

Term Project Evaluation

Name(s):

Company: Bell Company

Organization & Presentation

Quality (organization, content, grammar, spelling, professionalism -
NOTE: one mark normally deducted per error and considers report and filename)

Weight	Score ²	Weighted Score
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12.5%	0.5	0.0625
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Content¹

Introduction

2.5%	7	0.175
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Keyword Review

10.0%	1	0.1
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Landing Page Evaluation

10.0%	1.5	0.15
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Site Health

10.0%	1	0.1
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Backlink Review

10.0%	1	0.1
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Page Speed Review

10.0%	0.5	0.05
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Social Media Review

10.0%	1	0.1
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Reputation Analysis

10.0%	1	0.1
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Recommendations

15.0%	0.5	0.075
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Total

100%		10%
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Comments:

Thank you for your report, however most of this report appears to be aimed at another subject - it doesn't address search marketing. For example, why are you talking about employee appraisal in a section about landing pages? Following are some of the key issues found...

Quality errors: "Canada history of"; "The vision of Bell Company is reaching as many people through the program." (as possible?); "There will increase"; "Their services will always be perfect" (really?); "front are"; "will gives Bella"; "BellCompanyhas"; "BellCompanyworks"; "ensure that it meets all the requirements that make the country grow economically" (you mean company?); "such the price"; "The marketing process involved in"; "The marketing process is often don't satisfy the customers"; "title gags"; "the business uses essential to consider its system functionality"; "businesses are dealing with telecommunication lack" (that are). More quality errors are contained in the report - this was a sample list. Client-facing (and professional) report quality is important as you will find people in the business world (including some customers) who will draw conclusions on your promotion potential, management capabilities, level of effort, value of your services and more based on the quality of your work. For any important corporate presentations/reports, be sure to proof (and/or have someone review) your important slides and reports to avoid losing political capital or worse.

Ontario and Québec haven't been part of the Northwest Territories since 1999.

Introduction doesn't tell us what the purpose of this report is.

Keyword review needs to include analysis and statistics relevant to the subject. The two keywords listed are short-tail, and "segmentation" has nothing to do with Bell's search strategy.

"The URLs, metatags, and title tags are well optimized for search": examples?

Which keywords map to which landing pages?

The site audit in SEMrush will give you a plethora of opportunities to address site health, as well as an overall health score. Did you check their email server for blacklisting?

Backlink review needs a backlink review, including statistics and analysis. How many referring domains are there? How does this compare to the competition?

For page speed, use two or more online tools to measure the speed of the current landing pages, provide the statistics and analyze it.

Are these the right social media platforms? What are the statistics? How do they compare? Is the content fresh?

For reputation, look at social media and vertical market reviews, and perform a manual search for negative material by searching for the client name (or products - when applicable) along with various negative keywords. Also look to ensure that their responses are timely, appropriate, and don't inadvertently cause them to be optimized for negative keywords.

Recommendations relevant to search marketing are needed.

¹demonstrated knowledge and application of course materials for each outline topic relative to class standard

²Score = 0-10