

### 303 – Introduction to Web Publishing

#### Analysis of Web Site: Content & Traffic

**Due Date: Tuesday, Feb. 9, by 1:58 p.m.** – Upload in Canvas – TurnItIn enabled

**Note:** See support page in Canvas for this assignment.



For this assignment, you'll analyze subscription Sneaker Bar Detroit and its web site, SneakerBarDetroit.com, for content, traffic and popularity factors.

You should fully explain all details of your topic to receive the highest possible grade. To do this, **incorporate information covered in class** to analyze your topic.

**Paper Outline** *Follow this outline to organize your paper: Use entire outline, meaning words in bold and all bulleted items and charts. If your paper does not follow this outline, it will not be graded.*

*Target page references are indicated. These do not guarantee a passing grade, they are just a general guideline for you. Maximum page length for the entire paper is 16 pages. Papers over 16 pages will not be graded and must be re-submitted with late submission penalties.*

#### **Sneaker Bar Detroit Content & Traffic Analysis** [This is your headline.]

##### **Industry Overview**

*Provide an explanation of the collectible-sneaker industry and it's recent history, explaining what you perceive to be the most important aspects. Explain what it is that attracts sneakerheads to sneakers. Explain the difference between collectible sneakers and athletic shoes in general. Be sure to use relevant information from all sources provided, quote relevant items, and cite the sources. (About 2 pages)*

##### **Company Information**

*Explain your company, describing its purpose, its services, and what makes it different from other sneaker news websites, especially KicksOnFire.com. Be sure to cover staff details. (About 1 page)*

##### **Brand Trust & Authority**

*Is your site an authority on its topic? (About 1 page)*

**Contributors:** *Explain the extent to which the site, and the site contributors, are sneakers experts.*

**Social Presence:** *Compare social media metrics with KicksOnFire.com and come to a conclusion as to which of the two sites has more brand authority.*

**News Coverage:** *Examine the extent to which trusted news sources have written about Sneaker Bar Detroit, and come to a conclusion as to whether or not press coverage lends to SBD's brand authority.*

##### **Competing Site**

*Explain why KicksOnFire.com is a competing site. Compare its general content with your site. You'll use KicksOnFire.com to benchmark much of your SBD analysis this semester. (About ½-1 page)*

##### **Quality Content Assessment**

**Content Overview:** *Provide an assessment of your site's content. Provide an assessment of the type of content on the site, and specific areas of the site where you believe there is the best quality content. Be sure to analyze the quantity of release posts over time -- this is the core of the site! (About 1 page)*

**Credible Content / Unique Content:** *Does your site have credible content? For your paper, focus only on unique content. Provide several specific examples of duplicate content. Check your competing site for duplicate content, as well. (About 1.5 pages)*

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## TRAFFIC ANALYSIS

- **Visit Analysis** (1.5 - 2 pages)

	<b>SneakerBarDetroit.com</b>	<b>KicksOnFire.com</b>
Visits (most recent month)	(quantity)	(quantity)
Unique Visitors (most recent month)	(quantity)	(quantity)
Visits Per Unique Visitor	(quantity)	(quantity)

- **Definitions:** Introduce the data and clearly define “visit,” “unique visitor” and “visits per unique visitor”.
- **Comparison:** Compare metrics and trends over three months between the two sites. Speculate as to why there is a difference between the sites, tying in your research from both sites to justify your observations.
- **Returning Visitors:** Using the “Visits per Unique Visitor” number, speculate about the degree to which **your** site might be receiving return visitors. Based on your understanding of the site and the industry, explain why this number is what it is. Analyze the value of returning visitors as they relate to the overall business strategy of your website.

- **Engagement Analysis** (About 4 pages)

These come from class notes.

	<b>SneakerBarDetroit.com</b>	<b>KicksOnFire.com</b>	<b>Web Averages</b>
Bounce Rate %	(%)	(%)	(%)
Pages Per Visit	(quantity)	(quantity)	(quantity)
Avg. Visit Duration	(time)	(time)	(time)

- **Bounce Rate:**
  - Define the term. Compare with competing site and web averages. (1 paragraph)
  - Come to some conclusions about the number for your site. Speculate as to why you think the number is what it is by pointing out specific value content: Which content might contribute to bounces? Show screenshots as necessary. (About 1 page)
- **Pages Per Visit:**
  - Define the term. Compare with competing site and web averages. (1 paragraph)
  - Come to some conclusions as to whether or not the number for your site is good or bad. Speculate as to why you think the number is what it is by pointing out specific value content: Which content might contribute to increased/decreased page visits? Show screenshots as necessary. (About 1 page)
- **Average Visit Duration:**
  - Define the term. Compare with competing site and web averages. (1 paragraph)
  - Come to some conclusions as to whether or not the number for your site is good or bad. Why do you think the number is what it is by pointing out specific value content: Which content might contribute to increased/decreased visit duration? Show screenshots as necessary. (About 1 page)

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• **Value Content & Engagement Improvement Recommendation:**

Come up with **one** meaningful piece of content that will improve your site’s engagement metrics. Show how that content will look by marking screenshots of the site and/or including marked-up screenshots from other sites that implement the idea you’re recommending.

Be sure to indicate **how** your content recommendation will improve your engagement metrics. (At least 1 page)

**POPULARITY ANALYSIS** (About 2 pages)

	Total Backlinks	No. of Referring Domains	Average No. of Backlinks per Domain
<b>SneakerBarDetroit.com</b>			
<b>KicksOnFire.com</b>			
Example	250	10	25

*You calculate this:  
Total Backlinks divided by No. of Referring Domains*

- **Definitions:** Introduce the data and clearly define “backlink” and “referring domain”; explain why it’s important to calculate the average number of backlinks per domain.
- **Analysis of Link Quantity:** Using all data above, compare link numbers between the two sites and speculate as to why there is a difference between the two sites. Be sure to assess Backlinks per Domain.
- **Analysis of Link Quality:** Assess the top 20 referring domains in terms of **quality**. Assess news sources, brand sites, domain and page authority and restricted domains. Come to some conclusion about how your site compares with your competing site.

*Save your file as a PDF so that your text and screenshots are viewable. If I cannot read your paper, you’ll have to re-submit it with late deductions.*

*If you provide a link to your public viewable Scibd.com/docs or Google Doc assignment, you’ll get 2 extra points for this assignment.*

*The point of this extra credit is for you to save all of your important assignments online so that you can include them in your online portfolio.*



**BE SURE YOUR PAPER IS COMPLETELY READY TO GO BEFORE YOU UPLOAD IT!**

Please do NOT send a message or email with a link to your online paper, or any other assignment parts.

**Canvas will NOT allow you to upload a second paper.**

If you forget something and want to re-upload, you have to email the instructor, hope she’s online, give her time to email you and verify that you want her to delete your original paper, wait for your original paper to be deleted by her, and then re-upload the paper.

There’s no guarantee this can be accomplished before the due time.