

# BLOG PROJECT

DIGITAL MARKETING ANALYTICS

# THE "LOST" BLOGGERS



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# AGENDA

- 1 Blog: Content and Goals
- 2 Google Ads: Campaign Analysis
- 3 Google Analytics: Traffic Analysis



# **BLOG: CONTENT AND GOALS**

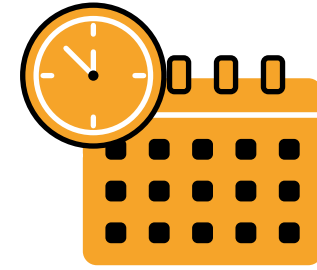
# LOST IN NEW YORK

Our blog aims to provide lifestyle information and be the go-to destination for all fresh-faced, wide-eyed newcomers to the Big Apple!

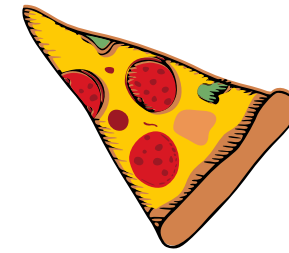




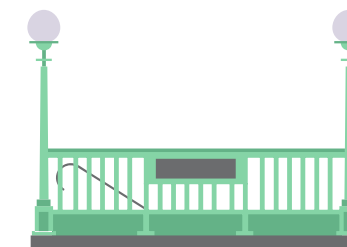
# CONTENT MANAGEMENT



Blog Post 1x Week



Content Includes:  
Food, Travel,  
Sports and Dating  
tips and advice



*\*Our blog's content primarily provides the most helpful information for any new york city resident. The attempt is to de-clutter information online and offer straight-to-the-point answers. We are targeting students, out-of-state and international between the ages of 18-25. The topics include best food spots, sports arenas, dating culture, and travel tips.*

# GOALS



To provide helpful and informative content for new immigrants settling in New York, establishing itself as a trusted resource and building a loyal readership.

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Advertising Campaign

# KPIS



- Page Views
  - Average Engagement Time
  - New Users
  - Demographics
- 
- Clicks, Impressions
  - CPC (Cost-per-Click)
  - CTR (Click-through-Rate)



**GOOGLE ADS**

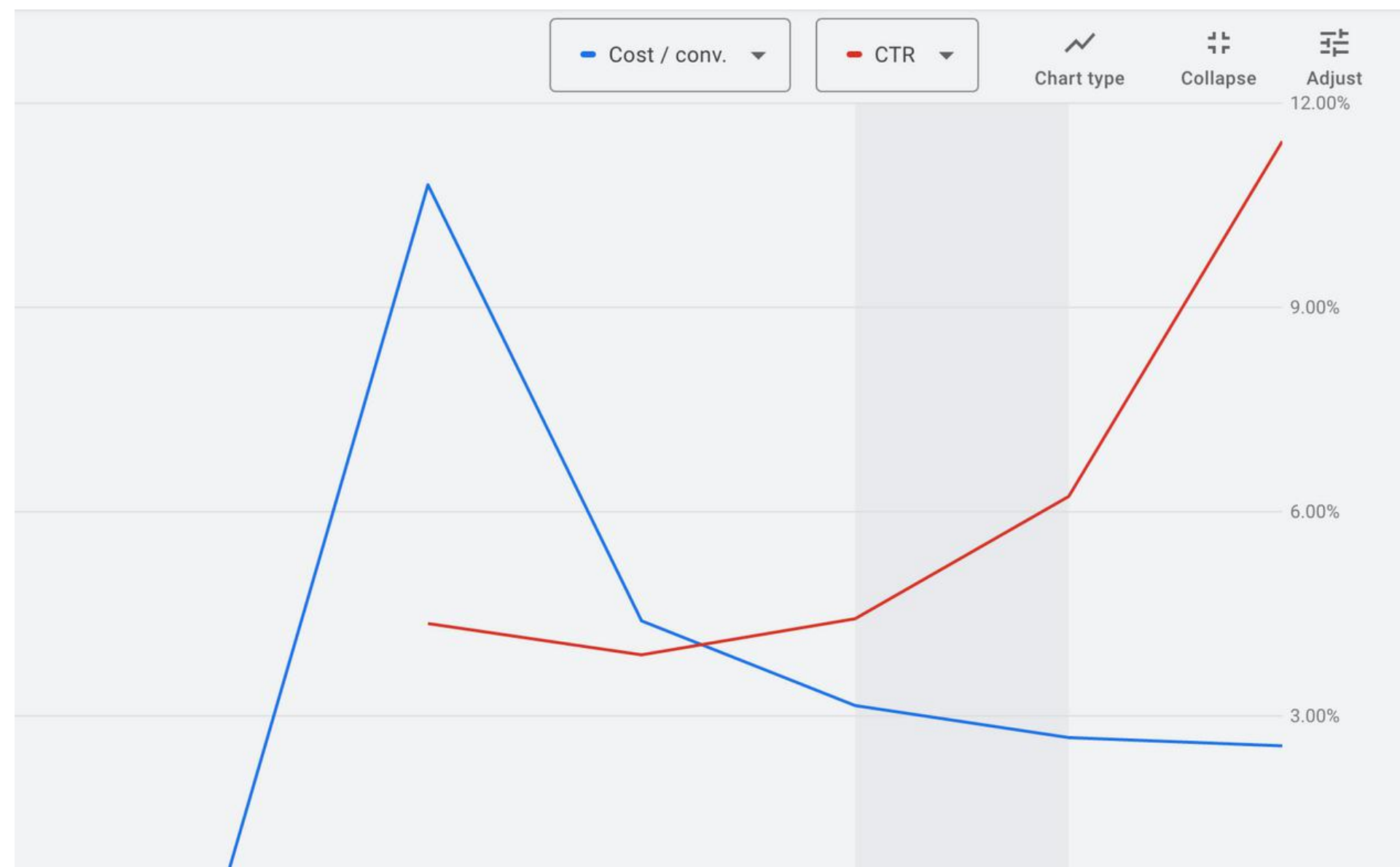


# KPI Performance - Google Ads



The above chart shows comparison between clicks and impressions. It depicts an inverse relationship.

The chart below shows comparison between Cost per Conversion (clicks) and Click Through Rate.



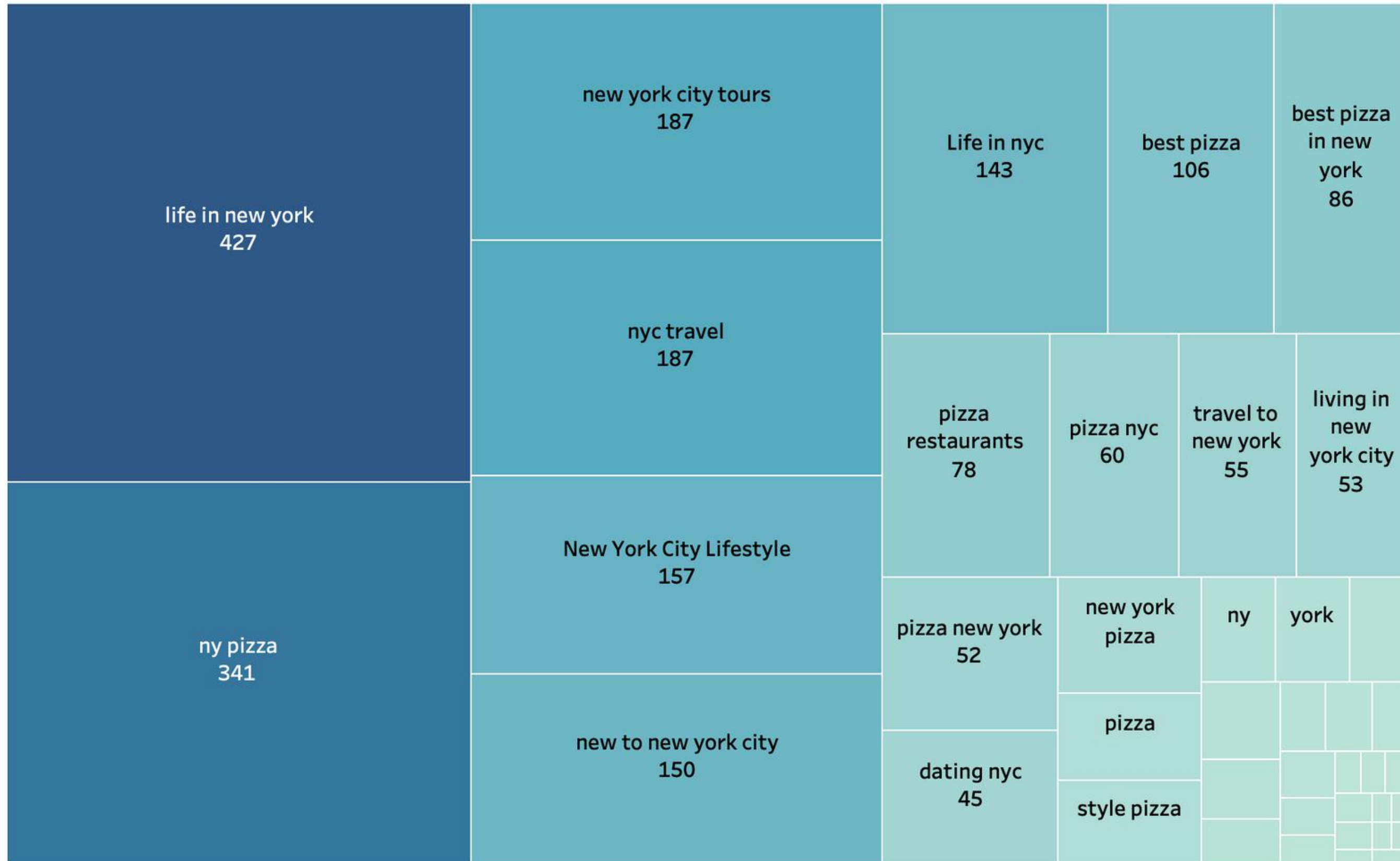
# LIST OF KEYWORDS

NEW YORK VACATION	NYC TRAVEL	NYC DATING	TRAVEL TO NEW YORK	NEW YORK CITY TOURS	SPEED DATING NYC	NY PIZZA
DATING NYC	LIFE IN NEW YORK	TRIPS TO NEW YORK	PIZZA RESTAURANTS	NEW YORK PIZZA	PIZZA NEW YORK	PIZZA NYC
NYC PIZZA	NEW YORK STYLE PIZZA	BEST PIZZA	NEW YORK PIZZERIA	LIVING IN NEW YORK CITY	FAMOUS NEW YORK PIZZA	BEST PIZZA IN BROOKLYN
BEST PIZZA IN NEW YORK	NEW YORK PIZZERIA MENU	NEW YORK PIZZA MENU	BEST PIZZA IN NYC	PIZZERIA NEW YORK	PIZZA RESTAURANT NEARBY	BEST NY PIZZA
BEST NEW YORK PIZZA	PIZZA SPOTS NYC	PIZZA IN BROOKLYN	PIZZA SPOTS	BEST PIZZA IN MANHATTAN	BEST NYC PIZZA	BEST BROOKLYN PIZZA
SOCCER FIELDS NYC	SOCCER NYC	NEW TO NEW YORK CITY	NEW YORK CITY LIFESTYLE	LIFE IN NYC	TRAVELLING IN NYC	

-  Travel/Lifestyle
-  Food
-  Sports
-  Dating

*\*These were the keywords we used for the campaign. all these words were able to attain impression(s) and/or Click(s)*

## Keywords vs Impressions



\*Top keywords vs the number impressins they each got. This data is from 02/26/23 to 03/06/23 during which the campaign was running.

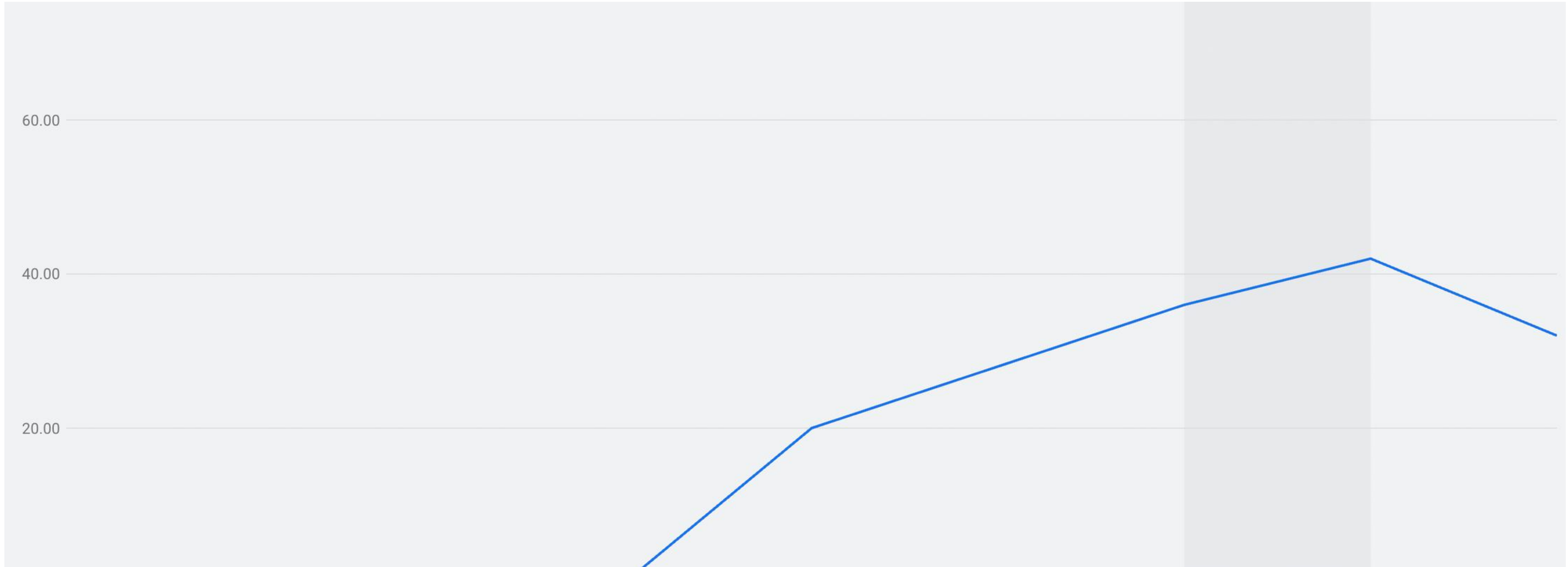
# AVERAGE QUALITY SCORE AND CLICK THROUGH RATE

These two tables depict the top 7 keywords assorted with highest CTR and Quality score.

Keyword	Impr.	↓ CTR
removed keyw... ?	2,321	5.47%
pizza spots nyc	2	50.00%
best pizza in nyc	12	41.67%
best nyc pizza	4	25.00%
dating nyc	45	13.33%
best pizza	106	11.32%
nyc travel	187	11.23%
New York City Lifestyle	157	8.92%
new york style pizza	23	8.70%

Keyword	Impr.	CTR	Cost	↓ Quality Score
t removed keyw... ?	2,321	5.47%	\$53.94	
nyc travel	187	11.23%	\$7.48	5/10
best pizza in new york	86	4.65%	\$1.97	5/10
best pizza in nyc	12	41.67%	\$1.93	5/10
best new york pizza	7	0.00%	\$0.00	5/10
best pizza in manhattan	3	0.00%	\$0.00	5/10
best nyc pizza	4	25.00%	\$0.32	5/10
New York City Lifestyle	157	8.92%	\$4.14	5/10
nyc dating	5	0.00%	\$0.00	3/10

# CONVERSION GOAL (PAGE VIEWS) WITH THE IMPROVEMENT OVER TIME



*\*In the first few days of the campaign, we ran into an issue with the payment, which meant the advertisement was put on hold. However, once the appeal was approved, the improvement of the keywords grew. During the weekend (March 4 and 5), the keywords had hit their peak.*

# Analysis of Keywords

We grouped all keywords in a single ad group. Because of this, we were not able to analyse which category worked the best.

Different keywords performed differently depending on the which metric is being considered.

Nyc travel, best pizza in new york, best pizza in nyc performed the best based on quality score. Life in new york, ny pizza performed best based on impression.

Pizza spots nyc, best in nyc, best nyc pizza performed best based on CTR.

which keywords worked best and worst.

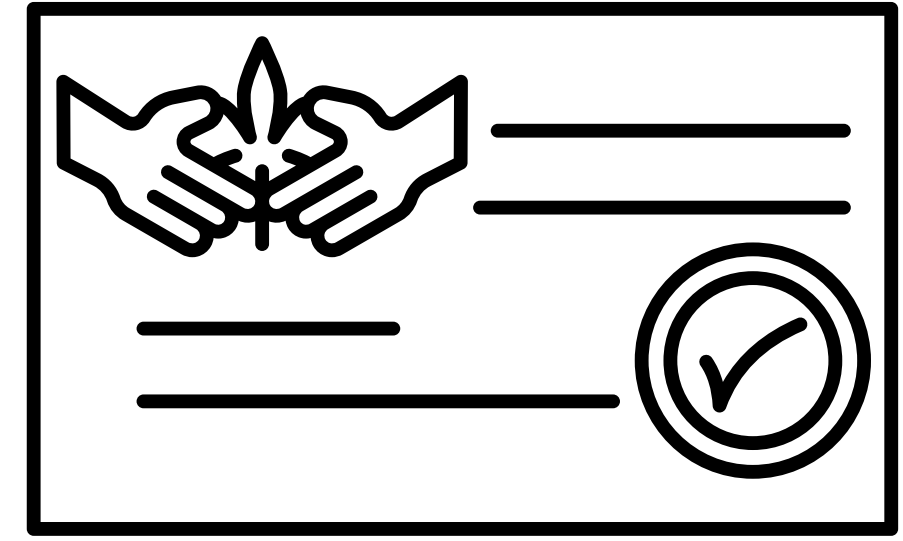
As seen above all keywords related to pizza performed well but it is also biased because we had more keywords related to pizza.



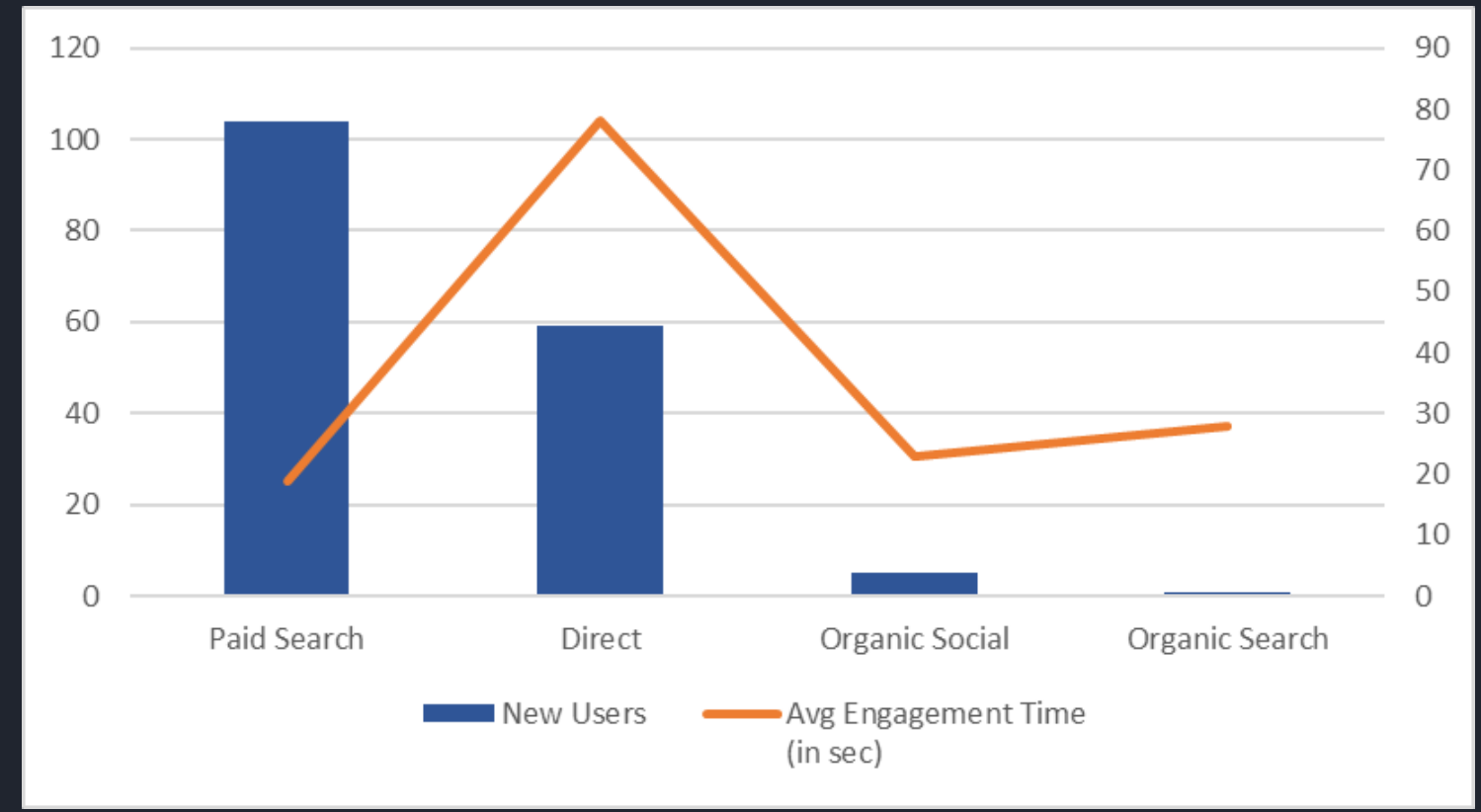
# GOOGLE ANALYTICS



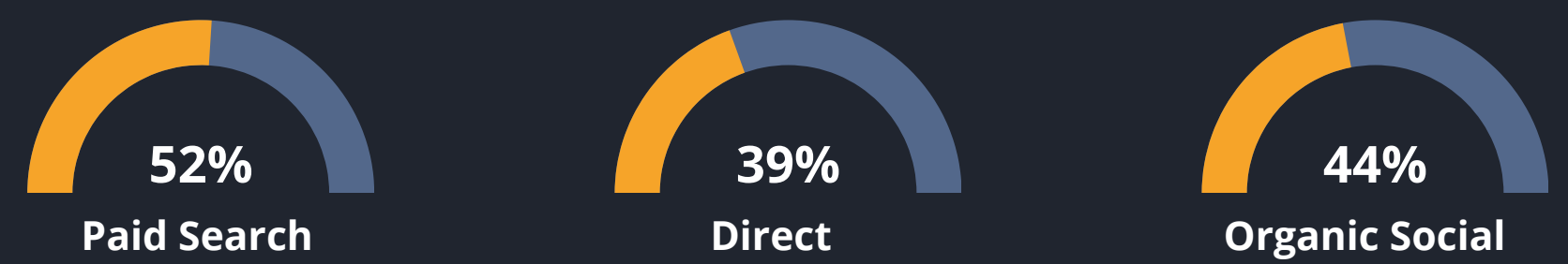
# ACQUISITION



## NEW USERS VS AVG ENGAGEMENT TIME

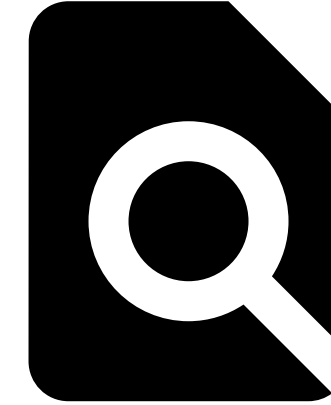
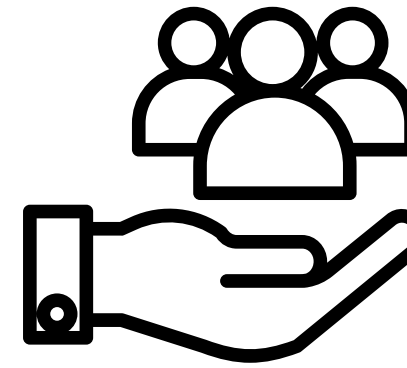


## ENGAGEMENT RATE





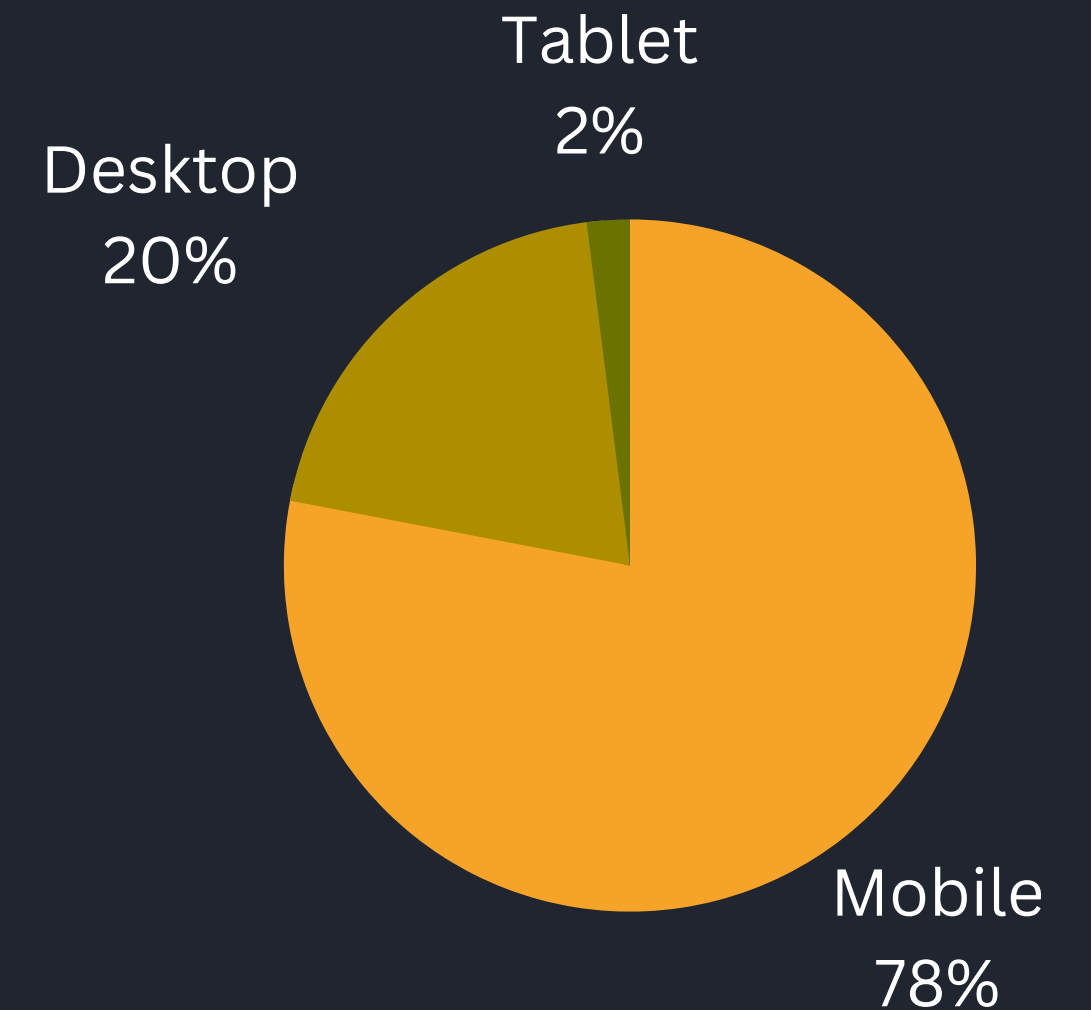
# ENGAGEMENT (1/2)



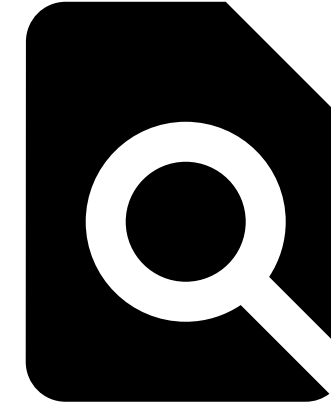
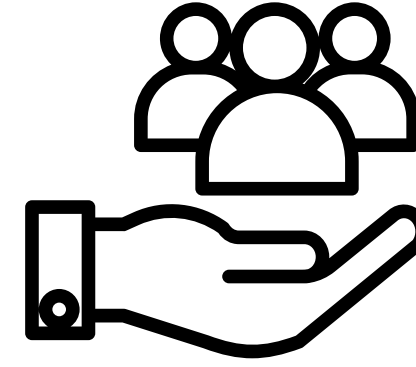
## TOP PAGES & SCREENS

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
	389 of total	171 100% of total	2.27 Avg 0%	0m 40s Avg 0%	1,182 100% of total
1 Lost in New York	303	169	1.79	0m 30s	982
2 The Empire State of Pizza	21	16	1.31	0m 51s	44
3 Surviving Student life in NYC	18	12	1.50	0m 35s	39
4 Top Places to Play Soccer (It's called Football) in Manhattan (Non-Pro)	18	7	2.57	0m 23s	43
	13	12	1.08	0m 15s	40
6 About Us	6	1	6.00	0m 30s	13
7 Dating Life in New York City: The Good, the Bad, and the Ugly	4	3	1.33	0m 03s	8
8 The Top Places to Play Soccer in Manhattan (According to a Non-Pro)	4	2	2.00	0m 12s	8
9 Contact Us	2	2	1.00	0m 12s	4

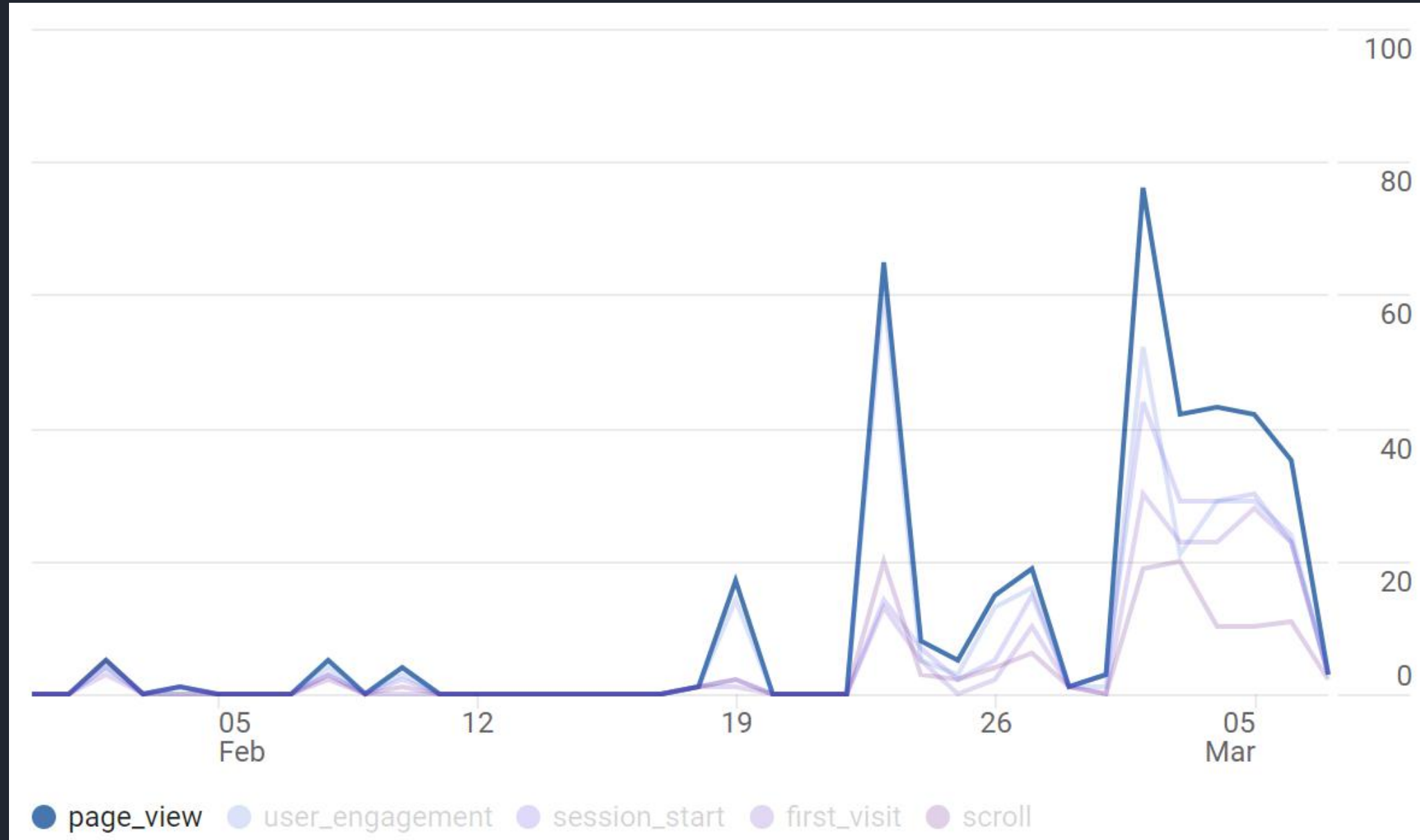
## DEVICE BY CATEGORY



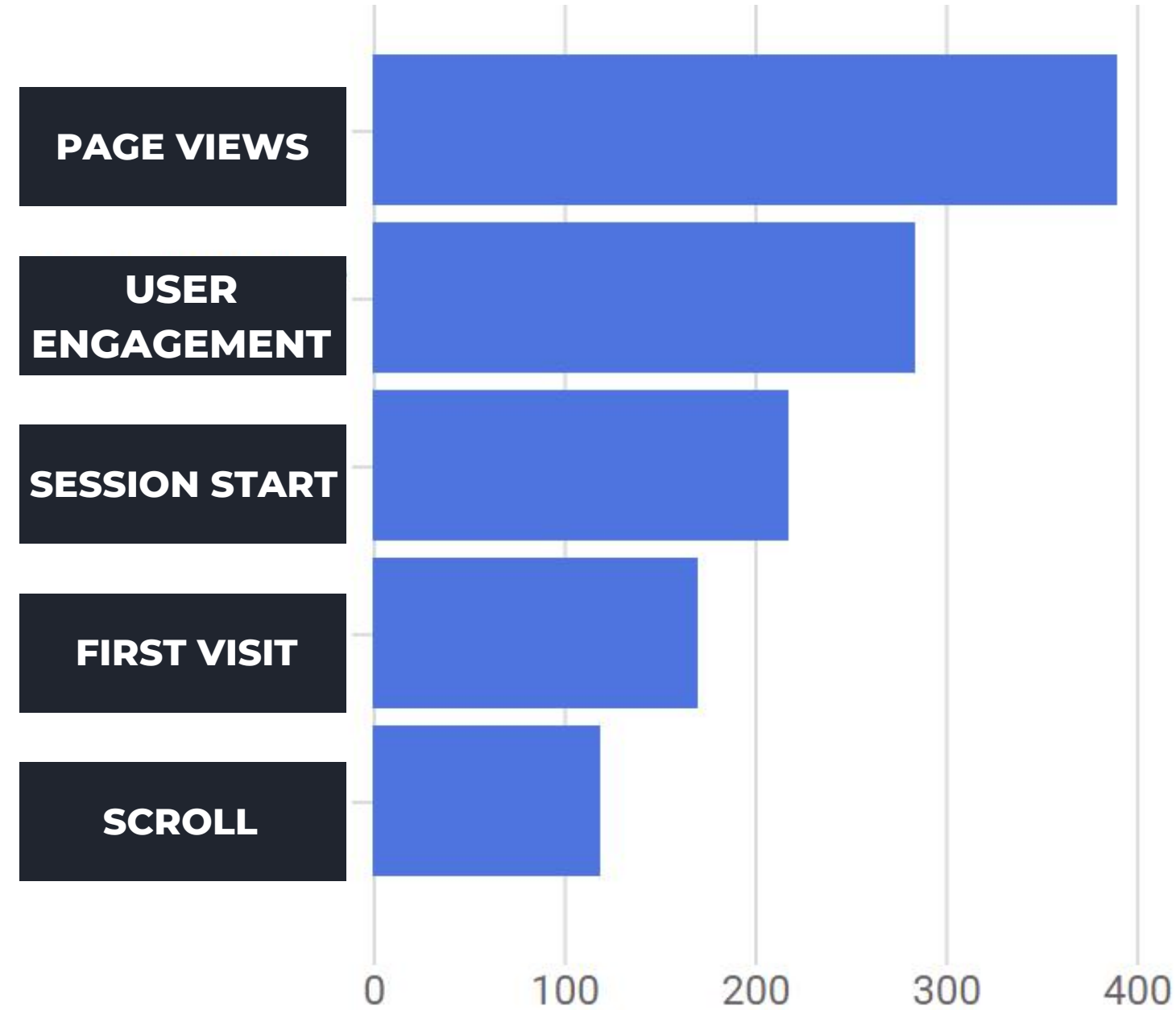
# ENGAGEMENT (2/2)



## TOP PAGES & SCREENS

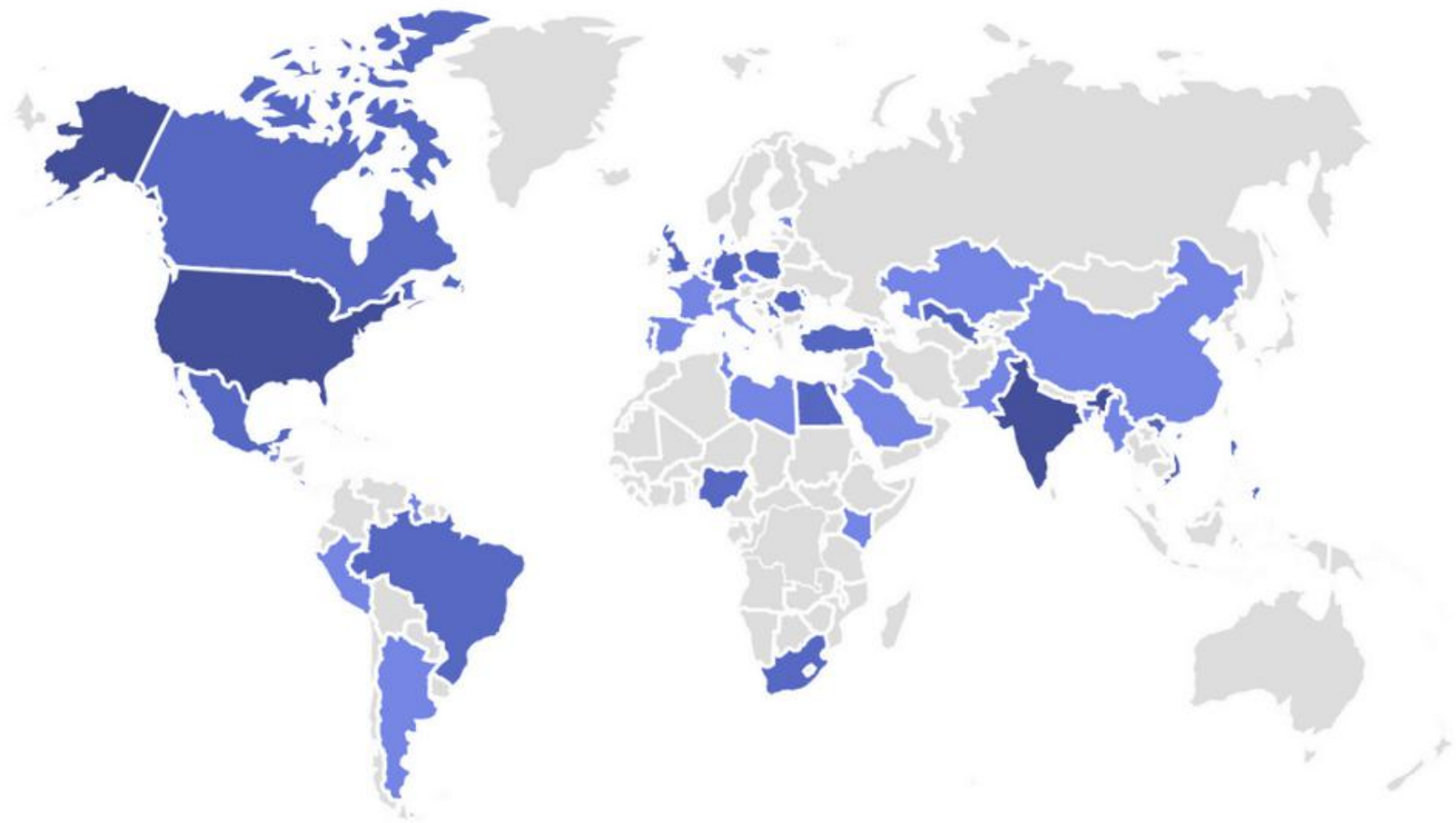


## EVENT COUNT



# DEMOGRAPHICS

## BY USERS



UNITED STATES

INDIA

BRAZIL

TURKEY

CROATIA

0 20 40 60

## TOP 5 COUNTRIES

NEW YORK

MUMBAI

HYDERABAD

ISTANBUL

LONDON

0 5 10 15 20 25

## TOP 5 CITIES

# CHALLENGES

01



## Keyword Bidding

We faced challenges ranking our keywords because of the competition and budget constraints.

To address this challenge, we identified what people were searching for on web-crawling websites such as Google Trends and [www.semrush.com](http://www.semrush.com). This helped us modify our keywords to what exactly people wanted, which also matched the content of our blog.

02



## More Demographics

We would have preferred to have more data on demographics, mainly gender and age.

- The blog aims to cater to a younger audience with information about sports, dating and food. It would have been easier if we had demographics (gender and age) to able to serve our readers with better content.

03



## Content

The organic reach of our content was slow, and we only had about 420 visits to our blog in the first week.

- To address this challenge, we added more variety to our blog topics.
- Implemented good SEO practices such as organised content into lists, giving links about the places we referred to etc.



**THANK YOU**