targeted for their native market. All designs for the company are created in the company by 3 designers, which create new content every day and design individual customer's requests. One person is responsible for all administrative concerns in the company. Together these employee groups form the supporting staff which play the key role in this type of organisation. The IT department employs two people. They program everything concerning the website and handle every IT matter. They operate as the techno structure, which is rather small. There are two supervisors for the interns, which are also responsible for SEO and SEM monitoring and alterations concerning this topic. Last but not least there is the CEO who is involved in all working processes and helps out where it's needed. The last group of employees form the strategic apex. The organisational structure of Tenvinilo SL is very flat. Even though there a job titles and positions, everyone has a saying in any project and is allowed to give suggestions and recommendations on new workings tasks, for example concerning designs of new stickers, concerning new marketing approaches and tools which can be used for that or also content published on website and social media channels. There is no official communication policy and everybody interacts friendly with one another. The type of organization according to Mintzberg applied in this company is the Adhocracy type. In an innovative organization there's little or no standardization for coordination. Even though supervisors at TenVinilo have control over the intern's tasks, the interns themselves have a huge influence on website and social media content which can't/won't get completely controlled by the supervisors. This leads each intern to be the manager concerning content and new marketing approaches for their native country. Each division in the company works autonomously. As already mentioned the supporting staff therefore makes the key part in this organisation, which is the main characteristic of the adhocracy type.

1.3. Purpose of the company

Tenstickers' goal is to become a leader in the sector, reaching and covering as many countries as possible with sales and shipments.

They can get this kind of expectations for the e-commerce sales channel through:

- 1- Better online visibility (web presence) and online communication with good content management in all Tenstickers' Internet properties;
- 2- best quality/price ratio

One of the main priorities of each company is the ability to attract leads, i.e. those people or companies that may be interested in services or products that are the protagonists of their sale.

It is one of the most important and delicate steps of the entire sales process: there is a need to develop effective strategies that allow you to get in touch with new people, who can have a need that can be met, and aim to have an increasingly extended range of action.

If people do not know a company or its services or products, how can they choose it? On the contrary, more people you can reach, using the right web marketing strategies, more chances to find customers interested in your business you have. When visibility is greater, the chances of reaching new customers multiply!

1.4. Website structure

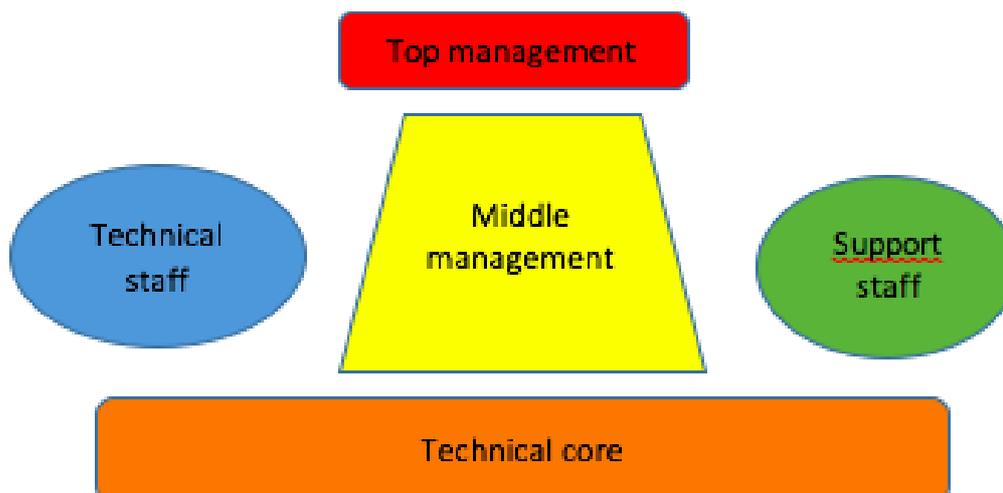


Figura 4 Mintzberg organizational structure

Apart from all the strategic SEM and online communication techniques, it is necessary to realize that the first form of communication is to understand each other and “speak the same language”.

What languages does the site speak?

A multilingual website has the great advantage of expanding the boundaries of the business and reaching an international global audience.

Tenstickers was born to satisfy a Spanish public, and slowly broadened its horizons to most of Europe. During my internship, other parts of the world like Colombia, Argentina, United States but also Honk Kong, Indonesia, Japan were added. The decision about the inclusion of more countries on the website was dictated by comparison with other successful international sites, from wanting to make known the name Tenstickers in many places to increase the credibility in terms of quality of service and product.

Obviously, therefore, there was an assessment of the reference markets, with pros and cons annexed, opportunities and risks.

It was important to evaluate not only the language but also the reference markets in order to target consumers.

US English is different from English; French is the national language of culturally very different countries. We asked ourselves: "who are we talking to and how?"

As written later, creating professional contents is essential. When you have a multilingual site, the management of translations must be accurate and for this it is better to hire a native speaker who has an excellent command of the language in order to use effective vocabulary and expressions. In this way a connection is established with the reader.

During my stay in the company, in addition to me (Italian) there were a Portuguese, a French, a German, a Polish, a Dutch, an Englishman, a Danish. Everyone took care of the market of the country of origin, both in the management of their site and in the introduction of new ideas, suggestions on the habits of their fellow citizens.



Figura 5 Italian website layout

The main site www.tenstickers.com (US) is connected to the other sites with different languages and you can switch from one to another simply by changing the domain (ex www.tenstickers.it redirects to the Italian site with Italian content, etc.) or from the "language selection" curtain.



Figura 6 Spanish website layout

In fact, there is a true separation of all websites, each hosted domain will reside in its own directory. Every website, e-mail account, subdomains and databases are completely independent, but managed by a single account, the main one.

The decision to make this division was dictated not only by an idiomatic question, but also by traditions, needs and contents. If Italians expect ad hoc contents for the Epiphany, for Russian visitors the theme will be the Orthodox New Year in January and the American public expects content for Thanksgiving.

Moreover, also the styles are different on the base of the country.

In fact, the same product present on the website could be a best seller for an Italian and, on the contrary, causes zero sells on Norwegian market!

CHAPTER 2

2. The marketing plan

A Marketing Plan is all that is needed before investing in Web Marketing activities and that must be constantly monitored during the activity.

A good Strategic Marketing Plan is necessarily composed of the following main processes:

1. Market Analysis
2. Setting up the brand
3. Setting up the Strategy and Tactics of (Web) Marketing

Thanks to the Market Analysis, we can be aware beforehand if there are people willing to buy certain products or services on which we want to base our business.

What do these people look for on the internet, what are they really interested in.

Through the Market Analysis, we found our **real competitors**, how many they are, how they operate on the market and how they are (if they are) positioned.

The first thing to check in this process is the demand.

Market demand is divided into three categories:

1. The conscious
2. The specific conscious
3. The latent

The conscious demand helps us to understand if there is someone who is actively interested in products or services similar to ours.

Google's search by these people represents an "intention", that is, a set of information, purchases, requests for quotes, etc.

Knowing in advance if there is already someone looking for our products or services is important in order to intercept these people (for example with Google Adwords or with SEO techniques).

The specific conscious demand helps us to understand if there is someone who is already looking for our brand or our company.

In the last two cases, any Keyword Research tool is fundamental.

Important data to monitor continuously are:

- The average search volume of your keywords: how relevant a topic is to potential customers and how often on average a month is searched online.
- The level of competition: indicates the level of difficulty in positioning a particular keyword.
- The average cost per clicks: the greater the level of competition, the greater the investment required in terms of pay per click.

The latent demand represents all those people who are not yet looking for our products, because maybe they still don't know it or they don't need it at the specific time, but if rightly pushed they might be interested.

The best tools for verifying the latent demand are the **social networks** as they offer an excellent profiling of the subscribers based on various factors, e.g.: geographical location, age, sex, job, interests, hobbies etc.

Another factor that it's important to verify, also in order to confirm the data collected by the analysis of the demand, is the research trend by users in recent years for a given topic.

The adapt tool is Google Trends: checks someone interested in the products and / or services, to what extent or is interested, what is the seasonal trend of research and how this could affect the planning of the marketing communication plan.

In this way, we have discovered products with the most interest, which benefits are relevant to our potential customers, and which topics develop (and if they are growing) around our industry.

The data collected are indispensable and prepare us to solve the equation that is the basis of every good marketing plan model that respects itself and that often decrees success or failure: the purchasing process of our customers.

2.1. Market analysis

In order that a company is able to carry out its business successfully, it is essential that a deep competitive analysis is done. In this way, it is possible to identify the characteristics of the reference environment and the market in which the company operates.

This indispensable tool for identifying opportunities and risks provides strategic information both in offensive and defensive terms.

In order to conduct this analysis, it is essential to gather as much information as possible on the competitors, in order to know their behavior, their strategies, their strengths and weaknesses, and what could be the opportunities and threats that these companies will have with the passage of time. All this information could help company management make more immediate decisions and track the most appropriate strategic path.

The benchmark analysis began with the identification of competitor companies. The business basket has been defined considering:

- companies that belong to the same reference market, so as to be able to outline possible developments

- companies with similarities at the level of services offered and direct competitors of Tenstickers, in order to identify and the degree of strategic vulnerability
- companies that are part of the same geographical area (Italy in this case), focusing on the results obtained in the Italian territory

I had analyzed the 4 most important competitors in terms of appearing in the first page of Google search engine when you search “stickers”: Wall-art, Bimago, AllPosters, Stickers Murali.

	competitor1 wall-art	competitor2 bimago.it	competitor3 allposters.it	competitor4 stickersmurali.it
website what do they sell?	www.wall-art.it <ul style="list-style-type: none"> • Wallstickers • Poster • Canvas • Wallpaper • Wall colors • Decoration ideas 	www.bimago.it <ul style="list-style-type: none"> • wall stickers • posters • wallpapers • canvas • metal plates • screens 	www.allposters.it <ul style="list-style-type: none"> • wall stickers • wallpapers (wall painting) • posters • canvas and frames for pictures • art • photos • t-shirts • a lot of special items such as accessories, calendars, puzzles, cardboard characters, mugs etc. 	https://www.stickersmurali.com/ wallstickers
website layout	<ul style="list-style-type: none"> • Clear & Easy to use • In the home page, horizontal bar with categories and catalogue with photo, divided for typologies • All product groups belong to the category shown in the sidebar • Breadcrumb. • Certificate Advantages in terms of security of payments, quality, sustainability and delivery 	<ul style="list-style-type: none"> • Simple and easy to use • Rich and broad because of a lot of products • Authoring techniques • Breadcrumb • They advertise the fact that the company has more than 10 years of experience with 250 employees. • Their decoration were arrived in 40 Country of the World! • Horizontal bar is composed by Products, Interns, Style, wall colors, Gift • you have a lot of options for each choose • a lot of colors included silver and gold • detailed descriptions plus technical data plus Assembly instructions with drawings • Broad catalogue with the most important author of the past (classic, modern , contemporary) 	<ul style="list-style-type: none"> • Easy to use • Black and white with red as an effect color • Clearly shows all the different categories, also the most popular ones because they have a lot • They have so many products it's sometimes hard to find what you are looking for (the website is confuse/muddler) • They are not advertising their social media at all 	<ul style="list-style-type: none"> • Easy to use • They focus only on wallstickers • Organized and simple website • Search bar and bar with all categories
design style	The posters design could be different than stickers one	<ul style="list-style-type: none"> • The wallpaper designs are different than the sticker designs • There are different categories in the wallpapers 	<p>Wallpapers</p> <ul style="list-style-type: none"> • The wallpaper designs are mostly realistic photos, they have a lot (over 14 000) • They also have them for doors • A lot of wallpaper murals with city views or nature themed like forests and beaches <p>Canvas</p> <ul style="list-style-type: none"> • For canvas they have different designs such as realistic photos which are similar to the wallpaper designs, but also art paintings <p>Posters</p> <ul style="list-style-type: none"> • Many different themes like music, movies, sports, animals etc. <p><small>FRAMES</small></p> <ul style="list-style-type: none"> • Different sizes depending on the product 	Similar to tenstickers ones
service/tools	<ul style="list-style-type: none"> • Paintable wallpaper • They sell instruments/accessories/materials to paint • They offer different materials not only paper or canvas, but also wood, forex, glass, • They offer 4 size for canvas and 5 size for simple posters • It is possible to add a wood frame or other accessories 	<ul style="list-style-type: none"> • They sell stickers, wallpapers, canvas and more • They offer wallpapers in 3D • They offer different 9 styles for wallpaper, canvas, poster, stickers • Gift voucher • Drop shipping/drop shopping http://www.bimago.it/dropshipping (new channel to have new customers) 	<ul style="list-style-type: none"> • You can also order the photos without the canvas or with different frames • They have a service for tracking your order on their website • They have a service proper for the company (included hotels, restaurants, school) • They don't have a service to design a customized sticker, canvas or wallpaper 	Create your customized sticker
social network	<ul style="list-style-type: none"> • Facebook page 15,932 followers 1 post every 2/3 days • Instagram page 2019 followers 1post every day • Google+ • Pinterest 80 followers 	<p>Facebook page, 33,221 followers, one post every 2 days</p> <ul style="list-style-type: none"> • Twitter page, 16 follower, one post for week • Google + • YouTube • Pinterest • Their own blog: http://www.bimago.it/blog/ 	<ul style="list-style-type: none"> • Facebook, Instagram, Pinterest, blog • They are not marketing any of their social media accounts on their Finnish website • Facebook: they have over 500 000 followers, but is not country specific, it is a general page for allposters.com o They are posting almost every day, sometimes twice a day, sometimes the posts are about their products, sometimes it's a link to • Blog: also for the English website, so it is in English, not in Italian or in any other language o They are posting blog posts about all different themes such as culture, sports and animals, some of them have no relation to their products o They have a link to the blog on their website, but a very small one on the bottom of the page • Instagram: general, not country specific Instagram account where they post almost every day a product from their webpage allposters.com • Pinterest: account where they post Pins of their products 	<ul style="list-style-type: none"> • Facebook, 48,747 followers, one post every day • Instagram • Pinterest • Twitter • YouTube



Figura 7 Competitors analysis

Apart from the price, the reference parameters on which I compared the competitors are: products they sell, website layout, design style, availability of product's size, offered service/tools, social network used because of marketing/advertising, delivery price, payment methods.

In the Italian market you can clearly see above that competitor's websites/e-commerce sell canvas and wallpaper in the same online stores where they sell wall stickers. Sometimes, they are selling a lot of different kinds of products too, but wall stickers, wallpaper or even canvas products are always their main products.

The market of stickers in Italy goes hand in hand with wallpaper and canvas 's one.

Sometimes people doesn't distinguish the difference between wall stickers and wallpaper because they think these products have the same functionalities and goal but only with bigger measures.

Based on experience (I'm Italian and I grow up in Italy and in Italian house!), canvas or paintings in general are very used in every Italian house, maybe more than wallpapers. These are easy to apply and to remove if wanted, they don't leave any marks on the walls.

Anyway the concept of wall stickers and wallpapers is spreading because of the inexpensiveness of these products. After competitors' analysis about product, in order to align Tenvinilo with competitors, we were thinking to introduce wallpaper and canvas on Tenvinilo stores, despite it will be an introduction of new machines and materials (so initial investment, money disbursement) in order to compete with these competitors not only with stickers!

Before to introduce new products is opportune to make an accurate analysis. We have examined better the wallpaper market, the materials used for, the keywords for search them to understand the interest from customers and their willingness to spend for in Italy.

2.1.1 Benchmark wallpaper

If we use keywords planner (a tool discussed in 2.4.1), the first thing that we notice is the big number of researches of customers about wallpapers compared with wall stickers (“adesivi murali” =18100 vs “carta da parati”=49500). When we search in the KW “wall stickers”, he suggests something related to wallpaper but it does not happen the reverse!

The SEO (discussed in 2.3.2) can give us an initial idea about the most popular searches about this theme in Italy. Despite Amazon and Ikea (big multinationals) are presents in the list below, they don’t occupy the first 5 positions in the first page of Google.

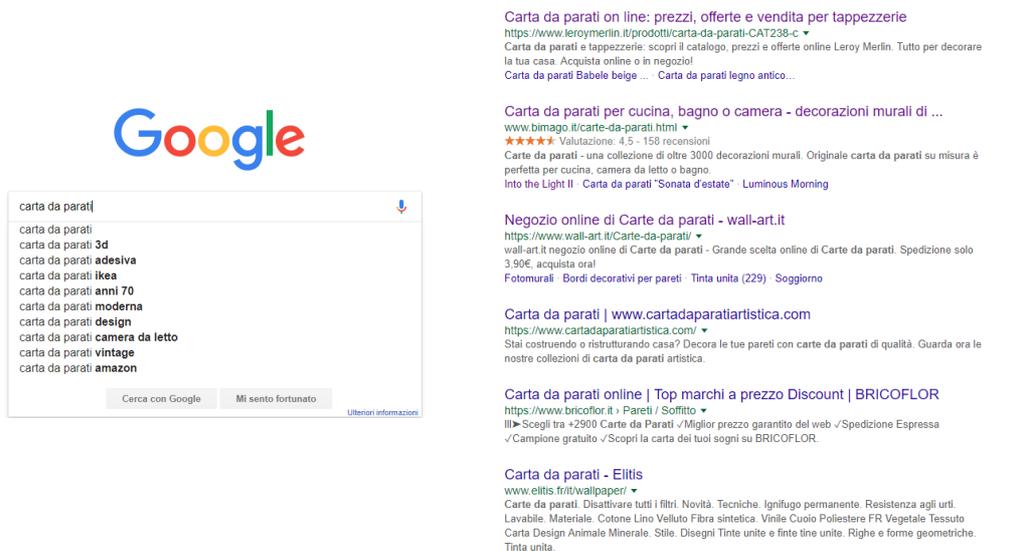


Figura 8 Wallpaper Google search

Anyway the first position is occupied by another big mark (Leroy Merlin) with which it could be difficult compete because of his prestige, brand and huge catalog.

The other competitors are companies as us, so it could be easy entering in this market.

Anyway, we can find that some people are loyal to specific marks for wallpapers, differently for stickers. Above, the table shows the average search monthly, done thanks by keyword planner.

Carta da parati IKEA	3600
carta da parati Amazon	720
carta da parati Leroy Merlin	2400

In order to be more competitive, we have analyzed all type of materials possible used in the world for wallpaper, to create a great compromise in terms of quality and price.

TYPES OF PRODUCTS:

Paper is a material used to cover and decorate the interior walls of homes, offices, etc.; it is one aspect of interior decoration. It is usually sold in rolls and is put onto a wall using wallpaper paste.

Paper wallpaper is made of recyclable paper. It is also used as backing material for other wallpapers. When using paper as wallpaper the booking time has to be considered. These products are sold with glue in general.

TNT or a nonwoven fabric is a type of textile produced by forming a network with fibers joined by mechanical, thermal or chemical processes, but without being woven and without it being necessary to convert the fibers into yarn. These textile materials do not fray; for that reason, they are appreciated for the manufacture of garments and accessories of high performance.

The non-woven fabric is a sheet, veil or web of flexible and porous fibers, without weft, such as felt. It is a textile with little resistance unless the density is increased or reinforced with a lining.

This material can replace the polyurethane foam

Photo and metal wallpaper are applied on a backing material like non-woven or paper wallpaper.

When producing photo wallpaper, the picture will be printed on a paper backing. To create a metallic optic wallpaper, the coating of the backing material consists of metal foil like aluminum.

Wall paper with vinyl coatings:

Vinyl Coated Paper - this wallpaper has a paper substrate on which the decorative surface has been sprayed or coated with an acrylic type vinyl or polyvinyl chloride (PVC). These papers are better resistant to grease and moisture than plain paper, and are good for bathrooms and kitchens.

Solid Vinyl - this wallpaper consists of a vinyl film laminated to a fabric or paper substrate. It is generally considered more durable than fabric-backed or paper-backed vinyls (as listed above) because the vinyl is "solid" or not applied in a liquid form. This type of wallpaper is ideal for consumers looking for a great degree of washability, scrubbability and durability.

Coated Fabric - this wallpaper has a fabric substrate coated with liquid vinyl or acrylic. The decorative layer is printed on this coating. This is generally considered more "breathable" wallpaper which makes it best for use in low moisture rooms, like living areas.

Some of these are very fire resistant!!!

Price competitors example:

Leroy Merlin is the most competitive price around 2€/m²: Example price size 0,53x10m, price 8.99€, Price/m² 1.69€).

The others have more or less the same average price with a range 3-8€/m². Sometimes Bimago has an excessive price for some products size 150cm X 84cm, price 66,14€, price/m²=52.49€, but maybe it depends on the high quality of materials or on the beautiful images that they reproduce. Most of them offer other services like laying and home installation, delivery home, financing for your purchases, fast delivery, 30 days for recess, sale of accessories as glue, spatula, wallpaper roll, brush for glue, etc.

In the table above, we have used the tool Adwords (we discuss later) keyword planner of Google, in order to know the preferences of the customers about these products.

WORDS	VIEWS
wallpaper	74,000
paper wall	110
carta da parati	49,500
carta da parati adesiva	4,400
carta da parati moderna	6,600
carta parati	3,600
carta da parati per cucina	720
carta da parati camera da letto	1,900
carta da parati lavabile	390
carta parati 3d	1,300

2.1.2. Price competition

Price competition is one of many ways that a product or service can compete in the marketplace. In price competition, two almost similar products are judged by prospective consumers on their respective pricing, with the purchase made mostly on the basis of which is cheaper.

When two products have similar core features, but are produced by different companies, competition results. Competition-based pricing strategy involves setting your prices based on your competitors' prices rather than on your own cost and profit objectives. Each product has a price range. After analyzed the competition prices, we are able to determine the current price range for our product. Customers use existing prices as a guide to what is normal or considered a good deal, so we should be prepared to manage the consequences and risks of prices "outside the standard range". There are four general pricing strategies: pure parity, dynamic parity, premium price strategy or discounted pricing strategy. In pure parity, our price is always the same as our competitor's: they set the price and match it. Dynamic parity happens when we pick a competitor and keep the gap between their price and ours the same. Premium pricing is higher than the

competitors, but we can gain a position of higher perceived benefits. In discount pricing, we always keep the price cheaper than that of competitors.

Stickers are products for which is difficult creating benefit differentiation in the customers; so the strategy is to assign lower or same price of the competitors to our products.

For the explanation above, the excel table below shows the difference of price between competitors and Tenstickers.

In particular, there is difference either if the sticker is monochrome or multicolor.

For each of these two categories, it was done a sample analysis.

We had chosen 3 types of size (**small** with area $< 0,5m^2$, **medium** with $0,5m^2 \leq \text{area} \leq 1m^2$, **big** with area $> 1m^2$).

In this way, we had compared the price at m^2 and making uniform the comparison among different products of different competitors.

I used the color green to highlight when the product of Tenstickers is more convenient than competitor's one and the color red when the price of competitors is cheaper than ours (Tenstickers). The parity shows an indifference price among the products (yellow cells).

Wall-art				Tapestries				URLS			
Small Stickers => From 0 to 0,5 m2				Medium Stickers => From 0,5 to 1m2				Small Stickers => From 0 to 0,5 m2			
width (meter)	high (meter)	Monochrome	Price Sticker	Price/m2	Big Stickers => From 1 to 3m2	width (meter)	high (meter)	Monochrome	Price Sticker	Price/m2	URLS
0,5	0,3	0,14	14,90 €	106,43 € / 2,1m2	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Norme/Adelivo-nurale-Norme-Faralle-106,43-e-2,1m2/	0,3	0,12	0,036	3,25	90,28 €	https://www.lemstickers.it/stickers/flicker-bambini-treno-con-nome-6726
0,33	0,8	0,284	24,90 €	94,32 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Far-delle-tua-vita-un-segno.html?listtypes=select&searchparam=pcos520principe	0,7	0,3	0,21	18,99	90,43 €	https://www.lemstickers.it/stickers/french-nuro-coeur-de-la-maison-5430
0,3	0,4	0,12	19,90 €	165,83 € / Origami.html	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Motiv/Free-Ornament/Adelivo-nurale-Far-alla-165,83-e-Origami.html	0,4	0,4	0,16	14,5	90,63 €	https://www.lemstickers.it/stickers/adelivo-symbol-celtic-quadrifoglio-10646
0,8	0,89	0,712	49,90 €	70,08 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Norme/Adelivo-nurale-Norme-Ferina.html	1,1	0,69	0,759	49,5	65,22 €	https://www.lemstickers.it/stickers/wall-sticker-personalizzato-bambino-7386
0,55	1,5	0,825	54,90 €	66,55 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Sometimes-we-have.html	0,65	1,3	0,845	55	65,09 €	https://www.lemstickers.it/stickers/flicker-decorativo-fluo-dante-dif-bone-7481
0,9	0,83	0,747	49,90 €	66,80 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Dita-Amore-a-codice-a-barre.html	1,11	0,74	0,8214	53,5	65,13 €	https://www.lemstickers.it/stickers/french-nuro-codice-a-barre-numeri-6715
1,2	1,04	1,248	69,90 €	56,01 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Fr-amor-natural.html?listtypes=select&searchparam=desivo520victa	1,2	1	1,2	66	55,00 €	https://www.lemstickers.it/stickers/flicker-decorativo-casa-abbey-8871
1,6	1,7	2,72	149,90 €	55,11 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Nbero-3.html?listtypes=select&searchparam=ADSV02020GRANDE	1,47	1,8	2,646	145,75	55,00 €	https://www.lemstickers.it/stickers/flicker-decorativo-casa-abbey-8871
1,6	0,78	1,248	69,90 €	56,01 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Casa-mondiale.html?listtypes=select&searchparam=mappe	1,6	0,82	1,312	72,25	55,07 €	https://www.lemstickers.it/stickers/adelivo-decorativo-mappanonido-8046
0,3	0,27	0,081	16,90 €	208,64 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Vakar-e-la-grande-aquila.html	0,5	0,19	0,095	7,75	81,58 €	https://www.lemstickers.it/stickers/adelivo-bambini-aquilotto-8158-e-3578
0,8	0,5	0,4	34,90 €	87,25 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Hilber-delle-civette-in-blu.html?listtypes=select&searchparam=GUFO	0,75	0,6	0,45	36	80,00 €	https://www.lemstickers.it/stickers/adelivo-bambini-gufi-o-cross-898
0,4	0,21	0,084	12,90 €	153,57 € / stoken=4360250C&lang=1&listtypes=select&searchparam=colico	https://www.wall-art.it/index.php?stoken=4360250C&lang=1&listtypes=select&searchparam=colico	0,4	0,25	0,1	9	90,00 €	https://www.lemstickers.it/stickers/flicker-decorativo-nani-in-sarguinale-5043
0,8	0,8	0,64	44,90 €	70,16 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Norme-bambino-resa.html	0,8	0,75	0,6	30	50,00 €	https://www.lemstickers.it/stickers/adelivo-bambini-on-s-tend/bancherit-5000-e-ross-4789
1	0,74	0,74	54,90 €	74,19 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Bano-con-pastorelli.html	1,1	0,66	0,726	38,99	53,71 €	https://www.lemstickers.it/stickers/adelivo-bambini-uccellino-5371-e-gallo-789
1,4	0,57	0,798	59,90 €	75,06 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Composizione-di-calette-per-uccellini.html	1,4	0,6	0,84	42	50,00 €	https://www.lemstickers.it/stickers/adelivo-bambini-calette-uccellini-4683
1,1	1,26	1,386	74,90 €	54,04 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Paride-che-mangia.html	1,4	0,98	1,372	68,75	50,11 €	https://www.lemstickers.it/stickers/adelivo-bambini-gand-8148
1,64	1,2	1,968	109,90 €	58,84 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Loske-silber-d-salutino.html	1,35	1,4	1,89	94,5	50,00 €	https://www.lemstickers.it/stickers/adelivo-bambini-ross-4789
0,85	2,25	1,9975	119,90 €	60,03 €	https://www.wall-art.it/Adeliv-nurall/Adelivo-nurale-Fr-sca-con-coccole-con-gatti.html	1,25	1,73	2,1625	108,25	50,06 €	https://www.lemstickers.it/stickers/adelivo-cameretta-10ochi-6eris-5256

stickers mural		Monochrome		URIS	
width (meter)	high (meter)	m2	Price Sticker	Price/m2	
Small Size	0,08	0,105	0,0084	4,90 €	583,33 € https://stickersmural.net/delivo-murale/interiore-gatto/
Small Size	0,21	0,4	0,084	9,90 €	117,86 € https://stickersmural.net/delivo-murale/gatto-dispettoso/
Small Size	0,58	0,23	0,134	14,90 €	111,69 € https://stickersmural.net/delivo-murale/primrose/
Medium Size	1,05	0,885	0,92925	45,90 €	49,39 € https://stickersmural.net/delivo-murale/brs-acchiato/
Medium Size	0,44	1,6	0,704	44,90 €	63,78 € https://stickersmural.net/delivo-murale/altro-sella-rosa/
Medium Size	0,87	0,69	0,6003	39,90 €	66,47 € https://stickersmural.net/delivo-murale/banca-rosa/
Big Size	1,11	1,76	1,9536	95,50 €	48,88 € https://stickersmural.net/delivo-murale/kyrie-ship/
Big Size	1,8	0,6	1,08	49,90 €	46,20 € https://stickersmural.net/delivo-murale/syme-silenzio/
Big Size	1,4	0,72	1,008	49,90 €	49,50 € https://stickersmural.net/delivo-murale/ha/

stickers mural		Monochrome		URIS	
width (meter)	high (meter)	m2	Price Sticker	Price/m2	
Small Size	0,58	0,48	0,2784	25,90 €	93,03 € https://stickersmural.net/delivo-murale/manly-memore-vec/
Small Size	0,4	0,22	0,088	9,90 €	112,50 € https://stickersmural.net/delivo-murale/gfr-altoro/
Small Size	0,6	0,24	0,144	14,90 €	103,47 € https://stickersmural.net/delivo-murale/teor-nabile/
Medium Size	1	0,5	0,5	39,90 €	66,50 € https://stickersmural.net/delivo-murale/pasta-e-spaghetti/
Medium Size	0,9	0,96	0,864	44,90 €	51,97 € https://stickersmural.net/delivo-murale/osteo-marino/
Medium Size	0,8	0,82	0,656	43,90 €	66,92 € https://stickersmural.net/delivo-murale/impetone/
Big Size	1,5	1,02	1,53	69,90 €	45,89 € https://stickersmural.net/delivo-murale/anna-simplici/
Big Size	0,84	1,35	1,134	52,90 €	46,65 € https://stickersmural.net/delivo-murale/grafica-com-uccellini/
Big Size	2,7	0,66	1,782	84,90 €	47,64 € https://stickersmural.net/delivo-murale/quadrato-bicolor/

stickers mural		Monochrome		URIS	
width (meter)	high (meter)	m2	Price Sticker	Price/m2	
Small Size	0,35	0,7	0,245	19,75 €	80,61 € https://www.tenstickers.it/stickers/delivo-manly-memore-vec-symbol-8061/
Small Size	0,3	0,24	0,072	5,99 €	83,19 € https://www.tenstickers.it/stickers/delivo-manly-8319/
Small Size	0,4	0,38	0,152	12,25 €	80,59 € https://www.tenstickers.it/stickers/delivo-manly-8059/
Medium Size	1,1	0,55	0,605	30,25 €	50,00 € https://www.tenstickers.it/stickers/wall-sticker-pasta-8548/
Medium Size	0,8	1,09	0,872	43,75 €	50,17 € https://www.tenstickers.it/stickers/sticker-bambini-heddy-scquawles-7489/
Medium Size	0,55	1,34	0,737	39,75 €	53,93 € https://www.tenstickers.it/stickers/delivo-anna-della-colo-6753/
Big Size	1,05	1,35	1,4175	70,99 €	50,08 € https://www.tenstickers.it/stickers/delivo-anna-della-guang-10847/
Big Size	1,05	1,18	1,239	61,99 €	50,03 € https://www.tenstickers.it/stickers/delivo-anna-della-guang-6434/
Big Size	1,45	1,19	1,725	86,5 €	50,13 € https://www.tenstickers.it/stickers/delivo-anna-della-guang-7463/

stickers mural		Monochrome		URIS	
width (meter)	high (meter)	m2	Price Sticker	Price/m2	
Small Size	0,09	0,09	0,0081	3,5 €	432,10 € https://www.tenstickers.it/stickers/sticker-interiore-gatto-e-topo-8341/
Small Size	0,2	0,38	0,076	6,25 €	82,24 € https://www.tenstickers.it/stickers/delivo-bambini-gatto-sulla-paleta-5784/
Small Size	0,65	0,19	0,1235	11,25 €	91,09 € https://www.tenstickers.it/stickers/sticker-principessa-8549/
Medium Size	0,8	1,11	0,888	57,99 €	65,30 € https://www.tenstickers.it/stickers/delivo-personalizzabile-otto-pediche-9576/
Medium Size	0,57	1,28	0,7296	47,5 €	65,10 € https://www.tenstickers.it/stickers/sticker-decorativo-orientale-3023/
Medium Size	1,2	0,48	0,576	37,5 €	65,10 € https://www.tenstickers.it/stickers/sticker-decorativo-banca-e-motore-124/
Big Size	1,7	1,07	1,819	100,25 €	55,11 € https://www.tenstickers.it/stickers/sticker-decorativo-vista-manti-adan-229-gpand-6611/
Big Size	1,7	0,65	1,105	60,99 €	55,19 € https://www.tenstickers.it/stickers/sticker-decorativo-illustrazione-colosseo-470/

For those products with a higher price than our competitors, we have adopted a discounting pricing or dynamic parity strategy. In order to achieve this goal, we had to find the right compromise also with the delivery fees.

We could reduce shipping costs by creating an agreement with some company like DHL or GLS.

If the customer buys products whose sum of prices is greater than € 50, shipping costs are free.

For example, to the customer's eye a different division of product cost and shipping cost even with a result may appear to be decisive in the purchase decision:

8 € stickers + € 9 shipping = € 17

€ 10 stickers + € 7 shipping = € 17

The problem of shipping costs comes from the fact that often these exceed the cost of the sticker itself. Many consumers are more inclined to buy then when they want personalized stickers rather than catalogue's one, which instead can also be found on competitors' sites or in stores.

2.2. Social networks

Social media is an Internet-based platform for individuals, organizations, communities and companies where information and ideas in various forms of content such as text, photos and videos are created, shared and discussed.

The marketing strategy, seen as a function that connects the company to the environment and the market, must follow the ongoing evolutionary processes and adapt to the new scenarios envisaged by the diffusion of digital technologies. The proliferation and widespread diffusion of Internet and digital technologies has transformed not only the business processes, but also the system of relationships between businesses and consumers. The technological platform has become the basis for building strong, more confidential, functional and profitable relationships with customers. As we said, one of the main priorities of each company is to be able to attract potential customers, or people or companies that might be interested in services or products that are the protagonists of their sale.

Social media marketing helps to gain the reputation and recognition of companies. The most important thing is the opportunity it offers to increase the relationship with the target audience. Facebook fans and Instagram followers are people who know the Tenstickers brand, they have probably used related branded products and will most likely tell their friends about the brand and products they are interested in. Social media allows companies to strengthen relationships through these connections. The constant online presence 24 hours a day, 7 days a week, allows you to reach new potential customers at any time.

Social media are very popular:

FACEBOOK 2.2 billion active users

YOUTUBE 1.9 billion active users

TWITTER 330 million active users

INSTAGRAM 1 billion active users

Facebook was the starting point to start with social media marketing. Because of its wide range and its dynamic functionality, there are very few companies that cannot benefit from the presence on Facebook.

Social media improve visibility. Companies all over the world have seen this power and these days it is difficult to find a business without a sort of social integration, or at least a Facebook fan page. Social media is excellent for SEO rankings: in particular, similarly to the above, Social Media SEO refers to social media activity when search engines such as Google classify a website. The legitimate interaction between companies and their customers is almost impossible to falsify, so the activity of social media is increasingly important with search engines.

Furthermore, Facebook, Twitter, Instagram, YouTube, Pinterest and LinkedIn offer free accounts for users and companies and registration requires no more than an email address.

Social media reach all ages and demographics and their users are very active: users affirm they visit at least one social media at least once a day. In particular, Facebook is the most quoted in general and Instagram is the most used by younger people.

Social media encourage two-way communication. It has the power to receive customers feedback from using a tool such as email marketing and empowering it, allowing customers to share their thoughts, questions and ideas quickly and publicly without spending a lot of time to write an entire e-mail .

Furthermore, these platforms are perfect tools for customer service: a customer can solve a doubt by writing a message. This will allow companies to demonstrate their interest in providing a memorable experience and will ensure that no customer request goes unnoticed. By monitoring social media for customer feedback and providing a response, brands can generate real business results. Customer service through social media is rapidly becoming an expectation for consumers.

After creating the Facebook page and the Instagram profile, the important thing to be successful is the quality and regularity of the content posted. Publish interesting posts and do it regularly, in fact, is one of the main precautions that must be used to increase popularity.

Posting content occasionally or, in any case, publishing content that is objectively ugly and uninteresting, could make your page seem "neglected", which would not bring new visitors and potential followers (in fact, the risk would be to lose the ones you already have!).

During the internship, the idea was to post every day a picture or video with a theme: as these are wall decals, the posts contain, in particular, visual contents - images and videos - of quality.

The posts are divided into two categories: those to stay always "in the mind" of the customer and those more directed to the purchase.

The first ones contain only an image of the adhesive and a brief description, often nice, funny or romantic in order to attract attention.

The latter are more targeted: in addition to the image, the caption can be:

⚡ 15% DISCOUNT - Code: IT15 ⚡

➡ Buy your customized wall sticker.

➡ Turn your home into a unique place.

➡ Free Shipping from € 50 - ✓

Come and visit us on -> www.tenstickers.it

The customers are attracted by discount offers, promotions, services and speed of delivery.



Figura 9 Examples of Tenstickers post on Facebook

It is strategic the call to action that pushes the user to visit the website, to buy the product that is the protagonist of the published post or to visit the company website. Examples of links or buttons can be

"Visit our website www.tenstickers.it"; "Shop Now".

At the moment, the ways about the publication of the posts are different on Facebook and on other social networks.

When we want to keep our page active, publishing a post is a fairly fast operation, but sometimes in an ecommerce it can overshadow other activities. Programming posts on Facebook is an operation that allows you to create content on the famous social network and publish it on a pre-established date and time. In particular, this function was very useful because each country manager schedules all the posts to be published (one a daily basis) at the same time.

After logging in, on the main page, I inserted the content to be published in the "Write a post" field, after having identified the item "News section", I chose the "Share now" option and the "Program" item. In the new open page, where there is a check mark, I would click on the calendar icon and select the date on which I intended to publish the post. You can also specify the publication time in the appropriate field and continue by clicking on the Program button. You can schedule a post to be published up to 6 months from the time it was created.

Before programming the post, it is possible to set the target and the type of visibility. There are many ways to do this but in the specific case of Tenstickers, the important thing was the reference market in the geographical sense and the language spoken by the customers. In the Italian case, obviously the language to select was the Italian one. Moreover, geolocation allowed to reach customers on Italian territory, but also Swiss Italian canton.



Figura 10 targeting customers by language

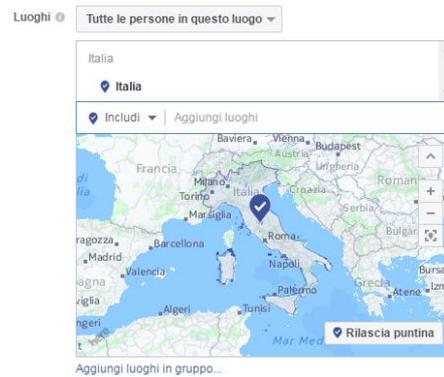


Figura 11 targeting customers by geolocation

The same process is for Instagram, but the difference is about the language. The account Tenstickers here is only in English, so this can cause some problems in particular for Italian customers, because sometimes they cannot attract instantaneously by posts in a language different by their mother tongue.

Before posting the post, I also added some hashtags (without excess) especially on Instagram. Hashtags are words preceded by the symbol (#) that describe the content of a post and are used to make it more easily consulted by users: this is why you should not give up using them.

In a nutshell, the presence on social networks for an e-commerce site is, therefore, an activity not to be neglected that, if well managed, allows to open a dialogue and an effective communication with its own reference market, helping to promote and strengthen its own brand and to significantly increase customer engagement and loyalty. The primary objective of e-commerce, the sale, has to combine with the main point of strength of social networks, sharing, in order to create a perfect union. This is the key to the successful outcome of a good worked social media marketing strategy applied to e-commerce.

The goal is to interact with users on a daily basis, making them to participate in the promoted social activities, inviting them to comment and asking for their opinions and suggestions.

Therefore, we try to engage users so as to stimulate discussions, comments and reviews to determine the reputation of brands and companies.

In conclusion, social media and e-commerce are destined to go a long way together.

2.2.1. E-mailing

E-mail is the main means of inter-company and interpersonal communication. It is therefore not strange that it has become an advertising channel and has developed a specific form of marketing, email marketing.

The e-mail marketing in Tenstickers concerned:

promotional activities in the strict sense,

direct marketing messages,

all communications that occur via email between the company itself and its customers.

One of the main factors of effectiveness of e-mail marketing is the fact that the message is addressed directly to the person, not to an organization or entity.

The language used is more familiar because when you write an email you refer to a person, even as if you don't know him. This is used to establish a dialogue, to create a sense of familiarity, trust.

Cultural differences sometimes influence the form of e-mail: for example, the tone of English e-mails seems more informal than the tone of Italian e-mails.

Emails can be of two types:

promotional: purely commercial. Some examples: presentation of e-mails, sending of catalogues, sending of coupons or offers, newsletters;

These have specific objectives: to retain customers, to acquire new customers, to strengthen the brand.

service: emails generally used in daily activities. Some examples: welcome email, confirmation of registration, notices, accounting information, order status, etc.

<p>Review done</p> <p>Coupon Tenstickers "Grazie per la sua valutazione"</p> <p>Gentile cliente,</p> <p>In segno di gratitudine per la sua fiducia, le regaliamo un buono sconto del 10% da utilizzare nel suo prossimo acquisto Tenstickers.</p> <p>Codice coupon:</p> <p>Valido fino a:</p>	<p>Tenstickers pay bank transfer-payment pending</p> <p>Ordine in sospeso Tenstickers</p> <p>Salve,</p> <p>lo scorso XX/XX/XXXX ha effettuato un ordine sul nostro sito selezionando come metodo di pagamento Bonifico Bancario ma non abbiamo ricevuto il suo pagamento.</p> <p>Volevamo informarla che l'ordine verrà eliminato automaticamente nel momento in cui non riceveremo il pagamento entro XX/XX/XXXX.</p> <p>Per confermare questo ordine, può trovare le nostre coordinate di seguito per effettuare il bonifico:</p> <p>Ordine: (code)</p> <p>Importo:</p> <p>Numero IBAN Tenstickers:</p> <p>BBVA:</p> <p>Una volta ricevuto il pagamento procederemo immediatamente alla produzione e alla consegna del pacco.</p> <p>Le ricordiamo che può usufruire di altri tipi di pagamento alternativi per il suo ordine:</p> <p>-Carta di credito</p> <p>-Paypal</p> <p>Grazie! Cordiali saluti.</p>
<p>Tenstickers Budget</p> <p>Preventivo budget Tenstickers (order code)</p> <p>Buongiorno,</p> <p>Le inviamo il preventivo degli adesivi da lei scelti.</p> <p>Il prezzo delle spese di spedizione per l'Italia è di 9,29€. La spedizione gratuita è per ordini superiori ai 50€.</p> <p>(table)</p> <p>Per poter procedere al pagamento e scegliere un metodo di pagamento, segua questo link: Conferma il pagamento.</p> <p>Attendiamo una sua conferma per poter procedere in produzione.</p> <p>Il preventivo avrà validità di una settimana.</p> <p>Cordiali saluti,</p> <p>Tenstickers</p>	<p>Tenstickers order paid</p> <p>Ordine Tenstickers (order code)</p> <p>Servizio di informazione sullo stato dell'ordine</p> <p>Il suo ordine è stato ricevuto correttamente. Entrerà a breve in produzione: la terremo informato!</p> <p>In questa mail le alleghiamo la fattura.</p> <p>Per qualsiasi dubbio può rivolgersi a info@tenstickers.it.</p> <p>La ringraziamo per l'attenzione e la fiducia</p>
<p>Tenstickers order send</p> <p>Ordine Tenstickers prodotto e inviato (order code)</p> <p>Servizio di informazione sullo stato dell'ordine</p> <p>Il suo ordine è stato prodotto correttamente e consegnato all'agenzia di trasporto. In 2/3 giorni lo riceverà.</p> <p>Dettagli sullo stato d'invio:</p> <p>Agenzia di trasporto: (gls/dhl)</p> <p>Numero di spedizione spagnola:</p> <p>Numero di spedizione internazionale:</p> <p>Link di tracciabilità: (track code)</p>	<p>Tenstickers new users</p> <p>Utente Tenstickers</p> <p>Benvenuto in Tenstickers!</p> <p>I suoi dati di accesso sono:</p> <p>Email: _____</p> <p>Password: _____</p> <p>Tenstickers le dà il benvenuto informandola che da questo momento potrà usufruire dei seguenti vantaggi:</p> <ul style="list-style-type: none"> • Sconti e promozioni esclusive • Ricevere le novità del nostro catalogo • Poter tenere sotto controllo lo stato dell'ordine • Salvare i tuoi adesivi preferiti per consultarli successivamente <p>Approfitta dell'opportunità di uno sconto del 10% con il codice Coupon _____ valido fino al XX/XX/XXXX.</p>
<p>Tenstickers password forgotten</p> <p>Password dimenticata (Tenstickers)</p> <p>Tenstickers</p> <p>Ripristino password!</p> <p>Accedi al seguente link per cambiare la password: Cambia password</p>	<p>Tenstickers review</p> <p>Valutazione servizio Tenvinilo</p> <p>Valuta la tua esperienza!</p> <p>È importante per noi conoscere la tua opinione sul nostro servizio.</p> <p>Ricevi un buono sconto del 10% sul tuo prossimo acquisto valutando la tua esperienza in Tenstickers: Scegli da 1 a 5 (dove il massimo è il 5) e aggiungendo un commento. Valuta</p> <p>Se ci vuoi mandare anche le foto del tuo sticker applicato, riceverai il 20% di sconto!!!</p>

Figura 12 examples of emailing marketing text



Figura 13 example of mailing marketing layout

Some suggestions that we were implementing to improve the efficiency of the emailing marketing are:

- Adopt a mobile-first approach: bigger text, links to the official page, buttons; simple structure without redundancy.
- Try new things like animated GIF
- Send a coupon of 5/10% for birthday, or Christmas, or other famous festivity.
- Incentive with discounts or with service:

"Hi [Name],

We have noticed that there are items in your cart but that you have not completed the purchase.

Had any problems that prevented you from completing the order process?

In case, you can contact us at [this phone number / email address] at any time."

2.3.Digital marketing

Budget, target and time are the three most important variables of marketing activity to have good SEM strategy:

- High budget control: the ability to constantly monitor advertising costs allows the company to maximize ROI over time and reduce the cost of sales.
- Continuous monitoring of the target: through SEM actions it is possible to study potential customers during the entire duration of the campaigns; moreover, if the goal is "sell", it needs to reach users interested in their products, avoiding to attract useless traffic.
- Less time needed: except for strategic phases, the use of promotional channels typical of a SEM strategy is a time-consuming operation. Launching the products on the market is the faster activity; at the same time, to study the market, the times are significantly shorter.

The ability to keep these variables constantly under control is the real strength of a Search Engine Marketing strategy: the expenditure for achieving its objectives is considerably lower and the results are very often immediate.

Finally, the Search Engine Marketing activity (as, in general, all the activities related to the Web and the Internet) requires a minimum of technical knowledge (a minimum of HTML and JavaScript) and a lot of patience and continuity in the tests of customers / surfers and in the study of the collected data.

Technical knowledge allows us to intervene on all the contents and communications that characterize the "campaign": manage communication, optimize outgoing budgets, etc.

Continuity is also fundamental: for every "managed" SEM action, it will be essential to test and monitor all the data collected once a day.

The search engine taken as reference in this thesis is Google, the most used in the world and, above all, in Italy with a catchment area that far exceeds 90% of the total users.

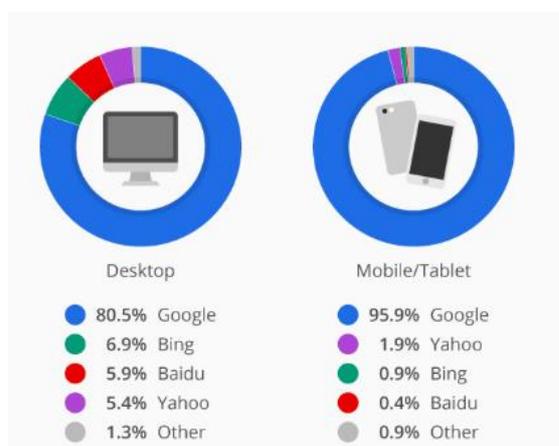


Figura 14 Search engine preferences for desktop and mobile

2.3.1 What is and how does a search engine work?

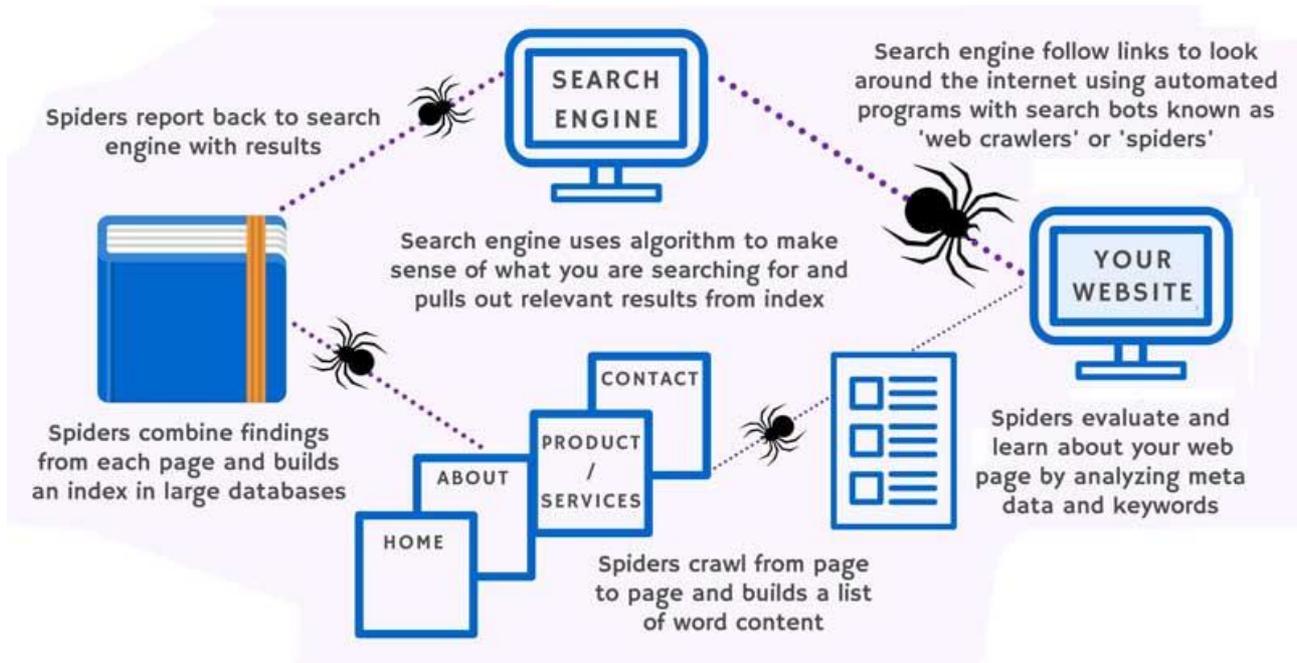


Figura 15 How a search engine works

Before understanding and implementing a SEO strategic action, it's better know what/how a search engine is/works.

A search engine is an information retrieval system designed to help find information stored on a computer system. The search results are usually presented in a list and are commonly called hits. Search engines help to minimize the time required to find information and the amount of information which must be consulted, similar to other techniques for managing information overload.

A lot of company build their business on the base of visibility in the search engines.

The search engine's priority is to provide the best possible results for what the searcher is looking for.

Search engines catch the search criteria that the user inserts and scans them through an index that the engine has created. The search engine indexes are huge databases of information that has been accumulated and stored. This is what makes the search via Google different from that of say Yahoo. Searching via different search engines can produce varied results due to the way the databases are indexed. Another factor to bear in mind with the search results is the algorithm employed by the search engine. This will vary and produce different results. Sometimes webpage results can appear

to be out of date. This will happen when the website has not updated the database and will vary from website to website. The algorithm will determine what information to feedback based on the user input.

By providing the information people need, a search engine can ensure those people keep coming back to use the site again. We know how well that's worked for Google – many of us use it every day.

The search engine's main concern is therefore how to make sure the results it delivers provide the most useful information for the consumer's query (any search carried out on the engine. When you enter one or more words in the Google search field, you are running a *query*).

A search engine is able to identify the right web page for every possible query (or get as close as possible to the goal). For this it has to have a record of all the possible web pages online, along with some understanding of what's on each of them.

So, search engines create a massive index of web pages.

The first thing to create a search engine index is identifying all the possible available web pages. This part of the job depends on website crawlers. A crawler is a program that systematically browses the World Wide Web in order to create an index of data.

Each time a website crawler discovers a page, it crawls the page, collecting all the relevant information on it needed for the search engine index. Thanks to that page added to the index, it then uses every link on that page to find new pages to crawl.

Website owners can speed up the process of getting a website crawled by the search engines by submitting a sitemap and using internal linking.

Moreover, the search engine index has to attribute the relative value to all of the web pages.

When someone insert a word, the crawler finds a lot of pages which include linked contents. How does the search engine decide what order to deliver those results in?

In this moment the algorithm starts to work. Thanks to this complicated algorithm, the relative value to websites and web pages are determined by some factors:

Keywords – Search engines are always trying to provide the most relevant results, so they look for terms on the page related to the query of the person searching. The more you use related keywords, the more it signals to the search engine that your content is relevant.

Links – Links are the most important ranking factor, especially external links (those that point from one site to another) because every time another website links to yours, it signals to Google that there's something authoritative or valuable on the page being linked to. When a web page that has a

lot of other websites linking to it links to another site, that link is even more valuable because of the high authority the website already has. While everything else on this list matters, a LOT of determining rankings is based on the number and quality of links that point to a website.

Website age – Older websites are generally seen as being more trustworthy and authoritative than new ones.

Mobile usability – Google has been upfront about using mobile usability as a ranking factor. If your website looks awesome on desktop, but has never been optimized for mobile use, then it could hurt you in the rankings.

Page speed – People are impatient and therefore so are the search engines. A slow-loading page will rank lower because of it.

Behaviour data – Google tracks what people do once they get to the search engine results page (SERP). If someone clicks on a page and immediately backtracks – that's a signal that the page didn't provide what they were looking for. If instead they spend time on the page or even click through to different pages on the site once they get there, then it shows Google that the site provides value.

Shortly, a search engine operates in the following ways and in the following order:

- 1) analysis of the field of action (crawling) through the use of robots;
- 2) indexing of the material obtained;
- 3) sorting (ranking);
- 4) response to user requests (SERP).

2.3.2. SEM, SEO and SEA

Nowadays users can access to billions of web pages and this number will tend to increase more and more thanks to the exponential spread of blogs and social networks; the goal is the first positions on the pages of the results returned by search engines (SERP, search engine results page), compared to the specific keywords entered by the user.

In order to obtain good results in terms of SEO and, therefore, to position oneself in the first pages of the results produced by any search engine, is often a difficult task that can require a great investment in terms of highly specialized human capital and in terms of economic resources.

Initially, the attention in the creation of a website was focused on the satisfaction of aesthetic and functional needs, in recent years the focus has shifted to optimization and visibility within the network.

Search Engine Marketing (SEM) refers to the marketing activity done through search engines. A lot of people think that marketing is synonymous with promotion, advertising, visibility. Nothing could be more wrong.

Implementing a marketing strategy SEM does not mean advertising through search engines but it means studying the market, competitors, your target audience, identifying the keywords used by customers to find what they are looking for, identifying the most suitable and cheaper promotion systems to find new potential buyers.



Sometimes, SEO and SEM could be confused.

SEM is the broadest discipline that incorporates SEO and SEA.

In practice, a complete SEM strategy uses both paid search results SEA (in which you can appear using tools like Google Adwords or Bing Ads) and the implementation of organic search techniques (SEO).

A keyword analysis is performed for both SEO and SEM, but not necessarily at the same time.

SEM and SEO must both be monitored and updated frequently to adapt to the evolution of best practices.

In some contexts, the term SEM is used exclusively to indicate pay per click advertising, but it would be more correct to call the latter SEA, or Search Engine Advertising.

When we talk about SEO (Search Engine Optimization), we refer to all techniques, activities, strategies and practices aimed at increasing the visibility of the website by improving its position in the rankings of search engines, in the results not paid, said "pure" or "organic" results, and as consequences, it leads to an increase in the volume of traffic or the amount of access to the site by users.

It is used both to indicate the optimization activity, and to indicate the professional figure of the optimizer, or the Search Engine Optimizer.

[The SEO explained to a child](#)

When we look for something on search engines, we expect to find the best results first, that is, those that are most relevant to our research. For example, if I look for " sticker for children's rooms ", I do not want to find a t-shirt for a woman. And I also want to find a lot of information about that sticker, like the quality, materials, how much it costs, if it possible to apply inside or outside, etc. Therefore, doing SEO means first of all writing rich and relevant contents with the words we want to find us.

Links are the "roads" of the web, i.e. the paths we use to move from one site to another. A site with many links that lead to it, is like a very busy crossroad. And - just like in the cities - the more the site is important and similar to our content, the more comfortable the road that leads to us.

For this reason, doing SEO also means trying to get a good number of links from the most relevant and relevant sites.

[The SEO activity in detail](#)

The SEO activity includes several phases of both analytical / strategic and operational type.

On an operational level, many different factors must be taken into account to optimize a site

Search Engine Land, a well-known and authoritative American magazine in the sector, has created a periodic table of ranking factors (which updates periodically as Google updates its algorithm).

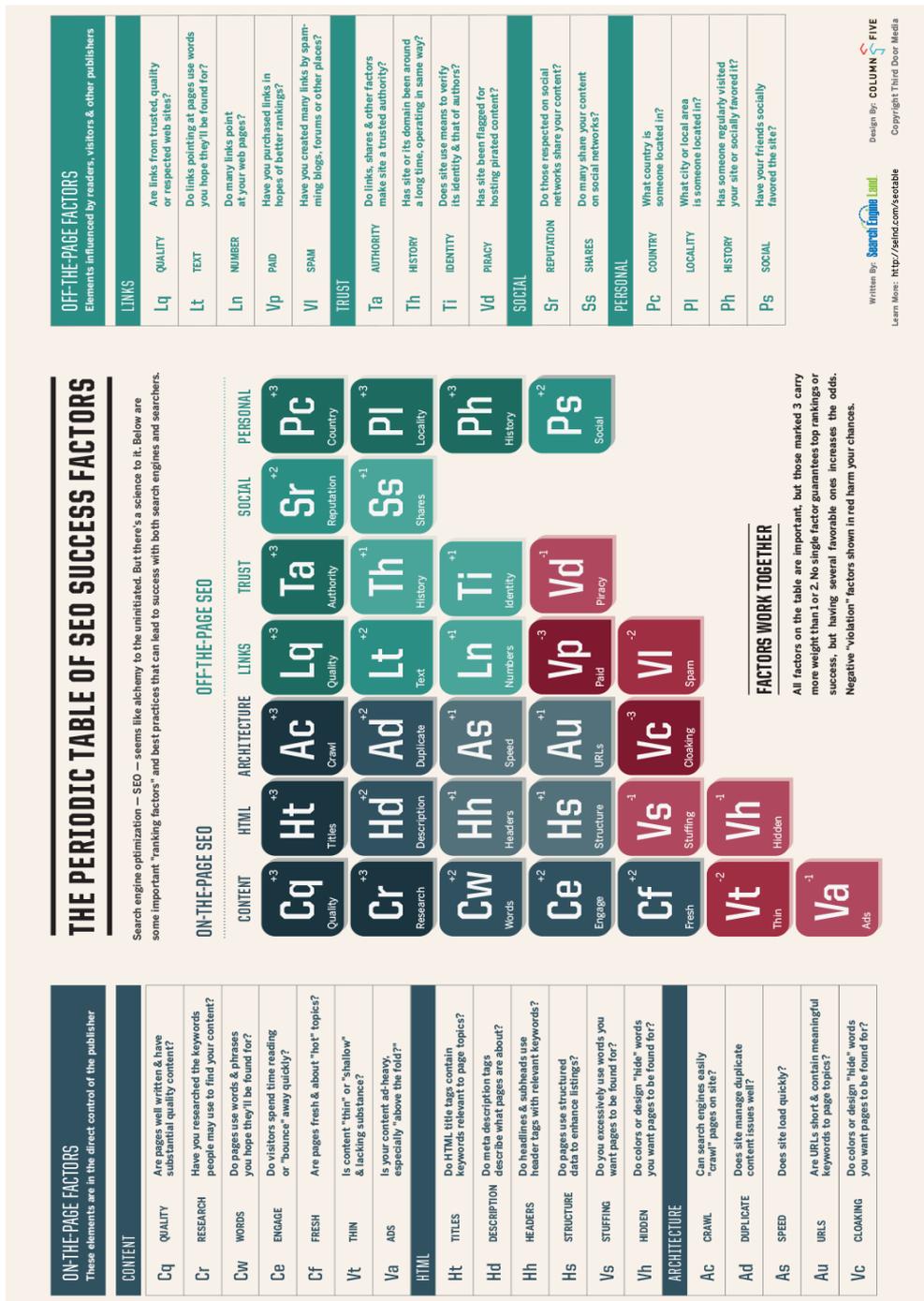


Figura 16 The periodic table of SEO success factors

The factors for optimizing websites and improving the ranking factor can be categories as:

1. Keyword Analysis (Searching for best suitable keywords)
2. On-page optimization (set of techniques implied to web-pages)
3. Off-page optimization (efforts using social networking and back linking)

SEO is defined as "on-page" (or "on-site") the set of optimization activities within the pages of a site. This is only part of the SEO activity, the other side of the coin is therefore defined as "off-page" (or "off-site") and is the set of activities for managing incoming links to a site.

The "off-page" activity therefore consists mostly of managing link popularity, and is a very important part of the process. This part is often longer and more difficult than the "on-page" part, since we do not have direct control over the sites of others.

2.3.3. The tags of HTML

The optimization is referred to a particular work on the HTML code, too.

HTML (Hyper Text Mark-up Language) is the language used to describe the contents of a website; the most important of its many elements are the so-called "*tags*".

When a search on Google is done, the first thing to know is that actually the search is not on the Internet but in the Google Web index, or at least in the part of the Web that we can find. We do this thanks to software programs called spiders. Spiders retrieve some web pages, then follow the links in the pages and find the pages to which the links refer, then follow all the links in those pages and update the pages to which refer links and so on, as long as we index much of the Web: many billions of pages stored on thousands of computers. Precisely for this reason, for the purpose of a good ranking of all the pages of the site in search engines, it is preferable to use the classic menus made with HTML.

The main factor in optimizing a web page is the mix of correct tags' use and of a skilful draft up of the contents.

As we said, since the activity of search engines does not require a human operation by an editor but is based on the automatic work of a software (the spider) it is very important to "help" the spiders to correctly identify the content of our web pages.

The correct use of HTML tags becomes decisive.

In a nutshell, in fact, the spiders try to capture (through semantic algorithms) the meaning of our pages by analysing the content of specific HTML tags and analysing with particular attention the first 200/300 characters of the text.

The most important tags

1) the <title> tag

The content of the <title> tag (to be used between the <head> ... </ head> tags) is one of the most important elements of the web page, at least for engine searches, as it basically provides a brief description of the page content (search engines use the title to determine the general meaning of the page).

It is recommended to use your keywords in the title, but do not abuse them: the excessive repetition of the same keyword will not help, but will damage the ranking of relevance of the page. It is a good rule, in fact, that every single keyword is not used more than once in the title tag and to not exceed 65 characters (to avoid that the title is cut in SERP with the classic "...");

Let's take the example of Tenstickers company:

`<title> Adesivi murali bambino </ title>` (*child stickers*)

2) [The tag <h1>, <h2>, <h3>](#)

The terms marked by the tags H1, H2 and H3 are considered of particular importance as they define the titles within the content. Obviously the words marked with H1

`<H1> Stickers murali per camerette da bambina </ H1>` (*child bedroom stickers*)

will be considered more important than those contained in the H2 tags

`<H2> Adesivo orsetto per cameretta bimbo </ H2>` (*baby bear sticker for child bedroom*)

which in turn will be more important than those of the H3 tags and so on.

3) [The and tags](#)

The bold text attributes (` ... </ strong>`) and italic (` ... </ em>`) are used to highlight the text. Some search engines use words highlighted with italics and bold to grasp the importance of certain words in the text of the page. For example:

`<P>`

Tenero ed originale sticker murale </ strong>ideale per la decorazione della cameretta dei tuoi adorati bimbi. Decorazione parietale ideata per personalizzare e rendere più accogliente le camerette</ strong> dei tuoi piccoli.

`</ P>`

4) [The alternative text of the images](#)

The "alt" attribute of the `` tag was initially used to insert alternate text if the image did not available.

Today this attribute of the `` tag has assumed primary importance. A search engines interpret it as a kind of image title. This element also contributes to the correct identification of the content of our web page.

← Adesivo personalizzato nome orsetti altalena



Misure (larghezza x altezza) 35 cm x 23 cm

Misure personalizzate

larghezza x 0

<input checked="" type="radio"/> 35 cm x 23 cm	7.99€
<input type="radio"/> 55 cm x 36 cm	19.25€
<input type="radio"/> 80 cm x 53 cm	41.25€
<input type="radio"/> 110 cm x 72 cm	52.75€
<input type="radio"/> 150 cm x 99 cm	60.75€

Colore

Txt Personalizza

Orientamento normale Orientamento invertito

Ricevere l'immagine definitiva per email (1.50€)

Vuoi una spatola per applicare l'adesivo murale? (1.20€)

Domande? Inviaci una E-mail

Inviaci il **nome** del tuo bambino per creare il suo esclusivo sticker personalizzabile! Il disegno di due teneri orsetti di peluche che si divertono a giocare su un'altalena in un originale **stencil** muro. Se desideri che la cameretta di tuo figlio sia un luogo colorato, caldo ed accogliente, decora così la sua stanza!

Una **dolce** decalcomania murale pensata per abbellire i suoi spazi con decorazioni di alta qualità. Indicaci il testo che vuoi che appaia nell'adesivo personalizzato e noi lo realizzeremo secondo le tue richieste!

INFORMAZIONI SU ADESIVO PERSONALIZZATO NOME ORSETTI ALTALENA

Riferimento: A7478

Tematiche dello sticker:

[Stickers pupazzi e bambole](#)
[Stickers bambini](#)
[Adesivi murali giochi](#)

Ubicazioni:

[Stickers decorativi casa](#)
[Adesivi camerette bambini](#)

Superficie ideale:

[Stickers murali](#)

Stili dello sticker:

[Adesivi personalizzabili](#)
[Adesivi disegni](#)
[Stickers murali frasi](#)

Formato:

[Indistinto](#)

Pubblico al quale è rivolto:

[Bambini](#)
[Prescolare](#)

Numero di persone:

[Senza persone](#)

[Adesivi nomi](#)

[Adesivi nomi per bambini](#)

[Adesivi orsetti](#)

[Adesivi orsetti teneri](#)

[Adesivi per bambine](#)

[Adesivi dinosauri](#)

Figura 17 example of product page

2.3.4. The optimization process

In January 1996, Bill Gates wrote a short article entitled "CONTENT IS KING", published on the Microsoft website. He said that the contents are the object on which a company has to expect most of the gains on the internet.

Twenty years later, we recognise that he was right.

The optimization process is not limited to intense work on the HTML source, but it must be supported by the presence of original and qualitative **contents**, in order to attract more visitors who will influence the degree of popularity of the site and the relative **PageRank**.

"At the heart of [Google] is the PageRank algorithm that Brin and Page wrote while they were students at Stanford in the 90's. They noticed that every time someone puts a link to another site, he expresses a judgment, declares considering that site important. Later they realized that while each link contains some human intelligence, all links together contain a great deal of intelligence - much more, in fact, than any single mind can possess. The Google search engine digs into this intelligence, link after link, and uses it to determine the importance of all the pages on the Web. The larger the number of links that leads to a page, the greater its value. As John Markoff says, Google's software systematically exploits human knowledge and choices about what is significant. Every time we write a link, or even just click it, we feed the Google system with our intelligence. Let's make the machine a little smarter - and Brin, Page and all Google shareholders a little richer."

(Carr, 2008)²

Google is the most widely used search engine in the world, therefore most of the SEO activities must take into account of the algorithm of Google and its periodic updates, and make the sites more suitable to this algorithm.

PageRank (PR) is a Google analysis algorithm that assigns a numerical weight to each element of a hyperlink of a set of documents, such as the World Wide Web, with the aim of quantifying its relative importance within the series (from 0 to 10). The real Page Rank algorithm is not known, and it is continuously updated and modified.

The complete algorithm for the calculation of PageRank makes use of the Markov process theory and is classified in the true category of Link Analysis Ranking algorithms. A simplified page rank formula is:

² Matteo Pasquinelli, "Google's pagerank algorithm: a diagram of the cognitive capitalism and the rentier of the common intellect, November 30", 2014

$$PR[A] = \frac{1 - d}{N} + d \left(\sum_{k=1}^n \frac{PR[P_k]}{C[P_k]} \right)$$

Where is it:

- PR [A] is the PageRank value of page A we want to calculate.
- N is the total number of known pages.
- n is the number of pages that contain at least one link to A. Pk represents each of these pages.
- PR [Pk] are the PageRank values of each Pk page.
- C [Pk] are the total number of links contained in the page offering the link.
- d (damping factor) is a factor decided by Google and which in the original documentation has a value of 0.85. It can be adjusted by Google to decide the percentage of PageRank that must pass from one page to another and the minimum PageRank value attributed to each page in the archive.

Now, it is possible to understand the philosophy of Google regarding the Page Rank with this algorithm.

How much a page is popular on the Web? Is the popularity essentially determined by the number and importance of links pointing to a page?

Google tries to answer to these important questions. The ranking factor indicates the reason why a page is most important of another.

The ranking is a sort of “classification” of results with respect to a given query. When we insert a keyword, the search engine returns a SERP of results sorted according to the relevance of the documents indexed to that keyword. Ranking is also synonymous with **positioning**³. In SEO, it is called "ranking factor" any element, internal or external to the site, which influences the position in the ranking.

More a page receives a high number of links from other pages, more this page will have a high Page Rank.

Positioning³: consists in improving the position of a website / web page in the search engine ranking in relation to certain keywords. Positioning (or improving it) is the natural consequence of optimization.

The pages with high Page Rank will pass more possible links to our one and it is better if these contain within them few links in order to pass us their maximum value.

A page with high Page Rank and in which there is a single link will pass all its value to our page; a page with 10 different links will pass, simplifying, 1/10 or less of the value.

Google and the other search engines generally keep pretty quiet about how their search engine algorithms work. They don't want people trying to manipulate the results – something that's long been a problem with **black-hat SEO**⁴ practitioners.

Black Hat SEO⁴: seeks to improve placement in ways that are disapproved by search engines, or involve deception. For example, a Black Hat technique is to use hidden text (or the same color as the background, or in an invisible div, or positioned off the screen). Another method provides a different page depending on whether it is opened by a human or a search engine: this technique is known as **cloaking**.

2.4. Optimization tools

The quantity is not enough.

An optimized page is not just the one with enough keywords.

Sometimes we ask ourselves: "how many keywords do you need to use?" or "what is the right length of the text?".

Mistakenly, we are convinced that "much is better than little"

Indeed, it is necessary to focus on content quality rather than quantity.

There are no right rules because each search engine applies different algorithms, gives more or less weight to the different characteristics of the pages and each of these weights can change at any time without notice.

If a word / keyword fits well in a context, it can be sensible to use it, otherwise it is better to not consider it.

Moreover, the evolution of search engines will lead to techniques for the identification of the meaning of the text of a page. For this reason, it will be increasingly important to be able to produce thematic texts on a topic, particularly focusing on their general quality, rather than the trivial repetition of the key words.

I will explain three of the most tools provided by Google, totally free for these goals and very efficient to find trends and keywords, to monitor the traffic and to improve the techniques in order to attract more customers.

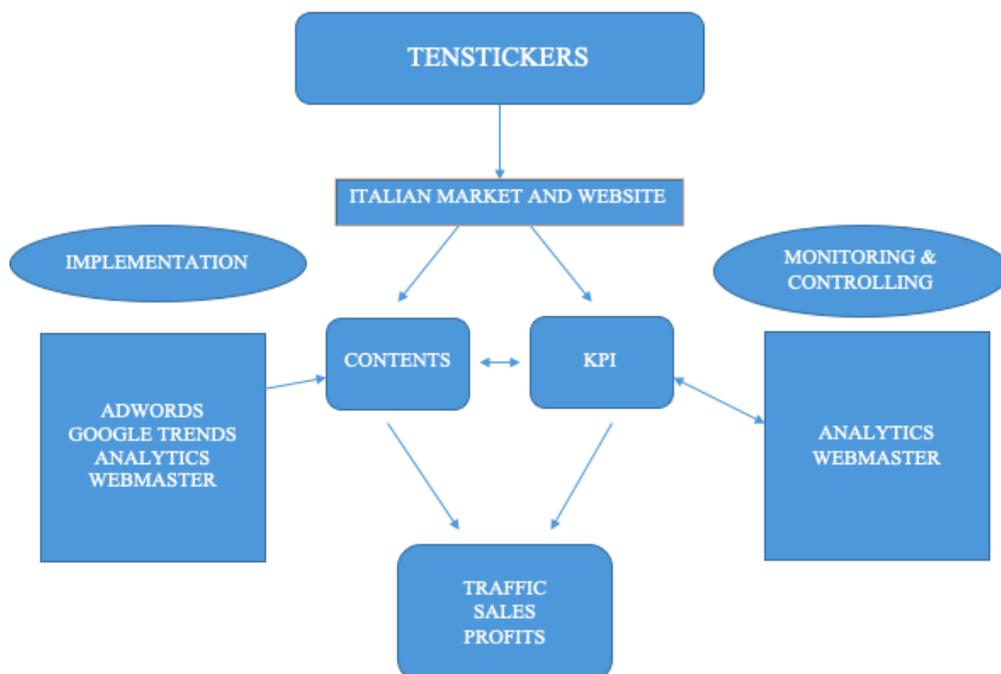


Figura 18 Tools to achieve goal

2.4.1. Google AdWords: keyword planner tool

Although the term Search Engine Marketing (SEM) incorporates search engine optimization (SEO) and includes both paid search results and pure search results, particularly in the B2C e-commerce market, the term SEM is generally used exclusively to indicate pay per click (PPC) advertising. In this context, Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility on the pages of search engine results (SERP) through pay per click advertising (PPC).

When people search for a search engine term, SERPs show organic, i.e. non-payable results, that allow websites to be viewed by the most relevant Google algorithms according to the research that has been carried out, and the results advertised for a fee by part of companies or e-commerce websites.

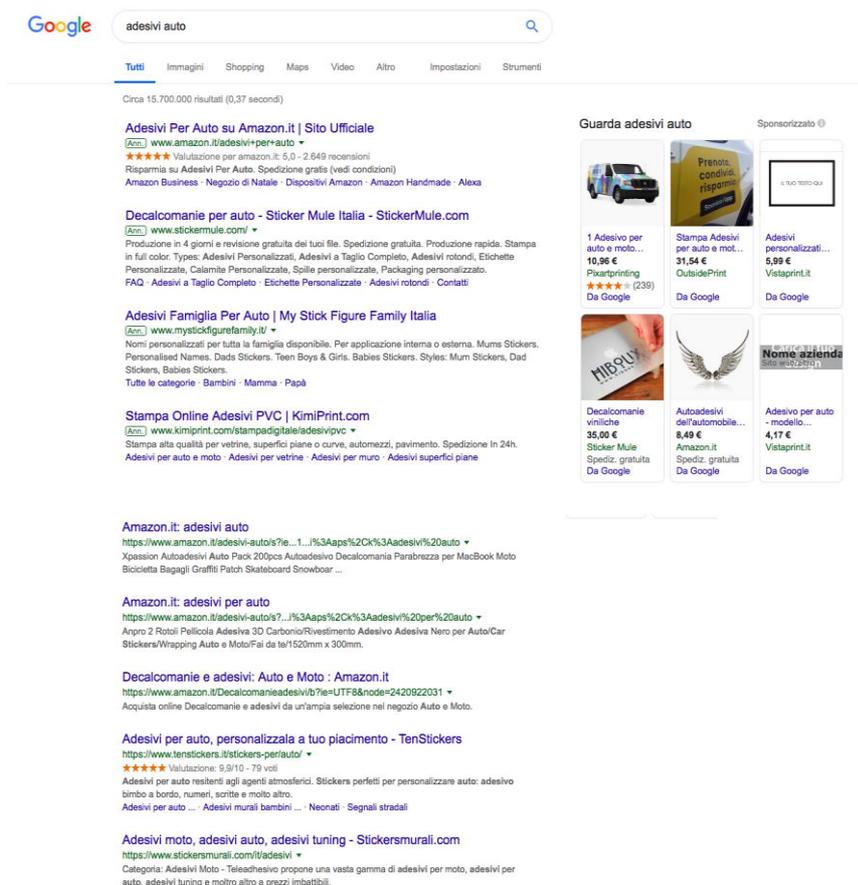


Figura 19 A typical first page on Google

The links marked with the word “Ann.” in green (max 4 as first results and max 3 as last results of the page) or the photos on the right column indicate the no organic results. The other ones have no direct payment to the search engine to appear in its search results.

AdWords is the advertising platform that belongs to Google, where advertisers bid on certain keywords for their selectable ads to appear in Google's search results: in this way, you can decide exactly how much to invest (set monthly cost in detail) when advertising (for example, you can determine whether to promote yourself at certain times of the day, on certain days of the week and you can pause campaigns at any time) and who to show your advertising (for example, only users from Italy).

Using AdWords to promote online means reaching an immediate number of Google users who are interested in the products and services you sell, when they really need it (while they are looking for them).

AdWords is an excellent tool in terms of working because everything can be "traced" and "measured": every click, every operation we do on the search engine, every purchase that comes from a click of our advertising can be tracked and measured. AdWords is active only when someone is looking for you: you can decide whether to show your ad, based on the placement of keywords, identified during the configuration phase of a campaign.

If people see the result of an advertised search for a website and click on the advertised link, the company pays search engines a cost called cost-per-click (CPC) from an advertiser's perspective. When companies advertise for search engines, there are some key studies that should be done for search engine marketing studies as listed below:

1- Keyword research:

It's important to show those particular ads related to specific keywords, in order to hit those targets in which we are interested to focus on.

The goal is to choose carefully the keywords and positioned them in a good way: it's very likely that the ROI (return of investment) of the advertising on search engines will high.

As we said, this is the first step to create good contents and texts inside of the website, like titles, descriptions of the products, other.

This function is completely **free**, differently from the part of the ads campaign.

Here, the table of the top 25 keywords shows the most important and searched words on Google search engine by customers about this item.

	TOP KEYWORDS 25	MONTHLY SEARCHES
1	adesivi murali	10.000 - 100.000
2	decorazioni murali/per pareti	1.000 - 10.000
3	scritte adesive per pareti	1.000 - 10.000
4	stencil parete/muro	1.000 - 10.000
5	poster murali	1.000 - 10.000
6	stickers bambini	1.000 - 10.000
7	adesivi murali 3d	1.000 - 10.000
8	adesivi per porte	1.000 - 10.000
9	stikers	1000- 10.000 (without "c")
10	frasi sui muri	1000- 10.000
11	fotomurali	1000- 10.000
12	lettere adesive	1000-10000
13	adesivi per moto	1000-10000
14	carta adesiva	1000-10000
15	vetrofanfa	1000-10000
16	specchio adesivo	1000-10000
17	stickers murali	1000-10000
18	adesivi auto	1000-10000
19	carta da parati	10000-100000
20	stampa adesivi	1.000 - 10.000
21	adesivi famiglia	1000-10000
22	vetrofanie natalizie	1000-10000
23	etichette adesive /personalizzate	1000-10000
24	etichette	10000-100000 (more general)
25	adesivi murali bambini	1000-10000

Figura 20 top 25 average keywords

2- Advertising text:

Writing a good advertisement or a good text is very important, because likely people will click on it and will visit the website.

If the click through rate(CTR) is high, it means that the message of the ad is arrived on the right/designed customer.

The text is important from the point of view of optimization. Search engines place higher PPC campaigns optimized in pay per click lists and reduce cost per click.

3- Landing page:

A landing page is a structured web page that the visitor reaches after clicking a link or an advertisement. This page is specially developed to shows content that is an extension of the link or advertising and is optimized for a specific keyword, or phrase, to "attract" search engines. It allows users to be transformed into customers!

The landing page can be the home page of the company or it can be a special page of the website prepared specifically for the related pay per click advertising campaign so that when people arrive on the page, they see a relevant content in parallel with the read text before clicking. Landing pages

should also be designed so that the consumer is hijacked in easy steps to the payment or subscription page.

Doing all these studies with care and professionalism is very important to reduce advertising costs and increase the return on investment (ROI).

In the nutshell, the key of search engines like Google Adwords is a parameter called Quality Score. The Quality Score is calculated from a complicated algorithm that evaluates the PPC campaign from different points such as CTR, landing page, historical performance, relevance of the ad and relevance of the keyword.

Almost all companies invest time and effort in optimizing this activity, which is also the choice of Tenstickers to become competitive and therefore in the first Google page.

As Country marketing manager of Tenstickers, I monitored the Adwords account and the keyword planner daily, check the data, search new tendencies and suggestions, in order to update or create new contents on the website.

The SEO strategic phase: the choice of keywords

"Keywords" (or search key) are the words which you enter in the search field when you run a query. Keyword do not only mean single words but also strings of text, for example the search "adesivi murali" is a keyword.

Any SEO activity is meaningless without an accurate analysis of keywords.

The search for the "best" keywords can be carried out with specific software tools like Adwords, interviews with users, analysis of competition (competitive benchmarking as above explained) and using the same search engine.

The success of a SEO campaign is better achievable when the keywords selection is not too general, since it would be very difficult or impossible to achieve good results in good time, but not too specific, because, if they are poorly searched, they generate little or no traffic to the site.

In the choice of keywords, the theory of "Long Tail" by C. Anderson is applicable, according to which niche products will have many more possibilities of profit.

Long tails: technical in-depth analysis

The long tail expression was coined by Chris Anderson to describe an economic and commercial model, used for example by Amazon, in which revenues are obtained not only through the sale of many units of a few objects (best sellers), but also selling very few units of many different objects. The long tail is a retail strategy, based on statistical analysis, so we prefer to sell a large number of unique items in relatively small quantities of each item sold, compared to selling a small number of popular items in large quantities.

The products with low demand or having a low sales volume can collectively have a higher market share compared to very sold ones, which are relatively few, if the store or distribution channel is large enough. For example, some research has shown that the most significant part of Amazon.com's sales comes from almost unknown books, which are not available in bookstores, and not from bestsellers.

The long tail applied to SEO

The long tail strategy finds greater application in a field such as search engine optimization. Wikipedia has had its fortune thanks to the excellent search engine rankings for millions of low-volume search words, which collectively generate more traffic than the small number of very popular voices in a conventional vocabulary.

The SEO "long tail" is precisely the strategy of preferring many keywords with lower search volume (and higher conversion rate) than choosing a few keywords with a high search volume. For example, the term "stickers" gets tens of thousands of searches on the Internet every month. This is a very high volume. In order to be well positioned, it is better to include keywords such as "vetrofanie" (window sticker) and "adesivi murali bambini" (children's wall stickers) and other more specific search keys. This is due to the fact that someone who types on the search engines the term "stickers", probably wants to look around, while those looking for "children's stickers" are easy to have clear ideas and want to furnish the child's bedroom; surely he will have his credit card in hand, ready to buy the product.

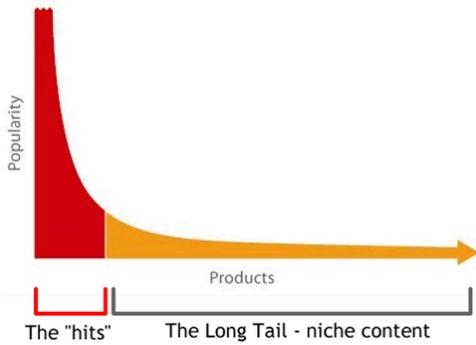


Figura 21 the long tail theory

In order to make sure that the chosen keywords are actually searched by users - and to get new ideas for choosing keywords - the Google AdWords keyword tool is the most strategic and indicated choice.

This tool shows statistical data on the number of monthly searches, global or per country, that are carried out by users with a specific search key.

By inserting a keyword, other similar ones, which might have been neglected or not considered, are suggested so as to be included in the strategy. In order to correctly choose the keywords, it is therefore necessary to find the right balance between niche words and the number of monthly searches. Usually, in fact, the more specific the word is, the less monthly searches it generates.

2.4.2. Google Analytics

The Google Analytics tool has been set up since the beginning of the website in order to analyse the traffic. It is a platform that collects data and compiles it into useful reports.

When we talk about “purchase funnel”, we refer to a process in which coexist different phases that describe the interactions among users and a website. A basic funnel includes:



- **Acquisition**, to create awareness and user's interest;
- **Behavior**, i.e. the moment when users interact with the company;
- **Conversion**, i.e. when a user becomes a customer and generates transactions with the business.

The analysis of digital data allows us to monitor what online behavior generates purchases and how we can use this data to reach new and existing customers.

First of all, we had to create a Google Analytics (GA) account, connect it with our website and add a small portion of JavaScript tracking code that will collect anonymous information about how the user has interacted with the page, every time he visits it.

The tracking code can show how many users have visited a page or it collects data from the browser (as the language set, the type of browser, the device), on traffic sources, understanding what brought users to the site.

With each page load, the tracking code will collect and send updated data on user activity. GA groups these activities over a period of time called a "session". A session begins when a user accesses a page containing the GA tracking code and ends after 30 minutes of inactivity. If the user returns to the page after the end of the session, a new session begins.

Once Analytics processes the data, these are saved in a database and cannot be changed anymore.

Once processed and stored in the database, the data is shown in Google Analytics as reports.

A small company like Tenstickers does not need to create multiple accounts, but just one. When the account is created, properties are automatically generated and, within each, a view for the account. Each property can collect data independently using a unique tracking ID displayed in the tracking code.

Multiple properties allows to collect data from various sources such as websites, mobile apps, or other digital assets associated with your business.

As an account can present multiple "properties", so each property can have more "views". In the configuration settings, it's possible to use the Filters feature to determine the data to include in the reports for each view.

The Filters function is used to include additional data, such as the geographic areas on which to operate.

As an Italian Marketing Manager, I monitored all those data that arrived on the Italian website. At the level of view, you can also set the "goals" of Google Analytics. Goals are a great way to track conversions or business purposes from our website. A goal could be the number of users who have purchased a product.

First of all, we had to connect the Tenstickers website to the Gmail Google Analytics account of the company and the first page that we're going to land on, when we log in is this AUDIENCE (PUBBLICO) overview page. Audience reports show us characteristics about our users like age and gender, where they're from, their interests, how engaged they were, whether they're new or returning users, and what technology they're using.

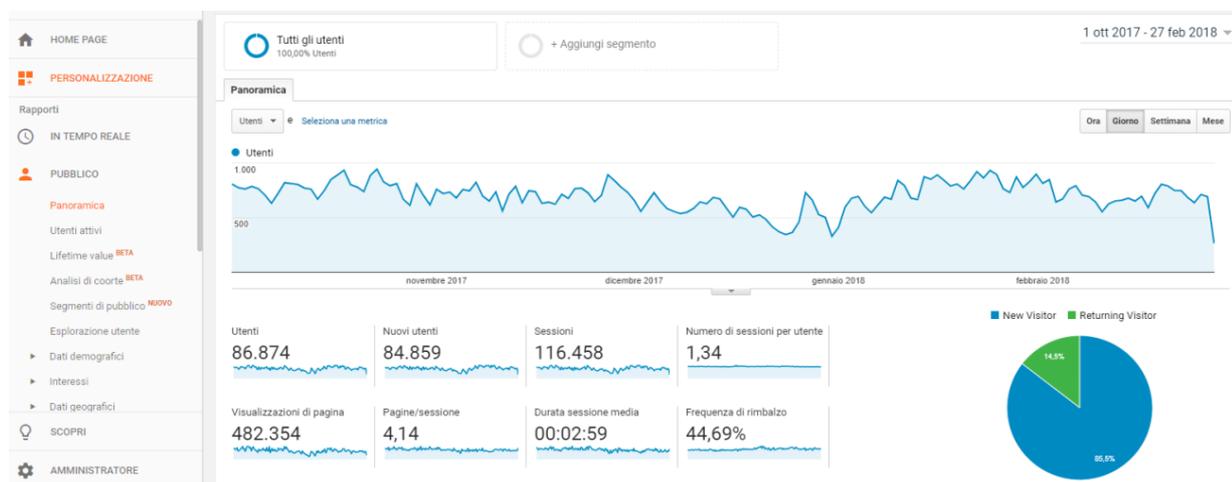


Figura 22 Principal page of Google Analytics

At the top on the right of every report is a **date-range**. I set the time period in which I want to analyse report data. I can choose between date ranges like last week, last calendar month, or last 30 days. I can also set specific dates by clicking the start- and end-date fields and selecting calendar dates. I can compare two equal intervals of time and see how the business changed over time.

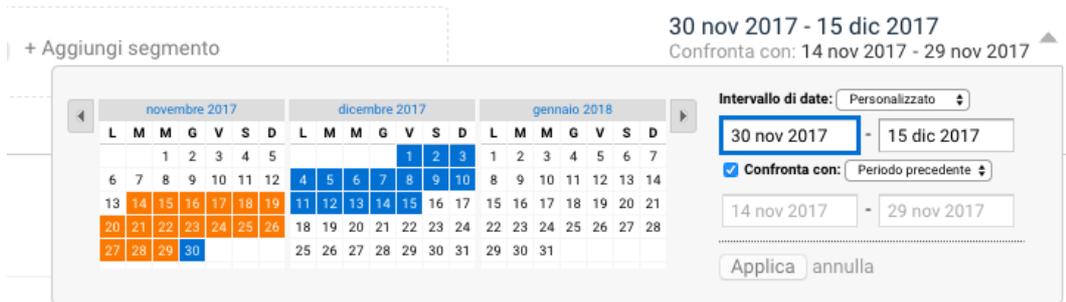


Figura 23 Date range

The most obvious format used to highlight the different metrics in the Audience report is a **line chart** that by default shows a data point for the number of users on each day in the selected date range. As the reader can see, people who visit our site on a daily basis do not maintain a constant trend, but there are peaks and chasms on the line graph, due to several reasons.

For example, the traffic of visitors could increase (peaks), because the day before I had sent newsletters with different links that brought back to the site. It's possible to change the **metric** to a different metric by selecting the drop-down menu on the Overview tab.

*A **metric** is a quantitative statistical measurement that describes the events or trends taking place on a website. These metrics are also called **KPI** (key Performance Indicator) and help us to compare ourselves with the objectives, ie Goal / Conversion.*

There are a number of helpful metrics below the line graph:

- “Sessions” (*SESSIONI*) are the total number of sessions for the given date range.

Session refers to a group of interactions between a user and the website in a given period of time.

The session, therefore, is a "box" in which all the actions of a given user are collected. By default, after 30 minutes, Google Analytics starts a new one that is always connected to the same user.

A session begins when the user arrives on the site and activates the Analytics tracking code.

Subsequently, Analytics collects all the actions performed by the user, then clicking on links, downloads, page views or submitting a form.

A session can end in three ways:

1. the user stays on the site for more than 30 minutes, activating another session;
2. at midnight;

3. when the source of the traffic changes - if the same user visits the site first from Google and then from Facebook, Analytics will count two separate sessions.

- “Users” (*UTENTI*) are the total number of users that visited for the given date range.

Visitors can be collected in two macro categories:

1. new visitors;
2. returning visitors.

Both have a different value: new visitors know products and services for the first time, so they could become potential customers; those who come back already know the brand, so they are previously satisfied and likely they will buy.

Analytics shows the two percentage in order to see if loyalty strategy is working or needs to be reviewed.

In fact, if users who return to the site are inferior to new users, it means that brand has not impressed on them and the strategy has to be revised. On the other hand, if new users are lower than returning users, it's probably time to expand the audience using SEO or paid advertising campaigns from Google Adwords to social networks (Facebook, Instagram).

- “Page views” (*VISUALIZZAZIONI DI PAGINA*) are the total number of times pages that included Analytics tracking code were displayed to users. This includes repeated viewings of a single page by the same user.
- “Pages per session” (*PAGINA/SESSIONE*) is the average number of pages viewed during each session. This also includes repeated viewings of a single page.
- “Average session duration” (*DURATA SESSIONE MEDIA*) is the average length of a session based on users that visited the site in the selected date range.

This metric is very important to understand if and how people are attracted by the contents of the site and gives us a clear idea of the progress of the content marketing strategy.

In addition, it helps us to understand if there are any navigation obstacles on the site. Is the average time on the page low or shorter than 5 seconds? Users are probably not viewing the pages well or the site is not responsive and drives people out.

On the contrary, if the time is very high, the causes could be two:

1. users find the content of the page interesting;
2. they do not immediately find what they are looking for because the information is too many and confusing. The solution could be to review the content and highlight the action buttons of the page.

- “Bounce rate” (*FREQUENZA DI RIMBALZO*) is the percentage of users who left after viewing a single page on our site and taking no additional action, the percentage of visitors who navigate away from the site after viewing only one page.

This metric could be considered the most important ones. As said, it measures in percentage, the people who exit without taking any action, after visiting a page. It generally shows users' interest in our site and helps us understand which pages do not entice users to continue browsing our site.

In absolute approximation, a site with a bounce rate of around 30-40% (or even less) can be said to be satisfied with its ability to retain users (provided that this level is not artificially achieved, of course). So, we can consider ourselves quite satisfied with 44,69%.

It is important to know how analyse it in the context in which it is located.

For example, in October our product cards had the same bounce rate.

In this case, the problem could derive from an incorrect disposition of the elements or people may not yet be convinced to make the purchase: we have tried to review the layout of the pages and complete it with elements that push users to continue with the purchase, like reviews from other buyers.

Compared with the initial time period of the ecommerce, the bounce rate decreased. A high bounce rate may have been caused by:

1. The website presented code errors that compromised its usability, prompting users to leave (for example: non-functioning menus, blocking scripts, etc.).
2. The website, although not presenting serious programming errors, was structured in an unclear, not simple and slow way, therefore the users were not encouraged to continue the knowledge of its web pages that were difficult to read, reachable and / or poorly organized.
3. The contents of the site were not at all relevant to the search results on which they appear: in this case the reader immediately abandoned the site going to look elsewhere what really interested him.
4. The contents of the site were of low quality and did not provide any real value to the reader.

In all these cases, wanting to sum up, the high percentage of the bounce rate was the natural consequence of the poor quality of the site. Improving the quality of the site and / or content by activating a virtuous circle has led not only to a greater permanence of the users, but also and above all to their greater satisfaction. How was it possible to improve the bound rate?

The first thing to do was to identify possible errors on the site both at the level of programming and architecture. In particular, we have made sure that the site:

1. is quick to load: slow sites do not like anyone and are abandoned quickly!
2. is also usable through smartphones and tablets: today these devices are a big part of online users and cannot be snubbed!

Later we analysed the quality of the contents of the site. What are the pages with the highest exit rate?

Following this path "Behaviour > Site content > All pages" and then sorting the data through the column of the exit percentage (% exit), I ordered from the highest value to the lowest. In this way I have obtained the precise indication of the pages with the highest rate of abandonment: certainly the contents of these pages were the first thing to revise. The goal was to create quality content, in-depth and if the user can really find useful and important information.

Anyway, a high bounce rate is not necessarily a sign of poor website quality: sometimes a high rebound rate is due to the fact that the user has immediately found what he is looking for and this is extremely positive.

The effects of a work of improvement will be felt not only on the bounce rate but also on the organic traffic (+ quality = + traffic) and on the conversions of users who, more easily, may decide to become customers.

2.4.2.1. Audience

Switching among Reports (Rapporti), **ACQUISITION** reports show which channels (such as advertising or marketing campaigns) brought users to the site. This could include different marketing channels such as:

1. "Organic" (or unpaid search) the most used.
2. "Direct"
3. "Referral" (traffic that comes from another website)
4. "CPC" ("cost per click" or paid search)
5. "Social" (from a social network)
6. or "Other," (a group of low volume traffic sources)

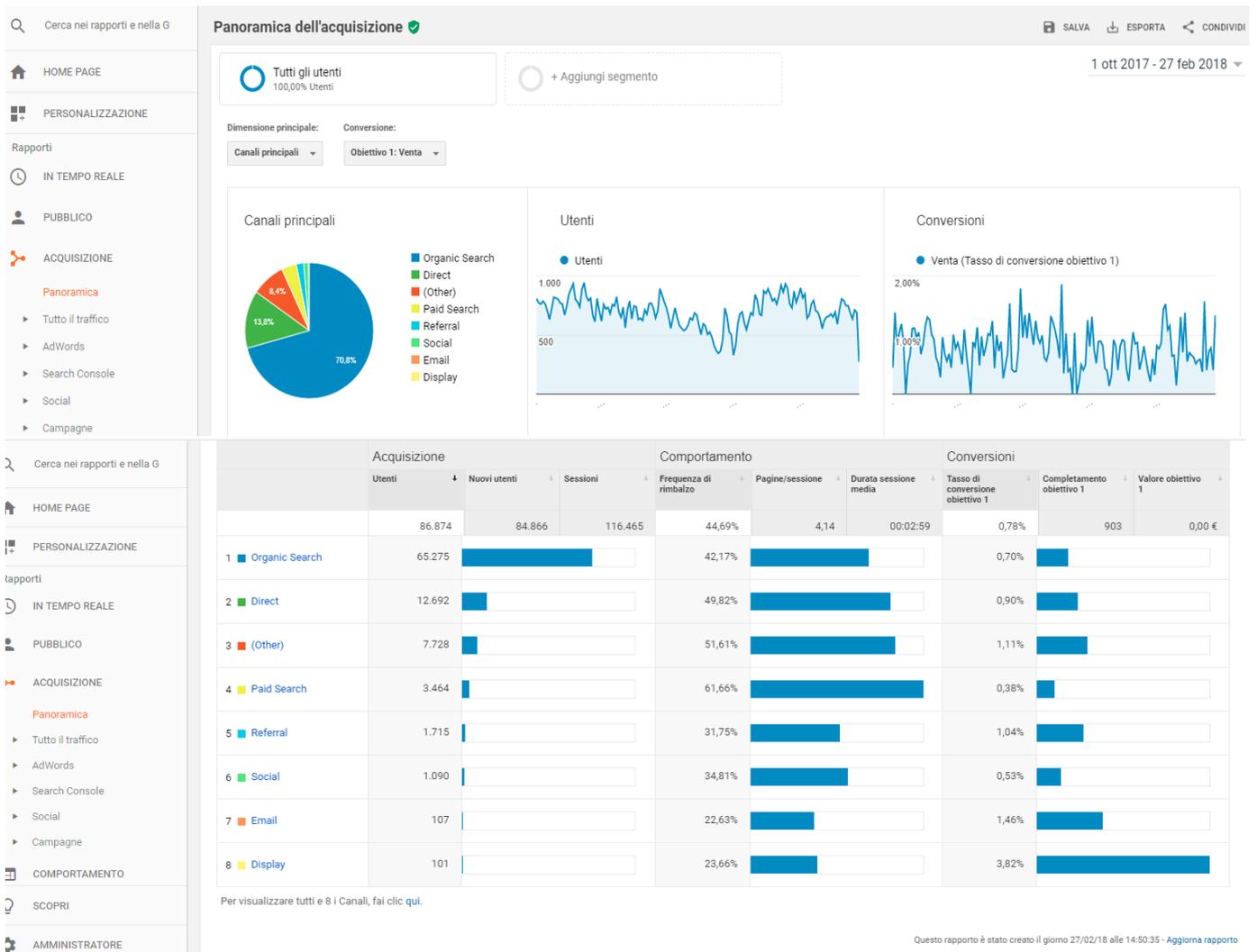


Figura 24 Traffic sources

1. Organic traffic is what comes from Google's "natural" results, i.e. those that are not part of the AdWords world. Among the factors that influence organic positioning we surely find:

- Original content, useful and interesting for the target audience
- On-page SEO optimization with the best SEO strategies
- Attractive design, responsive and Google friendly

We have increased search traffic through targeted SEO and content marketing strategies, but it has a big weakness: when Google updates the algorithm (totally different from the previous one), we risk being penalized and thrown into hundredth page. There may be loss of visibility and traffic.

2. Direct traffic consists of all those people who go to the website by typing the address directly on the browser. The reason why they do this is that they already know us already and are our long-standing loyal customers. All those who have saved our address as a favourite or have it in the history of their browser access directly to our site falling into this category.

Direct access is the true asset of our website. It is that traffic that nobody can take away from us. It depends only on the brand and how satisfied customers are with the product and service. If it increases, it means we have done a good job of branding.

The more we increase the percentage of the green circular industry of Analytics, the more our customers will be loyal and will gladly return to our website.

3. Referral traffic is the set of all visits that arrive at the website via another source, for example through one or more links on another site. Analytics automatically recognizes where the traffic was located immediately before arriving on our site and displays the domain names of these sites in the reports as referral traffic sources.

4. Then all the sites where we have placed banners or where we have purchased advertising space are paid.

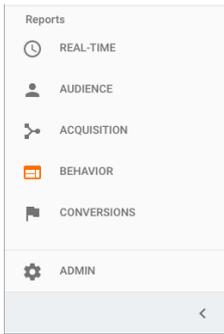
We can increase this type of traffic by implementing some affiliate campaign or banner among all those sites that are thematically close to ours.

If we stop the spaces for a single day, we will see the percentage of yellow visits fall.

Referrals and paid search should always have supported.

Each channel of acquisition is different from another one and must be analysed especially based on the number of conversions made and the intent of searching for users: a user who comes from organic Google search, probably looked for a product / service offered on our site and may be more likely to convert a user who has discovered our business by accident by browsing on Facebook. Users who come from social networks could be more interested than those coming from Google and decide to review your marketing strategy, including a targeted campaign on Facebook and Instagram.

2.4.2.2. Behavior



The **BEHAVIOR REPORT** in Google Analytics is important to understand how users behave on our website. In the "All pages" -> "Site content" path, we can analyse different metrics and understand specifically the actions and intentions of the customers. Behavior reports show how people engaged on the site including which pages they viewed, and their landing and exit pages. With additional implementation, we can even track what users searched for on the site and whether they interacted with specific elements.

Pagina	Visualizzazioni di pagina	Visualizzazioni di pagina uniche	Tempo medio sulla pagina	Accessi	Frequenza di rimbalzo	% uscita	Valore pagina
	482.471 % del totale: 100,00% (482.471)	359.601 % del totale: 100,00% (359.601)	00:00:57 Media per vista: 00:00:57 (0,00%)	116.184 % del totale: 100,00% (116.184)	44,69% Media per vista: 44,69% (0,00%)	24,08% Media per vista: 24,08% (0,00%)	0,00 € % del totale: 0,00% (0,00 €)
1. /	17.787 (3,69%)	11.442 (3,18%)	00:00:46	9.330 (8,03%)	29,64%	28,71%	0,00 € (0,00%)
2. /stickers/	11.499 (2,38%)	7.973 (2,22%)	00:00:48	454 (0,39%)	41,18%	9,93%	0,00 € (0,00%)
3. /servizi/adesivo-personalizzato/	7.312 (1,52%)	6.093 (1,69%)	00:03:21	2.826 (2,43%)	43,83%	47,03%	0,00 € (0,00%)
4. /stickers-per/cucina/	6.217 (1,29%)	3.841 (1,07%)	00:01:46	2.755 (2,37%)	21,45%	35,29%	0,00 € (0,00%)
5. /ideali-per/laptop-e-tablet/	6.087 (1,26%)	3.729 (1,04%)	00:01:14	2.767 (2,38%)	24,10%	30,52%	0,00 € (0,00%)
6. /stickers-per/auto/	5.718 (1,19%)	3.924 (1,09%)	00:01:14	3.250 (2,80%)	22,15%	42,46%	0,00 € (0,00%)
7. /stickers-di/bambini/	5.422 (1,12%)	3.105 (0,86%)	00:01:18	1.270 (1,09%)	20,44%	21,91%	0,00 € (0,00%)
8. /acquisto/carrello/	4.056 (0,84%)	1.711 (0,48%)	00:00:33	172 (0,15%)	27,56%	7,25%	0,00 € (0,00%)
9. /stickers-di/pellicole-adesive/	3.939 (0,82%)	2.482 (0,69%)	00:01:10	2.108 (1,81%)	22,28%	42,65%	0,00 € (0,00%)
10. /stickers-di/frasi/	3.868 (0,80%)	2.642 (0,73%)	00:01:49	1.064 (0,92%)	28,15%	24,48%	0,00 € (0,00%)
11. /ideali-per/frigorifero/	3.847 (0,80%)	2.012 (0,56%)	00:01:08	1.634 (1,41%)	20,49%	34,36%	0,00 € (0,00%)
12. /acquisto/ordine/	3.792 (0,79%)	2.806 (0,78%)	00:02:09	174 (0,15%)	49,30%	20,86%	0,00 € (0,00%)
13. /ideali-per/box-doccia/	3.791 (0,79%)	1.967 (0,55%)	00:01:17	1.580 (1,36%)	19,41%	32,34%	0,00 € (0,00%)
14. /stickers-per/bagno/	3.600 (0,75%)	2.307 (0,64%)	00:01:36	1.577 (1,36%)	22,70%	36,11%	0,00 € (0,00%)
15. /ideali-per/mobile/	3.094 (0,64%)	2.102 (0,58%)	00:01:28	1.792 (1,54%)	22,46%	47,06%	0,00 € (0,00%)

Figura 25 behaviour report

The "Page Views" (Visualizzazioni di pagina) metric shows how often each page of the site was viewed. By default, this report shows data based on the page's URI. The URI is the part of the URL located after the domain name in the browser's address bar. Other metrics such as "Average time on page"(Tempo medio sulla pagina) and "Bounce rate"(Frequenza di rimbalzo) show the involvement of users on each page of the site. The report can be sorted based on these metrics to quickly find pages with poor performance to improve or high-performance content that can affect future choices. In "Site Content" -> "Content Drilldown" (dettagli contenuti) path, pages are grouped, on the base of the directory structure of the website. Clicking on a directory, we can see the pages of the site it contains. This is especially useful for understanding the performance of content in a particular

section of the website. The pie chart shows quickly which sections of the site are most visited by users.

The "Landing Pages" report in "Site Content" indicates the pages of the website in which users initially arrived. These are the first pages of a single session. The bounce rate of each landing page are tracked. A high bounce rate usually indicates that the landing page's content is not relevant or appealing to those users. Instead, the "Exit Pages" shows the pages where users have left the site. Since it is preferable that users do not leave the site from important pages such as the one relating to the payment of a shopping cart, it is a good idea to periodically review this report to reduce unwanted outputs as much as possible.

2.4.2.3. Conversions

In digital marketing, **CONVERSIONS** represent the number of objectives achieved through a specific web marketing campaign, or every action a user makes by adding value (economic or potential) to our online business. Examples of conversions for an e-commerce site can be: the purchase of one or more products, site registration, subscription to the newsletter.

In Google Analytics, information about conversions can be found in different reports, for example: in the last three columns of the main "session" reports or in reports within the "Conversions" macro-section, the last one at the bottom of the left column of the Google Analytics panel.

In digital marketing, one of the most important and used metrics is the **conversion rate**.

Let's imagine that there are 100,000 visits by users from Italy on Tenstickers in the last month and 20,000 visits by users from Germany. Italian users made 3,000 purchases, while German users made only 2,000.

If we wanted to activate a marketing campaign located only in a country, we must compare how many purchases come from the two countries for the same number of visits. The conversion rate allows us to make this comparison. The conversion rate is a metric that measures how many conversions have been generated on average over a certain period, every 100 visits to the site. The conversion rate is expressed as a percentage, and is calculated using this formula:

$$\text{conversion rate} = \text{conversions} / \text{sessions} * 100$$

We compute the conversion rate for the two countries:

- Italy: $3,000 / 100,000 * 100 = 3\%$ -> Conversion rate = 3% -> i.e.: every 100 visits, an average of 3 purchases are made;
- Germany: $2,000 / 20,000 * 100 = 10\%$ -> Conversion rate = 10% -> i.e.: every 100 visits, an average of 10 purchases are made.

In our example, the German conversion rate is three times greater than Italian one, that is, users buy 3 times more if they have the same visits!

Often, in digital marketing and in web analytics, we talk about micro-conversions, that is all those actions that the user can perform before arriving at a conversion and that are associated with the conversion decision-making process.

In this case of an e-commerce site, they can be considered micro-conversions: the search for a product on the site, the addition of a product to a cart, adding a product to the wish list, the start of checkout, click on the "Pay now" button... and so on.

It is very important to trace the micro-conversions that take place on the site with Google Analytics, because they allow you to have a detailed view of the user behavior and understand which are, for example, the main points of abandonment.

Obiettivi	Posizione completamento obiettivo	Completamenti obiettivo	% Completamenti obiettivo
Posizione completamento obiettivo			
Sorgente/Mezzo			
	1. /acquisto/conferma-ordine/	366	40,53%
	2. /acquisto/conferma-ordine/?merchantReference=C52BJY	13	1,44%
	3. /acquisto/conferma-ordine/?merchantReference=1ZQBRL	9	1,00%
	4. /acquisto/conferma-ordine/?merchantReference=GQX70P	7	0,78%
	5. /acquisto/conferma-ordine/?merchantReference=YSKOFK	5	0,55%
	6. /acquisto/conferma-ordine/?merchantReference=E8XB7T	4	0,44%
	7. /acquisto/conferma-ordine/?merchantReference=8VR8M7	3	0,33%
	8. /acquisto/conferma-ordine/?merchantReference=N8ZUTQ	3	0,33%
	9. /acquisto/conferma-ordine/?merchantReference=PD7WPM	3	0,33%
	10. /acquisto/conferma-ordine/?merchantReference=297O7I	2	0,22%

visualizza rapporto completo

Figura 26 Goal achievement

2.4.3. Google Search Console

The Google Search Console (or, as it was called, Google Webmaster Tools) is a free tool made available by Google to optimize, analyse and check the status of the website or blog in search results.

In particular, in Search Console there are a set of individual tools that help us to know:

- if the search engine is able to access the pages of our site without problems and what to correct in case of errors;
- if there are problems with SEO on one or more pages.
- if the site contains malware or has been hacked.
- positioning of pages on the SERP.
- different data on keywords.
- If visitors arrive through appropriate keywords.

The first thing to do is to access the Search Console page and log in with the Google account.

The general opening panel of the Search Console is divided into 4 main macro sections:

- a) New and important: Google messages or notifications for technical problems, sanctions, etc.
- b) Scanning errors: shows any problems Google encounters when scanning our site, non-existent web pages, broken links, etc.
- c) Analysis of the searches: information on the progress of the site in the Google search with reference to the number of clicks.
- d) Sitemap: the map of our website with URLs, titles, descriptions, etc. This section displays the sitemaps we have sent to Google and the indexed URLs, i.e. the URLs that Google will consider to show them in the search results.



Figura 27 Search console

Research analysis (tráfico de búsqueda) is probably the most useful tool of Search Console.

Analyzing some interesting data is useful to optimize the website:

1. The number of clicks for each keyword. In the image below, it shows the ranking of the keywords with which our site was indexed and how many clicks it received. Based on these clicks, we built a link building strategy, or added or optimized contents, or created specific landing pages to increase the number of clicks for a specific keyword.
2. The total number of impressions (impresiones totales) per keyword.
The URL of a link records an impression when it appears as a search result of a user. This helped us understand how users interact with a keyword. For example, a high number of impressions and a low number of clicks is a signal that the page title or description is not well written and should be changed.
3. CTR (click through rate). Indicates the relationship between impressions and clicks, expressed as a percentage.
$$\text{CTR} = (\text{N. of times link of website or page is clicked}) / (\text{N. of times link of website or page is displayed})$$
 or
$$\text{CTR} = \text{clicks} / \text{impressions}$$

Let's suppose your ad receives 10 clicks per 100 impressions, then the $\text{CTR} = 10/100 = 0.1 = 10\%$
4. Position (posicion). The average position in the search results for both query and page. An interesting fact to identify the pages that are on the second page and bring them to the first page (with care not to negatively influence the positioning of the same page for other queries).

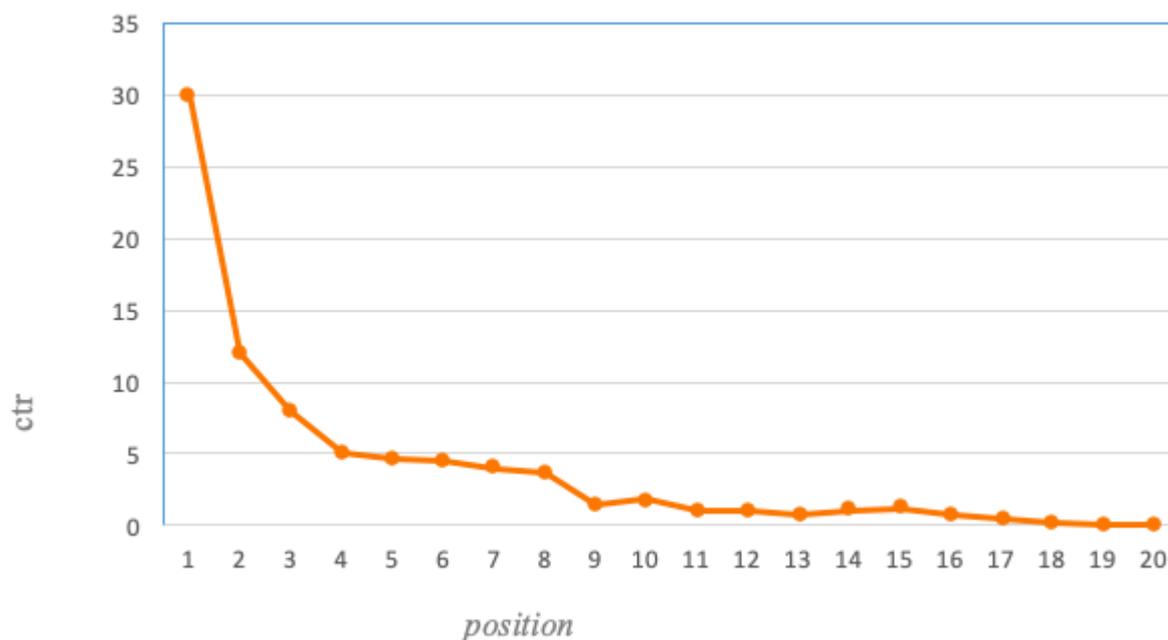


Figura 28 Trend CTR for retailers and merchandise search

The right or optimal value of CTR does not exist. We must contextualize it, depending of the fact that it derives from organic, social, ads, or other traffic.

We focused on the average of all these values, in particular those without paid advertising.

The average click-through rate is higher for non-competitive industries because customers with fewer choices are more likely to click on a pertinent ad. Click-through-rates on Facebook ads are lower than those on Google ads. CTRs are higher on Google Ads because people often go to Google looking to buy something. instead, people go to Facebook to socialize, not to buy: this is the result of the low percentage of ctr for social media.

In the generic merchandise and retailers sector the trend of the ctr follows that of the graph below. The highest ctr is the one obtained in the first position of the google page, or users are more likely to view and click the link in first position google. The ctr values decrease as the positions grow.

It's possible choose different filters like:

-query (consultas) that allows us to search for specific keywords within the results, in order to compare it with other ones or sort them by criteria.

In the range of data November/February 2017, we registered the follow values about queries:

Clicks: minimum 138, maximum 550;

Impressions: minimum 4855, maximum 14236;

CTR: minimum 2,55%, maximum 5,04%.

The sole exceptions are “tenstickers” and “adesivi personalizzati” with higher values, because a customer looking for “tenstickers” will hardly not click on it. This is the reason of 84, 89% CTR!

- The Pages (paginas) allows us to filter URLs, compare one page with another and sort the pages in terms of clicks.

- The Devices (dispositivos) allows an overview of the devices, including desktop, tablet, and mobile, used to access the site. If mobile devices make up the majority of research, surely we will focus on improving the experience of mobile users and creating a website with high performance in terms of speed.

-The Date (fechas) configures a date range. It's easy to compare site performance among two date ranges, like on Google Analytics. It's useful to check if any changes or tests have brought the programmed effects.

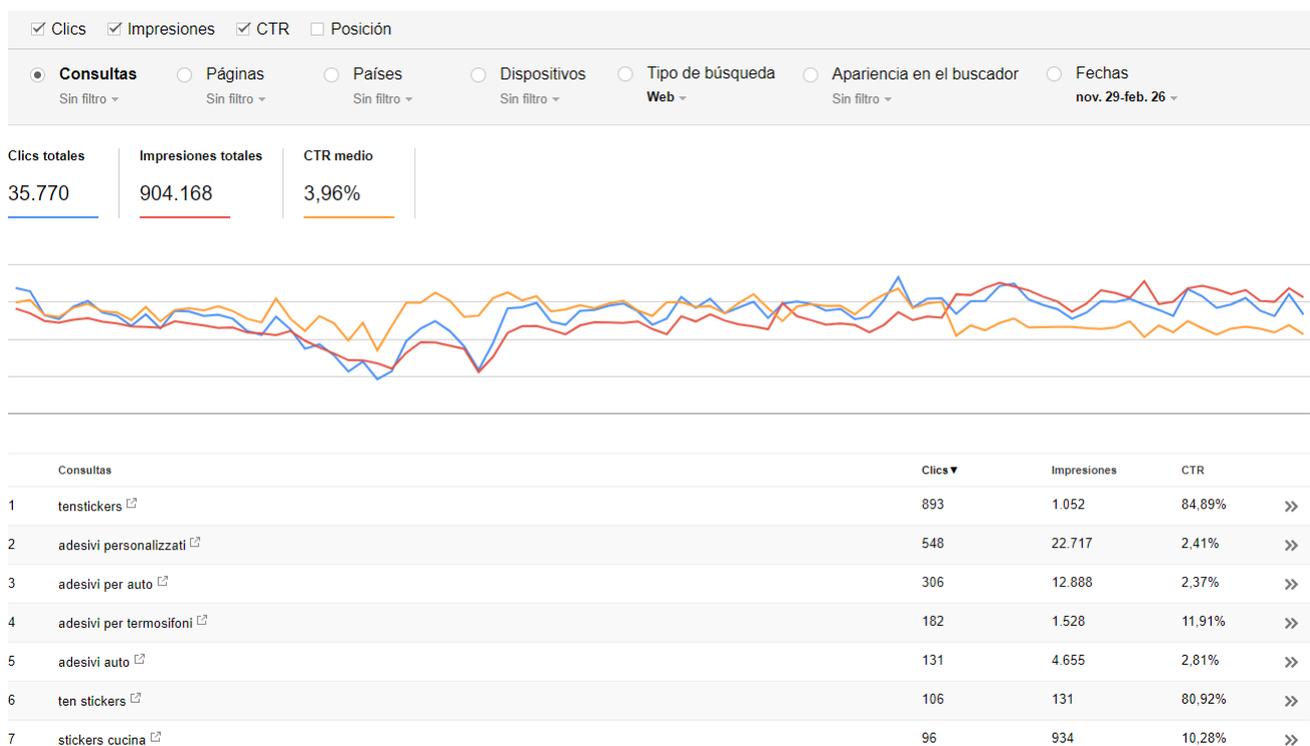


Figura 29 Keywords related to CTR, Impressions, Clicks

Linking AdWords and Google Search Console helps us make more informed decisions both at the PPC and SEO level!

By linking Google AdWords and Google Search Console, we were able to import query data, CTRs and average positions of the keywords for which our site is visible.

We could get an overview of our keywords in the sponsored results, in the natural results, and what happens when paid and organic results appear at the same time. We could filter by campaign, ad group or even by query (so for all those searches that contain the keyword that most interested us), seeing:

- the times our AdWords ads or our site were displayed in the organic search results or both at the same time (impressions)
- the percentage of times each of this type of result was clicked, as well as the aggregate data when we appeared on both paid and organic search (CTR)
- the average position of our announcement and of our site within the natural results

Linking AdWords and Google Search Console also allows us to identify market niches for which our site is positioned naturally and which can be exploited by creating specific PPC campaigns that go to work on these highly profitable terms and expand them. By reversing the path, this link can also provide us ideas for SEO content strategies. For example, if some of the most profitable keywords on AdWords had medium-low positions in organic search, it will be a good idea to create dedicated SEO content for these combinations of terms.

It will also allow us to identify investment priorities, distributing our advertising budget in the products we are interested in pushing based on their positioning on organic results.

Analysing the data of Google Analytics, we can have a rather precise picture of the behavior of people in relation to our site and its pages: where they come from, how much they fit, what they look at most, etc.

In particular, associating a site's Google Analytics with a Google Search Console property improves the quality of statistics on words (or sentences) for which a site is found on search engines, and visited from there.

Why is it important to link Google Analytics with Google Webmaster?

Until a few years ago, any type of web statistics service such as Analytics gave the list of search words with which users entered from search engines. The data was transparent and in this way it was easy to understand which keywords to focus on and which ones were not.

Over the years, privacy laws have changed and Google has been accused of saving personal data and for this reason it is no possible more to receive this type of information; however, the queries provided by the Search Console allow to understand with which keywords our pages are displayed on Google and how many clicks we get from that specific keyword that appeared in the search results.

CHAPTER 3

3. Italian case

After analyzing the techniques described above, we can summarize the main steps carried out during the internship.

Firstly, the content of many products had to be revised, new products added; the website, the advertising campaigns had to be updated.

Moreover, the banners had to be inherent for each annual period that were published, for example, Halloween, Black Friday, Christmas, etc.

In addition, it was important to pay attention to many internet marketing channels for online visibility and traffic generation were not exploited, such as social media management, email marketing.

The main e-business success formula that is " $Traffic * Conversion = Revenue$ " is the basis of strategy on which Tenstickers is based, like a lot of ecommerce or business online. According to this formula, if the traffic (number of website visitors) and website conversion rate increase, revenues would increase.

The whole point of e-business attracts visitors to the website (traffic generation) and then converts such visitors into customers, leads and potential customers. This could be achieved with good online communication both on the website (good content management) and off-site channels.

We can schematize this strategy in a graph:

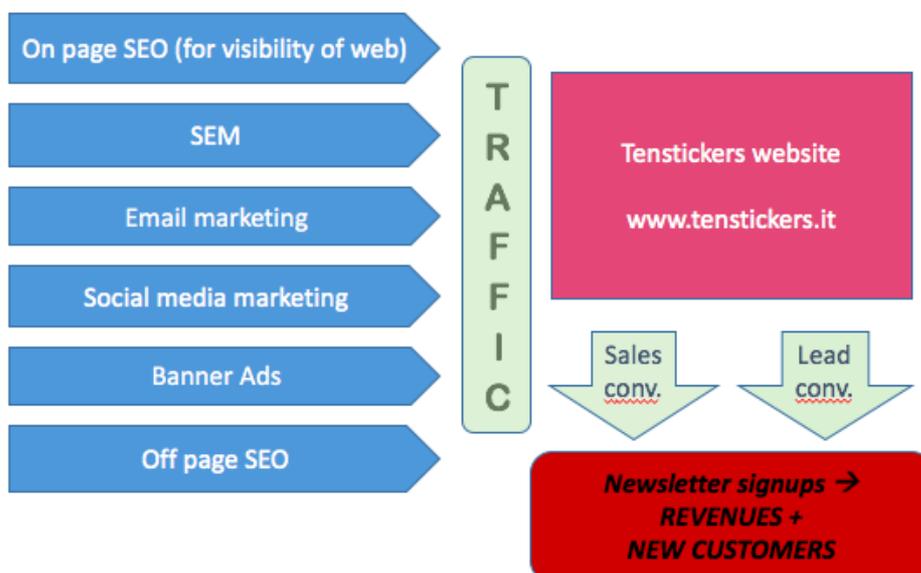


Figura 30 General model in Tenstickers ecommerce

3.1. Analysis KPI

All the indicators used to monitor the performance of a company, an activity or a process are called KPI (Key Performance Indicator). These are the fundamental parameters to be analyzed in order to evaluate the progress of a project and, to be meaningful, they must be related to the business objectives. They measure the volume of the work done, assess the quality of results based on determined standard.

Furthermore, it is very important to set deadlines and measure the KPIs with fixed intervals in order to make effective comparisons (month, quarter, year, 15 days, etc.).

"The sales went good" is not a KPI because it is neither quantifiable nor limited in time. While " the mobile SEO traffic is increased of 8152 in this year" is objectively measurable, so it's KPI.

Our KPIs are referred to traffic, intended as users who interact with Tenstickers.

We distinguish traffic in: global, SEO, desktop, mobile.

Global traffic is the sum of SEO one and paid one. In turn, SEO is equal to mobile plus desktop traffic.

Successively, we compared the traffic search among **home page** of Tenstickers, **thematic** traffic (animals, plants, car, etc.), **location** (suitable for kitchen, bathroom, bedroom, etc.), **surface** (ideal to apply on furniture, glasses, tiles, etc.), on the base of statistical preferences of the customers.

Tenstickers.it		Gener	Febrer	Marc	Abril	Maig	Juny	Juliol	Agost	Setembre	Octubre	Novembre	Desembre	tot	
Tràfic global	2018	26405													
	2017	24293	26330	27144	24604	24604	20496	24426	25123	29635	26688	24084	19139	296566	
	2016	20649	22914	22597	22387	23275	20858	20357	25132	31229	30788	30241	22734	293161	
														3468	difference 2016/2017 year
Tràfic SEO	2018	16473													
	2017	18382	19867	20762	18395	18506	14173	16638	17098	20909	18173	17254	13170	213327	
	2016	15894	17334	17206	17252	17747	15664	14774	18596	23171	22661	22882	16150	219331	
														-6004	difference 2016/2017 year
SEO Mobil	2018	9229													
	2017	10773	11242	11342	10577	10312	7541	9375	10168	11647	10260	9603	7434	120274	
	2016	8297	8632	8430	8965	8510	7753	7433	10107	11680	11673	12060	8782	112122	
														8152	difference 2016/2017 year
Seo Desktop	2018	7244													
	2017	7609	8625	9420	7818	8194	6632	7263	6930	9262	7913	7651	5736	93053	
	2016	7916	8936	8955	8424	9429	8170	7487	8830	11879	11395	11071	7585	110077	
														-17024	difference 2016/2017 year
Seo home	2018	904													
	2017	997	1088	1116	1137	1251	1016	1185	920	1145	995	910	708	12468	
	2016	418	490	539	535	581	544	486	605	822	954	928	751	7653	
														4815	difference 2016/2017 year
Seo Temàtica /stickers-di/	2018	3769													
	2017	6746	7073	6919	6127	5963	4455	5036	5747	6633	4626	4701	3057	67083	
	2016	6214	6537	6142	5921	6048	5590	5299	7095	8579	8374	8510	5630	79939	
														-12856	difference 2016/2017 year
Seo ubicació /stickers-per/	2018	2187													
	2017	2867	3053	3550	3135	3081	2300	2579	2553	2892	2521	2192	1463	32186	
	2016	2445	2755	2731	2824	2964	2586	2334	2892	3642	3595	3383	2172	34333	
														-2137	difference 2016/2017 year
Seo Superfície /ideali-per/	2018	2123													
	2017	3381	3471	3627	2989	3029	2308	2459	2685	3243	2716	2442	1690	34040	
	2016	2429	2527	2516	2400	2362	2363	2284	2920	3611	3726	3954	2786	33878	
														162	difference 2016/2017 year
Seo vinil /stickers/	2018	5884													
	2017	3513	4178	4457	3976	4083	3213	4292	4007	5502	5919	5524	4935	53599	
	2016	4100	4686	4889	5166	5498	4316	3965	4694	5806	5251	5272	4197	57810	
														-4231	difference 2016/2017 year
Seo /s/ /s/	2018	595													
	2017	292	336	406	399	477	389	466	553	695	530	626	469		

Figura 31 Excel table KPI ITALY: data from Search Console

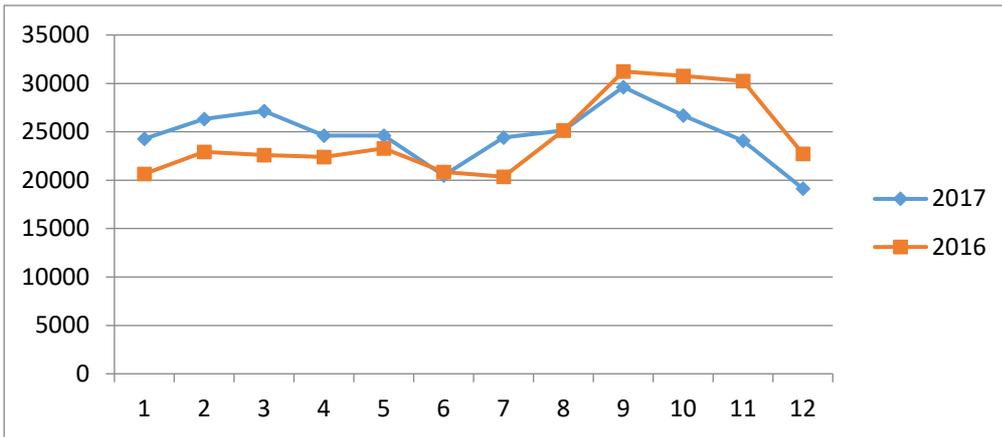


Figura 32 Global traffic graph

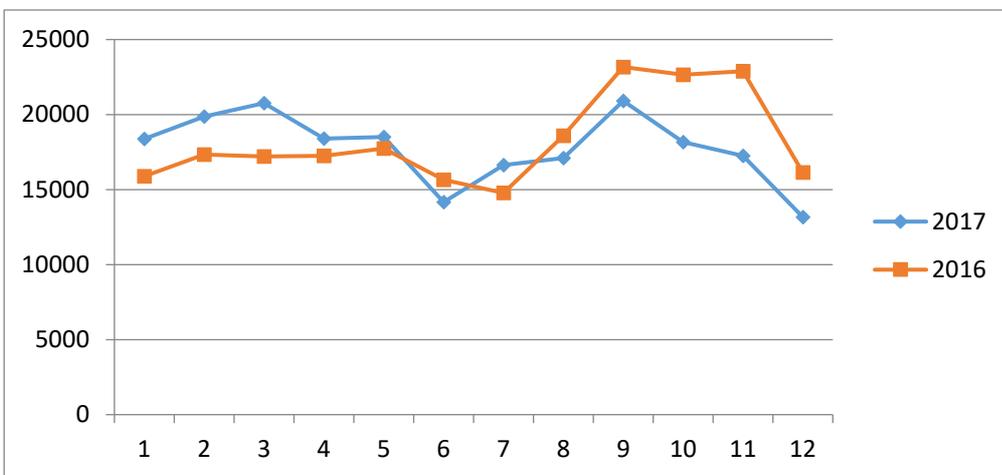


Figura 33 SEO traffic graph

The 2017 has been worse than the 2016 in terms of traffic, as we can see in the tables on file Excel “KPI ITALY”.

Global and SEO traffic follow the same trend:

the first 5 months of 2017 are better than 2016;

in June, we have exactly the same traffic for both years;

in July 2017 a growth of the curve makes it seem like it will be an improvement that will grow exponentially with the approach of Halloween, Black Friday, Christmas, etc.

Instead, differently from 2016, the trend from October becomes to be decreasing.

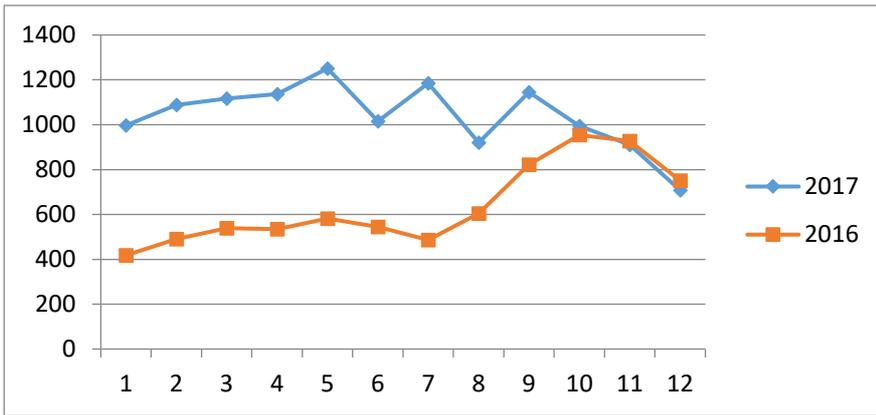


Figura 34 SEO home graph

The home page trend in 2016 had an increasing trend starting from 418 until 751. Instead in 2017 it has had a decreasing trend starting from 997, more than double of 2016, until 708. In 2017, the three categories of search (thematic, location, surface), in opposition to 2016, have registered a drop in July. After that, an increasing of traffic has reached its maximum point at the end of September and the beginning of October, then it is registered another drop. An interesting thing is an incremental research for Special contents (i.e. aphorisms, little Prince) in 2017.

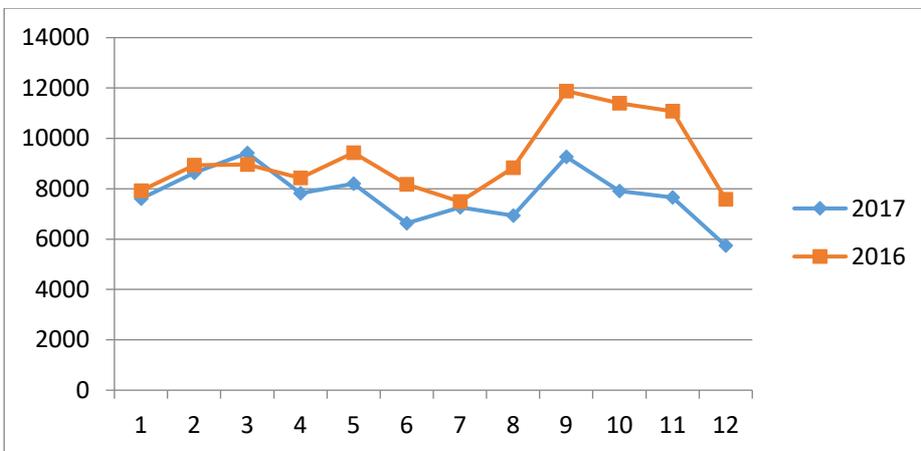


Figura 35 Desktop traffic graph

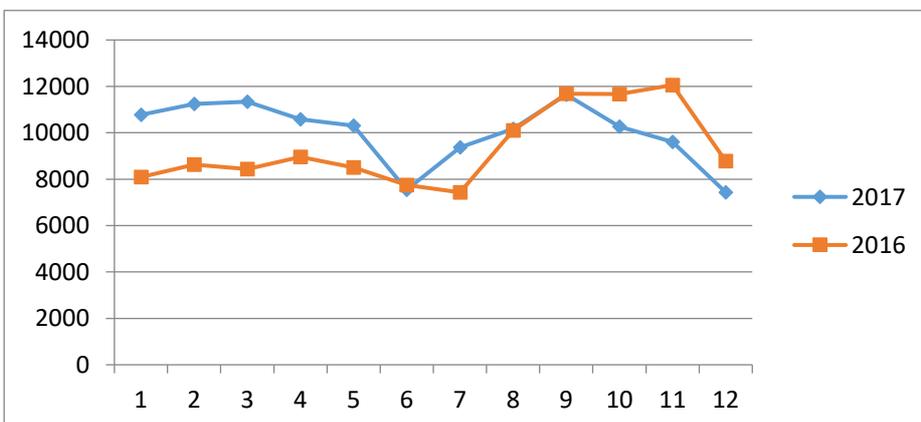


Figura 36 Mobile traffic graph

About the trend for mobile and desktop traffic, instead, we can't observe differences, comparing the shape of the curves of the two years. After September, in both curve, in both years, we notice a drop. We can associate this decrease to a period of the year in which the Italian consumers is not interested in the stickers. It's not weird, this does not raise suspicions.

3.1.1 Specific trend of the traffic.

Summing up the data of the 2016, we would have expected a different 2017: statistically, observing the trend of the curve, we were sure about its growing in exponential way.

January 2017 was better of January 2016 and this trend was maintained until June when there was a drop and the situation reversed!

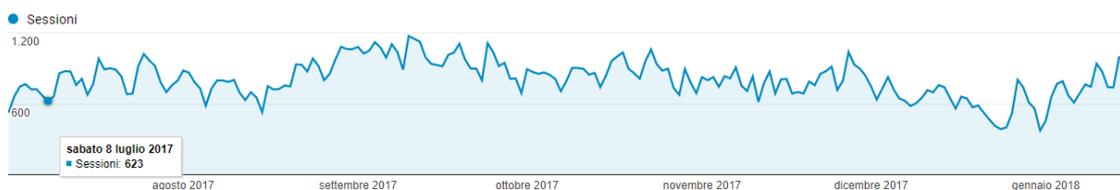
Now we are going to analyze the months July- December 2017.

Except for September 2017, in which we have the “anomalous” highest traffic respect all year, then we notice a valley at the end of Aug, a gradually decrement from October to the end of December, a very deep drop at the end of December 2017 until the beginning of January 2018.

The only thing, that it didn't change, was the day of valleys: Saturday (sometimes Tuesday).

If we analyze the sessions of the total year, the valleys are always on Saturday in particular in summer, while the peaks are on Monday and Tuesday

We cannot notice the same for the peaks: different days of the week without criteria.



1 lug 2017-15 gen 2018 all users

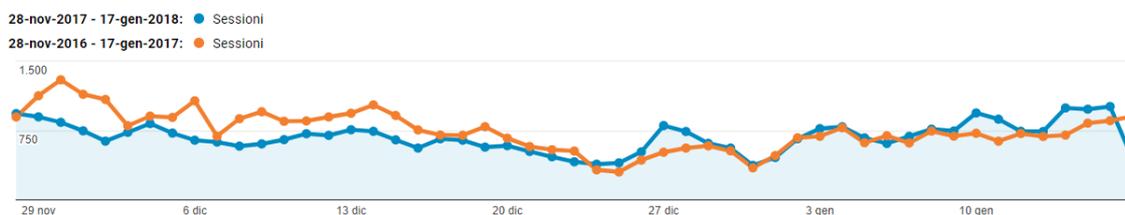


Figura 37 Difference with the past year (before of the data of 28Nov we are not able to take data: google analytics delete the old data 2016 when we have to compare with the current year)

November and December 2017 had -8.90% compared to the past year. In particular, taken the range “29/11-24/12” for the 2 years, the blue curve was significantly below the orange curve.

There were days in which we had almost 400 sessions less compared with last year!

After 24th Dec there was a growth that it's going on until nowadays.



Figura 38 Mobile vs desktop

A curious thing is the graph that represents the traffic splitted in mobile one and desktop one. Obviously the higher traffic is always the mobile one. More peaks are in mobile traffic, more valleys are in desktop one. In January 2018 the trend changes: mobile and desktop traffic increase and decrease more or less with the same trend, despite mobile continues to have more traffic. We obtain 8152 sessions more respect 2016, but -17024 sessions in desktop traffic: always more customers prefer the mobile website.

If we focus on mobile users of December 2017, we can see that the situation seems changing only in the last period in positive way.

A good result is achieved when we focus on returning visitors. We are able to create loyalty, good customization, satisfaction in who tried yet our products.

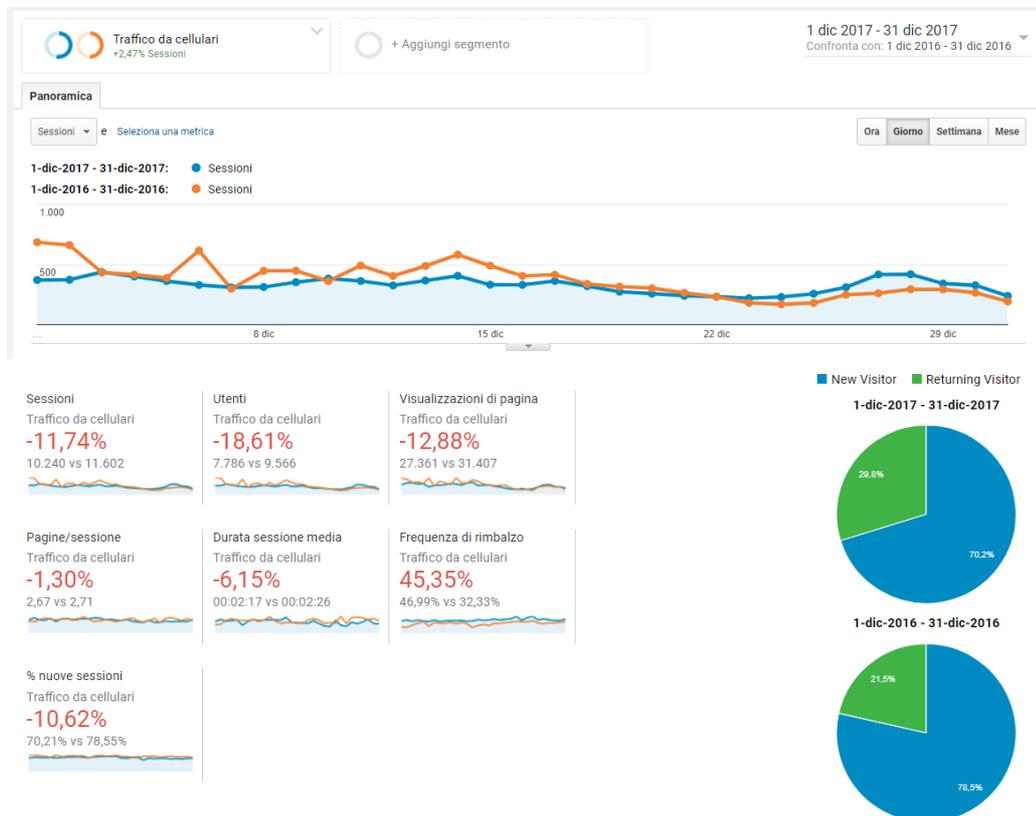


Figura 39 Mobile Dec2016 vs mobile Dec2017

We compared the sources of traffic coming from different channels. The first six months of the year registered “referred” (users coming from links on external sites, e.g. corriere.it, that link to our site) as third position; instead for the second part of the year, the mean of traffic, after organic and direct, is “other”, that are the sessions encoded with the means "cost per click", "pay per click", "cost per impression", "cost per visualization", "cost per advertisement", "affiliated" (excluding paid search). The source is another type of pay channel not identified by the Organic Search channel. Exploiting this type of mean is important because it allowed us to be immediately visible to users who are looking for stickers and take them immediately to the website.

01/01/2017-30/06/2017			01/07/2017-31/12/2017		
1.	Organic Search	113.364 (76,87%)	1.	Organic Search	100.936 (67,70%)
2.	Direct	25.944 (17,59%)	2.	Direct	22.041 (14,78%)
3.	Referral	4.397 (2,98%)	3.	(Other)	19.793 (13,28%)
4.	Social	2.027 (1,37%)	4.	Referral	3.837 (2,57%)
5.	Paid Search	1.003 (0,68%)	5.	Social	1.423 (0,95%)
6.	(Other)	708 (0,48%)	6.	Paid Search	769 (0,52%)
7.	Email	17 (0,01%)	7.	Display	162 (0,11%)
8.	Display	11 (0,01%)	8.	Email	134 (0,09%)

After creating different excel tables in order to compare the main keywords searched by users, the average result obtained is given by the table below.

We note that users are mainly interested in products to be applied on surfaces, by location and finally by theme.

The table is sorted in descending order for clicks received.

From here we are aware of what content to dwell on, updating existing ones or creating new ones.

October-February					
keywords	Clicks	Impressions	CTR	Position	TOT
adesivi per auto	275	9.267	2,97%	6,6	Theme 11
adesivi per termosifoni	180	1.048	17,18%	6,4	Location13
adesivi auto	140	4.156	3,37%	7,9	Surfaces15
pellicola adesiva per mobili	96	2.239	4,29%	7,2	
stickers cucina	85	717	11,85%	1,1	
adesivi termosifoni	83	415	20%	5,6	
adesivi per mobili	82	1.836	4,47%	7,5	
adesivi per cucina	77	618	12,46%	1,4	
lavagna adesiva	69	1.607	4,29%	4,4	
adesivi murali cucina	69	1.075	6,42%	3,4	
adesivi cucina	68	722	9,42%	1,1	
adesivi ps4 personalizzati	60	164	36,59%	1	
pellicole adesive per mobili	59	1.765	3,34%	8,8	
adesivi pc	56	473	11,84%	3,7	
stickers auto	54	460	11,74%	3,2	
adesivi porno	51	141	36,17%	1,1	
stickers per auto	50	416	12,02%	3,3	
stickers bambini	49	1.798	2,73%	4,9	
sticker auto	49	253	19,37%	1,3	
adesivi per porte	49	2.171	2,26%	9,6	
pellicola adesiva per vetri Ikea	49	944	5,19%	5	
adesivi personalizzati per auto	44	1.261	3,49%	8,5	
adesivi per pc	44	418	10,53%	4,2	
adesivi murali bambini	44	2.170	2,03%	7,3	
adesivi per specchio bagno	44	205	21,46%	1,1	
adesivi per caloriferi	43	301	14,29%	6,5	
adesivi murali per cucina	42	328	12,80%	2,2	
adesivi per vetri	42	1.258	3,34%	6,7	
decorazioni adesive per termosifoni	41	192	21,35%	4	
adesivi murali	41	1.218	3,37%	11,5	
stickers pc	41	134	30,60%	2,7	
pellicole adesive	40	2.308	1,73%	7,2	
adesivi macchina	40	1.010	3,96%	5,5	
adesivi per porte personalizzati	39	240	16,25%	2,1	
adesivi natalizi	37	3.051	1,21%	7,3	
stickers murali	36	2.329	1,55%	9,9	
adesivi marche famose	36	170	21,18%	2,5	
numeri adesivi moto personalizzati	35	123	28,46%	1	
adesivi per computer personalizzati	35	174	20,11%	1,1	

3.1.2. Search Console vs Google Analytics

Pàgines indexades	(Beginning of Month)	2018	9037																
		2017	16335	20989	22094	22094	21904	20531	17449	13420	12347	11520	11264	8846	9012				
Errors 404	(Beginning of Month)	2018	2230																
		2017	743	768	1045	2350	2328	3071	5756	5830	5289	3845	3029	2717	2306				
Temps resposta	(Beginning of Month)	2018	174																
		2017	234	273	273	271	233	254	262	356	364	383	398	431	305				
Impressions		2018	297381																
		2017	373398	416940	468451	424331	448470	378152	387927	347537	437508	374936	331430	253460					
		2016											510996	-					
CTR		2018	4,39																
		2017	4,28	4,09	3,99	3,85	3,55	3,19	3,44	4,14	3,73	4,03	4,37	4,02					
		2016											3,83	-					
Posició		2018	8,2																
		2017	8,6	7,9	8,1	8,4	8,1	8,8	11,3	9,4	7,7	7,7	8,8	9,2					
		2016											8,5	-					

Figura 40 KPI Italy

In order to understand the drop of the traffic since August, we analyzed other KPI:

- Indexed pages
- Positioning
- Errors404
- Response temps
- Impressions
- CTR.

By indexing, we intend to make an Internet site visible among the results returned by any search engine (regardless of the position reached in the SERP, or in the search results page). The positioning, as the term itself suggests, is instead the position that an indexed site can reach in the search engine SERP: a factor that varies based on hundreds of elements taken into consideration by search engine algorithms (as explained in chapter 2).

A good way to cause a drop in organic search traffic is to index every single page from your website and not thin out your content.

The entire group of internal website links, in the Search Console, Search Traffic> Internal Links category, allowed us to have a list with all the pages on our website (indexed or not) and also the number of links that point to each one. This can be a great incentive to find out which pages should be pruned.

since we don't want your search traffic to fall, in the Google Index we should only have the pages that interest us in the ranking.

The error404 (or Not Found) is a standard status code of the HTTP protocol. With this, it indicates that the client is able to communicate with the server, but that the server did not find what was requested, or the server was configured so as not to complete the request. In this case, a soft error404 indicates a URL that returns a page that tells the user that the page does not exist and that a 200(OK) code is also indicated.

In some cases, it is a page with small contents or no content, for example an empty page or without relevant contents.

It is so important because a correct operation code indicates to the search engine that there is a real page at the URL. As a result, the page may be listed in search results and search engines will continue to try to crawl that non-existent URL instead of spending that time crawling the actual pages.

The number of indexed pages has gradually dropped significantly this year, with an increasing trend for the first part of the year and a deep decreasing path for the last one.

This year has shown a steep increase in errors on the website. However, these errors have partially disappeared as well.

In 2017, Errors 404 and response time increasing, impressions and the CTR maintain more or less constant for all year. The curve of the Errors404 has approximately a bell shape.

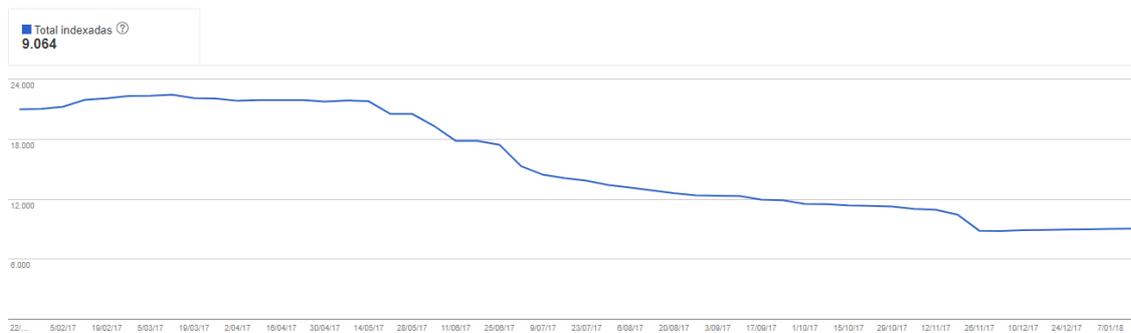


Figura 41 Indexation status from Jan 2017 to Jan 2018



Figura 42 Monthly display of traffic of the entire year

The first part of the year began with more indexed pages and the traffic maintains constant.

In June the indexed pages decreasing and, consequently and unexpected, also the traffic!

In August we have a temporary increase of traffic, despite the indexed pages are decreased yet.

The end of the year, our website has lower indexed pages and lower traffic compared to the entire year.

3.1.3. Hypothetical causes of the drop

Comparing the various tenstickers domains, we noticed similarities in the unexpected traffic crash from August to December.

I looked at some articles on the Internet and found that sudden traffic crashes can have various causes. I have analyzed the history of other ecommerce, even those that have had to close, as a collapse of traffic is directly correlated and proportional to the collapse of sales and therefore of profits.

It is said that at present the sudden collapses are not caused only by updates to the Google algorithm. The changes in Google's algorithm were great, but since 2014 these were very gradual. Panda 4.0 has made the categorization of content important and has failed many companies, because companies could not adapt quickly enough to algorithm changes.

Let see in details.

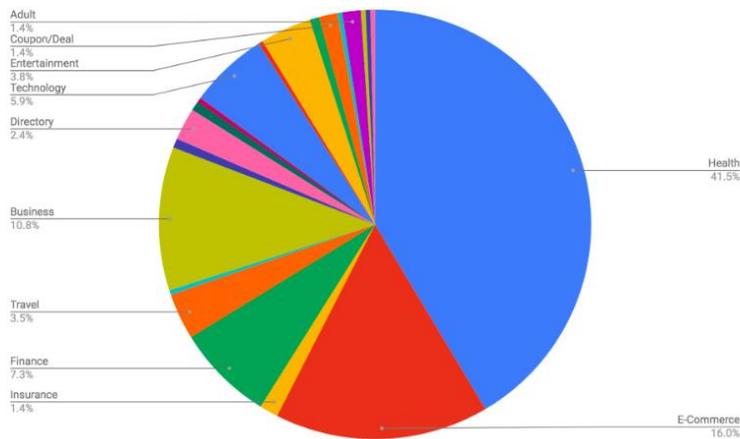
A) THE GOOGLE ALGORITHMIC UPDATE.

On August 1st of this year, the big giant Google released the algorithm update, which has alerted many online site owners with a tweet.

In very few words and in the silence that has characterized Google in recent years, the tweet said: "This week we have released an update of the basic algorithm, as we do many times a year." Also in March and April there was an update and the company also specified that the update guide would be the same. In practice, starting from the big update of the first months of 2018, Google has decided to change the parameters for the positioning again.

This is a global update and focuses on results relevant to search queries. The main points on which Google is focusing in recent times particularly concern the quality and relevance of the sites. In the first case we refer to the contents, which must be deepened and useful to the user, to the user experience (Google penalizes sites that are not optimally navigated by mobile and that are particularly slow in loading), with the massive presence of banners advertising and other problems related to SEO: the goal of the search engine is to offer the best and most effective content on the first page of results to meet the user's needs.

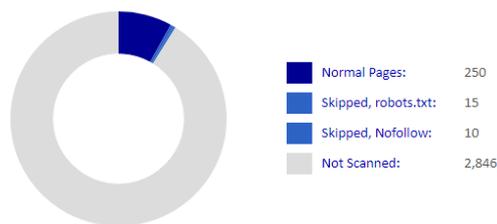
The most affected sector by the update, after health, is ecommerce one, as we see from the graph.



A Panda update - focused on the quality and relevance of the content - we can use tools like DeepCrawl and Siteliner (http://www.siteliner.com/www.tenstickers.it?siteliner=site-dashboard&siteliner-sort=scan_time&siteliner-from=1&siteliner-message=frequency) to facilitate the evaluation of the content.

For the free scan, the software can scan, check and analyze only 250 pages of our website.

Your Pages - Click below to see detailed results for your pages:



Your Duplicate Content - Click below to see your duplicate content:

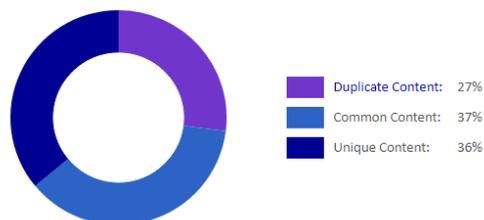


Figura 43 scanning pages

B) LOADING TIME

Many studies show different data, but everyone agrees that loading times have a direct and decisive impact on sales. Only 1 second of delay in the charge response of a page may result in a 7% reduction in conversions.

According to other studies, despite the broadband connections and better technology available today, we can say that: 11% of cart abandonments are due to the slowness of the website.

If we do an analysis of our website on PageSpeed

(<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.tenstickers.it%2F&tab=desktop>), we obtain these data:

Mobile: 38/100 poor

Desktop: 87/100 medium

This page is not optimized and it is likely to offer a slow user experience, and as it writes above, the customers experience reveals a bigger use of mobile rather than desktop!

C) Google Analytics tracking problem

all traffic channels have suffered a generalized loss compared to last year. If the decline is generalized, our site is probably not correct online. The site worked properly, so it is worth checking the Google Analytics tracking code because the cause could be related to a setup problem.

D) Change of domain and not communicated to Google

During the year we tried to make a change in the hierarchy of the site's pages, restructuring the sitemap.

Probably this internal update was not communicated to the search engine.

Use the change of address tool

If you've moved your site to a new domain or subdomain, use the **Change of address** tool in Search Console. A change of address notification helps you manage the transition needed by Google to index your new URLs at the new address, while minimizing impact to your current ranking in Google Search results.

A change of address notifies Google about the new URLs for your existing content, so that we can update our index to reflect the new domain for your pages. This updated index status remains in effect for 180 days, by which time Googlebot will have crawled and indexed the pages at the new address.

We noticed that the losses were dictated by some factors that we had often not taken so much into consideration until the update in particular:

- Empty pages or with few words. Nobody likes to click on a specific category of a site and find only some sentences that do not satisfy totally. Google has understood that positioning these pages in a positive way could be a contradiction to its policy, aimed at always offering the best results to users;
- Pages full of banner ads. Aggressive advertising, through numerous pop-ups or advertisements, annoys the search engine and also the users;
- Pages that had a very low “average session duration”. The consumer always has the last word: when the search engine notices that the bounce rate is high, some questions arise about the relevance of the result with the keyword typed by the user.
- Pages not yet uploaded via https, which do not give security to the user, especially for our site that has the purchase as final goal;
- Pages that had a particularly long loading time;
- Sites that had excessive 404 errors;
- Sites with duplicate content.

The aforementioned factors were the key to tackling the problem and then solving it, after months of monitoring and implementation without rediscovery.

The process of adapting to the google algorithm is long and constantly evolving.

3.2. Final data

In summary, the key performance indicators for marketing that guided me were:

Traffic, individual visitors vs visitors returned several times, time spent on the site, pages viewed for each visit, traffic sources, newsletter subscribers, followers and fans on Facebook and Instagram, pay-per-click traffic volume, click-through rate, position in Google PageRank.

The conversion rate, in particular, of an e-commerce company is directly related to content management and their quality, as well as to a user-friendly interface of the site. When I started the job, I immediately started correcting the website content from various points of view to make a good presentation of the site to visitors who are potential customers.

A month after the end of the internship, we were able to see the benefits derived from the work of months, after the collapse of traffic due to the google update.

The traffic seems to go up again, as shown in the graph, the google position and the CTR are growing up as expected.



Figura 44 Increasing traffic in January 2018

Furthermore, making a further analysis of the keywords as in the table below, we note that from November to January there is an increasing number of successful keywords, underlining that a good SEO job was carried out in line with KPIs: more and more consumers are looking for those products of which we have implemented the contents.

november				december				january			
Keywords	Impression	CTR	Position	Keywords	Impression	CTR	Position	Keywords	Impression	CTR	Position
eppur si muove	10.609	0,08%	4,6	1 adesivi personalizzati +1	6.493	1,63%	8,2	1 adesivi personalizzati	6.341	2,27%	7,8
adesivi personalizzati (-1)	7.378	2,20%	7,8	2 adesivi per auto +1	3.060	3,53%	6,4	2 adesivi per auto	3.661	2,16%	7,2
adesivi per auto (-1)	5.471	3,05%	6,6	3 adesivi auto +3	1.775	3,72%	7,7	3 adesivi natalizi +4	1.741	0,69%	7,6
campo da calcio (-1)	3.897	0,05%	2,1	4 adesivi per porte	1.273	2,36%	9,4	4 adesivi auto -1	1.436	2,86%	8,5
venti vidi vidi	2.816	0,04%	6,8	5 stickers murali +13	1.198	1,50%	9,7	5 stickers murali	770	1,69%	10,2
adesivi auto (+4)	1.953	3,17%	8	6 pellicola adesiva per mobili +5	1.175	5,96%	6,4	6 pellicole adesive +6	751	1,60%	8
torre eiffel disegno (-1)	1.827	0,22%	1	7 adesivi natalizi	1.153	1,82%	7	7 adesivi murali	704	2,70%	10,8
adesivi murali bambini (+4)	1.502	2,60%	7,2	8 adesivi murali bambini	1.107	2,08%	7,2	8 adesivi per porte -4	663	2,11%	9,5
stencil muro (+2)	1.326	0,15%	4,7	9 pellicole adesive per mobili +3	921	3,47%	8,5	9 pellicola adesiva per mobili -3	604	2,65%	8,8
pellicole adesive (+4)	1.129	1,68%	8,3	10 stickers bambini +5	882	3,40%	5	10 lavagna adesiva +4	596	4,36%	4,7
pellicola adesiva per mobili (+6)	1.072	3,36%	8,3	11 adesivi per mobili +2	869	4,37%	7,5	11 adesivi per termosifoni +12	552	17,93%	6,9
pellicole adesive per mobili (+17)	993	6,73%	8,8	12 pellicole adesive -2	869	2,53%	6,6	12 stickers natalizi +4	526	1,90%	7,6
adesivi per mobili (+2)	931	6,87%	5,5	13 adesivi murali camera da letto +6	729	0,82%	8,7	13 adesivi per mobili -2	520	3,85%	8,7
stickers murali bambini	900	4,22%	6,5	14 lavagna adesiva +3	674	5,19%	4	14 adesivi natalizi per finestre	507	2,96%	9,6
stickers bambini (+7)	869	2,30%	4,9	15 adesivi murali per bambini +6	619	1,94%	8,7	15 stickers bambini -5	479	2,30%	5,1
adesivi murali frasi (+8)	784	2,17%	8,2	16 stickers natalizi	590	2,20%	7,4	16 adesivi personalizzati per auto +5	464	4,53%	8,3
lavagna adesiva (+9)	777	3,86%	4,9	17 stickers murali bambini -3	573	2,62%	7,3	17 adesivi per vetri +1	440	2,27%	7,7
stickers murali (-2)	754	1,99%	10,1	18 adesivi per vetri +4	570	3,51%	6,4	18 adesivi natale	427	0,23%	9
adesivi murali camera da letto	728	2,34%	9	19 adesivi murali frasi -3	567	1,76%	8,8	19 zampa cane disegno	420	0,48%	1
segulici su facebook	692	0,43%	1,3	20 sticker murali +5	533	1,50%	9,8	20 adesivi macchina +8	410	3,41%	5,3
adesivi murali per bambini (-2)	642	2,65%	8,4	21 adesivi personalizzati per auto +6	498	2,21%	8,8	21 adesivi murali personalizzati +3	400	6,50%	4,8
adesivi per vetri	565	4,42%	6,5	22 adesivi murali cucina +7	482	7,68%	3,4	22 stickers personalizzati	399	5,01%	4,7
adesivi halloween	564	1,60%	5,9	23 adesivi per termosifoni	462	16,23%	5,9	23 adesivi murali per bambini -8	394	1,27%	8,7
omino lego	562	0,18%	1,1	24 adesivi murali personalizzati +2	457	6,56%	7,7	24 adesivi auto personalizzati +3	385	2,60%	7,4
sticker murali	521	1,54%	9,5	25 orologi da parete adesivi	425	3,06%	7,8	25 adesivi di natale	377	0,27%	7,6
adesivi murali personalizzati	516	4,84%	8,2	26 pellicola adesiva per vetri ikea +2	417	5,76%	4,7	26 adesivi murali camera da letto -13	372	2,15%	9,4
adesivi personalizzati per auto	508	3,15%	8,5	27 adesivi auto personalizzati	417	4,08%	8,1	27 stickers murali bambini -10	370	0,81%	8,6
pellicola adesiva per vetri ikea	506	3,36%	5,1	28 adesivi macchina	411	4,62%	5,5	28 pellicole adesive per mobili -19	364	3,30%	9,7
adesivi murali cucina	483	6,42%	2,4	29 big ben disegno	410	0,24%	1	29 adesivi murali cucina -5	347	5,48%	4,1
stickers personalizzati	477	17,82%	1,2	30 si cucina sempre pensando a qualcuno altri	397	0,50%	1	30 adesivo murale	340	0,88%	9,4

yellow	new keyword
green	key words moving up according to clics
red	Key words moving down according to clics
White	same position of last month
blue	key words without any relationship with stickers
written	key words that disappeared from one month to another

CONCLUSION

Regarding this study, my first consideration was about its focusing on the effectiveness of online communication, obtained thanks to a targeted and planned content management, so that website visitors are transformed into customers.

In the thesis I gave an overview of the various strategies and methods adopted in order to increase the conversion rate of the website from the sales point of view.

The study, also, aims to provide many indicators to measure and evaluate the success of a B2C e-commerce.

Nowadays, the constantly growth of smartphone use is forcing e-commerce to reevaluate and implement an efficient mobile commerce.

Lately, the automatic translation of contents with a Google Translate tool is even more frequent in multi-domain e-commerce environment.

In Tenstickers, we worked on this choice since it is the optimal way to accelerate the process and to be able to include more languages and more countries as well.

However, non-automatic human work remains fundamental and specific, specially in the case of a native speaker who is familiar with the language, idioms and habits of a particular country.

So it will still take some time for the automatic translations to completely replace the actual amount of work.

The SEO applied to the ecommerce has contributed to the evolution of the new marketing, with a progressive substitution of the traditional media with the online correspondents, allowing a global action pool.

It is essential to offer products which meet consumer's desires plus focusing on all elements that can favour a "virtual" type of relationship, based on a series of significant elements such as: brand, customer service, web usability, payment services, delivery, guarantees for the buyer.

Moreover, the construction of the website assumes a relevant importance, aimed to purchase, in a fast, simple and easy use.

All customer care activities are extremely important and they must be based on CRM technological platforms that track over time and allow easy interaction with the customer.

Related to this, I implemented a new idea to create a bundle of 4 stickers at a fixed price, related to a theme, "children".

Four products, among the best sellers, are sold with a convenient price for Italian customers.

Now, the idea of the bundle wants to be extended to other product categories and in particular to other "Tenstickers countries", thus reinforcing the loyalty and trust of the customers who appreciate the quality of service and the product itself.

Last but not least, my experience brought a case of crisis like that due to the collapse of traffic, despite all SEO technique was optimized in the best way and attention. During the internship, this phenomenon was almost entirely caused by the Google update, that penalized many pages, whose flaws had been neglected in the past.

This episode taught us to not break down, a great deal of patience is required, dwelling on the key problems and on Google's guides so we would not fall behind.

Finally, the search engine optimization if correctly managed allows to obtain enormous results in terms of traffic, bringing the Business into a position of advantage over the competitors.

Ignoring this element means making our online presence less effective, an element that in a developed digital society like the actual one, where most people use internet regularly for everything, can only be harmful.

"Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don't catch up, we're in trouble "- Ian Schafer

BIBLIOGRAPHY

Anderson Chris, The Long Tail, “Wired Magazine”, Ottobre 2004 ^[1]_[SEP]

Bertoli Miriam, “Web marketing per le PMI. Strategia digitale per fare business con Facebook, SEO, email & Co.”, 2018

Brancale Federica, “Seo per ecommerce: tattiche per il posizionamento ed analisi” ,, 2018

Brin S., Page L., “The Anatomy of a Large-Scale Hypertextual Web Search Engine”, 1998,

Cutroni Justin, Seiden Krista, “Analytics Academy Courses”, 2012

Cutts Matt,– “SEO What You Need to Know”, 2012

<https://www.youtube.com/watch?v=94NHnkKv6LY>

Cutts Matt,“ How search works”, 2010

Dominici Gandolfo, “E-Marketing. Analisi dei cambiamenti dai modelli di business al mix operative”, 2009

Enge Eric, Spencer Stephan, Fishkin Rand, “The Art of SEO”, 13 apr 2012

Fontana Franco, Caroli Matteo. “Economia e gestione delle imprese” - 3.ed.- Milano : McGraw-Hill, 2009

Google, www.google.it e www.google.com ^[1]_[SEP]

Gori Francesco, “Adwords e Google Analytics, 2008

Isonne Lucia , “SEO per E-commerce: 5 errori che non devi fare”, Webipedia.it

Martalò Alessia, ”Come analizzare il traffico organico con Search Console”, Blog SEMRush , 26 August 2016

Matteuzzi Jacopo, "Inbound Marketing. Le nuove regole dell'era digitale", Dario Flaccovio Editore, 2015

Minini Andrea, "gli algoritmi di Google", 2016

Padovesi Luigi, "SEO GOOGLE: Guida pratica all'ottimizzazione strategica per i motori di ricerca secondo Google per ottenere traffico con Web Marketing, Social Media, Copywriting Online, Ecommerce", 17 feb. 2019

Pasquinelli Matteo, "Google's pagerank algorithm: a diagram of the cognitive capitalism and the rentier of the common intellect", 2014

Passacantilli Simone, "Aggiornamento dell'algoritmo Google, come sopravvivere al terremoto globale della SEO", Agosto 8, 2018, richclicks.it

Perry Marshall, Bryan Todd, F. Piccinini, "Google AdWords. La guida definitiva", 8 feb 2013

Philip Kotler "Marketing 4.0. Dal tradizionale al digitale ", 28 apr 2017

Philip Kotler, Kevin Lane Keller. "Marketing management" - 13.ed. - London : Pearson Prentice Hall

Robert M. Grant, "Contemporary strategic analysis", Wiley Custom, 2008

Semoli Alessio, "Digital analytics. Prendi il controllo del tuo business online", 31 mar 2017