DIGITAL MARKETING FOR ANALYZE CHOSEN WEBSITE IN SIMILARWEB TOOL

O·CITY

Module III	Course Digital Marketing for Orange Economy	Topic 8 Analytics	Lesson 1 Introduction to Analytics

Activity

- **Short Description**: Students have to analyze the website that they choose and compare it to the competitor website in the Similar Web tool.

- **Methodology**: Project-based learning

- **Duration:** 20 minutes

- **Difficulty (high - medium - low)**: Medium

- **Individual / Team**: Individual

- **Classroom / House**: They can do it at home.

- **What do we need to do this activity?** (Indicate what resources we need to be able to carry out the proposed activity)

  - **Hardware** Laptop, tablet or mobile phone

  - **Software** No need for specific software

  - **Other resources** /

- **Text description**:

After the SimilarWeb tool is explained to the students, they should choose one of the industries from the creative industry and then a company from the same industry.

Although we can say that this concept differs in detail in each country, the creative industry generally includes the same elements. Specifically, these are:

Publishing; Print media; Graphic industry; IT sector and software development; Marketing; Music and film industry; Design; Radio and television; Fashion; Old crafts.

When they choose a company, they must analyze the company's website in a SimilarWeb, as well as compare it with competitors.

They have to take a screenshot of the data they received, insert it into a word document, and give their comments on the received data. Why is their company website better or worse than the competitors' website? How that company should improve its appearance on the web. Those are some of the questions students have to answer.

Students don't have to be logged in to a SimilarWeb. They can analyze the website that they choose simply by typing the website name in the search bar.

It is not necessary to have a template for a word document. It is up to the students how they will organize the document. They need to have information in the document such as traffic overview, rank, traffic by country, traffic sources, referrals, search analysis, social network data, and comparing the performance of websites.

- **Illustration**:
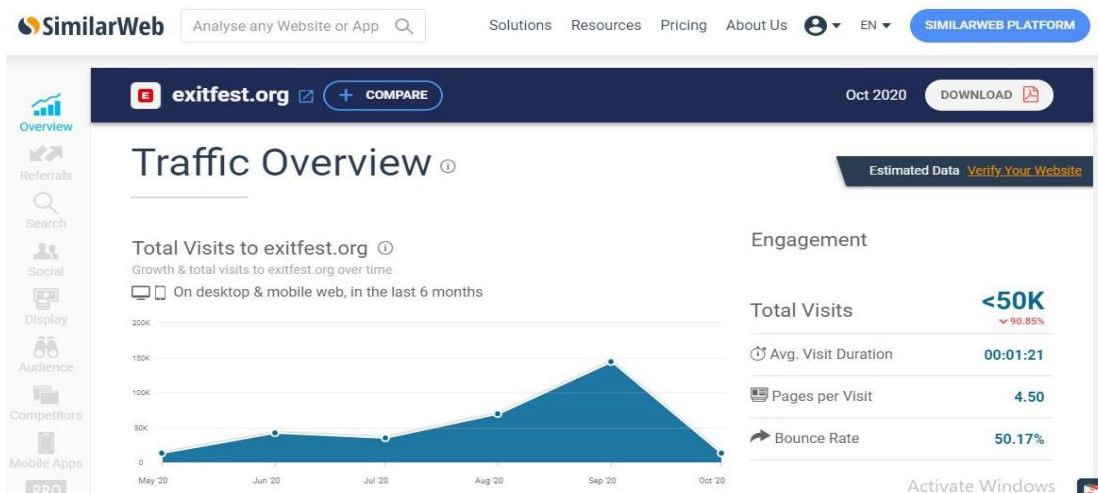
How one of their screenshots should look.

Instructions

1. Choose the creative industry.
2. Choose a company from the same industry.
3. Open SimilarWeb and analyze the company's website.
4. Screenshot the data that you got and put it in a word document.
5. Give your comment about the data that you got and how will you improve the company's website.
6. Find companies that are competitors to the company you choose to analyze.

7. Compare your company website with the competitors in SimilarWeb.
8. Screenshot the data that you got and add it to your word document.
9. Give your comment about the data that you got.

Expected outcomes

● Students will learn how to use this web analytics tool, and how to read the data they got.

This activity can be used in other (module, course, topic, lesson):

● Also in this course, in Lesson 5: Website

DIGICOMP (Competences developed): *Browsing, searching and filtering data, information and digital content, Interacting through digital technologies, Sharing through digital technologies, Creatively using digital technologies*

ENTRECOMP (Competences developed): *Spotting opportunities, Taking the initiative, Planning and management, Learning through experience*

ANNEX:

DIGCOMP	ENTRECOMP
1. INFORMATION AND DATA LITERACY	**1. IDEAS AND OPPORTUNITIES**
1.1 Browsing, searching and filtering data, information and digital content	1.1 Spotting opportunities
	1.2 Creativity
1.2 Evaluating data, information and digital content	1.3 Vision

1.3 Managing data, information and digital content	1.4 Valuing ideas 1.5 Ethical and sustainable thinking
2. COMMUNICATION AND COLLABORATION 2.1 Interacting through digital technologies 2.2 Sharing through digital technologies 2.3 Engaging in citizenship through digital technologies 2.4 Collaborating through digital technologies 2.5 Netiquette 2.6 Managing digital identity	**2. RESOURCES** 2.1 Self- awareness and self- efficacy 2.2 Motivation and perseverance 2.3 Mobilizing resources 2.4 Financial and economic literacy 2.5. Mobilizing others
3. DIGITAL CONTENT CREATION 3.1 Developing digital content 3.2 Integrating and re-elaborating digital content 3.3 Copyright and licences 3.4 Programming	**3. INTO ACTION** 3.1 Taking the initiative 3.2 Planning and management 3.3 Coping with uncertainty, ambiguity and risk 3.4 Working with others 3.5. Learning through experience
4. SAFETY 4.1 Protecting devices 4.2 Protecting personal data and privacy 4.3 Protecting health and well-being 4.4 Protecting the environment	

5. PROBLEM SOLVING 5.1 Solving technical problems 5.2 Identifying needs and technological responses 5.3 Creatively using digital technologies 5.4 Identifying digital competence gaps	