

Digital Marketing HW Assignment

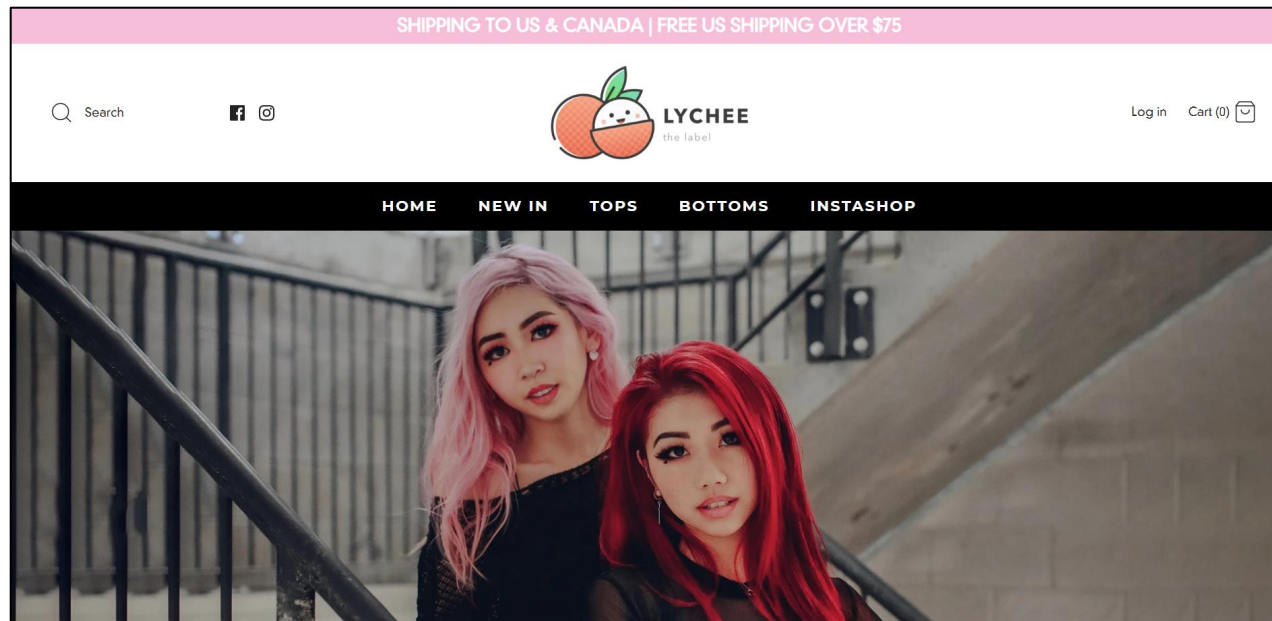
Your Name: __Brittany Huynh_____

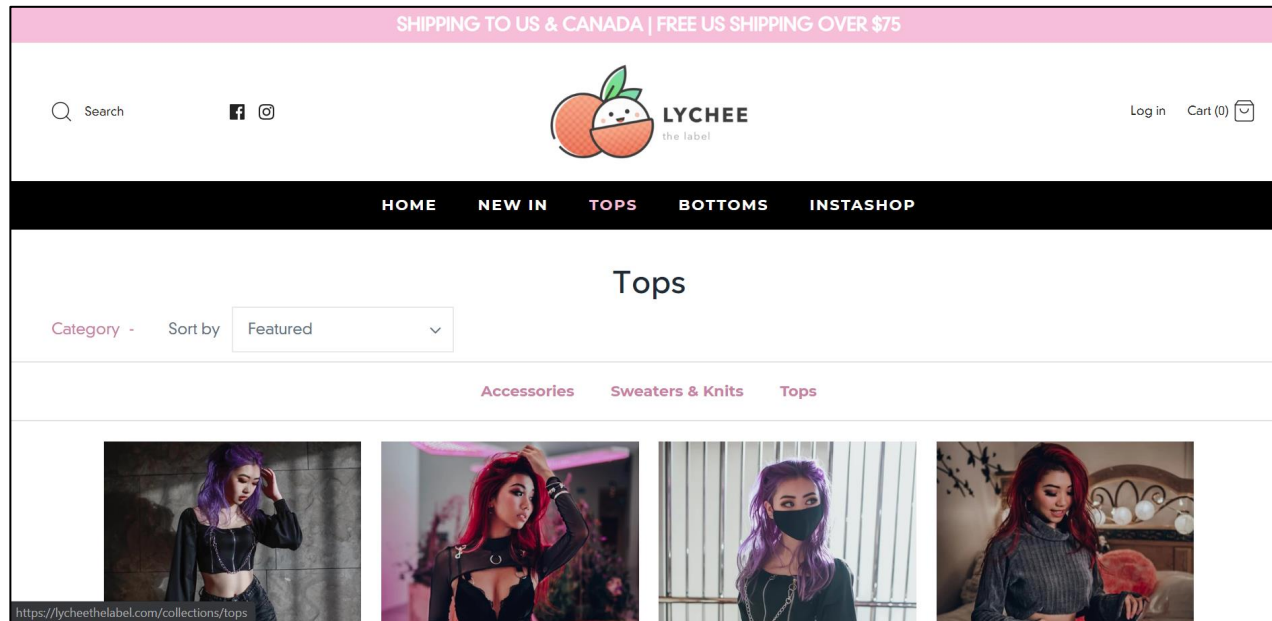
1. DELIVERABLE ONE: (0 points BUT 10 POINT DEDUCTION IF NOT DONE)

a) Enter the url of your target company that meets the criteria from page one:

<https://lycheethelabel.com/>

b) Provide two screenshots of the website containing the homepage and a page for the product or service categories you are using in your Adwords campaign/ad groups- make sure screenshot shows the category page and subcategories

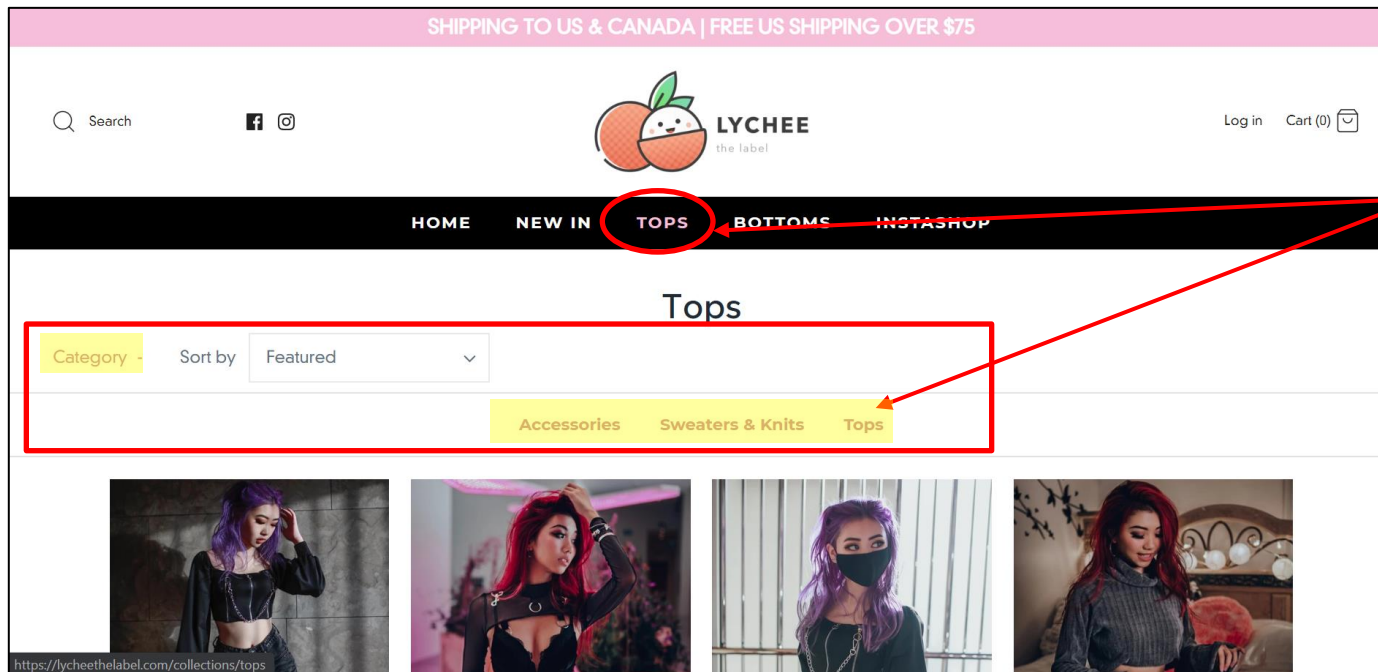
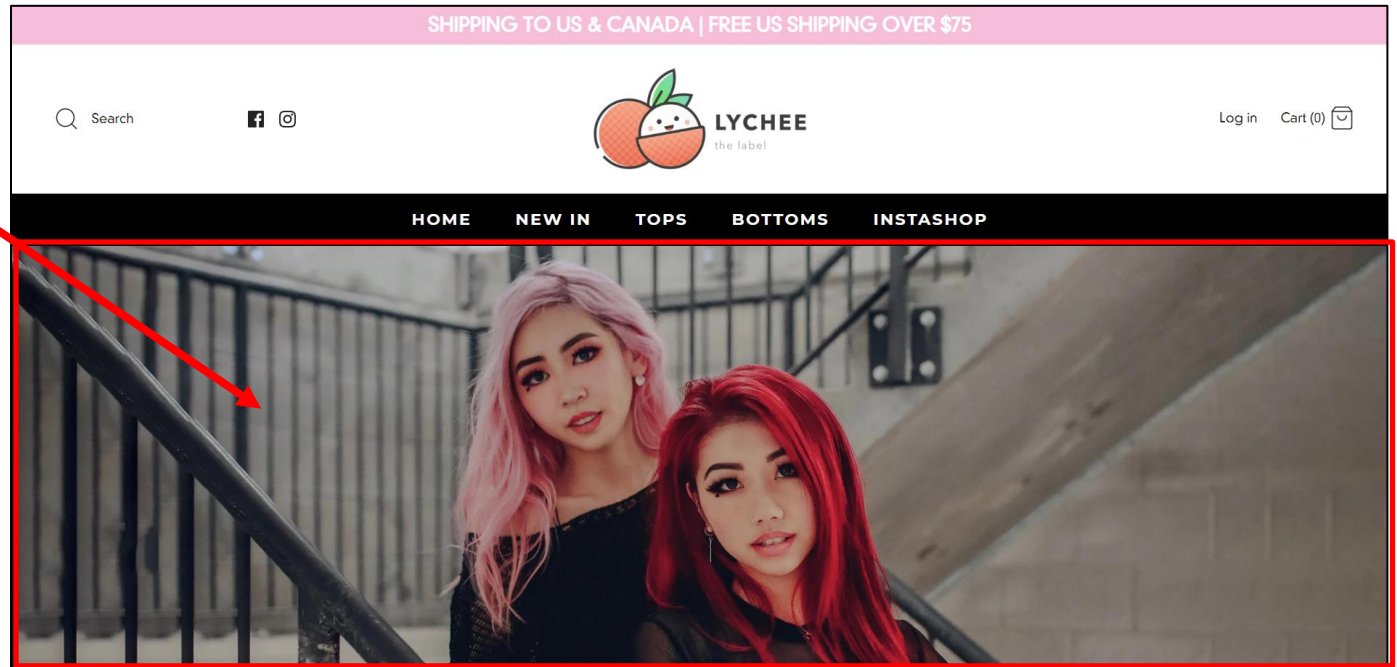




UX-Usability -10 points

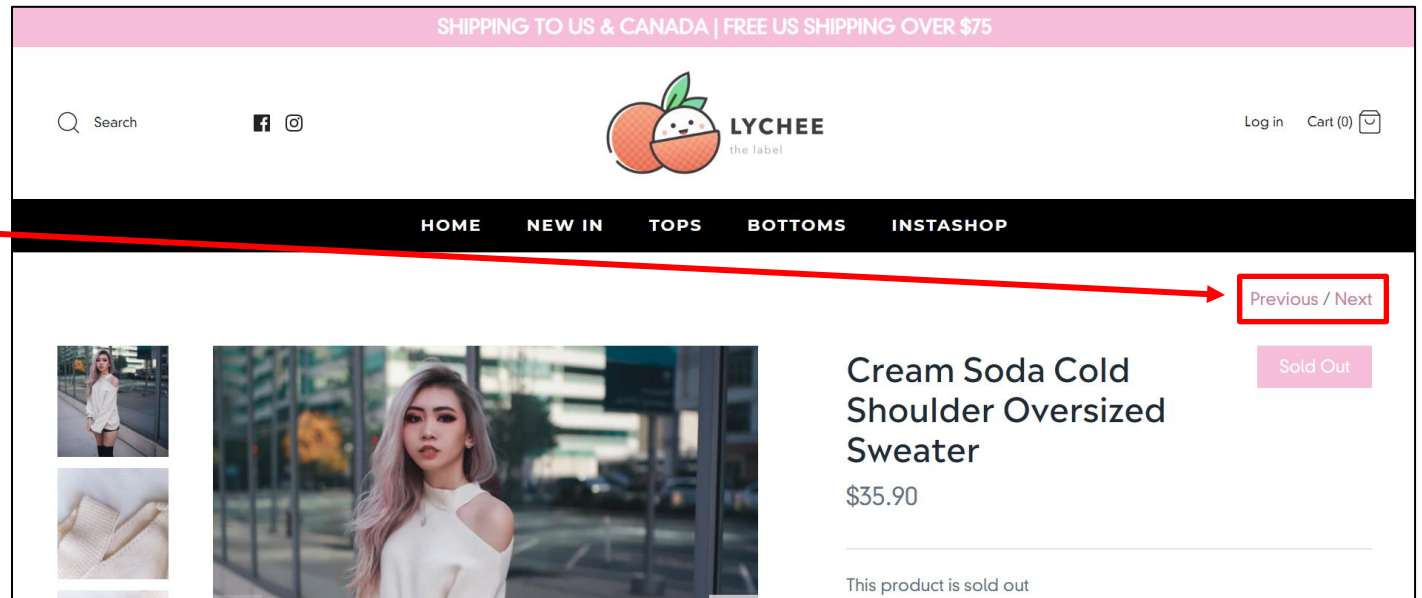
2. **DELIVERABLE TWO:** Identify at **least four** UX problems based on best practices discussed in the lectures, show with a screenshot what the problem is, see the examples below. **Do NOT cite the lack of a "Site Map"** There can be more than one problem per screenshot-however, it must be very clear what the problem is. Highlight it and add a text box comment as shown below. You **must find at least 4 problems, if you cannot, use another website.**

Problem #1: On the Home page, there is a large carousel of two images that take up majority of the fold. One of which is a static image and the other is interactive. Pushes content below the fold.

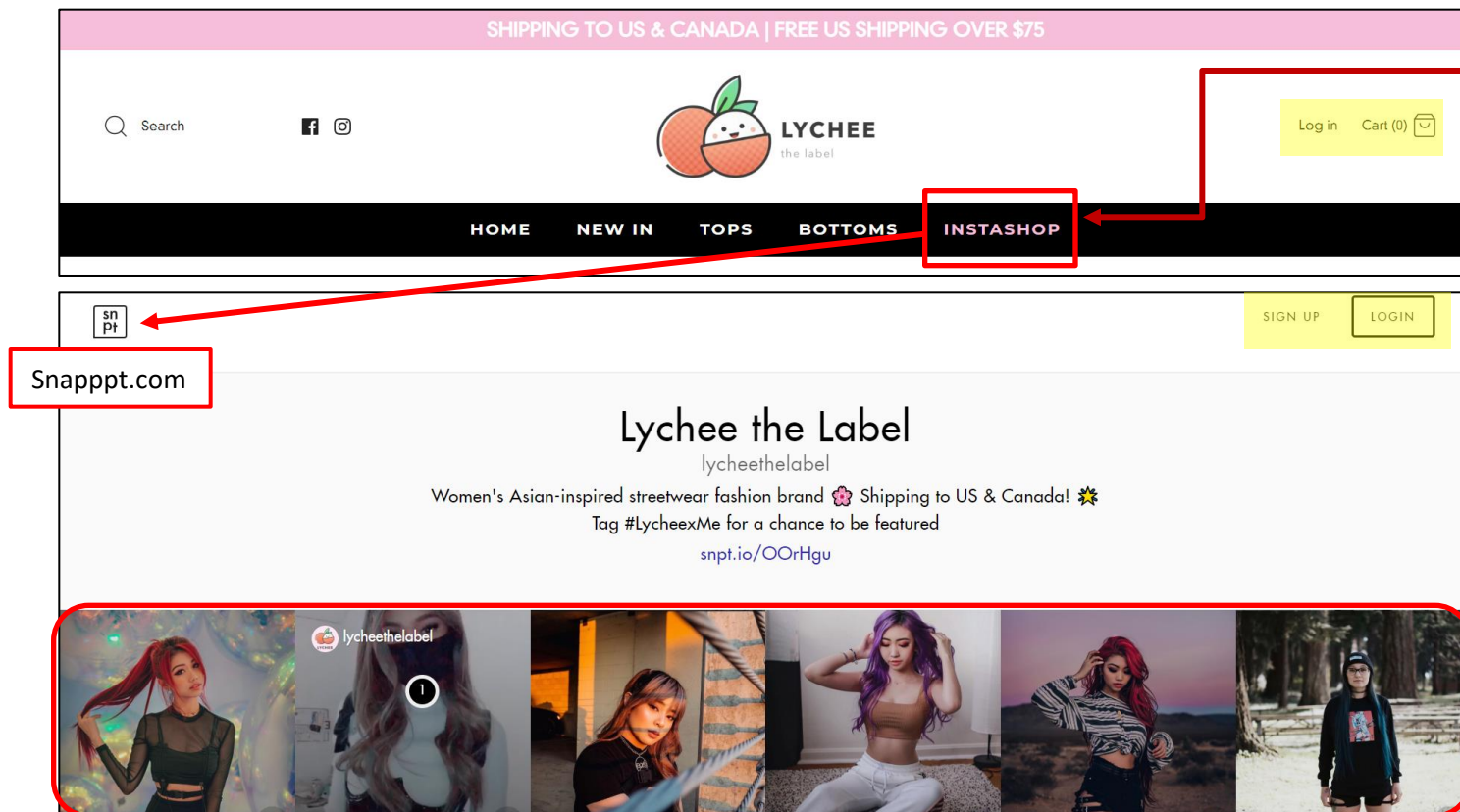


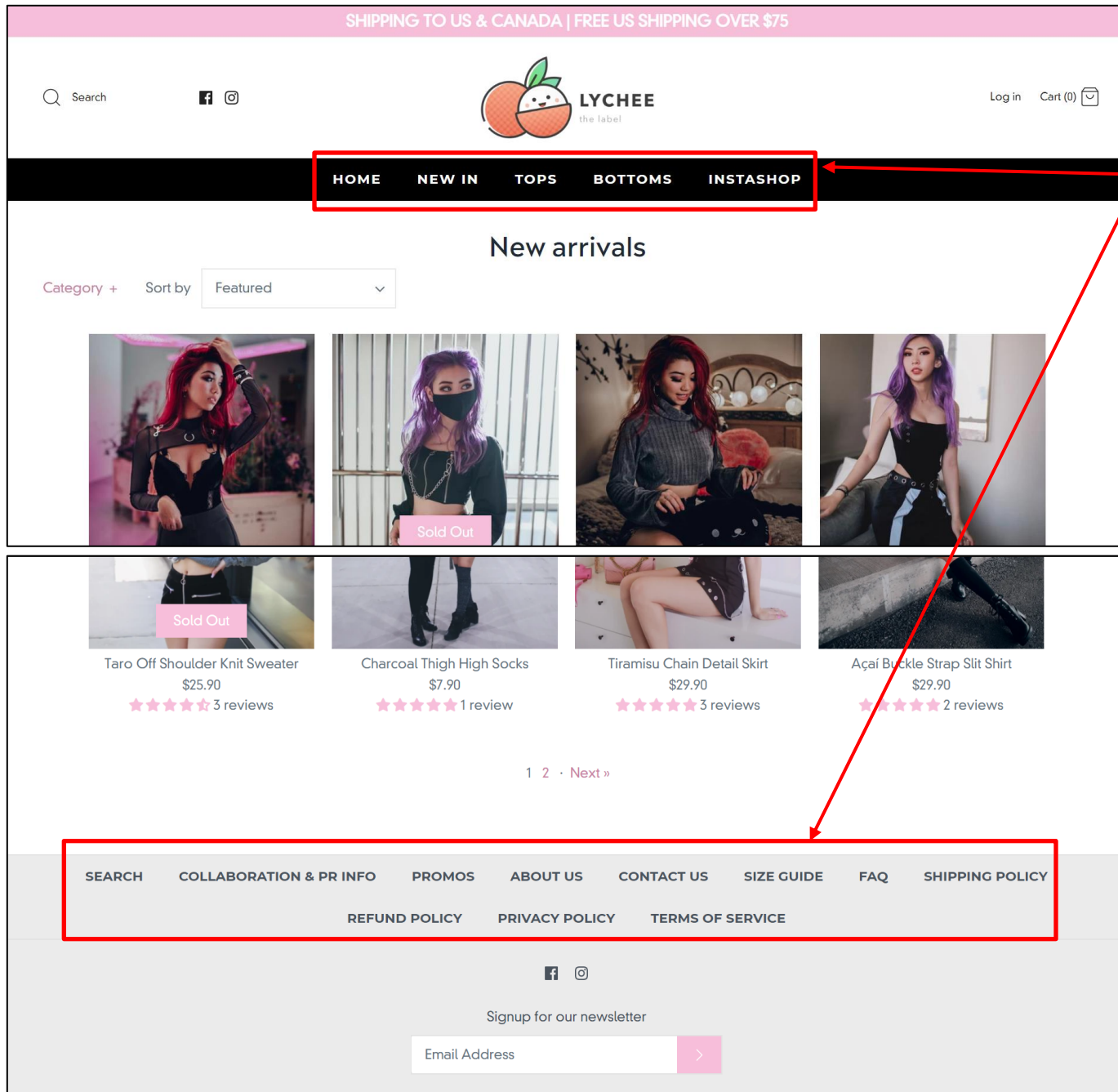
Problem #2: Although the site has sub-categories listed on the product listing page, there is no indication of sub-categories on the Menu bar (i.e. drop-down menu). While hovering over the category, no additional menu appears.

Problem #3: The navigation does not allow the user to be able to return to the previous page without pressing the “Return” key on the browser or retrace their path on their own. Instead, the site has the user browse between each individual product in that specific listing with the “Previous / Next”



Problem #4: The “Instashop” is linked outside of the site, thus referring to another site. This separate site has a different interface and design than the original site causing confusion, especially if the customer is not acquainted with the new site prior. Additionally, given that they are both separate sites, the customer would be forced to create log in on multiple occasions.





Problem #5: The menu bars are not consistent with one another. The upper menu bar primarily focuses on the products themselves whereas the lower menu houses the other significant information (i.e. sizing, policies, promo material)

Google Adwords Section -55 points

As shown in the video, enter screenshots for each of these sections listed below

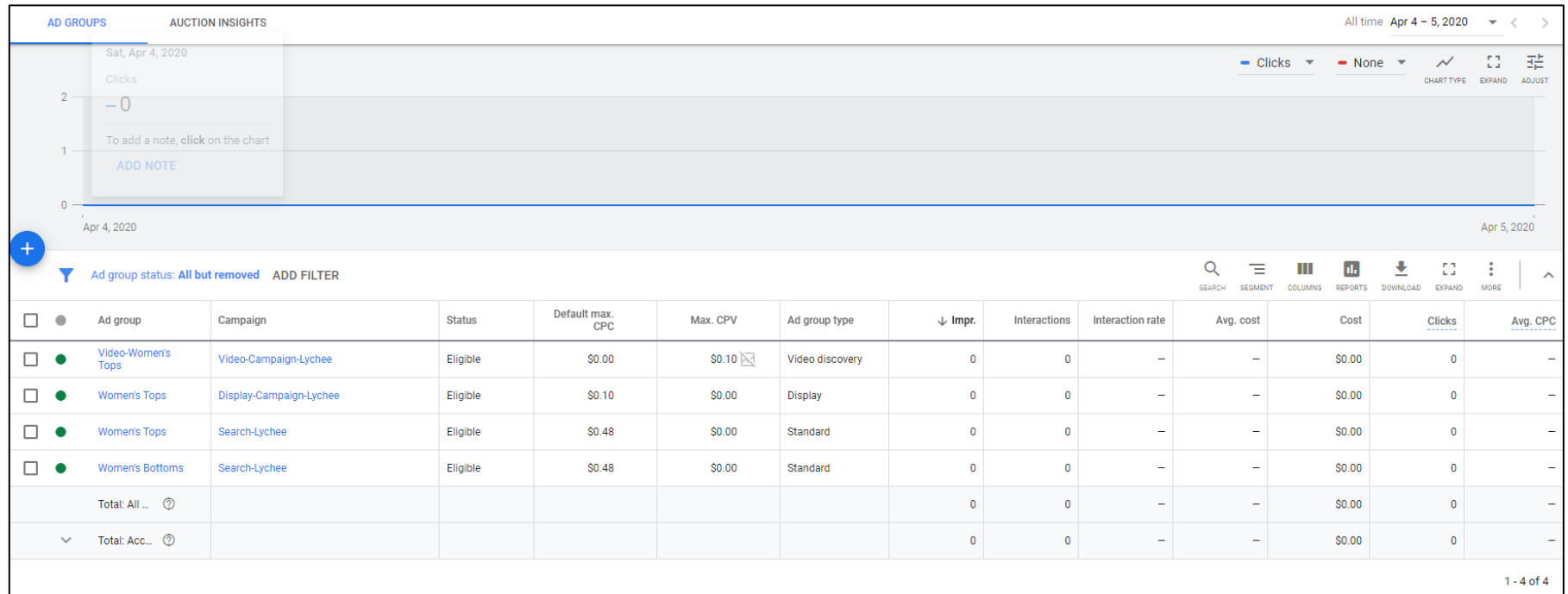
- a. Click on the all Campaigns tab (should have 3 campaigns-Search, Display & Video)-for each copy and paste detail page showing all your campaign settings that I required when doing that campaign-may require several screenshot.

Campaign name	Search-Lychee	▼
Campaign status	● Enabled	▼
Goal	No goal selected	▼
Networks	Google Search Network, Search partners	▼
Locations	2 locations	▼
Languages	English	▼
Budget	\$1.00/day	▼
Bidding	Maximize clicks	▼
Start and end dates	Start date: April 5, 2020 End date: Not set	▼
Conversions	Setup conversion tracking for your account to track the actions that matter to you	▼
Ad rotation	Optimize: Prefer best performing ads	▼
Campaign URL options	No options set	▼
Dynamic Search Ads setting	Get automated search targeting and customized ad headlines based on your website	▼
IP exclusions	No exclusions set	▼

Campaign name	Display-Campaign-Lychee	▼
Campaign status	● Enabled	▼
Goal	No goal selected	▼
Locations	United States (country)	▼
Languages	English	▼
Bidding	CPC (enhanced)	▼
Budget	\$1.00/day	▼
Ad rotation	Optimize: Prefer best performing ads	▼
Start and end dates	Start date: April 5, 2020 End date: Not set	▼
Devices	Show on all devices	▼
Frequency capping	Let Google Ads optimize how often your ads show (recommended)	▼
Campaign URL options	No options set	▼
Dynamic ads	No data feed	▼
Conversions	Setup conversion tracking for your account to track the actions that matter to you	▼
Content exclusions	Show ads on all content	▼
IP exclusions	No exclusions set	▼

Campaign name	Video-Campaign-Lychee		▼
Campaign status	● Enabled		▼
Goal	No goal selected		
Budget and dates	\$1.00 in total	Start date: 4/5/2020 End date: 5/31/2020	▼
Networks	YouTube search results, YouTube videos, Video partners on the Display Network		▼
Languages	All languages		▼
Locations	United States (country)		▼
Bidding strategy	Maximum CPV		▼
Content exclusions: define where your ads can show			
Inventory type	Standard inventory		▼
Excluded types and labels	Types Show on all	Labels Content not yet labeled	▼
^ Additional settings			
Conversions	Setup conversion tracking for your account to track the actions that matter to you		▼
Devices	All eligible devices (computers, mobile, tablet, and TV screens)		▼
Frequency capping	None		▼

b. Ad groups tab (should have total of 4 Ad Groups-2 for search and one each for display and video)



- c. Ads tab- make sure I can see all your ads including display and video ads. To show your display ad, you will have to go into the Ad Group and click on the ad and take a screenshots. I must be able to easily read the ads

[illegible]

Example of your image ad at 160×600



Women's Urban Fashion



Shop the latest
women's fashion
at Lychee the
Label



Example of your native ad at 480×120



Lychee the Label - Urban
Streetwear Fashion For Women

Ad 15% Off Bingsu Bomber Jacket With
Purchase of Black Sesame 2.0

Lychee the Label

Open

Example of your image ad at 300×250



Women's Urban Fashion



Shop the latest women's
fashion at Lychee the Label



Example of your text ad at 300×250

K-Pop Inspired Streetwear

Lychee the Label

Metal Chains & Details, Guaranteed To
Send Looks Your Way

OPEN

Example of your image ad at 728×90



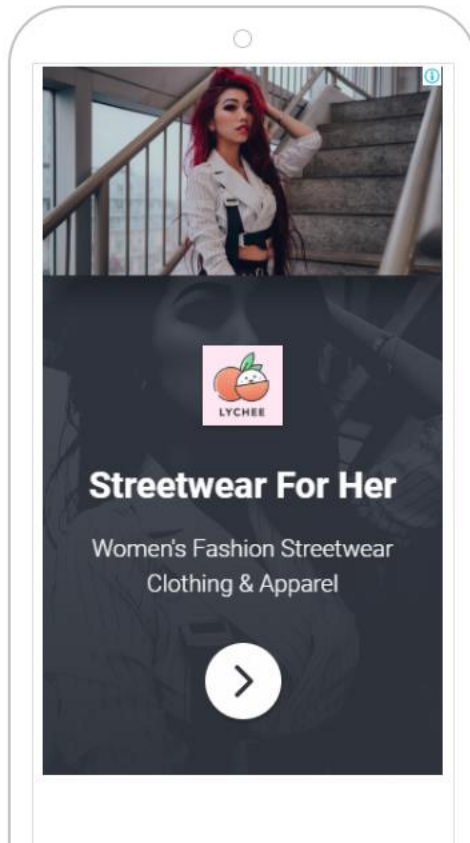
Women's Urban Fashion

Shop the latest
women's fashion at
Lychee the Label

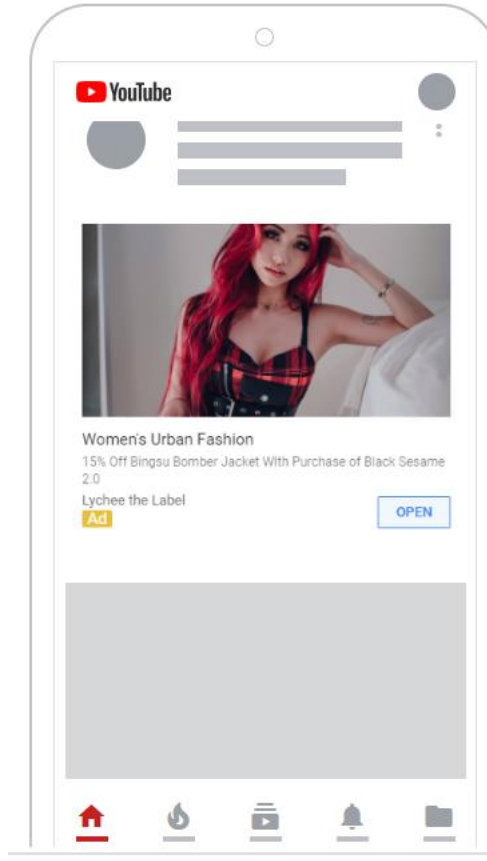


d.

Example of your image ad at 320x568

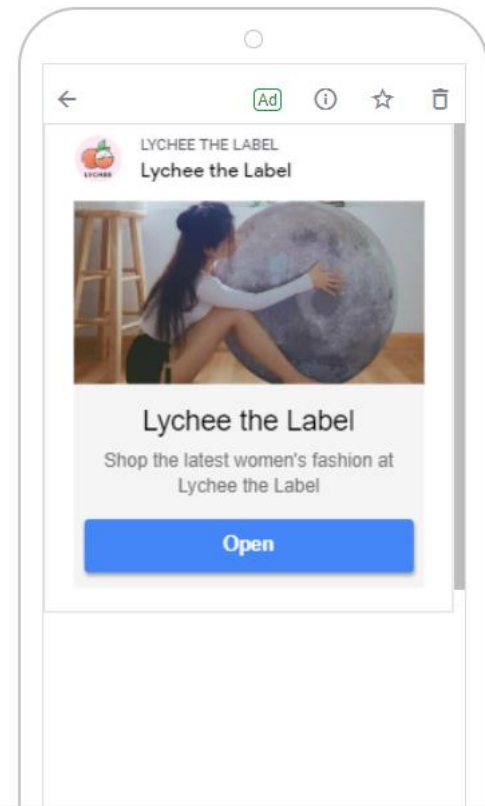


Example of your YouTube home page ad



Preview of your ad on Gmail (2 states)

CLOSED OPEN



Your YouTube Video



Kawaii Fashion Try On Haul
 by **Kawaii Girl** • 983 views
 Enjoy this mini Kawaii vendor haul and leav...

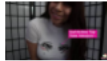
Video ad format

☒ Video discovery ad ?

The following ad formats aren't available in this campaign: skippable in-stream ad, bumper ad, non-skippable in-stream ad, outstream ad

Thumbnail






Headline

Women Streetwear Fashion Styles

31 / 100

Description 1

Reviewing Urban Fashion Brands

30 / 35

Description 2

Lychee the Label, Apari & YRU SHOes

35 / 35

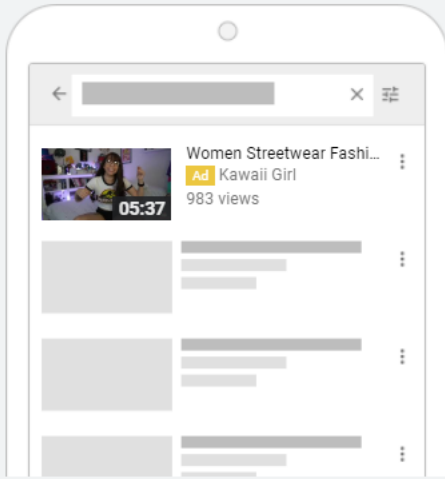
Ad name

Ad #1

5 / 255

AS YOUTUBE SEARCH AD

AS YOUTUBE RELATED AD



Mobile

Desktop

- e. Keywords tab- show all the keywords used. In this case make sure I can see in the column header all the additional columns I showed you how to add such as Clicks, Impr., CTR, Cost, Con. Rate, All conv., Match Type and Quality score-see video 2-C around 50 minute mark, sort by adgroup.

All campaigns

SEARCH

REPORTS

TOOLS & SETTINGS

541-011-2905

bth160230@gmail.com

B

Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

LEARN MORE

Overview

SEARCH KEYWORDS

DISPLAY/VIDEO KEYWORDS

NEGATIVE KEYWORDS

SEARCH TERMS

All time

Apr 4 - 5, 2020

Recommendations

+

Keyword status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

	☐	☒	Keyword		Ad group	Status	Max. CPC	↑ Impr.	CTR	Clicks	Quality Score	Cost	Conversion	All conv.	Conv. rate	Match type	Policy details
Campaigns	☐	☒	crop +tops for +women		Women's Tops	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Ad groups	☐	☒	cute +tops for +women		Women's Tops	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Ads & extensions	☐	☒	ladies fashion +tops		Women's Tops	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Videos	☐	☒	+womens stylish +tops		Women's Tops	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Landing pages	☐	☒	+women's shirts & +tops		Women's Tops	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Keywords	☐	☒	+womens streetwear fashion		Women's Tops	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Audiences	☐	☒	+womens +streetwear +pants		Women's Bottoms	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Demographics	☐	☒	+streetwear +pants +womens		Women's Bottoms	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Topics	☐	☒	+streetwear +shorts +womens		Women's Bottoms	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Placements	☐	☒	+streetwear jeans +womens		Women's Bottoms	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Settings	☐	☒	+streetwear trousers +womens		Women's Bottoms	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Locations	☐	☒	+womens urban +streetwear		Women's Bottoms	Eligible	\$0.48	0	—	0	—	\$0.00	0.00	0.00	0.00%	Broad match	Eligible
Ad schedule	☐	☒															
Devices	☐	☒															
	☐	☒	Total...					0	—	0		\$0.00	0.00	0.00	0.00%		

- f. Negative keywords: make sure all your negative keywords are shown and if campaign vs adgroups-minimum of 2 negative keywords for a campaign and 2 for one of the ad groups

Your account cannot show ads - To start running your ads, enter your billing information. [FIX IT](#) [LEARN MORE](#)

Overview	SEARCH KEYWORDS	DISPLAY/VIDEO KEYWORDS	NEGATIVE KEYWORDS	SEARCH TERMS	All time Apr 4 - 5, 2020
Recommendations	+ ADD FILTER				DOWNLOAD EXPAND
Campaigns					
Ad groups					
Ads & extensions					
Videos					
Landing pages					
Keywords					
Audiences					
Demographics					
Topics					
Placements					

1 - 8 of 8

- f. Ad extensions created- must have at least two: site links (with at least 3 links) and one other extension, it can be any type

Google Ads | All campaigns

Your account cannot show ads - To start running your ads, enter your billing information. [FIX IT](#) [LEARN MORE](#)

Overview	ADS	EXTENSIONS	AUTOMATED EXTENSIONS	All time Apr 4 - 5, 2020			
Recommendations	+ Extension type: All ADD FILTER			Associations view			
Campaigns							
Ad groups							
Ads & extensions							
Videos							
Landing pages							
Keywords							
Audiences							
Demographics							
Topics							
Placements							
Settings							
Locations							
Ad schedule							

1 - 8 of 8

Extra Credit-5 points

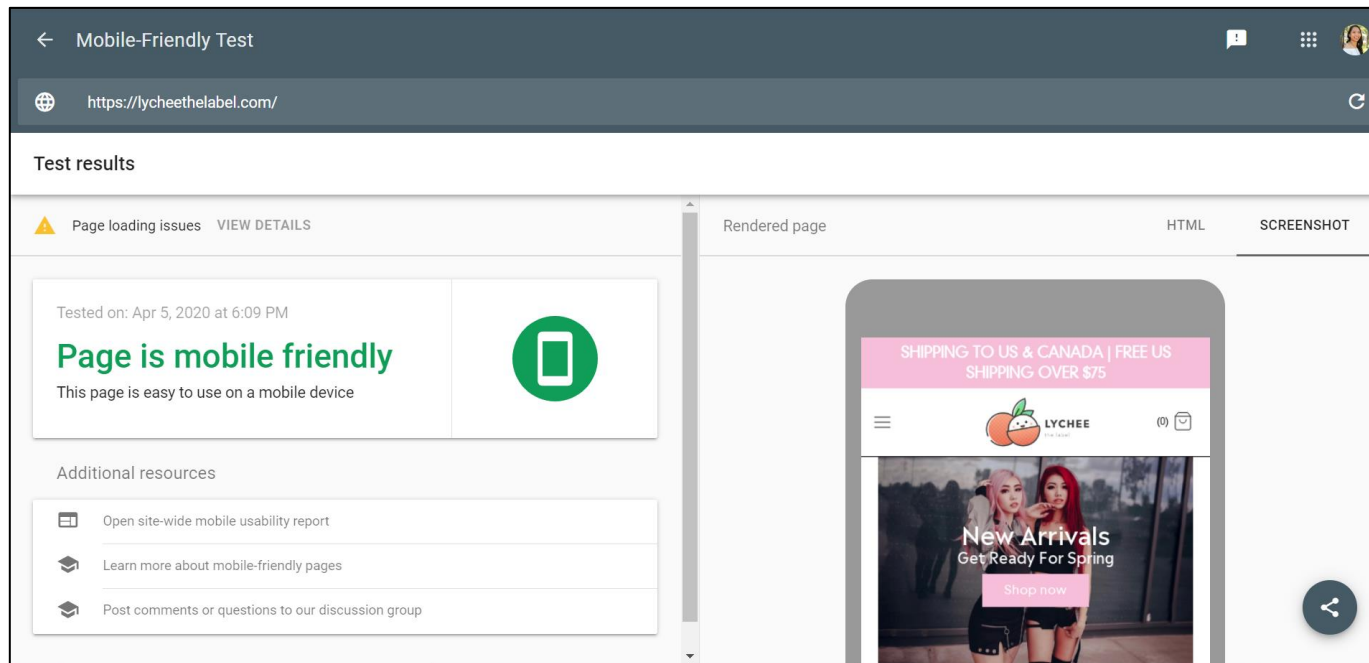
Create a **Facebook Ad**, for this best to use your own Facebook login, very hard to get past their security process if a fake Facebook business page and account-reason don't use in homework and very similar to Google Display. Use core audiences as shown in the video

N/A – Do not have a Facebook account

C. SEO Section-(35 points overall) continue using the same website as you did for PPC

DELIVERABLE SEVEN (4 points): Is the site mobile friendly and what is the speed rating given by Google (show screenshot)

a) First go to <https://search.google.com/test/mobile-friendly> show screenshot of results page, no need to make comments



b) SPEED: Go to <https://testmysite.thinkwithgoogle.com/> enter domain and take 3 screenshots per video. No comments needed

Test My Site

Overview

Benchmark

Evaluate

Optimize

?

GENERATE REPORT

Your results for lycheethelabel.com

Your mobile site speed is 1.7 seconds in United States on 4G networks.

RATING

Average

Average sites start to load in 1 to 2.5 seconds.

MONTHLY TREND

Slowing Down

Your site has gotten 0.2 seconds slower this month.

SHIPPING TO US & CANADA | FREE US SHIPPING OVER \$75

LYCHEE

NEW ARRIVALS

Get Ready For Spring

Shop Now

FEATURED COLLECTIONS

Test My Site

OverviewBenchmarkEvaluateOptimize

?

GENERATE REPORT

1. Benchmark your site speed against your competitors. ⓘ

Enter another website (3/10)

Rank	Domain	Site Speed
1	lycheethelabel.com	1.7s
2	idolsfashion.com	4.8s
3	fashionchingu.com	4.9s

RESET

2. Evaluate the impact a faster site can have on your business. ⓘ

Fill in your mobile site information to see how improving your site speed could impact revenue.

Average Monthly Visitors

10,000

Conversion Rate (%)

1

Average Order Value (\$)

\$150

\$8,302 USD

Potential increase in annual revenue when you improve your site speed from 1.7 seconds to

1.0 seconds.

Test My Site

OverviewBenchmarkEvaluateOptimize

?

GENERATE REPORT

Optimize pages on your site

3. Get custom fixes to make each page on your site faster. ⓘ

Enter the URL of an individual page on your site (like an ads' landing page)

lycheethelabel.com

/collectio... X

/collectio... X

SHIPPING TO US & CANADA | FREE US SHIPPING OVER \$75

LYCHEE

Tops

Sort by Featured

Category

PAGE SPEED

2.9 seconds

Your current page speed on 4G networks is slow.

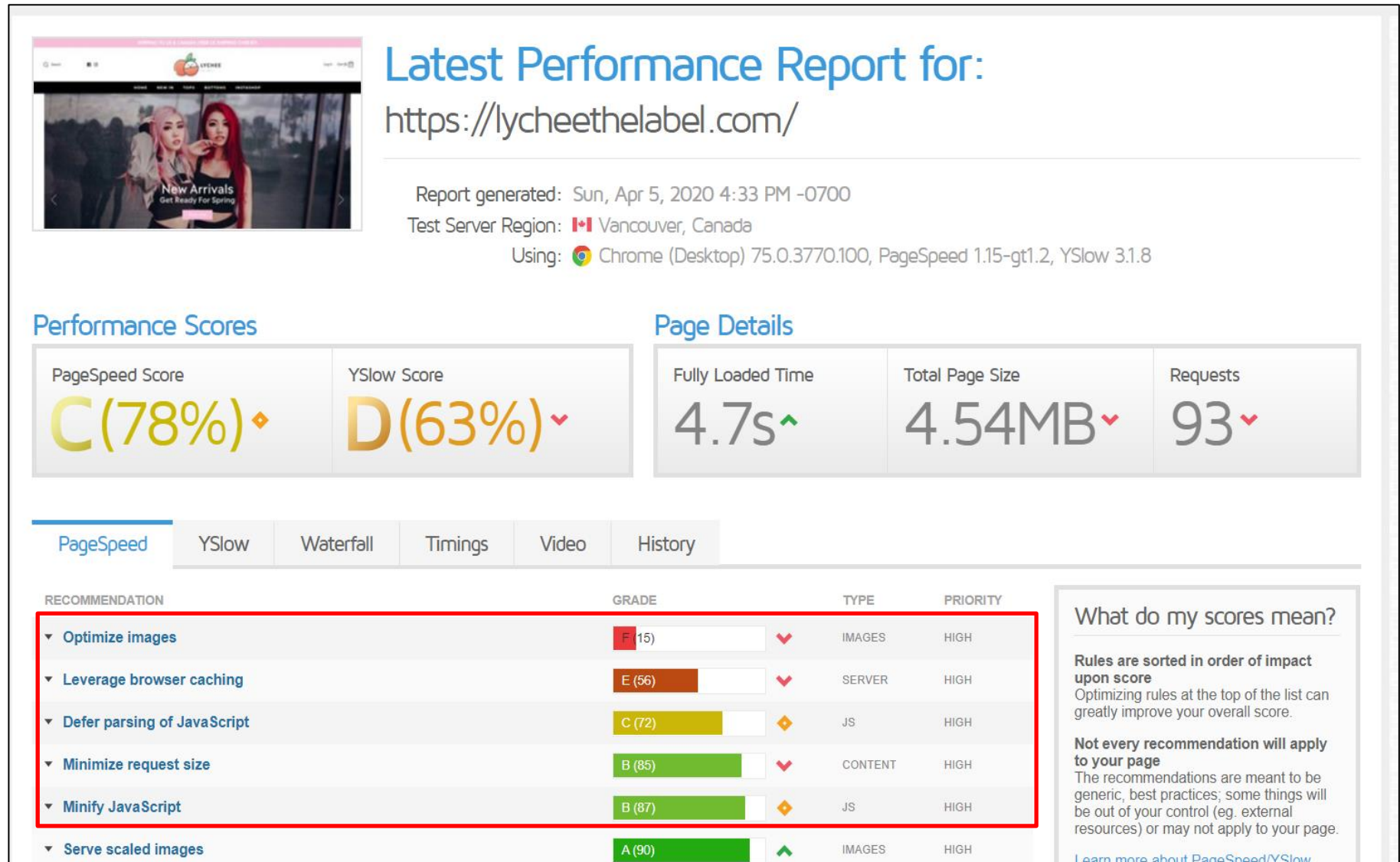
RECOMMENDED FIXES

Defer Unused CSS

Style sheets containing unused CSS can significantly increase the time users wait before content appears on their screen. Delete unnecessary CSS.

Page 18 of 30

- c) Now go to <https://tools.pingdom.com/> (fyi there are other tools such as <https://gtmetrix.com>) and enter your domain, pick any city and run the test, highlight results highlight problem areas (if they are all great still show this), Identify and highlight which items are slowing down your website the most. No comments needed



▼ Optimize the order of styles and scripts	A (92)	✦	CSS/JS	HIGH
▼ Specify a cache validator	A (92)	✦	SERVER	HIGH
▼ Specify image dimensions	A (99)	✦	IMAGES	MEDIUM
▼ Minify HTML	A (99)	✦	CONTENT	LOW
▼ Enable compression	A (99)	▲	SERVER	HIGH
▼ Specify a character set early	A (99)	✦	CONTENT	MEDIUM
▼ Minify CSS	A (99)	✦	CSS	HIGH
▼ Specify a Vary: Accept-Encoding header	A (97)	✦	SERVER	LOW
▼ Avoid bad requests	A (100)	✦	CONTENT	HIGH
▼ Avoid landing page redirects	A (100)	✦	SERVER	HIGH
▼ Enable Keep-Alive	A (100)	✦	SERVER	HIGH
▼ Inline small CSS	A (100)	✦	CSS	HIGH
▼ Inline small JavaScript	A (100)	✦	JS	HIGH
▼ Minimize redirects	A (100)	▲	CONTENT	HIGH
▼ Put CSS in the document head	A (100)	✦	CSS	HIGH
▼ Serve resources from a consistent URL	A (100)	▲	CONTENT	HIGH
▼ Combine images using CSS sprites	A (100)	▲	IMAGES	HIGH
▼ Avoid CSS @import	A (100)	✦	CSS	MEDIUM
▼ Prefer asynchronous resources	A (100)	✦	JS	MEDIUM
▼ Avoid a character set in the meta tag	A (99)	✦	CONTENT	LOW

[scores and how they affect performance.](#)

Need optimization help?

Read our [how to guides](#) and [optimization explained articles](#) for additional direction on improving your page performance.

Want an expert to help you with optimization? We can recommend partners to further assist you with optimizing your site. [Contact us](#) and we'll point you in the right direction.

DELIVERABLE EIGHT (3 points): Using SEOSitecheckup's (or any other SEO tool such as [Screaming Frog](#))

a) Go to checkup tab and take screenshot showing at least 3 problem areas -- No need for an explanation-

Image Alt Test	  Your webpage is using "img" tags with empty or missing "alt" attribute. See results list HOW TO FIX
Inline CSS Test	  Your webpage is using inline CSS styles! See results list HOW TO FIX
Deprecated HTML Tags Test	  Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	  Congratulations! Your webpage is using Google Analytics.
Favicon Test	  Congratulations! Your website appears to have a favicon.

Structured Data Test	  Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata . HOW TO FIX
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Nofollow Tag Test	  Your webpage is using the nofollow meta tag. You are advised to use this tag carefully since search engines will not crawl all links from your webpage. → <code></code> HOW TO FIX
-------------------	--

SPF Records Test	  Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records here . HOW TO FIX
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- b) Go to the broken links tool or tab of free tool as shown in video <https://www.brokenlinkcheck.com/> and take screenshot of broken links, if none still show screenshot. No comments needed

Find broken links now!

To see the location of the link in your source HTML click on [src](#) below

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	https://lycheethelabel.com/pages/collaboration-pr-info	Collaboration & PR Info	url src	404

Status
COMPLETED!
Processed 153 web pages, found 1 broken links

DELIVERABLE NINE. (3 points) Localization, using <https://moz.com/local/overview>, show a screenshot of what listings they have and don't have. If no results make sure you look through all the "addresses" they provide, show screenshot of what addresses were available if no results. Highlight incomplete and inconsistent or duplicate listings as shown below, no need for comments

Physical address not listed on website – "About" page states that brand was launched in 2019 and operates both in New York City and Toronto, Canada, but no address is listed on site or social media.

LYCHEE THE LABEL

Our goal here at Lychee the Label is to provide aspiring fashion icons with the latest Asian streetwear pieces to stand out and embody their uniqueness. We make it accessible and affordable for anyone who strives to look as good as they feel. With the saturation of basic fashion dominating the market, we want to appeal to the women out there who want to stand out and feel empowered and edgy, both inside and out.

Lychee The Label aims to rebrand streetwear by giving it a feminine edge. Though street fashion traditionally caters to men, we want to provide our Lychee Fam with pieces that rival our male streetwear counterparts. With a mix of soft grunge and street aesthetics, we want our customers to always be ones with the fiercest drip from head to toe.

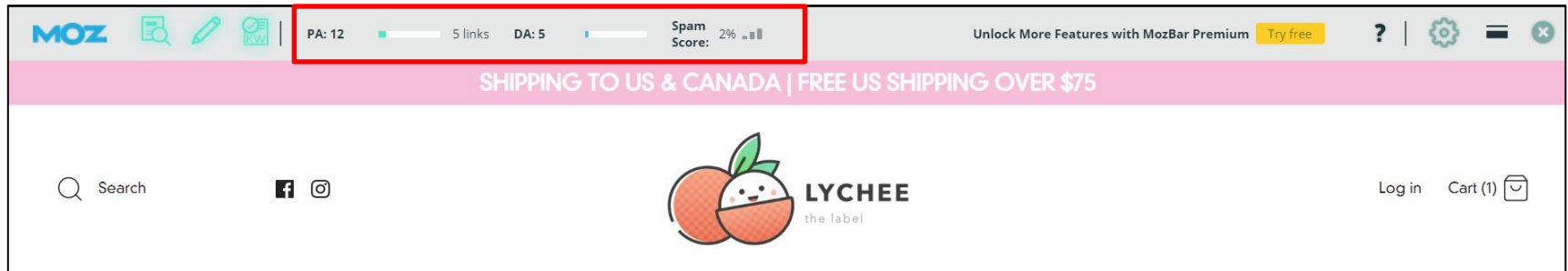
Launched in 2019, we operate both in NYC and Toronto. As two aspiring fashion icons ourselves, we wanted to launch a brand that reflects what we feel is missing in the market today. Clothes are the greatest expression of our creativity, and we want to push everyone to be in control of what they want to reflect from themselves.

Keep up with us at our Instagram @lycheethelabel for the latest updates. Join the Lychee Fam and tag @lycheethelabel and #LycheexMe on your social media platforms for a chance to be featured. We love seeing our Lychee Fam style their fits!

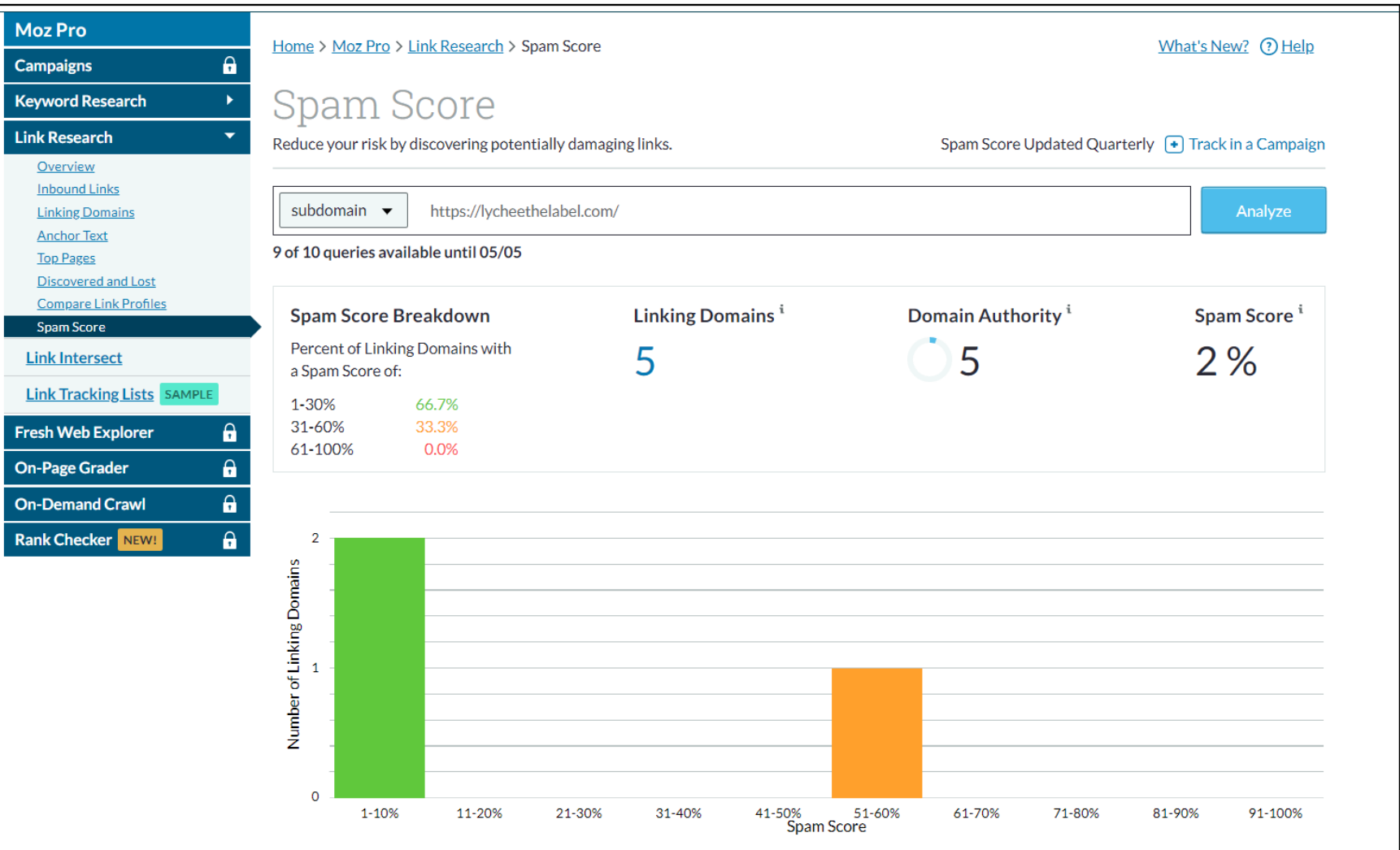
DELIVERABLE 10-(25 points)

A) Using the MOZ toolbar for your target website (you must be logged into MOZ)

- i) Take a screenshot of your website's home page and highlight its Domain Authority (DA), Page Authority (PA) and Spam Score, as shown below. Make sure it is easily visible as the tools black background makes it hard to read with a screenshot unless cropped and made larger. No comments needed



- ii) Click on the spam score and take a screenshot of issues as shown below, highlight top 4-5 “spammy” issues, in real world you would request those website remove their links to you and if they don’t, submit a link disavowal with [Google](https://www.google.com/webmasters/disavow-links/), Bing, etc. No comments



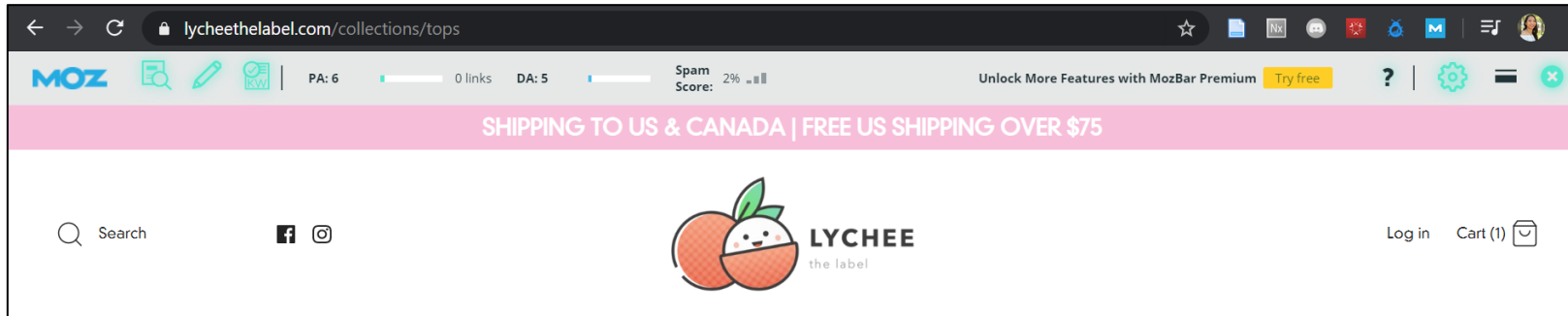
1 - 7 Inbound Links		+ Add to Link Tracking List		
☐	URL	Spam Score ⁱ	DA ⁱ	Date Crawled
☐	jolyday.com/profile/nessasiri/416299582 ↗ nofollow	53%	31	01/05/2020
☐	10% off - Lychee the Label coupons, promo & discount codes - wethrift.com www.wethrift.com/lychee-the-label ↗ nofollow	3%	27	01/25/2020
☐	lycheethelabel.com SEO Report SEO Site Checkup seositecheckup.com/seo-audit/lycheethelabel.com ↗	1%	54	01/04/2020
☐	lycheethelabel.com SEO Report SEO Site Checkup seositecheckup.com/seo-audit/lycheethelabel.com ↗	1%	54	01/04/2020
☐	lycheethelabel.com SEO Report SEO Site Checkup seositecheckup.com/seo-audit/lycheethelabel.com ↗	1%	54	01/04/2020
☐	snpt.io/BKYWBb ↗	--	24	02/25/2020
☐	httpthepicbear.club/instagram/lycheethelabel ↗ nofollow via redirect	--	10	03/06/2020

1 - 7 Inbound Links

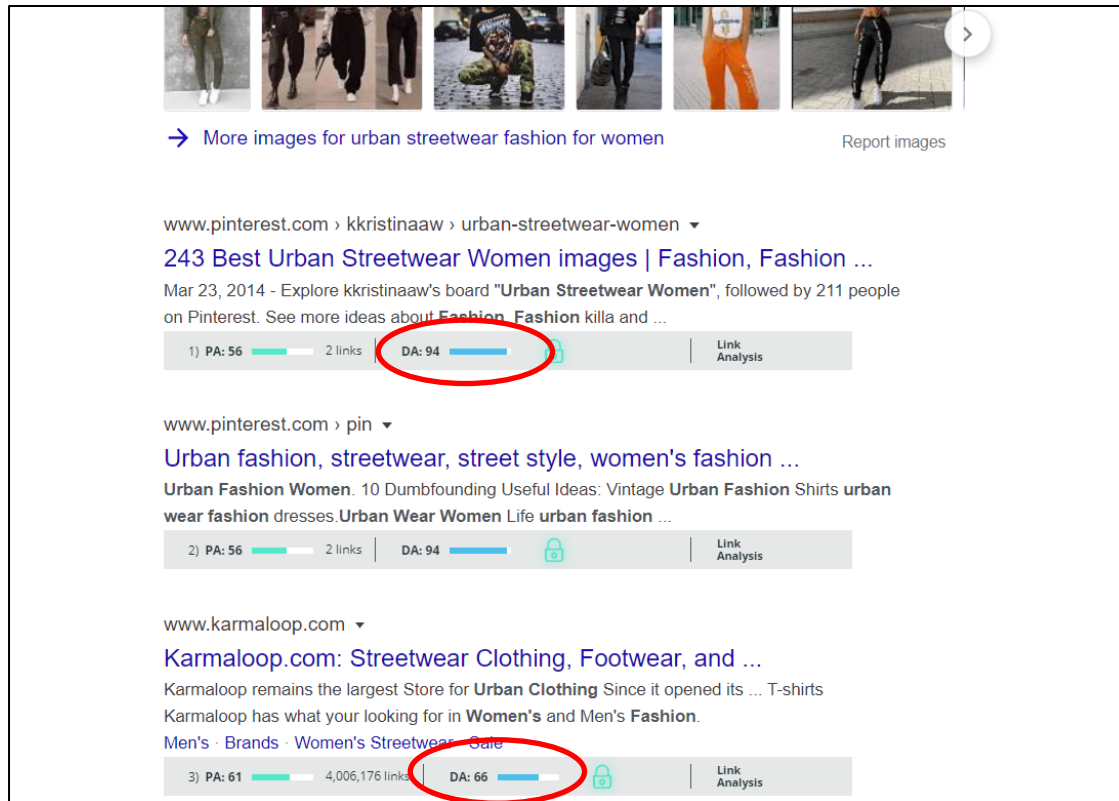
B. Pick one long tail keyword (must have at least three words). If your keyword is already in the top 3 results then pick another one that is not. I suggest you add a location like Frisco, Dallas etc. relevant to your website and show screenshots of the SERP. Then add a comment about your recommendation based on the PA and DA of other websites

i) Enter what long tail keyword you use: Urban streetwear fashion for women

ii) Show a cropped screenshot of the category/subcategory or product detail page with its PA and DA. No comments needed



iii) Show a screenshot of at least the top 3 Google SERP results and **add comments** based on your target websites SERP organic ranking with a recommendation, as shown below.



It is not surprising that Lychee the Label is not ranked among the top 10. This is primarily due to the Domain Authority (DA) scores of the top 10 range from 54-94, whereas our site is at a 5.

A recommendation to improve our DA is to improve the on-site SEO with proper headers and more keywords in the descriptions of the products themselves

- iii) Use the MOZ toolbar (can also use toolbox.seositecheckup.com but it won't show anchor text) as shown in the video, and open "Link explorer" then on left hand menu go to the "Inbound links" tab , leave root domain option and use the filter "Follow" and "NO redirects" then **add comments** about what is wrong with their links as mentioned in video and instructions

Although Lychee the Label is in the "Introduction" phase, improving internal and external links on the site should be considered. Majority, if not all, of the inbound links listed are from SEO Site Checkup, resulting with the same DA score. In addition, Lychee the Label should consider reaching outside of Snapppt, as it is neither benefiting the site by much nor is it causing harm. In order to grow, the site should consider the approach of improving the Page Authority score by including more subdomains, quality websites, and external links.

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Inbound Links

Evaluate the influence of a site based on the scope of its link profile.

root domain Analyze

8 of 10 queries available until 05/05

Domain Authorityⁱ
5

Page Authorityⁱ
12

Linking Domainsⁱ
5

Inbound Linksⁱ
Total 9
Followed 5

Link Source: Link Type: 2 selected Link State: active Limit Results: ☒ for feeds and proxy sitesⁱ ☐ to one link per domainⁱ Export CSV

1 - 5 Inbound Links

☐	URL	Text ⁱ	PA ⁱ	DA ⁱ	Linking Domains ⁱ	Spam Score ⁱ	More Info
☐	lycheethelabel.com SEO Report SEO Site... seositecheckup.com/_he	www.lycheethelabel.	31	54	0	1%	
☐	lycheethelabel.com SEO Report SEO Site... seositecheckup.com/_he	lycheethelabel.com/	31	54	0	1%	
☐	lycheethelabel.com SEO Report SEO Site... seositecheckup.com/_heethelabel.com	"http://lycheethelabel.com"	31	54	0	1%	
☐	lycheethelabel.com SEO Report SEO Site... seositecheckup.com/_heethelabel.com	"https://lycheethelabel.com/	31	54	0	1%	
☐	snpt.io/BKYWBb	[no anchor text]	16	24	0	--	

1 - 5 Inbound Links

v) Now go to the “Compare Link Profile” tab and pick from your competitors one with a better DA score than your client website, then enter that one next to your website, Show a screenshot, analyze and make comments as to why from a Link only perspective the better ranked website is beating you in DA and PA. (Note if none are better than your website ,find some other competitors that are)

In comparison to FashionChingu, Lychee the Label is severely behind is not considered a large threat to FashionChingu. Although Lychee the Label had recently launched in 2019, their Domain Authority (DA) is very low (5) in comparison to FashionChingu’s DA (27). A way to increase DA for Lychee the Label is improving the internal linking structure of the site. Although the DA is low, Lychee the Label has room for growth given that it is at the “Introduction” phase of the “Product Life Cycle”.

Compare Link Profiles
View competitive link metrics over time for up to 2 sites. [Track in a Campaign](#)

Input 1: <https://lycheethelabel.com/> [Analyze](#)

7 of 10 queries available until 05/05

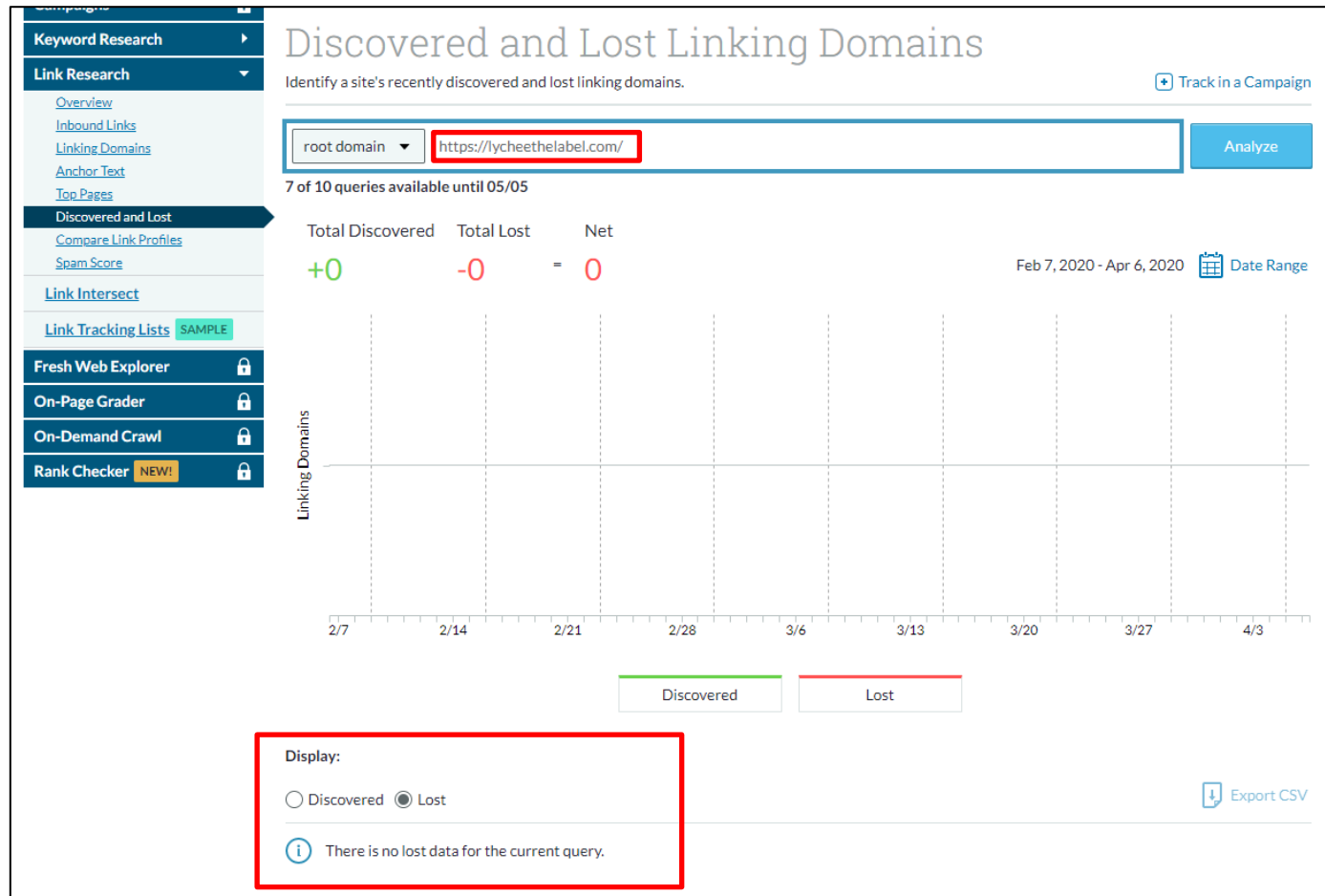
Input 2: <https://www.fashionchingu.com/>

Filters: **Root Domain** | Subdomain | Exact Page

Metrics: [lycheethelabel.com](#) [www.fashionching...](#)

Metric	lycheethelabel.com	www.fashionching...	Status
Domain Authority	5	27	✓
Spam Score	2%	1%	✓
Total links	885	30,237	✓
% of total links, external + follow	1%	20%	✓
External, followed links	5	5,906	✓
Internal, followed links	876	23,563	✓
External, nofollowed links	4	761	✓
Internal, nofollowed links	0	7	✓
Total linking domains	5	374	✓
Followed linking domains	2	277	✓

vi) Go to “Discovered and Lost Linking Domain” tab and take a screenshot only, no need to comment



- vii) Link Ideas: Pick any competitor website doing better than your target website and enter them in the Inbound links page, use same filters as used in previous link analysis task then look through and recommend 3 websites that they could approach for links, DO NOT REPEAT SAME TYPE OF WEBSITE OR SOCIAL MEDIA, FOR EXAMPLE IF PINTEREST APPEARS THREE TIMES DO NOT USE THAT MORE THAN ONCE. **provide comments**

1. Kpopmap assists the most as it is a platform informing of Korean enthusiasts of the latest news. This includes fashion trends worn by Korean idols. It directs their viewers to online retails where they can buy similar urban streetwear clothing. This newsletter blog would be beneficial to approach to increase awareness as another source of urban streetwear fashion.

2. Koreaboo is another newsletter blog that informs about Korean idol culture (i.e. fashion, concerts, etc.). However, there is not much regarding the fashion portion, which is a large portion of the culture. By approaching this newsletter with the urban streetwear fashion, viewership would increase as many would want to dress similarly to their favorite idols. Through this, the newsletter blog would also increase awareness of the brand.
3. Majority of these businesses are newsletters / blogs that could be beneficial in spreading the awareness of Lychee the Label, as it is a small company. Approaching similar type of newsletters / blogs would increase the awareness of the brand. By first attracting awareness through word-of-mouth, this would benefit in drawing in more traffic to the site.

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Inbound Links

Evaluate the influence of a site based on the scope of its link profile.

[Track in a Campaign](#)

root domain

https://www.fashionchingu.com/

Analyze

7 of 10 queries available until 05/05

Domain Authority

27

Page Authority

32

Linking Domains

374

Inbound Links

Total 6.7k
Followed 5.9k

Link Source:

enter a domain...

Link Type:
2 selected

☒ follow

☐ nofollow

☐ redirect

☒ no redirect

Link State:
active

☒ for feeds and proxy sites

☐ to one link per domain

Limit Results:

[Export CSV](#)

1 - 50 Inbound Links [Add to Link Tracking List](#)

☐	URL	Link Type	Link State	Text	PA	DA	Linking Domains	Spam Score	More Info
☐	10 Great K-Pop Gifts To Give Your Friends www.koreaboo.com/...sa	☒ follow	active	st like"	35	85	1	4%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ua	☐ nofollow	active	vide Jeans"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	☐ redirect	active	"Amsterdam Grey Zipper"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	☒ no redirect	active	"Casual Pants"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	☐ canonical	active	"Fashion Chingu"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	☐ not canonical	active	"Patterned Wool Sweater"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	☐ via redirect	active	"Frayed V-Neck Cropped Sw...	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	☐ not via redirect	active	"Blue Denim Jacket"	31	72	0	2%	☐

1 - 50 Inbound Links [Add to Link Tracking List](#)

☐	URL	Anchor Text	PA	DA	Linking Domains	Spam Score	More Info
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Hooded Long Sweater Dress"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Short Korean Turtleneck"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Pink Knitted Sweater"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Idol fashion"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Long Brown Coat"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Bears Ear Winter Scarf"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Tassies Knit Sweater"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"White Short Fleece Jacket"	31	72	0	2%	☐
☐	BLACKPINK Winter Fashion That You A... www.kpopmap.com/...ally-can-afford/	"Long Black Warm Parka"	31	72	0	2%	☐
☐	5 Idolos del K-Pop que conquistaron al m... www.metrolatam.com/...-su-estilo.html	"Fashionchingu"	30	80	3	1%	☐
☐	www.akerufred.com/...jike-korean-idols	"fashionchingu"	30	28	2	1%	☐
☐	Good Show White Sweatshirt worn by S... www.spotern.com/...ts-idol-official-mv	[no anchor text]	30	58	0	--	☐
☐	BTS (방탄소년단) - Go Go (고민보다 Go) ... www.spotern.com/...ts-comeback-show	[no anchor text]	30	58	0	--	☐
☐	white and orange sole cotton sneakers w... www.spotern.com/...fficial-music-video	[no anchor text]	30	58	0	--	☐
☐	white bleached denim worn by Suga in B... www.spotern.com/...fficial-music-video	[no anchor text]	30	58	0	--	☐