

IFSC 4391/4395: Darragh's Digital Marketing Internship

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Statement of Endorsement

Megan Barnett is the author of this report. The following text is not copied or plagiarized.

Executive Summary

This report reviews the authors Digital Marketing internship at Darragh Company headquarters. The internship took place within the marketing department under the guidance of the Darragh Marketing Manager, Jason May. This report covers the activities and experiences of the author. The purpose of this report is to explain what the author learned within the internship.

The author worked to improve both Darraghcompany.com and Toolcentral.com as guided by the Marketing Manager. The author gained in depth knowledge of Google Analytics and Google Webmaster. With the knowledge gained the author was able to implement both applications within the company sites. During research the author learned the importance of Google Analytics and Google Webmaster in terms of improving a business site functionality. The author proposed Darragh, along with other business, begin using both applications more readily within site analysis and improvement.

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Outline of Internship

Main Task

- ❖ Product Data Collection and Publication
- ❖ Learning Shopify
- ❖ Site Improvement and Research

Side Tasks

- ❖ Weekly Product Pricing Update
- ❖ Modification of Website Content
 - Promotion Updates
 - Product Layout
- ❖ Creation of Site Pages

Introduction

Darragh was founded in 1906 supplying cement to the State Capitol, public warehousing, construction materials, and grain holdings. (Darragh1) Throughout most of the 20th century, Darragh was largely focused on agriculture. (Darragh1) The company shifted focus in the 1990's, focusing on construction equipment and supplies making contributions to most major construction projects within Arkansas. (Darragh1) Now, Darragh Company offers construction materials and tools, rebar fabrication, concrete forming rental, scaffolding erection and dismantling, safety products, equipment rental and more. (Darragh1) Running a large company like Darragh requires understanding customer interactions both in person and digitally.

The author was employed as a Digital Marketing Intern at the Little Rock location on 6th Street. The internship lasted from May 14th, 2019 until August 16th, 2019. The internship focused on improving the company's new websites, run on the Shopify platform. The sites included Darraghcompany.com and Toolcentral.com. The interns first and foremost task was gathering and uploading product information onto the Toolcentral website increasing product availability. Other tasks included creating new site pages, price modification, research, and site optimization. This report covers information learned during research and site optimization focusing on Google Analytics and Google Webmasters. Implementation of Google Analytics and Google Webmaster

within Darragh is explained. How Google Analytics and Google Webmaster benefit company success is be discussed within this report.

Google Analytics

As part of the internship the intern was required to research and implement Google Analytics. Google Analytics serves as a web analytics service used to track and report website traffic. (Wikipedia1) Launched in November 2005, Google Analytics has become the most widely used web analytics service. (Wikipedia1) Used to track advertising, social media, PR campaigns, and search results providing users with an in depth view of a sites impact on customers and the web. (shivar3) Google Analytics has the ability to run Acquisition of a website. The Acquisition tells the viewer how traffic is coming to the site whether through referrals, direct, organic search, or social media. (shivar3) Google Analytics also tracks pageviews, average time on page, Bounce Rate, and Percent Exit. (shivar3) Analytic has many other implementations such as site speed analysis, site search analysis, and user functionality. (shivar3)

Google Analytics was implemented on both the Darragh site and the Toolcentral site. It provided an in depth view of site functionality, customer base, and site traffic. Since most Google Analytics uses were readily available on the Shopify platform, other then instalment, Google Analytics was not frequently used. Analytics enables businesses to understand visitor traffic in order to better optimize the site, including how

customers interact with the site. Understanding business demographics is key to running a successful business. Google Analytics allows businesses to track the success of ad campaigns, encouraging adjustments when needed. Google Analytics recommends search terms to increasing customer traffic as well as telling when customers leave the site.

Google Webmasters

Along with Google Analytics the Intern was required to research and implement the use of Google Webmasters. Google Webmaster Tools, also known as Google Search Console, is used to check indexing status and optimize visibility of websites. (Wikipedia⁴) Webmasters help monitor site performance by verifying Google content access, deliver and evaluate content, discover and eliminate malware or spam, and crawl the site. (BigCommerce⁵) Crawling allows Google to notify users of broken links and index website content for the search console. Google Webmasters helps users understand site connectivity to the web. The software informs users of queries causing the site to appear in the search results as well as which queries drive site traffic. (Bigcommerce⁵) Webmasters also illustrates to users website mobile use performance for individuals on phones and tablets. (Bigcommerce⁵)

Google Webmasters was implemented for Darraghcompany.com and Toolcentral.com by the intern as requested. Webmasters allowed the Intern to evaluate

website performance for both mobile, tablet, and desktop view. Implementing Webmasters allowed the Intern to see where font was unreadable, links that were too close together, and where webpages overflowed the screen. Other Webmaster functionality, such as search results, allowed the Intern to view keywords leading customers to the websites.

Google Webmasters enables businesses to monitor search results leading customers to the websites. The software allows users full analysis of site usability for mobile devices. Mobile responsive sites are key to a large customer base, as many digital age users are predominantly mobile. Webmasters assists businesses to optimize websites in order to increase customer base and retention.

Conclusions

In the introduction the purpose of the essay was presented. What did the intern learn by researching Google Analytics and Google Webmasters for the internship at Darragh? How was both Google Analytics and Google Webmasters implemented within the internship? How can Google Analytics and Google Webmasters improve an online business website? All questions were thoroughly answered through the essay. What information was learned in research?

The Intern was able to gain in depth knowledge about the functionality and implementation of both website applications. Google Analytics illustrates to users the flow of customers through the site. Google Webmasters main focus was to provide users with detailed profiles of site functionality and usage. While both Google Analytics and Google Webmasters were implemented into the Darragh sites but were not used to the applications full abilities. Main functionalities of both applications where available within the Shopify platform. Google Analytics and Google Webmasters improves site interaction between the businesses and customers. The applications allow businesses to fully analyze how customers find and interact within a site, allowing for better site implementation and improvement.

Recommendations

In order to improve customer relations, it is highly recommended that websites, especially business sites should implement Google Analytics and Google Webmasters. If a business is unable to implement such applications, it is recommended the business seek out other means to analyze the site in order to fully understand and improve functionality.

As for the Darragh Sites it is recommended to continue to explore and implement the full functionality of Google Analytics and Google Webmasters in the future. With site growth the company will need a more in depth analysis of the sites. While Shopify

provides the main functionality of both applications it does not go as in depth or connect directly to the Google Web Browser Interface.

References

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