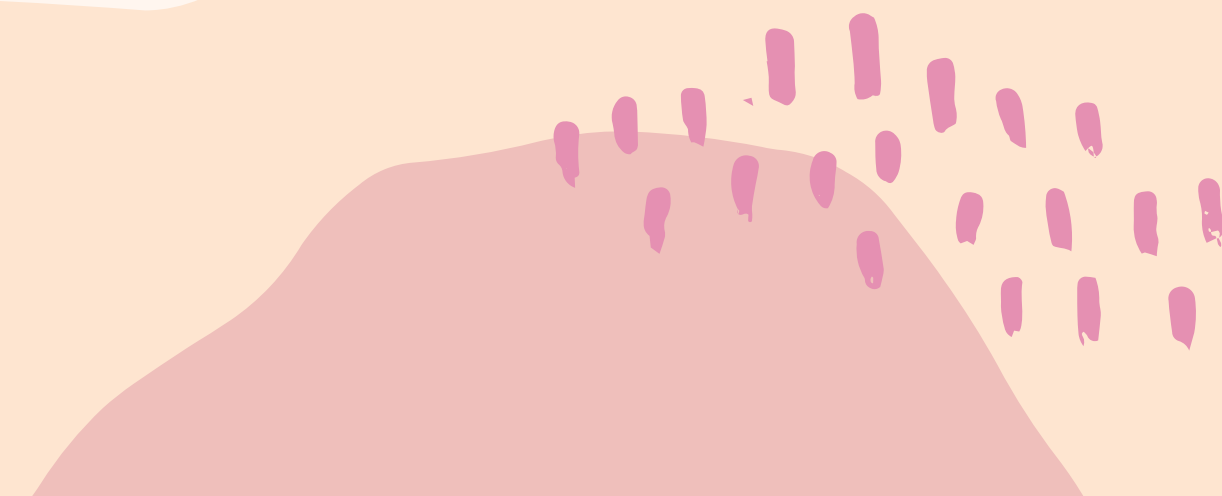


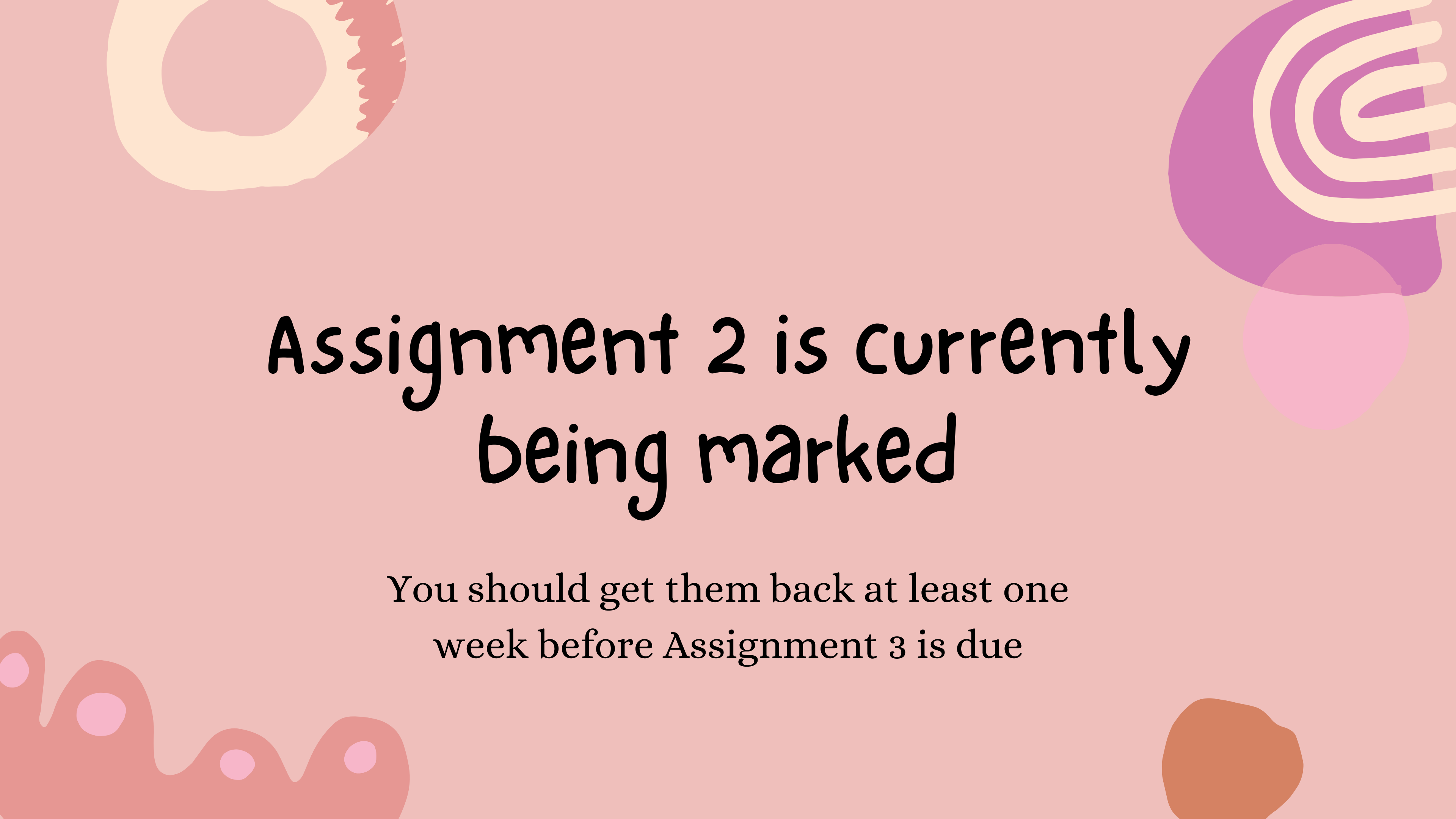


# Tutorial 6

## Website Design

[kiriana.welsh-phillips@vuw.ac.nz](mailto:kiriana.welsh-phillips@vuw.ac.nz)  
[marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)






Assignment 2 is currently  
being marked

You should get them back at least one  
week before Assignment 3 is due




# Today's Tutorial

- Assignment 3 Brief
  - Google Analytics
  - Flint
  - Things to consider
- 



## Assignment 3

- Due 20th of October 2023
  - Worth 40% (5% from SEMRush Modules)
  - Word Count: 1800 - 2200
  - Do not spend money on this assignment
- 

# Web Design is worth 30%

- 7 Principles
- Visual Hierarchies
- Most Important stuff at the top of the page
- Less writing

WEBSITE DESIGN (30%)							
Pages required included & extra features	10	9	8	7	6	5	1-4
Quality of pages (information, consistency, integration, seamless transition)	10	9	8	7	6	5	1-4
Products/services visible and easily accessible (execution quality, seamless, consistent, integrated). Product image is relevant.	10	9	8	7	6	5	1-4

You must include:

- a minimum of four pages; (but could you include more?)
  - Home Page
  - About Us
  - Services/Products/Shop
  - Contact Us
- a minimum of two products

# Self-Reflection is worth 40%

MARK 202: Consumer Behaviour

How does your design influence your target market

SELF-REFLECTION (40%)							
Website design (critical, reflective, process based, insightful, future improvements)	10	9	8	7	6	5	1-4
SEO (consistent keywords, process, justified)	10	9	8	7	6	5	1-4
online shop & social media (critical, reflective, process based, justified, insightful, future improvements)	10	9	8	7	6	5	1-4
Use of social media (critical, reflective, process based, justified, insightful, future improvements)	10	9	8	7	6	5	1-4

SEMrush

Why did you choose the social media to use?

How does your target market use this platform?

This is the biggest section in terms of marks

Think out side the box



# Self-Reflection is worth 40%

Some suggestions (add more)

- What steps did you take?
- What new information did you use from Assignment 2?
- What were positive and/or negative learning experiences you had with Google Analytics and Flint?
- What did you find challenging?
- What would you do differently the next time you work on a similar project?

# Google Analytics and Marketing Plan is worth 20%

GOOGLE ANALYTICS & MARKETING PLAN (20%)							
Google analytics report (metrics explained, in-depth analysis, relevant, insightful)	10	9	8	7	6	5	1-4
Marketing plan (related to self-reflection and findings)	10	9	8	7	6	5	1-4

Original marketing plan is **NOT** included in word count, only your adjustments

What do your engagement analytics show about your current strategy





# SEMrush Modules are worth 5%

- Complete the four educational modules of SEMrush for **Digital Marketing: Hands-on Experience**

- SEO
- Content Marketing
- Social Media Marketing
- Marketing Analytics)

- Then, complete the certification test and place the certificate in the appendix of this assignment.

You will get awarded 5% for this evidence of completion

- Can be a screenshot of failed exam attempt

# Google Analytics

## **1. Account Creation**

**a. Account Name (your business name)**

## **2. Property Creation**

**a. Property Name (can be business name again)**

**b. Time Zone = NZ and NZT**

**c. Currency = \$NZD**

**d. Show advanced options**

**e. Enter the Rocketspark URL here**

## **3. Business Details**

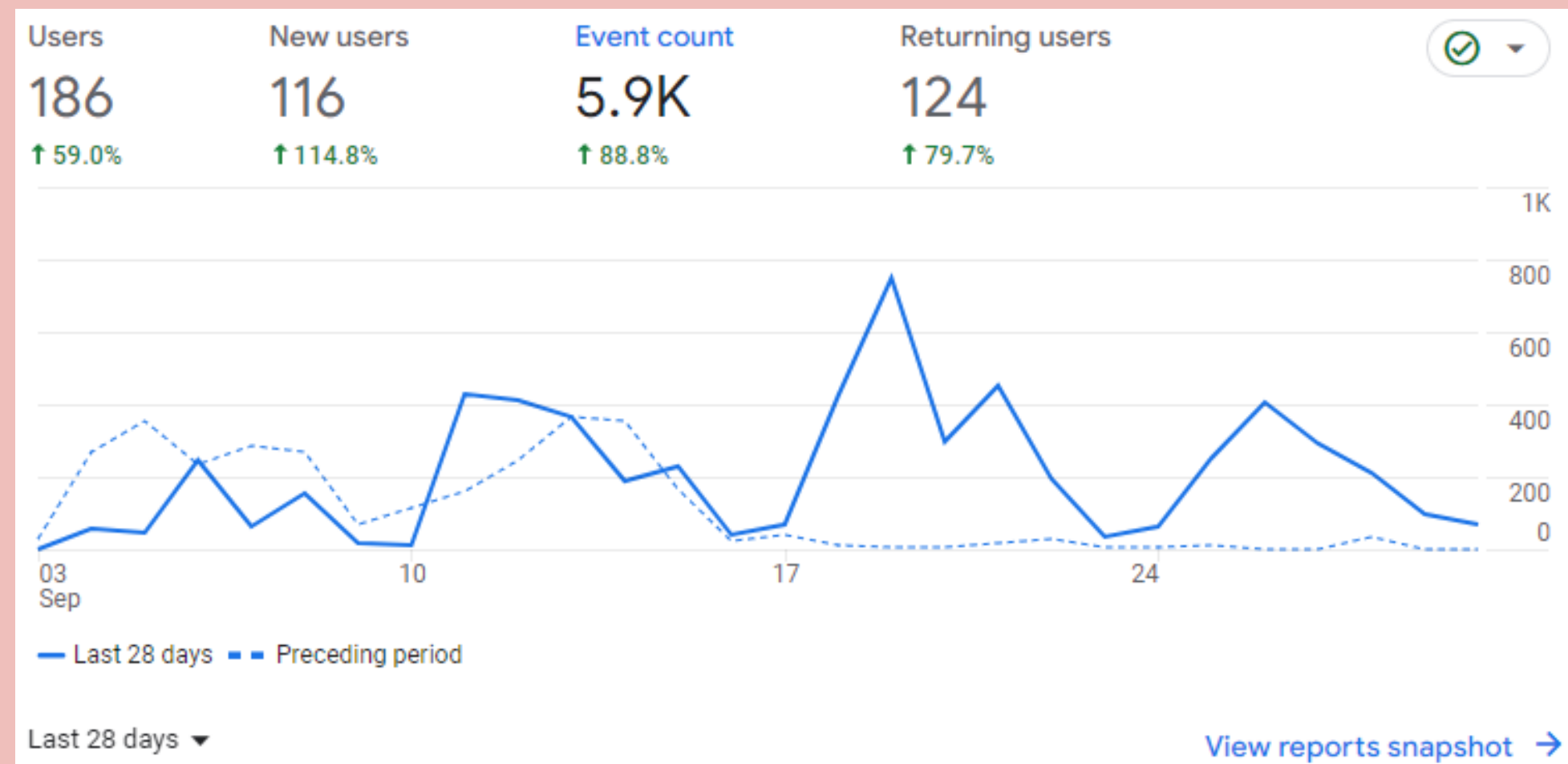
## **4. Copy Measurement ID**



# Connecting Google Analytics to Rocketspark

**Dashboard > Get Found (SEO) > Google Tracking Code >  
Analytics > Paste Measurement ID Code in box and save**

# Google Analytics Metrics



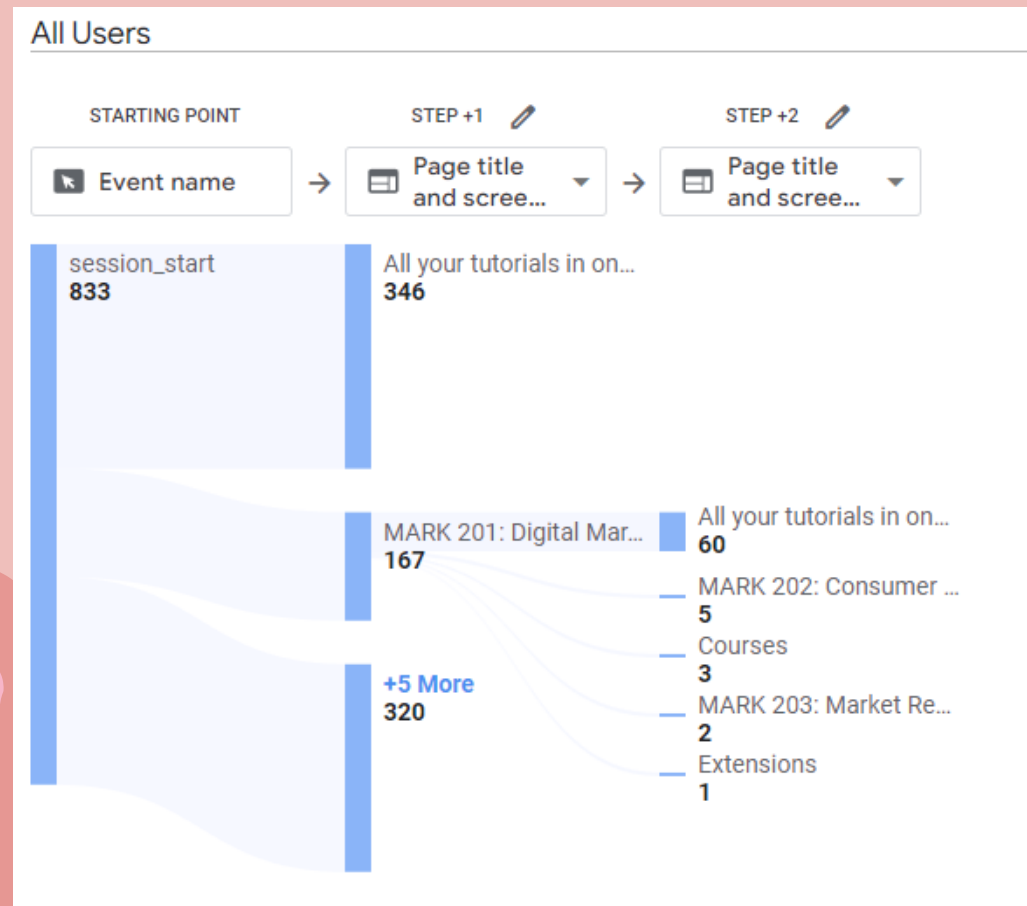
**This is what your Google Analytics home screen will look like when your website collects data, this data has been collected from [marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)**

# Google Analytics Metrics

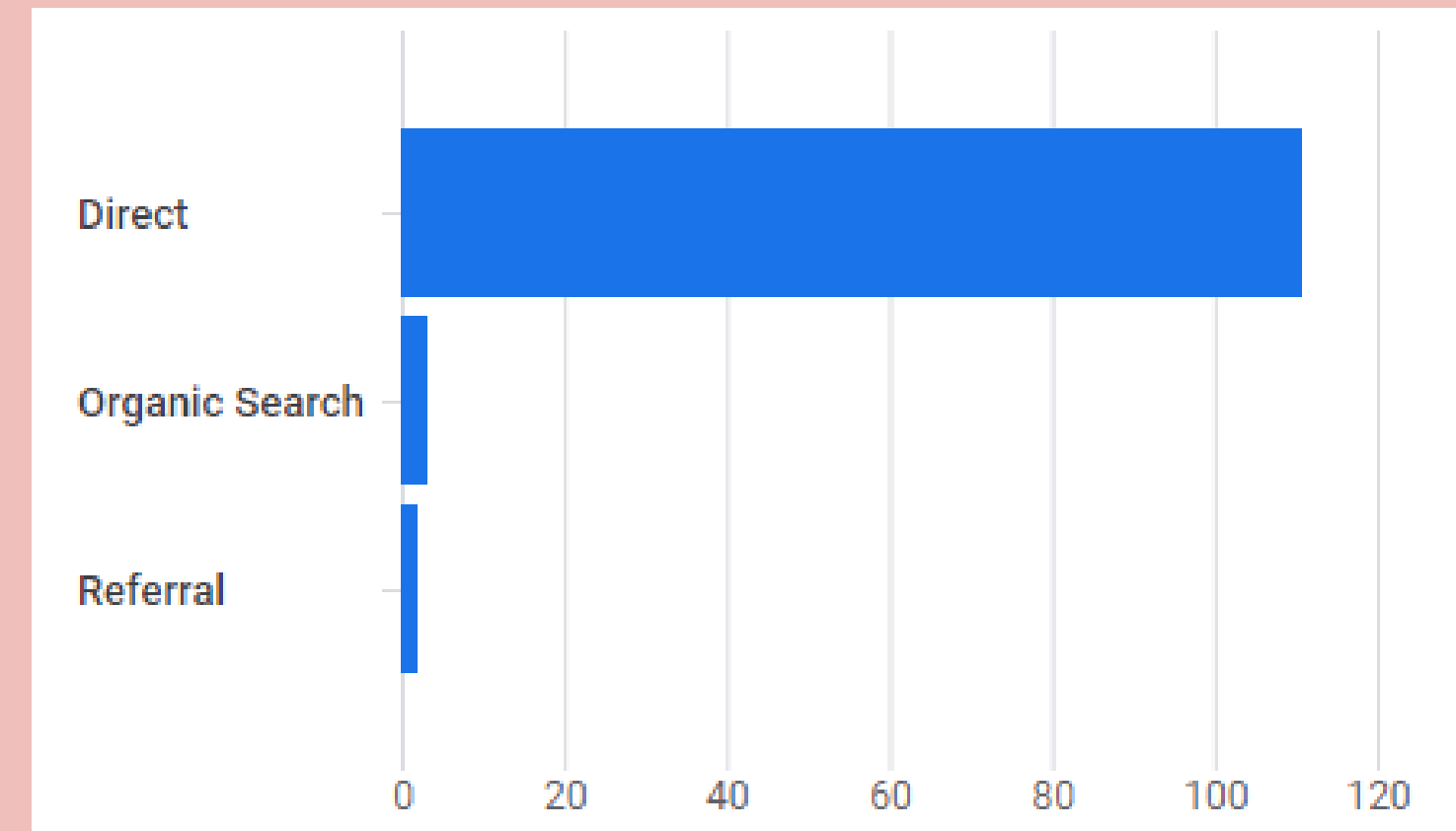
## Standard Metrics

↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
186 100% of total	116 100% of total	506 100% of total	60.6% Avg 0%	2.72 Avg 0%	1m 40s Avg 0%	5,872 100% of total	0.00	\$0.00

## Customer Journeys



## Where users come from



# Google Analytics Metrics

What to write about?

Up to you what metrics you want to discuss: just **justify** it

- Where is your traffic coming from? Desktop or Mobile Phone?
- Which country is your traffic coming from?
- Number of visitors different pages on your website had? What does this show?
- Bounce rate: The percentage of visitors who leave a site after viewing only one page, without clicking on the other pages. High bounce rate usually indicates your website is not relevant to viewers.

In most cases: high bounce rate means is undesirable, average bounce rate is around 26-40%. High bounce rate can indicate your website is not engaging or relevant to visitors.

# Google Analytics

## **If you get no analytics or engagement**

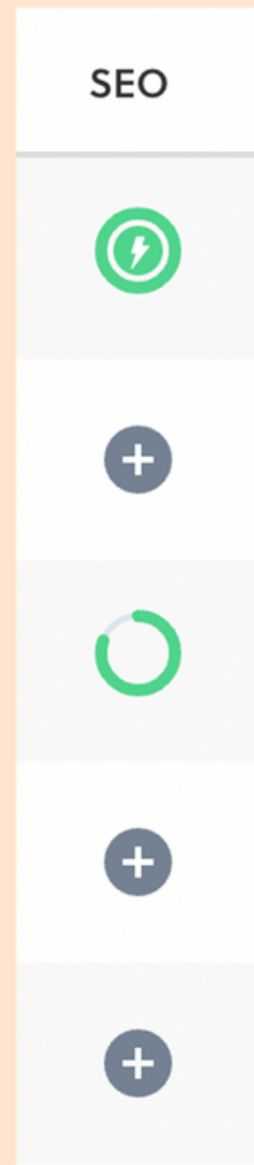
- Explain which metrics you would have selected
- What levels would have been satisfactory if this was a real website

Ask friends, family and classmates to look through your website

# Using Flint

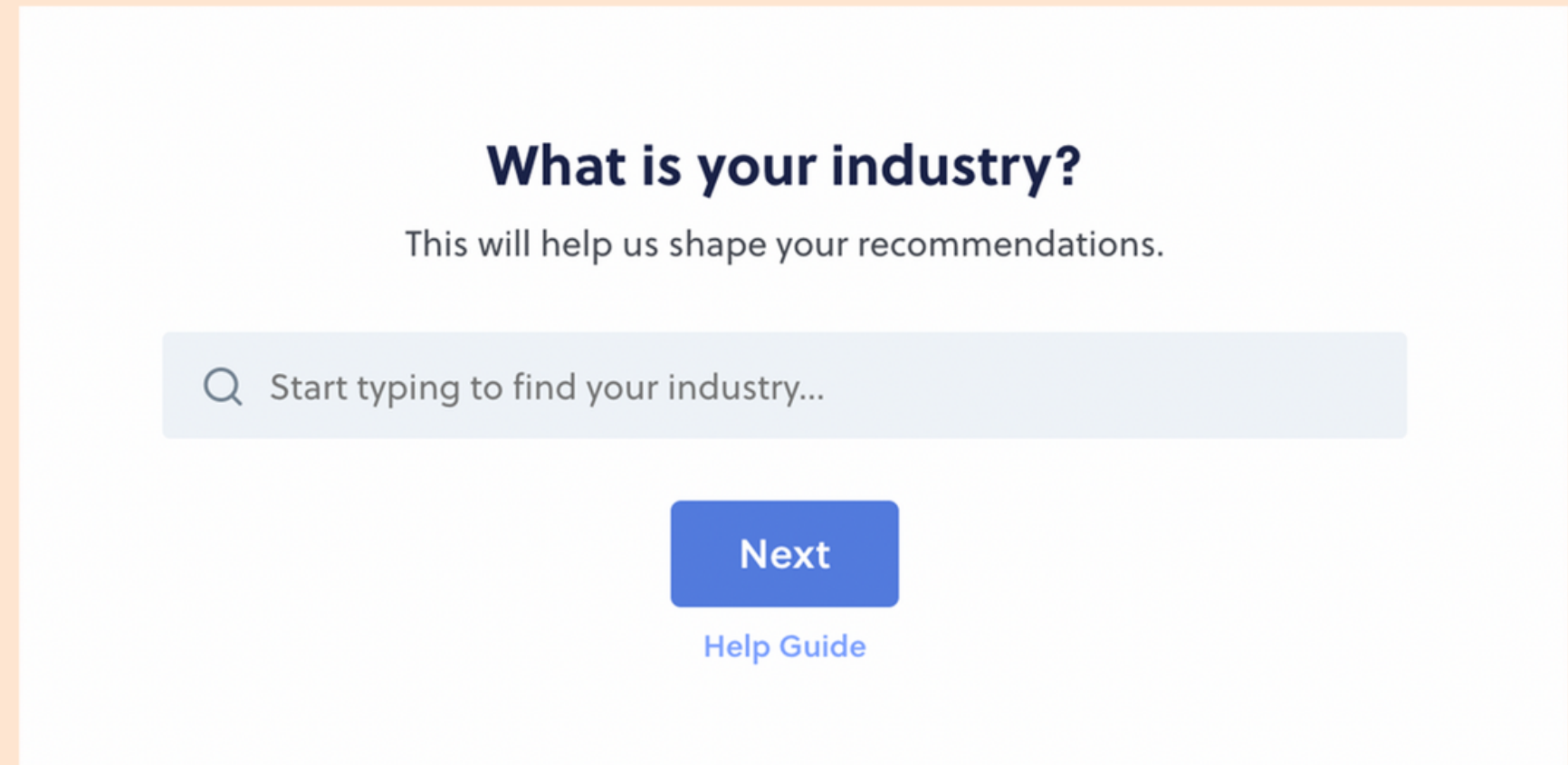


Top Right in Editor



Manage Pages

You will need to watch a short video to move on



If you can't find your industry  
select 'other'

Use Flint anyway




# Using Flint

Choose keyword phrase

Use suggested keyword phrase below or type in the box to enter your own.

[Replay video](#)

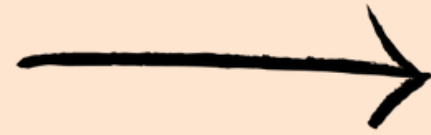
 Keyword should be 3 words or less

Victoria University of Wellington

Set up title tag

Write description tag

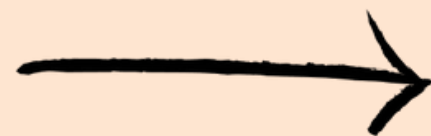
Add keywords to page




Justify your keyword, it can be from assignment 2 or it can be a new one

Keep in mind you will need to use this keyword at least 3 times on the page for Flint to work.

The title tag is  
'Strictly Savvy | Virtual Assistants for Busy People'



 Strictly Savvy  
<https://www.strictlysavvy.co.nz>

**Strictly Savvy | Virtual Assistants for Busy People**

04 934 5668 assist@strictlysavvy.co.nz A powerhouse team of smart, get-it-done, no drama VAs  
| Virtual Assistant NZ | Admin | Bookkeeping | Graphic Design.



The description tag is the black paragraph of writing underneath

# Using Flint

Once you're done it should look like this

**Home Page**  
SEO SETTINGS

100/100  
PAGE SCORE

Well done, this page is now optimised!  
Now it's time to improve more pages.

TARGETING SEARCHES FOR  
Victoria University of Wellington

- ✓ Add keywords to page
- ✓ Choose keyword phrase
- ✓ Set up title tag
- ✓ Write description tag

Menu pages	SEO	URLs	Online	Copy	Order	Delete
Home Page						
MARK 201 Tutorials						
Rocketspark Video Tutorials						
MARK 203 Tutorials						


You will need to do this for as many pages as possible


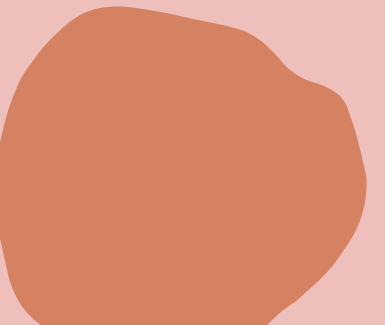
It might not be possible to mention the same keyword 3 times on some pages (contact us)

Remember you can include other keywords on your webpages but they can not be used through Flint, this is important if you were to do paid advertising, it makes your page relevant



# Social Media

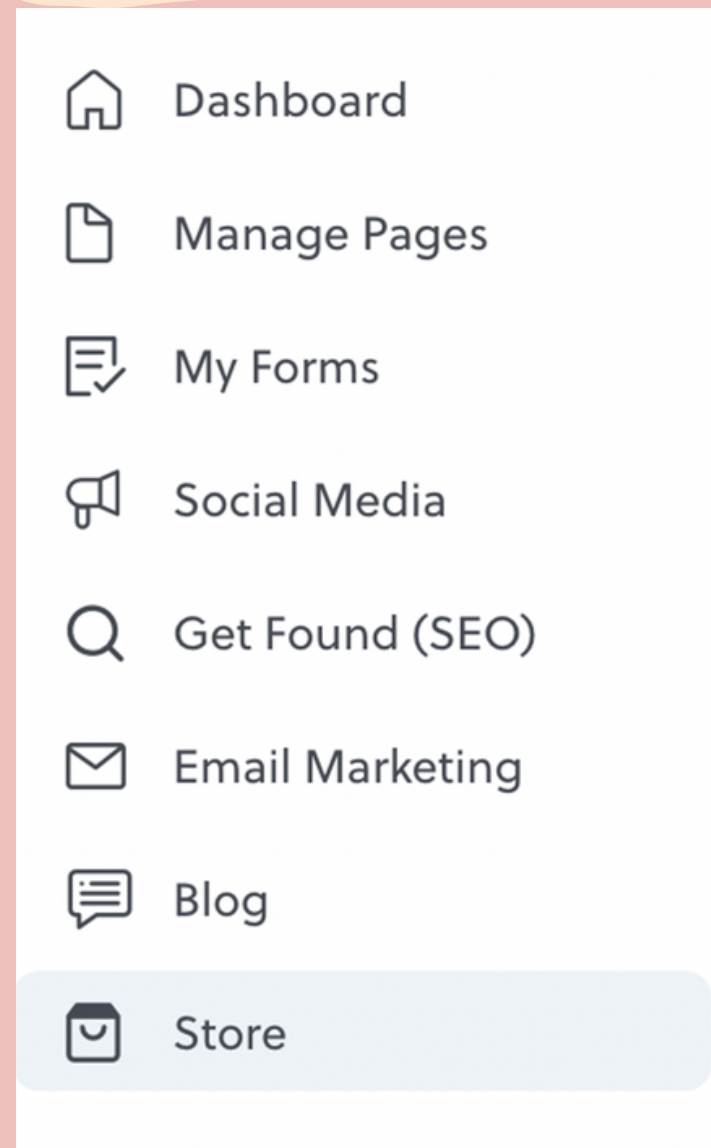


- You need to connect at least one social media account to Rocketspark (must be justified)
  - Social Media Account needs to have at least 1 post (also justified)
  - Use keywords in your social media post as well
- 
- 







# E-Commerce

- Your website needs to have **at least two** products or services available through the e-commerce platform
- There **must be at least one** product or service available on the home page
- Must include
  - Image
  - Description
  - Price

# E-Commerce



## Complete the following steps to go live with your store






-  Add your first product or bulk import from a CSV file
-  Set up a store currency & description
-  At least one shipping country must be added.
-  Edit and approve your store's Terms and Conditions.
-  Setup at least one payment gateway.
-  ~~A price comparison label must be set.~~

Complete all of these to set up your store

# E-Commerce

Take note:

Complete the following steps to go live with your store

-  Add your first product or bulk import from a CSV file
-  Set up a store currency & description
-  At least one shipping country must be added.
-  Edit and approve your store's Terms and Conditions.
-  Setup at least one payment gateway.

 ~~A price comparison label must be set.~~

**At least 2 products/services**

**Include**

- Name
- Description
- Image
- Price

**Bank Deposit / Direct Credit** 

Customers make manual payments.

SETUP SPEED/EASE ★★★★★

BUYER EXPERIENCE ★★★★★

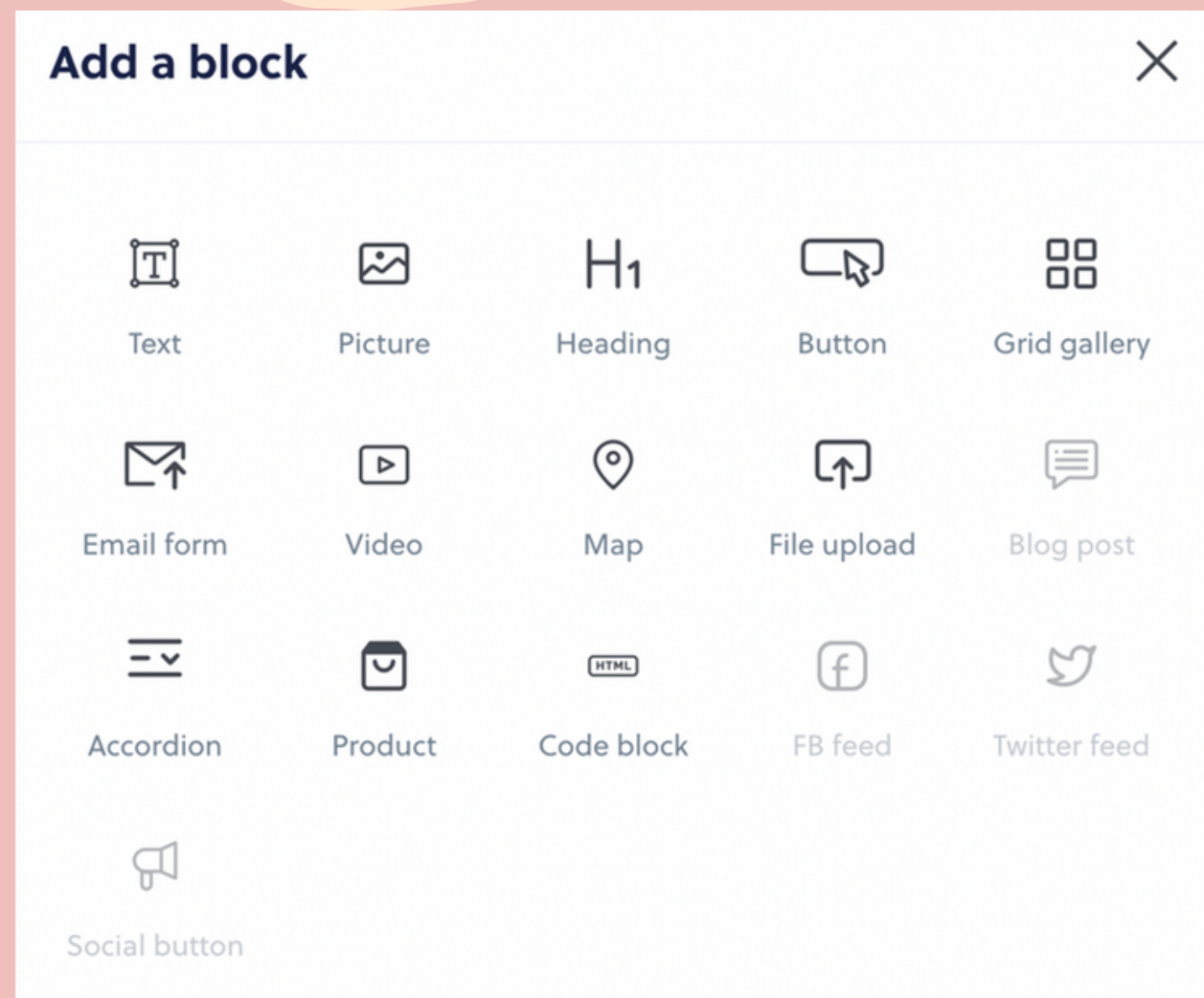
SUBSCRIPTIONS **NO**

**Bank Number**

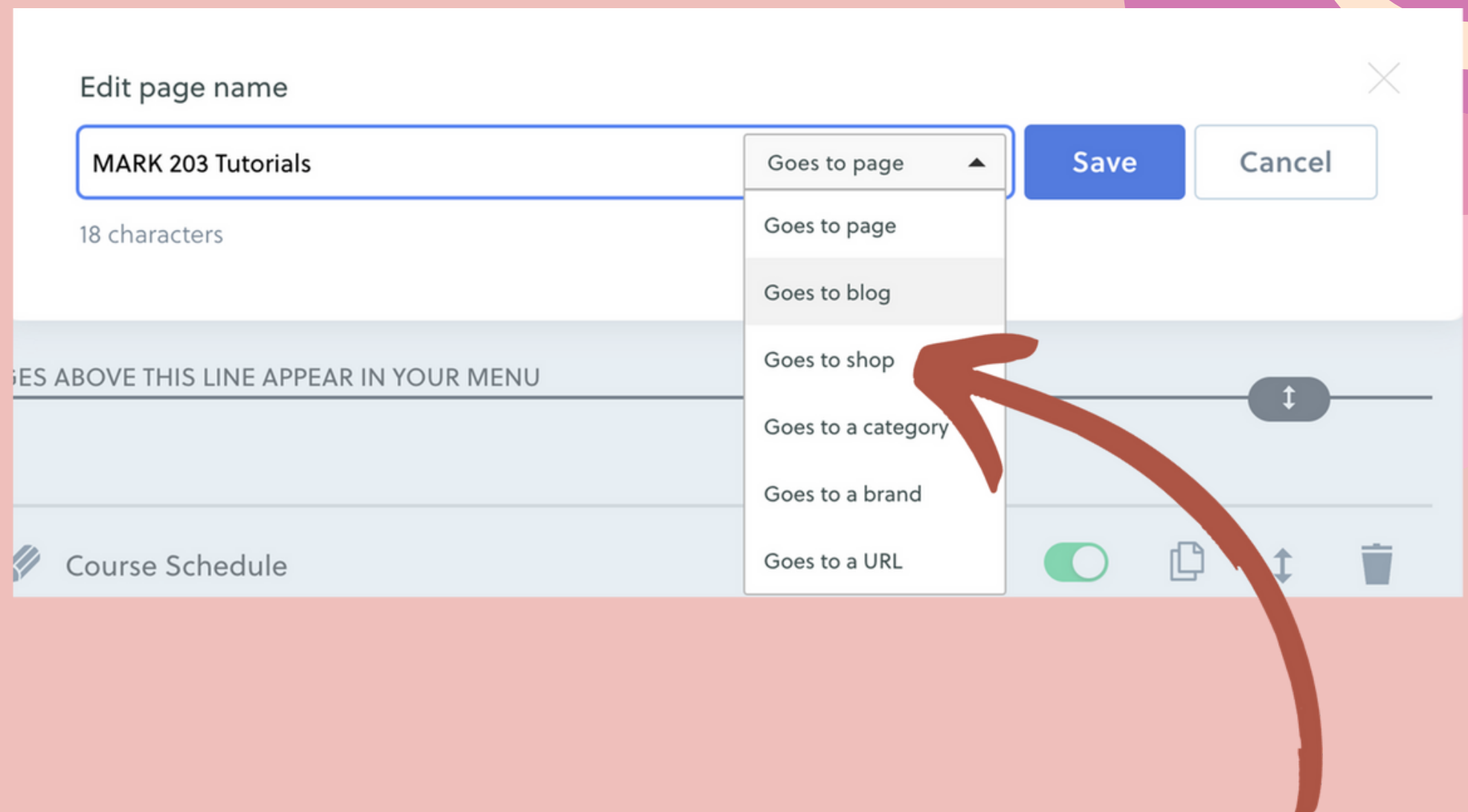
00-0000-00000000-000

Or enter your BSB/SWIFT codes as needed to receive payment

# Adding Products to Website (Two Ways)



Add a product to an existing page  
(This is my preference as you  
have more freedom)



Chose a page for shop

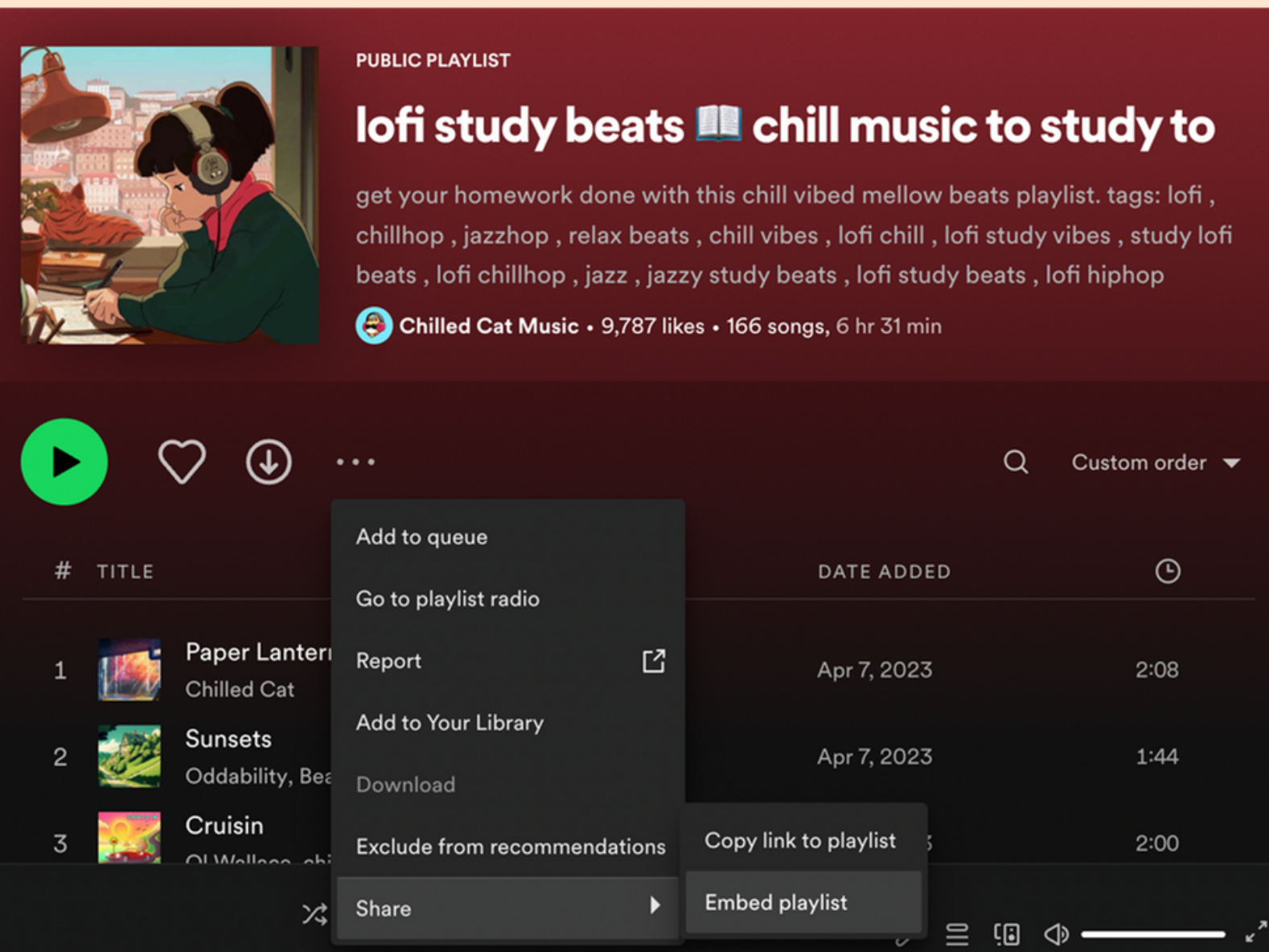
# Extras!

## How to add Spotify to Rocketspark

Embed Playlist > Add Code Block  
(Rocketspark) > Paste Code

```
<iframe style="border-radius:12px" src="https://open.spotify.com/embed/playlist/1JLw7Y5YvlsA10XjaKHTxE?utm_source=generator&theme=0" width="100%" height="80" frameborder="0" allowfullscreen="" allow="autoplay; clipboard-write; encrypted-media; fullscreen; picture-in-picture" loading="lazy"></iframe>
```

You can do this with anything that has an "embed" feature






**PUBLIC PLAYLIST**

### lofi study beats 📖 chill music to study to

get your homework done with this chill vibed mellow beats playlist. tags: lofi , chillhop , jazzhop , relax beats , chill vibes , lofi chill , lofi study vibes , study lofi beats , lofi chillhop , jazz , jazzy study beats , lofi study beats , lofi hiphop

Chilled Cat Music • 9,787 likes • 166 songs, 6 hr 31 min

Custom order ▾

#	TITLE	DATE ADDED	🕒
1	 Paper Lanterns Chilled Cat	Apr 7, 2023	2:08
2	 Sunsets Oddability, Be...	Apr 7, 2023	1:44
3	 Cruisin Ol' Wallace, Chi...		2:00

Share ▶ Embed playlist





# Extras!


## Third-Party Integration

Rocketspark has an HTML Block, your opportunities are endless.

**Third-Party Integrations:** You can look at integrating third party applications like hubspot scheduler, mailchimp and spotify, be creative, don't limit yourself to the brief.

Show us what you know, make this assignment your own.

Imagine that you are making this website for a client, do your best to impress them.





# thanks for Coming!

Any Questions: [kiriana.welsh-phillips@vuw.ac.nz](mailto:kiriana.welsh-phillips@vuw.ac.nz)

Slides: [marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)

