



UX Design Process Strategies for Website success



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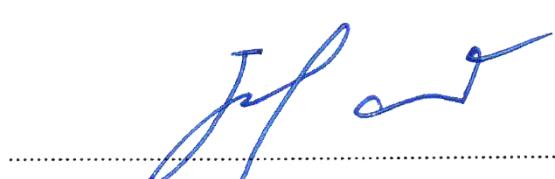
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Abstract

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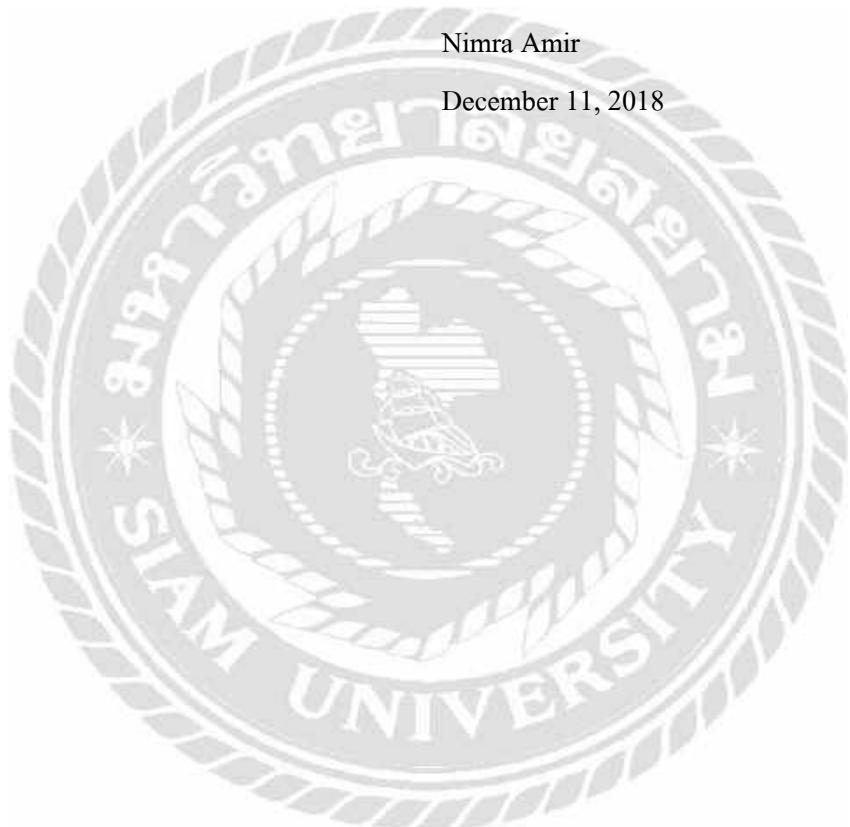
In the modern era of massive information release, influx of technological devices and magnanimous increase in number of businesses going online. The importance of having an effective e-commerce or information website has become increasingly important. This has led to the importance of provision of higher user satisfaction levels and the need for improved user experiences. This documentary research focuses on factors and processes that can ultimately lead to the success of website translated as: an increase in effectiveness level of the websites (website meets its goals) along with improvements in the experience of its users (improved user satisfaction levels). Persona Development has been seen as a major component for website success which serves as an input for all design decisions and processes. Careful planning and execution of Information Architecture, Visual and Interaction Design processes along with Usability Engineering can ultimately lead to website success. Businesses can formulate an effective website success strategy from our established framework at the end of study. Recommendation for implementation of this study on executive, managerial and operational level have also been discussed along with practical and valuable recommendations for other businesses and industries.

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CHAPTER 1

Research Background

Visual symbols play a vital role in our daily lives and the importance of visual communication cannot be ignored. Every form of visible expression on the screen is said to possess the power of communication. As soon as a visual clue is made, a word is typed, an image has appeared, a color has emerged, or any other form of expression has made its mark on the screen, its power to unleash a message is released to the world. The dilemma to this fact is that whether the visual expression or effect produced is deliberate/intentional or unintentional, visual communication has already occurred (no matter whatever the case). For the very reasons discussed we need to understand the importance of the fact that the visual communication requires to be structured and planned in order to avoid the element of surprise or unintentional communication so that the right message can be delivered through the website (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016).

Web sites today are increasingly becoming the preferred choice of media for a common man who is in search for information, social contact building, education, entertainment and shopping (Thorlacius, 2007). The number of interfaces a user interacts with today on daily basis has also increased due to the massive increase in the number of computational devices each person possesses (Blair-Early, & Zender, 2008). The advent of technological devices such as smart phones and tablets, which possess a lot of variation in their interface sizes, has given rise to varying requirements from a single website. Now the website has to fit into varying sizes without appearing unappealing, unattractive or challenging to the end user (Nielsen, & Budiu, 2013). With information also being produced in geometrically increasing amounts, man has now become a primary bottleneck through whom this information needs to be squeezed inn. This massive production and squeeze of information has also contributed to making the interface design process very important and has given birth to the concepts and studies relating to usability, user experience and User Centered Designs (Bias, Moon, & Hoffman, 2015)

Communicating the right message to the audience and creating the best Experience for the user to decode that message has become increasingly important which has led to User Experience (UX) studies. Application of UX, being a set of strategies, help us in understanding the needs and behaviors of the users and then putting this understanding to the designing of useful, usable, and aesthetically pleasing systems and services (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016). These strategies can help to deliver the right intended message to make any website effective allowing it to achieve the purpose of its creation. Processes to enhance experience of user can help create a massive increase in customer base and loyalty advocacy, while improving user productivity and efficiency whereas a non-effective/poor website created without the implementation of these processes and principals will have the tendency to destroy any business, for it being a simple fact that if people are unable to understand the message given they won't act in the way expected and required of them (Preston, 2003). This has given rise to the field of creating best User Experiences for the clients which ultimately lead to increase in user satisfaction levels.

Research Problem

An effective website has the potential to work as a great Marketing as well as a sales tool. It can build brand images, impressions and personalities for a business. They offer important marketing vehicles fitting into one of the two broad categories including: a. Websites building relationships with prospective customers through informing them about different business brand or services, b. Websites featuring products and allowing consumers to purchase online (serving as direct selling platforms) (Chingching, 2012). This is the reason why organizations throughout the world give so much importance to research on building effective websites as they have the potential to lead to improved user satisfaction levels and thus contributing to the effectiveness of a website (Wilkie, Romance, & Rosendale, 2012).

Website success calculation or derivation of an exact ROI figure for a website can be considered as an inexact science but effectiveness of only two types of websites a. Ecommerce websites (by calculating sales). b. intranets (by comparing and calculating increased employee productivity) can still be calculated. Still in the competitive world of today organizations are thriving to creating best user experiences for their users to improve user's satisfaction levels and to compete

with competitors and simultaneously reach their goals while keeping the user the center of their design. (Preston, 2003).

The problem at hand is to study and learn how different processes can improve the experience of website users and also translate into the production of an effective website. UX design processes can help us formulate a strategy through the implementation of which we can reach website goals as well as enhance user satisfaction level (user experience). We can divide our research problem into various sub problems and then approach the overall picture and develop a framework later on how these processes effect each other in the process of achieving our goals:

Goals:

- a. Improve User Experience
- b. Improve Website Effectivity

Main Problem Statement:

Identifying UX Design Processes that can help us improve

- a. User Experience
- b. Website Effectivity

Sub Problem Approach:

- a. Role/Effect of Personas in the design process for the achievement of goals
- b. Role/Effect of Information Architecture Process in the achievement of goals
- c. Role/Effect of Interaction Design in the achievement of goals
- d. Role/Effect of Visual Design in the achievement of goals
- e. Role/Effect of Usability Engineering in the achievement of goals

Research Objectives

The main objective of this research is to identify necessary design processes that can be implemented to form a strategy for ensuring success of a website. Website success being an unquantifiable or unmeasurable variable cannot be calculated absolutely and for this reason we associate the measurement of a success as a combined effect of these two factors:

1. How Effective the Website is?
2. How satisfied are the users of a website from the website?

The Objective of research is therefore to study:

1. Processes that can improve Effectivity of a website
2. Processes than can Enhance the level of User Experience

Research Scope

In the era of instant communication and online competition, users instantly withdraw from services that are not effective or do not provide them with a certain expected level of satisfaction. All web sites in the world, regardless of differences in linguistics, effects, aesthetics and functionality, are required to meet the criteria of a. effectiveness b. provision of best user experience.

This study focuses on processes that can help websites in the achievement of these two major aspects of website success. For this study I have reviewed literature from 46 published papers and studies in the Ebsco Database and selected around 30 studies, referenced at the end of my work, for building up my research points, conclusions from the study, establishing of my framework and then suggesting recommendations for practical implementation in this area. The method of documentary research was carried out on the processes that can lead to the improvement in the areas of website effectivity and user experience, ultimately leading to website success and formulation of strategies for website success.

Research Significance

X Implementation of processes to improve the users experience or to create an effective website have become crucial in the fast-paced world of today where the new century has led to the requirement of instant communication. It is believed that if users cannot instantly or easily figure out how a website works they are viable to conclude that it is not worth their time. This conclusion translates into frustration and giving up on searching of the required information, leading to non-achievement of the website goals (Wilkie, Romance, & Rosendale, 2012). Also, the fact that the number of computational devices has massively increased over the years (Blair-Early, & Zender, 2008) the improvement of user experience has become crucial. Modern devices such as smart phones and tablets which vary widely in screen sizes and Designs have led to an increased demand

for optimal small screen designs, more structured content, small displays, simple navigational options and optimization of design (Nielsen, & Budiu, 2013) resulting in an increase in the requirements of websites to fit into varying sizes without appearing unappealing or becoming challenging for the end user.

An Effective websites design Is highly recommendable as an inaccurate design can lead to production of a negative impression on the consumer mind whereas a high-quality professional website can help to create the feelings of initial trust on the source of information, thus making the content seem more credible. This can help to transmit a sense of responsive, personal and sociable contact through the web interface resulting in high levels of perceived social presence (which can definitely help in the achievement of website goals such as improving purchase intentions) (Karimov, Brengman, & Van Hove, 2011). Effective processes for the creation of user experience help to reduce the cognitive load on the users by delivering the most quality content and features in the most structured way (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016).

Companies believe that is due to the results in the investment on user experience that their websites are becoming more exceptional, more compelling and more complete resource services for the customer (Schiller, 2011). Effective designs both visual and functional of a website connect strongly with each other to meet and to serve higher levels of user satisfaction (Lee, 2013). Satisfaction status achieved when a user achieves his/her goals from the website when a website works smoothly, responds positively, fulfills expectations thus bringing pleasure to the user (Wilkie, Romance, & Rosendale, 2012).

The earlier focus of development in which the statement: 'developer knows the best' was true has been transformed towards the fact that 'the user knows the best'. The earlier technique that focused on development processes in which the end user was not given much importance is becoming obsolete in the world of today where user has become the primary focus of attention (Massanari, 2009). User experience does not only put greater impact on brand perception but also imparts a direct impact on an e-commerce website. Studies in this area have also revealed that superior user experience has the tendency to translate into as much as a 400% increase in sales lead conversions (Schiller, 2011).

This topic of study is significant due to the fact that effective websites can help in the achievement of several objectives such as:

- Improvement in user satisfaction level: The main objective of study is to understand the processes behind the construction of User Experience as this will leads to positive emotion of user satisfaction (Wilkie, Romance, & Rosendale, 2012).
- Reduction in Cognitive Load: Visual chaos leads to enhanced cognitive load. Load reduction or reduction in cognitive load is only possible if we can identify, plan and deliver the highest quality of content and features (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016).
- Improvement in User Trust Level: An initial experience of a consumer with an inaccurate website can lead the consumer to infer a negative belief about the attributes of a retailer (thus resulting in distrust). This lack of trust can lead the user to opt or chose another website whose initial impression is professional, high-quality and positive (all the attributes that lead to trust building).
- Improvement in User Retention: Effective Websites have the quality of retaining the users and bringing them back again by creating a positive impression.
- Reduction in Switching to Competitor Website: Effective web sites can help companies to ensure a competitive edge over the competitors. A negative Experience by the user can lead to distrust, leading the user to opt or chose for a competitor website with a professional and high-quality impression (Karimov, Brengman, & Van Hove, 2011).
- Help in Coping with Increased Technology and Device Usage: In the fast-paced world people possess multiple computing devices. It has become crucial to have UX experienced professionals to deal with different experiences of users on varying screen sizes, without appearing unappealing or becoming challenging for the end-user (Nielsen, & Budiu, 2013).

CHAPTER 2

Literature Review

2.1 User Experience/UX

User Experience or the term UX can be defined as a set of strategies that are developed and designed to understand the requirements and behaviors of the users of the product/website and then practically implement these strategies to the development of aesthetically pleasing, useful and usable designs for the website (Preston, 2003).

Psychology theory of Gestalt proposes the fact that a human mind is programmed to cope up with visual chaos, which leads to its ability to strive and works hard to make sense out of even the most chaotic scenarios. Also, the fact that a human mind is processed to process an object as a whole rather than processing it into individual parts. It instantly and automatically tries to fill in the missing gaps and seek for ways to avoid uncertainty. These all results in increasing the cognitive load, increasing the chances of a user displeasure, at the users end (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016). This calls for the importance of work in the field of user experience, focused on implementation of basic design principles, that can help in assistance to provide clear visual paths to the end user and which has the capability to direct the flow of the user's attention in the direction we want it to go. Combination of visual and functional attributes of a website serve to provide the highest level of user satisfaction (Lee, 2013).

Researches reveal that user-centered designs turn focus from the point that the 'developer knows the best' towards the fact that 'the user knows the best'. The earlier technique that focused on the developers usually failed because it was hard to envision and identify the uses, needs, and the problems of the end user (Massanari, 2009). User Experience is a continuous process and it is noted that user experience increases gradually and tends to change periodically (Ain, Aslam, Muhammad, Awan, Parvez, Naveed, & Qadri, 2016). An effective site today may not be considered as effective or it may become an average site (or not so interesting) for the user after some time and advancements in technology. Studies on this subject have also revealed that 41% of users

immediately abandon websites that appears outdated to them. (Schiller, 2011) thus leading to the fact that how important user experience is.

UX Enhances Website Effectivity: User experience not only produces a great impact on brand perception and value, but it also has the capability to put a direct impact on sales, particularly on e-commerce websites. Studies have revealed that provision of superior user experience have translated into as much as a 400% increase in sales lead conversion (Schiller, 2011). Today a lot of research is put in developing effective websites because studies reveal that only effective websites can lead to increased user satisfaction (Wilkie, Romance, & Rosendale, 2012) which is very important in the competitive world of today when all organizations are competing and putting emphasis on creating best user experiences that can result in increasing user satisfaction levels from the website.

Key to creating a good user experiences that ultimately translate into successful website is to dynamically adapt the site to meet the needs of the individual users rather than having a strategy to create a one-size-fits-all solution. A study conducted on various award-winning websites showed the fact that before the start of their design process, their proposed experiences were tailored (both the navigation and the intelligence) which means their user experience were designed. Today leading organizations like IBM are making the use of predictive analytics for the purpose of analyzing data or patterns on how users navigate sites and what are the information they are most interested and thus implementing strategies to make that data readily available to them (Schiller, 2011).

2.2 What is Website Effectivity

An effective Website, depending on its purpose, can work as a great Marketing as well as a sales tool by building brand images or personalities. Websites majorly fit into one of the two broad categories that include:

- a. Websites that builds relationships with prospective customers by informing them about the brand or services
- b. Websites featuring products and allowing consumers to purchase online thus serving as direct selling platforms towards the users (Chingching, 2012).

Effectivity of a website is a term that cannot be universal as It is highly dependent on the functioning and purpose of the website therefore different websites are rated differently for their effectivity level. To be true, gauging effectivity is not an exact science as there is no solid way to determine if the website is effective or not. Website success calculation or derivation of an exact ROI figure for the website, an inexact science or procedure, is possible only among two types of websites

1. By calculating sales on an Ecommerce website
2. By comparing and calculating increased employee productivity on intranets (Preston, 2003).

2.3 Study on Processes

User Experience cannot be graded as a measurable task in fact it is said to be developed from a combined set of elements (Deaton, 2003). Similarly, it cannot be achieved or determined by a single process but is perceived as a set of layered processes or a process that consists of set of sequenced activities (Zantjer, & Gonzales, 2015). These processes or activities are said to arise from a set of developed planes that include strategy, structure, skeleton, scope and surface of the development process. Each of these planes mentioned are said to contain elements that are ultimately said to lead to the creation of a greater user experience. Surface plane amongst all the above is of most importance as all the elements gather at the surface plane (interface) to give life to creation of overall user experience (Deaton, 2003).

It can be safely inferred that there is no single characteristic that has the capability to fully encompass experience of the user which leads to the fact that skills and expertise that are required for effective implementation of user experience cannot be combined in a nutshell. In fact, they can be considered as a set of processes and skills that are required to define the job or skill set that will be required by a user experience manager to implement the techniques and produce the best use experience (Zantjer, & Gonzales, 2015).

- a. Persona Development

Personas can be defined as prototypical users with names, interests, faces and preferences. They serve as a standard or conceptual image of the end user and help in the process for making important design decisions (Massanari, 2009). Personas serve as an emotional bridge between website producers/ team member and the end users. They provide a level of familiarity or empathy related to what the user might experience when they will traverse your Web site. A persona is a narrative for describing the flow of someone's schedule, skills, attitudes, environment and goals instead of being a description or list of tasks or duties which were taken as standard for design and development in the earlier years. Personas have the capability to connect the design and development teams to a user who is tangible rather than just being a vague idea or a set of specific requirements (Guenther, 2006).

Personas cannot be defined as real people but are hypothetical archetypes of actual users. Although they are imaginary still they are defined with significant rigor and precision and are used to represent the end user throughout the design process and are very important (Massanari, 2009). Personas help us in recognizing the fact that even within a customer base there will always be various discrete user groups that will have similar needs and goals. Steps on a simple Persona Development include:

- Research: Research and gather data about the users
- Data Analyzing and Findings: Once the information has been gathered, observe repetitive patterns in behaviors and attitudes of the user and cluster data into consistent themes
- Persona Writing: Assign characteristics to the persona such as: a name, some demographic data such as age and educational background and a picture/image to make the persona more real.

A broader insight in order to connect product development with a tangible user can go as far as a precise fictitious name, personality, schedule, occupation and lifestyle etc. (Guenther, 2006).

Persona and User Experience: Personas generally are highly valued in the design process. They can be clearly identified as an important basis of creating a website that will have the ability to provide the users with positive emotions and higher levels of satisfaction resulting in enhancement of user's experience (Massanari, 2009). Personas serve as a solid platform through which different project teams and designers are able to sync their work with user goals and needs. This synchronization with user goals results in enhancement user experience (Guenther, 2006). As a need for a clear format that has the capability to take into account all realities of life and still have

room for future evolution, Personas can be clearly stated as user experience design tools (Idoughi, Seffah, & Kolski, 2012).

Persona and Website Effectivity: Considering Personas from a marketing point of view, personas have proven to be beneficial for both internal and external marketing efforts. They are considered as a source of providing tangible means for kicking off a project thus leading to the success of a website. The idea held by designers and technical people, assuming that they already know their users wants and needs, can lead to website that might work for the users who resemble the development team of the Web site only. Such a site may not address the complete and nonobvious needs of the user (Guenther, 2006) thus giving rise to the fact that personas can help development teams to understand the user and create websites that have higher capacity to match the requirement of the user thus giving rise to success chances or effectivity of the website.

Persona in Information Architecture: Information architecture personals usually do not have direct contact with the users. Value of a persona therefore becomes critical to the design process in this situation as they are said to possess thematic elements which help the architecture practitioners to perceive users in the best possible way (Massanari, 2009) thus proving that persona development is an important process that can help with the process of Information Architecture.

Persona in Visual Design: A persona helps the designers to sync their work with user goals. Aesthetic designs and content of a website can be carefully planned and executed by making decisions after considering the details mentioned in the persona about the user. This leading to success of a visual design (Guenther, 2006).

Persona in Interaction Design: Interaction design personals greatly use personas to perceive user interaction for the design processes as they themselves do not have any direct way to assess the potential user of the website or asses how the user will interact with the website. Thus, proving the fact that use of persona is critical in the interaction design process (Massanari, 2009).

Persona in Usability Engineering: Data-driven personas, serving as a resource for UCD's (user-centered designs), can help to improve the design process and make assessments about usability of the site. Personas are highly helpful for usability designing professionals to make important evaluations (Friesse, 2015).

b. Information Architecture

The general process of Information architecture leads to the designing of information environments along with its management (Deaton, 2003). Information Architecture can be defined best as a dissection of a Project into Manageable Bits and pieces. An Information architects work is somewhat similar to a person solving a complex jigsaw puzzle, involves going through painstaking processes while keeping in focus the big picture, to ensure that the completed image in the end is worth the efforts that have been put in.

A candidate for performing Information architecture must have great eye for detail and good problem-solving skills as these are fundamental for the success of an information architect role or position. An information architect breaks down a large project into manageable chunks and delegates responsibilities and determines the workflow. An example to explain this all was given by Hartley who defines information architecture in the easiest way by considering a scenario in which a company intends to work on a project described as: ‘building a system that can plug a monitoring device into the side of a tank to monitor and record the pressure and then e-mail that reading to the concerned to ensure that a truck is sent for disposal dumping.’ Now an information architect would work on this problem by first breaking down the process into steps and then clearly determining all the technical requirements for the execution of each step. The information architect would be required to define the job generally and then determine each step of work in this problem such as:

- Requirement of an email processing service which will run on one server and will perform following responsibilities....
- An alert system that will run on ‘this’ server and will perform following responsibilities.
- A web application that will display the data is going to work like ‘this’... and have following responsibilities.... Etc. (Hartley, 2009).

Information Architecture and User Experience of a Website: The roots of Information architecture are found in multiple fields including visual design, information design and engineering psychology which can all be summed up as human factors and are very important factors for designing of human experiences (Deaton, 2003). Therefore, the work of an Information Architect usually involves structuring organization, search and the navigation systems that can lead to shaping up the best user experience.

Information Architecture and Effectivity of Website: IA contributes to website success by answering three findability questions:

- Can users find the web site?
- Can users find their way around your web site?
- Can users find products and content on the web site?

IA helps in findability which is the major problem to which information architecture is the answer. IA is not only about findability but in fact it is essential to designing websites that are useful, accessible, usable, desirable and credible. The role information architecture plays in shaping up a company's brand through a website cannot be ignored (Marcos, 2007).

c. Interaction Design

Interaction design is concerned with facilitating interactions; interactions with artifacts or interaction between humans through artifacts. The discipline of interaction design is said to be related to behaviors, functions and information. This type of design work can be clearly characterized as a conversation between the designer and the situation. This conversation is generally challenging as it is a very hard process to define the elusive term known as 'interaction' and to understand the proper concept of an interaction design we need to understand that is concerned with the behavior of a user towards the products or services or how that product or that service works (Karlsgren, Ramberg, & Artman, 2016).

The interactions between users and products can be characterized based upon product properties, tasks, user characteristics and other contextual features and users tend to instantly form impressions of a website. Investigation of attitude formation upon interaction with a website is a very important aspect and can help us shape up the interaction of the user with the site thus resulting in the intended behaviors we require and avoidance of user switching to another alternative or competitive website (Jiang, Wang, Tan, & Yu, 2016).

The complex that design interaction plays made it difficult to separate presentation layer from behavioral or interaction layer as interaction is more about behavioral aesthetics. To understand this point let us consider the aesthetics of an iPhone. The aesthetics are not only visible from its visual appearance but are also evident from its touchable interface or by the fact how or

what type of experienced it gives to its users. This leads to the fact that beauty of a design does not exist as a whole in a visual design only. It heavily relies on user interaction and behavior. Giving rise to the existence of a behavioral level of aesthetics, where people perceive aesthetics through their actions/operations or interactions to be exact. (Jiang, Wang, Tan, & Yu, 2016)

Interaction Design and User Experience of a Website: To understand product and user interaction it is important to first examine the relationships between user perceptions of usability/aesthetics and emotional responses. The interactions between the users and a product/website can be characterized based upon product properties, task at hand, user characteristics and other contextual features. These interaction characteristics have a great connection to creation of user experience which is largely connected with human emotions. Emotional reactions, feelings, motor expressions are all parameters that can be used to design interaction (Seo, Lee, & Chung, 2016).

Interaction Design and Effectivity of Website: First impression of a website on a user is of utmost importance. This leads to the fact that Investigation of attitude formation upon the first interaction with a website is crucial as these initial impressions are said to impart larger impacts on attitudes and behavior of the user. If the user's interaction with the website is not impressive this may lead the user to easily switch or another alternative or competitor website thus resulting in non-achievement of website purpose or decrease in website effectivity (Jiang, Wang, Tan, & Yu, 2016).

a. Visual Design

Visual design can be defined as the attention-grabbing aesthetic as well as visual quality of a Web page. Elements of a visual design are said to be dealing with balance, aesthetics, uniformity and emotional appeal of the overall graphical look and are said to be the most effective attributes of a website. Visual design can be defined into two sub-dimensions:

- a. Graphic Design: Graphic design usually refers to the look and feel of a website or the features that usually determine the first impressions of a visitor/consumer. Including elements such as the use and size of images, display of colors, use of animation, the size and number of characters and symbols. Research suggests that well-designed graphics have the tendency to improve the overall online shopping experience of a consumer.

- b. Structure Design: Structure design' that is said to be the other dimension of visual design involves the overall organization and accessibility of the displayed information on website. This Structure design includes the organization of the different pages into an understandable and desirable whole and is also known as the website architecture (Karimov, Brengman, &Van Hove, 2011).

To understand visual design, we first need to understand what the design principals says, how design principles relate and how often designers use these design principles, especially in the era of user-centered designs. When we get into the details we come to know that none of the questions that make us understand the design principals or visual design can be summed up to form some basic rules or get some straightforward answers. This is the reason why authors around the world refer to these principles but can hardly define them as a set of rules and what they mean. It is for this reason designers, depending upon the situation they encounter, employ different design principles with different levels of consistency giving rise to no particular set of visual design rules or techniques. In fact, the rule is to "break the rules" and to bring attention and interest to a design wherever required. Kimball defines that as the design principles can't be quantified they can only be:

- Generalizable (applied to many situations)
- Heuristic (help in decisions and determine the path of action)
- Grounded (should be more than simple preference and should be based on organized experience through practice or research)
- Meaningful (should help designers to communicate ideas in an effective ways)
- Contingent (its application should be dependent on local conditions) (Kimball, 2013).

Determinants of a Website Aesthetics:

Unity: A website design consists of multiple interrelated components, it becomes necessary that these components are integrated in a way that result in making complete visual sense. Unity can be regarded as an aspect of a visual display, referring to congruity among elements of a design in such a way that they look as if though they belong together. Website unity is subject to visual characteristics of a website such as: visual balance of website structure, consistency of the color scheming and the layout of images and text.

Complexity: Complexity can be determined by various design elements such as:

- number of elements on a web interface

- variety of presentation formats
- different layers of navigation structure

A website perceived to be too complex, results in difficult processing of information and cues resulting in uncertainty. Whereas a very simple Website (or zero complexity) may result in boredom. Both extremes of feeling ‘comfort’ and ‘boredom’ effect aesthetic perceptions of the website.

Intensity: intensity of an artwork enables it to escape “aesthetic blandness,” and thus fosters the perception of aesthetics. Intensity attracts user’s attention and enhances the salience of information that is presented resulting in facilitating users’ appreciation of beauty and cultivates the sense of pleasure whereas a very low or high intensity in a design may result in the in less attractiveness to visual stimuli resulting in less aesthetic preference toward the stimuli.

Novelty: Novelty of a website design is the quality of being new or unusual or different from anything that has already been created before. Novelty of a design provides a chance for people to have varying experiences thus making a website more interesting as compared to others and influencing a viewer’s aesthetic preference (Jiang, Wang, Tan, & Yu, 2016)

Visual Design and User Experience of a Website: Gestalt Theory explains how humans behave or respond to visual chaos and explains how the mind constantly strives to make sense out of even visual chaos leading to increase in cognitive load and feeling of displeasure that ultimately leads to the feelings of dissatisfaction (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016). This theory leads to the importance of visual design in creating user experience. And also stresses on the fact based on reports that the beauty of a website is crucial for creating the best online experience for the users (Jiang, Wang, Tan, & Yu, 2016).

Also, the fact that Visual design is the first thing the user comes in interaction with leads to the importance that the visual design must be attention-grabbing (to keep the user on to the website to later on carry out the desired actions required from the user). Visual design must balance emotional appeal, aesthetics, and uniformity of the overall graphical look to keep the user interested and to create a pleasant initial experience. Research suggests that well-designed graphics have the tendency to improve the overall online shopping experience of a consumer. (Karimov, Brengman, & Van Hove, 2011).

Visual Design and Effectivity of Website: Website's visual design has become increasingly important as it encourages prospective consumers to seek information as well as positively effects the purchase intention of a user as today almost 60% of the overall consumers search for information about products or services online. (Chingching, 2012). Web designers today perceive the fact that the elements of a visual design tend to be the most effective attributes of a website (especially a B2C websites). The look and feel or the visual design of a website is said to be a great in building up the first impressions (Karimov, Brengman, & Van Hove, 2011). And studies on this subject of first impression have revealed that 41% of users immediately abandon websites if the visual design or outlook of the website appears outdated to them (Schiller, 2011).

Well-designed graphics possess the tendency to hook the users to the website that is the reason that visual attractiveness is said to be positively associated with quality perceptions. Users usually associate visual appeal of a website with trustworthiness on the retailer thus making visual design as one of the most important among all element leading to the effectivity of a website. Researches also demonstrates that well designed graphics, optimal text display and the appeal of interface to the users in general improves the online shopping experiences of consumers (Karimov, Brengman, & Van Hove, 2011).

An aesthetically pleasing e-commerce website is generally more liked and valued by consumers, leading to more sales and ROI. Studies suggest that the visual appeal of an e-commerce website greatly affects how a consumer's shops and leads into a trend or urge for impulsive buying online (Jiang, Wang, Tan, & Yu, 2016).

e. Usability Engineering

A key aspect of a website is its usability. Usability can be defined as the ability of the target audience of the website to carry out tasks in the most safe, efficient, effective or in the most joyfully manner. The International Standards Organization ISO has defined usability as the "extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use" (Bias, Moon, & Hoffman, 2015). Usability can also be defined as a measurement of a products adoption level by the user with contentment, competence and worth (Ain, Aslam, Muhammad, Awan, Parvez, Naveed, & Qadri, 2016).

Usability of a product or website can also be described as the ease with which users can understand how a product or website works and performs. Ease whereas refers to the determination of whether a websites design can enable humans to accomplish the desired tasks effectively with efficiency and satisfaction. This is one of the reasons why website usability researchers often use representative samples of end-users to observe them in actual work environments and then collect data for web usability assessment.

Usability studies are used to determine the experiences of the end-users while they interact with a website, in order to identify the important factors that help us in taking website design decisions (Wilkie, Romance, & Rosendale, 2012). Website usability can be measured by the adaptive level of its users, satisfaction, learnability and screen reading level. Usability is a very important feature as irrelevant images/textures on the websites lead to cognitive burden which can ultimately lead to negative emotions and user disturbance. (Ain, Aslam, Muhammad, Awan, Parvez, Naveed, & Qadri, 2016). Usability studies to determine the experiences of the end-users while they interact with the website. These studies include the consideration of true emotional value of the experience. The emotional value of an experience defined as -worthy goal of a design, takes into consideration the type of emotions a user experiences and leads to the importance of understanding about why that person feels in that certain way to yield even more valuable information for the website designers (Wilkie, Romance, & Rosendale, 2012).

Usability Engineering and User Experience of a Website: Usability of a website determines whether the design of a websites enables users to accomplish the desired tasks, expected from the user, effectively, efficiently and while attaining satisfaction giving rise to a great user experience. Usability studies, determining the experiences of the end-users while they interact with a website, leads to the identification of important factors that can help with website design decisions to enhance the overall user experience (Wilkie, Romance, & Rosendale, 2012).Usability Engineering Improves Effectivity of Website: Deriving an exact ROI figure for web site usability is an inexact science but the fact is that usability engineering weighs highly when it comes to planning a return on investment for ecommerce websites. A study conveyed on 42 web projects that were redesigned for usability showed a:

- 100 % improvement in sales conversion
- 150% improvement in traffic visitor counts

- 161% increase in user performance or productivity along
- 202% improvement in the use of specific features (Preston, 2003).

Usability of a website evolves majorly around human factors, thus helping in validation of effectiveness of the interface and improvements in the ability to carry out their desired tasks with the website (Bias, Moon, & Hoffman, 2015).



CHAPTER 3

3.1 Findings

Findings from the study about the processes that lead to success of website can be summed up as:

- a. User Personas is the most important process contributor. It enhances the processes of Information Architecture, Interaction Design, Visual Design and Usability Engineering and directly also influences website effectivity and experience of the users
- b. The processes of Information Architecture, Interaction Design, Visual Design and Usability Engineering positively contribute to the enhancement to user Experience
- c. The processes of Information Architecture, Interaction Design, Visual Design and Usability Engineering also enhance and improve the effectivity of a website

These findings summed up in table 3.1:

User Persona	User Experience	(Massanari, 2009) (Guenther, 2006) (Idoughi, Seffah, & Kolski, 2012)
User Persona	Website Effectivity	(Guenther, 2006)
User Persona	Information Architecture	(Massanari, 2009)
User Persona	Interaction Design	(Massanari, 2009)
User Persona	Visual Design	(Guenther, 2006)
User Persona	Usability Engineering	(Friesse, 2015).
User Experience	Website Effectivity	(Schiller, 2011) (Wilkie, Romance, & Rosendale, 2012)
Information Architecture	User Experience	(Deaton, 2003)
Information Architecture	Website Effectivity	(Marcos, 2007)
Interaction Design	User Experience	(Seo, Lee, & Chung, 2016)
Interaction Design	Website Effectivity	(Jiang, Wang, Tan, & Yu, 2016)

Visual Design	User Experience	(Pennington, Chapman, Fry, Deschenes, & McDonald, 2016) (Jiang, Wang, Tan, & Yu, 2016) (Karimov, Brengman, & Van Hove, 2011)
Visual Design	Website Effectivity	(Chingching, 2012) (Karimov, Brengman, & Van Hove, 2011) (Schiller, 2011)
Usability Engineering	User Experience	(Wilkie, Romance, & Rosendale, 2012)
Usability Engineering	Website Effectivity	(Bias, Moon, & Hoffman, 2015)

3.2 Established Framework

Figure 3.2 - A framework established based on the findings in Table 3.1

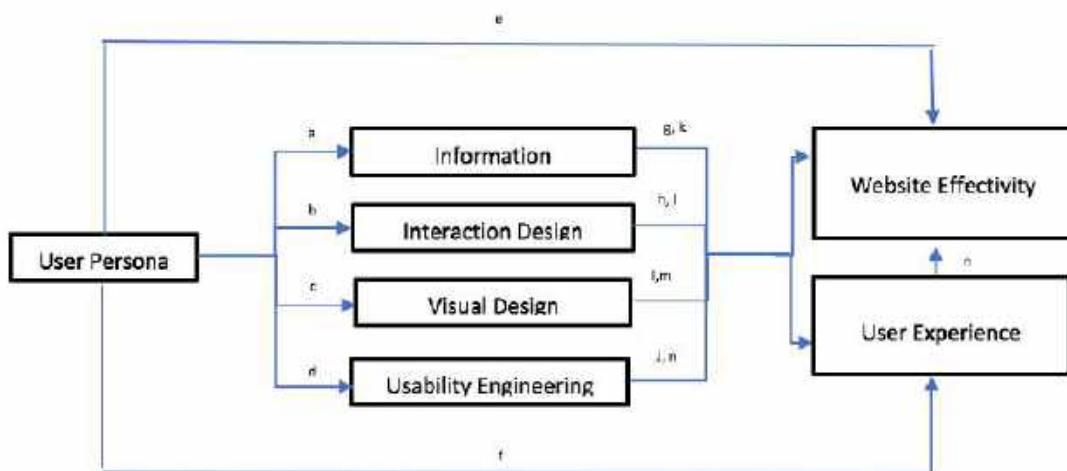
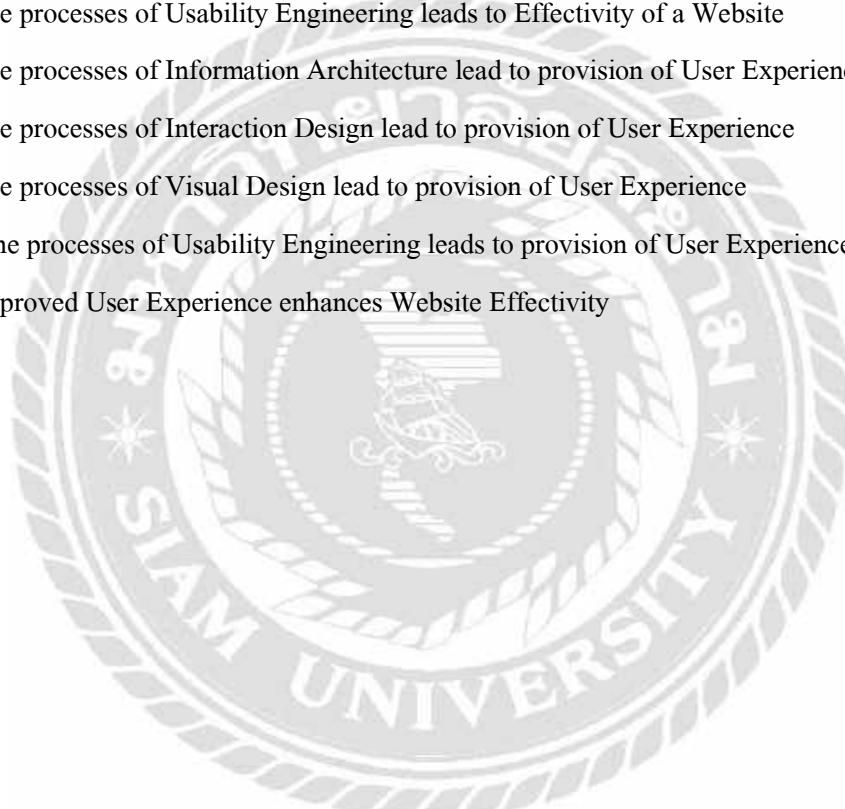


Figure 3.2 UX Design Process Strategies
for Website Improvement

Explanation of Figure 3.2:

- a. User Personas enhances the processes of Information Architecture

- b. User Personas enhances the processes of Interaction Design
- c. User Personas enhances the processes of Visual Design
- d. User Personas enhances the processes of Usability Engineering
- e. User Personas enhances the processes of leads to effectivity of a website
- f. User Personas enhances the processes of leads to greater user experience
- g. The processes of Information Architecture lead to Effectivity of a Website
- h. The processes of Interaction Design lead to Effectivity of a Website
- i. The processes of Visual Design lead to Effectivity of a Website
- j. The processes of Usability Engineering leads to Effectivity of a Website
- k. The processes of Information Architecture lead to provision of User Experience
- l. The processes of Interaction Design lead to provision of User Experience
- m. The processes of Visual Design lead to provision of User Experience
- n. The processes of Usability Engineering leads to provision of User Experience
- o. Improved User Experience enhances Website Effectivity



Chapter 4 - Recommendations

4.1 Recommendations for Executive Level:

Create a Creative Organizational Culture: Creativity is crucial for any organization. As leaders, executives must thrive to build a culture that allows free expression of ideas. This free expression of thoughts and ideas ultimately helps an organization to build an organizational culture that promotes creativity (Stroklund, 2007).

At the most visible level, culture of an organization consists of artifacts which are the physical manifestations of an organizational culture (Kinicki, &Fugate, 2018). New York: McGraw-Hill Education, p 548) so Create an office environment with artifacts and office design layout which have visible clues to show appreciation for creativity.

Encourage Cross Communication among Individuals and Teams: Researches suggests that teams and individuals possess the power to influences each other which leads to shaping up of individual beliefs and behaviors. Executives must encourage and endorse an environment of trust, open communication and knowledge sharing (Magni, Angst, &Agarwal, 2012).

Strategies to promote communication among employees can stimulate information sharing and help the company benefit from employees who work hand in hand to achieve a shared goal (Stroklund, 2007). An environment of team ship focused on constant interaction between teams and different roles will allow team members to work together towards the same goal of achieving website success.

Emphasize on Importance of Interaction Designs Features for the Future : Executives must be farsighted and should have the capability to evaluate trends of market and future. In the fast paced world of today, solid grounds of success for an organization rely on actions taken by it to develop and support innovation. Organizations must look at their current and future projects to evaluate what better could be done with more efficiency for a successful future (Stroklund, 2007). This leads to the importance of Interaction Design for it being the future and the most wanted skill for website development in the recent ages due to due influx of smart devices in the market.

Encourage Teams to Create Websites with a Competitive Edge: Executives must motivate teams to work hard and create a competitive edge from their competitors. With businesses becoming more and more competitive each day, organizations must seek ways to set themselves apart from others in the industry. With growing speed of businesses going international and global, organizations must ensure differentiation to ensure that their products stand out (Stroklund, 2007). Non-effective and non-attractive website can result in loosing potential and existing users who can instantly be compelled to move towards a competitor.

4.2 Recommendations for Managerial Level:

Introduce Personas as Real Characters: User Personas, having the capability to serve as a solid platform through which different project teams and designers can sync their work with user goals and needs and for being a process that is used as an input for all other design processes, requires to be as realistic as possible in order to lead a website to success (Guenther, 2006). Managers must work on building personalities of their Persona character in the minds of your teams to allow them to think more realistically about them rather than taking them as fiction characters.

Encourage Graphic Designers to Create Novelty: Novelty allows designs to become more attractive. A thorough process for developing and expressing of novel ideas, can be a key to the success for any organization (Stroklund, 2007) therefore Managers must encourage novelty in designs and encourage graphic designers to create something that hasn't been created before to improve interest of users and attract the user on first interaction with the website.

Create a Balanced Approach Towards Design:

- A website perceived to be too complex - results in uncertainty
- Website with no/zero complexity - results in boredom

Very low or high intensity - results in website that is less attractive for the users (Jiang, Wang, Tan, & Yu, 2016). Managers must ensure that the design elements of a website unite and are not too complex and offer a balanced blend of complexity and intensity.

4.3 Recommendation for Operational Level

Allocate/Shift Budget Towards Website Creation and Enhancement as a Choice for Marketing Appeal: Tailoring a website to appeal a particular target audience is monitored to be as effective as personalizing print and television advertising messages. In fact, websites prove to be more cost efficient and therefore more feasible (Chingching, 2012). Therefore, it is wise for the operational level managers to allocate good budget for creation and maintenance of a professional website for businesses.

4.4 Recommendations for Other Industries

Recommendations for Businesses - Corporate Image Creation: Websites play an important role in shaping up brand personalities. These Brand Personalities influence relationships between the consumer and the brand (Chingching, 2012). Businesses must focus on building and maintaining brand images as a non-effective website/nonprofessional website can damage your already established brand image

Recommendations for Business - Ensure Delivery of Right/Productive Message: Any form of expression (deliberate or unintentional) on the screen has the power to communicate. Ensure that visual communication is structured to convey the right and effective message across the website (Thorlacius, 2007). Businesses therefore must invest in a proper and professional website as impression of a professional, timely, and high-quality website causes a consumer to infer positive beliefs, which in turn induce initial trust on your business

Recommendations for Online Businesses - Trust Building: The fact that an initial experience with an inaccurate website can cause a consumer to infer negative beliefs about the e-retailer emphasizes on the fact that businesses need a professional, timely and high in quality website in order to ensure that the consumer infers a positive belief about the retailer which leads to trust (Karimov, Brengman, & Van Hove, 2011).

Recommendations for Recruitment Agencies:

- This research can help recruiters establish better job descriptions for the UX Managers and help organizations create a pool of individual/performers with special skillset for the success of websites

- As this study shows that Information architecture professional requires great problem-solving ability. Recruiters can now develop testing mechanism for potential candidate for assessment of the problem-solving ability



Chapter 5 – Research Limitations

5.1 Research Limitations:

In the competitive world of today when all organizations are competing and putting emphasis on improving effectiveness of a website or increase chances of success for a website, the fact is that there is no solid way to determine if the website is effective or not. Website success calculation or derivation of an exact ROI figure for the website can be considered as an inexact science except for Ecommerce websites and intranets (Preston, 2003).

The above stated fact that ‘website success cannot be measured exactly’ limits our research parameters and assessment techniques and leads us to prove our topic of discussion through already established assumptions, trends and literatures. For this reason, we cannot relate our complete study to any one whole/consistent study reference/source that could prove our point or prove the fact that our stated processes are ‘the only’ or ‘whole /absolute’ factors that contribute to website success. For the same reason we are unable to establish an exact or calculated ratio of each process for its contribution level in the website success formula.

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Appendices:

Action list

1. SEO

Site structure decision:

- Subfolder
- Subdomain

Optimize meta tags:

- Title tags
- Meta descriptions
- Image alt text & titles
- Headings `<h1>` tags
- Subheading `<h2>`
- `<p>` tags.

2. Content

Fill content gaps

- Exploration
- Consideration
- Conversion
- Retention

Other:

- Add comment section to blogs
- Remove and merge items from domain (should be done as part of site structure decision)
- Better UX for brochure download
- Newsletter subscription (currently no active newsletter)
- Blog structure

Customer research

- Find interviewees
- Implement interviews
- Implement seed keyword research
- Create two buyer personas



Buyer persona example

PETTERI KORHONEN



INTERNAL NOTES

Job title	Co-founder and co-owner of the company Koriskengät OY
Responsibilities	Sales, business development. 2 years' experience.
Industry	B2C Ecommerce, selling basketball shoes and clothing Also, B2B event organizer
Location	Storage located in Helsinki, store located in koriskengät.fi
Core competences	Retail and logistics
Size of Company	Startup, running the business with his two best friends
Power structure	Petteri, and two other co-owners do decision together. However, Petteri has the last say over decisions related to sales and marketing.
Revenue	First fiscal year revenue 2015 – 2016, was 330,000 euros
Goals	Growth in business and sales, rank number one if Google
Challenges	Lack of skills in marketing, busy running the business

DEMOGRAPHICS

Age	35 years
Education	Bachelor, university of applied sciences, majoring business economics

INTERNET USAGE

Social networks	Facebook, two hours average per day.
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Influencers	Reads MOZ.com and HubSpot blogs, average 5 blogs per day
Blog length preference	Max. 10 minutes, no more than 2,000 words.

BACKGROUND

After FIBA tournament in 2014 Petteri and his two closest friends identified the rising trend of basketball in Finland. They also forecast, that basketball will gain even more popularity in future, because Finland have many promising young talents. In end of the year 2014 Petteri and his two friends established a basketball Ecommerce store, selling basketball shoes, clothing, accessories and organizing basketball events/ tournaments. Before he used to be sales agent for a car company.

TYPICAL DAY

Petteri starts his day at 8am with a daily meeting with his team, then goes through enquiries and emails before 10am and sort out orders before 12pm. He is normally having a one-hour lunch break after midday. He is now trying to learn basics of digital marketing, and mostly he spends his lunch reading web articles and blogs. After 1pm he is spending always at least two hours contacting leads such schools, events and other sports related organizations to sell them their equipment's and finding out whether they would be interested on participating to a basketball tournament. After this, he starts contacting suppliers and normally he is finds the best deals and newest products from America. However, he can only start contacting suppliers around 3pm because time difference, and typically he does that till 6pm, when he gets home. However, when he gets home he has started reading a lot of digital marketing related articles again, because he identified an opportunity to increase their sales in through digital marketing in future.

CHALLENGES

He's company is getting great feedback from their existing customers, and typically those customers are purchasing their products frequently and want to cooperate with them again in terms of having basketball tournament etc. However, cold-calling potential B2B customers takes a lot of time, and their ecommerce customer acquisition has stayed at the same level. They have established a blog and Facebook site, but nobody really has time or knowledge to manage

them. They post few blogs and news articles on their website and FB page every, but is not documented, thus there is no plan behind it.

However, Petteri has convinced reading web articles and blogs, that content marketing will be key to take their business to next level and increase their sales. He is studying the topic himself, but he has realized through blogs he read that it needs a lot time to do and he or his team do not have any spare time to execute themselves.

BUSINESS OBJECTIVES

To implement content marketing to consistent source of sales from search engines and from social media. Also, they want to increase their brand visibility through high SERPs.

PAINPOINTS

He has been considering few months to find help from third party to them creating content and get content marketing started. However, when Petteri searched services in Google, all BPO companies looked same. In fact, all their websites looked same. He has used to reading very helpful articles and content written in English, but he couldn't find anything in Finnish language from Finnish BPO companies websites, that would differentiate themselves anyhow from others. He thinks that maybe none of them do not have the needed industry knowledge, and maybe it is better to keep on posting random content as this far, and hoping it works.

He is searching blogs in following keywords: sisältömarkkinoinnin ulkoistaminen, sisältömarkkinoinnin delegointi, sisältömarkkinoinnin edut ja haitat. However, he is getting frustrated because none of the queries he types, doesn't match what he is looking for. Again, he goes back reading blogs written in English.

In terms of BPO, Petteri is still a little bit skeptic about the idea of using third party, because he has very strong vision of his brand, and he is afraid to lose the control over it. Also, decision making is overshadowed by a negative experience, when they previously used third party to help them create Google AdWords campaign, which eventually didn't bring any success. Now Petteri has a dilemma, because he identified the of supporting sales through marketing, and he knows they need professional help from outside their company to conduct content marketing,

but he also considers this as risky, in sake of security. He and his team has talk about this topic many times, but no final decision has been made.



MyAgent content audit

Date Crawled	Pageviews	Avg. Time on Page	Bounce Rate	Title Tag
blog.myagent.fi August 31, 2016 - August 31, 2017	838	00:01:25	63.53%	MyAgentin Blog MyAgentin opas asistenttiipalvelujen ulkoistamiseen
URL http://blog.myagent.fi/ataa-oppas/	463	00:01:06	93.00%	Lataa MyAgentin opas asistenttiipalvelujen ulkoistamiseen
blog.myagent.fi, published content August 31, 2016 - August 31, 2017				OK
Published	Publisher			
http://blog.myagent.fi/hyvinvointi/eräasistentti-apuna-taloushallimossa/	Juho Sepä	17	00:01:01	92.31% Etäasistentti apuna taloushallimossa MyAgent Blog
http://blog.myagent.fi/hyvinvointi/rauhalista-paastista/	Juho Sepä	15	00:06:07	87.50% Rauhalista päästäisi? MyAgent Blog
http://blog.myagent.fi/virtuaaliasitettu/josavat-asistenttihalveut-mukana-hyon-nuroksesta/	Juho Sepä	39	00:01:25	100.00% Jousavat asistenttihalveut-yön nuroksessa
http://blog.myagent.fi/virtuaaliasitettu/jokaiselle-asistentti-tunia-makuttomasti/	Jarkko Autonen	43	00:02:17	57.14% Kokeile asistentti alokussa 3 tunnin ajan & maskuttomasti
http://blog.myagent.fi/hyvinvointi/ohjatai-ohjataan-ja-tunnimme-vai-ole-tuottavaa/	Niko Rautainen	48	00:01:39	11.11% Lisätieto ohjatai ja tunnimme-ohjatai ole tuottava
http://blog.myagent.fi/hyvinvointi/onalle/remonst-joittajain-lonjakkeineen-avulla/	Niko Rautainen	44	00:03:01	80.00% Lomailu reunoilta! Oritähtiäni lomamatkaeelin avulla
http://blog.myagent.fi/utustset/omale/remonst-joittajain-lonjakkeineen-avulla/	Niko Rautainen	4	00:01:29	100.00% MyAgentin reunoilta! on oikeus kesäilomaan
http://blog.myagent.fi/hyvinvointi/yliollisen-ohjataan-ja-ohjeita/	Niko Rautainen	99	00:03:10	86.67% 16 myyntiä virtuaalista asistenttiipalvelusta
http://blog.myagent.fi/virtuaaliasitettu/myytysta-aluekeskus-residenssi/	Niko Rautainen	7	00:01:15	100.00% MyAgentin eWork Family-yhteistyö-kumppani
http://blog.myagent.fi/rinnatayys/myynti-ja-virtuaalista-asistenttiipalvelusta/	Niko Rautainen	24	00:01:23	50.00% Kärsää meneessäni ja tulevaaan!
http://blog.myagent.fi/rinnatayys/katsaus-nimenneeseen-ja-tulevaan/	Niko Rautainen	340	00:02:28	85% Optimize and brand tags
Most popular blogs - during August 31, 2016 - August 31, 2017				
1. http://blog.myagent.fi/kehittaminen/kirja-anvostelu-4-tunnin-tuoviikko/	Arvi Vainionkulma	295	00:03:31	84.64% 4 tunnin tuoviikko on hyödyllinen lukukokemus, josta jokainen voi oppia.
2. http://blog.myagent.fi/lehittaminen/lyhyen-jala-hallintaa-kisso-ohjelmat-ongelmat/	Henri	133	00:03:52	84.14% Hyvä ajantila! Ratkaise akkeet ongelmissä!
3. http://blog.myagent.fi/kehittaminen/nain-koututus-teasi-imaiseksi/	Henri	110	00:02:12	92.50% Nain koututus teasi imaiseksi
4. http://blog.myagent.fi/virtuaaliasitettu/16-myyntiä-virtuaalista-asistenttiipalvelusta/	Niko Rautainen	99	00:03:10	86.67% 16 myyntiä virtuaalista asistenttiipalvelusta
5. http://blog.myagent.fi/ulkoisanninen/ja-delegointi/mitä-rytäken-kannattaa-ulkoisaa/	Henri	68	00:03:43	82.35% Mitä välttyen kannattaa ulkoisaa?
Most popular keyword groups during 31, 2016 - August 31, 2017				
1. /virtuaaliasitettu/		174	00:02:08	62.50%
2./yleishenkilös/		54	00:00:40	47.37%
3. /erityyo/		34	00:00:36	66.67%
blog.myagent.fi, August 31, 2016 - August 31, 2017				
Last modified content, published content August 31, 2016 - August 31, 2017				
1. blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	Optimized HTML, XML, zip, img	Word Count	Type of Content	Associated Sales Funnel Stage
2. http://blog.myagent.fi/lehittaminen/lyhyen-jala-hallintaa-kisso-ohjelmat-ongelmat/	N/A	395	Blog	Customer
3. http://blog.myagent.fi/kehittaminen/nain-koututus-teasi-imaiseksi/	N/A	242	Blog	Lead Generation
4. http://blog.myagent.fi/virtuaaliasitettu/16-myyntiä-virtuaalista-asistenttiipalvelusta/	N/A	242	Blog	Lead Generation
5. http://blog.myagent.fi/ulkoisanninen/ja-delegointi/mitä-rytäken-kannattaa-ulkoisaa/	N/A	427	Blog	Lead Generation
6. http://blog.myagent.fi/virtuaaliasitettu/16-myyntiä-virtuaalista-asistenttiipalvelusta/	N/A	277	Blog	Customer
7. http://blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	N/A	431	Blog	Lead Generation
8. http://blog.myagent.fi/lehittaminen/lyhyen-jala-hallintaa-kisso-ohjelmat-ongelmat/	N/A	625	Blog	Customer
9. http://blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	N/A	348	Blog	Lead Generation
10. http://blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	N/A	348	Blog	Customer
Most popular blogs during August 31, 2016 - August 31, 2017				
1. http://blog.myagent.fi/lehittaminen/lyhyen-jala-hallintaa-kisso-ohjelmat-ongelmat/	Issue			
2. http://blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	Issue			
3. http://blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	Issue			
4. http://blog.myagent.fi/virtuaaliasitettu/16-myyntiä-virtuaalista-asistenttiipalvelusta/	Issue			
5. http://blog.myagent.fi/eräasistentti-apuna-taloushallimossa/	Issue			
Keywords				
1. eräasistentti-apuna-taloushallimossa	803.00%	N/A	Social Share	
2. eräasistentti-apuna-taloushallimossa	586.00%	N/A	Social Share	
3. eräasistentti-apuna-taloushallimossa	339.00%	N/A	Social Share	
4. eräasistentti-apuna-taloushallimossa	625.00%	N/A	Social Share	
5. eräasistentti-apuna-taloushallimossa	348.00%	N/A	Social Share	
Keywords				
1. eräasistentti-apuna-taloushallimossa	803.00%	N/A	Social Share	
2. eräasistentti-apuna-taloushallimossa	586.00%	N/A	Social Share	
3. eräasistentti-apuna-taloushallimossa	339.00%	N/A	Social Share	
4. eräasistentti-apuna-taloushallimossa	625.00%	N/A	Social Share	
5. eräasistentti-apuna-taloushallimossa	348.00%	N/A	Social Share	

www.myagent.fi (August 31, 2016 - August 31, 2017)		Date Crawled 21/6/2017	Sessions	Pageviews	Avg. Time on Page	Bounce Rate	Title Tag	Meta Description	Type of Content
URL:									
http://www.myagent.fi/	Not Provided	7,187	Not Provided	10,692	0.01.07	66.52%	MyAgent - Suomalainen nykyvaltainen assistentti kusta landing page	Not Provided	MyAgent - Suomalainen nykyvaltainen assistentti kusta landing page
http://www.myagent.fi/referenssi/	Not Provided	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Referenssi.	MyAgent - Referenssi.	Not Provided	MyAgent - Referenssi.
http://www.myagent.fi/yritys/	Not Provided	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Yritys.	MyAgent - Yritys.	Not Provided	MyAgent - Yritys.
http://www.myagent.fi/tarina/	Not Provided	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Tarina.	MyAgent - Tarina.	Not Provided	MyAgent - Tarina.
http://www.myagent.fi/tyonterkijat/	Not Provided	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Tyontekijät.	MyAgent - Tyontekijät.	Not Provided	MyAgent - Tyontekijät.
http://www.myagent.fi/kumppanit/	Not Provided	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Kumppaniverkosto.	MyAgent - Kumppaniverkosto.	Not Provided	MyAgent - Kumppaniverkosto.
http://www.myagent.fi/tag/	Not Provided	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Väsimmät kysymykset.	MyAgent - Väsimmät kysymykset.	Not Provided	MyAgent - Väsimmät kysymykset.
Set up Google Analytics tracking code									Correct publicized descriptions
Website conversion points:		Associated Sales Funnel Stage	Acquisition	Session	Session	Bounce rate	Pages / Session	Bounce rate	Pages / Session
% of visitors who read blog	Goals not set	Reach, create awareness	Direct	2,080	87.60%				
Number of social shares	Goals not set	Reach, create awareness	Organic Search	1,538	68.86%				
Newsletter subscription	Goals not set	Act. Lead generation	Referral	1,288	34.86%				
MyAgent E-guide download	Goals not set	Act. Lead generation	Paid Search	1,277	86.45%				
Free trial	Goals not set	Act. Lead generation	Social	1,004	34.56%				
Enquiries through contact form	Goals not set	Convert, Lead Generation/ Customer generation	Customer generation				Keyword research for SEO		

MyAgent Interview

INTERVIEW WILL TAKE APPROXIMATELY 20 MINUTES

For: prospects, leads and existing customers

Personal Background

1) Personal demographics: age, gender, and educational background – what did you study? (for content style and voice guidelines)

Role

2) What is your job role? Your title? (content style and voice guidelines)

3) What are you responsible for? (content ideation)

4) What does it mean to be successful in your role? (content ideation)

5) What does your typical work day look like? (content ideation)

6) What are the most common challenges you face during your work day? (content ideation)

6) What skills are required to do your job? (for content ideation)

7) What knowledge and tools do use in your job? (for content ideation)

Company

8) What industry does your company work in? (content ideation)

9) Where does your company locate?

9) What is your company's core competence? (content ideation)

Watering Holes

10) How do you find new information for your job? (channels)

11) Do you read company blogs or publications? If yes, what publications or blogs do you read? (content ideation) Furthermore, what is the optimal length for a publication or a blog? (to determine blog/ publication length) What is the style you prefer most? (content style and voice guidelines)

12) What associates and social networks do you belong to? (to understand where to promote content)

13) Who are the people you most respect in your industry and why? (to identify influencers)

Shopping Preferences in Internet

14) Do you use the internet to research vendors or products? If yes, what types of information do you look at before making a purchase? (tactics for content)

15) Describe the recent time when you purchased business related service or product from Internet. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service? (marketing funnel) More precisely, what on-site factors, excluding price, had a significant influence on your purchasing decision? (marketing funnel)

16) Describe the last time you considered to purchased business related service or product from Internet, but eventually declined. Why you decided not to purchase this product or service and, what ended the evaluation process? (marketing funnel)

17) What were the biggest challenges you faced during this process? (pain points)

18) What would you hoped to be done differently to solve these problems you faced during that process? (marketing funnel)

19) What, if anything, have you done to solve that problem?

Challenges in BPO (General, for leads and prospects)

20) What are the biggest challenges you have faced using or considering BPO? (pain points)

21) Why is it hard? (pain points)

22) Can you tell me about the last time you experienced those challenges? (pain points)

23) What, if anything, have you done to solve that problem? (pain points)

24) What don't you like about the solutions you've tried? (pain points)

Challenges (Customers)

- 20) What are those challenges you have faced during the cooperation with MyAgent?
- 21) What are the specific factors that made the given situations challenging?
- 22) What, if anything, did you do to solve the given challenges?
- 23) How do you wish to prevent these challenges in future?

Seed keyword survey for keyword targeting (SEO**) for Long-tail searches**

5-10 mins, for:

- **Prospects**
- **Leads**

Different scenarios for both groups:

Prospect specific questions;

What type of queries are you using to find answers in following scenarios, use four or more terms:

- 1) If you are looking for help to manage a certain business function better, what would you search for?
- 2) If you are looking industry specific tips to a certain problem, what would you search for?
- 3) If you want to learn the basics of a new program or tool, what would you search for?

Lead specific questions;

What type of queries are you using to find answers in following scenarios, use four or more terms:

- 1) If you want to find addition information for purchasing a certain product or service, what would you search for?
- 2) If you are looking to compare two or more products or services, what would you search for?
- 3) If you are considering purchasing its product or service, but you need more information about the company, what would you search for?
- 4) If you are in a situation, where you can't decide whether outsource a certain business function, what would you search for?

Content sections draft

Terms of MyAgent generic buckets:

0. SEED TERMS for product pages, about page, references, homepage:

Sub topics, generic keyword buckets:

- Business process outsourcing and delegation (BPO)
- Time management (TM)

2. Marketing BLOG:

Sub topics, generic keyword buckets:

- Marketing communications (MC)
- Content creation (CC)
- Business/ marketing research (BR)

3. Customer Success BLOG:

Sub topics, generic keyword buckets:

- Customer service and support (CSS)
- Customer Success BLOG. (CRM)

4. Sales BLOG:

Sub topics, generic keyword buckets:

- Sales and sales support.

Other generic keyword buckets (tips to share in newsletters and social media):

- Technical Support (need a product page)
- Event planning and management (need a product page)

Keyword research

Seed keywords BPO

SEED KEYWORDS	Avg. Monthly Searches	Competition	Suggested bid (THB)	Yes/No
sihteeri	1K – 10K	0.01	-	-
media assistentti	100 – 1K	0.14	12.51	-
johdon assistentti	100 – 1K	0.4	14.35	X
toimistoassistentti	100 – 1K	0.17	10.84	X
myyntiassistentti	100 – 1K	0.17	10.49	X
markkinointiassistentti	100 – 1K	0.22	7.88	X
tehtävienhallinta	100 – 1K	0.26	135.31	X
virtuaaliassistentti	100 – 1K	0.36	11.97	X
delegointi	100 – 1K	0	-	X
assistentti	100 – 1K	0.14	15.22	X
etätyö kotoa käsin	10 – 100	0.8	19.95	-
työtehtävien jakaminen	10 – 100	0.04	-	-
työtehtävien muuttaminen	10 – 100	0.06	47.31	-
ulkoistamispalvelut	10 – 100	0	-	-
asiantuntijapalvelut	10 – 100	0.15	-	-
etäässistentti	10 – 100	0.08	23.46	X
virtuaalinen assistentti	10 – 100	0.33	13.24	X
ulkoistus	10 – 100	0.8	-	-
virtuaalinen työ	10 – 100	0.05	-	X
toimistopalvelut	10 – 100	0.26	-	-
virtuaalityö	10 – 100	0	-	X
toimistoapulainen	10 – 100	0.07	-	-
sihteeripalvelu	10 – 100	0.27	23.65	X
henkilökohtainen				
assistentti	10 – 100	0.28	21.01	X
assistenttipalvelut	10 – 100	0.36	12.3	X
assistenttipalvelu	10 – 100	0.27	13.58	X
asiantuntijapalvelut	10 – 100	0.15	-	-
rekryttoinnin ulkoistaminen	10 – 100	0.29	99.21	X
myynnin assistentti	10 – 100	0.28	5.09	-



SEED KEYWORDS	Avg. Monthly Searches	Competition	Suggested bid (THB)	Yes/no
etätyö	1K – 10K	0.75	15.44	-
etätyötä netissä	100 – 1K	0.84	36.68	-
toimistotyöntekijä	100 – 1K	0.43	11.64	-
ulkoistaminen	100 – 1K	0.48	-	-
hr assistentti	100 – 1K	0.46	19.43	X
henkilöstöpalvelu	100 – 1K	0.79	110.36	-
assistentti helsinki	10 – 100	0.67	9.27	-
palvelun ulkoistaminen	10 – 100	0.79	-	-
ulkoistamisen käsikirja	10 – 100	0.57	53.15	-
ulkoistuspalvelut	10 – 100	0.83	-	-
työn ulkoistaminen	10 – 100	0.86	-	-
taloushallinnon ulkoistaminen	10 – 100	0.88	211.69	-
asiakaspalvelun ulkoistaminen	10 – 100	0.84	121.94	-
palvelujen ulkoistaminen	10 – 100	0.62	-	-
laskutuksen ulkoistaminen	10 – 100	0.96	124.4	-
palkkahallinnon ulkoistaminen	10 – 100	1	175.66	-

Google Related search terms

Delegointimin	Ulkoistamisen ohjeet
delegointipäätös	ulkoistamisen opas
digitaalisen markkinoinnin ulkoistaminen	Ulkoistamisen perusteet
etätyösuhde	ulkoistamisen suunnittelu
markkinoinnin assistentti	Ulkoistamisen syyt
media assistentti	Ulkoistamisen trendit
online markkinointi ulkoistaminen	Ulkoistamisen tulevaisuudennäkymät
sisällöntuotannon ulkoistaminen	Ulkoistamisen tulevaisuus
SOME ulkoistaminen	Ulkoistamisen työkalut
sosiaalinen media markkinointi ulkoistaminen	ulkoistamisohje
työn delegointimin	Ulkoistamisopas
työn delegointi	ulkostaminen irtisanominen
työtehtävien delegointimin	Virtuaaliassistentin palkkaaminen
työtehtävien hallinta	virtuaalinen assistenttipalvelu
ulkoistuspalvelu	virtuaalinen delegointi
verkkomarkkinoinnin ulkoistaminen	virtuaalinen työntekijä
verkkosivu markkinointi ulkoistaminen	virtuaalinentyösuhde
viestinnän ulkoistaminen	viruaaliset assistenttipalvelut
blogin ulkoistaminen	ulkoistamisen kehittäminen
assistentin edut	ulkoistamisen parantaminen

Assistantin palkkaaminen	ulkoistamisen tehostaminen
assistentti edut	delegoinnin parantaminen
assistentti omaan käyttöön	delegoinnin tehostaminen
Assistantti palvelut	ulkoistaminen verkossa
Assistanttipalvelu ROI	delegointi verkossa
Assistanttipalvelut Helsingissä	ulkoistaminen case
blogin ulkoistaminen	delegoinnin case
delegation johtaminen	kannattaako delegoiminen
Delegoinnin aloittaminen	monipuolin assenttipalvelu
delegoinnin haasteet	monipuolin ulkoistaminen
delegoinnin käsikirja	osaava assistentti
delegoinnin kehittäminen	osaava etäyötekijä
delegoinnin kustannustehokkuus	osaava virtuaaliassistentti
delegoinnin opas	osaavat assistentit
Delegoinnin perusteet	sähköinen ulkoistaminen
delegoinnin riskit	tuotannon ulkoistus
delegoinnin trendit	ulkoistaminen kannattaa
delegoinnin tulevaisuus	ulkoistaminen laki
delegoinnin työkalut	ulkoistaminen riskit
delegointi johtaminen	Ulkoistaminen ROI
delegointi kannattaa	ulkoistaminen trendit
delegointi vinkit	ulkoistaminen työkalut
delegoiva johtaminen	ulkoistaminen vinkit
digitaalinen assistentti	Ulkoistamisen aloittaminen
digitaalisen markkinoinnin ulkoistaminen	Ulkoistamisen esimerkkejä
digitaaliset	ulkoistamisen haasteet
assistenttipalvelut	Ulkoistamisen haitat
edullinen assistentti	Ulkoistamisen helpottaminen
edullinen assenttipalvelu	ulkoistamisen johtaminen
edullinen delegointi	ulkoistamisen kannattavuus
edullinen etäyö	ulkoistamisen kustannustehokkuus
edullinen etäyöntekijä	Ulkoistamisen määritelmä
edullinen ulkoistaminen	etäyösuhde edut
edullinen	kannattaako ulkoistaminen
virtuaaliassistentti	kokemuksia myagent
edulliset assistentit	korkeakoulutettu assistentti
englannin kielinen	Kotimainen assenttipalvelu
assistentti	Kotimaiset assenttipalvelut
englantia puhuva	Kustannustehokas assistentti
assistentti	
Etäässistentin	
palkkaaminen	
etänä työskentely	
etäyö edut	

Etätyö mahdollisuudet
etätyö verkossa
etätyöntekijän
palkkaaminen
etätyösuhde

Kustannustehokas assistenttipalvelu
kustannustehokas ulkoistaminen
monipuolinen assistentti



Seed keywords time management

Keyword	Avg. Monthly Searches	Competition	Suggested bid
burn out	1K – 10K	0.04	33.25
työuupumus	1K – 10K	0.05	51.71
työajanseuranta	1K – 10K	0.91	281.3
yrittäjyys	1K – 10K	0.43	83.96
projektinhallinta	100 – 1K	0.95	233.15
itsensä johtaminen	100 – 1K	0.48	79.76
liukuva työaika	100 – 1K	0.12	34.75
loppuunpalaminen	100 – 1K	0.06	45.82
säännöllinen työaika	100 – 1K	0.06	
viikoittainen työaika	100 – 1K	0.18	61
yrityksen perustamisen vaiheet	100 – 1K	0.87	164.73
työtyytyväisyys	100 – 1K	0.28	62.32
ajankäytön hallinta	100 – 1K	0.57	42.18
työhyvinvoinnin kehittäminen	10 – 100	0.93	101.31
työntekijän tavoitettavuus työajan ulkopuolella	10 – 100	0.01	
työpäivän pituus	10 – 100	0.02	34.04
yrityksen perustaminen netissä	10 – 100	0.94	122.41
älykäs itsensä johtaminen	10 – 100	0.56	16.9
päivittäinen työaika	10 – 100	0.22	
työajanhallinta	10 – 100	0.74	131.45
ajankäyttöympyrä	10 – 100	0.01	
ajanhallinta ja itsensä johtaminen	10 – 100	0.69	46.99
ajanhallinta sovellus	10 – 100	0.34	26.37
yrittäjän arki	10 – 100	0.16	
työn muutos	10 – 100	0	
ajankäyttötutkimus	10 – 100	0	
työhyvinvoinnin parantaminen	10 – 100	0.83	211.75
ajanhallinta työkalu	10 – 100	0.47	44.82
ajankäytön suunnittelu	10 – 100	0.44	41.3
yrittäjän loma	10 – 100	0.27	
yrityksen perustaminen verkossa	10 – 100	0.76	125.27
yrittäjän työuupumus	10 – 100	0.16	
työmpäristön kehittäminen	10 – 100	0.36	147.21
työajanhallintajärjestelmä	10 – 100	0.73	95.31
työkiire	10 – 100	0	
ajanhallinta malli	10 – 100	0.31	
ajanhallinta työssä	10 – 100	0.37	11.41



työajan vähentäminen	10 – 100	0.07	
ajankäytön tehostaminen	10 – 100	0.07	
yrittäjyyden aloittaminen	10 – 100	0.64	82.79
yrittäjälomat	10 – 100	0	
työajan tehostaminen	10 – 100	0.48	

Search related terms

työtehokkuuden parantaminen	työarki
työtehokkuuden kehittäminen	työelämä haasteet
yrittäjän vapaa-aika	Työpanoksen keventäminen
Ajan vapauttaminen	työretiineiden kehittämien
Ajanahallinnan työkalut	Työretiineiden tehostaminen
ajanhallinan välineet	Työssäjaksamisen parantaminen
Ajanhallinnan kehittäminen	Työsterassin vähentäminen
ajanhallinnan malli	Työstressin lieventäminen
ajanhallinnan menetelmät	Työstressin mittarit
Ajanhallinnan parantaminen	työtaakan
Ajanhallinta työkalut	helpotaminen
ajankäyttö ja sunnittelu	Työtehokkuuden tehostaminen
ajankäyttö työssä	virkistymismatkat
enemmän aikaa ydinosaamiseen	ydinosaamisen kehittäminen
ensimmäiset kuukaudet yrittäjänä	ydinosaamisen parantaminen
Google Calender opas	ydinosaamisen tehostaminen
Goolge Calender käyttö	yrittäjä kiireestä vapautuminen
loppuunpalaminen työssä	yrittäjän ajanhallinta
omani työajanhallinta	yrittäjän arjen helpottaminen
systemaatinen ajahallinta	yrittäjän arkihaaste
tasapainoinen työarki	yrittäjän burn out
työajan kehittäminen	yrittäjän kiire
työajan parantaminen	yrittäjän lomailu
työajanahallinta	yrittäjän loppuunpalaminen
työajanseuranta työkalut	yrittäjän työhyvivointi
työarjen helpottaminen	yrittäjän virkistys
yrittäjyyden lähtökohdat	yrittäjän
yrityksen perustamisen helpottaminen	virkistysmatka
	yrittäjän virkistystoiminta

Business research keywords

Keyword	Avg. Monthly Searches	Competition	Suggested bid
benchmark	1K – 10K	0.03	47.41
benchmarking	1K – 10K	0.01	47.04
laadullinen tutkimus	1K – 10K	0.12	134.41
kvantitatiivinen tutkimus	1K – 10K	0.15	68.9
kvalitatiivinen tutkimus	1K – 10K	0.17	42.18
tutkimusmenetelmät	1K – 10K	0.01	-
tutkimussuunnitelma	100 – 1K	0	34.38
määrällinen tutkimus	100 – 1K	0.16	77.47
tutkimusongelma	100 – 1K	0	-
kyselylomake	100 – 1K	0.21	17.93
kilpailija analyysi	100 – 1K	0.51	41.34
megatrendit	100 – 1K	0.01	-
markkina analyysi	100 – 1K	0.38	52.76
markkinointitutkimus	100 – 1K	0.86	142.47
toimintaympäristöanalyysi	100 – 1K	0.01	-
asiakaskysely	100 – 1K	0.79	108.31
tutkimusmetodi	100 – 1K	0.02	-
asiakasanalyysi	10 – 100	0.19	-
asiakastutkimus	10 – 100	1	154.77
tutkimusmenetelmän valinta	10 – 100	0.04	-
lähtökohta analyysi	10 – 100	0.14	-
laadullisen aineiston analyysi	10 – 100	0.01	-
asiakaskysely malli	10 – 100	1	133.85
vastausprosentti	10 – 100	0	-
kyselytutkimus menetelmä	10 – 100	0.17	-
kyselytutkimus tulosten analysointi	10 – 100	0.4	-
vertailuanalyysi	10 – 100	0	-
asiakaskysely kysymykset	10 – 100	0.93	-
markkinatutkimus malli	10 – 100	0.89	-
tutkimustulosten analysointi	10 – 100	0.22	-
tulosten analysointi	10 – 100	0.67	-
asiakaskysely pohja	10 – 100	0.93	67.88
kyselytutkimus kysymykset	10 – 100	0.29	17.74
yrityksen toimintaympäristöanalyysi	10 – 100	0.14	-
kilpailijakartoitus	10 – 100	0	-
asiakashaastattelu	10 – 100	-	-
toimintaympäristöanalyysin	10 – 100	0	-
tekeminen	10 – 100	0	-
tulosten raportointi	10 – 100	1	-

markkinatutkimus kysymykset
yritys analyysi

10 – 100

10 – 100

0.86

-



trendien ennustaminen	10 – 100	0.34	-
markkinatutkimus lomake	10 – 100	0.86	-
toimiala analyysi	10 – 100	0.05	-
nykytila analyysi	10 – 100	0.18	-

Related search terms

asiakasanalyysi suunnittelu
 asiakasanalyysi toteutus
 asiakaskyselyn laatiminen
 asiakaskysely tekeminen
 asiakaskysely verkossa
 Asiakaskyselyn parantaminen
 asiakaskyselyn suunnittelu
 asiakaskyselyn toteuttaminen
 asiakastutkimus suunnittelu
 asiakastutkimus totetutus
 asiakastutkimus toteuttaminen
 asiakastutkimus työkalut
 asiakaskyselyn toteutus
 bencmarking prosessi
 esikuva-analyysi

 kilpailija benchmarking
 kilpailija-analyysi suunnittelu
 kilpailija-analyysi toteutus
 kilpailija-analyysi verkossa
 kilpailijakartoituksen aloittaminen
 kilpailijakartoituksen suunnittelu
 kilpailijat seo
 kilpailijat verkossa
 kilpailijoiden avainsanat
 kilpailuedun saavuttaminen
 kilpailuedun tunnistaminen
 kilpalija-analyysi
 kilpalijakartoituksen toteutus
 kvalitatiivinen tutkimus
 tutkimustyön tehostaminen
 vastausprosentti luotettavuus
 vertailukehittäminen



kyselytutkimuksen toteutus
 kyselytutkimus vastausprosentti
 luotettavuus
 kyselytutkimuksen suunnittelu
 kyselytutkimus työkalut
 lähtökohta-analyysi toteuttaminen
 määrellisen aineistoim analyysi
 makroympäristön tutkimus
 markkinamuutokset
 markkinatrendit
 markkinatutkimuksen referointi
 markkinatutkimuksen suunnittelu
 markkinatutkimuksen toteutus
 markkinatutkimuksen yhteenveto
 markkinatutkimus kaavake
 markkinatutkimus prosessi
 markkinointisuunnitelma
 asiakastutkimus
 mikroympäristö tutkimus
 strateginen asiakastutkimus
 toimiala tutkimus
 toimialatutkimus
 toimintaympäristö tutkimus
 toimintaympäristön kartioitus
 toimintaympäristö analyysi
 trendien tunnistaminen
 tulosten analysointi ja tulkinta
 tulosten analysointimenetelmät
 tulosten esittäminen
 tulosten tulkinta
 tutkimustuloksen luotettavuus
 tutkimustulosten hyödyntäminen
 tutkimustyön hallinta



Keywords marketing

Keyword - Low competition	Avg. Monthly Searches	Competition	Suggested bid
verkkouutiset	10K – 100K	0	-
viestintä	1K – 10K	0.17	98.19
viraali	1K – 10K	0.03	52.52
markkinointi	1K – 10K	0.6	83.11
hashtag	1K – 10K	0	1.2
brändi	1K – 10K	0.08	48.35
markkinointimix	100 – 1K	0.05	-
mainonta	100 – 1K	0.35	71.96
buzz	100 – 1K	0.02	13.53
verkkoviestintä	100 – 1K	0.34	107.33
yritysviestintä	100 – 1K	0.36	98.75
ulkoinen viestintä	100 – 1K	0.29	-
yrityskuva	100 – 1K	0.14	-
asiakassuhdemarkkinointi	100 – 1K	0.37	-
asiakasprofiili	100 – 1K	0.06	-
viraalimarkkinointi	100 – 1K	0.04	-
4p malli	100 – 1K	0.09	-
viestintävälaineet	100 – 1K	0.01	-
e news	100 – 1K	0	-
onsite	100 – 1K	0	-
asiakaslähtöisyys	100 – 1K	0.2	67.58
google analytics kpi	10 – 100	0.14	-
offsite	10 – 100	0	-
asiakaslähtöinen markkinointi	10 – 100	0	-
brändikuva	10 – 100	0.36	-
integroitu markkinointi	10 – 100	0	-
asiakasprofiili esimerkki	10 – 100	0.19	-
asiakasprofiilin määrittäminen	10 – 100	0	-
verkkoliikenne	10 – 100	0	-
asiakasprofiilin luominen	10 – 100	0.21	-
mailchimp uitiskirje	10 – 100	0.39	-
asiakaslähtöisyys myyntiyössä	10 – 100	0.29	103.12
asiakasprofilointi	10 – 100	0.24	-
suunnitteluprosessi	10 – 100	0.12	-
markkinointimix 7p	10 – 100	0.07	-
some markkinointisuunnitelma	10 – 100	0.8	111.57
yrityksen facebook profiili	10 – 100	0.21	-
markkinointisuunnitelman laatiminen	10 – 100	0.42	-

linkedin markkinointi	10 – 100	0.37	110.99
asiakaslähtöinen palvelu	10 – 100	0.35	92.94
linkedin mainonta	10 – 100	0.26	99.18
yrityksen facebook sivut	10 – 100	0.33	-
asiakaslähtöisyys			
liiketoiminnassa	10 – 100	0.3	-
asiakkuuden elinkaari	10 – 100	0.21	-
google adwords hakusanat	10 – 100	0.4	-
brändistrategia	10 – 100	0.3	105.77
avainsanatyökalu	10 – 100	0.11	154.94
asiakkaiden segmentointi	10 – 100	0.6	-
buzz markkinointi	10 – 100	0	-
sosiaalinen media b2b	10 – 100	0.14	-
sähköpostimarkkinointi opas	10 – 100	0	-
digitaalisen markkinoinnin			
työkalut	10 – 100	0	-
google adwords markkinointi	10 – 100	0	-

Keyword - High competition	Avg. Monthly Searches	Competition	Suggested bid
digitalisaatio	1K – 10K	0.76	148.85
e kirja	1K – 10K	0.88	67.49
markkinointiviestintä	100 – 1K	0.71	123.23
digitaalinen markkinointi	100 – 1K	0.95	173.68
facebook mainonta	100 – 1K	0.95	118.59
uutiskirje	100 – 1K	0.58	160.95
digimarkkinointi	100 – 1K	0.94	138.08
ekirja	100 – 1K	0.87	109.9
facebook markkinointi	100 – 1K	0.87	123.57
sisäinen viestintä	100 – 1K	0.53	68.62
some markkinointi	100 – 1K	0.93	134.93
sähköpostimarkkinointi	100 – 1K	0.96	382.07
brändin rakentaminen	100 – 1K	0.56	35.4
digitaalinen viestintä	100 – 1K	0.76	90.29
b2b markkinointi	100 – 1K	0.88	209.04
markkinointisuunnitelma pohja	100 – 1K	0.53	51.81
sosiaalinen media markkinointi	100 – 1K	0.86	230.34
verkkosivujen optimointi	10 – 100	1	90.15
online mainonta	10 – 100	1	127.37
facebook markkinointi opas	10 – 100	0.6	133.91
sosiaalinen media			
markkinointikeinona	10 – 100	0.52	177.02
twitter markkinointi	10 – 100	0.46	-



sähköinen markkinointi	10 – 100	1	159.06
liidien hankinta	10 – 100	0.9	-
b2b sisältömarkkinointi	10 – 100	1	-
sosiaalisen median			
markkinointistrategia	10 – 100	1	-
asiakasprofiili palvelumuotoilu	10 – 100	1	81.13
online markkinointi	10 – 100	1	-
kohdennettu markkinointi	10 – 100	0.81	-
google adwords mainonta	10 – 100	0.99	422.85
integroitu markkinointiviestintä	10 – 100	0.57	
sisäisen viestinnän kehittäminen	10 – 100	0.41	
sähköpostimainonta	10 – 100	0.49	60.21
twitter mainonta	10 – 100	0.52	97.65
seo hakukoneoptimointi	10 – 100	0.72	76.76
youtube mainonta	10 – 100	0.57	70.28
brändin luominen	10 – 100	0.43	47.98
hakukoneoptimointi perusteet	10 – 100	0.68	54.07
seo markkinointi	10 – 100	0.61	111.48
sosiaalisen median käyttö			
yrityksissä	10 – 100	0.51	51.73
seo strategia	10 – 100	0.43	
hakukoneoptimointi testi	10 – 100	0.82	87.28
markkinointisuunnitelman			
tekeminen	10 – 100	0.46	
markkinointistrategia sisältö	10 – 100	0.62	
markkinoinnin trendit	10 – 100	0.51	
google adwords opas	10 – 100	0.46	
viestinnän välineet	10 – 100	0.57	

Google search related terms

adwords avainsanat	Online markkinoinnin aloittaminen
artikkeli mainonta	Online markkinoinnin perusteet
artikkeli markkinointi	On-site mainonta
asiakaslähtöisen markkinoinnin suunnittelu	On-site markkinointi
Asiakaslähtöisen markkinoinnin toteutus	ostopersoona
asiakaslähtöisyys mainonnassa	ostopersoonan suunnittelu
asiakaslähtöisyys toiminta	ostopersoonan toteutus
Asiakaspersoona	outbound mainonnan trendit
asiakaspersoonian suunnittelu	outbound markkinoinnin trendit
asiakaspersoonien toteutus	sähköisen markkinoinnin aloittaminen
Asiakaspolku verkossa	sähköisen markkinoinnin mittaaminen
asiakasprofiili malli	sähköisen markkinoinnin perusteet
asiakasprofiolinnoin suunnittelu	sähköisen markkinoinnin trendit

asiakkuuden elinkaari verkossa	sähköisen markkinointiviestinnän
avainsana mainonta	suunnitelu
avainsana markkinoinnin perusteet	seo avainsanat
avainsana markkinointi	seo mainonta
avainsana strategia	seo näkyvyys
avainsana työkalu	sisäisen viestinnän parantaminen
avainsanamarkkinointi	sisäisen viestinnän tehostaminen
avainsanat seo	strategian dokumentointi
b2c sisältömarkkinointi	Suunnitelman dokumentointi
brändiidentitetti	uutikirjekampanja
digitaalinen 4P malli	vaikuttaja markkinointi
digitaalinen 4P	verkkoartikkeli
digitaalinen 7P malli	verkkomarkkinoinnin työkalut
digitaalinen markkinointimix	verkkosivu mainonta
digitaalisen markkinoinnin aloittaminen	verkkosivu markkinointi
Digitaalisen markkinoinnin analysointi	verkkosivujen asiakaiden lisääminen
digitaalisen markkinoinnin hallinta	verkkosivujen asiakkaiden lisääminen
digitaalisen markkinoinnin ilmaiset työkalut	verkkosivujen liikenne
digitaalisen markkinoinnin perusteet	verkkosivujen liikenteen lisääminen
digitaalisen markkinoinnin seuraaminen	verkkosivujen mittaaminen
digitaalisen markkinoinnin toteutus	verkkosivujen testaaminen
digitaalisen markkinoinnin trendit	verkkosivujen vierailijoiden
digitaalisen markkinoinnin tulevaisuudennäkymä	kasvattaminen
digitaalisen markkinoinnin tulevaisuus	verkkoutinen
digitaalisen markkinointiviestinnän	viestinnän trendit
suunnitelu	youtube markkinointi
facebook kohdentaminen	yrityksen facebook tili
Facebook markkinoinni aloittaminen	yrityksen facecbook markkinointi
facebook yritykskäytössä	chat markkinointi
facebook yritysprofiilin	Chat mainonta
Google adwords aloittaminen	facebook chat markkinointi
Google adwords perusteet	facebook chat mainonta,
Google adwrods käyttöohjeet	keskusteluikkuna markkinointi,
Google analytics aloittaminen	keskusteluikkuna asiakaspalvelu
Google analytics hallinta	keskusteluikkuna mainonta
Google analytics käyttöönotto	kohdennettu verkkomarkkinointi
Google+ mainonta	kohdennetun markkinoinnin perusteet
Google+ markkinointi	kohdennetun markkinoinnin
hakukoneoptimointi avainsanat	suunnittelu
hakukoneoptimointi markkinointi	kohdennetun markkinoinnin toteutus
	Liidihankita verkossa
	Mailchimp opas

[hakukoneoptioiminti](#)
[hakukonoptimointi näkyvyys](#)

[Mailchimp sähköposti](#)
[Mailchimp uutiskirjekampanajat](#)



hastag mainonta	markkinointistrategian
hastag markkinointi	suunnitteluprosessi
ilmaiset markkinonnan työkalut	markkinointiviestinnän kanava
inboud markkinoinnin trendit	markkinointiviestinnän trendit
inbound mainonnan trendit	markkinointiviestintästrategia
inbound markkinointi b2b	näkyvyyden parantaminen
Off-site markkinointi	Off-site mainonta

Keywords content creation

Keywords	Avg. Monthly Searches	Competition	Suggested bid
blogin perustaminen	1K – 10K	0.32	28.65
google trends	1K – 10K	0	1.89
seo	1K – 10K	0.19	66.78
google search console	1K – 10K	0	
blogi	1K – 10K	0.24	24.14
algoritmi	1K – 10K	0	
sisällöntuotanto	100 – 1K	0.84	111.2
blogin aloitus	100 – 1K	0.18	26.83
kpi mittari	100 – 1K	0.29	54.82
blogiteksti	100 – 1K	0.04	
sisältöstrategia	100 – 1K	0.51	59.47
meta description	100 – 1K	0	-
black hat seo	10 – 100	0.02	-
google keywords planner	10 – 100	0.11	-
white hat seo	10 – 100	0.14	-
meta tags seo	10 – 100	0	-
outreach	10 – 100	0.01	-
meta name description	10 – 100	0	-
meta tag html	10 – 100	0	-
html meta keywords	10 – 100	0	-
meta keywords google	10 – 100	0	-
html seo	10 – 100	0.29	-
google näkyvyys	10 – 100	0.71	135.46
avainsanatyökalu	10 – 100	0.11	155.57
kumppanuusmarkkinointi	10 – 100	0.52	41.48
google avainsanatyökalu	10 – 100	0.15	199.34
yritysblogi	10 – 100	0.2	146.12
blogin kirjoittaminen ohjeet	10 – 100	0.2	115.3
blogin pitäminen	10 – 100	0.14	55.63



blogin perustaminen			
wordpress	10 – 100	0.46	109.68
hakukoneoptimointi opas	10 – 100	0.75	107.94
google hakusanat	10 – 100	0.18	152.54
Hakukoneoptimoija	10 – 100	0.26	-
google optimointi itse	10 – 100	0.46	51.87
verkkosivujen kävijämääärät	10 – 100	0.36	-
avainsanatutkimus	10 – 100	0.14	-
google näkyvyyden			
parantaminen	10 – 100	0.74	158.31
blogi aiheita	10 – 100	0.09	-
yritys blogi	10 – 100	0.25	-
blogi ideoita	10 – 100	0.04	16.8
keskeiset suorituskyvyn			
mittarit	10 – 100	0.12	-
sisältösuunnitelma	10 – 100	0.27	-
hakukoneoptimointi perusteet	10 – 100	0.68	54.29
blogi banneri	10 – 100	0.16	-
sisältömarkkinointi			
esimerkkejä	10 – 100	0.94	176.77
seo opas	10 – 100	0.17	-
mobiilioptimointi	10 – 100	0	-
kpi raportointi	10 – 100	0.82	-
kpi suorituskykymittari	10 – 100	0.18	-
google avainsanahaku	10 – 100	0.17	-
sisältömarkkinointi blogi	10 – 100	0.05	-
sosiaalisen median			
sisällöntuottaja	10 – 100	0.37	-
kpi esimerkki	10 – 100	0.2	21.45
hyvä yritysblogi	10 – 100	-	-
markkinoinnin tunnusluvut	10 – 100	0	-
meta tagit	10 – 100	0.02	-
hakukoneoptimointi ohjeet	10 – 100	0.43	75.53
hakukoneoptimointi vinkit	10 – 100	0.29	-
blogi postaus ideoita	10 – 100	0	-
seo työkalut	10 – 100	0.38	-
seo blogi	10 – 100	-	-
hyvä uutiskirje	10 – 100	0.34	89.32
google avainsanahaku	10 – 100	0.17	-
blogi postaus ideoita	10 – 100	0	-



Search related terms

sisällön päivittäminen	uutiskirje kampanjan optimointi
sisällön jakaminen	uutiskirjeen optimointi
sisällön julkaisu	uutiskirjeen sisältö
oikeat avainsanat	vaikuttajat verkossa
avainsanalista	verkkoliikenteen lähtee
avainsanamarkkinointi	verkkolinkit SEO
avainlukumittari kpi	verkkolinkkejen rakennus
avainlukumittari	verkkoon julkaiseminen
algoritmien toimintaperiaate	Verkkosivujen hakusanaoptimointi
avainluku mittari	verkkosivujen sisällön päivittäminen
avainlukumittarit	verkkosivun tunnusluvut
avainsanojen optimointi	vierailijoiden lähteet
avainsana ohjeet	yrityksen blogiteksti
avainsana opas	yrityksen näkyvyyden parantaminen
avainsana tutkimus	verkossa
avainsana työkalut	Yritys bloggaaminen
avainsanojen kartoitus	yritys bloggaus
avaisanojen suunnittelu	yritys blogin kirjoitus
avaisanojen valitseminen	yritys blogin perustaminen
blog aiheita	Yritysbloggaaminen
blog ideoita	yritysbogaus
blogi julkaisu	yritysblogin aloittaminen
blogi menestys	Yritysblogin hallinointi
blogi menestystekijät	Off-site sisältö
Blogiaheet	On-site sisältö
blogin hallinta	hyvät avainsanat
Blogin ideoointi	hakusanaoptimointi työkalut
blogin mittaaminen	seo vinkit
blogin sisällön päivittäminen	sisälömarkkinointi strategia
blogin sisällön parantaminen	sisällöntuotanto strategia
facebook päivityksen jakaminen	sisälömarkkinointi muodot
Google algoritmit	sisälömarkkinointi taktiikat
Google Analytics tunnusluvut	sisälömarkkinointi suunnitelma
google optimoinnin hinta	kpi ymmärtäminen
google sijan parantaminen	tunnuslukujen ymmärtäminen
Google trends hakusanat	avainlukutunnus
Google trends käyttö	seo avainlukutunnus
Google trends opas	seo mittaaminen
hakukone optimoinnin perusteet	sisälömarkkinoinnin mittaaminen
hakukoneiden toimintaperiaate	sisälömarkkinoinnin menestyksen mittaaminen
	seo toimintaperiaate

hakukonenäkyvyyden
parantaminen

SEO trendit



hakukoneoptimoidut verkkosivut	SEO tulevaisuudennäkymä
hakukoneoptimoinnin opas	SEO tulevaisuus
Hakukoneoptimoinnin suunnittelu	sisäiset linkit
hakukoneoptimoinnin toteutus	sisällön hakusanaoptimointi
Hakukoneoptimointi strategia	Sisällön ideointi
Hakukoneoptimointi suunnitelma	sisällön julkaiseminen ja jakaminen
hakukoneoptimointi tekijät	sisällön julkaiseminen
hakukoneoptimointi vaikuttavat	
tekijät	
hakukoneoptimoitu blogi	sisällön kirjoittaminen
hakukoneoptimoinnin edut	Sisällön optimointi
hakusana optimoinnin opas	sisällön päivitys
hakusana optimoinnin työkalut	Sisällön puhtaaksikirjoitus
ilmaiset avainsana työkalut	sisällön syndikointi
Ilmaiset seo työkalut	sisällönpäivittäminen
inboud linkit	sisällönpäivitys
inbound linkit	Sisällöntuotannon edut
inbound verkkolinkit	sisällöntuotannon riskit
kannattaako hakukoneoptimointi	sisällöntuotannon haitat
kannattaako seo	Sisältömarkkinoinnin avainlukumittarit
KPI tunnusluvut	sisältömarkkinoinnin keinot
liikenteen lähteet	Sisältömarkkinoinnin KPI
linkit seo	sisältömarkkinoinnin muodot
linkkejen hankinta	sisältömarkkinoinnin strategia
linkkejen rakentaminen	sisältömarkkinointi b2c
linkkien ansaitseminen	Sisältömarkkinointi ja seo
linkkien rakennus	Sisältömarkkinointi KPI
luonnollinen haku	sisältöstrategian toteutus
luonnollinen hakutulos	SOME sisällöntuotanto
meta tag optimointi	SOME sisältömarkkinointi
meta tagit markkinointi	Sosiaalisen median sisältömarkkinointi
meta tagit seo	syndikointi
miten algoritmit toimii	tee itse google optimointi
miten hakukoneet toimivat	toimiala vaikuttajat
Mobiili optimoitu sisältö	tunnuslukujen mittaaminen
mobiilioptimoitu blogi	tunnusluvut verkossa
mobiilioptimoitu sivusto	ulkoiset linkit
näkyvyyden menettäminen	luonnollinen liikenne
googlessa	
mobiilioptimoitu verkkosivu	orgaaninen hakutulos
mobiilioptimoitu sisältö	orgaaninen liikenne
mobiilioptimoitu sivu	outbound linkit
mobiiliystävälinnen	outbound verkkolinkit
	ROI mittaaminen

näkyvyyden parantaminen	sähköpostin optimointi
googlessa	Seo edut
ograaninen haku	seo menestystekijät
optimoitu sähköposti	SEO perusteet
optimoitu uuiskirjekampanja	Seo suunnittelu
optimoitu uutiskirje	

CRM Keywords

Keyword	Avg. Monthly Searches	Competition	Suggested bid
asiakastieto	10K – 100K	0.26	8.6
prezi	10K – 100K	0	-
evästeet	1K – 10K	0	-
big data	1K – 10K	0.53	183
puskaradio	1K – 10K	0	-
asiakkuus	100 – 1K	0.02	-
presentaatio	100 – 1K	0.06	113.02
asiakasymmärrys	100 – 1K	0.71	80.1
myyntiprosessi	100 – 1K	0.41	59.52
microsoft powerpoint	100 – 1K	0.09	1.48
asiakkuisien johtaminen	100 – 1K	0.84	103.33
konversio	100 – 1K	0.02	-
asiakasarvo	100 – 1K	0	-
lisäärvo	100 – 1K	0.02	-
kanta asiakas	100 – 1K	0.36	81.4
kehittämисуунителма	100 – 1K	0	-
kohderyhmä	100 – 1K	0.39	103.65
konversio optimointi	100 – 1K	0.6	79.34
asiakastietojärjestelmä	100 – 1K	0.45	72.38
asiakkuisien hallinta	100 – 1K	0.68	-
prospekti	100 – 1K	0.01	-
tiedonhallinta	100 – 1K	0.66	136.53
asiakassegmentti	100 – 1K	0.07	-
asiakaspolkku	100 – 1K	0.25	49.55
asiakashankinta	100 – 1K	0.92	250.33
crm ohjelma	10 – 100	0.99	961.91
konversioaste	10 – 100	0.02	-
liidien hallinta	10 – 100		-
lisäärvo asiakkaalle	10 – 100	0.14	-
tulosten raportointi	10 – 100	1	-
sähköinen asiakkuus	10 – 100	0.03	-

raakadata	10 – 100	0	-
lisäarvon tuottaminen	10 – 100	0.06	-
markkinasegmentti	10 – 100	0.1	-
potentiaalinen asiakas	10 – 100	0.02	-
prezi ohje	10 – 100	0	-
myyntiputki	10 – 100	0.09	-
myyntisupilo	10 – 100	0.13	-
ostopäättös	10 – 100	0	-
asiakastiedon kerääminen	10 – 100	0.14	-
asiakashallinta ohjelma	10 – 100	1	356.47
asiakashallinta	10 – 100	0.65	228.02
ilmainen asiakashallintajärjestelmä	10 – 100	1	-
asiakashallintajärjestelmä ilmainen	10 – 100	1	91.03
asiakashallintajärjestelmä	10 – 100	0.97	186.99
asiakashallintaohjelma	10 – 100	0.55	277.41
asiakassuhteiden vaiheet	10 – 100	1	-
asiakassuhteiden ylläpito	10 – 100	0.74	-
asiakastarpeiden kartoitus	10 – 100	0.22	-
asiakastarve	10 – 100	0.05	-
kohdennettu mainonta	10 – 100	0.75	-
asiakasuskollisuus	10 – 100	0.19	37.58
asiakasymmäryksen kehittäminen	10 – 100	0.48	-
asiakkuuden elinkaari	10 – 100	0.21	-
asiakkuudenhallinta prosessi	10 – 100	0.94	357.56
asiakkuuksien hallinta prosessi	10 – 100	0.31	-
asiakkuuksien johtaminen ja kehittäminen	10 – 100	0.75	48.97
asiakkuuksien kehittäminen	10 – 100	0.97	-
crm asiakkuudenhallinta	10 – 100	0.97	535.78
digitaalinen asiakkuus	10 – 100		-
kohdennettu markkinointi	10 – 100	0.81	-

Google related search terms

asiakas segmenttejen hallinta	palvelun osto
asiakasarvon luominen	palvelun suosittelu
asiakasarvon muodostuminen	palvelun vertailu
asiakasdata	presentaatioiden tuottaminen
asiakasdatan dokumentointi	presentaation tuottaminen
asiakasdatan hyödyntäminen	Prezi aloittaminen
asiakasdatan kerääminen	prospekti tarpeet
asiakasdatan profilointi	liidi tarpeet
asiakasegmentointi	hankitarurve

asiakaselinkaari	raaka data
asiakashallinan kehittäminen	sähköisten asiakkuksien hallinta
ilmainen asiakashallintaohjelma	segmentointikriteerit verkossa
asiakaspito	segmenttejen hallinta
asiakastarpeet	sisältömarkkinointi suppilo
asiakastarpeiden ennustaminen	tavoitekonversio
asiakastarpeiden tunnistaminen	tietojen päivittäminen CRM
asiakastarpeisiin vastaaminen	järjestelmään.
asiakastasojen hallinta	tuloksiens dokumentointi
asiakastietojen dokumentointi	tuloksiens raportointi
asiakasuhteen elinkaari	tuotteen harkinta
asiakasuskollisuuden	tuotteen osto
kehittäminen	tuotteen suosittelu
asiakasuskollisuuden mittaminen	tuotteen uudellenosto
asiakasuskollisuuden	tuotteen vertailu
parantaminen	uushankinta
asiakkuuden kehitys	verkkosivun evästeet
asiakkuuden kesto	vierailijoiden evästeet
asiakkuksien hallinta verkossa	tuotteen hankitapäätös
asiakkuksien segmentointi	palvelun hankitapäätös
asiakkuksien tunnistaminen	poistumisprosentti
verkossa	välitön poistumisprosentti
asiakuuden tasot	evästeiden hyödyntäminen
CRM aloittaminen	evästeiden ymmärtäminen
CRM hallinta	evästeiden lukeminen
CRM ohje	hankitapäätös
CRM opas	kohdennetut markkinointitoimet
CRM perusteet	kohderyhmien tunnistaminen
datan avaaminen	kohdeyleisö
datan hallinnointi	kohdeyleisön tunnistaminen
datan purkaminen	konversiosuhde
datan raportointi	konversiosuhteiden parantaminen
datan syöttämien	lojaali asiakas
digitaalinen	palvelun hankinta
asiakkuusmarkkinointi	
digitaalinen myyntisuppilo	
digitaaliset asiakkuudet	



Customer service and support

Keyword	Avg. Monthly Searches	Competition	Suggested bid
asiakastieto	10K – 100K	0.26	8.6
palvelumuotoilu	1K – 10K	0.95	120.14
facebook asiakaspalvelu	100 – 1K	0.09	59.21
chat asiakaspalvelu	100 – 1K	0.89	105.29
a b testing	100 – 1K	0.15	135.23
ux	100 – 1K	0.03	165.75
asiakaskokemus	100 – 1K	0.87	139.5
asiakastyytväisyyskysely	100 – 1K	0.92	117.52
palvelupolku	100 – 1K	0.3	124.34
asiakastyytväisyys	100 – 1K	0.5	91.85
asiakaspalaute	100 – 1K	0.37	98.2
asiakaspalvelu chat	100 – 1K	0.75	104.2
ux seo	10 – 100		
asiakastyytväisyyskysely malli	10 – 100	0.87	151.81
asiakaspalvelukokemus	10 – 100	0.54	
asiakaskokemuksen kehittäminen	10 – 100	0.96	
ux suunnittelu	10 – 100	0.32	77.4
asiakastyytväisyyskysely kysymykset	10 – 100	0.85	238.16
asiakaskokemuksen mittaaminen	10 – 100	0.99	138.65
asiakaslähtöinen palvelu	10 – 100	0.35	93.3
palvelukokemus	10 – 100	0.45	
asiakaspalauteломake	10 – 100	0.15	
hyvä asiakaskokemus	10 – 100	0.89	76.02
digitaalinen asiakaskokemus	10 – 100	0.93	
asiakastyytväisyyn mittaaminen	10 – 100	0.91	142.36
palveluumpäristö	10 – 100	0	
live chat asiakaspalvelu	10 – 100	0.93	127.69
palvelumuotoilu työkalupakki	10 – 100	0.74	
palvelumuotoilu työkalut	10 – 100	1	127.37
palveluiden kehittäminen	10 – 100	0.79	65.54
asiakaspalvelun laatutekijät	10 – 100	0.71	
back office toimihenkilö	10 – 100	0.21	12.68
asiakassuhteiden ylläpito	10 – 100	0.74	
asiakastyytväisyys mittarit	10 – 100	0.91	74.76
vastausaika	10 – 100	0	
digitaalinen asiakaspalvelu	10 – 100	0.1	
asiakaspalvelun laatu	10 – 100	0.32	22.33
asiakaspalaute kysymykset	10 – 100	0.8	75.58

asiakaspalvelun laadun kehittäminen	10 – 100	0.9	101.5
asiakaskokemuksen parantaminen	10 – 100	1	189.23
asiakanalytiikka	10 – 100	0.18	
asiakaspalvelu verkossa	10 – 100		
back office asiantuntija	10 – 100	0.2	4.39
sähköinen asiakaspalvelu	10 – 100	0.6	29.8
asiakaspalvelu netissä	10 – 100	0.64	
asiakastyytyväisyyden parantaminen	10 – 100	0.86	133.08

Related search terms

back office palvelu	live chat botit
oikea-aikainen palvelu	live chat palvelut
Asiakaspalautteen analysointi	live chat verkkokauppa
Asiakasdatan analysointi	miten mitataan
asiakasdata	asiakastyytyväisyyttä
asiakaskokemuksen optimointi	oikea-aikainen asiakaspalvelu
asiakaskokemuksen suunnittelu	palvelukokemuksen
asiakaskokemuksen testaaminen	kehittäminen
asiakaskokemus verkossa	palvelukokemuksen
asiakaslähtöinen asiakaspalvelu	mittaaminen
asiakasorientoitunut	palvelukokemuksen taso
asiakaspalautteen raportointi	palvelukokemus ja
asiakaspalvelu botit	palveluuympäristö
asiakaspalvelu sähköpostitse	reaaliaikainen asiakaspalvelu
asiakaspalvelu trendit	sähköinen asiakaskokemus
asiakaspalvelu tuki	sähköinen palveluuympäristö
Asiakaspalvelun automatisointi	sähköposti asiakaspalvelu
asiakaspalvelun hallinta	sähköposti vastaustaika
asiakaspalvelun kehittämissuunnitelma	saumaton asiakaskokemus
asiakaspalvelun sähköistäminen	saumaton palvelukokemus
asiakaspalvelun trendit	saumaton palvelupolku
asiakaspalvelu robotit	tilauseurantajärjestelmä
asiakassuhteiden parantaminen	tilausseurannan käyttöönotto
asiakastyytyväisyyden testaaminen	tilausseurannan kehittäminen
asiakastyytyväisyyden kehittäminen	UX optimointi
asiakastyytyväisyyden parantaminen	UX testaaminen
verkossa	vastausajan lyhentäminen
asiakastyytyväisyys kyselyn analysointi	asiakaskokemus tärkeys
asiakastyytyväisyys kyselyn suunnittelu	automatisoitu asiakaspalvelu
	automatisoitu vastaaja
	digitaalinen asiakastyytyväisyys
	digitaalinen palveluuympäristö

| asiakastyytyväisyys kyselyn toteutus

asiakaskokemus netissä |



Misc

Keyword	Avg. Monthly Searches	Competition	Suggested bid
laskutuspalvelu	1K – 10K	0.97	276.01
tietotekniikka	1K – 10K	0.03	23.52
lasku	1K – 10K	0.38	60.42
sovellukset	1K – 10K	0.13	38.11
pilvipalvelu	1K – 10K	0.76	155.09
messut	1K – 10K	0.29	51.46
ohjelointi	1K – 10K	0.06	56.4
taloushallinto	1K – 10K	0.72	175.53
messut helsinki	1K – 10K	0.13	93.46
mediamasteri	100 – 1K	0	-
seminaari	100 – 1K	0.1	69.31
luento	100 – 1K	0	-
tietotekninen osaaminen	100 – 1K	0.07	92.05
tekkinen tuki	100 – 1K	0.04	-
tukipalvelut	100 – 1K	0.12	-
taloushallinnon assistentti	100 – 1K	0.7	35.92
raportointi	100 – 1K	0.67	181.05
sähköinen kirjanpito	100 – 1K	0.96	205.02
sähköinen laskutus	100 – 1K	0.98	199.03
sähköinen taloushallinto	100 – 1K	0.95	239.2
työtila	100 – 1K	0.27	12.87
webinaari	100 – 1K	0.35	46.39
e learning	100 – 1K	0.36	66.77
verkostoituminen	100 – 1K	0.24	54.41
ilmainen pilvipalvelu	100 – 1K	0.86	122.97
innovatiivinen	100 – 1K	0.05	50.67
it tuki	100 – 1K	0.76	183.28
kokoustilat helsinki	100 – 1K	0.77	337.59
verkkomaksu	100 – 1K	0.85	93.55
kokoustilat	100 – 1K	0.7	265.74
verkostoituminen			
työelämässä	10 – 100	0.21	-
tietokoneongelmat	10 – 100	0.11	-
verkko opetus	10 – 100	0.52	51.99
viestintäteknikka	10 – 100	0.16	7.06
virtuaalinen			
oppimisympäristö	10 – 100	0.25	79.02

virtuaalinen työtila	10 – 100	-	-
ohjelman asennus	10 – 100	0	-
skype kokous	10 – 100	0.22	-
webinaarin järjestäminen	10 – 100	0.89	45.98
laskutusjärjestelmä	10 – 100	0.88	226.66
asiakaslista	10 – 100	0.18	-
asiakastapaaminen	10 – 100	0.03	-
digitaalinen palvelu	10 – 100	0.63	-
e opetus	10 – 100	0.19	-
e oppiminen	10 – 100	0.16	11.74
hallinnollinen työ	10 – 100	0.06	
kokouksen järjestäminen	10 – 100	0.57	36.1
kokoustilat			
pääkaupunkiseutu	10 – 100	1	272.93
kokoustilat uusimaa	10 – 100	1	164.46
sähköinen palvelu	10 – 100	0.56	242.52
liiketapahtuma	10 – 100	0.5	-
seminaarin järjestäminen	10 – 100	0.21	-
luennon pitäminen	10 – 100	0	-
yritysmessut	10 – 100	0.09	-
business messut	10 – 100	0.24	-
puhtaaksiirjoitus	10 – 100	0.14	59.42
online palvelut	10 – 100	0.05	-
raportoinnin kehittäminen	10 – 100	0.79	-
sähköinen laskutusjärjestelmä	10 – 100	1	359.05

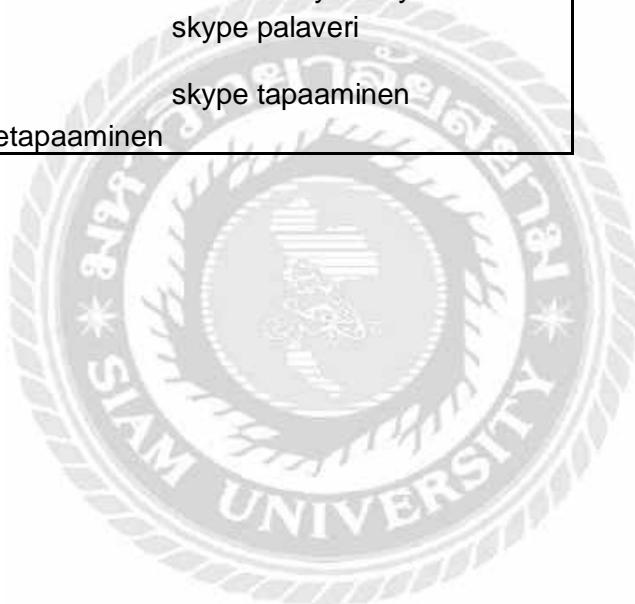
Google related search terms	
Äänen puhtaaksiirjoittaminen	Sosiaalisen median hallinnointi
Asiakaslistojen laatinen asiakastapaamisen järjestäminen	Sosiaalisen median ylläpito
Asiakastapaamisen organisointi assistentin työ tulevaisuudessa	Sovelluksien ohjelointi Taloushallinnon trendit tietotekniset työkalut
e-learning palvelut	tietotekniset ongelmat
esityksen laatinen	tietotekniikan tuki
esityksen valmistelu	Ulkoistamisopas
Helsinki asiakastapaaminen	verkkomaksujen käyttö
Helsinki liiketapaamiset	verkkomaksujen käyttöönotto
Helsinki liiketapahumat	Verkostoituminen Linkedin
Innovatiivinen liiketoiminta	verkostoituminen yritystoiminassa

| innovatiivinen osaaja

virtuaalinen opiskelu |



kuvan puhtaaksi kirjoittaminen	virtuaalinen yhteistyö
kuvan puhtaaksi kirjoitus	virtuaalinen ympäristö
Laskutuksen automatisointi	tietolista
Laskutuksen sähköistäminen	yhteistietolista
Laskutusjärjestelmän	
automatisointi	yhteistietolistan laatiminen
liiketapaamispaikat helsinki	yhteistyö etänä
liiketapaamispaikka	yhteystietolistojen
liiketapaamistila	rakentaminen
liiketapaamistilat helsinki	Palaverien järjestäminen
liiketapahtumapaikka	presentaation laatiminen
seminaarin pitäminen	Prezi presentatio
yrittäjien messut	sähköinen raportointi
luennon järjestäminen	sähköinen työtila
messut uusimaa	sähköinen yhteistyö
pääkaupunkiseutu	skype palaveri
asiakastapaaminen	skype tapaaminen
pääkaupunkiseutu liiketapaaminen	



MyAgent content marketing SMART objectives

Google Analytics audience overview **Sep 1, 2016-Sep 3, 2017:**

Users: 5,105 / 12 = 425.41 ~ 425 users per month

Bounce rate: 63.13%

Pages per session: 1.48

Avg. session duration: 01:06

New visitors vs. returning visitors: 77.5% new visitors, 22.5% returning visitors

1 GOAL: Generate brand awareness by creating and promoting on-site content (top-of-funnel)

SMART objectives:

3 months objectives October 1st, 2017 to January 1st, 2018:

- Realistically, because content will take time to effect, objective is to maintain current traffic volumes.

6 months objectives January 1st, 2018 to April 1st, 2018:

- Increase number of users to 525 per month
- Decrease bounce rate to from 63.13% to 60%
- Increase pages per session from 1.48 to 2 pages
- Increase average session duration to from 01:06 to 01:30 minutes

9 months objectives April 1st, 2018 - July 1st, 2018:

- Increase number of users from 525 to 1,050 per month
- Decrease bounce rate from 60% to 55%
- Increase pages per session from 2 to 2.5 pages
- Increase average session duration from 01:30 to 02:00 minutes

12 months objectives July 1st, 2018 to October 1st, 2018:

- Increase number of users from 1,050 to 1,572 per month
- Decrease bounce rate from 55% to 50%
- Increase pages per session from 2.5 to 3 pages
- Increase session duration to from 02:00 to 02:30 minutes

15 months objectives January 1st, 2019 to April 1st, 2019:

- Increase number of users from 1,572 to 2,100 per month
- Decrease bounce rate from 50% to 45%
- Increase pages per session from 3 to 3.5 pages
- Increase average session duration from 02:30 to 03:00 minutes

18 months objectives April 1st, 2019 to July 1st, 2019:

- Increase number of users from 2,100 to 2,625 per month
- Decrease bounce rate from 45% to 40%
- Increase pages per session from 3.5 to 4 pages
- Increase session duration from 03:30 minutes

KPI's: Number of visitors, bounce rate, pages per session, session duration, returning visitors, inbound links, referring domains, bounce rate and most popular on-site content

2 GOAL: Generate brand awareness through improved brand visibility by ranking number one in Google for the keyword term: "virtuaaliassistentti" (top-of-funnel)

Established links: 4 root domains, 20 total links

Current rankings September 1st, 2017:

- For the term "virtuaaliassistentti" (virtual assistant), myagent.fi ranked in position 5

SMART objectives:

3 months SEO objectives October 1st, 2017 to January 1st, 2018:

- Realistically, because SEO efforts will take time to effect, objective is to maintain current SERP

6 months SEO objectives January 1st, 2018 to April 1st, 2018:

- Organic search acquisition from current 21.1% to 40%
- Achieve rank nro. 3

9 months SEO objectives April 1st, 2018 - July 1st, 2018:

- Organic search acquisition from 40% to 50%
- Achieve rank nro. 2

12 months SEO objectives July 1st, 2018 to October 1st, 2018:

- Organic search acquisition from 50% to 70%
- Achieve rank nro. 1

KPIs: Acquisition through Google organic search results, search presence (SERPs), key sites with content visible in search.

3 GOAL: Generate leads through middle-of-funnel tactics

Google Analytics audience overview **Sep 1, 2016-Sep 3, 2017:**

Conversion rate = not measured, currently no available data

Google Analytics goals = not set > **set goals**

- Using industry average **3.82%** B2B conversion rate of lead generation
- Assuming, MyAgent can convert lead to purchasing customer of avg. purchase value of **800e** in conversion rate of **10%**, lead value ~ **80e**.

SMART objectives:

3 months objectives October 1st, 2017 to January 1st, 2018:

- No leads expected > negative ROI

6 months objectives January 1st, 2018 to April 1st, 2018:

- Generate 19 leads per month > revenue goal $19 \times 80e = 1,520$ e / investments = ROI

9 months objectives April 1st, 2018 - July 1st, 2018:

- Generate 38 leads per month > revenue goal $38 \times 80e = 3,040$ e / investments = ROI

12 months objectives July 1st, 2018 to October 1st, 2018:

- Generate 57 leads per month > revenue goal $57 \times 80e = 4,560$ e / investments = ROI

15 months objectives January 1st, 2019 to April 1st, 2019:

- Generate 76 leads per month > revenue goal $76 \times 80e = 6,080$ e / investments = ROI

18 months objectives April 1st, 2019 to July 1st, 2019:

- Generate 100 leads per month > revenue goal $100 \times 80e = 8000$ e / investments = ROI

KPIs: Brochure downloads, newsletter subscriptions, queries, 4-hour trials, key form of conversions, lead volume and lead conversion rate



Seed keyword comparison

<p>Keyword Overview: assistentti</p> <p>no data Monthly Volume Learn more</p>  <p>31 Difficulty Learn more</p>  <p>64% Opportunity Learn more</p>  <p>25 Priority Learn more</p> 	<p>Add to... ▾</p>
<p>Keyword Overview: virtuaaliassistentti</p> <p>no data Monthly Volume Learn more</p>  <p>24 Difficulty Learn more</p>  <p>100% Opportunity Learn more</p>  <p>31 Priority Learn more</p> 	<p>Add to... ▾</p>
<p>Keyword Overview: assistenttipalvelu</p> <p>no data Monthly Volume Learn more</p>  <p>1 Difficulty Learn more</p>  <p>97% Opportunity Learn more</p>  <p>34 Priority Learn more</p> 	<p>Add to... ▾</p>

virtuaaliistantti		8 fi-fi	Desktop	National	Avg. monthly searches: 0	est. CPC: 30
URL						Position
http://blog.myagent.fi/virtuaaliistantti/						5
assistenttipalvelu						
8 fi-fi Desktop National						Avg. monthly searches: 0 est. CPC: 30
URL						Position
http://www.myagent.fi/silausehdot/						6
Assistentti						
8 fi-fi Desktop National						Avg. monthly searches: 10 est. CPC: 30
URL						Position
http://www.myagent.fi/						33

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
assistentti	100 – 1K	Low	B15.94	–	
virtuaaliistantti	100 – 1K	Medium	B15.18	–	
assistenttipalvelu	10 – 100	Low	B57.74	–	

