

Digital Marketing

Curriculum Package

Course Overview

This curriculum trains students to plan and manage the online marketing aspects of a business, to integrate digital marketing channels into an overall marketing plan. Key areas covered in the course include: in-depth review of organic and paid digital marketing tools; fundamentals of online branding and content strategy; eCommerce website creation using the Wix platform; and optimizing marketing campaigns results using analytics.

Notes for Instructors

Every assignment or activity will include implementation notes and suggestions for educators from the Wix Higher Education curriculum developer. These notes will provide ideas for how to integrate assignments into the class, how to use the assignments to plan student websites, and how the assignment might be adapted.

Course Learning Objectives:

- Understand the fundamental concepts of digital marketing
- Learn to create a professional website using the Wix platform;
- Gain experience building an online brand with a coherent branding strategy using the full marketing suite Wix has to offer;
- Know the appropriate metrics to analyze and evaluate the performance of digital marketing campaigns.

Organization

Plan Module

- Activity: [Assessing Marketing Strategies](#)
- Activity: [Brainstorm Your Business Worksheet](#)
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 - Homework: [Practice Creating Buyer Personas](#)
- Lesson Plan: [Understand Your Customer's Journey](#)

- Activity: [Assess Your Own Customer Journey](#)
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 - Activity: [Analyze eCommerce Sites](#)
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Build and Brand Module

- Video Tutorials: [Build a Wix eCommerce Site](#)
 - Activity: [Site Building Activities](#)
 - Homework: [What Apps Do You Need On Your Site?](#)
- Lesson Plan: [Essential Elements of a Brand Strategy](#)
 - Activity: [Brand Strategy Worksheet](#)
- Lesson Plan: [Craft Your Brand's Visual Identity](#)

Manage and Market Module

- Video Tutorials: [Wix Marketing Tools](#)
- Lesson Plan: [SEO - Get Found on Google](#)
 - Activity: [SEO Wizard](#)
- Lesson Plan: [Email Marketing](#)
 - Activity: [Craft an Email Campaign](#)
 - Activity: [Get Emails with a Lightbox](#)
- Lesson Plan: [Mobile Marketing](#)
 - Activity: [Make Your Site Mobile Friendly](#)
- Lesson Plan: [Create Social Posts in Wix](#)
- Lesson Plan: [Analytics](#)
- Activity: [Peer Review](#)

[More Resources for Instructors](#)

Activity: Assessing Market Strategies

With your partner, think of a recent online purchase you each made. Discuss the following with your partner:

1. Why did you make the purchase? How did the product/service solve a problem or help you achieve a result? Rank this on a scale of 1-10.
2. How was the product/service marketed uniquely to your demographics? In other words, did you feel particularly addressed? Why or why not? Rank this on a scale of 1-10.
3. What made you choose this product/service over others? Was that aspect part of the marketing campaign? Rank this on a scale of 1-10.
4. What types of marketing did this product or service use to convince you to buy it?

With your partner, decide which company scored the best in their target marketing choices. The product/service that scores the best will be something that particularly solved a problem or satisfied the student buyer, targeted the buyer's particular characteristics well, and stood out from the competition.

Be prepared to report back to the class which purchase scored highest and explain why!

Homework: Brainstorm Your Business Worksheet

Begin brainstorming about a possible business that will serve as the focus of your website building and marketing assignments this semester. Use the following Guide to Choosing a Business to drive your brainstorming. Remember that you will need to finalize your business concept by the end of Week 2.

You may choose from one of the two business models for your assignments this semester:

1. You may **create your own online store**, which means that you imagine and execute your own digital retail concept and then market that store throughout the semester.

Ex. you bake and sell all-natural dog treats, and you need an online

store to expand sales and a marketing campaign that expands your target market beyond your existing one.

2. OR, you can **choose an existing local business/non-profit/campus organization** that could use more help with their marketing efforts, and create a website and marketing campaign for them.

Ex. A local dog trainer who offers meet and greets with training for pandemic pups who need socialization.

Ex. Ex. You partner with the on-campus therapy dog service, which brings therapy dogs to campus during midterms and finals to facilitate mental health awareness and give everyone a break to cuddle with a pup

Again, these are the two big for-profit/non-profit business scenarios you can choose from. But if you need more help making a decision, consider the following brainstorm questions.

1. Choose a niche in which to specialize. This means choosing a product or service that solves **a particular problem** or appeals to **a particular market**.
 - It's okay to start broad, like school supplies or jewelry, but eventually with research, you will come up with your own branded specifications.
2. Choose a product/service/area **you love, know something about, or are interested in**. You may think that there is a big market in baby clothes, but if you don't know anything about babies or don't even like them, it might not be a great fit.
 - We recommend you use this course to learn more about a product niche, but building a great store website will already be a challenge, so don't go too far afield!
3. Choose a product or service that lends itself to **strong visuals**. Part of building your business site will involve finding or even creating product

images, designing product pages, and writing compelling product descriptions. Think about this when choosing your product or service.

- There will be plenty of images to choose from in the Wix Media Gallery once you begin building your store, as well as lessons on taking good product photos.

Lesson Plan: Understand Your Target Market

In this lesson, students will learn to conduct different types of research that's necessary to prepare a digital marketing strategy. We begin with the importance of identifying target audiences for a product or service using target market research. Students will then practice creating buyer personas to build a personalized marketing strategy.

Learning Objectives

- Students will understand how target market research works and how it generates valuable data for a marketing strategy.
- Students will discuss the target markets of major corporations to apply their knowledge.
- Students will practice creating buyer personas to more deeply understand their ideal customer and how their business can serve that customer better.

Lecture Part 1: The Importance of Target Market Research

For any marketing strategy — digital or not — you need to know who you're marketing to. The best digital marketing strategies are built upon detailed descriptions of who your existing customers are and the customers you want to get, as well as how your business meets their needs. In today's lesson, we will take a closer look at what a target market is, go over how to conduct a target market analysis, see some helpful examples, and practice creating buyer personas to define different target market areas.

To figure out exactly who your business should be marketing to, it's best to conduct target market research of current and potential customers, which will enable you to pinpoint exactly the right audience. But what is a target market? A target market is a group of customers for which your products and services are aimed. It's usually based on factors like behavioral tendencies, geographic location, and demographic characteristics.

For example, let's return to our example from last week: Misha the photographer. Misha will always be called on for weddings – that's her bread and butter. So her first target market is brides-to-be. Next up for her is photography for small, local businesses — usually people who want some nice images for their website, catalogs

or brochures. But Misha knows that her opportunity to grow her business will only come from reaching bigger clients with a regular requirement. She doesn't have any customers like this yet, but it's where she wants her business to go next. So now Misha needs to pin down what this ideal customer looks like, and what their needs are that her business can meet. That is where she starts her target market analysis.

In digital marketing, you have the opportunity to execute campaigns with very precise targeting, so target market research brings with it several benefits:

- Find and target only the audience that may be interested in the product/service the business has to offer
- Craft personalized content aimed at specific target audience
- Develop long-term relationships with the customers
- Have a more cost-effective marketing strategy

If you're unsure of who your target audience is, there are a few different ways to gather this information. First, think about which needs your product fulfills and which types of people it caters to. You should also look at competitors' websites, blogs and social media channels to determine the types of people they're marketing to.

To hone in on your audience even further, analyze your existing customers to understand which kinds of people you've attracted in the past. Get their feedback, use focus groups, and analyze the data to figure out their shared behaviors and characteristics:

- **Age:** Does your product seek to address the needs of people of a certain age - for example, older adults or millennials?
- **Location:** Are your target customers within a specific country or region? Where are they, and what languages do they speak?
- **Spending power:** How much money are your target customers able to spend? Are they seeking out luxury, or could money be an issue when deciding whether to purchase?
- **Stage of life:** Can you identify your target customers based on their stage of life, such as new parents, college students or retirees?
- **Hobbies and career:** Can you group them based on certain hobbies, career paths, or other lifestyle interests?

Track this information in an orderly way by creating buyer personas, or detailed descriptions of specific types of customers. Each buyer persona should reflect both existing or potential customers, based on the factors above: demographics, location, job title and more. We will learn more about buyer personas later in this lecture.

Be sure to include this information at the beginning of your marketing plan to provide a thorough assessment of the market in which your company is operating. Ultimately, these various audience types will represent [customer segments](#) - groups of people you can target with different marketing materials depending on their interests.

Once you've defined the characteristics of your target audience, you can use targeted ads to attract new customers and potentially increase sales. But remember, your target audience is dynamic. Customers keep evolving, so your personas need to as well. Continually review your data and tweak your personas to account for changes in shopping behaviors as well as market trends and seasonality.

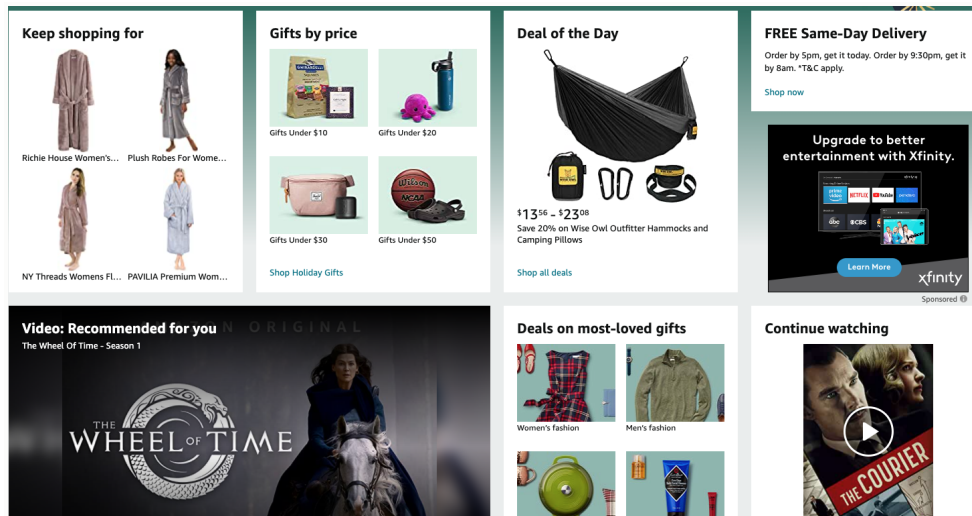
Lecture Part 2: Buyer Personas

Personalized marketing is a strategy in which companies leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective customers. Personalized marketing is also known as one-to-one marketing and, as the name suggests, it is completely customized to the needs of each individual consumer. The main idea is to build a relationship that makes customers feel welcomed, remembered and valued as individuals.

Personalization has affected many forms of communication with customers. They realize it's crucial to have an accurate understanding of each visitor's true needs and interests so the personalized message would be valuable, relevant and genuinely helpful.

For example, let's take Amazon- its technology remembers what you looked at and bought the last time you visited the website. When a returning customer signs in, he or she gets a "Welcome Back" message along with sales messages that include promotion of what the customer looked at in the past, as well as

Amazon recommendations based on the customer's browsing habits and recent purchases.



Another great example is the famous [‘Share a Coke’ campaign](#), first launched in Australia in 2012. Consumers were encouraged to find bottles with names that held personal meaning to them, share them with friends and family, then tweet about their experiences, using the hashtag #ShareaCoke.

Instructor → show the advertisement if there's time or if students need more examples to understand the concept of personalized marketing.

One way to succeed in personalized marketing is by segmenting your target audience into **‘personas’**. Simply put, a buyer persona is a mold of your ideal customer. This is a customer that takes an active interest in your brand or products and purchases them. You can create these personas by researching, surveying, and interviewing your business's target audience.

By gaining better insight into who your customers are, you can create marketing material that resonates with them emotionally and intellectually. Marketing content that evokes a reaction will increase the likelihood of potential shoppers taking notice and connecting with your business. Besides the ability to create highly relevant material, working with buyer personas lets you target your audience with greater precision.

It's important to note that this information should be based upon real data whenever possible, as making assumptions about your audience can cause your marketing

strategy to move in the wrong direction. To get a rounded picture of your persona, your research pool should include a mixture of customers, potential customers, and people outside your contacts database who align with your target audience.

Understand Your Customer's Behavior

Creating basic personas is just the start. Once you have this covered, dive deeper to understand your target audience's needs, wants and behaviors.

Start by addressing your customer's pain points. Pain points are any needs or problems people may have, which your products or services can answer. If your products can fulfill a real need your target audience has, they're more likely to buy them.

Even if you can solve shoppers' pain points, they have alternatives. To rise above the competition, you'll need additional tactics. A good way to approach this is by connecting with your audience.

By understanding your buyers' goals and objectives, you can create marketing content that emotionally resonates with them. Your ads will generate more engagement and increase your brand's visibility. Forming this bond with your customers is a great way to foster loyalty and create a community around your business.

Next, hone in on your customers' shopping behaviors. This is basically a breakdown of the way they discover, interact, browse and purchase products like yours. When researching customer shopping behavior, consider the following:

- When do they shop?
- Where do they shop?
- What devices do they use to shop (i.e., mobile, desktop)?
- How often do they buy products similar to yours?
- How much do they typically spend on these products?

While understanding consumer shopping behavior can get overwhelming, it offers more information and increases the accuracy of your ad campaigns. You can target different audiences throughout the year, or create campaigns that target your competitor's customers. Data and creativity are the only limitation.

Coffee Shop Marketing Persona



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

Where Does Buyer Persona Data Come from?

Gathering all this information may seem complex and time-consuming, but it doesn't have to be. Basic data points about your customers (i.e., age, gender and location) can be found in most CRM systems. If you use Wix Stores, you can access this data through Store Analytics, which we will learn how to do in Unit 4.

There are many third parties that offer resources to track digital data analytics, but the most ubiquitous is [Google Analytics](#). Google Analytics is free, and the tool generates a tracking code that can be installed on any page of a website that will measure and report the activity on that page. It can also set up a site search to find out what visitors are looking for when they are checking out a website.

Defining your target market is based on thorough research, but that doesn't mean it's going to be perfect the first time around. Even after you identify your market, you'll still need to continually test and experiment to get an increasingly precise

picture of your customers. Staying on top of your market research can also help you keep up with the times, as consumer interests change over the years with technological developments, generational attitudes and passing trends.

Conclusion: Create Your Personas 1 Step at a Time

Creating personas for every type of customer you encounter is a hefty task and takes time to accurately define. To get started, focus on your most reliable customers. Focus on their similarities to piece together your ideal shopper. The most important thing is to begin the process. Once you get the ball rolling, you'll quickly see the benefits.

Use the following checklist to start developing buyer personas for your business:

- ☐ Focus on one or two target groups
- ☐ Define their age, gender, region and income
- ☐ Find your shoppers' pain points
- ☐ Define your personas' shopping behaviors
- ☐ Create negative buyer personas (people who will choose to not do business with you)


Homework: Practice Creating Buyer Personas

In this assignment, you will create buyer personas for an imagined business, which are listed below. You should create 2 personas for each imaginary business listed, for a total of 6 buyer personas. Use the template below to create each persona.

Business 1: a coffee shop in a major urban area that is in the same neighborhood as a small liberal arts college.

Business 2: An Etsy shop owner who makes handwoven baby blankets and custom newborn gifts.

Business 3: A landscaping company in Scottsdale, AZ that offers sustainable design options focused on water conservation and native plant-life.

	Name	
	Gender	
	Age	
	Marital Status	
	Location	
	Education Level	
	Occupation	
	Role	
	Annual Income	
Personal Quote		
Key Traits		
Motivations		
Info Sources & Inspirations		
Values & Goals		
Core Needs		
Pain Points & Challenges		
How could our product/service solve their problems?		

Lesson Plan: Understand Your Customer's Journey

In this next lesson, students will be introduced to the concept of the marketing funnel as a tool for developing their marketing plan. Students will learn how to map out a customer journey to better understand customer pain points and where a customer may lose interest in their offering. Students will leave the session with an understanding of how to use data and feedback from the marketing funnel to adjust their marketing plans.

Learning Objectives

- Students will explore the concept of the marketing funnel and how businesses use it in their marketing plans.
- Students will map out different customer journeys to understand where and how a customer loses interest in a product or service.
- Students will finalize their choice of business that will be the focus of their assignments for the rest of the semester.

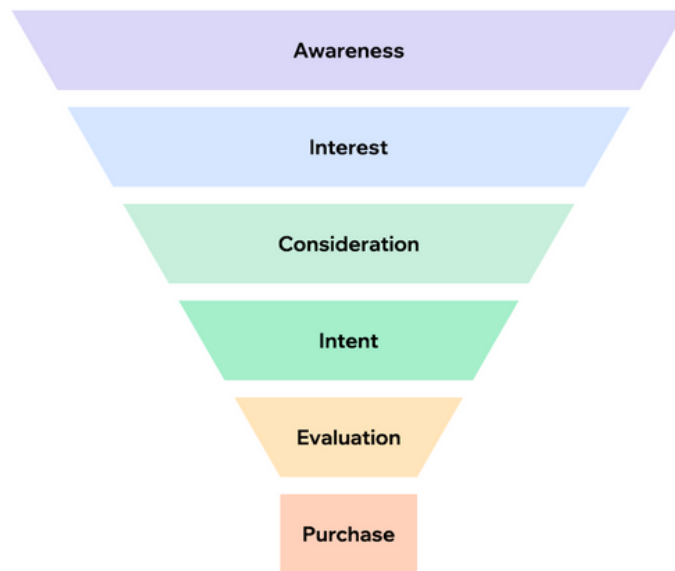
Lecture Part 1: What is the marketing funnel?

Promoting a business with digital marketing requires you to be adaptable. You will put a lot of research, effort, and work into your digital marketing strategy, but if you do not achieve the results you are expecting, you will have to make changes. This means you need to understand how your target audience becomes a paying customer, and what factors might make them lose interest in your product or service.

A [marketing funnel](#) is a valuable tool to help classify buyer behaviors according to stages of interest on the path to conversion. Understanding the funnel and identifying how your marketing will move prospective buyers through each stage is essential to a thoughtful digital marketing plan.

The marketing funnel, also known as the purchase funnel, is a visual representation of all the steps a visitor has to go through before they purchase a product or service. Over time, this idea evolved into the contemporary marketing funnel, which focuses on the different stages from the moment people first hear about a business to the moment they make a transaction.

But why is it referred to as a funnel? Marketing efforts don't involve getting people to buy right away. Instead, they start with capturing leads - *potential* customers who show interest in the brand. When companies turn anonymous strangers into leads, they're drawing them into the mouth of the funnel. Then, they continue marketing to these leads with the goal of getting some of them to buy.



At the top of the funnel are website visitors or mobile app users, and the bottom of the funnel is usually a sale or a business transaction. The goal of marketing in this model is to get as many prospects from the top of the funnel and convert them into customers. Over time, customers move down through the funnel – from becoming aware to final purchase – as they learn more about the product and express intent to purchase and further interest in it.

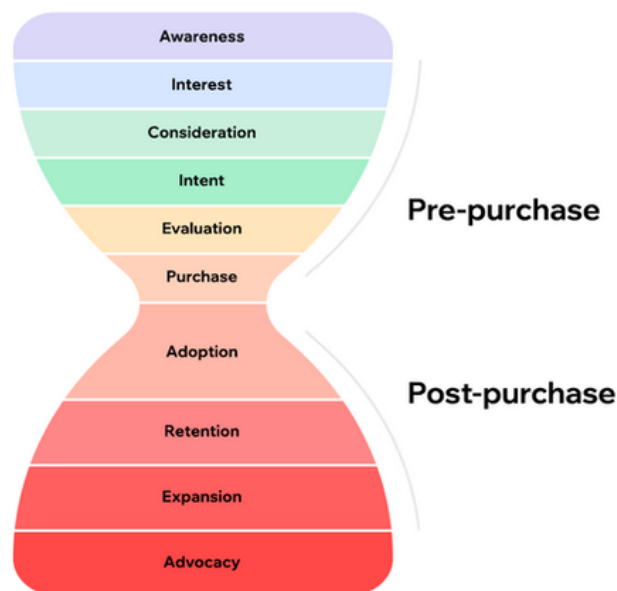
Moving a customer through the funnel is a carefully orchestrated set of activities designed to raise awareness and educate the prospective customer on the benefits of the business offering to move them toward making a buying decision. So understanding the marketing funnel for your target market allows you to make marketing decisions - and put together a comprehensive marketing strategy - that leads to the most [conversions](#).

Let's look at a familiar example: the Amazon purchase funnel. There are a few steps a visitor has to go through before they can purchase a product. Here's how it looks:

- They have to visit Amazon.com - meaning they are **aware** of a need and want to explore possible solutions for it.
- They have to view a product - showing **interest** and **consideration**.
- They then look at other similar products, maybe with different price points - now we're moving further down the funnel and **evaluating**, which expresses a form of **intent** too.
- They have to add a product to the cart - now **intent** and **evaluation** are moving closer to the purchase stage
- They make a **purchase**!

Lecture Part 2: How the Customer Journey Fits into Your Marketing Strategy

The different marketing funnel template below represents the nonlinear marketing funnel. While the cone-shaped marketing funnel we examined before has been the default for many decades, some experts argue that the market has evolved beyond linear buying processes.

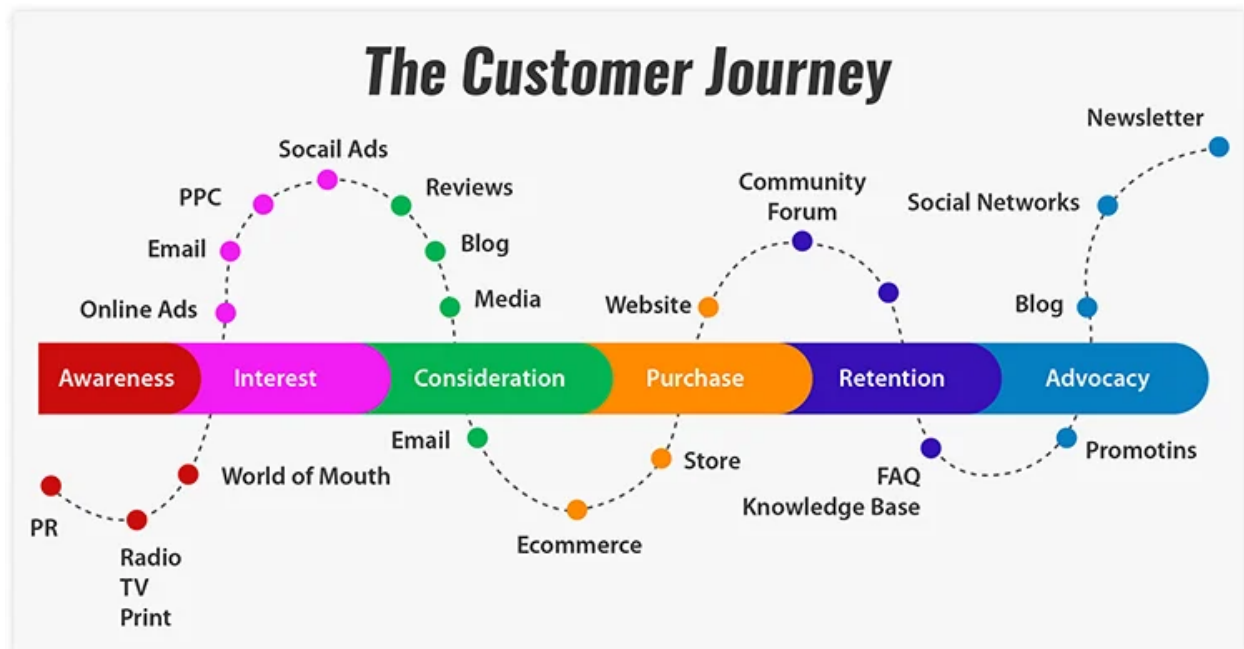


As a result, many businesses have started to leave behind the traditional cone in favor of one resembling a bowtie or hourglass. This type of marketing funnel aims to tackle the fifth and last stage of a consumer's decision process: **post-purchase behavior**.

The upside-down cone shape starts with the few buyers who made a purchase and journeyed to the end of the traditional marketing funnel. From there, businesses look at the post-purchase customer journey, taking into account factors such as satisfaction, testimonials and feedback.

The goal of this new funnel approach is to create strong relationships with customers, not only to ensure they don't move to your competitors' services, but also so they'll become repeat buyers and loyal advocates of your brand. While there isn't a consensus about the different stages of the nonlinear marketing funnel, it nonetheless remains a valuable way to gauge consumer behavior and optimize your marketing efforts.

Bottom line: an awareness of your marketing funnel and the different journeys customers take to purchase from you should be at the forefront of your marketing strategy. Every marketing tool or channel that you decide to use should align with a phase of the customer journey and convince them to get one step closer to conversion. The graphics below illustrate this close relationship between the customer journey through your funnel and your marketing strategy:



Marketing Strategies for a Non-Linear Funnel

In-Class Activity: Assess Your Own Customer's Journey

Duration: 20-25 minutes

Learning Objectives: This activity is designed to get students thinking about the functionality of online stores from a shopper perspective to better understand the many steps required to create a smooth customer journey that moves customers down the marketing funnel.

Instructions:

In groups of 2-3, choose two of the following sample stores:

- [The Chef & The Dish](#)
- [Kaekoo](#)
- [Ivory Paper Co.](#)

Your task is to go through the motions of browsing the site, choosing a few items, adding them to your cart, and then going to the shopping cart to purchase. Go as far as you can without putting in any payment information.

Once you're done, analyze the process, keeping in mind the following questions:

- Was any part of the experience clunky or confusing, or was it smooth?
- Were you offered any coupons or sale codes? Did you have to enter your email to get them? Would the discount have helped you make a decision?
- How was the process of choosing product variables (i.e. color, size, type)?
- What about shipping and other store policies - did they seem reasonable? Were they easy to understand?
- Finally, which site was the smoothest to (almost) purchase from? Why?

Be prepared to report back to the class about your findings.

Lesson Plan: How to Plan a Website for Your Business

In this lesson, students will be introduced to best practices of web creation for eCommerce sites. During this lesson, students will plan their businesses' websites so that the sites align with their larger business and marketing goals. Ultimately, students will leave this session prepared to build a website that will serve as the foundation of their digital marketing efforts.

Learning Objectives

- Students will learn techniques for planning and designing their online business to optimize their site creation process.
- Students will analyze different eCommerce sites to determine the effectiveness of their offering, design and layout.
- Students will sign up for Wix and choose a template for their site, which they will use to start building their websites in the next session.

Notes for the Instructor:

- All students will need computers for this session, since students will sign up for Wix accounts and choose a template to work with at the conclusion of this session.

Lecture Part 1: The Process of Creating an eCommerce Site

Today's session is all about planning the websites for your business. Up to now, we have spent our time learning the principles behind a digital marketing strategy and understanding how to conduct research that lets us target our marketing efforts. Now, we will focus on the eCommerce best practices that will guide us as we begin learning how to build our sites in the Wix Editor.

Your website is at the heart of successful digital marketing. It serves as your business's home on the web; a digital storefront that showcases your products, services, and brand; and it is one of the first places where new leads or potential customers can learn more about you. Your website will also serve as the springboard for the different digital marketing campaigns you create in Unit 3. Today, we will learn effective practices for planning and designing your site, which will prepare us to develop our sites using the Wix Editor.

Let's dive into the 3-step process you should follow to successfully plan your eCommerce website.

Step 1 = Define Your Business's Unique Selling Proposition

Step 2 = Plan, Gather, and Organize Your Store Content

Step 3 = Design a Site that Sells

Step 1: Define Your Business's Unique Selling Proposition

Before you begin building your online store, it's crucial that you take the time to define exactly what you are offering, what makes your business different, and who you are trying to sell to. This is your unique selling proposition, also known as a USP, the element that sets a product or service apart from its competitors. You should use your USP to guide your business journey and inform important business decisions, from sourcing your product, to marketing, branding, and designing your website.

Your business offering might also fall into these categories:

- **Physical products:** Physical items are exactly what they sound like: products—such as clothing, gifts, books, plants, and more—that are purchased online and shipped to the customer.
- **Digital products:** These are often forms of content, like eBooks, music, courses, or templates, that can be sold via an online store and easily downloaded or accessed by the customer.
- **Software:** Digital programs and applications we use on our technological devices to work, play, communicate, and more.
- **Services:** These are often time-intensive offerings centered around person-to-person interaction, like coaching, telehealth, or business consulting.

Next, based on the types of products/services you offer, you should answer these questions to establish your USP:

- What benefits does your business provide? What problems do you solve for your customers?
- What sets you apart from your competition?
- What specific features about your product make it stand out from the crowd?

Defining your USP will help you design your website, since the USP allows you to identify specific content, pages and features you will need to include on your site.



Instructor → show this site as an example of a company that has clearly defined their USP. You can also use the points below to illustrate what the site does well.

“Let’s look at this site from [Tiny Kitchen Candle Co.](#), who found its USP selling hand-poured candles with a strong eco-friendly ethos. A distinct USP like this can slash your competition dramatically, making it a cinch for customers to find and relate to your offering and driving down marketing costs for your business.”

Another reason why you need to map out your business’s USP before you start your website is to ensure that your site appeals to your target market. Remember the target market research you did? That information is crucial for designing a website that appeals to and attracts your target market.

Step 2: Organize Your Content

Once you have a clear USP and have identified your target market, it’s important to think about what content to include on your site. Keep in mind that gathering your content will be the most time consuming process of building your website so it’s important to have everything ready made beforehand. We will work on creating some of this content for our digital storefronts as the course progresses.

Here are some examples of the different types of content you might need for your online business:

- ☐ Summary of your Company and Mission
- ☐ Team Description
- ☐ Product collections

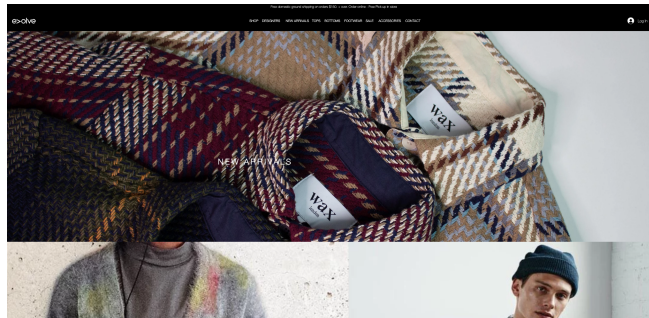
- ☐ High quality images and videos
- ☐ Service/Product Descriptions
- ☐ List of Clients and Testimonial

You should also take some time to plan the structure of your site and how your customer moves through it. For example, how will a customer continue to browse after they add something to their cart? Or where should you put your store's returns and exchanges policy? A good site structure creates a very smooth user journey for every person who accesses the website and who navigates it, making everything accessible. It also helps you convert sales quickly and easily.

For your homework today, you will practice organizing your site using a sitemap.

Here's an example of a site that is really organized, has great content, and presents that content in an accessible way.

Instructor→ show this site and ask students to comment on what they notice about its flow, navigation, content, and organization. Ask them also what the site owner has done to make them want to make a purchase.



[Evolve Clothing Gallery](#)

Site details for instructor to point out: “When the Coronavirus pandemic forced RanD Pitts to close his brick-and-mortar fashion boutique, he realized it was time to move online. In a week, he started an online store and began selling across the country. Like the clothes RanD carefully curates for his collection, his site’s look stands out. Beautiful product images and galleries pop against a black background.”

Another way this site stands out is through its beautiful navigation and easy checkout process, which paved the way for ease of purchase that has contributed to the site's impressive 30% week-over-week growth. Detailed pull-down menus allow visitors to choose their own adventure in terms of what product categories they would like to browse.

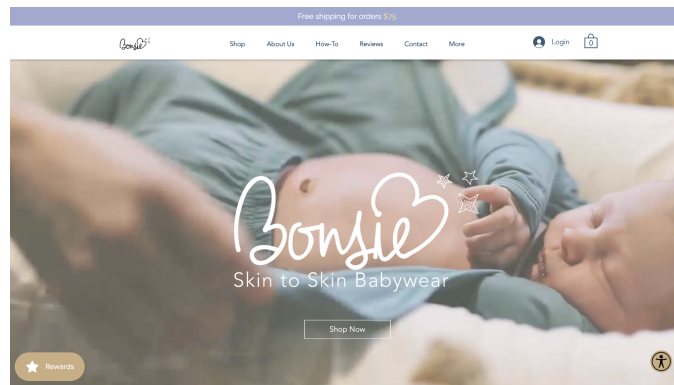
Step 3: Design Your Site for Sales

If an online business wishes to be successful, they must have a successful website design. While it's important that your website looks good, you also want it to guide customers seamlessly through the buying and checkout process, the bookings process, or through whatever funnel you've created to get site visitors to convert.

It's important to remember that website design affects whether or not a site visitor becomes a paying customer. To successfully achieve your goals for your business with your website, your site's design needs to be welcoming, easy to navigate, and visually appealing. We will dedicate several future class sessions to designing and branding your website.

To begin thinking about your business's site design, here are some tips to keep in mind:

- **Tell your story:** Your brand's story is the linchpin of building a relationship with customers so they feel a connection to your product. Make it easy for store visitors to understand what your business is about.
- **Get Attention with the First Fold:** One of the most important parts of your homepage is the top section, known as the header or "first fold." This term refers to the first thing your visitors will see on the screen before they start scrolling down. Place your headline, your buttons, as well as your most persuasive copy and compelling images in the first fold.



[Bonsie](#)

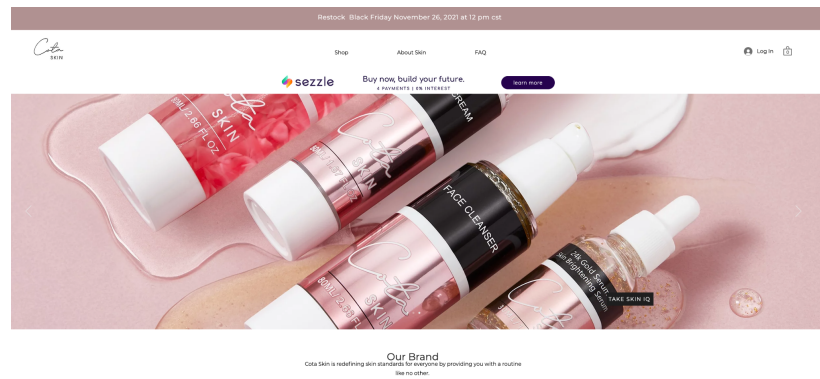
Instructor→ show and explain the site above to illustrate a site with an effective first fold.

“The creators of Bonsie design babywear that facilitates skin-to-skin contact. They’ve included successful, high-conversion design elements in their first fold, like videos of actual babies being dressed in the product, as well as engaging web copy and calming/soothing brand colors that have an impact on parents.”

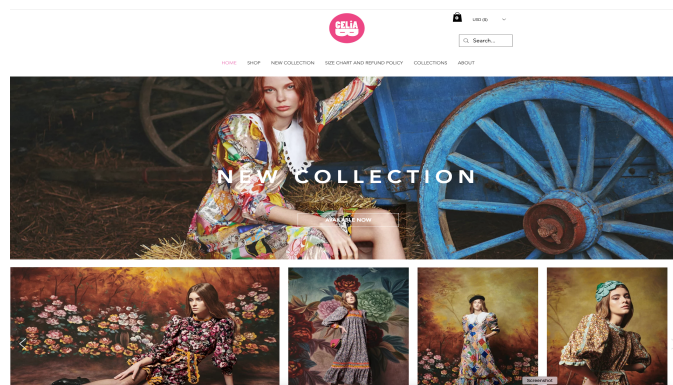
- **Use simple Calls To Action:** At all points in the customer journey for your site, your customers/site visitors should know what to do. Clear calls-to-action, like “Shop Now”, “Buy Now,” “Learn More” etc. ensure a smooth user experience.
- **Keep your store well structured:** Use a handy navigation bar to make sure customers can orient themselves on your page. If you sell a variety of items, consider tabs for different categories.
- **Use high-quality imagery:** Product photography plays a vital role in converting sales online. Make sure that your photos clearly show your products and will instill confidence in your customers that they will get what they see.

Activity: Analyze eCommerce Sites

Instructor→ place students into small groups and assign them one of the sites below. Ask them to examine the site and assess it according to the site creation steps covered in the lecture. You can have them share their findings with the class if there is time.



[Cota Skin](#)



[Celia B](#)

Homework: Website Planning Worksheet

Duration: 20-25 minutes, to be completed for homework

Learning Objectives: By completing this worksheet, students will apply the knowledge they gained from this lecture to plan their website according to eCommerce principles. They will use this worksheet to guide them as they start building their websites next session.

Initial questions

- What do you want visitors to do on your website? Check one of the options below:
 - ☐ Subscribe

- ☐ Purchase
 - ☐ Download
 - ☐ Donate
 - ☐ Leave their information
 - ☐ RSVP
 - ☐ Book services
 - ☐ Buy tickets
 - ☐ Other (write it in here)
- What do you want to get out of your website? Check one of the options below, or write it in:
 - ☐ Sales
 - ☐ Have people book my services
 - ☐ Data
 - ☐ Generate leads
 - ☐ Advertise myself
 - ☐ Advertise an event
 - ☐ Promote an upcoming sale
 - ☐ Test something new
 - ☐ Other (write it in here)

Establish Your USP

- What benefits does your business provide?
- What problems do you solve for your customers?
- What sets you apart from your competition?
- What specific features about your product make it stand out from the crowd?

Gather Your Content

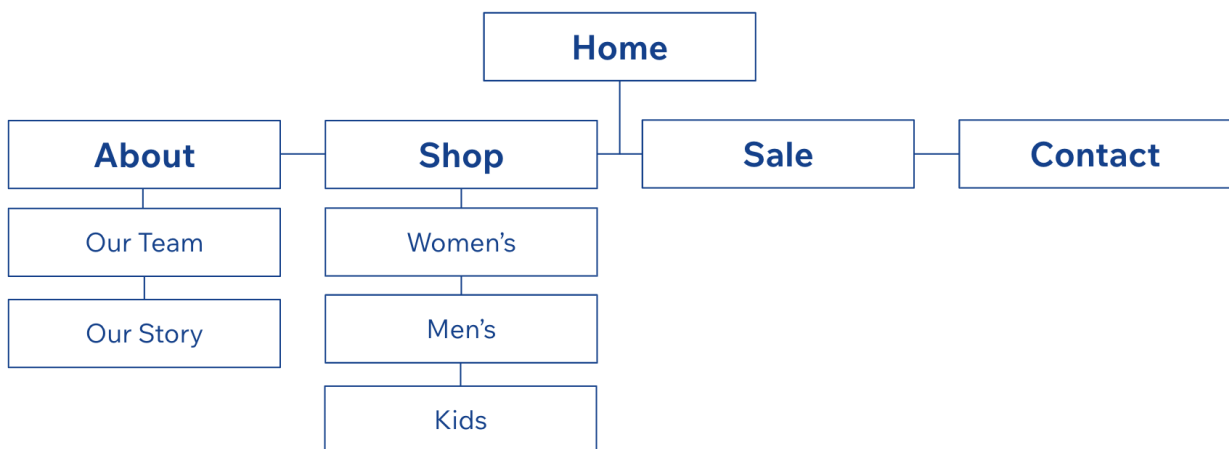
To prepare for our next session on building your website, you need to begin by gathering the content you want to put on your homepage (we will continue to develop content for our other site pages later). Make sure that the following content is complete and ready for next time:

- ☐ Summary of your Company and Mission
- ☐ High quality images and videos for your homepage
- ☐ One focused call to action (the thing you want people to do immediately upon visiting your site)
 - Ex. Shop Now, Listen to Our New Album, Read My New Post, Subscribe, Act Now etc.

Organize Your Content

To plan the structure of your site and how your customer moves through it, you should use a sitemap. A site map helps you plan where your content will go, as well as your store's pages, menu, and flow.

Using the template below, create a sitemap for every main page of your site, as well as any subpages.



Branding Basics

Every design choice you make on your site should reflect your brand identity - the distinct look, feel, and voice that makes people think of your business, product or service.

Brainstorm the design and look of your website via the following elements (write 2-3 sentences for each point):

- Tone of voice - If your brand could talk, how would it sound? Authoritative? Casual? Funny? Encouraging? Perhaps all of the above?
- Color palette - Colors impact your business because they trigger emotions. response to colors can run the gamut from excitement or elegance to seriousness or friendliness - the list goes on. So think about the adjectives

you want customers to use to describe your products or services and use them to pick colors that reflect your brand identity

- Font - again, what do you want people to feel when they visit your site? How would you want your target market to describe you and your offering? Think about how fonts can help you achieve that.

Build and Brand Module

Video Tutorials: Build an eCommerce Site with Wix

Notes for Instructors: The videos below will serve either as an intro to Wix or as a refresher for students as they finish constructing their sites. You can then ask students to complete the knowledge checks and hands-on activities listed below to apply what they learn from the videos on their own portfolio websites.

Wix Editor Basics:

- Wix Learn Video 1: [Start Creating Your Website](#)
- Wix Learn Video 2: [Customize Images and Galleries](#)
- Wix Learn Video 3: [Customize Your Site Design](#)
- Wix Learn Video 4: [Scroll Effects and Animations](#)

Knowledge Check: Wix Editor Basics

Complete the following activities based on the videos to begin building your store homepage.

- ☐ View your Site Design color and text theme, and decide if you want to change your site theme based on your brand.
- ☐ Pick a background: Play around with different colors, images, and videos. You can always change or adjust this later, but get familiar with the background tools themselves and the Wix Media Library.
- ☐ Create sections of your homepage using Strips.
- ☐ Add your CTA buttons, and customize them.
- ☐ Add text and images to your strips.
- ☐ Experiment with adding scroll effects to your strips.

eCommerce Site Building videos:

- Wix eCommerce Video 1: [How to Add Products](#)
- Wix eCommerce Video 2: [Create Collections](#)
- Wix eCommerce Video 3: [Design Your Online Store](#)

In-Class Activity: Independent Site Building

Complete the following activities based on the demo to begin building your homepage.

- ☐ View your Site Design color and text theme, and decide if you want to change your site theme based on your brand.
- ☐ Pick a background: Play around with different colors, images, and videos. You can always change or adjust this later, but get familiar with the background tools themselves and the Wix Media Library.
- ☐ Create sections of your homepage using Strips.
- ☐ Add your CTA button, and customize it.
- ☐ Add text and images to your strips.
- ☐ Experiment with adding scroll effects to your strips.

Homework: What Apps Do You Need On Your Site?

Before our next class, you need to do some research to establish what Wix apps you need to add to your site to make your business fully functional. First, watch the tutorial videos listed below. Then, consult your site planning worksheet to establish which apps you need to have to run your business.

For example, if you want to sell sustainable athletic apparel, you will need to have an online store. But if your business is a yoga studio that wants to offer online classes in addition to in-person classes, you might need Wix Bookings so clients can reserve spots.

Next session, we will go over how to add these apps to your site. But you will be expected to independently set up these eCommerce aspects of your business for the Unit 2 project.

Video: [How to Set Up an eCommerce Store](#)

Video: [Bookings tutorial](#)

Video: [How to Set Up a Class](#)

Lesson Plan: Essential Elements of Your Brand Strategy

Learning Objectives:

- Students will discuss the importance of a brand strategy for a successful eCommerce business.
- Students will identify aspects of brand identity for other businesses and their own business.

[A brand strategy](#) is a purposeful plan to identify what your brand represents from the inside out. Through research and analysis, this essential process lets you determine competitive positioning and define the most authentic way to reach your target market on an emotional level.

A brand strategy doesn't stop at the way your product looks or your service is provided. It encompasses everything that represents your business, from your collection names to your logo inspiration, from your social media accounts to your neatly designed website.

Branding is a strategic and critical process, but also requires creativity and consistency. There are many elements to a brand strategy, both visual and non-visual. Today, we will go over some of the most important non-visual brand elements for your business. These aspects of brand identity ensure that you communicate with customers in a unified way across all of your business content and marketing channels. In the next class, we will go over the visual elements of brands.

Non-Visual Branding Elements

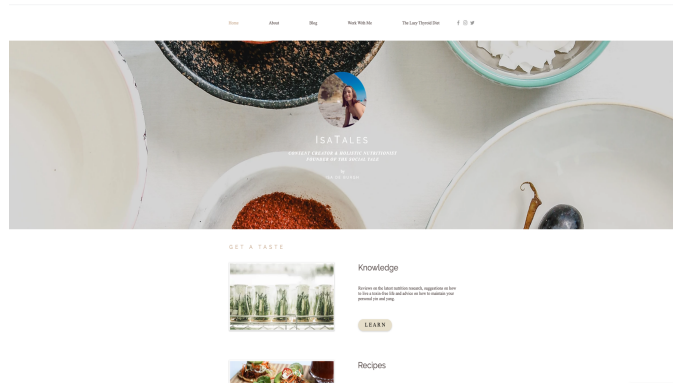
Brand story

Storytelling is an important part not only of branding, but also our everyday lives. Stories are captivating, engaging, intriguing and help us build connections. With regard to your [brand story](#), this is a chance to use your narrative to foster

meaningful relationships with your audience and help them better understand what your business is all about.

Your brand story should set the tone for all forms of content and branding assets, from your social media posts to your marketing campaigns and everything in between. This means keeping consistency and authenticity throughout.

For example, a brand story can introduce company founders and the origin of the business, or highlight a tale of passion and purpose behind why a brand exists. Whatever the approach, your brand story offers an opportunity to create connections and highlight the qualities of your brand with your audience.



[IsaTales Wellness](#)

Instructor → use this wellness and nutrition blog's About page to demonstrate aspects of brand storytelling

Brand Identity/Personality

Every brand should ask itself- Who are we? What do we offer? Who are we trying to reach? The [brand identity](#) offers the answers to these questions. Your brand identity is your brand's own unique personality and voice. Try to imagine your brand as an actual person: What are its interests, style and tone of voice? Is it a thin-crust or deep-dish kind of brand? Who are its friends and what do they do for fun together? These traits and features will help you characterize your brand personality.

Brand name

What's in a name? In relation to branding—a lot. However, coming up with a **brand name** is no easy task. Your brand name must embody who you are, but also represent what you do, while simultaneously making a good impression. No pressure.

Some brand names are so effective that they are used interchangeably for the product itself, even when they're manufactured by a different company. Take Q-tips, Kleenex or Jell-O for example, all brand names that have become a part of our daily vocabulary.

Perhaps you have already given your business a name, but even if you have, here are some things to think through to help you develop a solid brand name. Your brand name should reflect your brand identity in 1-3 words. You should prepare a long list of names and gradually narrow it down.

Once you have the brand name, start working on a tagline. The tagline, or the brand slogan, is a very short sentence that completes your brand's message. Together, they deliver the full essence of your brand. These examples clarify exactly how it's done:

- Walmart: Save Money. Live Better
- BMW: The Ultimate Driving Machine
- Disneyland: The Happiest Place on Earth

Can you think of any other examples of great taglines that embody a brand?

Brand Voice

Just as you, or Morgan Freeman, or Beyoncé all have your own unique voice, so does your brand. Freeman's distinct and recognizable voice is deep, comforting and authoritative while Queen Bey's is empowering and vibrant. Articulating what defines your brand voice is just the same.

Brand voice shapes all of your communications, develops consistency and builds trust. Once you define a brand voice, you'll use it across all your marketing assets and communication channels.

If your brand could talk, how would it sound? Authoritative? Casual? Funny? Encouraging? Perhaps all of the above.

Your brand's tone of voice refers to the kind of language used to communicate with your audience. This vocabulary will be your toolkit for any type of action and interaction – blog posts, online ads, tweets, private emails with clients, etc. By using a consistent tone in your website copy, marketing materials, packaging and social media, you'll ensure that anyone who interacts with your brand will recognize your style.

Conclusion: Remember that creating a brand strategy is a process, and there are many complexities to consider. Beyond that, prepare to refine and evaluate your strategy once you have more feedback and awareness of the market. As your brand grows, reviewing the accuracy of your brand strategy will make everything clearer, more purposeful, and lasting. A good brand strategy should stand the test of time and stay relevant.

Activity: Brand Strategy Worksheet

Instructions: Students should answer the questions and prompts below to begin developing their business's brand identity. This worksheet will allow them to generate non-visual brand elements, which will become a key component of their brand strategy for their marketing materials and eCommerce site.

1. What is the story of your brand?

Ask yourself, what was the motivation for starting it all? Your story is the backbone of your entire business operation. When you share it with your target audience, you invite them to take part in your journey. Sharing your story and showcasing your values allows people to see their engagement with your brand as a part of this journey, not just a transaction or a click on a link.

It's easier to craft a story around a clearly defined message. To start off, your message should answer each of these questions in a sentence or two:

1. What does your brand do, and how do you do it?
2. Why do you do it?
3. How does your brand make people's lives easier/better?

4. Who are you (outside of business)

2. What is your brand's personality?

Put yourself in your brand's shoes. Just like you and I express ourselves with the way we dress, speak and act—your brand also uses unique features to convey its purpose and goals. So what's your brand like?

Put together a list of adjectives that describe your company's character, as if you were talking about a person. Would it be better portrayed as classy or trendy? Is it reliable and mature, or edgy and youthful?

3. Name Your Business

To find a brand name quickly, use an online name generator. Wix's [business name generator](#) suggests unique names based on your industry and target market. Choose one of the names from the generator, or use it as a base to brainstorm your own.

You can also start from scratch using the generator's guidelines. Consider four groups of words:

- The products you sell (hats, swords, flowers)
- Your industry (fashion, battle gear, wedding decor)
- What sets your products apart (waterproof, portable, glow-in-the-dark)
- Your business' values (sustainable, handcrafted, community)

Take that list of identifying words and put together options for your brand name. Choose a balance between simple and unexpected to stand out.

Some business name examples:

- Underground Glasses
- Swords with Swag
- Firework Florals

4. What's your brand's tone of voice?

A brand voice is your style of communication, meaning the ways in which you talk and write to your audience. Your voice should extend to everything from your website's written content and microcopy, to your email marketing campaigns, and even the words you choose when talking to clients face-to-face.

Your voice should stem naturally from your brand personality. If your brand is fun-loving and youthful, it can use casual language, and maybe even the occasional slang. If it's formal and mature, you'd probably prefer professional-sounding language, with industry jargon here and there. Think of the right words to help you sound witty, inspirational, laid back, or any other relevant traits.

Practice writing your welcome message to customers in the space below.

Lesson Plan: Craft Your Brand's Visual Identity

In this lesson on branding, students will focus on visual branding elements. They will explore how brands create an overall look and feel that impacts customers' emotions and decision making.

Learning Objectives

- Students will understand key visual elements of branding, including colors, fonts, and logos.
- Students will explore sample brand style guides to understand the importance of consistency across brand assets.
- Students will develop their own businesses' visual brand elements to continue shaping their brand identity.

Lecture Part 1: Visual Branding Elements

You've already established what makes your brand stand out by defining its personality, and last session we worked on creating the brand elements that communicate our business's story and identity. Today, we will take the next step in creating our brand strategy by crafting a powerful visual identity.

Your brand's visual assets are a set of unique elements that help audiences pinpoint it as something recognizable and distinct. We can break down these technical aspects of visually branding your business into 4 main steps:

1. Defining the overall style

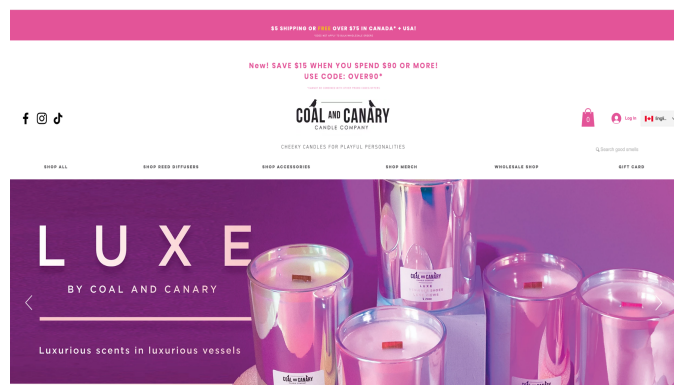
Just like in fashion, brands also can be categorized into different styles. Your brand's design can be minimalist, nautical, techy or classy; it can draw influences from pop-art, print journalism, hand-drawn illustrations or geometry; it can opt for child-like simplicity, sleek elegance, a holistic atmosphere or vintage galore.

A visual identity presents a unified vision of a brand, ensuring that all elements and materials are consistent in their appearance. This way, whenever people come across any of your business assets, it would immediately and effortlessly bring your brand to mind.

The key is to choose a style that corresponds with the brand identity that you have in mind. For example, a refined black & white look isn't the best choice for your youthful and grungy brand for custom-made skateboards.

The visual language that you define for your brand should be used repeatedly all across the board - from your website design to your newsletter design, social media feeds, the design of your products, and your brick and mortar signage.

Instructor → you can show these two site examples and ask students to describe the overall look and feel in 3-4 words. Try and get students to see that although the companies sell the same basic product (candles) their brand identities are completely different.



[Coal and Canary](https://www.coalandcanary.com/)



[Tiny Kitchen Candle Co.](https://www.tinykitchencandleco.com/)

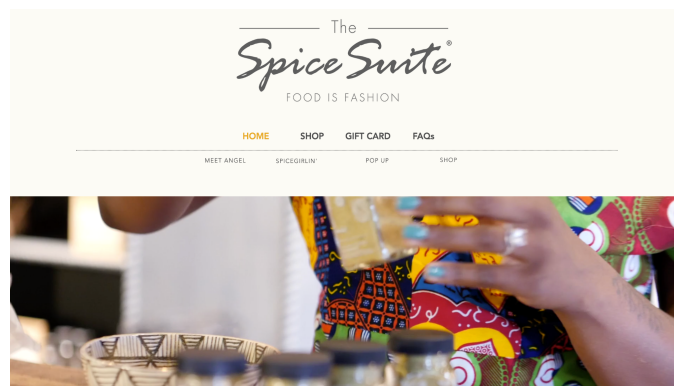
2. Choosing your brand's colors

It's tempting to just go with your favorite colors, we know, but this decision should be an informed one. Colors are extremely significant in brand development. It is literally impossible to think of Coca-Cola separate from the color red or to visualize Facebook in anything but its distinctive blue. These associations are not random; they are the outcome of highly successful branding.

The brand colors you choose will shape your visual identity at every touch point. Keep in mind that your color palette plays a major role in perception and how prospective customers may feel about your brand. Understanding the importance of [color psychology](#) and the feelings associated with specific shades will inform your creative process.

Be sure to choose colors that are functional and appropriate. Since your brand colors will be used in diverse contexts, the palette must be versatile as well. For example, your website's copy, social media posts and printed materials should all be taken into consideration when imaging how the colors will appear across different branding assets.

Instructor→ use the Spice Suite site example below to demonstrate the points about brand color and font.



[The Spice Suite](#)

3. Finding the right fonts

Believe it or not, your choice of fonts is a major component in how people evaluate your brand. Different fonts can send out different messages, and you certainly don't want to be sending the wrong message when it comes to brand development.

When it comes to selecting your brand's typography, there's no one-size-fits-all approach. Instead, consider the impact typography has on the message being delivered.

Good brand fonts should be:

- Readable
- Enduring
- Versatile
- Functional
- Communicative

Another good rule of thumb with font is to only use 2-3 different fonts on your site.

4. Creating a winning logo

Logos are the ultimate branding tool. The most successful brands in the world can be recognized by their logos alone, which shows just how important the logo is to the core of a brand. Your logo may not be the next Nike Swoosh, but it nevertheless plays a huge role in shaping the relationship between you and your target audience.

The qualities of a powerful logo are:

- It activates associations quickly and clearly. One industry rule-of-thumb says people should know what your brand is about just by looking at your logo.
- It looks great no matter where you put it – on your website's header, your Facebook profile image or your business cards.
- It is a concise and condensed visual representation of your brand identity.

Here are two well-known examples:



Nike: Here's a popular logo that needs no introduction. This iconic symbol is recognized worldwide, even without the company's name attached to it anymore. Commonly known as the 'swoosh,' this logo has a much deeper meaning. Nike is actually a Greek goddess that personifies victory.



Lego: Even as kids, logo association begins to form in our tiny brains. So Lego, as a brand that targets a very young audience, decided to make their logo bold and colorful in order to be highly visible to all of their viewers. Furthermore, the bubbled letters of the brick shaped word “Lego,” symbolizes two things: the product itself and how simple it is for kids to play with.

Manage and Market Module

Implement the following videos to teach students how to set up and manage key functions of their marketing campaign using their Wix site.

Video Tutorials: Wix Marketing Tools

- Wix Learn Video: [Get your website marketing ready](#)
- Wix Learn Video: [Write content that drives traffic](#)
- Wix Learn Video: [Capture New Leads](#)

Lesson Plan: SEO - Get Found on Google

This lesson begins by teaching students strategies for promoting their site on search engines with SEO. Students will learn the basics of how search engines and SEO work, and they will use the WIX SEO Wizard to see how SEO helps them boost their business's online presence.

Learning Objectives:

- Students will review what SEO is and learn why getting found online is such an important marketing channel for their business.
- Students will understand best practices for making their site appear on Google.
- Students will practice using the Wix SEO Wizard.

Lecture Part 1: What is SEO and Why Does it Matter for Your Marketing Strategy?

If you create and publish a website, but no one can find it on Google, does it even exist? All joking aside, the number one way that customers find your business is through search engines like Google. In fact, organic searches are responsible for [over half of all online traffic](#). So just like you Google pizza places nearby, your customers are using search engines to find solutions or products that match their needs. Great SEO is what ensures that your business appears and is highly ranked in their search results.

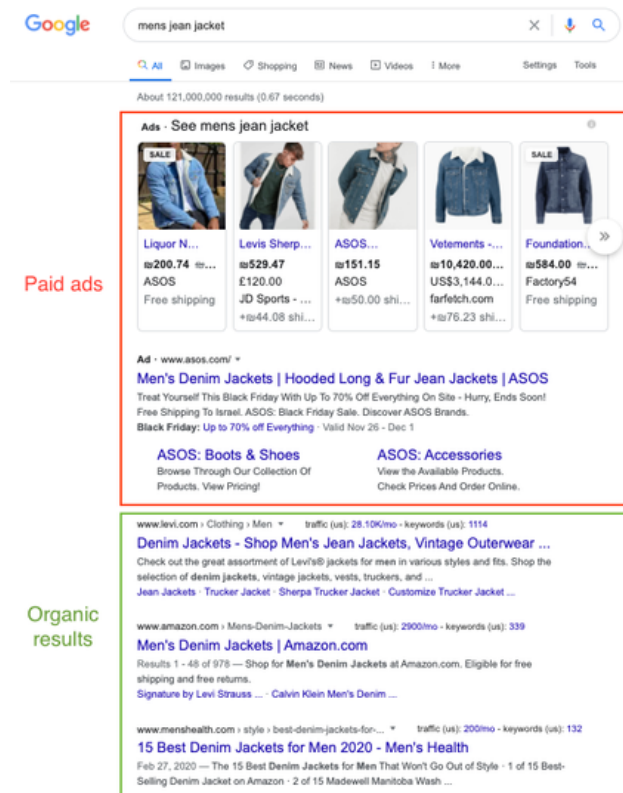
SEO stands for Search Engine Optimization and refers to actions you can take to optimize your website so that it can be easily found and highly ranked by search engines like Google, Bing, etc. Every second, [40,000 people](#) search for something on Google (and yes, I did a Google search to find this fact). That's 3.5 billion searches every single day. Whether you write a blog, own a restaurant, or sell shoes, you want your site to show up on some of those searches! That means SEO should be an integral part of your marketing plan.

SEO is particularly important for eCommerce websites. According to an annual survey conducted by UPS, consumers did more of their shopping on the web than in physical stores in 2016 — and 44% of consumers purchased straight from their phones. Even those consumers who did buy in person were more likely than not to research their shopping choices online before heading out to the store. Point blank: regardless of any other type of marketing effort you implement, people need to be able to find your website when they are ready to buy a product or service

Instructor→ Show students these two videos: Common Craft's "[What is SEO](#)" and [How Google Search Works](#)

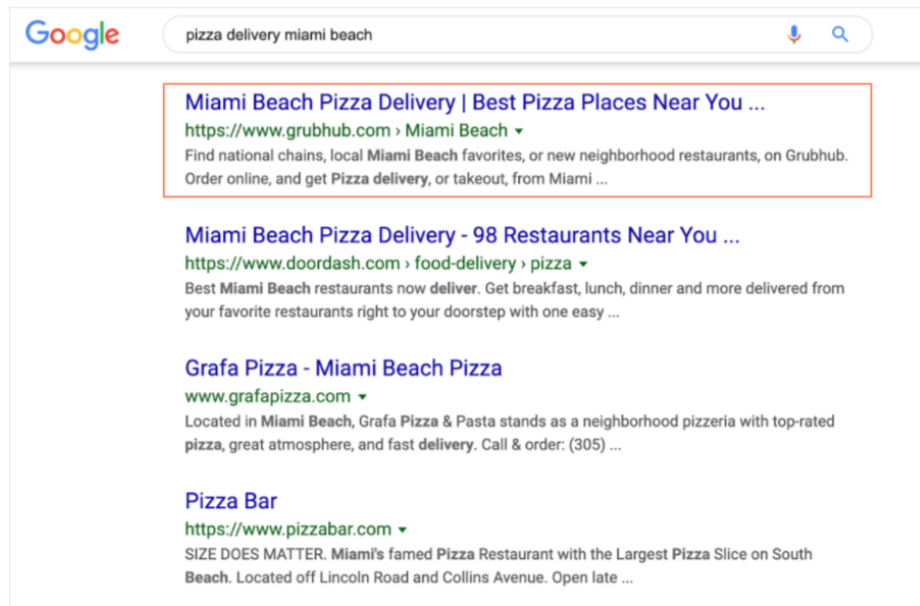
Since search engines today are quite sophisticated in determining which sites show up on top of the search results, you need to know at least some basic information to keep your site and its content in tune with what search engines value in a website.

There are two types of search results: **paid** and **organic**. Paid search allows you to pay to have your website displayed on the search engine results page when someone types in specific keywords or phrases. This is one way Google makes money, with advertisers bidding against specific keywords to get top ranking. We will go over paid search later in this unit.



Organic search is based on unpaid, natural rankings determined by search engine algorithms, and can be optimized with various SEO practices. This is what we'll be covering today - how you can optimize your website to rank amongst the organic search results against relevant keywords. This is what we're talking about when we speak of SEO.

Despite being the main way for people to reach your online store, SEO has another advantage over other marketing methods: SEO is free. Of course, it takes time and know-how to optimize your eCommerce website, but once you get the ball rolling, the overall expenses for SEO are much lower than other methods.



Lecture Part 2: How SEO Works

Keyword Research

SEO starts with keywords, or what people are typing into Google when they search for something. To help boost your website's chances of ranking on search engines, you need to know what your target market is typing into their browsers or search bars. Known as keywords or keyword phrases (2, 3, or more), the right keywords are the foundation of effective SEO.

If, for example, you own a shoe store and you're promoting your new line of running sneakers, try incorporating keywords like "best running shoes" or "lightweight running sneakers" throughout the content on your page.

Instructor → ask students: "What is something you googled in the past few hours? What keywords or phrases did you use to get the results you needed?" Or you could give an example of one of your own google searches.

So how do you go about choosing the right keywords to use on your site? Here are some ways to begin keyword research:

Amazon and Google: Simply typing in a product or product category in the [Amazon](#)

search bar will immediately give you dozens of keyword ideas. For example, typing in “jean jacket” brings up a bunch of potentially-relevant keywords, like “jean jacket with hoodie” or “jean jacket for women”. Write these keywords down in a spreadsheet so you can do further research into them later.

Using Google’s suggestions will likely offer up some different search queries. For example, typing in “denim jacket” can prompt suggestions like “denim jacket under \$500”. While your results may vary due to search history and location, it’s still a good way to find new keywords.

There are more keywords to be found everywhere on Google, like the “People also ask” section, or the knowledge graph Google displays for certain search queries. Note that not all keywords are always relevant to your store, so you may need to pick and choose which ones you incorporate into your SEO strategy.

Competitor Research: Another method to finding quality keywords is researching your competition. This is especially useful for new stores. But established businesses should always check what competitors are doing as well. If you’re unsure who your competitors are, just Google a product you sell and see what stores come up first. Browse the top ranked stores and write down any phrases you find that may make for good keywords.

SEO keyword research tools: If you want to take your keyword research to the next level, there are lots of tools to simplify the process. Paid services like [SEMrush](#) or [Ahrefs](#) help you find, compile and evaluate relevant keywords.

You can use one of these tools to quickly get an understanding of what keywords your competitors are ranking for and see which of their pages are attracting the most organic traffic. You can then use this information to create similar pages and target similar keywords.

Choose the right URL

Before your website goes live, you need to give it a name. Also known as your [domain name](#), this is the address that visitors will type in to find your site. Like the giant sign above a storefront window, it’s one of the first things visitors see when

they come to your site. That's why it's also the first place Google looks to understand what your site is about and to decide how to rank it.

The ideal domain will include your business name and perhaps a relevant keyword or two that are relevant to your business. For example, if you are a contractor, you might want to purchase a domain name like www.yournameconstruction.com.

An example of a bad URL:

www.amazingstore.com/categories/jackets/denim-jacket-cheap-hoodie-buy

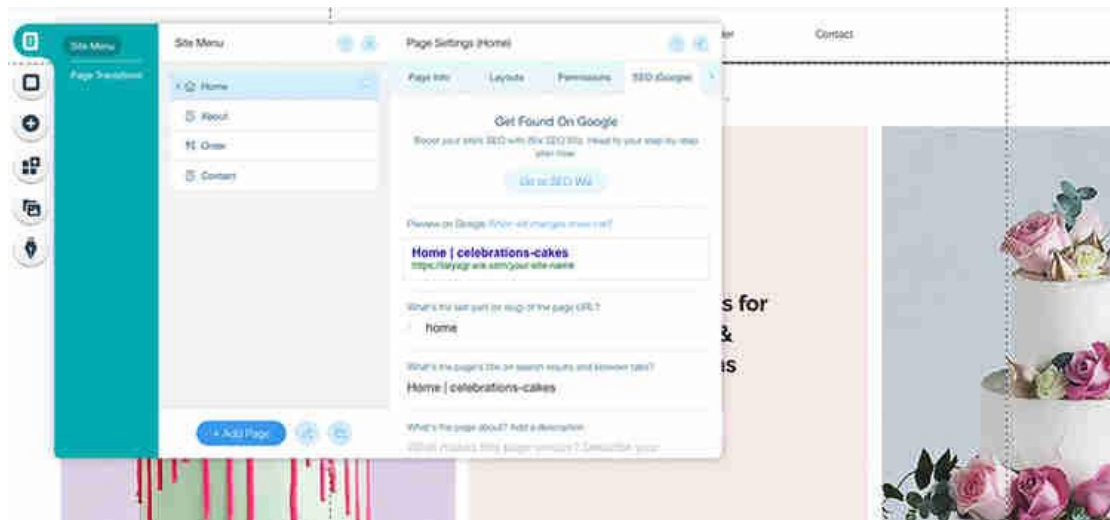
An example of a great URL for SEO:

www.amazingstore.com/jackets/denim-jacket

Create titles and descriptions for each page

Did you know that you can write a unique title and description for each page of your website? These are brief texts that accurately and clearly describe what your business does. Ideally, they can come with a few keywords and phrases mixed in.

Ever hovered over a tab on your browser? That short phrase that pops up under your mouse is the title of the page. While the description is not visible on your page, it's very important for search engines. In fact, the title and description are among the first elements search engines track to determine your site's ranking. Plus, once your site does show up in a search results page, potential customers will read your title and description to learn what your site is about and decide whether or not to check it out. So titles and descriptions help customers understand what the product is, which is good for conversions too.



Add alt text to all your images

Search engines are great at reading text on your website, but they still haven't quite figured out how to look at the images on your site. To understand what's displayed in a photo or graphic, search engines look for "alt text," a concise written description (no longer than just a few words) about each image on a website. When writing alt text, be sure to accurately describe what is shown in the image, but also try to include the name of your business or a few keywords related to what you do.

Pro tip: You don't need to write alt text for images that are purely functional or design related, such as a background image that is just shapes. If the image doesn't have anything to do with the topic of your site, you can skip the alt text.

Pay Attention to Your Site's Structure

Your website's structure is extremely important. Building a site that's simple to understand and navigate helps users find their way around. This has a lot of benefits, especially when it comes to eCommerce. But having a clearly structured site isn't just for the shopping experience, it's good for SEO too.

There are three important things to keep in mind when building your eCommerce website:

- Every page should be as few clicks away from any other relevant page (ie you don't want a site visitor to get lost and not know how to get back to the homepage).

- You should have a clear hierarchy between pages (which pages are most important? And are you linking other important pages to each other with CTAs etc.?).
- Keep your structure simple, so you can easily add more pages in the future.

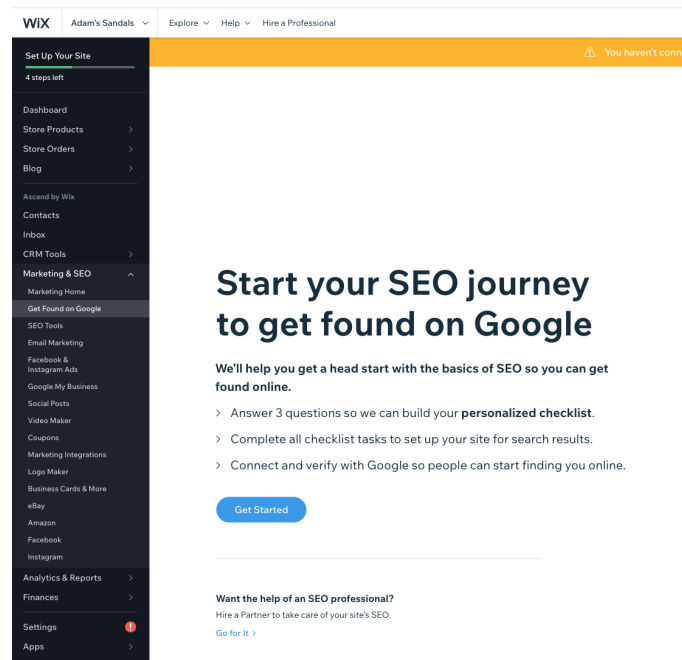
In addition, you need to pay attention to the structure of your pages by using headers. Every page on your website should have a title, a subtitle and so on. When search engines scan your website, they'll understand your content better if you are using the correct text hierarchy. The most relevant part is the title of your page, and you should define it as H1 (in the Text's Editor).

The H1 should be descriptive of the page's content and you shouldn't have more than one H1 per page. Choose your title carefully and don't forget to include your main keywords. Following your H1 in the hierarchy of headers is H2, H3, etc. While H1 corresponds to your title, H2 and H3 correspond to your headings and subheadings, respectively. The clearer your text structure is, the easier search engines will digest your site's content.

In-class Activity: SEO Wizard

The Wix SEO Wizard can evaluate your site and provide you with a personalized SEO plan to get found on Google. It also provides some actionable suggestions for how you can tweak your site to help it rank higher. Like we learned last session, SEO depends on keywords, so after we watch this short video, refer to your various assignments from this unit to have appropriate keywords for your site handy.

To access the SEO Wizard, open your sites, click on "Settings" in the upper left hand corner, and select "Get Found on Google" When you click "Get Started" the SEO Wiz will ask you a series of questions.



This is your chance to name your site and choose three main keywords or phrases that describe your site. For example, you can type “women’s fashion,” “boutique,” and “high end.” This store site has chosen “sustainable sandals,” “venice beach sandals,” and “eco-friendly shoes”.

Choose effective keywords for your SEO checklist

Think of words and phrases that will naturally flow within your site's content. They should be 2-4 words long and describe your business and what it has to offer.

Want to learn more about keywords and how to choose the right ones? [Watch video](#)

sustainable sandals ×
 venice beach sandals ×
 eco-friendly shoes ×

Add up to 3 keywords and separate each one with a comma 3/3 keywords

You already gave us your site name and location, so there's no need to include them again here.

Need help? Check out some examples of good keywords. [See examples](#) ▾

The Wiz will then create your personalized SEO Plan, explaining each step of the process. For example, this site needs to set the title of its homepage, and it gives us short instructions for how to do that. Follow the SEO Set-Up checklist to get your

site found on Google.

The screenshot shows the Wix dashboard for a site named 'Adam's Sandals'. The left sidebar contains navigation options like 'Set Up Your Site', 'Dashboard', 'Store Products', 'Store Orders', 'Blog', and 'Marketing & SEO'. The main content area displays the 'Your SEO Setup Checklist' with three steps:

- Step 1: Get your homepage ready for Google Search** (Progress: 3/7)
 - Set the homepage's title for search results
 - Add the homepage's description for search results
 - Update the text on your homepage
 - Make your homepage visible in search results
 - Optimize your site for mobile devices
 - Connect your site to a custom domain (Premium feature)
 - Connect your site to Google Search Console
- Step 2: Optimize your site pages for search engines** (Progress: 11/27)
- Step 3: Keep building on your SEO progress**

On the right, there are links for 'FAQ', 'SEO Guide', and 'Hire an SEO expert'. A notification at the top states: 'You haven't connected a payment method. Customers will not be able to buy from your store. Add Payment Method'.

The screenshot shows the 'Page Settings (HOME)' interface in Wix. The left sidebar lists 'Site Pages' including 'Main Pages', 'Sign Up & Login', 'Store Pages', 'Member Pages', 'Blog Pages', 'Lightboxes', and 'Page Transitions'. The main content area is divided into 'Main Pages' and 'Page Settings (HOME)'. The 'Page Settings (HOME)' section includes tabs for 'Permissions', 'SEO Basics', 'Social Share', and 'Advanced SEO'. The 'SEO Basics' tab is active, showing settings for 'Get Found On Google', 'Preview on Google When will changes show live?', 'Sustainable Sandals | Adam's Sandals | Los A...', 'What's the URL slug (last part of the URL) for this page?', 'What's the page's title tag (title in search results)?', 'What's the page's meta description (description in search results)?', and 'Let search engines index this page'.

The right sidebar shows a preview of the homepage design, featuring a 'GIVE BACK' section with a logo and a 'Get In Touch' section with contact information.

Take about 15 minutes to run your own SEO Wizard and begin implementing its suggestions on your site.

Instructor→ Be available to help students through the process of changing page titles and tags according to the SEO Wiz recommendations. Use the rest of class time for students to work individually or in groups on their sites.

Lesson Plan: Email Marketing

In this lesson, students will explore how they can use email marketing to build engagement and growth in their customer relationships. Students will explore how and why email marketing remains one of the most efficient methods for promoting brands and connecting with prospects and customers.

Learning Objectives:

- Students will learn best practices of email marketing and how they can use email marketing to manage customer relationships.
- Students will practice creating a lead-generating form on their site that allows them to build their mailing list.
- Students will apply best practices of email marketing to create an effective email newsletter using the Wix email marketing tool.

Lecture Part 1: Creating Great Content with Your Emails

In our last session, we went over some key best practices of email marketing, and we learned how to begin compiling an email subscriber list. Today, we will apply this knowledge in the creation of our own email newsletters for our businesses.

At this point, you have everything set up to start creating your email marketing campaigns. The next step is to generate the content itself.

Whichever kind of content you're creating - an automated message, a newsletter or an update about a new product - you'll need to keep a few key principles in mind. First, remember that your goal is to become a welcome guest in your subscribers' inboxes. Rather than come across as spammy or annoying, craft thoughtful emails that provide your audience with real value.

You can do this by providing perks or insights your subscribers will appreciate, whether it's actionable tips, exclusive content or a seasonal coupon code.

The writing itself should be engaging, too. Build rapport with your audience by speaking to them individually (e.g., addressing them by name and writing in the second person). Infuse your content with personality, and add humor when appropriate. Your goal is to sound like a helpful friend, rather than a corporation.

But what does a successful email campaign look like? According to [Statista](#), 49% of consumers surveyed said that they would like to receive promotional emails from their favorite brands on a weekly basis. Emails to customers help build relationships, market products efficiently, communicate incentives, and retain loyalty. At the same time, companies must be mindful of the volume of emails their customers receive every day. The fragile company-customer relationship depends on communication staying consistent and relevant while not crossing into overwhelming.

Luckily, an eCommerce site can strategically place sign-up forms for newsletters, blogs, and emails so that consumers can self-enroll or opt out of email communications. Businesses can also consider sign-up incentives like discounts and access to exclusive products, and collect potential email subscribers directly from social media. This is also a great way to ensure you don't end up in your recipient's spam folder.

Much like a company blog, emails must be crafted carefully to ensure customer satisfaction and engagement. Ideas for digital retailing email content include:

- New product
- Seasonal promotion
- Special discount
- Company milestone
- Absentee reminders
- Purchase confirmation

A successful introductory email is all about establishing a human connection and the ability to present a win-win situation. Successful email campaigns should also contain the following:

- **Subject line:** attention-grabbing yet to the point
 - Your first challenge is to make it clear that you are not a spammer. Since the recipient will most likely not recognize your name, the subject line needs to have some personalized language that distinguishes it from mass email campaigns. Consider something along the lines of: "Hey [name]. Hoping to chat about [company/job/theme]."
- **First two sentences:** briefly and clearly explain to the recipient why you are emailing

- Try to establish a personal connection; you want to sell or promote to your recipient specifically, because you believe that you can make a great fit together.
- **Body:** make sure that your email does not come across as a sales pitch, even if it is - it must offer the customer **value**
 - Write like a human being, not like a robotic spammer. Remember that on the other side of the screen is another person who isn't interested in a generic marketing paragraph. Instead of an advertisement, send them a confident introduction that emphasizes what's in it for the recipient, for example: "Our company provides digital marketing services for independent musicians and bands. We help our clients with promoting their music online and reaching wider audiences."
- **Keep it brief:** We recommend that you break your email into three short sections:
 - Opening (1-2 sentences)
 - Offer (2-3 sentences)
 - Call to Action (i.e. "I set up this 30-second demo for you. Have a look!")
- **Hero image:** finally, including a bright, crisp, relevant image can help draw your recipient into the message.

So You've Sent Your First Newsletter. How Do You Measure the Results?

Once you've triple checked and tested your newsletter, it's time to send it to your audience. Wait a few days until after you've sent the email newsletter, and then analyze the data. How did your newsletter perform? How will you use that information to improve on the next one?

Here is the most important email marketing data to pay attention to:

- **Delivery rate:** The percentage of emails that were successfully delivered to your subscribers.
- **Open rate:** The percentage of delivered emails that were opened.
- **Clicks:** The number of people who clicked on a link within the email.
- **Bounce rate:** The percentage of emails that weren't delivered.
- **Spam reports:** The number of emails flagged as spam.

Once you have the data, brainstorm how you can improve your next campaign by increasing your delivery rate, open rate and clicks, and reducing your bounce rate

and spam reports. For example, if your open rate is low, you may need to improve your subject line. If, on the other hand, you're not getting many clicks within your email, you may need to rework your copy or optimize your CTAs.

In-class Activity: Create an Email Campaign

Duration: 35-40 minutes

Learning Objectives: This activity is designed to help students practice writing for the web, especially successful email marketing campaigns, and to practice using the Wix digital back office.

Instructors→ follow the instructions below each feature to demonstrate the marketing tool. Students will then complete their own email campaigns during the in-class activity.

For the email marketing part of our digital marketing strategies, we will be using Wix Email Marketing. It includes inbuilt analytics features, such as statistics on email opens, views and clicks, so that you can analyze the performance of your campaigns. In addition, you can customize the design of your emails so that they look professional, reflect your brand identity and resonate with your audience.

On top of that, Wix Email Marketing lets you [connect your email to your website](#). That way, you can send emails through a special business email address, and view data about their performance directly through your site's dashboard.

First, watch this Wix Learn video: [Set Up Email Marketing](#)

Then, from your site Dashboard, go to **Marketing and SEO** in the left menu bar, select **Email Marketing**, and complete the activity below.

Note: Please make sure you read the Wix Email Marketing Terms of Use before sending any emails. You can send 3 email campaigns per month or a total of 5,000 emails, whichever comes first. These numbers apply even if you start using Wix Email Marketing in the middle of the month. If you have a larger audience, upgrade to a Wix Email Marketing Premium Plan.

Instructions:

Your task is to draft a compelling email and send it to 2-3 other students.

1. Decide what your email will be about (new product, seasonal promotion, special discount, company milestone, purchase confirmation, etc.)
2. Choose an email campaign template, then take **10 minutes** to write a new email message by editing the template elements.
 - o Remember to keep the email brief, explain the goal and try to establish a connection with the customer in the first two sentences, offer the customer value in the body of the email, and provide a bright, crisp, relevant image to draw the recipient in.
3. Take the next **10 minutes** to change the design of the email. Think especially about changing the images, colors, theme and background to fit your branding.
4. When you're done, select **Preview & Test**, then **Back to Editing**, then **Next**.
5. Turn to 2-3 of your classmates and enter their email addresses into the recipient section.
6. Write a new **Subject Line** that matches the email you created, then send the email (if you haven't already confirmed your email address yet, Wix will prompt you to do so before you can send the email campaign).
7. Once you and your classmates are done, open your own email and read your classmates' campaigns. Discuss and critique them together.

Be prepared to report back to the class on your experience and your favorite email campaign.

In-class Activity: Get Emails with Lightboxes




Combining pop-up forms and compelling content, you can build an email list using the lightbox method that converts leads into loyal customers. [Lightboxes](#) let you highlight crucial information while enhancing the user experience as they browse a website. Essentially, they are a great way to grab the user's attention, whether it's on a landing page, home page or blog.

That said, there are those who prefer to browse a site first before entering their information. With the addition of a lightbox to other relevant web pages, you won't miss these wandering visitors, too. Simply add a lightbox pop-up form on every page that matters to your marketing efforts.

In terms of content for a lightbox, new users are more likely to be persuaded by educational or conceptual details about your business, while existing users are more likely to be drawn directly to your products. Here are a couple of lightbox examples that are both effective and visually appealing in their design:

- **Promotion lightbox:** Treat site visitors to a coupon, ebook, free trial or any other type of incentive when they sign-up. Coupon lightboxes are one of the most common types of pop-up forms for ecommerce retailers. It allows customers to instantly apply a discount or coupon to their purchase in exchange for an email address, capturing their information at the most crucial moment for them and you.
- **Newsletter signup lightbox:** Email newsletters give businesses a big advantage in helping them frequently communicate with customers and leads who have already shown interest in their offerings. Newsletters also let you distribute information quickly and strengthen bonds with recipients, thereby moving them down your sales funnel.

Creating a mailing list subscription lightbox:

- Click Add  on the left hand side of the Editor.
- Click Interactive.
- Click Lightbox.
- Select a preset under the Subscribe section.
- Once you have added a lightbox, you can:
 - Click the Settings icon  to [set up your lightbox](#).
 - Click the Layouts icon  to [customize your lightbox position and layout](#).

Click the Design icon  to [customize your lightbox background](#).

Lesson Plan: Mobile Marketing

In this lesson, students will be introduced to mobile marketing, as well as the ways in which they need to optimize their sites for mobile commerce. Students will understand how mobile marketing responds to a growing shift of customer's money and attention to the mobile sphere, and they will learn ways to build a successful mobile marketing campaign.

Learning Objectives:

- Students will review what mobile marketing is and what it can do for their business.
- Students will optimize their sites for mobile use to ensure their content is accessible and that potential customers can easily make a purchase.
- Students will learn ways to set up a mobile marketing campaign.

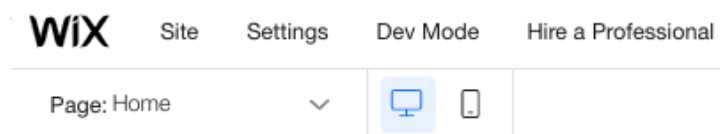
Lecture Part 1: Components of Mobile Marketing

Create a mobile-friendly site

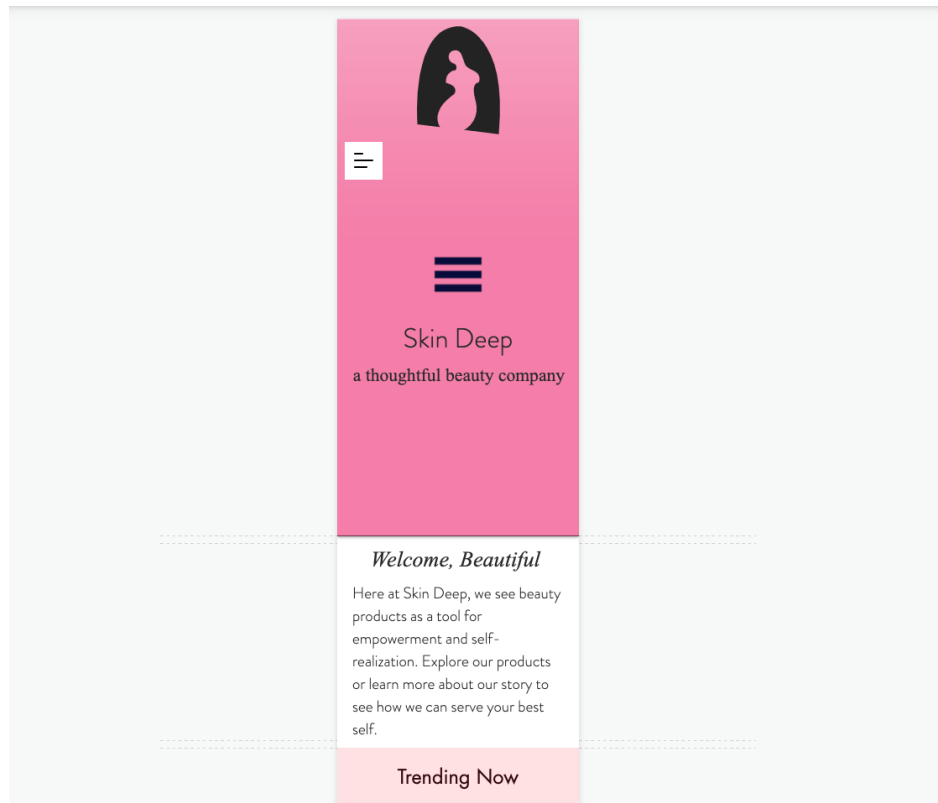
Your website is the center of your business and it is essential that it cleanly and professionally represents you and your brand. It is therefore crucial that your website is mobile friendly so that potential users who are browsing on their phones have the same opportunity to view your websites.

Your site's content needs to fit the mobile world, meaning it's menu should be easily accessible and the content should be adapted to fit smaller screens. You should also make sure that it loads quickly and has no technical mobile errors that might make a user turn away.

When you create your site on [Wix](#), a mobile friendly version will automatically be produced for you. Be sure to toggle to the mobile view of your site before going live in order to review it. We will work on editing our sites for mobile later during our in-class activity.



Another essential part of mobile friendly websites is ensuring that users can easily start and complete a purchase, all directly from their phones. [Research has shown](#) that no less than 84% of users have experienced difficulty completing a mobile transaction. So it is vital that you make it clear where to click to view item details, what to do in order to reach check out, how to securely add payment details and more.



As you can see from this website example, it is important that you double check how the site looks in its mobile version as sometimes buttons can be skewed and items off centered. Also, this site needs to have a better call to action and clearer buttons that illustrate how a customer can make a purchase.

Instructor→ you could also ask students to point out what they think is missing from this mobile site, or what it needs to do better to get them to make a purchase.

Enable interactivity

One of the most effective mobile marketing strategies is to simply consider the user experience on a phone versus a computer. Mobile devices hold a clear advantage

over desktop by having a clickable screen. This means your calls-to-action can be interactive, as can your images and campaigns.

Everything on screen feels more clickable and zoomable, and should be treated as such. People are also more likely to scroll when on a phone. We therefore suggest that you think about how you tend to act on your phone before you put the finishing touches on your mobile website.

Phones also help promote the immediacy of performing a purchase and are the perfect [marketing tools](#) for informing your clients about any promotions, discounts, special offers and sales you'd like them to know about.

Instructor→ as an optional discussion activity, you could have students take out their phones and ask them to navigate to an online store where they recently made a purchase, or to a digital retail app they have on their mobile device. Ask them to make a list of the clickable and interactive features they notice right away, as well as how the site/app promotes any sales or discounts and allows them to make a purchase.

Share content via SMS/MMS

Now that you know to ensure that your site is mobile friendly, you can focus on other mobile marketing tactics that can help bring traffic to your website. One of the first places to start is with text messages. While texting customers may seem a bit aggressive, it is a great way to target an interested audience such as customers who have bought from your site in the past. [Research has found](#) that text message open rates are as high as 98%. SMS and MMS content that performs particularly well includes sales offers, incentives and special promotions that encourage readers to click on the link you added and make a purchase.

Ultimately, mobile marketing offers you an opportunity to connect with your target audience in new and convenient ways for your customers. We're going to look at two ways that you can use mobile marketing strategies to build brand awareness through your mobile site, and to take interactive customer engagement to the next level through promotions. As we continue to explore other marketing channels in this unit, let's always remember that the digital marketing strategies we choose to implement are not simply for us to reach and contact customers (although that's

important). They offer us the chance to listen and learn from those customers as well.

In-class Activity: Make Your Site Mobile Friendly


Since everyone uses different kinds of screens to look at information online, it's important that we make sure the sites we create can be accessed from all kinds of screens, including mobile phones and tablets.

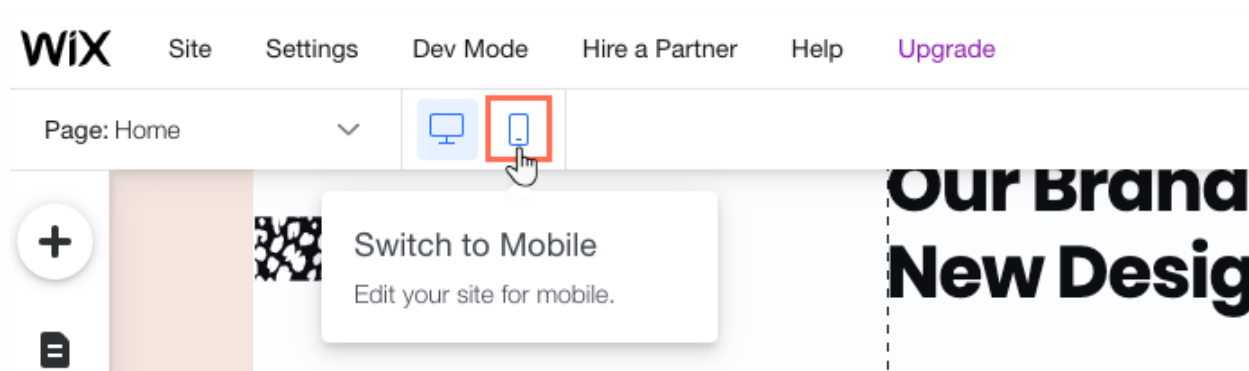
You should also know how important mobile shopping is for your business success. Did you know that in 2020, people shopping and buying from a mobile device spent \$2.66 trillion? And that number is expected to rise to \$3.79 trillion in 2022 (Payvision, 2020)!

Since your business site will most certainly be viewed on a mobile device, it's important that you make sure it's accessible and well-designed on mobile too.

As previously mentioned, with Wix your desktop view is automatically converted to a mobile-friendly view. The desktop and mobile versions of your site represent different viewing modes of the same site; they are not separate sites. But it's important to continually check the mobile view because changes to your desktop view affect your mobile-friendly view, though changes to your mobile-friendly view are not reflected on your desktop view.

Show students the following video: [Optimize Your Mobile Site](#)

Let's review some basic concepts from the video in a live demo. You can access the mobile Editor anytime by clicking the Mobile icon  on the top of the Editor.



Your mobile view is a reflection of your desktop view, which means it displays all the same elements and content. Your fonts, images and elements are automatically resized for optimal view, which gives you time to make the mobile experience truly unique.

Adding Mobile-Only Elements


On the left side of the Editor, you'll find the tools you need to customize your mobile-friendly view. The mobile Editor lets you add as many elements as you need to your mobile view. These elements are completely optimized for mobile so you don't have to worry about sizing. You can add text, images, buttons, embeds and more directly from the Add panel.

One mobile-only feature that works great for landing pages is the “Welcome screen,” which is a great way to introduce your brand to site visitors. To add a Welcome screen and customize it, go to the Mobile left menu, click the Add Panel and go to Mobile Tools. When you select the Welcome screen option, a new window will pop up where you can design your welcome screen.

Remember: elements that you add on mobile don't appear on the desktop version of your site.

Hidden Desktop Elements

For your convenience, Wix automatically creates a mobile-friendly version of your site using the content from your desktop site. In this process, elements that aren't optimized for mobile are automatically hidden (e.g., hover interactions, third-party apps and more).

Click the Hidden Elements icon  on the left side of the Editor to see these elements. If there are additional elements you don't want to display on mobile, you can hide and unhide them as you wish.

Here are some recommendations for changing your Mobile View if it doesn't look quite right:

- **Rearrange elements:** Click and drag your elements to rearrange them. If you can't select an element, something may be overlapping it (such as the header).
- **Change the layout:** If you want to change the layout, you can refresh it to see if it looks better.
- **Check your hidden elements:** When your mobile view is created, some elements are automatically hidden to make it more mobile-friendly. Check your hidden elements to see if there are any that you want to appear on your mobile view.
- **Remove large gaps:** If you have large gaps in your mobile view, you can remove them following the instructions here. If there are gaps that you still cannot remove, they may be caused by small elements that are hard to find.

Remember that the mobile Editor gives you full creative freedom while adjusting your site to mobile. You can make small adjustments and keep the same feel, or create a different look just for mobile. The design changes you make on mobile don't affect your desktop version.

Activity: Create Social Posts in Wix

Watch these Wix Learn video to learn how to create social posts in Wix:

- [Create Posts & Videos for Social Media](#)
- [Launch Facebook and multichannel campaigns](#)

Use the remaining class time to experiment with the social posts and video maker tools.

Lesson Plan: Analytics - Measuring Your Strategy's Performance

In this session, students will be introduced to ways they can measure their marketing strategy's performance. With this knowledge, students will understand when and if their marketing campaigns are achieving their goals and how to adjust the campaigns if necessary.

Learning Objectives

- Students will learn how web analytics are used to judge the performance of a digital marketing campaign.
- Students will explore different analytics tools for tracking their campaign's performance, including Wix and Google analytics.

Lecture Part 1: So You've Launched! Now What?

Now that you've completed your marketing campaign strategy, the next step is to consider how you'll monitor your progress and optimize as you grow. Web analytics helps you do just that. It enables you to track what is happening behind the scenes of your website so you can understand what aspects of your site are truly benefiting your business or brand

Evaluating the success of your website or marketing strategy isn't exactly a science, but it comes close. In this class, we will learn exactly what web analytics is, which metrics matter and how to start tracking your site and marketing campaigns so you can accomplish your goals.

Remember that keeping tabs on your marketing strategy's performance is meant to be a learning experience for you as a business person. The results will never be 100% predictable, but you need to be able to assess whether your efforts were good, bad, in between, or the best you could do.

What are Analytics? Why Do They Matter?

Web analytics is the measurement and analysis of data that enables the understanding of how users interact with websites. While web analytics refers to the entire process of finding and assessing data, it is often achieved using web analytics tools. These platforms measure various metrics and help you gather insights about

how users are arriving at your website, what they are doing when they reach your site, how they are interacting with your brand, and more.

Put simply, analytics gives you data-driven insights into your customers' and users' behavior. When applied to your digital marketing campaign, analytics helps you understand not just what consumers are doing on your business website, but also what they are doing across the different channels where you are trying to interact with them.

You might think that creating a great site and offering an amazing service or product is enough to keep customers coming your way. However, there are often unexpected obstacles and sometimes users will interact with your site in a way that you might not have anticipated.

This means that it is vital to be assessing the behind the scenes of your site. You have to understand the user experience and journey from an outsider's perspective in order to assess what is worthwhile for your website. This can only be achieved using web analytics.

Web analytics tools can highlight how visitors are reaching your site and where along their user journey they might be getting stuck before purchasing your offering. With this information, site owners can optimize their website experience accordingly and ultimately improve user satisfaction. Such assessment is well worth it for business owners as it can increase traffic and conversions from their site.

Of course, with a digital marketing campaign, you have a whole other sphere of data to track and analyze. With analytics, here are the insights you can gain into the performance of your different marketing efforts:

- SEO – what keywords are people using to search for your site, and how do they behave once they find it?
- Email – when is the best time to send an email newsletter? Are people clicking on the links in the newsletter and converting on your website?
- Paid media – how successful are your paid advertising campaigns? How does paid traffic compare to organic search traffic?

- Social media – is social media driving traffic to the website? How do fans of the brand behave compared to those who do not engage socially?
- Mobile – how much of your traffic comes from mobile devices? Is it worth optimizing your site for these?

Discussion: What Metrics Should You Track?

Instructor→ have students get into small groups, and have them discuss the following questions based on their Wix and Hubspot blog readings. After 10 minutes of discussion, come back together and ask students to share their findings.

Refer to the blogs you read for homework to discuss the following questions in your small groups:

- What is a metric? How would you define this term?
- According to the Wix blog, what are some of the most important metrics for web analytics?
- According to the Hubspot article, what are some important metrics for email and social media marketing? What about for eCommerce sites?
- Based on your reading, what metrics would be most important for you to track to measure the success of your business and marketing strategy?

Lecture Part 2: How to Get Started with Analytics

As we've learned from our reading and discussion, an essential aspect of successful web analytics is understanding what metrics are most useful for your business. While each website is different, the foundational question remains the same for every single site. What are your site goals and goals for your marketing campaign? As always in this class, everything comes back to clear and SMART goal setting.

Now that you have an understanding of what metrics you should be tracking, you may be wondering how to actually get started with tracking these items. There are many platform options, but in today's session we will learn how to use two: Wix Analytics and Google Analytics.

Wix Analytics

Instructors→ show this short video: [Understand your site analytics](#)

Every published Wix website has Wix Analytics included in the Dashboard.

With Wix Analytics, you can get actionable info about your website, learn which content is working best, and understand how your visitors behave. Wix Analytics reports enable you to make data-driven decisions about the best times to promote your products, discover where you have opportunities by geography and see which areas of your site to leverage to bring in more traffic.

To access your site analytics, navigate to your site dashboard and then find the “Analytics & Reports” tag on the left hand side of your screen. There, you will be given a breakdown of the types of metrics available to you, such as traffic or sales. Once within these metrics, you can customize your reports so that you can see trends based on region or traffic source. These types of customization capabilities enable you to see what truly matters to you.

And don’t worry, you don’t have to be a “numbers” person to understand the information; Wix Analytics is designed to provide a solution for everyone trying to understand more about how their website is performing. So you have the overview that gives you a quick sense of the key stats and also the ability to dig deeper with more detailed reports. [Check out this Wix guide](#) for more information on what their free analytics tools can do for your site.

Google Analytics

As one of the most comprehensive web analytics tools available, Google Analytics is an incredibly powerful source of knowledge. With this platform, you’ll be able to learn everything about your site’s performance, visitors, and its untapped potential.

Google Analytics is a free [web analytics](#) tool used to track website traffic. In addition to traffic-driven data, such as number of visitors and [bounce rates](#), Google Analytics also offers a detailed record of your audience’s demographics - including their location, age and interests.

Any Premium Wix site can be connected to Google analytics for free. It provides a wealth of information about who is visiting your page and what they are doing there. You can find out how long people spend on the page, and where they click. It can also give you insights on how to tweak the landing page for better results. You can view this data by clicking on the “Analytics and Reports” tab in your site dashboard.

In order to use this service to track your website's traffic and performance, you'll need to create an account on the platform and integrate it into your site. Here's how to use Google Analytics on your Wix website:

- Create a Google Analytics account.
- Fill in your site's information and get a tracking ID.
- Click the Admin button at the bottom of the page and select Tracking Info.
- Click Tracking Code and copy your Tracking ID.
- Go to [Marketing Integrations](#) in your Wix account.
- Under Google Analytics, click Connect.
- Select Connect Google Analytics and paste in your Tracking ID.
- Click the IP Anonymization checkbox and then save.

Due to the sheer amount of information tracked and analyzed by the platform, using Google Analytics requires a significant commitment to implement and maintain. Since you have built your site on Wix, Wix Analytics is a good place to start tracking your site's performance, and you can gradually get more familiar with Google Analytics.

Monitoring Performance Over Time

As we learned early in this class, the ability to track user behavior on the internet allows us to analyze practically every aspect of a digital marketing campaign, which should lead to improved results over time. The foundation of successful analytics is to determine focused campaign and business objectives and use these to choose goals for your digital marketing strategy.

But wait, what if you're a newbie and have no idea how to tell whether or not your results are good? Gauging your success is really a measure of how well you know your business and the value of each customer. The specifics of your industry, what you're promoting and the makeup of your target market all play roles in the success of a given campaign. You will acquire and deepen all of this knowledge over time, so know that you will get better at judging if a specific landing page performed well for your business.

Like everything in marketing, optimizing the performance of your digital marketing campaigns is part art and part science. It takes a combination of trial and error, perseverance and a deep understanding of your business and market.

In-class Activity: Peer Review and Test Classmates' Sites

In this activity, you will step back from the site building and marketing design process to give and receive feedback on your business sites. You should receive feedback from at least two different critique partners.

1. Pair up with a partner. One student will present their site to their partner, then hand it over to their critique partner to explore.
2. The critiquing partner will provide feedback on the site using the rubric listed below. The critiquing partner should pause to ask questions or provide feedback as they go.
3. When the critique partner is done reviewing the site, the presenting partner will conduct a short interview with their critique partner with these questions:
 - What were your overall impressions of the site?
 - Did you find navigating the site easy or difficult, and why?
 - What did you like most about the website?
 - What would you add or change about this website?
 - How would you describe your emotions as you moved through the site? How did the site make you feel?
 - What else can improve this site?

Remember that critique is different from criticizing. This is an opportunity for you to make your site better with feedback.

More Resources for Instructors

Suggested Wix Learn Courses

- Wix Learn eCommerce Course: [Engage with Online Shoppers and Increase Your Sales](#)
- Wix Learn eCommerce Course: [Grow and Scale Your eCommerce Business](#)
- Wix Learn Marketing Course: [Promote and Grow Your Business with Wix](#)

Wix Blog Reading

- [How to Start an Online Store in 10 Steps](#)
- [14 Examples of the Best eCommerce Website Designs](#)
- [What is a Target Market and How to Define Yours](#)
- [What is Branding? A Comprehensive Guide](#)
- [How to Create a Brand Identity that Elevates Your Business](#)
- [What is Digital Marketing?](#)
- [Types of Marketing](#)
- [Marketing Plan Template](#)
- [Small Business Tips](#)

Helpful Wix Links

- [Wix eCommerce Landing Page](#)
- [Wix Help Center](#)
- [Wix Learn](#)
- [Wix Blog](#)