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# The process of improving the case company's website content performance

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This thesis project was commissioned by the author's employer, G company. The aim of the thesis was to describe the process of improving content on the G's website in order to upgrade the company's online brand image.

By creating contents for the website, the author wishes to support the case company in generating more leads and receiving more contacts from prospective customers. The academic goal is to represent the idea of integrating content marketing and search engine optimization best practices to master a digital marketing strategy. Hence, the author provides examples of the implementation with appropriate tools and methods which can be used in a real-life situation.

The research approach used in this thesis project is action research. The author is also the main person in charge of implementing the change within the organization. A variety of research methods were used to achieve this objective, such as: documentary analysis, competitors analysis, interviewing with stakeholders and observation. The flow of this thesis reflects the author's progress of learning and development.

The main results of the project are as follows. The author firstly reviews critical concepts and tools for optimizing contents, followed by an analysis of the current situation of the company's website, and insights to the target audiences gained from interviewing the CEO, the employees and investigating the competitors' websites. These data are the foundation to build up a SWOT analysis of the website, an editorial calendar to produce content and channels to distribute the content. The result of content performances after one-month implementation is analysed based on the data exported from Google Analytics, feedback from co-workers and the author's self-evaluation. Finally, the whole process is briefly reviewed to highlight the most important steps and some suggestions are provided for the future plan.

Keywords: search engine optimization, content marketing, digital marketing, website content.

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## 1 Introduction

The first introduction provides a picture about the thesis document, such as how the idea was discovered, purpose of this thesis as well as its objectives, research questions, followed by approach and methods used, including information about limitations and the structure of the research project.

### 1.1 Background

Digital Marketing appeared and has been rising over the years. In fact, with the bloom of the Internet, businesses might surrender a great chance to connect to their current and prospective customers if they still pursue traditional marketing (Alexander, 2016). The traditional style has never been an old-fashioned method or lost its power, however, marketing means businesses are obliged to approach people in the right location, at the right time. Therefore, Digital Marketing in reality is the result of business's progress, a more appropriate bridge to join up with human's online community. Due to the increase use of mobile devices, the considerable growing speed of digital media and Internet users, marketing trend in Vietnam has also started to concentrate more in digital-driven campaigns. Where there is a demand, there is a supply. The market witnesses the bloom of business-to-business companies, especially agencies, provide different Digital Marketing services to meet the needs. Not only domestic businesses, this fruitful playground also appeals to foreign organizations to invest in, which has made it become more dynamic than ever. The case company, G, which is a Japanese-owned organization, was born in this scenario. Concerning the ethical issues even the CEO of the company did not ask so, the author will keep its name in privacy and call it as G company, because some data that the author has right to access to the company's system will be presented in this thesis. Also, the author is currently working as an official employee in digital marketing team of this company. Like other members in the team, her main task includes content marketing, Facebook advertising and social media management.

G defines themselves as the branding solution agency rather than digital marketing alone. Besides providing a range of digital marketing activities for businesses, G also supplies tools for both digital and traditional marketing with Design service including products such as: logo, brand identity packages, website, photo shooting and so on. Regardless of what they provide, the competitive level that G confronting is at the significant rate. As a matter of fact, while helping businesses by improving their online presence, the company had not had yet any online marketing strategy for their own, except running Google Adwords for design service. Even though G has a website and a Facebook page, the two most influential tools for doing online business in Vietnam (see more in chapter 2), their website was like an online brochure

to showcase their products and services, while their Facebook page was only for posting re-cruiting announcements. This can be explained by the truth that G is considered as a small new-born agency with nearly two years of experience and few employees. Due to the large number of projects they have, compared to the size of staffs, it is easily to understand that all staffs in digital marketing team had devoted their time for clients and got no time to develop for their own organization. The CEO of the company had been thinking about this problem for long. If this situation kept continuing, the CEO was afraid that it would be hard for the company to raise its voice or even survive in this fierce market for long term.

## 1.2 Purpose of this thesis

The CEO's concern became alert after the company lost few marketing projects, while the number of clients from design team remained the same. In order to find more projects for the company, beside sending company profile to potential customers via email, Facebook and doing telephone sales, the CEO raised the emerge for making a considerable change for website and Facebook, especially website because it is the greatest driver of B2B sales for business. She shared her concern to all digital marketing team members. After discussing, the team came up with the solution of fixing the website's performance with SEO (see chapter 2) in mind. The first and foremost thing should be done is to restructure pages on the site and produce more convincing contents with highly relevant keywords.

Setting aside that this step is for ranking purpose, the main reason for paying more attention to the contents is to gain more credibility, impression of audiences on the site to generate more leads. Customers nowadays are becoming selective in information. Among the different options of the same service, a professional looking website filled with engaging contents that gives them some ideas for their problem would stand out from the crowds. The founder of Redder Advertising, one of the leading brand in Vietnam, Mr Hung Vo also confirmed that statement by saying that the digital marketing industry in Vietnam emerges for a more sophisticated and integrated services with the demand of content development strategy in an interview. He also pointed out that the biggest challenge for a business to identify its impact in the market now is to be more digital, more content-drive and advance real engagement. Additionally, Google has been doing a revolution to improve user experience by establishing big updates to empower the role of content in SEO strategy. Thus, the company's plan is on the right track.

After considering, the CEO appointed the author to be main person in charge of this task with the support and under her and the digital marketing team leader's management. One reason is that the author opened to her suggestion when the CEO asked her opinion because she thought that this is her chance to try different areas in digital marketing and strengthen her skills as well as knowledge more. Plus, the author is the only person in digital marketing team, except the leader, who is familiar with the company's website and has the capacity to

restructure it since she used to support the CEO to update service information on the website many times. This is how the current research project for the author's task called "Improving the case company website content's performance" came to existence.

At the heart of the thesis, the author will depict the process of researching and developing SEO-friendly contents for the company's website, from familiarizing with new theories, how she will use her strongest competence - content marketing skill in looking for topics and ideas, to the final content presented on the site. Another focus of attention will be laid on evaluation of this implementation in form of data presentation, which is taken from website analytics tool, by the author's own reflection and feedbacks from Mr. Nguyen, the digital marketing team leader.

### 1.3 Objectives and research questions

The intended outcome of this thesis is to create contents for the website to improve its performance as well as the case company's user experience, which can be measured by website analytics tool. The website analytics tool used in the thesis will be Google Analytics. In addition, an assessment from the stakeholders, the author herself and suggestion for the step based on lessons learned from this implementation will be included. Thus, the main research question that the author is required to investigate is:

How to improve content performance on the case company's website?

In order to depict this thesis in a structure and logical direction, the author designed sub-questions to support and answer to the main research questions. The sub questions are listed as follow:

- a) What kinds of topics that are suitable for the website?
- b) Which methods to spread out the contents?
- c) How to evaluate the effectiveness of contents?
- d) What are others that impacts on driving more qualified traffics to website?

By answering these four sub-questions, the author can paint a picture that answers the over-arching main research question.

### 1.4 Limitation

Firstly, the case company's website is built on a website builder leads to the limitation of presenting better SEO contents.

Then, one of the greatest limitation in this research is the author's personal knowledge and poor experience in SEO in general and SEO content in particular. As the author is more



expertised in content marketing, especially creating contents on social media, while contents on website necessitate different elements and writing styles. The problem was addressed in the beginning of September 2017, the author was directed to this research topic by the company at the same time and the implementation should be started from October. Therefore, it is interesting but also challenging for the author to gain more insights about this new area in a short time. Also, being “too close” with the research setting might cause a problem that the author unconsciously passes some critical issues that would enrich the research’s data (Saunders et al. 2009, 151). The author was doing her best to maintain her objectivity as possible during the research process, especially while collecting data (Saunders et al. 2009, 194). Moreover, the fact that the author is the only one who takes responsibility in generating content for the company’s website shows another limitation. With a large amount of contents that she is required to create, she could not secure the quantity if she wants to concentrate on the quality. Nonetheless, the digital marketing team leader will be ready to support the author by sharing knowledge about SEO and give some guidance in creating contents whenever she needs.

As mentioned in the background part above, because the author is an insider researcher, she is allowed to be closer with the internal company documentation and present it in this research paper. However, the author wants to prevent any concerns related to sensitivity that might affect the company she is working for, she will apply few ethical principles in this thesis. Particularly, the author will not name the organization while still providing sufficient contextual information. Plus, she will only indicate important numbers and figures that support her to answer the research questions while she can refer to fully organizational documentation. Additionally, individuals have the right of privacy, the author will protect their personal information by ensuring their anonymity and confidentiality. Hence, the participants are referred by using numbers rather than using their real names. (Saunders et al. 2009, 189)

Another limitation is the scope of this development and research project in the framework of a Bachelor’s thesis. Even though the author was prepared to extend the time frame for this project in case of need, it usually takes several months or up to one year if the author wants to present a considerable change in statistics regarding website SEO content development. As a substitute, in this research, the author will only show and evaluate numbers and figures from the website analytics tool after one month since the implementation of the website contents starts. Then, the author will make a self-assessment, included feedbacks from marketing leader about the effectiveness of the content’s performance, give suggestions for a better plan for the next steps as well as in the future. Besides, the author will consider other aspects that reflect the success of contents, such as number of contact forms or messages sent to the company from the website.

The fact that the website contents will be made in Vietnamese, the research was conducted in Vietnam and targeted mainly Vietnamese audiences presents a limitation as well. Therefore, its findings might not be applicable to other companies, industries or persons. Plus, present research paper contains a selection of most important information as well as data can be translated into English by the author.

### 1.5 Case company introduction

G is a Japanese owned Managed Crowdsourcing for Marketing and Design in Vietnam. The enterprise provides solutions to businesses in terms of digital marketing and branding. Hence, services that G supplies are separated into two departments: digital Marketing service and design service. Additionally, G supports freelancers by arranging opportunities regarding design projects to exploit their potentials.

In digital marketing field, the company is specialized in social media management, especially Facebook, Instagram and doing Google Adwords. Regarding social media marketing, particularly, the company helps the clients to design content marketing strategy, plan and generate contents along with graphic designs, optimize advertisement, create digital media campaigns to increase their brand awareness on these channels. Among that, content marketing is the strongest point of the company since all the staffs have a sufficient writing skills both in Vietnamese and English and creative mindsets. Moreover, the company also manage and maintain responsive conversations with the customer's customers on the social media. The in-house digital marketing team is responsible for these tasks. Most clients of digital marketing team usually establish a long period of relationship with the company and the contracts lasts from three to six months. Referring design department, G is known as branding tools suppliers by various design services, including logo, brand identity package, brochure, menu, banner, photo shooting, website design, poster, flyer, standee, banner, voucher and name card. In this department, the company only has an internal team, which is the customer service team to communicate with clients. In order to make these designed products, the company recruits freelancers to implement. Up till now, the freelancer team consists of more than 500 talented designers throughout Vietnam, however, this number changes over time. For this department, the working process between clients and the company is shorter than clients from digital marketing projects. In general, the case company focuses and approaches to all types of businesses presenting in Vietnam. Therefore, the clients are not only Vietnamese customers, but also Japanese, Korean, Hungarian, Australian businesses and so on.

G is a foreign start-up company in the most dynamic city in Vietnam, which is Ho Chi Minh city. The size of the company is small with number of personnel is only 13, including the CEO, one digital marketing team leader and five staffs, one customer service team leader and four staffs and one human resource staff. The company was first established in 2015 by Mrs. Yazumi. She is also the only Japanese in the company while the employees are Vietnamese

with different backgrounds. Thus, English and Vietnamese are two main languages spoken in this environment. The case company puts a great attention on teamwork to deliver better innovation and ideas, especially for the digital marketing team. Also, because the company is a start-up business, it is required from the employees the willingness to learn new things, the ability to learn fast, be result-oriented and flexible with the changes. One more important thing with greatly contributes to the case company's culture is that all the staffs are young people, the oldest one is only 24 years-old. More than half of the employees are undergraduate students who work as part-time staffs.

### 1.6 Structure of this thesis

The thesis is structured following in the ways as illustrated in the figure below

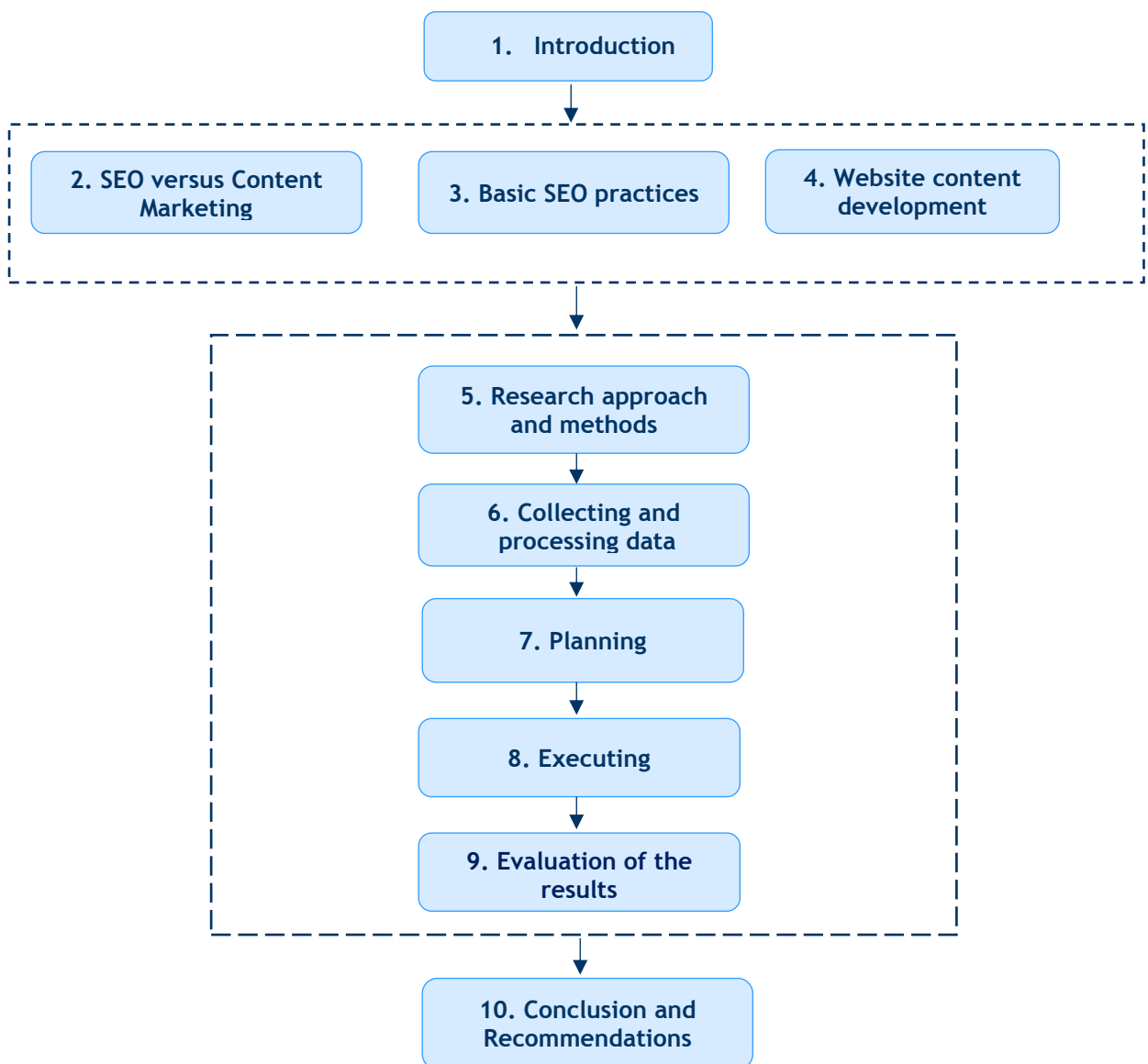


Figure 1: Thesis structure

This thesis has nine chapters in total with the titles are self-explanatory. The framework described exactly the process of renewing contents on the case company's website.

There is no strict division between theoretical and empirical study as typical thesis, because the thesis reflects the process from learning to development of the author on her own. Hence, these are rather connected chapters and topics. However, chapter 2,3,4 depict the progress of gaining necessary knowledge such as new definitions, general information about suitable types of contents and so on. While chapter 5,6,7 and 8 are about execution followed strictly the action research process's stages, from diagnosing to evaluation. Last but not least is chapter 9 in which the author explains how she answered to the research questions and proposed some recommendations for future plan.

## 2 Search Engine Optimization versus Content Marketing

### 2.1 Understanding the search engine

When people need to look for some information on the Internet, they usually land on search engines, type terms or phrases in their mind into the search box and follow up search results. For example, the author aspired to get the picture of "content marketing", she dropped in Google, which is the most powerful search engine and look through thousands of results until she perceived what "content marketing" is. However, this is merely a surface, the actual concept of search engine is more complex.

Ledford (2008, 5) demonstrated precisely how search engine performs in a coherent way. Search engine is referred to a software program designed to search documents for specific keywords. What people perceive search engine everyday are the front end of search engines, called the user interfaces. Yet, the execution of the search engine's back end actually drives the search results happened. Clay (2014, 35-49) explained this system uses applications to round up keywords or phrases contained in any elements of the webpages, such as: body of the page, URL, blacklinks and so on. These information is indexed and reserved in a database. When people act by clicking the search symbol, an algorithm is signalled to screen all over the information stored in the back-end database. Then, it retrieves links to suitable webpages that match the users' queries.

The technique of collecting information from webpage is accomplished by crawler, spider or robot. Those programs will literally crawl around millions of the web URL, classify the data and then store them in the database to complete the task of search engine. (Clay, 2014, 35)

According to Ledford (2008), every part that made-up search engine is all important, however, search algorithm is the foremost fundamental to build up everything. Search algorithm is the principle for search engine to respond to users and how data uncovered correspondingly

to users' need. Therefore, these algorithms can be a keynote for a successful business's website, but they can also ruin the online presences if businesses violate the regulations. Ledford (2008) compared search algorithms to a problem-solving procedure. It firstly takes the problem which is keywords or phrases being seek, analyses and sorts the proper answers through billions of webpages including catalogued information in the database, and then address the solutions on search engine result pages. There are numerous types of search algorithms and different search engines are controlled by slightly different series of search algorithms. This results in dissimilar returns for one "problem" if users connect to different search engines.

In this research, the author concentrates mainly on Google - king of the search engines and its algorithms. Plus, Google is a leading search engine in Vietnam. Based on the statistical data from StatCounter from September 2016 to September 2017, Google accounts for an enormous percentage, which is 92.22% of search engine market share in Vietnam.

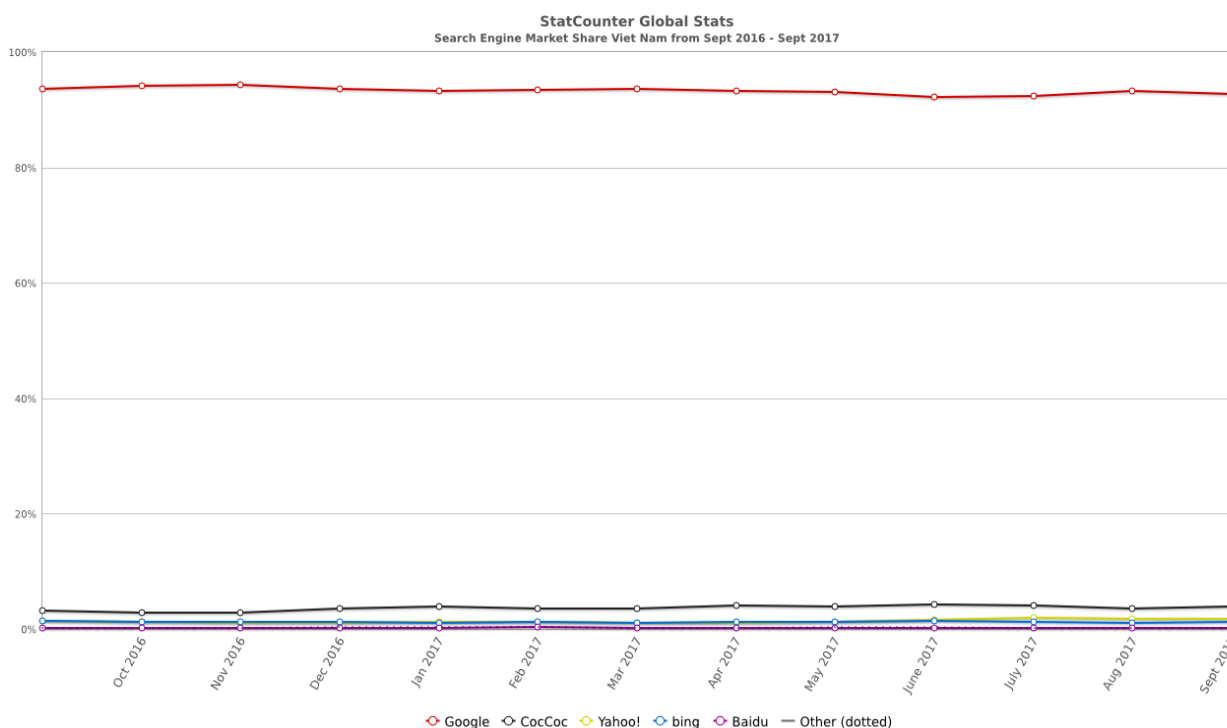


Figure 2: Search Engine Market Share in Vietnam  
(StatCounter Global Stats 2017)

## 2.2 Panda and Penguin algorithm update

Since Google was invented in 1997, it beaten almost all other search engines at that time. Google usually delivers the more accurate results to the search query because it was designed to address webpages with the combination of keywords and link popularity. However, Google encountered reports from a large amount of audiences concerning low search quality, spam sites and the rise of "content farms" in the end of 2010 (Cutts, 2011). Google's users insisted

on Google to seriously take action on “content farms” and sites that had spammy or disqualified contents. In order to increase the freshness, comprehensiveness and focus on user’s experience, Google updated 500 algorithms every year. Among that, there are two most influencing algorithms.

In February 2011, Google announced Panda Algorithm which was aimed to seep through contents on sites. The purpose of this update is to eliminate unqualified content sites and “content farms” in particular from high ranking and reward sites with original or value-added contents (Wikipedia, n.d). The Panda Algorithm addresses a number of problems with contents, including the types of content that are irrelevant texts to a page, short and full of spelling or grammatical mistakes, produced by unverified sources, lack of trustworthiness, contain great paid advertising or large number of pages with low-quality contents and maybe contents formed from other websites. (Moz, n.d)

When Panda Algorithm updates rolled out, websites suffered a considerably decrease in traffics quickly, especially organic rankings. Google Panda had been updated continuously and unpredictably from 2011 to 2015. In total, the Panda refresh had 30th updates and the last one called Panda 4.2 was announced in 2015. However, after this update, Google team notified a statement that confirmed Google Panda is included in their core ranking algorithm. This means that for further Panda updates, Google would not reveal or signal to the SEO industry anymore.

In 2012, another algorithm released with the same goal as Panda called Penguin Algorithm. The effort of this filter is to reward high quality website while shrinking sites which are identified as filling with manipulative link schemes and keyword stuffing on the results of search engines. In the end of 2016, Penguin Algorithm was also confirmed to be baked as Google’s core algorithm. This Penguin was created to remedy loophole in Google’s system that some websites take advantages and spam their ranking with large number of bad links and illogical keyword density, which result in unnatural language in contents and bring no value or even irritate customers (DeMers, 2013).

In brief, search engines and customers nowadays value content with freshness and high quality. The success of a website may depends on wide range of elements, however, it is determined primarily by contents. The content should target the right audience, appear to them when they need in search engines with technical SEO steps, then engage and persuade them to take action. The key to this accomplishment is having clear, relevant and keyword-rich content that convey the right message with conviction.

### 2.3 Search engine optimization

Search engine optimization is better known with the shortened form SEO. Although search engines are smart, seeping through a jungle of sites to return better results to users as their aim is still a hard-work for them. This is why they need support from a compass SEO. SEO refers to different methods of marketing that advance visibility of a web page in the search engine results naturally, without any paid advertising (Moz, n.d, Aravind & Prah, 2016, 1-2). As time changed, SEO does not simply means to organize a more structured site to attract search engines, but it should improve user experiences at the same time. Especially, the current and future of SEO cannot be separated from user experience's advancement (Aravind & Prah, 2016, 4). Therefore, SEO covers both technical elements and creative elements, such as contents on the site, according to Moz (n.d).

Implementing SEO might take a long term, both during the creative work process to avoid the risk of being penalized by search engines and waiting for the positive data to happen, it ensures a more stable ranking, a massive traffics and a solid brand identity at the lowest cost if businesses do it in the right way. (Aravind and Prah, 2016, 5-6)

From these points above, the great way to start SEO is to aim at user experience first.

### 2.4 Content marketing

According to Content Marketing Institute (n.d), one of the most reliable website in the world that content marketers gather and share their knowledge, content marketing is a mean of marketing that provide and approach the defined audiences with pieces of compelling, "valuable", "relevant" and "consistent" contents with the aim to solve their concerns. The power of this marketing technique is the high opportunity it can convert leads into customers.

In the Digital Age, content marketing has always been a vigorous topic discussed among marketers. In fact, content marketing is likely never an old-fashioned tactic, it is the present and the future of marketing in all age. Content Marketing Institute (n.d) vouched for this scene by the list of considerable role of quality contents in all marketing forms, such as: SEO, social media marketing, email marketing, inbound marketing and so on.

### 2.5 The relationship between SEO and Content Marketing

It has been always a debate in Digital Marketing world that SEO and content marketing should not thought independently "in a silo" (Patel, 2015; Miller, 2017). Referring the two definitions, they also reveal a hint of the relationship between the two "big bosses" of digital marketing.

Basically, SEO requires a good content for user experiences while content marketing is content. When a piece of valuable content that answers to the readers' query is created, unless

it is published on the popular and authoritative site, it hardly reaches to prospective customers by itself “in the right place at the right time”. Therefore, Miller (2017) explained that SEO basics drive people to the site in which they can get exposure to that content. On the other hand, one of the SEO’s best practices is to build outbound links, which are links that take user from one site to another. These links typically appear in the body of an article and they only get clicks if the article is imperative enough that readers are interested to learn more for better understanding. This fact points out that content marketing help to improve SEO and gain authority to the site. (Miller, 2017) In brief, SEO and content marketing complement one another. Patel (2015) spotlighted this promising and strong partnership by a conclusive quote: “Alone, they are impotent. Together, they are dynamite.”

Concerning limitations about time and resources mentioned, this thesis only focuses on the part that applying SEO techniques in content implementation to ensure the achievement.

### 3 Basic SEO practices

To get a clear picture of SEO practices, it is necessary to understand the SEO process first. Search engine optimization experiences various stages during the process, however it could be break down into six steps describe in the firgure by Alpha Bee Design below



Figure 3: The SEO process  
(Patel, n.d)

Therefore, the life cycle of SEO starts with keyword research to pinpoint a group of keyword phrases that will be used in optimization. This is the most critical step that should be implemented elaborately in a considerable amount of time to ensure a good set of keywords. It



should also balance the two important factors, which are high usage by searchers and relatively low competition within the search engines. As Google pin user experience on their top priority and the creation of Panda and Penguin updates, quality and relevance of the page has become the most important ranking factor. Google determines this by analysing content not only based on keyword density. Hence, keywords are chosen wisely in research stage can benefit for website, but they should be placed in the right places in a content.

### 3.1 Keyword Research

Before starting to discover keywords, there should be a step of looking for target audience insights. One of the greatest challenge of writing is not the actual writing, but it is about brainstorming catchy topics and targeting the right readers. It would be a waste of time and resource if a piece of content created and nobody cares. Target audience insight is the heart of marketing in general, not only for SEO but also content marketing. Moz (n.d) also emphasized that the most important thing is to “get the right kind of visitors”.

Before stepping into the next step, which is keyword research or writing content, it is critical to learn more about the audiences and understand their intention in searching for something.

Brian Dean, a famous SEO expert, has an interesting analogy to explain and emphasize the role of keyword research: “Keywords are like a compass for SEO campaigns”. Keywords are the begin of everything, not only for SEO progress, but also content marketing, insight of market research to digital marketing practices in general. Keyword research needs appropriate amount of time to invest for a better strategy since this process is the core part of the SEO projects.

Google Keyword Planner is a free and helpful tool designed with Google Adword that most website content look for when it comes to keyword research process. However, keywords analyzed by Google Keyword Planner are intimately related the keyword given but not creative ideas, which can benefit more for business in the field. In order to set a group of competitive keywords, Dean (n.d, 4) recommended to create niche topics list. The list contains broader topics related to the business, which target customers are also interested in. But, they can be unique in the market since competitors might not utilize these keywords. By adding two to five keywords or key phrases of niche topics lists to common keywords list, businesses can increase their competing advantage. The niche topics can be generated by scooping out information on forums in the industry, from search related terms in the bottom of Google first result page or from buyer personas, inside top-quality contents on search engine results and so on. (Dean, n.d, 6-14)

Each keyword can be defined with different roles or belong to specific keyword groups, yet most SEO experts agree that there are three main categories for keywords: head, body and

the long tail (Dean, n.d, 15). Head keywords contain only one single word, which means searchers have indefinite purpose in searching and results in a vast amount of search volume. Body keywords are two or three words and more specific than head keywords. Long tail key-

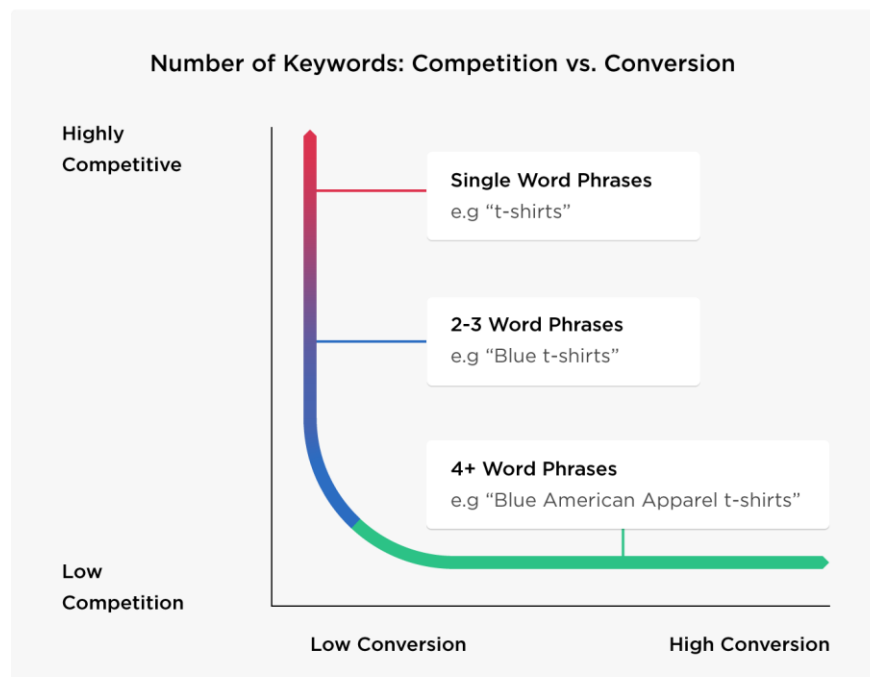


Figure 4: Keyword Research The Definite Guide

(Dean, n.d)

words are especially definite phrases with four and more words and they usually have a narrow search volume individually. Dean (n.d, 17) justified that body and long tail keywords are worth to invest more because head keywords do not bring value for conversion. The search demand curve below explains the level of competition and conversion for each category:

Besides those three main keyword categories, there is one type of sub-keyword called Latent Semantic Indexing or LSI keyword. These LSI keywords are simply understood as alternative keywords because they have related meanings or are synonyms of target keyword. As recent updates from Google restrict over-optimization and keyword stuffing, these LSI keywords can help to prevent a content on site from being penalized and somewhat more irresistible.

Along with Keyword Planner, Google Trend is a good tool to show level of interest over time for a prospective keyword. For example, the author can use Google Trend to predict what kinds of services that the case company provides will reach high peak in the upcoming periods. Also, Top Charts function on Google Trends can support with ideas for trending topics in content marketing in general.

### 3.2 Optimizing On-Page strategy

This thesis will not go into detail about all techniques of on-page SEO because the case company's website was built on a website builder's platform. This on-site part only pays attention to tools available on the Strikingly platform, which are: title tag, meta description, URLs, image alt text and heading tags. Fortunately, those factors along with content development are also ideal SEO practices according to Moz (n.d). Because website content is the main theme of this document, the content development is separated to a distinguishing part and discussed after this optimization strategy.

**Title tag:** is a title of the web page in fact and exposed on the search engine results, where users can click on that to get access to the page. Also, it is displayed at the top of web browser and on social networks when contents are shared on these platforms. The title tag is imperative for usability, SEO and social sharing. The title tag is also the first impression of audiences on the brand when they are surfing on search results. Therefore, it should be written with a concise message to target-customers and contain keyword for optimization. According to many experimentations, Ratcliff (2016) concluded that important keyword should be placed closer to the beginning of the title tag for better impact on search rankings and still looking attract even from first glance.

For the most effective title tag, Ratcliff's checklist (2016) recommended to keep them from 50 to 60 characters long. Even long title does not affect rankings, Google might cut off the original text, display it differently from expectation and it might cause to lose visitor's attention.

**Meta description:** Like an abstract of the thesis, meta description is described as a concise summary and highlighted the key point of a webpage's content. They normally locate under title tag in a search engine results page. One special points about meta description is that it does not directly impact on Google's ranking algorithms for normal web search (Moz, n.d). However, there are reasons for meta description to be listed in the best SEO practices. Hines (2012) stated that, firstly, target keywords, which the searchers types on search engines, are bold in the search results wherever they appear in meta descriptions. Therefore, those meta description matched searcher's keywords or phrases tend to be stand out and attract searchers more. Secondly, the whole meta description is usually shown as a description when it is shared on social network platforms. Without meta description, one or two first sentences of the content would be displaced as description with ellipsis at the end on social platforms. This does not look professional and can cause readers mislead the main point. Thirdly, readers approach meta description nearly at the same time with title tag so it serves as an advertising copy (Moz, n.d). A combination of keywords and appealing words result in a compelling and well-made description that can entice people to click through to the site. Those clicks certainly have a huge impact on search rankings.

For writing a good meta description, there are three things to be noted. It should describe relevantly the content on page with smart use of keywords and is long enough but shorter than 160 characters (Hines, 2012).

**Heading tags:** In a copy paper, headings are used to separate each sections and visually represent how information is organized. Heading tags play the same role on a digital content. They run from H1 to H6 and are defined as headings, subheadings. These headings should follow a sequence like an outline with H1 come first, then followed by H2, H3 until H6. Among those, H1 tag heading is the most fundamental one and should be on every page.

The value of H1 tag has been greatly noted in the ranking factors as a signal for search engines to identify the content on page. As the search engine performance keeps changing over time, the level of influence that H1 has on the overall picture of rankings is also lessened proportionally. However, it is still held in high regard by many SEO industry's top minds as a matter in ranking factors (Purtell, 2015). Before, attaching keyword in H1 tag was one practice of the prominent placement within a web page to help a page rank. Purtell (2015) argued that instead of focusing on the result of direct relationship between page rank and H1 tag included keyword, a SEO copywriter should look at the benefit H1 tag could add itself to overall user experience and indirect ranking improvement. H1 tag is one of the first page elements that users see when landing on a page. Users usually scan through all headings to find out whether the page is a right place for them or answers for their concerns. If the headings give them reason to stay on the page for longer time, it results in a positive impact on bounce rates and user engagement metrics. This certainly lead to a ranking promotion. Through his experience and observation, Purtell (2015) also recommended to format H1 tag as a question and position the body content as a response to a user's query, which can impress Google algorithm.

**URL:** If a website is described as a home, then URL would be an address. An URL as Moz (n.d) explained is the text-formatting design for human to read and it replaces the number, which is also known as IP address, that computers use to communicate with servers. It ordinarily comes in between title and meta description on search engine results. A URL should show readers a general use or the file structure on the website. A URL comprises of three main parts, which are protocol identifier separated from domain name and path by a colon. This thesis mostly pays attention to the domain name because it matters to SEO and user experience. The domain name is usually the part that users can read and imagine about the specific location they land on a website if it is definitive enough.

Regarding ranking, URLs with relevant resources to a search query have a slight drive on ranking factor (Lincoln, 2016). Additionally, including keyword in a URL can advance the site's search visibility, yet URLs themselves do not greatly boost ranking's ability of a page in

general. The main purpose to craft a URL is to improve user experience. A semantically accurate URL provides both search engines and visitors a picture of destination page, creates a safe feeling because visitors are clear what they will see if they click a link.

For the best practice of SEO's URLs, minimalism is the rule of thumb. It should be definitive, accurate, compelling and concise. A qualified URL should achieve two things: readability and memorability. Users should comprehend without any help to interpret when they first see the link and be able to recall if they want to tell other about the web page. When writing a URL, words should be separated by hyphens, parameters and uppercase letter should be avoided to prevent from issues with duplicate contents. Patel (n.d) concluded that both long and short generic URLs contained keyword work well in the search engine results pages, especially the content is useful and easy to implement.

**Image alt text:** Alt text is an abbreviation of alternative text, which depicts the function of an image or what the image is about on a web page. It provides better description of image to both readers and search engines crawlers in order to index the image correctly. The text appears inside the image container when the image cannot be displayed. Alt text is considerably helpful in giving a reasonably accurate imagination of image in case image is unable to load or blocked on the web browser, or maybe readers who have visual impairment and use screen reader instead. It gives users better accessibility to the web page and adds value to content, which can ensure user experience (Beard, 2014).

Using alt text, along with image file name and image title is one of the best SEO practices, which can earn ranking. The reason for this is search crawlers do not understand or interpret the meaning wrongly. Alt text plays a role as a guider to get search crawlers on a right track. Plus, alt text offers an opportunity for on-page keyword optimization by inserting target keyword or keyword phrase but still keeping the natural and descriptive meaning of the alt text. These alt texts increase relevancy of the web page to search query and promote a positive sign to search engines.

**Internal link:** is a link on content from one page connected to another page on the same website. According to Crestodia (2013), when one page accredits credibility to another page by a link, it raises authority to the second page and signals to search engines about ranking possibility. However, internal link does not improve overall ranking for the whole website. Internal links can navigate customers to high-converting pages or widen reading options, provide more useful relevant information for users to delight their experiences. As a result, these links can prompt users to take action on pages once they are convinced.

In this thesis, the goal of the case company is to attract visitors, present them strong profile in digital marketing and design service with proofs and naturally guide them to take action, which is contact. Hence, using internal link for encouraging visitors to act is the key purpose.

Internal link should be descriptive, formatted as the target keyword or key phrase of the page linked to. These internal links are appeared as the anchor texts. There is no limitation for internal links shown up but the number should be enough that these links do not annoy readers. The context of each link is also important because it needs to keep the natural flow of content, interest readers to click through and must be related to the content of other pages. Additionally, internal links are helpful in informing visitors to new posts and promoting old posts, which are high-value and most searched on search engines or social sharing.

### 3.3 Off-Page optimization

Off page optimization refers to activities that enhance popularity, relevance, trustworthiness and authority of the site and expand it to more users. As authority of a site is proven, it impacts greatly on the ability to rank higher, especially when this action is implemented by other reputable online places, such as: pages, sites, people and so on (Moz, n.d). Thus, off-page SEO also refers to content distribution.

Off-site optimization comprises of two main methods, which are link building and non-link-related sharing. Among those, building backlinks, social media marketing and brand mentions are the heart of off-site SEO. Backlinks are the links from one website to another website. This is the most valuable and common for SEO practices because they “represent a vote of confidence from one site to another”. (Moz, n.d)

However, the current website of the company is new to the market while earning reference for the site is time-consuming. Regarding this limitation, this document draws toward social media sharing because the company has built a good presence on Facebook.

## 4 Website content development

### 4.1 The role of content for SEO

Jones (2013) deemed that content is a vital element that keeps a website alive and drives the end-users to take actions. Search engines decide a website’s ranking and how visitors turn into customers based on the value they find from well-crafted and fresh content. The more qualified contents of the website has, the more higher it is ranked by search engines. Additionally, the power of persuasive words from content can have a resounding effect on the way customers and potential customers view a particular products, service or company.

Jones (2013) also explained the term SEO content in a comprehensive pathway. Therefore, the SEO content must achieve two goals. It should be valuable and persuasive to the end-users. On the other hand, it needs to target specific keywords that appeal to search engines. A

website with suitable keyword density incorporated smoothly with fresh text is taking more advantages than a website that stuff keywords in poorly written content.

#### SEO-Where to spend your time in 2014

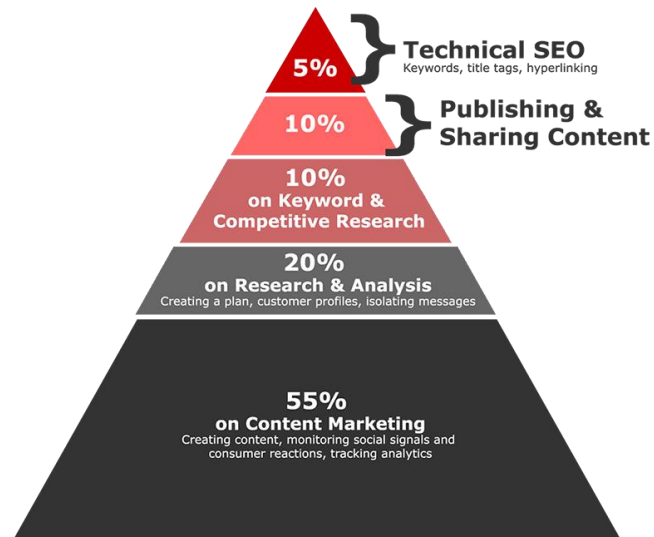


Figure 5: SEO - Where To Spend Your Time in 2014  
(Patel, n.d)

#### 4.2 Website content strategy

In the Content Strategy for the Web's handbook, Halvorson (2009), one of the web's first content strategists designed a framework with four indispensable constituents. They are

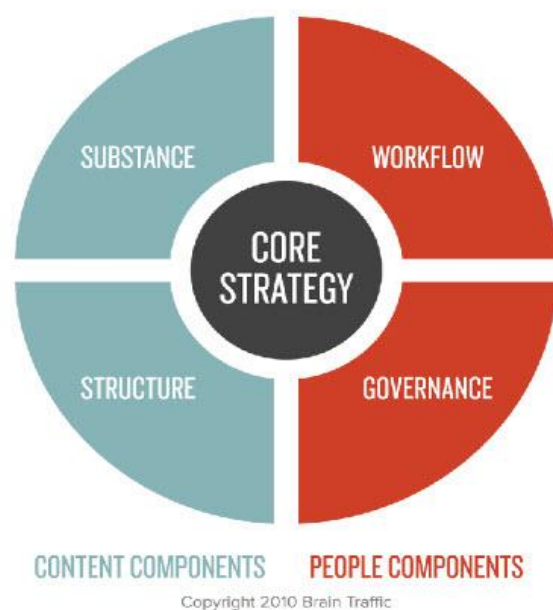


Figure 6: Content Strategy for the Web  
(Halvorson, 2009)

A more detail explanation regarding each component displayed in the two following tables:

Content component	
Substance	comprises of topics, brand's voice, tone, style and key messages that are needed to be delivered.
Structure	how contents are organized and broken up into building blocks to improve readability.

Table 1: Description of content component in website content strategy

People component	
Workflow	the process of generating, maintaining and delivering content with tools and resources.
Governance	a daily detailed management of the content for a long-term execution. Governance contributes to logical, high quality contents that meet customer's interests and offer a consistent customer experience.

Table 2: Description of people component in website content strategy

Halvorson's core strategy not only focuses on the content itself but also put an emphasis on teamwork in creating contents. If four components work smoothly together, more usable content can be delivered to to more online audiences, whilst meeting business objectives.

#### 4.2.1 Types of website content

Website contents can be presented in varied forms, from infographics, videos, guides, articles and so forth. Ledford (2008) divided the contents into three main type with distinguished indication:

**Licensed Contents:** are contents aggregated legally from a content broker or a third party content. For example, companies want to resonate with target audiences and customers, expand their websites with breaking news, they might want to have a direct publishing relationship with mainstreams publishers, such as the Associated Presses. These licensed contents often offers a consistent reading experiences and appeals to site's visitors. In spite of that, these news cooperative provide contents for mutiple types of companies with the same purpose, which is to engage audiences. This leads to the risk that contents being duplicated all over the Internet. The downside to practice with this content system is that it misleads search engines and has little or no value to SEO because of the duplication, especially after Panda and Penguin's invention. Additionally, licensed contents would not be a compelling option for enlarging website's traffics.



**Original contents:** are simply understood as unique contents and only belong to a particular website. Those contents might be written about some topics in common but under an aspect and form that have never been published online before. This is an excellent characteristics of high quality contents which highly draw attention to Google's crawlers. Also, these original contents should yield seamless reading experience and deliver a value to visitors. The more original contents produced on a website, the more chances it can get better rank in search results (Ledford, 2008). The process of generating original contents to keep up with audiences might be tricky.

**Dynamic contents:** are either licensed or original contents as long as they change constantly based on interests or past behaviors of the audiences. They create a relevancy as if they are customized specifically for the visitors. Blog is a perfect example to describe dynamic content.

From these three categories, dynamic content is considered to be the most competitive model for SEO. Dynamic content is also known as adaptive content, which means contents on website are updated frequently according to the demands in market field. Stories of people's lives and business operation change every day, new trends come and go quickly and people are rolling tremendous information. People can flexibly make their choices of which contents they want to read. It is strongly recommended to change content often and notify to remind people about the change, also about the website. It is one of the reason Ledford (2008) proved that "blogs have become such an overwhelming phenomenon". In consequence, the author requested blogging to the case company's CEO and marketing team leader as an efficient method for the current website.

#### 4.2.2 Elements of competitive website content

Interesting topics and a powerful tone of contents are the key to convince readers. Still, for the best written copy on website, there are many other rules contribute to the interaction between customers and content. Without these essential features below, it might greatly impact on the success of the website.

**Headline:** Father of Advertising, David Ogilvy said that: "On the average, five time as many people read the headline as read the body copy." A valuable SEO content might not bring any results if there is not click-throughs due to an ignoble headline. It is the first thing that organic visitors see and it should be appealing enough to capture their attentions in a bunch of search results. According to Safran (2013), headlines included numbers normally resonated the most.

Hence, as long as a number fits with headline copy, the website content writer should take benefit of it. Additionally, using accurate data in the content can add credibility and improve

shares for the content. One more tip shared by Patel (n.d) to make the whole title to be visible in search engine results in order to boost click-through rate, the number of characters should be kept under 72.

**Spelling and grammar:** one of the trigger for Panda algorithm is low-quality user-generated content. A content that is full of spelling and grammar mistakes is not only unprofessional but also a typical example of low-quality user-generated content. Even the small spelling and grammar mistake might annoy readers and devalue the website. Thus, an editor should always check carefully the content, make sure that everything is on point before publishing.

**Keywords:** keyword density or the repetition of keywords is a vital element of organic ranking. However, after Google rolled out recent updates, placing keywords in an inappropriate way could turn it into excessive keywords insertion and lead to on-page optimization mistakes. Hence, the exact keywords should be used wisely with the support of alternative keywords to generate the natural flow for content. As many SEO experts' recommendation, the percentage of keyword's occurrence should range from 2-4%.

**Call-to-action:** one of the taboo in doing digital content is to confuse visitors. If a website content meets almost all the requirements to captivate and bring in value to visitors but there is no direction for the next step, it will cause harm to conversion rate to business. A clear call-to-action plays a guiding role to visitor, invites them to take a specific action that benefits the company. There are thousands of different types of call-to-actions and they can prompt users to take any steps: buy a product, download a pdf file and so on.

**Bullets and numbering:** Website's readers mostly prefer scanning and dense texts usually discourage them to digest information. Bulleted lists along with line spacing, bolding support to break up large block of text, emphasize key information without interrupting the flow of the content and allow visitors to find their areas of interests quickly.

#### 4.3 Other factors that influence user experience and ranking

Besides a concrete content strategy and SEO best practices, there are also other elements influence user experience on the site. The most common and major issues are described as follows:

**Page speed:** refers to the time that the content appeared fully on the page whenever a user clicks on that page (Moz, n.d). Experts like Moz (n.d), Patel (n.d) and Labrador (2015) mentioned that page speed has become one of the ranking signals of Google.

More than that, Labrador (2015) pointed up that slow loading page might discourage to view the page even it has a valuable content which can generate revenues. Even they could be willing to wait to read the information, the navigation from page to page still affects their

patience and results in bad total page views per users. While Moz (n.d) and Patel (n.d) argued that the longer the page loading time, the higher the bounce rate and the lower the average time on page, which means the users do not consume the contents at all.

There are various issues that cause the low site speed. However, the most common problems are heavy images that seize a large space or embedded media, such as linking a video from Youtube to the website. Thus, the author should be aware of these elements while creating contents in order to save her time and minimize bad performances.

**Visual attractiveness:** Not only website but in general, people invoke positive attributes to things that are more appealing. Visual attractiveness is the first key impression that impacts on user's experience. Also, visual appeal is a desirable element required for user experience website design. Therefore, design elements such as: colors, shapes, images, font, white space and so on should be balance enough the page's appearance to evoke emotion and appreciation (Usability, n.d).

**Format of the content:** Different individuals have different interest in consuming contents. Publishing a blog post is not always a case for generating contents on website because people not always prefer reading texts only. There are also readers more approachable with "easy-to-read" or "visually-oriented contents", such as infographic, video story-telling, podcast, interview, and so on (Louis, 2016). Delivering varied formats of contents helps to reach a wider audience, also give the website a new look, increase the level of "freshness" and "engagement" which greatly benefits for SEO practices, according to Louis (2016).

## 5 Research approach and methods

With the demand of conducting a project that meets the standard of academic requirements while contributing a feasible solution for business in the field, the author chose the research oriented development approaches and methods as follow

### 5.1 Research oriented approach

According to Ojasalo, Moilanen and Ritalahti (2009, 14), a good strategy of the development work is to select the proper approach. Defining a proper research approach assists the smooth flow of planning the work, also guides the researcher to concrete choices for research methods to a certain extend. There are different research approaches available for an undergraduate's projects and the decision for the most suitable one is guided by these factors: research questions and objectives, knowledge, time, resource and foundation (Saunders, Lewis and Thornhill. 2009, 141).

The main outcome of this development project is to create a change within an organization, in particular, the case company's website with the new content strategy, where the author is

a part of it. Not only so, she is the main person in charge of the implementation, which means she will actively participate in the development. However, every decision she makes on the improvement must be implicated opinions, or supports in case of need, from other members in the company, especially the CEO because this matter is a genuine concern to her. The change will also influence the business's growth and its image. Back to the research question above, the author used "how" type to guide this research process, which shows that several actions being taken in order to research rather than researching about a particular philosophy or activity. These mentioned themes reflect the nature of action research approach, according to Saunders et al. (2009, 147). Furthermore, Ojasalo et al. (2009, 18) marked that "the participation of the organization's people in the development activity" is key characteristics of a typical action research design. Thus, the author will apply this approach for the thesis.

An action research process experiences four steps: diagnosing, planning, taking action and evaluating (Saunders et al. 2009, 148). The author will strictly follow that process steps by steps. Particularly, she will start to find and analyze in detail problems regarding the website contents and other elements affected the audience's perception of the site. Then, she will plan for solutions and make them happen after getting approval from the CEO and digital marketing leader. Next, these changes will produce a set of data which the author can evaluate and give some further directions for the next steps to achieve identified goals of the business.

## 5.2 Research methods

An action research typically involves "data gathering" and "facilitation of change" (Saunders et al. 2009, 148). In order to achieve the objective and master the outcome of this research, the author should carefully in demonstrating the wealth of the data collection that assist the changing progress.

Research methods applied aim to help researchers to obtain the perfect guess answer to the research questions (John, 2014). Hence, it is critical to be clear about what information is needed and their purpose in serving the study's goal so that the researcher can decide suitable types or combination of research forms. In business and management research, there are two common terms widely used, which are quantitative and qualitative methods. Ojasalo et al (2009, 17) underline the importance of perceiving the basic difference between these two methods to be able to use them properly.

Ojasalo et al (2009, 17) deemed that the advantage of quantitative method is for testing a particular theory, e.g. G's customers satisfy with the service consultancy of the company. Quantitative data focuses on numeric and the material is analysed or described by means of statistical techniques. In contrast, John (2014, 483) defined qualitative method as a practice

of uncovering social relations through the experience of respondents in their real working life. These opinion-liked data normally cannot be answered carefully in quantitative methods. With the help of qualitative methods, which involves the nonnumerical data in analysis, one can discover themes, patterns and so on in depth. (Karin, 2016, 34-35)

In this step, the author mainly aims to identify problems with the current website content and discover topics, ideas for planning new fresh contents. Regarding the current website, the author wants to know the perception of G's key stakeholders about it, the strengths and weaknesses of it when compare to other competitors' in the field. This is also the first step to the right approach to the content strategy (Casey, 2015) because these information enable the author to determine the reasons why the current contents are not effective. At the same time, the author will seek topics for actual contents happen hidden from the information above. Topic of the content is simply understood as the key message or the core idea. An effective and consistent content should be discussed around that topic without adding in a lot of unnecessary information. From the experience of the author in content marketing, before creating any piece of content, topic should come as a head start.

According to Patel (n.d) and Casey (2015), the topics should be chosen based on the audience's needs. It is also true with respect of SEO explained in chapter 3, where customer's insights should be placed as a core part. This shows how the contents can improve the audience's experiences. However, the chosen topics should also be intertwined within the customers' demand and the organization's expectation. They not only benefit the audiences but also bring values and profit to the business. For example, during the high season for logo design service, there should be more compelling topics regarding logo on the sites and distributed to the audiences. Thus, the topics for G's website content that the author is looking for should cover a service that G provides and how that service solve the target audience's concerns. For the first month of implementing contents, it is logical for the author to recognise only emerging types of service during October rather than develop contents that deal with all the services of G. Besides, the author should also consider all the elements to deliver the right brand's image and message, such as tone of contents, which she must not allow her pre-conception as the employee of G impact on her justification.

In consequence, the author realizes the need of taking on different kinds of qualitative research methods to cover the numerous area of vital information for this project, and with individuals that should be involved in the process of building strategy, especially the one who is empowered to make decisions on the website. She will choose multiple methods in which different data collection techniques combined as Saunders et al. (2009, 151) encouraged. Multiple methods give the author the confidence to provide better resolutions, because they reduce the possibility that the author makes any assumptions on the research findings to some

extent and allow her to better evaluate the most important issues concerning the G's website.

The data will be gathered and analyzed by means of the following methods:

#### 5.2.1 Documentary research

The analysis of documentary evidence can provide "background information and broad coverage of data" to develop understanding about the field within the research (Bowen, 2009, 31). It is the main technique for the author to build up the literature review part above of this thesis. On the other hand, these documents come in a variety of forms, not only such traditional sources like books, articles, journals, blogs, but also: the case company's website, minute of meetings, customer satisfaction survey stored in the company's system, statistics from analytics tool. The author will utilize all these resources mentioned as a complement to other methods and to explore the case company's context.

One requirement of this method is "a critical approach and careful consideration", "a high level of objectivity and sensitivity" (Ojasalo et al. 2009, 22; Bowen, 2009, 33) to prevent bias and add credibility to the research. Thus, the author will try to justify on her selection of these documents based on the person who produced, the purpose to use, target audiences, the authenticity of them. She will also improvise and give her own idea around the topics discussed, which will be expressed in the theoretical background.

The very first question that the author considered in this research is whether the possibility of analysing these existing data, or secondary data, can help her to achieve the objectives. Especially, secondary data such as minutes of meetings or customer satisfaction survey produced by the case company, the use of Internet, the availability of many competitor's sites in the field are easily accessible and beneficial.

However, concerning the ethics of conducting this research, the author still needs to obtain a formal approval to undertake private data within the organization (Saunders et al. 2009, 173). Employing secondary data might cause a risk of producing a broad concept to the website's content. Therefore, new (primary) data regarding both company's perspective and customers must be collected for the sake of this implementation.

#### 5.2.2 Observation

For all development projects, observation is a power tool and strongly recommended by most of experts because it is "rewarding and enlightening to pursue" (Saunders et al. 2009, 288; Ojasalo et al. 2009, 22). Observation conducted in a systematic manner can critically cultivate more data and bring vitality to the research.

This research aims to create contents on the case company's website, however, these pieces of contents not only improve the user experiences. Because the contents are shown on the company's site, they must also represent its identity, explicit the soul of the brand. Furthermore, the language use in every content should be similar to the language that the staffs at G use to communicate with customers in order to enhance perceptual identification of the brand, gain trust from potential customers and likely motivate purchase decision more. Therefore, the author needs to fully understand the company's culture and how the staffs in customer service team talk to the customers so that she can create something uniquely and deliver the true picture about the case company. An obvious way in which to discover this is to observe the business operation daily. Even the author is a member of the organization, it is still essential for her to use observation in this case because she had never worked closely with the customer service team before. To meet the demand of the thesis's objective, the author will adopt participant observation as the method to supplement other methods for data collection. As an insider researcher, the author has an opportunity to join the discussion among customer service members and watch them making conversation with the customers for sometimes. Besides, one of the critical steps in creating contents is to measure the effectiveness to know what kind of contents draw audience's attention the most. Thus, the author will also study data on website analytics tools and how people react after publishing the contents. The author will share her experiences by not merely observing these activities, but also her own perception, the capacity to interpret this in the planning and evaluation parts.

### 5.2.3 Semi-structured interview

The most common qualitative research method is interviewing. The interview allows a mass information to be collected and these data often suggest a rich reliable response to the research questions and objectives (Saunders et al. 2009, 318). There are many types of qualitative interview, however, the author contrived the one that should not only probe into depth but can identify what are important to the stakeholders. In order to fully understand about the organization as a whole, the author will carry out semi-structured, or thematic interview (Ojasalo et al. 2009, 19) with an organized list of questions and topics that need to be covered (See Appendix 1). Because G company provides plenty of services while the overall website has to cover all of these services' information, however, the author had never been involved in the design department or worked with customer service team before. Hence, semi-structured interview fulfills the need to learn about the organization's context for a deeper level. Semi-structured interview generated data which is used to explored and get "what", "how" and "why" questions to be answered. Furthermore, "the method provides opportunity to probe and encourage interviewees to explain, or build on, their responses", said Saunder et al. (2009, 324).

Business client's opinions naturally and considerably matter in order to contribute conversion-worthiness into website's contents. However, there is no possibility for the author to get deep insights from the clients. Yet, the author can get these information from the customer service team - the front line for customer queries and customer feedback survey stored in the organization's system. From their experience, close relationship with the case company's customers, and the fact that they are responsible for replying visitor's messages on the site, customer service team can offer the author imperative and enough resource to tap into prospective customers. Since all of these data gathered from internal stakeholders will consist of their sharing, viewpoints and feelings, qualitative methods are perfectly fitted for this project.

Subsequently, a semi-structured interview schedule was design to collect data from the CEO, the digital marketing team leader and the staffs from customer service team on their perceptions of customer's insights upon website, G's services, satisfaction as well as other concerns. This includes a list of queries with sections included common set of factual questions, while in other sections, open questions are used to explore and probe for insights. This method is the concrete part of the thesis, therefore a full description regarding the process from planning, collecting, analysing and interpreting data will be presented carefully in the next chapter.

#### 5.2.4 Competitors comparison analysis

Last but not least, a competitive analysis is a critical step in building a skillfully constructed business plan, especially when it comes to marketing strategies (Entrepreneur Staff, n.d; Haden, 2015). Unless the business is a pure monopoly, competition is an unavoidable situation that it should deal with. As mentioned above, G is a small start-up growing in a dynamically competitive market. Hence, learning from others is seriously demanded to survive as well as defining its individuality. While Ojasalo et al. (2009, 23) underscore the expedience of executing benchmark in the "development of work practices" by "identify weaknesses in the organization and producing ideas", however, the method is based on processes, performance metrics and best practices from other companies (Wikipedia, n.d). As a member of the case company, it is impossible for the author to get these data to determine the benchmark. Moreover, the author aims to get the picture of what others are doing with contents on their site, these metrics are simply not necessary and also there is not enough time resource to do benchmark, she will apply a simpler process, which is competitor's comparison analysis in the thesis.

The idea for comparing and evaluating competitors' practices on their website is to question own company's strengths and weaknesses, to get inspiration from their solutions and discover attributes that can be played up in the website contents to engage potential customers.



Consequently, the author will try to figure out current competitors' websites and research them as thoroughly as possible regarding content practices, keywords used, content presentation, content promoting techniques, etc.

### 5.3 Interview data analysis's methodology

Because of the vast amount of textual data, the researchers usually encounter challenge when it comes to analysis part in qualitative research. There are numerous approaches to carry out this process. Due to the small size of interviewee samples, the data collected can be managed by traditional means without depending on sophisticated computer programs. There is one popular method called content analysis or text analysis, which is often used for data gathered from purposive sampling like in this thesis (Russell, 2011, 470). John (2014, 160-161) also added that "content analysis is a powerful means" to present findings from "all reporting of semi-structured interviews". Consequently, the author chose content analysis method for the present research.

Content analysis was established and used as quantitative research method in information and library science. Until recent decades, qualitative content analysis has been developing in order to "address some of the weakness of the quantitative method (Zhang & Wildemuth, n.d). (Hsieh & Shannon, 2005, p.1278) specified qualitative content analysis as a technique to interpret the text data by classifying the process of coding systematically and identifying themes.

The idea of content analysis is to determine important themes in a body of content and convert into a rich description and essence. The process contains three-step approaches, where data is prepared first, then coded and interpreted.

### 5.4 Reliability of qualitative research

Reliability is often a challenge and the first issue raised in either qualitative or quantitative research. In typical textbook regarding qualitative research methods, there are usually lines for reminding readers how critical it is to take care of this reliability issue, especially when it comes to less or non-standardized research procedure, such as semi-structured and in-depth interviews (Saunders et al. 2009, 326). In qualitative research, the main concern discussed in reliability is whether the same research process repeated by other, or even same researchers can produce the similar findings. (Saunders et al. 2009, 326).

Together with the concern related to reliability above is potential sources of bias if the research includes interview method. According to Saunders et al. (2009, 326-327), bias can come from both perspectives, which are interviewers and interviewees. On the side of the interviewers, bias happens unconsciously when they hold their own belief while commenting during the interviews, or using an improper tone or non-verbal behavior which might reduce

credibility from interviewees and affect the quality of responses. Furthermore, the interviewers might have some bias in analyzing data gathered from respondents. In relation to interviewee bias, there are numerous reasons. They could be related to the perceptions about interviewers as mentioned earlier or come from the respondents themselves, for example: unwillingness to describe the whole picture of situation due to the lack of time or avoiding sensitive information.

To overcome the judgement associated with reliability, it is recommended to make the research design clear with “detail description about process and justifications for the interpretations” so that other researchers can understand and refer (Ojasalo et al. 2009, 16; Saunders et al. 2009, 328). Additionally, triangulation could be a useful tool to enhance the reliability of results. One can apply triangulation by, for example, using different methods for collecting data, verifying the research findings by multiple samples or even researchers (Ojasalo et al. 2009, 16)

In addition to reliability, there are also issues like validity and generalisability of the data gathered. Generalization refers to an act of drawing statistical conclusions for a broad group from particular findings. However, with qualitative research using semi-structured or in depth interviews, the number of samples is small and unrepresentative so that these data will not be able to be generalized (Saunders et al. 2009, 327). Regarding validity of the qualitative research, this matter is assessed based on two criterias: the deep level of knowledge and experience that the researchers obtain from the participants, the capacity to explain these meanings precisely in their own languages.

In brief, there are three matters that cause threat to the data quality of this research: reliability, bias and validity. In order to secure a non-standardized qualitative research against these problems discussed above, it is essential to make and maintain notes with great details relating to all research steps. On the other hand, it can be responded that the findings taken from this method are used to explore topics discussed in the research and only reflect reality at the time they were collected.

## 6 Collecting and processing data

This chapter is dedicated to the root of the website content strategy by understanding the website’s overall performance towards the market’s demand, target customer’ insights by taking into account the stakeholders’ opinions from the interviews and comparing the website to other competitors’ websites in the field.

### 6.1 Semi-structured interview’s process and results

This part described the progress of how the author prepared, arranged the interviews to the methods she used to round up and cover the information.

### 6.1.1 Interviewee sampling methodology

It is possible for the author to collect information from the entire personnels within the organization because of a manageable size. However, to save time and result in “higher overall accuracy”, sampling is a “valid alternative” to support the author so that she can spend on piloting the meaning of collected data (Saunders et al. 2009, 212). There are various sampling techniques, but basically these can be separated into two main categories: probability and non-probability (Saunders et al. 2009, 2012). According to Saunders et al. (2009, 233), as the name suggested, selecting samples in probability methods will be “chosen statistically at random”, which is naturally advisable for a quantitative research rather than a qualitative project.

Non-probability sampling approaches are more tactical for a business research that requires insights and rich information to explore the research question. Admst different techniques in this category, there is a purposive sampling method that enables the researcher to select units based on her judgement according to the objectives (Lærd Dissertation, n.d).

Follow the methodology discussed above, the author carried out six interviews in total, four with staffs in customer service team, one with the Digital Marketing team leader and one with the company’s CEO.

### 6.1.2 Time frame

All interviews must be completed at last one week before the project started in October. Hence, the first interview was conducted on 13<sup>th</sup> September 2017, the last interview was ended on 22<sup>nd</sup> September 2017. The author arranged different days for each interviewee according to their convenient time. The precise interview dates with specific subjects are stated as follow: 1st on 13<sup>th</sup> September 2017 with customer service A, 2nd on 15<sup>th</sup> September 2017 with customer service B, 3rd and 4th on 18<sup>th</sup> September with customer service C and D, 5th and 6th on 22<sup>nd</sup> September 2017 with both Digital Marketing team leader and CEO of the company.

### 6.1.3 Interview procedure

The interview procedure was kept the same with all the interviewees and all interviews were conducted face-to-face and one by one because all of them work together. First, the author asked for their agreements for this interview to happen and shared clearly the purpose of the interview with them that it not only contributed to the organization’s initial change but it also greatly supported for her thesis’ process. After they accepted her invitation, the author discussed about the convenient date and time that suited for both, usually during break times at the company or after working hours, when the interviewees were not in a hurry and felt

comfortable. Before every interview started, the author also showed them a hard copy of interview questionnaire (Appendix 1) or via electronic messages. Additional questions were also required depending on the flow of the conversation and when the author needed to explore the objectives given the nature of events within the organization.

#### 6.1.4 Data collection and analysis

The interviews were audio tapped while the author was taking notes. The transcripts served as the primary data resource for analysing process. The purpose of this study was to diagnose current situation of website and business operation to make relevant judgments on possible topics for blog and problems with current landing pages on website content. Because all interviewees are opened and willing to help as they understand their contribution is critical to business as well. In order to prevent bias from the authors, she also printed out the interview questions, added key points as she planned with full statements.

The author analysed the data with the following steps. She closely read and added note to each interview scripts. During this process, the texts were combined and concepts were highlighted. Coding performance continued in the manner of constantly comparing the current transcript with others to look for the emergence of categories and themes. Themes in the analysis process were emerged from interviewee's quotes. They were discovered based on: keyword repetitions and keywords characterized the experience of informants which are significantly related to the queries, for example: different important feedbacks that customer services staffs received from customers, or the viewpoint concerning the case company's website from the CEO is different from the staffs and so on. Some categories were easily defined as they revealed clearly on the manifest content.

In presenting qualitative analysis results below, the author combines other options besides texts and quotation, such as chart to justify conclusions. Also, John (2014) encouraged to use tabulation to note information, add comments from respondents.

##### 6.1.4.1 Interviewee's profiles:

This section is not included in the interviews because the author already learned about the interviewees' personal detail, such as age, gender, role and responsibilities at the company, by the time she worked there. In consideration of enriching this research, the author decided to present these data in the table below. Since the size of G is small, the author ensures that she noted enough and reliable information:

Position	Profile
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CEO	<ul style="list-style-type: none"> <li>• Gender: Female</li> <li>• Age: 35 years-old</li> <li>• Nationality: Japanese</li> <li>• Role and responsibility:</li> </ul> <p>Monitoring G's company with respect to both digital marketing and design service. Because the company is a small business, the CEO also takes care of tasks, such as attending the meeting with clients with the staffs. Besides, if the clients are Japanese, she will be the main communicator.</p>
Digital Marketing team leader	<ul style="list-style-type: none"> <li>• Gender: Male</li> <li>• Age: 24 years-old</li> <li>• Nationality: Vietnamese</li> <li>• Role and responsibility:</li> </ul> <p>Among all personnel at the company, he is the most experienced staff. Thus, he covers varied tasks but his main responsibility is to oversee all projects from digital marketing and mentor the digital marketing team members. Also, he supports doing digital marketing for the case company's website by running Google Adwords and managing the site. Regarding design service, he was assigned to take the main responsibility for "Website design" service by communicating and consulting the clients.</p>
Customer service staffs	<ul style="list-style-type: none"> <li>• Gender: all are female</li> <li>• Age: range from 20 to 24 years old</li> <li>• Nationality: Vietnamese</li> <li>• Role and responsibility:</li> </ul> <p>Their main task is to communicate with clients and freelancer designers within the design service. When customer service team get contacts from clients by any forms, they call to inform about the quotation, organize a meeting with clients to make the deal. After both parties sign the contract, they find the suitable designers for the projects, be the ones to deliver information from clients to designers. They keep track with the projects by asking the clients constantly if they require or need support.</p>

Table 3: Interviewee's profiles

The result above exposed about the case company's culture. All members at G company are young people and they not only cover their task as from their job position, but also contribute

their best to the business development. It can be said that the environment is filled with passionate and youthful atmosphere. Yet, they are inexperienced and learning by doing every day.

#### 6.1.4.2 Strong services:

The purpose of this section is to identify the emerging services of the case company because it offers many. Through this section, the author also wished to understand the market's demands more. Consequently, she can miniaturize the topics for blogs. The information gathered from interview are summarized and presented in the following table:

<p>What services that the company received most of the contacts, especially during three recent months? (from all forms, e.g. phone, website's messages, landing page, email, etc.)</p>	<p>The interviewees gave following answers:</p> <ul style="list-style-type: none"> <li>• "Logo and brand identity" - 6 answers</li> <li>• "Menu design" - 4 answers. The customer services also added that some contacts from this service is to ask for modification of the old menu.</li> <li>• "Website design" - 3 answers.</li> <li>• "Digital Marketing" - 1 answer.</li> <li>• "Photo shooting" - 1 answer.</li> </ul> <p>Besides, the digital marketing team leader commented that, except "Website design" and "Digital Marketing", all other services are paid for advertising on search engines by PPC (pay-per-click) marketing, which is Google Adwords systems. However, he still thought that Logo and Brand Identity is a vigorous service for both the company and clients because Vietnam in general, especially Ho Chi Minh city seems to be a "fascinating start-up culture that appeals to both Vietnamese natives and expats".</p>
<p>Among those services above, which ones easily and mostly won the deal?</p>	<p>All interviewees agreed that the company has contracts from "Logo and brand identity" the most. Followed that is "Menu design" and then "Brochure and Catalogue design", said the CEO and customer service staffs. "Photo shooting" can be considered as the easy-to-win service, however, it is incorporated with other services, e.g: brochure, catalogue, menu.</p>
<p>Do G customers' demands change over time? (e.g.: are there any times that contacts from other services are more than services</p>	<p>It was difficult to get a precise answer to this question because there are different perceptions about "time" in this question. For example, "demands within a year" or "within a month". However, they all agreed that "Logo and brand identity" service has the most contacts among other, even with or without paid method.</p> <p>One thing from the digital marketing team leader said that made the author concerned as well. He noted that "Website design could be one of the most</p>

you mentioned in the previous questions)	calling service”. It is because the case company had not pushed yet this service and there was no specific information about “Website design” on the company’s website. Yet, G still received requests or calling for quotation regarding this service.
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Table 4: Interview section "Focused services"

The author drew a conclusion while analysing this part.

The most important result is to put a great attention on the theme “Logo and brand identity” services because the term was occurred in all six interviews, means that this service has a high demand in the market. It could be hard to compete with other competitors because logo and brand identity related topics also play a core role in content production on their sites. However, it could be turned into an opportunity. The author can get more customer’s insights or more resource, e.g.: design drafts, design idea by asking the customer service staffs in order to brainstorm ideas.

Furthermore, “Website design” area could be viable to plan for blogging as the CEO started to invest more in this service. Plus, the author cannot neglect topics related to: digital marketing, photo-shooting, brochure and catalogue and menu design as well. However, this number of topics to focus is still big for blog’s contents within the first month.

#### 6.1.4.3 Target audiences’ backgrounds:

The second section aims to get a sketch of targeted customers of the company

Which business sectors that most the clients are?	<p>The interviewees gave following responses:</p> <ul style="list-style-type: none"> <li>• “Restaurant” - 6 answers</li> <li>• “Coffee shops” - 6 answers.</li> <li>• “Bubble tea shops” - 4 answers.</li> <li>• “Medical related businesses”- 1 answer.</li> <li>• “Fashion brand” - 3 answers.</li> <li>• “Beauty related” - 3 answers.</li> <li>• “Construction” - 1 answer.</li> </ul> <p>All of them underlined the point that restaurants seem to be the biggest business clients of the company. Big and small restaurants called for the company’s different services the most.</p>
How about their gender, estimated age and	<p>The major responses specified that there is no big difference in gender regarding customers. However, two customers service staffs mentioned that most of clients whom they interacted with are men. The CEO and another customer service staff added in that there would be situation in which the person they</p>

<p>position? (e.g: are they the one who make the decision on the final product or signing the contract?)</p>	<p>were in touch with was woman, but she was also a staff and she only delivered requirements or decision from her boss, who was a man.</p> <p>Concerning age, there were no certain answers. However, the author asked them to give their best guess about the answer, so it could be ranged from 25 to 50 years old, and most customers are in the age of 30-35 years old.</p> <p>While the CEO said that most clients she communicated with are in the same position as she is, the staffs all separated the clients whom they deal with into two categories:</p> <ul style="list-style-type: none"> <li>• CEO/bosses who manage the organization and directly decide whether to sign the contract with G, exchange ideas during design process and such.</li> <li>• The other group is mainly marketing staffs or secretaries, who speak to G's people on behalf of their bosses.</li> </ul>
<p>How did they found us? (e.g.: through Google, Facebook, etc.)</p>	<p>For this question, all the customer service staffs gave the exact answers because they carried out a customer survey. Therefore, they said they customers are mainly from channels like: Google, their friends, some saw the company on Facebook but the number is rare, also there were old clients, who used to work with the company before. One of the staff showed the author the data from customer satisfaction survey to prove her answer.</p> <p>While the CEO and the digital marketing team leader just said that they assumed most customers were from Google because the company run advertising campaign on Google. Also, there were customers known about the company through their networks.</p>

Table 5: Interview section "Target audiences' backgrounds"

From the data that the customer service staff showed to the author, she conducted pie chart illustrated the channels that most of G's customers came from:



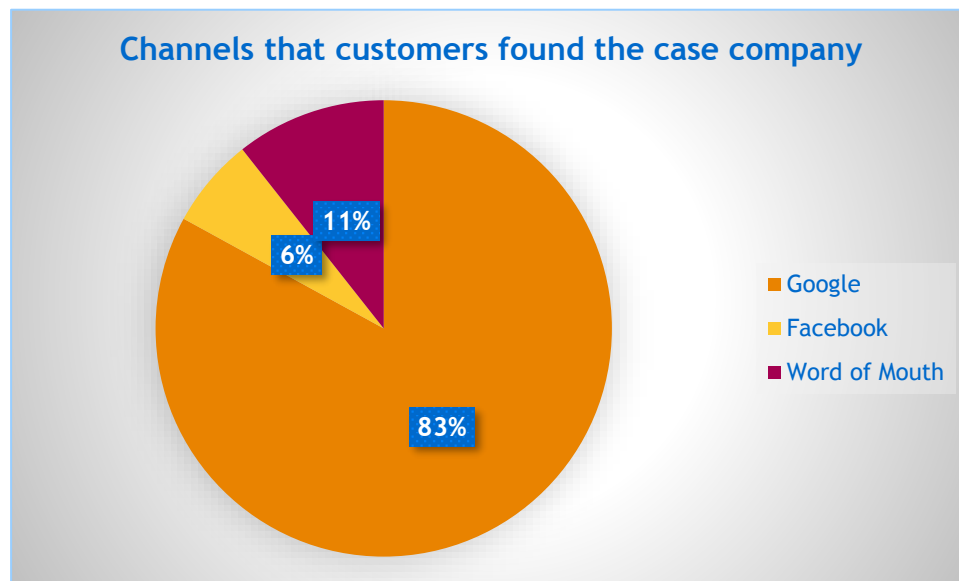


Figure 7: Channels that G's customers came from

Firstly, it can be said that most customers know about G by searching for the answers to their questions or concerns on Google and access the website. It placed the importance in refreshing and generating new contents on the website not only for Google to score it high, but to gain more trust and professionalism in the customers' eyes. Also, it tells the author that tools like Google Trends or function search term in Google Adwords can be used to explore search trends or queries that customers search for.

Secondly, the author can imagine the target audiences of G in her mind, means that she will know how to create the content for the right people, instead of focusing on general public and bring in no value. For instance, because G's services appeal to restaurant businesses, there should be pieces of content that are for restaurants like "Does your restaurant need a website?"

#### 6.1.4.4 Target audiences' insights:

The more customer insights that the author can gain, the better she is equipped to deliver valuable message to people. This section was designed to help the author learn more about G's target audiences regarding purchase behaviour.

<p>How do the clients feel about our website?</p> <p>Sub question: Does the website affect their decision to contact us? If so, what are the elements?</p>	<p>For this question, again, the CEO and the digital marketing team leader did not give their thought much since they never asked the clients regarding this. Only the customer service staffs responded that the customers found the website is “easy to follow and look for information.”</p> <p>The most important thing from what the staffs’ answers was the website did affect their decision at the “evaluation of alternatives stage in consumer behaviour”. One customer service staff conveyed customers’ feedback that they “decide to call because of the detail information about the service”.</p> <p>The digital marketing brought out one matter that showing detail prices on the page could have both good and bad impacts. Some customers might have felt the price are too high that they decided not to call right away while price could be negotiated.</p>
<p>What reasons that customers want to work with us?</p>	<p>All interviewees immediately replied that “Because the service detail meets their demand at the time they need”. From the staffs’ perspective, they said that their sales skills also play an important role in convincing the customers.</p>
<p>How about those who contacted but then did not work with us?</p>	<p>The CEO did not respond to this question because she also did not know the reason and she needed to investigate it as well. Here are some reasons that other interviewees explained to the author:</p> <ul style="list-style-type: none"> <li>• “High prices compared to their affordability” - 5 answers.</li> <li>• “Samples are not persuasive/suitable with their offerings” - 4 answers.</li> <li>• “Some clients want a complete service, including printing, which is not provided by G” - 4 answers.</li> <li>• “No company profile” - 3 answers.</li> <li>• “Selling points from customer service team are weak” - 1 answer.</li> </ul> <p>There was one customer service staff shared her honest concern that even many customers appreciated the company’s consultancy, personally, she thought that the customer service staffs “only ask information from customers and inform them about the quotation”. Thus, few customers skipped the case company to find another since they had no knowledge and they wanted somebody to give advice in the beginning.</p>

What compliments that customers give us the most? Are there any feedbacks that highlight our service from customer's point of view, except those common quotes above?	<p>The answers given were varied, but the similarity among them is these reviews: "Fast, precise process" and "Responsive, supportive and sympathetic staffs". Clients explained: "No matter how many times we ask to fix the design, the staffs are still willing to do with professional attitude." The customer service staffs added on that customers like the way the customer service team constantly ask or show their concern regarding their projects during the process, even after the project ended.</p> <p>Few highlight points including: "The customer likes the designer's mindset and how the designer took care in detail of the design".</p>
What questions do they ask the most? (e.g.their concerns regarding the design)	<p>"Process: speed and steps" - 6 answers</p> <p>They all commented that customers are worried with the process and they usually want to know the time they can get the products. Two customer services staffs said that when they observed the sample draft of logo, they noticed few key points from the customer's requirements, including "Creativity", "Expressing the brand's soul" and "Feng Shui"</p>

Table 6: Interview section "Target audiences' insights"

The author reached the following judgments after analysing this section.

The data gave the author a perception about customer intents. Their purpose of viewing the case company's website comes from various intentions. Some, or the vast majority as the author assumed, want to compare the prices among different companies only, other truly seek to the detail of service information that match their needs, and others might pay more attention to the company's profile through testimonials or reviews. Knowing the consumer's intent can help the author deliver helpful content that matters to audience in the moments they approach the company's website.

"Targeted keywords" and "Ideas" for blogging or "selling points" of G for landing page to raise persuasiveness are revealed or conveyed from what the customers talked about G's services. For example, "creative logo design", "Feng Shui colour in logo design" can be hot topics for making articles for blog.

Also, this section supported the customer services staffs to review about the customers, which can give them ideas to develop the communication skill.

#### 6.1.4.5 Implementation's ideas:

This section was dedicated to all interviews' opinion about the current website and their ideas, recommendations for changing the contents on website.

	Customer service staffs	CEO	Digital Marketing team leader
<p>What is your own opinion about G's website? Do you think it is good?</p> <p>Sub questions:</p> <p>If yes, can you give some ideas about what you like?</p> <p>If no, what make you feel unsatisfied or frustrated?</p>	<p>The first reaction towards this question from these staffs that they all like the website because it is professional. All thought that the website looks good to them and it is easy to use as well</p> <p>One pointed out that "One of the first reasons that I decided to work for G was because the website looks pretty and professional".</p> <p>Another one also responded that the website looks clean and "provides full contents".</p>	<p>She did not really satisfy with the website.</p> <p>The company got requests from "Website Design" and "Digital Marketing" but these two landing pages just have rare and general information. Especially, "Digital Marketing" page did not show clearly about what the company does. Additionally, she felt that customers seemed to demand "Photo shooting" service but this page did not highlight that the case company offers the service as well.</p>	<p>According to him, the content on the site was not compelling enough to him as a content marketer, somehow "boring" to him, but he satisfied with the visual. He also mentioned that the loading speed was average.</p> <p>.</p>
<p>Do you have any recommendation for the upcoming contents on the website?</p>	<p>Only one supported the author with the idea that there should be more interactive activities with customers.</p>	<p>She informed the author to put keywords that the company bought on Google Adwords in the landing pages' contents as much as possible</p>	<p>He recommended the author to propose the idea of changing "the words, language" into something "funnier, more creative along with the use of analogy" to the CEO. Also,</p>

		Regarding blog, the CEO did not give much requirements since she does not understand Vietnamese. However, she would like to build the blog as an educative page to support SEO process and focus on other services rather than “Photo shooting”.	he wanted the author to notice in the natural language. He advised that the author should write the content as if she is “not an expert”
Please kindly define our business’s vision and statement from your point of view? (For example, the sentence you use to describe our business to clients.)	The answers are varied so the author only wrapped up their opinion based on the similarities among them and with the CEO’s response. Therefore, they defined the company as “best partner” for Design who bring best quality of design products with “young, passionate” staffs.	In this question, her opinion is the most important since she is the one who found this G. The CEO described her vision as “A Japanese based company specialized for Digital Marketing and Design. We aim to support people and businesses to recognize and exploit their full potential.”	He concluded in a brief, precise but powerful statement: “Digital Marketing and Design are the solutions to your brand, G is the pathway.”

Table 7: Interview section “Implementation’s ideas”

From this section, the author was raised the emerge of fixing these following landing pages: “Website design”, “Photo shooting” and “Digital Marketing”. Also, the good review regarding visual attractiveness of the website made the author less concerned and only focus on contents. By asking about recommendations and the business vision, the author came up with the brand voice’s guideline which is outlined in the planning stage.

#### 6.1.5 Reliability of this thesis’ interview data

Firstly, all participants were aware of this interview section’s usefulness and significance in contributing to the business’s efficiency and success, the author can ensure that they were willing share information, ideas and opinions as much as they could. Before the interviews executed, the author already developed personal contacts to most of the interviewees,

especially she worked closely with the CEO and the Digital Marketing team leader, she believes that she achieved trust from the interviewees and established her credibility throughout the research process.

In this interview, the author invited interviewees who could share their own accounts of relevance judgements they made in their real working life. The reliability of the research findings was also expressed by the fact that most criteria were mentioned by more than one respondent. However, since the research procedure was not completely standardized due to the choice of semi-structured interview and the responses also reflected the business operation at that time, the ability to replicate findings from other researchers might not be feasible.

Though the author attempted to be neutral throughout the research process, especially in data collection and analysis stage, the possibility that conscious and unconscious bias behaviour could be created from both sides, the author and the respondents. However, the authors established a range of activities that would help to improve the credibility. As explained above, beside recording interviewees's response, the author were also allow observe data, i.e customer satisfaction survey or project list process stored within the organization's system, and compared to their answers. Triangulation was also employed in this study. All possible topics and keywords the researchers interpreted from findings will be evalutated again by few credible online tools. This process is presented in the next chapters (See chapter 6 and 7). Additionally, a brief consisted of analysis results combined target keywords and content plan was presented to the CEO and Digital Marketing team leader to confirm before she constructed the website. Thus, they could confirm the author's interpretation from the findings.

Above all, the author believes in the quality of this research findings. The most important thing is from these data, the author had the resources as she expected to plan and develop further steps for the project.

## 6.2 Case company's website overview

G' website is built based on the website builder called Strikingly. For more information, website builder refers to a tool or software for constructing a website without manual coding experience or skill needed. With Strikingly, because the platform offers the flexibility of customizing mobile-friendly experience for site visitors. However, the loading speed for website built by Strikingly has not been considered as good enough.

There are 8 main tabs in the navigation bar placed on top of the website, including: Home, About us, Marketing, Design, For Freelancers, Our Clients, News, Contacts and Language (English and Japanese). In the Design page, there are 11 sub-pages for each service regarding design services that the company provides. Thus, the company' website has 20 pages in total.

Additionally, the Strikingly platform also restricts the page's limitation, which is only below 21 pages.

This website was not built well from an SEO perspective at the beginning. Furthermore, there is no SSL (Secure Socket Layer) shows up in the web browser while this is a signal for a secure site. This could greatly affect the users' trust and they might go over another sites in search engine results.

#### 6.2.1 Competitor comparison analysis

The author has identified and compared the case company's website to the following competitors: Sao Kim, DigiPublic, Rubee, Logoart and Chin media. These organizations established before G for several years, except DigiPublic, which was a new player entered this market for only one year. Other businesses have been operating for not so long enough, but they already built a strong online presence, actively developed fame and credibility. Especially, Sao Kim and Rubee are the two strongest competitors, they always rank high organically in the search results.

The author has not found yet any companies supplied the exact same solutions as G does. However, these organizations can be considered as direct competitors (Bailey, 2014) because their offerings have similarity in multiple aspects with respect to branding solutions, such as: different categories in design services, content marketing.

All of these competitors above have good online presences since their websites are often listed on the first page of Google results with the keywords searches related G's services. Therefore, the author would like to investigate their practices on the sites, also be more fair-minded in discussing about the current website's weaknesses and strengths of the case company to adjust her strategy for a better result. She investigated the competitors' websites according to these facts: presentation, length, tone, call-to-action phrases, other strong points that appeal to the author, frequency in producing new contents, common practices and keywords that they have while G does not, types of media that they link to their websites and/or use to distribute contents from website. Keeping in mind that this step just supports the author to attain her objectives. The information collected from discovering competitors' websites will not be presented in detail, but to be used for building SWOT analysis in the next step.

#### 6.2.2 SWOT analysis

Valuable insights from useful tool like Google Analytics, customers feedbacks, stakeholder interviews are important to view the website path and strategy. However, these of information often cause confusion to the companies because of the overwhelming amount.

Thus, there should be a logical step to turn this chaos into a rational outline, which also speaks out the business goals.

Therefore, the author discovered a usefulness in a common tool, SWOT analysis for this purpose. SWOT analysis has been known for long as a traditional technique to identify key factors affected the whole organization or business's value chain. However, Kucheriavy (n.d) derived benefits to create a "winning website redesign strategy" from the SWOT analysis. Basically, findings from SWOT analysis indicate characteristics of the website that are important to its success and raise awareness about potential harms.

The basic SWOT analysis consists of four quadrants: Strengths, Weaknesses, Opportunities and Threats. Strengths and Weaknesses are grouped into one category because they are caused by internal factors, while external factors detect Opportunities and Threats to the website. The case company's SWOT analysis is presented as below

Internal factors (Website's characteristics)	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>+ Professional website visual, which makes the company look credible and trustworthy</li> <li>+ Logical structure and easy-to-follow navigation for customers</li> <li>+ Mobile-friendly interface</li> <li>+ Integrated with Social Media (Facebook)</li> <li>+ Clear contact information (hotline) and Chat Box, which is easy for customers to interact with the company</li> <li>+ Users find the website in search engines when researching solutions</li> <li>+ Customers find the website content relevant, easy to understand and informative that encourage them to decide to contact.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>+ Few landing pages lack of information that customers look for (website design, digital marketing, photoshooting)</li> <li>+ Not enough information in English</li> <li>+ Depends on Google Adwords on search engine results =&gt; Analytics show decline when the company stops running Google Adwords.</li> <li>+ Basic target keywords</li> <li>+ Good information but the contents do not provide unique value to be more competitive in the niche</li> <li>+ No blog articles while blog is good to keep content stay fresh and users active on site. Other competitors are exploiting in this activity.</li> <li>+Lack of content specialist to take care of the site</li> </ul>
External factors (Environment's characteristics)	



Opportunities	Threats
<ul style="list-style-type: none"> <li>+ Demand of services like website design, photo shooting, digital marketing shows some rising level, which can be tapped into by re-make content, design of these landing pages.</li> <li>+ Testimonials from happy customer's feedbacks can be use as social proof.</li> <li>+ Users want to be able to easily compare J's solutions with alternatives.</li> <li>+Competitors seems to be neglecting the Facebook platform.</li> </ul>	<ul style="list-style-type: none"> <li>+ There are many competitors in the market with lower prices shown on website.</li> <li>+ Many prospects still do not understand how the solution can solve their problem.</li> <li>+ New competitors that offer similar solutions are entering the market.</li> <li>+ The current market is greatly dynamic.</li> </ul>

Table 8: SWOT analysis of G's website.

This SWOT analysis gives a brief and clear overview of the website's current situation, which is easier to use to build the content strategy.

## 7 Planning

Before taking action, the author planned to organize numerous of ideas from market, competitor's research and interviewing stakeholders. This process with the results are described as follow

### 7.1 A brief guideline of brand voice

Back to the definition of content marketing from Content Marketing Institute, it is said that one of the most important characteristics of content creation is the consistency. Creating consistent content means deliver meaningful and amazing content steadily to build a strong connection with the audiences. Beside distributing useful information through contents with stable frequency, content voice or also brand voice is a crucial element to make up the consistency. The voice of content can be seen as a brand identity, which the customers can recognize a brand while viewing the content without a logo on it. (Heald, 2015)

The brand voice refers to the tone of communication, the use of words and the writing style. Taking in the brand voice's guideline in content creation not only empowers the contents, strengthens the performance, but also making the work easier within the team in the future in case the author is not able to keep up with the speed of generating contents.

The brand voice is rooted in the founder's vision, core values and personality of the brand. In the author's opinion, it is also conveyed in the way that the staffs communicate with custom-

ers. From the interview section above and the author's experiences, she identified these information and she came up with the conclusion about brand voice, including three broad terms: friendly, passionate, and authentic. For more detail, the author illustrated concretely how it show up in the content in this simple brand voice chart below:

Voice characteristics	Description
Passionate	Be cheerful, youthful, enthusiastic, action-oriented and show energy.  "We love what we do. Goal-oriented is our top qualities and we aim to give you the best Japanese service experience."
Authentic	Be honest, direct and trustworthy, stick to G's words, not over-promising or exaggerating.  "We are going to offer you the solutions and insight you need to make your job easier, which may not always be through our services."
Friendly	Be personal, human, helpful, humble but confident and not cocky or bossy.  "We are like your true friend, who will share you good advices to the fullest."

Table 9: The brand voice guideline of G company

G's tone should be informal, clear and gentle since the CEO and most of the staffs are young women. Sense of humour could be applied when it is appropriate to relax and engage readers but it should not be the main theme.

Concerning technical language, the author took advice from the digital marketing team leader, which means it should be natural, familiar, simple and avoid academic words. Additionally, the author will equip the use of self-interest words such as "you" and "your" as a way of suggesting G's prime concern with customer needs.

## 7.2 Determining focused services for blog

The findings from interview supports the authors to narrow down the topics for October's blogs. Most contacts that G received came from “Logo and brand identity design”, “Menu design”, “Digital Marketing”, “Website design”. The author used Google Trend tool to measure again and see whether these are fruitful topics to be exploited.

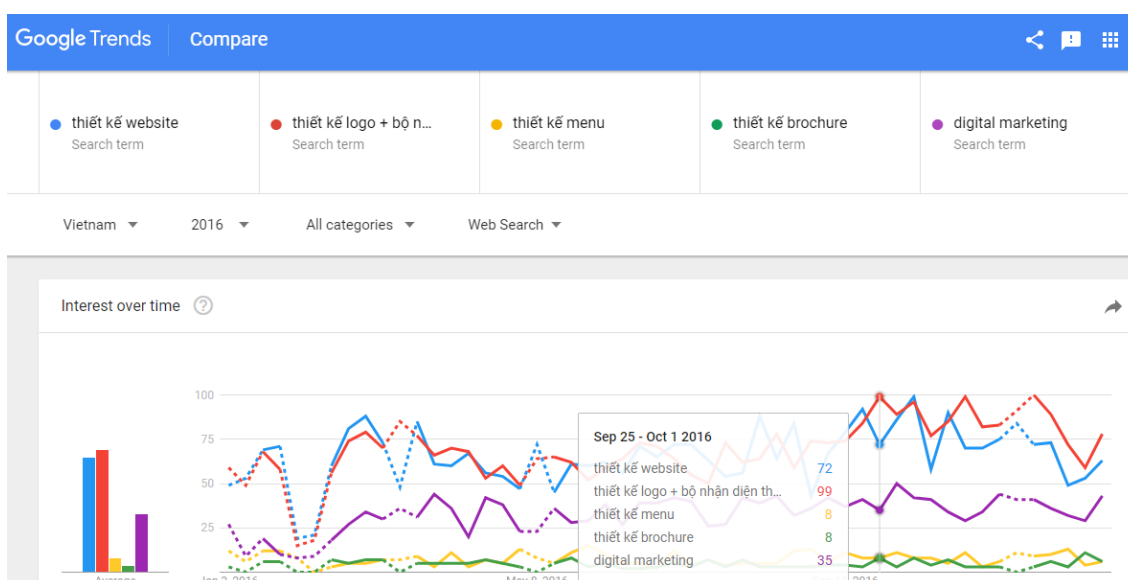


Figure 8: Level of interest during 2016 of G's popular services

As the result shown, during 2016, “logo and brand identity”, “website design” services were always demanded throughout the year, especially they started to accelerated since August.

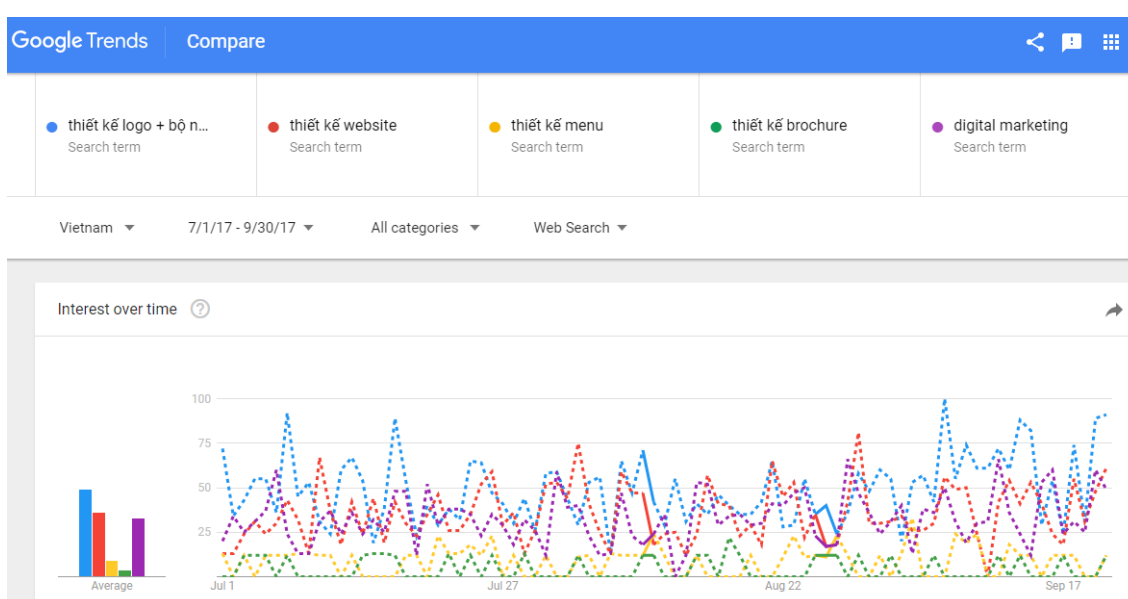


Figure 9: Level of interest of G's popular service from 1<sup>st</sup> July to 30<sup>th</sup> September.

Therefore, “Logo and brand identity”, “Website design”, “Digital Marketing” are prospective topics that can drive more traffics to the website.

After presenting these results to the CEO and the digital marketing team leader, they decided to pay attention on “Logo and brand identity” and “Website design” for blogging firstly.

## 8 Execution

This section will depict precisely the most important steps during the process of developing content in brief.

### 8.1 Keyword findings

Again, the author used the tool Google Trend to look for some search terms, queries to lay the target keywords out at the same time she clarified the focused services for blog above. Below is an example demonstrated the author’s work. The figure showed few keywords related to “Website design” under the “related queries” in the “Explore” page. From 1 to 4, the keywords’ meanings one by one are: website design, learning website design, professional website design and e-commerce website design.

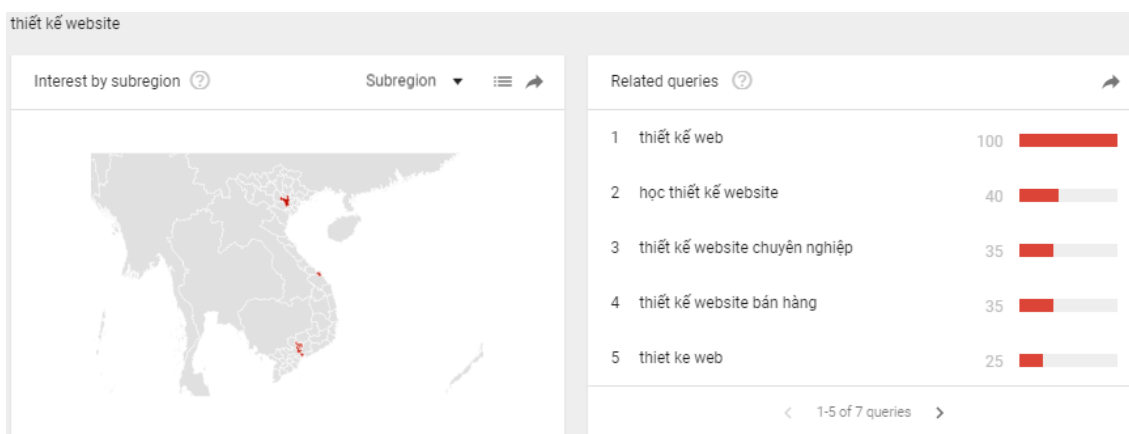


Figure 10: Keywords related to website design topics from Google Trends

However, Google Trends does not display the exact search numbers with limited types of keywords. Thus, the author combined the use of Keyword Planner tool in Google Adwords, interview’s findings, found more common keywords from competitors’ websites analysis above, forums regarding design and brand. To be honest, the author followed the guidance in Keyword Research part of chapter 2. Consequently, the author exported a sheet of target keywords, which are up to 100 prospective keyword phrases, including the most basic searched terms with high level of interest over time, such as: “website design”, “logo design”, to the more specific one for body keywords, such as “professional landing page design” and to the detail

phrases as long-tail keywords, e.g.: “creative website design for restaurants in Ho Chi Minh city”. The more versatile examples of keywords can be found in the next part.

## 8.2 Editorial calendar

Harris (2017) placed emphasis on planning carefully to “produce tangible business results over the long term”. Besides defining certain criterions to delight readers, there should be a system to keep the flow of producing content process at the peak performance. As a result, editorial calendar was invented.

Using editorial calendar to manage contents brings various advantages because it gathers all key elements to of contents in one place. Firstly, it keeps track of targeted keywords and is easier to organize the contents. Secondly, the author can have a general vision of all topics should be created and balance the variety of topics as well. Plus, it could be possible for the author or anyone to brainstorm more ideas by check the overall topics in the editorial calendar. Thirdly, it ensures the author’s time management by catch up with time set and target speed, maximize the impacts.

For this thesis, the author used the shareable Google Sheet as an editorial calendar to track content’s progress and share with the team to check or collaborate in the future. There are two versions of this editorial calendars, one in Vietnamese and one in English. Because the CEO cannot understand Vietnamese while she wants to track the content’s process as well so the author was asked to do the English version for this first month.

Below is a part of G’s website content editorial calendars because the whole sheet is rather long:

No	Due Date	Category	Keywords	Topic/ Title	Content direction	Types of content	Distribution channels	Status
1	2/10/2017	logo design	logo design for companies company logo design expressed brand identity; logo design conveyed company's message; professional logo design process	4 Great Benefits of Company's Logo for Advertising Brand	Listing 4 meaningful advantages and how to use logo in brand advertising strategy	Blog Posts	Facebook	Published
2	4/10/2017	logo design	professional logo design, beautiful logo design; cheap and professional logo design; outstanding logo design	7 Ways to Design Logo and Practice - P1	Introduction of 3 main logo design categories and listing ways to word logo design	Blog Posts	Facebook	Published
3	6/10/2017	logo design	professional logo design, creative logo design; logo design for coffee shop; logo design for fashion brand	7 Ways to Design Logo and Practice - P2	Continue with the second logo design category: symbol logo design and	Blog Posts	Facebook	Published
4	8/10/2017	logo design	professional logo design, distinctive logo design; logo design for restaurants	7 Ways to Design Logo and Practice - P3	Continue with symbol logo design and Combination Logo Design category: Combination logo; Emblem logo design	Blog Posts	Facebook	Published
5	10/10/2017	website design	website design, website design for restaurant; cheap website design service; professional website design	Does your restaurant need a website?	3 reasons for a resaurant to earn more benefits from design a website	Blog Posts	Facebook Email Marketing	Published

Figure 11: G's website content editorial calendar - English version

To summarize, there are 10 blog posts that the author needs to generate, distribute in October and other landing pages required to fix. All these are stored in this editorial calendar above.

### 8.3 Content development and optimization

#### 8.3.1 Landing pages

Structure of these landing pages was followed the CEO's direction. For each landing page, from the top to the bottom, there are x parts, including: big title, service information with price, description, typical projects, short summary of company profile, why choose G, contact form. Later, the customer service team will ask for few customers' permission in presenting their positive feedbacks about the company on the website as testimonials.

Among those, "big title", "description" are the two main parts that the author displayed compelling contents with keywords for SEO. Therefore, she combined keywords that the case company bought from Google Adwords with selling points, which she found from the interview section, such as: "fast, precise process", "passionate and supportive staffs", into meaning sentences. Regarding keywords, she also added common keywords that she found on other websites or from Keyword Planner, or Search related results on Google to increase the performance of SEO.

#### 8.3.2 Blogs

After topics and keywords were defined, headline titles were formed, the author started to gain her knowledge by reading articles of both foreign and domestic's blogs, other website's articles in the field. She participated in few design forums of Vietnamese to get more insights of the topics she planned to write. While doing this, she noted any ideas, keywords that she thought it would be helpful and interesting to make other topics. Also, while running out

ideas for a stunning headline, the author found help with Hubspot's Blog Ideas Generators tool from Hubspot. Here, the author can type the name of the service and the tool produces different headlines, which the author can be inspired. Then, she composed the article on her own based on the selective theories. She stuck on her own words, which she thought that they are suitable for the company's website, while interpreting these knowledge from what she understood. Besides, to make the blog become more informative, the author gave some examples to explain what she meant in few articles. Additionally, from the author's experience, she found that by using a number of exaggerated words, phrases, adverbs, adverbs, she could have a more prominent title, attracting more attention.

Structure and design of each content, such as outline, pictures materials are decided on her own. The format on each one blog post has three main parts, which are: introduction, body content and conclusion. Between the body content and conclusion, there is a call-to-action button that link to the related landing page service to inform customers that G offers that service.

In the introduction, the author usually discussed a problem, stated a question or addressed a situation in which customers might confront in order to raise the awareness about the topic is being discussed in the contents. Here in the introduction, she also built internal links by adding link to a certain keyword that directed the readers to another landing page if they clicked in. The body content is divided into several paragraphs with bold headings for the ease to scan. In the conclusion, the author briefly summarised what had been discussed. For few contents, she put some questions to increase engagement and encourage readers to share their ideas. Each blog post usually contained five images. After accomplished the whole content, she checked again the spelling, grammar, positions of dots, commas or quotation marks to make sure everything looked perfect. Normally, the author used the tool called WordCounter to test the number of words, characters in the content. Overall, articles that the author created had around 1,000 to 2,000 words in total. This number of words were also a recommended number for SEO content, according to many experts like Neil Patel, Brian Dean, Moz and so on.

While writing the content, she was aware of attaching keywords followed the guideline in theoretical chapters. Therefore, she put keywords in these following parts: page title, introduction, each paragraph of the content (more or less as long as number of keywords did not affect the reader's feeling), call-to-action button, meta description, URL, image alt text and heading tags. However, regarding heading tags, the author flexibly decided whether to use keywords or not depending on the natural flow of the contents. If the keywords in the heading tags made no sense and might cause the risk of raising uncomfortable feeling of the audiences, she did not try to put. Below is an example from the author's work:

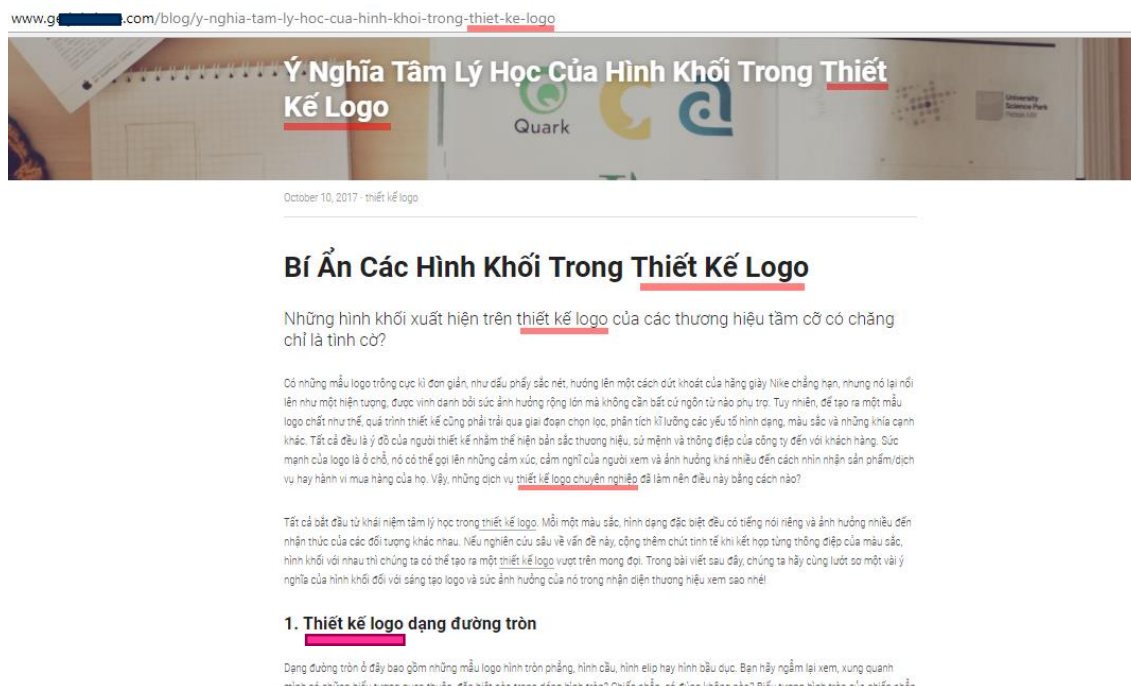


Figure 12: Example of blog post on G's website.

This is one of the blog article that the author created. Therefore, the underlined terms are keywords ("logo design"). The author allocated keywords in the URL, page tile, headline, introduction and sub-headline. Also, in the introduction, it can be seen that the author made an internal links (the anchor text) to link to other service page.

#### 8.4 Distribution channels

As mentioned before, the case company currently has only Facebook account with 6,551 followers. This number of likes and followers is G's advantage compared to other competitors that the author analysed.

Each blog article was shared on the Facebook fanpage during the peak time, which was from 7 p.m to 9 p.m. The author addressed this peak period through Facebook Insight in the Posts section. Also, she usually wrote a short description included call-to-action which encouraged people to click in the link to each blog post. However, there were two blog posts that the author could not manage to share on Facebook during October, so she moved them into November term. All the posts were not advertised to evaluate organic reach (people saw the posts naturally while they were surfing new feeds).

Unfortunately, the results were not so great. Number of engagement, such as: likes, reactions were quite rare. However, the author received feedback from employees at G that they were



happy to see the fanpage had more interesting posts rather than only recruitment posts like before. Even they did not react, but it was good to see some interactions and they did click to see few posts that were attracted to them. Another reason that these sharing were not received many reactions could be the followers are mostly young people who are seeking for jobs or freelancers of the case company. This is only the assumption from the author, but the sign alerted her to review again what the problems are.

## 9 Evaluation of the results

The evaluation is separated into three sections: evaluating from the data taken from website analytics tool, feedback from stakeholder and the self-review of the author.

### 9.1 Website analytics' statistics

Website analytics is a useful method to get the insights of customer's behaviours and actions on the website. The analytics offer quantitative data to measure traffics, page view, demographics, time on site and so forth. With this information, the company can learn more about their target customers, the performance of pages on the site to improve the website's presence better for greater online experience and increase conversions. (Flores, 2017) There are various tools for website analytics. The author chose Google Analytics because this tool was also used by the company. The measurement compares two periods, 31<sup>st</sup> August to 30<sup>th</sup> September before the implementation, and after one month since the implementation, which was from 1<sup>st</sup> October to 31<sup>st</sup> October.

The problem is that Google Analytics offers numerous metrics and only some can be used to measure the performance of the website content. Therefore, Curata divided into several categories to make the analysis process become easier (Deshpande, 2017). Based on that division, the author chose metrics presented in three figures below, which are related to the purpose of this project and the data was extracted from Google Analytics.

Regarding overall performance of the website, the author selected three categories which includes common metrics as illustrated in the figure below. These categories are: consumption metrics, retention metrics and engagement metrics. The consumption metrics tell the author about the number of visitors and the way they consumed the website. The retention metrics helps the author to understand how well the website can keep the audiences and turn them back after their first visits. By comparing consumption and retention metrics, one can identify whether the content is mesmerizing enough to keep in touch with the website users or the wish to build relationship with the brand (Deshpande, 2017). The last category is engagement metrics are used to test the inspiring level of the contents.

Overall Website Performance	Content Performance Metrics								
	Consumption Metrics			Retention Metrics				Engagement Metrics	
	Page View	Unique Page View	Average Time On Page?	New Visitor	Returning Visitor	Bounce Rate	Number of Visits	Avg. Section Duration	Page/Session
01-Oct-2017 - 31-Oct-2017	3,829	2,691	0:01:52	1,129	168	26.15%	1.53	0:02:15	2.76
31-Aug-2017 - 30-Sep-2017	3,068	2,238	0:01:27	970	149	28.01%	1.21	0:02:07	2.33
% Change	24.18%↑	17.69%↑	7.37%↑	18.20%↑	7.66%↑	-2.37%↑	2.05%↑	1.30%↑	6.99%↑

Figure 13: Overall performance of G's website in one month

The blue arrow represents the increase of data after one month. The figure shows a positive change even it is not a dramatical upturn. The percentage of page view grew up to 24%. Bounce rate is low while average time one page and average section duration are both expected if the readers like to scan. While the number of page view is about 3,829 views, the number of returning visitors is only 168. Therefore, the author can say that the contents on the website satisfy the audiences, however, they were not impressive enough to turn many of them back.

For the renewed landing pages, the author considers metrics related to content performance such as: page views, unique page views, average time on page, bounce rate. At this moment, it is still too soon to look at the organic traffic from Google because of the authoritative problems of the website. However, it is a practice that the author and the company should start from now in order to improve the website visibility on Google so that they can save more cost on advertisement.

Renewed Landing Page		Content Performance				Traffic
		Page Views	Unique Page Views	Avg. Time On Page	Bounce Rate	Google/Organic
01-Oct-2017 - 31-Oct-2017	Website Design	244	182	0:02:57	23.02%	7
31-Aug-2017 - 30-Sep-2017		48	30	0:01:20	87%	0
% Change		408.33%↑	506.67%↑	124.33%↑	-91.30%↑	—
01-Oct-2017 - 31-Oct-2017	Photo Shooting	215	174	0:02:50	46.41%	3
31-Aug-2017 - 30-Sep-2017		195	148	0:02:20	48.30%	5
% Change		14.88%↑	12.13%↑	17.66%↑	-5.35%↑	—
01-Oct-2017 - 31-Oct-2017	Digital Marketing	158	88	0:00:53	18.17%	4
31-Aug-2017 - 30-Sep-2017		145	75	0:00:27	20%	1
% Change		3.07%↑	5%↑	65.41%↑	-10.09%↑	—
01-Oct-2017 - 31-Oct-2017	News	148	71	0:00:40	50%	1
31-Aug-2017 - 30-Sep-2017		33	17	0:00:16	100%	0
% Change		328.28%↑	268.82%↑	94.53%↑	-50%↑	—

Figure 14: Renewed landing pages' performance of G's website after one month.

Both “Website design” and “News” (this is where the blog posts located) have an acceleration. While the company spent on paid method for “Website Design”, “News” has a completely organic advancement. However, looking at average time on page (nearly 3 minutes)

and bounce rate of “Website design”, it can be said that content on this page did engage audiences. It is also a good signal that visitors started to approach the blog posts more. In contrast, “Photo shooting” and “Digital marketing” slight rose or remained stable. The red filled cells means that these data are not nice gains at all. This indicates that the author should re-view these pages and make another change.

For the blog, the author kept track with content performance from page views, unique page view, average time on page, bounce rate. Thus, she can track which posts or topics that generated the most interest. Also, the author was curious about how many traffics the website get from organic and Facebook.

Blog	Content Performance				Traffic	
	Page Views	Unique Page Views	Avg. Time On Page	Bounce Rate	Google/Organic	Referral/Facebook
4 Great Benefits Of The Company's Logo For Advertising Brand	58	33	0:02:01	0%	8	10
7 Ways to Design Logo and Practices - P1	39	25	0:01:39	0%	5	7
7 Ways to Design Logo and Practices - P2	27	19	0:01:38	0%	2	5
7 Ways to Design Logo and Practices - P3	32	18	0:01:27	9.01%	2	8
Does Your Restaurant Need A Website?	35	20	0:01:01	11%	4	7
Psychology Of Shapes in Logo Design	69	44	0:01:58	5%	10	11
Landing Page and All Things You Should Know	46	25	0:01:44	10%	—	7
7 Secrets To Brand's Success With Landing Page	6	3	0:02:43	0%	—	—
What Should You Do Before Designing A Website	5	4	0:02:45	0%	—	—
How To Photo Shoot Well For Restaurants	21	17	0:01:58	15%	—	—

Figure 15: Blog posts' performance on G's website.

In general, the blog's performances are at the satisfying level. Some of them resulted in sound data while other did not achieved greatly. Articles that were shared on Facebook returned better number of page views than those were not. However, audiences from Facebook were not that many. The author can also determine the topics that are interested to the online users, such as posts related to psychology, how-to or comprised “benefits” in the headline. The average time on page reveals that the visitors did get enough information from the contents. In brief, those statistics display a good starting point.

Other achievements that the author got information from the customer service teams, including: 7 calls for Website Design, 3 calls for Marketing, 5 messages on website about Website Design and 3 messages about Marketing.

Also, for some current clients from Digital Marketing team, after introducing them about the website service with the G's website link as reference, the company receive their request about quotation and plan for website as well (3 clients).

Consequently, the website performance has been better. The data from Google Analytics also showed users engaged more and experienced more on the website.

## 9.2 Evaluation from co-workers

Besides investigating audience's behaviours from Google Analytics, the author also asked the co-workers around to take a look at her contents and shared her their opinions. Overall, they complimented that the contents sound professional, gave them new information but they did not give much information in detail.

The most important feedback is from the digital marketing team leader. Therefore, he commented that he was quite satisfied with the author's work at her first time. "Everything looks nice at the first stage". He added on that the visual of articles were clear, easy to follow, scan for the main ideas. However, he questioned whether the number of page views from Google Analytics was accurate. Also, he disappointed that the Strikingly platform does not have the "view" function in blog to track how many people exactly view these articles. Another thing he commented was the author's writing style and words' use. He felt that the contents still sound "academic" to him. He advised to author to work more on turning "unfamiliar" terms into a more common definition that people with different level of knowledge regarding the area can understand.

## 9.3 Self-evaluation

Firstly, the author did not achieve the target speed of this month due to two reasons. The author was the only person who created contents regarding design area. Therefore, she required a certain amount of time on investing in information and knowledge to ensure the accuracy of the content. On the other hand, she had to manage the projects and her tasks regarding digital marketing, which is her main job. Respectively, she did not complete in time two articles for the October term and moved to November.

Secondly, as she tried her best to be more SEO-driven in writing content, she guessed that she did not use keywords wisely in the first contents because her mindset was still a content marketer. However, she has been getting better in advancing keywords finding skill and how to use keywords in contents as she became more familiar by the time. Also, by reading more articles, reflecting views from Google Analytics, feedbacks from co-workers, she felt that writing an SEO-friendly contents much easier.

## 10 Conclusion and recommendations

In this last section, the author will sum up her findings as well as conclusions drawn from the entire research process, how she answered to the research questions

### 10.1 Conclusion and answers to the research questions

The main goal of this development project is to improve the content performance of the case company's website. The results received does show a positive sign, which motivate the author and the company keep learning and working on producing SEO-friendly contents. The author is pleased with her achievement both in this academic research and at the organization because she brought some values to the business from her contribution. The author also believed that she already carried out a comprehensive, thorough, credible and successful research through her presentation in this document, from planning to measurement, evaluation and getting a concrete number of key persons to gather data. Thanks to the CEO and the employees for their involvement and generous support, they played a crucial role in making this project successful.

Another reward of this project is that from the beginning to the end of execution stage, the author was able to link and even depend a lot on literature resources, tools mentioned in the theoretical backgrounds to practices in real working life.

The research and development project set out four sub-questions to assist to answer the main research questions. Therefore, the process of producing contents for the case company is thoroughly described in chapter 6,7 and 8. She distributed the content through Facebook fanpage of the case company, which is mentioned in part 8.4 of chapter 8. Chapter 9 is the progress of evaluating the content effectiveness through data from Google Analytics, feedback from other employees of the company, number of contacts received in October and the author's own assessment. Also, other factors that influence the user experience were pointed out in chapter 4 with three elements, from the interview and SWOT analysis.

### 10.2 Suggestions for the future plan

This one month of implicating content's changing was only the first practice to test the effectiveness and to build the knowledge base. To achieve better performance and to spread out the brand identity, the company and the author have to seek for further solutions after learning the lesson. Here are some recommendations from the author.

In order to improve both SEO ranking and user experience better, the case company needs a team of content writers come into play to ensure the consistency and maintain quality of the content. The fact that the author could not achieve the target speed proved this suggestion. The author alone could not possibly write and promote all the contents. Additionally, the

team can also increase the effectiveness of distributing contents in order to spread the contents to a wider audience. As the author is getting better in creating website content and understand more about SEO, she can be the mentor for other members in the team at this stage. However, in case of need when the business is expanding and the company is willing to invest more in digital marketing, the author still highly recommend that they should hire a more professional person in SEO or let the content marketing staffs to learn about SEO.

As mentioned right in the beginning, G is not an authoritative site. Even the content is well-informative and well-researched that the author believed they are better than other contents found in other competitor site, audiences can still hard to find and might not get higher rank in a short period. Therefore, in the next step, company should spend resource, here is time and money to earn authority for the site, for example, invest in a SSL link, finding partners to build backlinks.

From the interview, the author also recognized that there could be more questions to add in customer satisfaction survey so that the customer service team can learn more about G's customers like their deeper concerns. By doing this, customer service team can find a better way to cultivate their skill in serving and listening to customers, which can improve better consultancy and brand's image. Furthermore, the author or anyone who deal with the website content should talk more often with the customer service team to cultivate more ideas for the upcoming contents. The content writers can investigate interest of customers, generate more unique and specific contents. From the author's experience above, this action is greatly effective. Plus, as website content is refreshing, understanding the audience's perception about the new look from customer service team is highly demanded. Once again, the key to success of SEO, content marketing or Digital Marketing in general is target audience insights. The visitors are the one who decide whether the content strategy works well or not.

Furthermore, as the author mentioned in chapter 4, varied content formats should be implemented soon to boost the performance. Last but not least, the case company should also ask for typical customer's permission to get their positive review to be presented on the website in order to increase credibility.



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## Appendix 1: Interview questionnaire - English version

### Part 1: Strong services

1. What services that the company received most of the contacts, especially during three recent months? (from all forms, e.g. phone, website's messages, landing page, email, etc.)
2. Among those services above, which ones easily and mostly won the deal?
3. Do G customers' demands change over time? (e.g.: are there any times that contacts from other services are more than services you mentioned in the previous questions)

### Part 2: Target audiences' background

4. Which business sectors that most the clients are?
5. How about their gender, estimated age and position? (e.g: are they the one who make the decision on the final product or signing the contract?)
6. How did they found us? (e.g.: through Google, Facebook, etc.)

### Part 3: Target audiences' insights

7. How do the clients feel about our website?

*Sub question:* Does the website affect their decision to contact us? If so, what are the elements?

8. What reasons that customers want to work with us?
9. How about those who contacted but then did not work with us?
10. What compliments that customers give us the most? Are there any feedbacks that highlight our service from customer's point of view, except those common quotes above?
11. What questions do they ask the most? (e.g. their concerns regarding the design)

### Part 4: Implementation's ideas

12. What is your own opinion about G's website? Do you think it is good?

*Sub questions:*

⇒ If yes, can you give some ideas about what you like?

⇒ If no, what make you feel unsatisfied or frustrated?

13. Do you have any recommendation for the upcoming contents on the website?

14. Please kindly define our business's vision and statement from your point of view? (For example, the sentence you use to describe our business to clients.)