

Study Unit 11

Introduction to Social Media Marketing and Web Analytics

Study Unit Outline

Introduction to Digital
Marketing

- What is digital marketing?
- Examples of digital marketing platforms
- Features of the digital world.
- Does digital marketing work?

Study Unit Duration

This Study Session requires a 2 hours of formal study time.

You may spend an additional 2-3 hours for revision

Introduction

In this last week, we will take a dive into the world of Social Media Marketing (SMM). Social Media (SM) marketing is an important aspect of digital marketing. Everyday billions of users worldwide through the popular social media platform for entertainment, education, networking, business, and to connect with each other. SMM will teach the students on how to reach people where they are on Social Media Platforms. Lastly, we will explore how to use analytics to measure the performance of your digital marketing campaigns.

Learning Outcomes of Study Unit 1

Upon completion of this study unit, you should be able to:

- 1.1 State the importance of Social Media Marketing and identify various social media platforms.
- 1.2 Demonstrate how to setup Social Media accounts.
- 1.3 Develop competence in creating Social Media Campaigns with Facebook and Instagram Advertising Tools.
- 1.4 Understand various web analytics terminologies.

Terminologies

Social Marketing	Media	Web Analytics
Facebook Advertising		Google Analytics

11.1 An Overview of Social Media Marketing

Test: How many social media platforms have you used

1. Facebook
2. LinkedIn
3. Instagram
4. Twitter
5. Pinterest
6. Snapchat
7. WhatsApp



11.1.1 What is Social Media Marketing?



It is the act of using social media platforms to share contents (image, videos, text-related contents). Some platforms like Facebook can take images, text, and videos, while others do not take all.

Social media platforms have come to stay. It has been a great tool for connecting people around the world and has helped to build relationships across borders. Business organizations and brands are using social media platforms to get close to their customers. Individuals have used these platforms to create awareness for their brands, by posting about their activities and the business they are doing.

The impact of social media on our daily lives has been enormous. It is now the easiest way for news to travel, hence the word 'viral news' is now part of our everyday lives. Because

of this speed of news travel, the problem of fake news is a problem many governments are battling to control. In some instances, governments are the source of fake news themselves.

In this study session we will explore how we can use social media platforms to promote ourselves, our brands, business, and services.



Identify the content type these social media platforms can take. Complete the remaining task.

	Text	Video	Image	Audio
Facebook	YES			
Instagram				
Twitter				
LinkedIn				NO
Snapchat				
Pinterest				
WhatsApp		YES		YES



Social Media Global Usage

Social Media Platform	Purpose	Daily Usage Globally
Facebook	You can make new friends by sending friend requests	1.79 Billion
Instagram	A picture and video sharing platform. Connections are made when users follow each other	1 Billion
Twitter	Connections are made when users follow each other	186 Million

LinkedIn	Mainly used by professionals for connection	675 Million
Snapchat	Connections are made when users follow each other	249 Million
Pinterest	Users pin images, ideas, and inspirations in visual form to dashboards	416 Million
WhatsApp	Users connect with each other by saving their phone numbers on their mobile phones	2 Billion

11.1.2 Benefits of Using Social Media Marketing

As we stated earlier, social media marketing has many benefits and value. Let us explore some of them.

Creating Awareness.

Social media platforms are great in creating awareness for your business, brand, services, and product. Maybe you are focused on issues affecting your community, social media is a great platform to tell the whole world what you are doing or want to achieve. Remember, with social media platforms, you are no more limited to your local community, you have the whole world to communicate with. People all over the world can comment on your posts, like, share, retweet, repost and visit your website through the link you shared.

Build relationships with people

Whenever you post on social media, people will engage with you. This is a great way to build relationships with them and will lead to trust. When people trust you, they buy from you and do business with you. Some can decide to become your follower so they can be aware anytime you post something new.

Build an audience.

Posting regularly on social media will make people notice you, and if your posts are adding value to them, they will follow you. Through sheer consistency, you can grow your followership from few followers to millions of followers. Some social media users have thousands of followers, others, tens of thousands, hundreds of thousands, many have millions of followers. Twitter, Instagram, Snapchat, Pinterest allows you to have followers, you can also decide to follow others. Facebook and LinkedIn also give the option of

following people on their personal accounts, however, business accounts on these two platforms allow followership.



Further reading:

<https://blog.hubspot.com/marketing/which-social-networks-should-you-focus-on>

11.1.3 Crafting Your Social Media Strategy

Is it possible to be active on all social media platforms? As an individual, it is nearly impossible to achieve that. Even big organizations are not active on all social media platforms. Therefore, your strategy will help you to know where your customers or audience are, the kind of messaging that will engage them and the social media platforms where you can reach them.

Develop your customer persona.

Everybody you want to reach on social media has an identity. In marketing, it is called buyer persona or customer persona. It is a detailed description of someone in your target audience. Customer persona can help you to answer these questions:

- ❖ Who are they?
- ❖ Why do they buy from you?
- ❖ What are their needs and interests?

For example, your contents are for people between the ages of 22-34, highly educated, internet savvy, loves traveling.

Customer Demographics	
Age	
Gender	
Location	
Income Level	

Education Level	
Marital Interest	
Cultural Background	
Occupation	

Choose the social media platforms that will resonate with your messages.

Various social media platforms serve different purposes. Some are more engaging than others. For instance, Instagram and Pinterest are mainly for quality pictures. Facebook can accommodate long posts, while Twitter posts are in threads. Pinterest is for pictures only while LinkedIn is for business professionals.

Create Engaging Contents.

Do you want people to take you seriously, engage them with your contents? There are billions of people on these social media platforms, therefore you must be unique to stand out. Remember consistency is the only way to gain influence.

11.2 Social Media Accounts Setup

The is knowledge of how-to setup social media account is important for everyone that is interested in using social media to push their identity, brands, promote an issue, advertise a product and service. Many of these social media platforms has their strengths and weaknesses. However, what might be a weakness for another person, can be your strength. For a start, you can create an account in all the social media platforms to determine the platforms that will work for you.

11.2.1 Facebook - How to create a Facebook Page.

- Visit <https://www.facebook.com/pages/create>
- Select the **type of page** you want to create e.g., business or brand, community, or public figure.
- Enter your **page name** and **category**.
- Enter your address and phone number.
- Then add your profile picture and cover photo.
- Add your page username (can be up to 50 characters long).

- Add your business details - description, categories, contact information, business hours and other business details.
- After saving what you have done, you can create your first post on your business page.

Instagram - how to create an Instagram business account.

- **Download the Instagram app** for iOS from the **App Store**, Android from **Google Play** store or Windows Phone from the **Windows Phone Store**. Once the app is installed on your mobile phone, tap to open it.
- Tap **Sign Up**, then enter your **email address** and tap Next, or tap **Login** with Facebook to sign up with your Facebook account.
- Within the app, find Settings, then scroll down to Switch to business account. When you have a business account, you can add pertinent business information such as opening hours, a business address or a phone number.
- Start posting content you would like to see in your feed using relevant hashtags and start following similar accounts.

LinkedIn - how to create a LinkedIn profile.

- Visit <https://linkedin.com/reg/join>
- Type your first and last name, email address, and a password you will use.
- Click **Join now**.
- Complete any additional steps as prompted.

How to create a LinkedIn business page

- Click the **Work** icon in the top right corner of your LinkedIn homepage
- Click **Create a Company Page**. You will also select this option to create a Page for a school.
- Select the Page type you would like to create from the following options: small business, medium to large business, showcase page, educational institution (high school or university/college)
- Enter your **Page identity, Company or Institution details**, and **Profile details** information.

- Check the verification box to confirm you have the right to act on behalf of that company or school in the creation of the page.
- Click **Create page**
- Click Start building your page! to build out your Page.

Twitter - how to create a Twitter account

- Visit <https://twitter.com/signup>
- Enter your name, phone number or email address and password. Note: Twitter will send a mail to your email address or phone number for verification.
- Enter your date of birth (day, month and year)
- Add your Bio and profile picture
- Start Tweeting

Pinterest - how to create a Pinterest profile

- Visit www.pinterest.com
- Click sign up. You can sign up with an email and password or with your Facebook or Google account.
- Pinterest will show you a welcome message.
- Answer some personalized question.
- Go to email address to verify your Pinterest account.
- You can start pinning on your board. You can also browse what others have done.

Snapchat - how to create a Snapchat profile

- Download **Snapchat for iOS** or download **Snapchat for Android**.
- Open the app and tap '**Sign Up**' to create a new Snapchat account.
- Enter your name and tap '**Sign Up & Accept.**' Then **enter your birthday**.
- Create a **Snapchat username**. NOTE: You cannot change your Snapchat username later
- Choose a **secure password**. Snapchat recommends making your password 10 characters or longer, so it is extra strong.
- Enter your **phone number** and verify it for account security.

- You can also tap **'sign up with email instead'** if you do not want to use your phone number.
- **Find your friends.** You can allow access to your contacts to add your friends easily.

WhatsApp

- **Download and launch the app:** Download WhatsApp Messenger for free from the **Google Play Store** or **Apple App Store**. To open the app, tap the WhatsApp icon on your home screen.
- **Review the Terms of Service:** Read the Terms of Service and Privacy Policy, then tap Agree and Continue to accept the terms.
- Register: **Select your country from the drop-down list** to add your country code, then **enter your phone number** in international phone number format. Tap Done or Next, then tap Ok to receive your 6-digit registration code via SMS or phone call. **To complete registration, enter your 6-digit code.**
- Set up your profile: **In your new profile, enter your name**, and then tap Next. You can also add a profile photo.
- **Allow access to contacts and photos:** Contacts can be added to WhatsApp from your phone's address book. You can also allow access to your phone's photos, videos, and files.
- Start a chat.

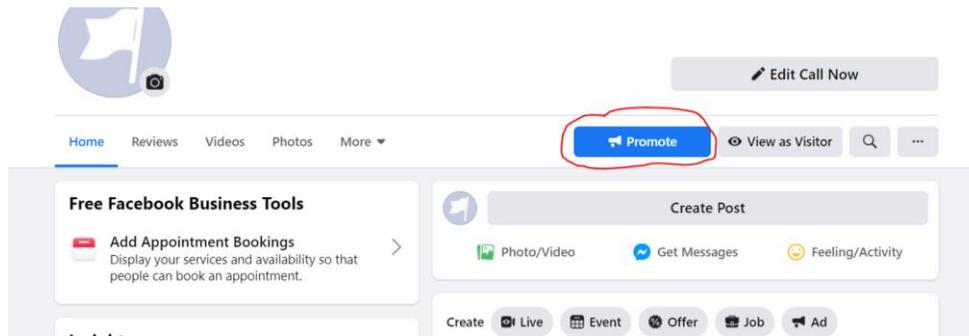
11.3 Competence in Creating Social Media Campaigns with Facebook and Instagram Advertising Tools

11.3.1 How to Run Facebook and Instagram Ads

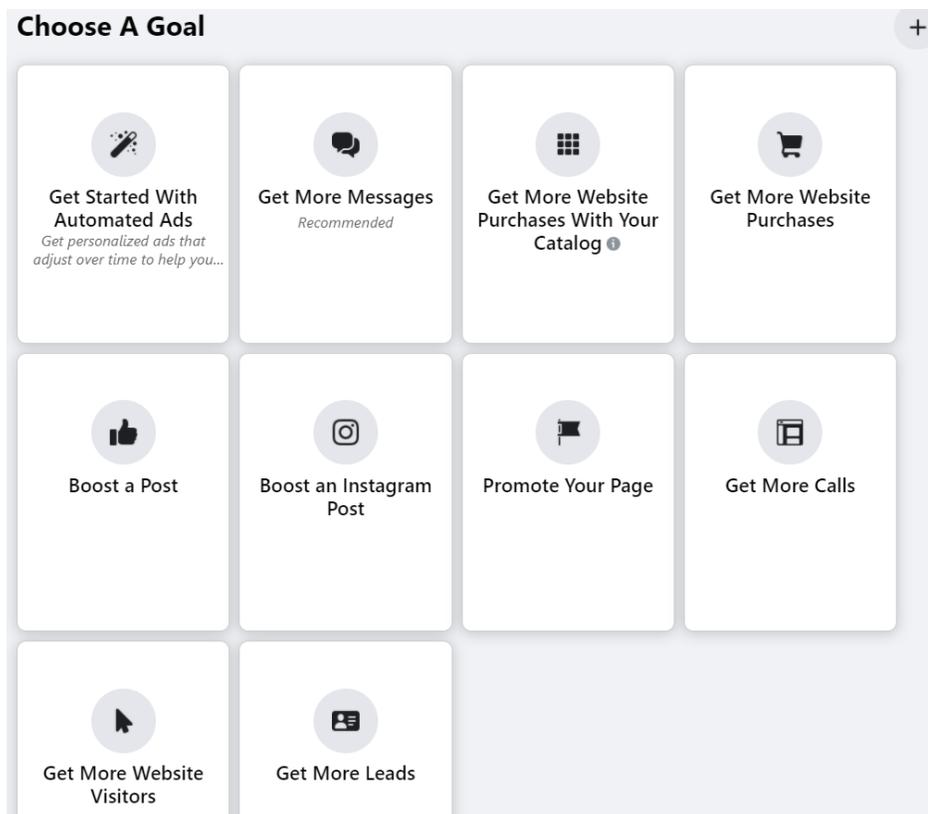
Facebook advertising is quite simple for a beginner. After you have set up your Facebook Page, start posting and build your followers and audience. One of the ways to build your audience and followers is by promoting your page or boosting posts on your page.

How to Promote a Facebook Page

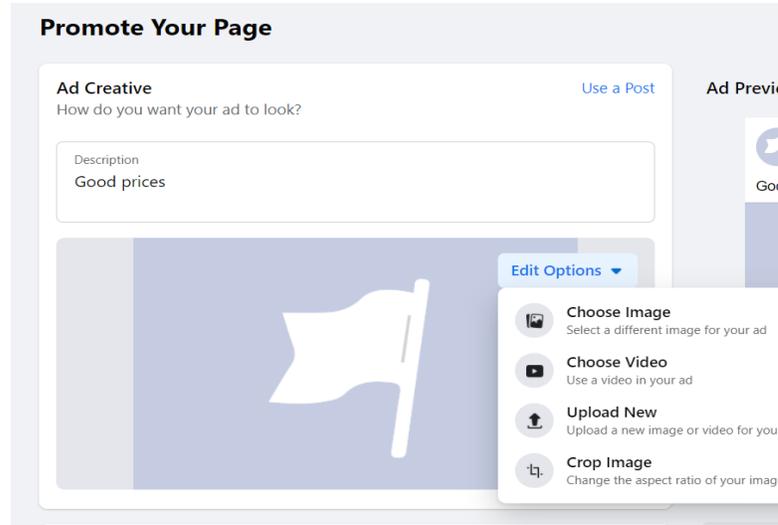
- Visit your page and click promote.



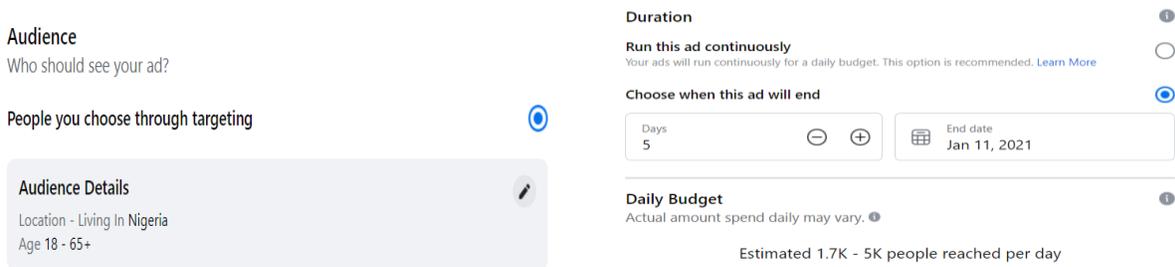
- Select the goal you want to achieve from the list of objectives (select promote your page). You have the option to boost a post on Facebook or Instagram, direct traffic to your website, generate leads and other options.



- Add image or video. Add the description for your page.



- Select your audience and budget



How to Run Ads on Facebook

- Visit Facebook Ads Manager on <https://www.facebook.com/business/tools/ads-manager>.
- Choose your advertising objective

Create New Campaign Use Existing Campaign ✕

Choose a Campaign Objective

[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Figure 25: Facebook Campaign Objectives

- Select your audience.

The screenshot shows the 'Audience' configuration page in Facebook Ads Manager. At the top, it says 'Audience' and 'Define who you want to see your ads. Learn more.' Below this are two tabs: 'Create new' (which is active) and 'Use a saved audience'. Under 'Create new', there is a search bar for 'Custom Audiences' with the placeholder text 'Add Custom Audiences or Lookalike Audiences'. Below the search bar are links for 'Exclude' and 'Create new'. The 'Locations' section is expanded, showing a dropdown menu set to 'Everyone in this location'. Below this, a list of locations is shown with 'United States' selected. There are options to 'Include' or 'Exclude' a location, and a 'Browse' button. Below the locations section is a link 'Add locations in bulk'. The 'Age' section has two dropdown menus set to '18' and '30'. The 'Gender' section has three buttons: 'All' (selected), 'Men', and 'Women'. The 'Languages' section has a text input field with the placeholder 'Enter a language...'.

- Decide where to place your ads.

Placements
Show your ads to the right people in the right places.

Automatic placements (recommended)
Your ads will automatically be shown to your audience in the places that they're likely to perform best. For this objective, placements may include Facebook, Instagram and the Audience Network. [Learn more.](#)

Edit placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

- Select your budget.

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Auction Predictable reach and frequency

Budget
\$11.00 USD

Actual amount spent per day may vary. ⓘ

Schedule Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$77.00** per week.

[Show advanced options](#) ▾

- Choose an ad format, add headline and description.

Format
Choose how you'd like your ad to look.

Single image
Create up to six ads with one image each at no extra charge

Single video
Create an ad with one video

Slideshow
Create a looping video ad with up to ten images

Add a full-screen experience
Add a full-screen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more](#)

- Submit your ad.

How to Run Instagram Advertising Campaign

Instagram gives you the opportunity to create stories, run photo ads, video ads, carousel ads, collection ads. You can run ads within your Instagram mobile app, Facebook Ads Manager or within Facebook Business Manager.



Figure 26: Instagram Story

- Go to Ads Manager
- Select **Create**

Create New Campaign Use Existing Campaign X

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

- Choose an objective that supports Instagram as an ad placement.

(The following campaign objectives support Instagram)

Campaign Objectives	Feed	Stories	Explore
Brand Awareness	✓	✓	✓
Reach	✓	✓	✓
Traffic	✓	✓	✓
Engagement	✓	X	✓
App Installs	✓	✓	✓
Video views	✓	✓	✓
Lead generation	✓	✓	✓
Messages	✓	✓	✓
Conversions	✓	✓	✓
Catalog Sales	✓	✓	✓
Store Traffic	✓	✓	X

- Select **Continue**
- At the placements section, you can select **Manual Placements** and select Instagram to have your ads appear on Instagram. If you select **Automatic Placements**, your ad will run across a variety of Facebook Placements, including Instagram, to give you the best value for your ads.

Placements
Show your ads to the right people in the right places.

Automatic placements (recommended)
Your ads will automatically be shown to your audience in the places that they're likely to perform best. For this objective, placements may include Facebook, Instagram and the Audience Network. [Learn more.](#)

Edit placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

- Select **Continue**

Instagram Advertising Objectives

Instagram advertising gives the opportunity to achieve the following when you promote a post.

- **Awareness** – Instagram helps you to drive awareness of your business, product, service, or app. There are 4 campaign types that help you to drive awareness – reach, reach and frequency, brand awareness and local awareness.
- **Consideration** – Consideration advertising objectives make potential customers to be more aware of your product or services. The campaign types are – website clicks, video views, reach and frequency.
- **Conversion** – Conversion related campaigns help to increase product sales, mobile app downloads, and drive visitors to your online shop. The following campaign types will help your potential customer to convert – website conversion, dynamic ads on Instagram, mobile apps install, mobile app engagement.

11.4 Overview of Web Analytics

To ensure your digital marketing efforts are data driven, it is necessary to understand your previous efforts. This where web analytics plays a huge part. Web analytics help you to track, monitor, measure and analyze the activities of users, visitor on your website. Web analytics is one of the most interesting and important aspects of digital marketing. Web analytics help to answer these questions.

- How can you determine the number of people that visited your website in a day?

- What are the device types (laptop, Android, IOS) visitors use the most when visiting your website?
- What is the breakdown of visitors' country by country? Which country visits our website the most?



11.4.1 How Web Analytics Work

Before you start tracking the activities of users on your website, you need to insert a tracking code on your website. The tracking code helps you to collect the information you want to monitor and analyze. There are different web analytics tools available to track and monitor performance on your website.

Here is a sample Google Analytics Code

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-xxxxxx-1', 'auto');
ga('send', 'pageview');
</script>
```

Figure 28: Google Analytics Tracking Code

How to Insert Google Analytics Tracking Code

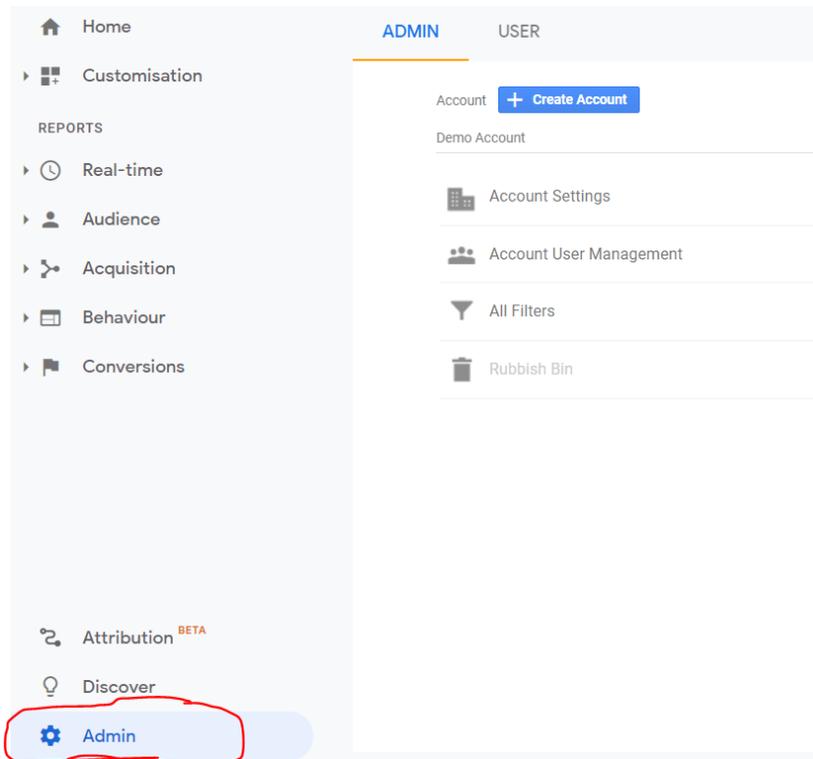
Inserting web analytics tracking code is quite easy and simple, however, the steps might vary depending on the platform you are using to monitor performance of your website. There are various web analytics platforms like Google Analytics Platform, Facebook Pixel, HubSpot Analytics, and others

How to Insert Google Tracking Code on a Website

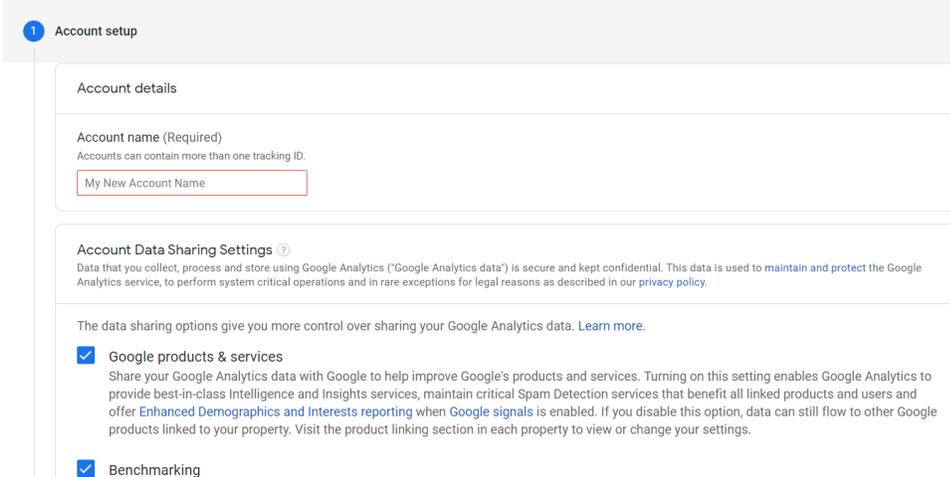


Figure 29: Google Analytics

1. Go to google.com/analytics to create or sign in to your Analytics account. (To create an account, click **Start for free**;
2. Click **Admin**.



3. Click **Create Account** and enter any name of your choice. (Google Analytics gives you the option to create up to 100 accounts)



4. Click **Next**
5. Enter a **Property Name** and click **Next**.

1 Account setup

Account details

Account name (Required)
Accounts can contain more than one tracking ID.

Account Data Sharing Settings ?

Data that you collect, process and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

Google products & services
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to

6. Enter some information about your business.
7. Click **Create**.
8. Accept the Google Analytics Terms of Agreement.

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

Additional Terms Applicable to Data Shared with Google

You indicated that you would like to share your Google Analytics data with Google products and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller-Controller Data Protection Terms, which apply to data that you share with Google under the GDPR.

If you don't wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

Controller Terms set out the rights and obligations that apply between users of the Measurement Services and Google.

1. Introduction

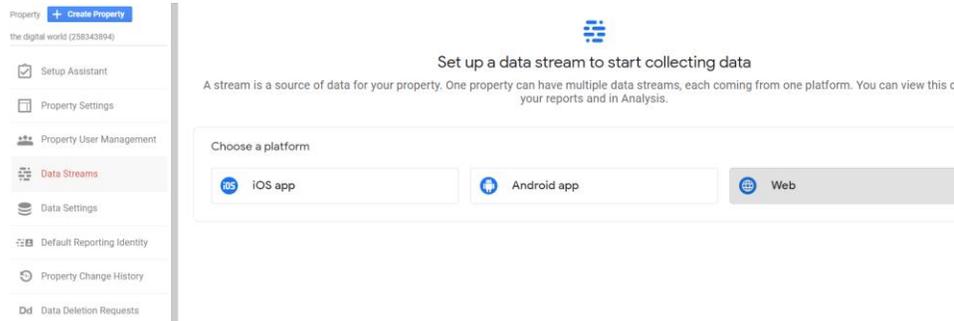
These Controller Terms reflect the parties' agreement on the processing of Controller Personal Data pursuant to the Data Sharing Setting.

2. Definitions and Interpretation

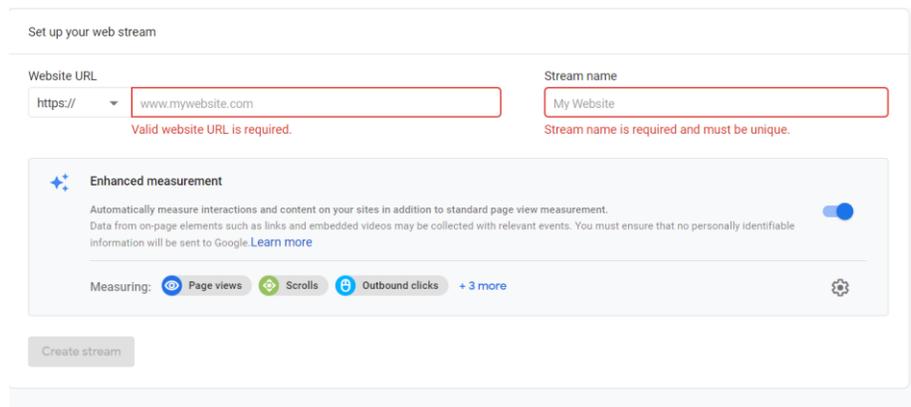
2.1

I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

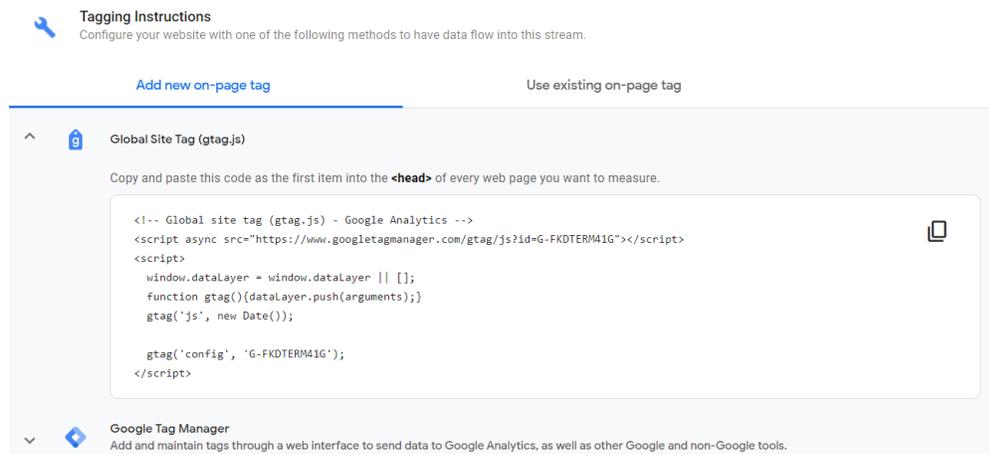
9. Click on **Data Streams** and click **Web**.



10. Enter your website address and stream name.



11. After creating the Data Stream, scroll down to **Global Site Tag (gtag.js)** to copy and paste this code as the first item into the **<head>** of every web page you want to measure.

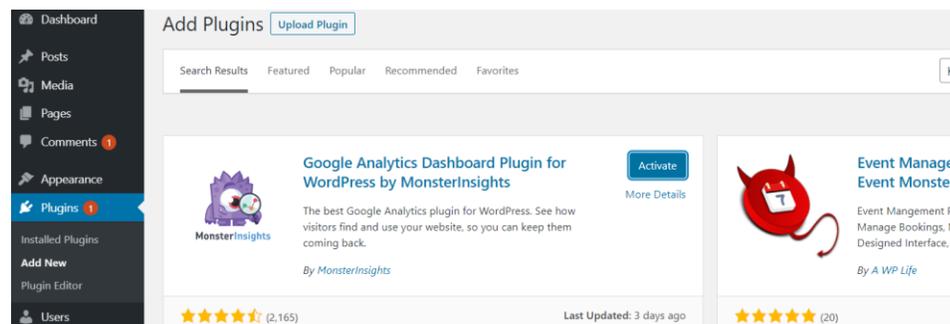


12. The activities on your website will be captured where there are active users.



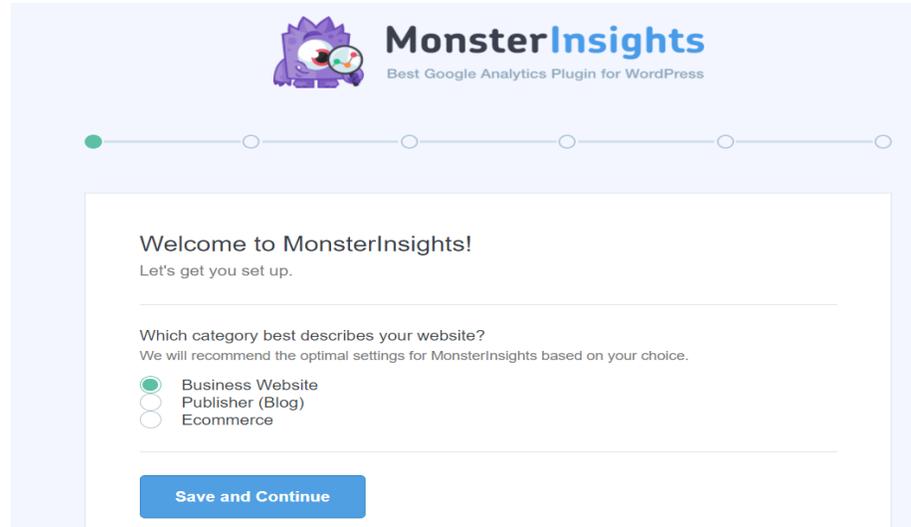
How to Insert Tracking Code on a Wordpress Site

1. Click on **Appearance** on your WordPress Dashboard.
2. Click Theme Editor
3. Install and activate the plugin.



4. Launch the Setup Wizard

5. Select the category that best describes your website – business website, publisher (blog) and ecommerce website.



6. Follow the steps to connect MonsterInsights to your Google Analytics Account.

Google Search Console

According to Google, Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. You do not have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

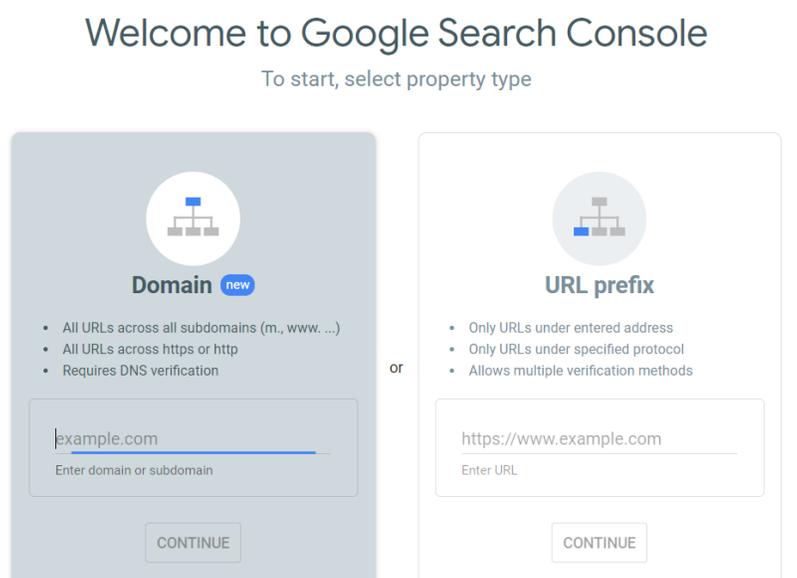


Figure 30: Google Search Console

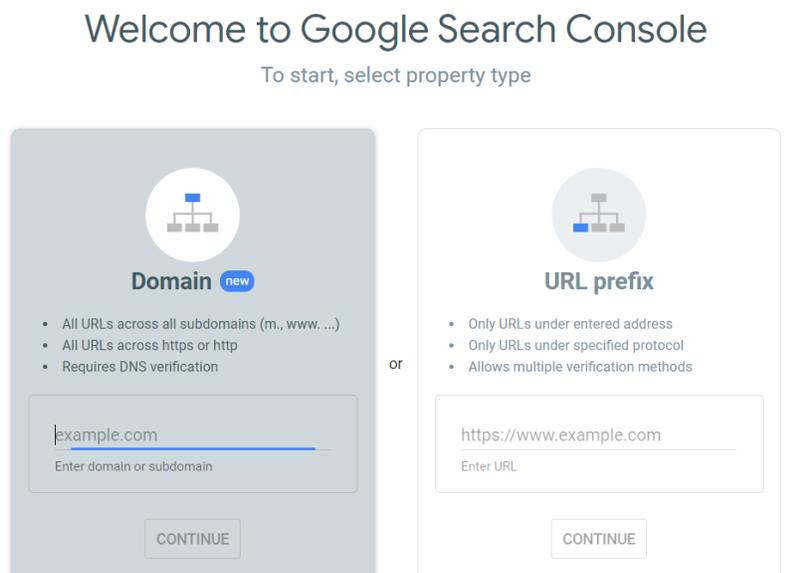
Advantages of Google Search Console

- Confirm that Google can find and crawl your site.

- Fix indexing problems and request re-indexing of new or updated content.
- View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
- Receive alerts when Google encounters indexing, spam, or other issues on your site.
- Show you which sites link to your website.

Setting up Google Search Console

1. Visit <https://search.google.com/search-console/about> to create an account.
2. Select a property type (Domain or URL prefix) to start.



Welcome to Google Search Console
To start, select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

CONTINUE

or

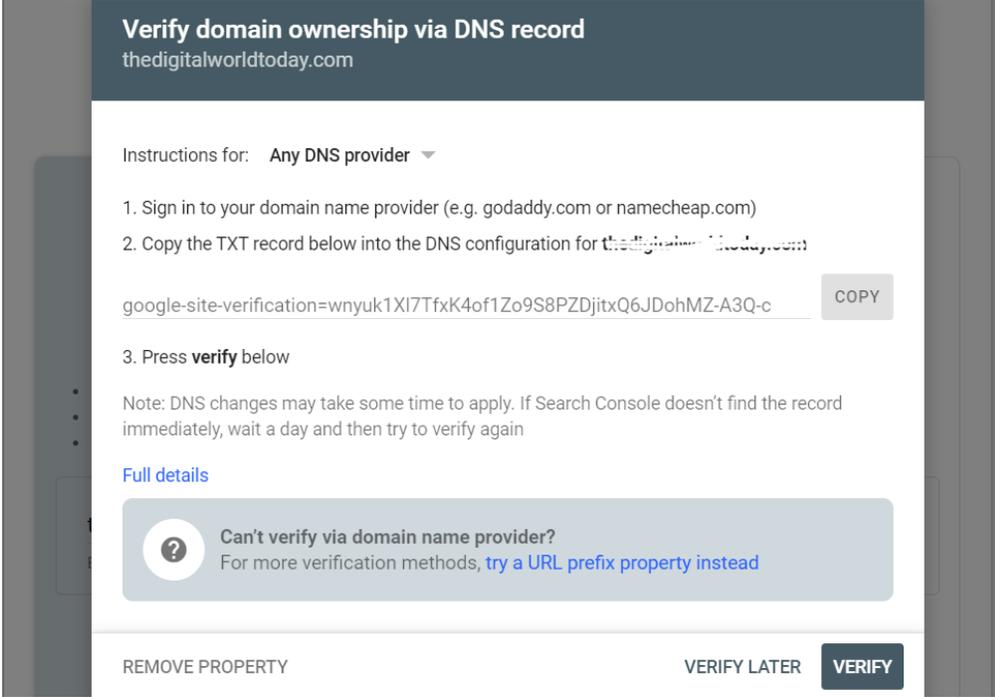
URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE

3. Add your domain name and follow the steps to verify the ownership of your website.



Verify domain ownership via DNS record
thedigitalworldtoday.com

Instructions for: **Any DNS provider** ▼

1. Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)
2. Copy the TXT record below into the DNS configuration for **thedigitalworldtoday.com**

google-site-verification=wnyuk1Xl7TfxK4of1Zo9S8PZDjtxQ6JDohMZ-A3Q-c COPY

3. Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again

[Full details](#)

Can't verify via domain name provider?
For more verification methods, [try a URL prefix property instead](#)

REMOVE PROPERTY VERIFY LATER VERIFY

Web Analytics Tools and Platforms

Most digital platforms like email marketing platforms, LinkedIn, Twitter, Instagram, Facebook, and Content Management Systems like WordPress have their in-built analytics platforms. Most of the popular web analytics platforms are used to measure performances on websites. Some of the tools might have more features than others. It is up to you to decide the metrics (values) you want to measure. The metrics can be traffic sources, Click Through Rates (CTR), number of impressions, number of retweets, Etc.

Below are some popular Web Analytics Tools

- Google Analytics
- Facebook Analytics – uses pixel code to monitor performance.
- Adobe Analytics
- Kissmetrics
- IBM Digital Analytics
- HubSpot Analytics
- Amplitude Analytics
- ChartBeat

- CoreMetrics
- Smartlook

Analytics Terminologies

It is important to familiarize oneself with some of the frequently used words in Web Analytics. As a digital marketer, you might be called to explain some concepts to an uninformed audience. It is important to use the right words when conveying your message. There are many terminologies used in digital marketing and they cut across social media marketing, email marketing, search engine optimization, search engine marketing and content marketing.

- **Conversion** – This when web page visitors perform an action that is expected of them. For example, if a visitor buys a shoe on the “Order Now” page. The number of conversions is one, another purchase will count as two conversions.
- **Bounce Rate** – The percentage of visitors that leave your website after visiting ONLY one web page. If 20 people visit your website and 4 leaves after viewing one web page, the Bounce Rate is 40%. When more visitors leave your site after viewing only one web page, it will affect your SEO ranking negatively.
- **Click Through Rate (CTR)** – CTR is measured by the number of people that clicked on an ad or a link divided by the number of people that saw them (Impressions). If 10 people saw your link or ad and only 3 clicked on it, the CTR =
$$\frac{\text{Number of clicks}}{\text{Number of Impressions}} = \frac{3}{10} = 30\%$$
- **Sessions** – Refers to users’ time on a website. It is calculated with a time frame. It can be 30 seconds, an hour, a day, 7 days.
- **Impression** – The number of times a content (picture, image, article) is seen by users or site visitor. It can be the number of people that saw your digital ads.
- **Awareness** – The process of making people to be aware of what your contents.
- **Page Per Views** – The number of pages a user views during a web session.
- **Page Per Visit** – The average number of pages visitors view during a session.
- **Returning Visitors** – These are visitors who are not visiting the website for the first time.
- **Unique Visitor** – These are the distinct number of people that visits your website. The next time they visit, they are counted as returning visitor.

- **Loading Time** – This is the number of times it takes for a website to load. A loading time of 0-3 is considered fast. Websites with slower speeds more than 3 seconds. lose visitors.
- **Broken Link** – A website link that no longer works. Google Search Console can help you to identify broken links on your website and sends monthly report to you.
- **Pay Per Click (PPC)** – This is when digital advertising platforms (Google and Facebook) charge you when someone clicks on your ad.
- **Entry Page** – The first page that a visitor visits on a website.
- **Exit Page** – The last page a visitor visits before they leave a website.
- **Backlinks** – A link from another website to your website. More backlinks from reputable sites to your site increases the authority of your website.
- **Time on Page** – The amount of time a visitor spends on a single webpage.
- **Acquisition** – It refers to how an audience or visitors are acquired. They can be acquired through social media, search, Google ads, social media ads, organic keywords,