

## Thesis Diary

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<p>This thesis is written in a diary-based method where it describes an internship at an online marketing firm on a daily basis and followed up by a weekly reflective summary from the accumulated text.</p> <p>The entries in this thesis cover 10 weeks (5.10.-12.12.2016) and describe daily activities and experiences within the company as well as challenges and personal thoughts that arose during the work placement. An exception to this is the first chapter of the thesis where the entries and summaries of 5 weeks are combined to form one chapter.</p> <p>This diary analyzes the different frameworks that encompass the field of digital marketing. It also discusses further in detail, about the assignments that were done with reflections about problems and solutions to them. Methods for gathering data included online research and observation of peers.</p> <p>This thesis offers a general reflection of what to expect when starting a full-time job in the area of digital marketing and in a broader sense, it gives an idea of what it feels like to start a career by entering the working life for the first time in one's own respective field.</p>	
<b>Keywords</b> Search Engine Optimization, Search Engine, Content, Google, Ads, WordPress	

## Table of contents

1	Interest Groups in My Workplace .....	3
2	Interactions in the Workplace .....	4
3	Interest Groups in My Workplace .....	3
4	Interactions in the Workplace .....	4
5	Diary Entries .....	4
5.1	Weeks 1-5.....	4
5.2	Weeks 1-5 Analysis .....	5
5.3	Week 6 .....	8
5.4	Week 6 Analysis .....	10
5.5	Week7 .....	12
5.6	Week 7 Analysis .....	13
5.7	Week 8 .....	15
5.8	Week 8 Analysis .....	15
5.9	Week 9 .....	17
5.10	Week 9 Analysis .....	18
5.11	Week 10.....	18
5.12	Week 10 Analysis .....	20
6	Discussions and Conclusion.....	21
	References.....	24

# 1 Introduction and Starting Situation

This is a diary-based thesis of my work period in a digital marketing company. The thesis diary will cover 10 weeks of my working period (5.10.-12.12.2016). The diary will describe my work and my tasks on daily basis in forms of daily entries followed up by a weekly summary. This diary thesis differs from any conventional theses because I'm writing it about my work placement instead of actual work.

The premise on which a thesis diary is normally based upon doesn't apply entirely on this thesis because I don't have any expectations in my abilities to perform nor do my peers have any. Also upon starting my internship, I do not have any prior knowledge that I could apply in this work so knowledge regarding actual task performance would have to be taught to me from scratch either by myself and/or by my peers. However, before starting the work placement, I enrolled for four online courses provided by Haaga-Helia.

The courses were all about Digital Marketing and they were very informal and provided a solid theoretical framework on which I could build my skills and knowledge upon. I estimate that I could perform well in my tasks provided that I have a good internet connection as it is easy these days to find information online that can answer any questions that might arise. At this point I could call myself a novice actor.

The company for which I will do the intern for a start-up company that was founded in 2013 and specializes in online marketing and which operates throughout Finland. The company offers online marketing solutions for companies that are looking for more visibility, more interactions with customers through their websites, and more overall recognition throughout their respective business area. Also, the company builds and maintains client homepages (Improving conversions through webpages).

Within the company's responsibilities are such marketing frameworks as; Search Engine Marketing, Search Engine Optimization, marketing through various social media platforms like Facebook and YouTube as well as design and implementation of websites. Besides optimizing websites, The company also takes part in creating and maintaining online ads that are displayed on Google's advertising network as well as creating SEO and SEM reports for clients

According to the requirements mentioned in the job ad, an applicant should have at least a basic understanding of the core marketing concepts such as SEM and SEO, mentioned

previously in this introduction. Although the job description online did have a list of specific skill requirements that an applicant should have in order to perform well in this work, I'm nonetheless a little apprehensive and yet excited as to what to expect and the only thing I can say is that time will tell.

As a note, this thesis will not mention information like the actual name of the company that I work for, sensitive information of company clients or any actual numerical data associated with my work although some numbers and pictures will be associated in my thesis as examples, in order to express an assignment better. Due to the openness of this diary, it became clear that an NDA will not be required and so most of the pictures about various software used in my thesis are from the internet but nonetheless they give a general idea of what I'm working with.

## **2 Description of My Work Placement**

The business basically has three areas of employment and they are;

- Homepage (Build & maintain) + Basic HTML-coding
- Digital Marketing- Producing & publishing content through WordPress and maintain Google Ad- accounts for clients
- Online Chat Services for Customer Service

At the start, I was told that my area of work will fall into the category of network marketing and maintaining ad accounts. In network marketing, since I'm only an intern and do not possess the necessary skills to actually hold positions of responsibility, I will only be assisting with assignments. I will assist colleagues with SEO-keyword targeting, ad creating, meta-tags, meta descriptions, Publishing/ updating content in form of text and pictures and maintaining client websites.

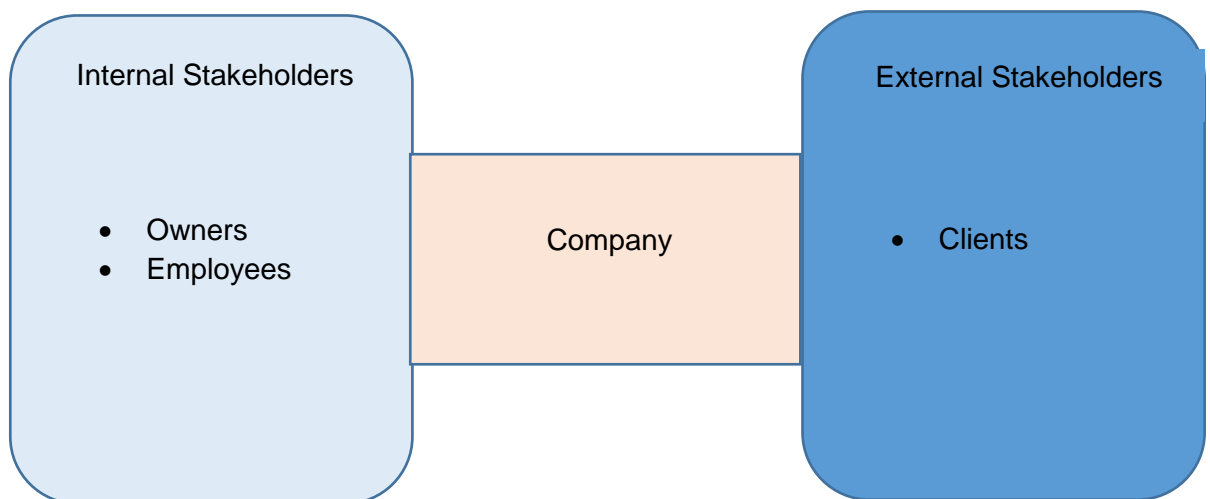
In order to do digital marketing, it would be very beneficial if not crucial to understand the basic concepts of overall marketing. Also it is important to know how to use various online marketing frameworks in order to arrive on the best marketing solutions and finally how to use the different kinds of software and online services for concrete network development. So digital marketing in terms of my work placement would comprise of the following ideas:

- How to influence and appeal to users and potential customers
- Understanding how advertising works
- What makes online ads appear where they do when users use the web
- What makes a good website
- Knowing by what rules search engines like Google operate in the internet

The tools that I need in my actual work place include, an open-source website creation tool called WordPress, different Google services like Adwords and Analytics for ad creation and marketing analyses and Microsoft Office tools like Excel and PowerPoint for data management and presentations.

### 3 Interest groups in the workplace

The different groups that are related to the company are divided into internal- and external stakeholders. These stakeholders are all the people that have a direct or an indirect effect on the company's decisions and actions.



*Figure 1, Stakeholders*

The company's internal stakeholders comprise of several owners or partners with each having a specific job description associated with ownership. Almost all of the owners actually take part in working within the office. The company's employees work in-office as a rule but due to the nature and flexibility of this particular work, it is possible for employees to work remotely from home on days specified in advance. External stakeholders are customers or clients that receive services that the company provides and we, the employees work in that company to create that service for the customer.

## **4 Interaction skills in the workplace**

Most of the time, the interactions at my workplace occurs with my team members where we discuss current and future tasks. I would ask a fellow teammate if there is a problem regarding work and we would hang out beside the pool table when we feel like we need a break. There are no fixed schedules for breaks and everyone is free and sometimes encouraged to have multiple breaks because it helps to keep workflow steady. While this promotes a leisurely working atmosphere, I have noticed that all team members show incredible work ethics and manage to perform at a high level.

Because of my position in the company as an intern, all tasks are assigned by team members depending on their own timetable. The tasks are handed verbally at first followed by an email with further instructions. The assignments can be given by any of the team members and if I felt like doing specific kind of tasks, I would ask a teammate who works in that area. In my position as of yet, I do not directly take part in client meetings nor do I discuss any of the specific requirements that clients might ask regarding their websites and ads. Those tasks are done by the regulars. However, my involvement in future client interactions might come when and if I'm hired after my internship.

## **5 Diary Entries**

### **5.1 Weeks 1-5**

The diary entry starting from week 1 is a collective summary of 5 weeks written together to form one cohesive chapter. The reason for this was lack of tutoring in the first few weeks that resulted in days where there was nothing to do except reading material online that was related to my internship and writing content. This chapter is about content creating and because this was my only job for five weeks, the entries I wrote into the diary got increasingly repetitive and ultimately shorter.

Usually the way to get a peer to hand out tasks was by asking which became frustrating at times since I had to ask several times a day in order to get any. Also the variety of the tasks was a problem in the beginning because often just doing one thing got very tedious and I got bored. In order to learn something new, I would sometimes pull a chair next to a colleague and just watch and ask questions about digital marketing practices within the firm and different tools and software that I could familiarize myself with.

Despite the quiet days, the office itself is designed so that a worker feels like being in a living room. Apparently this is because after long periods of time is spent sitting in front of

a computer, a worker gets psychologically tired and gets unmotivated to do any work. The office is equipped with a lot of cool stuff like; a pool table, a projector with a sound system, a bar, a kitchen, an aquarium, complementary refreshments of every kind like sodas and energy drinks, exercising weights and a free lunch at the top floor of the building. I learnt that this sort of working environment helps people to perform better in a digital working environment. Google employs a similar tactic in their working spaces and this method has received praises from their own workers and I believe this approach really works.

## **5.2 1-5 Weeks Analysis**

At the very first day of work, I was shown what to expect for the future when working for this company. With the help of a peer, we quickly created an internal email account for communication between workers and we opened a Google Drive- account that stored all the work done for clients of the firm. Google drive would serve as a dropbox for all work done by workers. Next I was told that I'll be learning about Google advertising, website content creating, Search Engine Optimization and the various tools related that will help me in my work. According to initial job description, the tools that I'm expecting to familiarize myself with include:

- Content creating and management
- Google search engine
- Google Adwords
- Google Remarketing
- Google Analytics
- Google Display

Tasks for the first few weeks at work consisted of content creating for client websites in forms of product descriptions and blogs. I also created my first Google Ads for a company using an Excel worksheet because I wasn't given access to the Google Adwords account where the ads are actually created and published. I was told that that comes later. After that I was asked to create content for a company website. I was asked to provide product descriptions that I would write on a Word-document for various warehouse forklifts that the client company produces and sells. This sort of an assignment was a first for me and in the end I was told that I did great on the descriptions.

I would start by searching the web for similar websites providing similar products & services to have an idea about what the structure of the content should look like. I then used Google to search terms associated with the logistics industry in order to ascertain specific



keywords that I could add to the description text. This is so that that when a user tries to search for something using those specific keywords, the user will find and land on the intended page.

Next step I did was to do preliminary research about the topic, product or service. In order to do this efficiently within the work environment, it is important to have a working computer with a good internet connection and a powerful search engine, namely Google Search Engine. For now the writing is done in a simple Word document, after which, the document would be sent to a senior worker via email. I was told that later throughout the work period, I will be introduced to WordPress, a content managing platform that allows for the creation of websites and management of its content.

Also the website that you do the content for usually has some content already and provides a good comparison to your own text. This is to insure good writing practices (avoiding plagiarism) and that the written text has the same overall structure. Writing content for websites really improves my writing- and researching skills. As weeks go by, it would take less and less time to actually find information from the web.

As time went on, I received more feedback from my peers that my content- texts so far have been ok. That led me to believe that the methods I use to write good content are good and will continue to do so in the future. I believe that I'm getting better in my writing skills and my methods at searching for information using Google are improving.

Besides being informative, good content needs to be creative and original. Developing a specific list of keywords associated with the content is important for SEO (Search Engine Optimization). Figure 2 below illustrates this well.



Figure 2, SEO process. Picture from Google Images

SEO allows users to easily find products or services related to the website. Unlike paid advertisement where you pay to be visible on the search engine, SEO allows for a website to rank high on Google organically through Google's PageRank- system (WordStream 2016.)

In other words, When SEO is used to optimize a website, Google will rank that page high in search results. Specific keywords derived from the content, allows the website to rank high in search engines. This will lead to more traffic and ultimately to more conversions in the website. That's what content marketing ultimately is all about. (WordStream 2016).

After doing content in forms of product descriptions for weeks, I was given a task by a peer to create blogs. My task in particular was to write a blog for a company website's blog-section that specializes in various construction contracting and for a car-shop dealer website that provide car repair services. Blogs are another way to create content for a website. I would start by searching the web for topical articles that correlates to the website in question and write about them for the blog section of the web page. Writing blogs are also very important in terms of SEO, because the more relevant and broad the content, the easier it is for visitors to find you. It is important to write content for users and not for search engines.

Blogs or *weblogs* are maintained and updated, informal texts that are written for a website on a regular basis (Byrd, 2016). Blogs are a sort of journal that expresses current affairs on various topics. What topics should a blog address depends on what the website wants to get across to the visitors of the website. E.g. If a company specializes in construction equipment, it would be beneficial for a company's website to have blogs written about relevant topics in all things related to construction.

In SEO, you are performing so-called Inbound Marketing where the aim is for customers to find you and not the other way around, by not only making the web page more accessible and visible but also more interesting and relevant so that in the end, visitors actually find what they are looking for (HubSpot 2016.) By creating content for dozens of sites in ways described earlier in this diary, I found out that I've become more educated and learnt about topics that I would otherwise completely ignore. So during the first five weeks of this internship, I've written content for 10 websites.

### 5.3 Week 6

*Wed 9.11*

Today I had a briefing with a co-worker, where I was quickly shown the basics of WordPress configuration. I was shown how to create a server for a website and how to do the basic setup in order to start the process of website management from the beginning. (Btw Trump for president pretty unexpected). After showing me WordPress, I was introduced to Google Adwords, a paid advertisement creation platform by Google. I wasn't shown much of the platform despite my request. After a very quick briefing, I watched as a peer made a few text-base ads for a client website. I also received an email to join a team messaging app called Slack for in-office communication although I'm not sure why it is necessary since we all work in the same room which is not that big.

*Thu 10.11*

Today I started my day by asking my peers for assignments but as I guessed, the process of handing out actual assignment proved to be a little challenging for everybody for some reason. Pretty soon afterwards the boss asked me to assemble three office chairs with another intern. After two hours of assembling, all personnel decided to go to lunch and so I decided to play a game of pool while I wait for someone to give me assignments. The boss later agreed that all content texts and ads can be posted to Wordpress- and Google Adwords platforms directly, provided that they are first approved by a peer. The day continued with writing content.

*Fri 11.11*

Today I started with some product description texts for a website that is all about selling cleaning products online. After that the whole day has been pretty relaxed since there was nothing to do so I spent the whole day reading online about Google Adwords and metrics displayed in a service called Google Analytics. I looked into the different metrics or key performance indicators that a digital marketer would mainly keep an eye for in Google Analytics, in order to create good ad campaigns. By reading online articles from Google and other prominent sites, I found out that, in theory, for an ad to be effective, you would only need to look at 5 key indicators on a daily basis that have the most effect on overall ad performance and they are not hard to comprehend. The metrics are:

- *Cost per Conversion (Same abbreviation as Cost per Click)*
  - *Cost per conversion is the ratio of amount of money spent for an advertising campaign and the number of successful conversions (purchases, signups, participation or whatever the objective of the advertisement is) resulting from those ad views.*
- *CTR- Click Through Rate*
  - *A metric that measures how many actual clicks an ad receives in relation to impressions or number of times an ad is viewed in search results.*
- *QS- Quality Score*
  - *A variable that Google uses in order to determine and influence both rank and cost per click of ads.*
- *CPC- Cost per Click*
  - *The price an advertiser pays to a publisher after a visitor clicks an ad.  
(CPC = (Competitor AdRank / your QualityScore))*
- *CR- Conversion Rate*
  - *A ratio of the number of conversions performed and the number of ad clicks.*

*(DriftRock 2016)*

Although these points are promising and could very well be that simple in terms of online advertising, in the end all of the metrics mentioned in this entry are theoretical for me since I haven't been able to apply this knowledge so far in my work. It will be put to the test next week when I finally get a good look at Google Adwords.

*Mon 14.11*

Today I was shown quickly how to do monthly reports to clients. Reports that clients receive monthly, include key figures and indicators regarding advertising campaigns, SEM, SEO and Remarketing. I was shown how the layout of a report looks like and what tools are needed to compile a ready-made report most important being Google Analytics. Also Excel is used for calculations and PowerPoint is used to present the report for the intended client. Also today, I was shown more of WordPress (WP) in action. I was shown how to login to the back-end of a client website so that after the login, the WordPress dashboard appeared where the actual website management is done.

*Tue 15.11*

This day was about creating new ads for an entire campaign. I was given access to Google Adwords where I created a new set of ads for a client company with the supervision of a co-worker. By creating ads directly in Google Adwords, I could simultaneously gauge the different key figures that previous ads have produced so that I can compare the

figures between old and new ads later on. I learnt that I'll need the data for later purposes when creating reports for clients.

#### **5.4 Week 6 Analysis**

This week was exciting because I learnt new things and was able to actually do tasks that were not content related. I'm still a little perplexed about why people are reluctant to hand out assignments despite my numerous requests. Why was I given this internship if nobody wants to share their assignments or is willing to teach anything? Despite the slow start, I learnt a lot about various different kinds of information I could get from Google Analytics and how to use it.

Analytics is integrated with Adwords and with it a user can review online ad campaigns by tracking many different metrics and ratios. By doing so, a user can adjust not only ads but also websites based on the information received by Analytics. By adjusting, a user can improve on e.g. the CTR of an ad, increase organic search results in websites, decreasing cost of clicks etc., in other words, being more effective in online marketing.

I first did some studying about the subject online myself to determine the difference between theoretical information that I received online and the practical kind that I observe when creating later Search Engine Marketing (SEM) reports. It turns out that the key figures to lock on in SEM (in this company) are:

- Amount of clicks an ad gets
- amount of impressions
- Click Through Rate (CTR)
- Cost per Click (CPC)
- Overall cost of clicks combined over time (monthly)
- Average placement in search results

When comparing what I learned online with what was shown to me by a co-worker, I learned that not all figures collected by Analytics are necessarily needed in order to determine the effectiveness of an ad campaign. It is important to adjust the Analytics dashboard (The screen that a user sees the most when operating on Analytics) so that just the necessary information is displayed. Another thing that was exciting this week was when I created ads for an ad campaign directly in Adwords.

I wrote a set of short promotional ad texts for a website.

By filling the fields with text as shown in figure 1, Adwords tells the user what the character limit is for each line of the ad. The reason for this is that an ad has to be compact, concise and not too long because in a Search Network, the ad is displayed right at the top of a Google search result or in the right side of the page and ads too long or big would disrupt user experience with Google's search engine.

The screenshot shows the 'Create ad' interface in Google Adwords. It features a title 'Create ad' and a sub-instruction: 'Write your text ad below. Remember to be clear and specific. [Learn how to write a](#)'. Below this are several input fields: 'Final URL' with the value 'www.companyxyz.com', 'Headline 1' with 'CompanyXYZ - Description Here', 'Headline 2' with 'CompanyXYZ.com', 'Path' with 'www.companyxyz.com' and two empty sub-fields separated by slashes, and 'Description' with the placeholder text 'Write description here'.

Figure 3, Screenshot from Google Adwords-account where the ads are created

Here is an example of how the ad would look like when ready and displayed in the Search Network:

**[Company XYZ - Description Of Service - CompanyXYZ.com](#)**

**Ad**[www.companyxyz.com](#)

Write description here

After the ads are done they are saved into the system and halted (Paused). The ads have to be verified by the intended client before they are activated for public display.

In addition to ad creation and Adwords, I got to test WordPress by firstly installing a local server for running a new client website with WP functionality. The setup was a tutored step-by-step process and after much later during the week, I was shown how to login to WP and I got to explore the main interface or *Dashboard* of WP. This interface allows me to control all facets of website development from choosing a theme to posting blogs to uploading images etc. In this case, I added a blog that I wrote earlier. One of the many functions imbedded in WP dashboard is *Articles*, where you can post your blogs and it will show on the website by all users. A useful thing to do, while posting blogs, is to use static text links, where you link certain words in a blog with an URL-address in order for the

reader to access any page in the website where the blog resides. This is to increase page impressions and is better for SEO.

## **5.5 Week 7**

*Wed 16.11*

Was sick. Took the day off.

*Thu 17.11*

Today I performed a test where I verified that a Google Remarketing campaign works across the Display Network. I started by visiting a particular website that partners with Google. As I was scrolling through the sites' front page, an ad appeared on the side of that page. The small text-ad was related to another website that was a client company. The visit did not prompt any conversions within that site. It is in situations like this where Remarketing comes into play.

*Fri 18.11*

Today I got to add images to a client website using WordPress. I was tutored by a peer on publishing header images and gallery images. The idea was to familiarize myself with the use of WP. I learned quickly how to navigate WP in order to perform my tasks of the day. This day was great in terms of learning because I really got to handle WP to see the different features that the application has to offer. I also believe that from now on I'm trusted with much more tasks that require use of WP

*Mon 21.11*

Today I continued with image uploading to the website that I started previously. The client company in question, offers care, rehabilitation and housing services to people throughout Finland. The site is vast with its many subsites and there are a lot of images to upload. Also I helped with bookkeeping where I organized, copied and filed receipts as a favor. I'm guessing that assigning minor tasks like this is just standard in any internship.

*Tue 22.11*

Today I did more ads in Adwords in collaboration with a co-worker. I also finished the task of uploading the images to the website that I started yesterday. In addition, I continued improving the site by adding excerpts of articles with the *Listings* function. The articles were already created for each subsite so my task was to copy/paste a sentence from each article to the Excerpt-field and that took all day but I finished it.

## 5.6 Week 7 Analysis

This week was about creating and recreating ad campaigns using Google Adwords and learning Google Remarketing in a practical way. Also I got to use WordPress by adding images and short article summaries to a client website. The week started by executing a test in which I was asked to assess the effectiveness of a remarketing campaign. In remarketing, I can show targeted ads to users that have previously visited a specific website or in this case, a client website that the firm maintains.

Ads can run on two different networks, in Google Search Network (GSN) and in Google Display Network (GDN). In a GSN, an ad is displayed directly in the search results on top or on the right side of the page and in GDN, ads can run within a wide variety of websites (Adwords Help 2016.) The website that I visited as a test was a part of GDN and one of over 2 million other sites that reach over 90% of global internet users (Adwords Help 2016.) It is recommended that ads run on GDN when companies offer products and services that users would not usually buy on their first visit to the website. Remarketing on GDN improves brand visibility and so when users finally make a decision to purchase, the remarketed company brand stays on-top-of-mind of the consumer (Adwords Help 2016).



Figure 4, The difference between the two networks where ads run. Picture from Google Images.

In my test, I visited a site like this and in this case the site maintained blogs about health & fitness. As I scrolled down the site, I could see the targeted ads (ads about companies whose websites I visited previously but did not perform any conversions) displayed on the right side of the page. Because of this, I concluded that the remarketing campaign works



and to further test this, I performed certain actions that stopped targeted ads from showing in the Display Network. According to my testing, ads were displayed across the Display Network whenever a user performs a search in Google while signed in to a Google account. Also settings like allowing/deleting cookies from a user's computer and settings in one's own Google account will determine if Display Ads are shown.

I also continued refreshing ads for another company website, renewing an entire ad campaign. For example as a reference (not actual case), a company that sells clothes online can launch an ad campaign where the company advertises their different clothing products through ad groups.

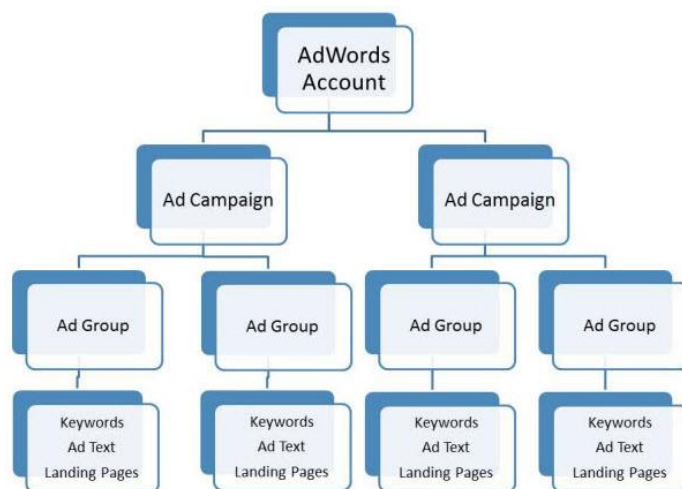


Figure 5, Structure of an ad campaign maintained by Google Adwords. Picture from: Google Images

Using figure 5 as an example structure reference, An ad that promotes shoes and an ad that advertises sweaters are the various ad groups that form the entire ad campaign of that online clothing store. All ad campaigns in this company are managed from Google Adwords.

Towards the end of the week, I got a task of assisting with management of a client website by uploading a set of pictures and the excerpts into a group of websites using *Listings* and *excerpt-field* in WP. The WP Excerpt is an optional summary or description of a post or in other words, a post summary. Post summaries are handy when showing quick summaries are preferable to full content e.g. in search results. At this point I can say that I've learned a lot about problem solving and that if there are any work related obstacles, they can be solved by simply searching online. There are hardly any issues that cannot be solved with a quick Google search or a YouTube video.

## 5.7 Week 8

*Wed 23.11*

This morning I started looking into the key performance indicators and overall performance regarding ads that I created for a client in my first day at work. The ad campaign was in English and a peer decided then that I should give it a try since I knew the language well. Later on during the day the boss asked me to join him and a fellow worker as an assistant for a video shoot. I was surprised and curious so I went along although this kind of task is not part of the work that we agreed upon when starting out.

*Thu 24.11*

I continued making ads for the ad campaign on Adwords that I started two day ago and today I finished them.

*Fri 25.11*

I did some content until midday and then left home since there was nothing to do

*Mon 28.11*

Today the day started with writing a brief company overview for a client website. The overview will be displayed on the homepage by the request of the client so when the text is completed, I will copy/paste it in WP through *Listings*-function. During writing, I decided to ask a co-worker if I could help with renewing ads for a company website as a distraction from writing content. I was told that there is not much to do with the ads anymore so no help was necessary.

*Tue 29.11*

Today I did my first monthly SEM report for a client for whom I did my first ads for. I used sources provided by Google Analytics and compiled everything to an excel spreadsheet. I was told that the information would be copied to a single PowerPoint slide later on but it would not be necessary at this point. Client meetings are held later.

## 5.8 Week 8 Analysis

This week I did a reference check on some English language ads that I created on October. The aim of this was to get some feedback on the quality of my first ads by seeing how they performed compared to a previous campaign. My ads have been in use since I started my work and my job was to compare the performance of ads that I created to ads that have been circulating on the web before mine. For comparison, I used information provided by Google Analytics Service to get the data for my ads and the monthly SEM- report of

September for the old ones. According to results, Key figures such as: Amount of Clicks, Amount of Impressions and CPC of my ads have decreased compared to the last campaigns ads but not in a way that they would have a negative effect on the campaign. I was pointed out that this campaign is highly seasonal and figures like this during this time of year is to be expected and moreover, the month is not over yet so that I must wait for the end of November to get a concrete picture of the campaign.

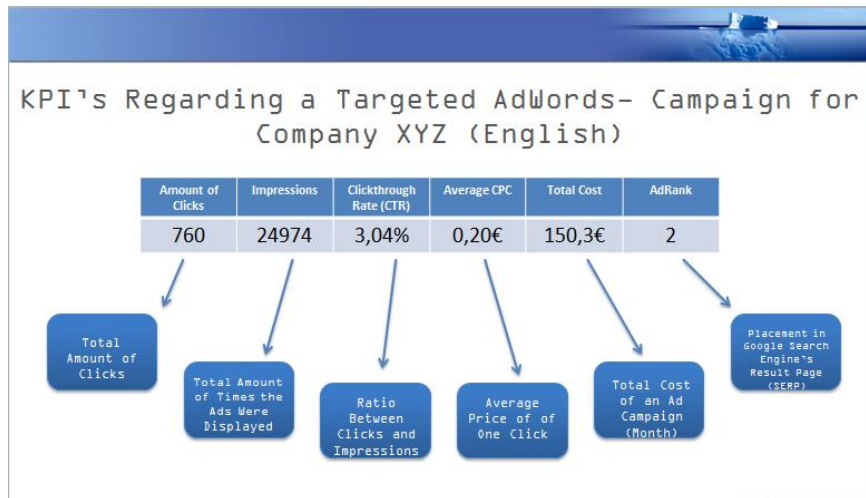


Figure 6, a SEM-report of an English ad campaign done by PowerPoint

The name and data of figure 6 has been changed but it gives an idea of what a SEM-report looks like and how key figures are presented. Figures are (normally) provided by Google Adwords. To determine if an ad has performed well in terms of conversions and landing page quality, it is important to know what the KPI's mean for the campaign and how the facts are calculated in figure 6.



Figure 7, Calculating AdRank. Picture from <http://vuurr.com/wp-content/uploads/2012/02/google-adwords-ad-rank-algorithm-vuurr-updated-2-2012.png>

In Figure 7, the formula for calculating an ads position in the search results or AdRank is Bid x QS (QualityScore) = AdRank. The Bid is what an advertiser is willing to pay whenever a customer searches on that keyword and clicks your ad. (AdWords Help 2016.) QS

is Google's system of determining the relevance between keywords and the ads. QS is determined by several factors such as, the relevance of each keyword to its ad group, landing page quality and relevance and relevance of the ad texts (WordStream 2016). The formula can also be used to calculate the advertisers maximum bid and QualityScore. ( $Bid = AdRank / QS$ ), ( $QS = AdRank / Bid$ ).

Figure 7 Shows that an ad can place low in search results even when the advertisers bid is higher than the competitions. An example like this shows how an advertiser can vastly improve the position of ads by just paying more attention to the quality and relevance of the website and landing pages instead of just paying the most. Because of this, I always try keep in mind that my ads and my content has to be as relevant to each other as possible.

In addition to that, I later was invited to go along with a co-worker that handles video marketing, on a video-shoot, where I helped shoot a short promotional video for an amateur hockey league team and I found that very fascinating since I never got to witness video filming on that level. I helped with setting up the stage and special effects and I was also assigned to taking pictures and filming short behind-the-scenes videos using the camera on my phone. The video's intention was to increase brand visibility and the team has a video channel in YouTube. Despite the fact that it took all day and I missed lunch because of that video-shoot, I still feel that these kind of things are something that an intern has to deal with from time to time but it doesn't bother me at all.

## **5.9 Week 9**

*Wed 30.11*

Today I did more studying on WordPress by browsing in the backend of the platform just to get a better idea of how the different plugins work and how to properly use the different functions that WP has. Throughout the rest of the day I wrote up SEM reports for two clients.

*Thu 1.12*

I continued with client website updating with two other colleagues. This was the same website that I previously assisted with by uploading images and excerpts. Apparently the deadline for the completion of this website is getting closer and I was asked to help out so that the deadline could be met. My task was to transfer all contact information from all the old websites to the new one using WP. I quickly ran into problems with positioning the textual information into the new website since I didn't know exactly what the layout or the

intended theme of the new site was going to be. I solved it however, by looking into the design of the subsites that makes up the whole site network. From there I was able to get a reference and perform my task.

*Fri 2.12*

I continued with updating the website with my peers and we completed it. Finally I'm starting to feel like I'm part of the development team and the teammates are starting to trust me more with tasks that require more responsibility. It still amazes me how many of the workers are not willing to share their tasks. Isn't it what interns are for? But it just shows me how eagerly everybody wants to do work and perform well.

*Mon 5.12*

Eve of Independence Day. The office decided to do all of the day's tasks remotely from home. I was told to be at disposal in case a client wants further adjustments for the website. I wasn't contacted on the matter but I did some more online studying by recapping videos of Lasse Rouhiainen, a Digital Marketing advisor in Haaga-Helia. On a side note, He's videos are very informal and insightful regarding all manners in digital and online marketing.

*Tue 6.12*

Independence Day. No work.

## **5.10 Week 9 Analysis**

Part from doing reports I got into handling WP more by adding more content. I started to understand the significance of WP plugins when designing a layout and the position for the posted content. Instead of copy/pasting text into a text editor and doing mind numbing HTML-coding to edit the text, I used an editor that has inbuilt elements like text- and image fields that I can use. By inserting content into these fields, the editor simply does all the CSS and HTML tagging for you so that the only thing I need to do is concentrate on styling and positioning of the content which I think is very surprising and neat. I always thought that website development requires a deep understanding of at least CSS and HTML but as I progress in this work, I realize that I haven't needed any of the HTML-based knowledge that I learned in school. You can run a perfectly fine and working website without the hassle of coding.

Other than that, this week has been relatively quiet in terms of activity because of the Independence Day holidays. It is good to know that in special circumstances a worker can do work remotely without coming to office. These kind of days however, are usually reserved for around holiday seasons when it is decided collectively by staff and the boss.

## **5.11 Week 10**

*Wed 7.12*

Today I got a task of completing the company's own website where I work in. I'm using a readily made design in one of the pages that already exists on the main website and I was told that I should follow it. I started by creating new sites under the main menu of the website or child websites. After adding new blank sites, I started to add all the content that I created a month ago to the child websites. This content describes what the company that I work for, actually does and what they specialize in. Tomorrow I will continue with the actual layout and impression of the pages.

*Thu 8.12*

Today I continued with the company website development. I used a plugin in WP that helped with the design and layout of a page. By drag and dropping elements into which I can paste content, I can easily control how the page looks on the frontend without any heavy HTML or CSS coding although some knowledge of HTML tags apparently is required to enhance the appearance of text.

*Fri 9.12*

I continued developing the new company website using WP. I managed to finish one page that I created for the main menu of the website. The lead developer of the team said it was great and that I should keep at it but he pointed out that I've been using an editor that a bit heavy to use. By this he meant that the editor I used to handle the layout of the page is not that easy to use compared to other editors that are available from the *Plugins*-function. He suggested that I use an alternative and then proceeded to quickly install it for me to use. I haven't had the chance to test it because I had to leave early to school to do the maturity test. I will continue on Monday using the new editor.

*Mon 12.12*

I had hoped to add more descriptions into this diary regarding my apparent phase on the use of WP and website development. However this will be the last entry on this diary because of the deadline of my thesis the next day. Today I continued with the task of website development from last week. I finished the layouts of two other pages today. The

pages form a list in the website's main menu so that they are branched under the menu, *Palvelut* or *Services*. After I have built the overall structure for one page, I would insert textual content that I wrote previously, into the elements and refresh the page to see if everything sits properly. I could say that I'm getting quite good at using WP. I found out that the editor that my peer suggested last week works well for posting large volumes of text and I figured that it is ok for e.g. blog-posting. So after a short while, I switched to the default editor because it could handle fast builds and changes with the layout.

### **5.12 Week 10 Analysis**

This week was about designing a new webpage for the company that I work for. It was decided that the old site needed a new look with a new theme and improved content and that I was to help in the design of one of the main menus of the site. I would design the layout of the *Services* menu that contains information and know-how of services that the company offers. This project will be still ongoing by the time this thesis is published.

There are many different plugins within WP that offer easy solutions for website development and the ones I used and still use at my builds are page builders called Visual Composer and Muffin Builder for WP. Visual Composer is a visual content builder and regarded as one of the best editors for WP. The interface is easy-to-grasp and it doesn't require any programming skills (WPExplorer 2016.) I noticed the convenience that this builder provides early on when posting blogposts, images or any sort of textual or visual content. Because I can Drag&Drop content-filled elements in the backend of the interface of WP to build a working website, I begin to realize the fun and joy of website development.

As I was building the current website however, To be honest, I experienced this editor to be a little complicated because of its many features imbedded to it making it hard to navigate. Or it was because I already learned to use and implement the default builder that WP hosts. This editor is called Muffin Builder. I started the development project with this builder with the assumption that it is the one that the rest of the development team uses. I learned from the lead developer that they use Visual Editor for layout structuring as with publishing posts. Despite this, I got good feedback from my peers when I displayed my first complete site by building it with Muffin Builder.

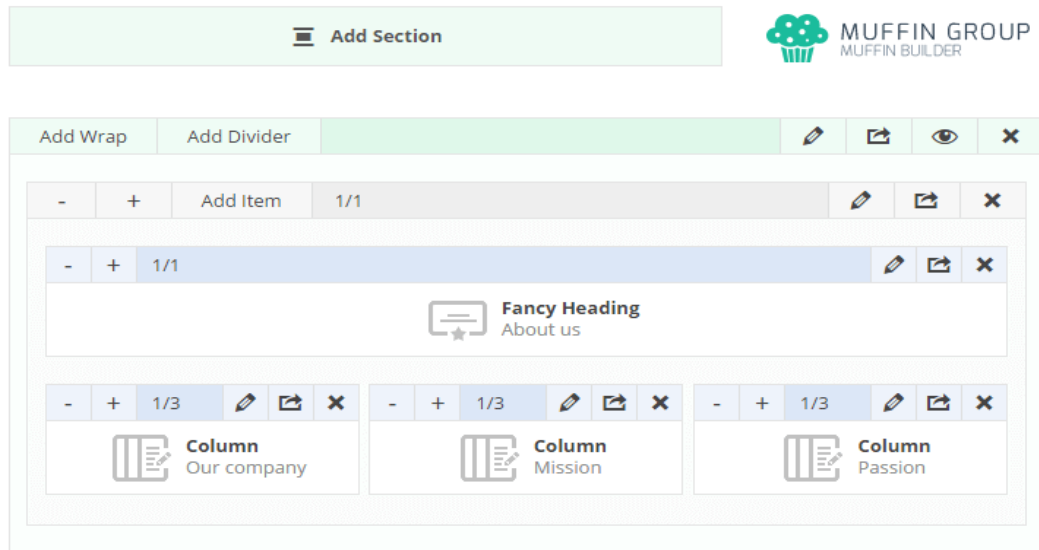


Figure 8, Picture of the Muffin Builder in the backend. Picture from: <https://www.theme-junkie.com/wp-content/uploads/BeTheme-WordPress-Theme-Review-Muffin-750x495.png>



Figure 9, Screenshot of a webpage using Muffin Builder on WP



Figure 8 shows how the interface of Muffin Builder looks like in the backend of WP. It illustrates the different elements that you can move around. The column and header boxes contains within them the actual content. After all text and images are added to the elements, I would click either to the frontend editor screen or just refresh the page to see the changes. Figure 9 above demonstrates a nearly completed webpage that took about 2 hours to create.

## **6 Discussions and conclusion**

I started this work knowing practically nothing about the field of digital marketing. As stated previously in this thesis, that what little knowledge I had about this work came from a few courses on the subjects provided by Haaga-Helia. I started with the idea that I will work the full length of my internship doing content management and ad account maintaining but after a short while, I realized that my work will incorporate other tasks as well. I found myself doing a variety of work and not been able to understand where I stand in terms of official position within the firm. I would write content first and then quickly change to ad creating after which I would improve on a webpage. Nobody simply knew in which department I belonged to and where to place me despite that it was already settled in the job interview. I didn't mind this at all because it allowed me do diverse in my activities and learn a wider range of skills.

While the school is trying to educate students on the realities of working life and are trying to create a base for future employees, As time went on, I realized that this is not so when actually entering work life. I came to the conclusion that despite what schools teach, everything regarding assignment work needs to be taught at work from the ground up. It surprised me just how little I needed the education received from school to actually do work and it was the same for everybody in the firm that I asked.

I found that this kind of working environment where I need to do my assignments well while having little or no pre-existing knowledge on how to do the assignments works surprisingly well because it helps to improve my cognitive abilities. Since the start of my internship, I believe that I've developed a lot in that respect and I've noticed also that my problem solving skills have improved quite significantly which has led to an increase in confidence.

I used online searching as a primary method for finding solutions to problems regarding work tasks since I still believe that there is very little that I can't find on the internet. I have learned a lot about digital marketing frameworks such as SEO and SEM. I also have

learned about content management, creating ads, data analyses and website management. I found that I really enjoy creating and developing websites using WordPress because of its user-friendliness. Also collection and managing data gathered from services like Adwords and Analytics was interesting because I realized that this data can be utilized almost immediately e.g. to improve a landing page of a website or improve keywords on ads. I would see the effects of improvement almost immediately which gives me the impression that digital marketing is very progressive in its adaptability and can be very powerful accumulating online traffic.

The work was not as interesting as I imagined in the beginning months but progressively more interesting as time went by and now just before publishing this thesis, I'm doing quite well in terms of volume and diversity of the assignments that are given me. Because of this somewhat delayed response to my work education, I'm only really starting to learn the business of digital marketing towards the end of my placement and now that I'm most likely graduating this month, I can actually ask for a permanent position in the firm as soon as possible. After the publication of this thesis, Haaga-Helia will no longer be a factor in the duration of my work placement but I think I will continue to work as an intern for the firm till the end of the year.

I think that I have proved myself as a fast learning worker since most of my work within the company has been through self- education and contemplation. I'm definitely going to continue improving my skills in WordPress since I realized just how website-oriented this line of work really is. The idea is to familiarize myself more with HTML tagging and CSS styling because it will be beneficial despite that the use of WordPress doesn't really require it. Also I would like to improve in creating more effective Google ads.

Digital marketing is increasing in its popularity as the most important way to get recognition online and to be more visible online is increasingly more important if you want to advertise. To people that would find digital marketing interesting, I would definitely recommend it as a career choice not only because of my experiences written in this thesis but also because it is a very fast growing field with more startups founded every year and in the end, you will learn things from many areas of industry from Marketing to Sales to Information Technology.

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