

2.6 Website promotion and metrics

Name: _____ Class: _____ Date: _____ Total: 15 marks

KEY WORDS audience • reach • click-through • conversion

Objective

Plan ethical online promotion with a measurable audience objective.

You must be able to:

- write a measurable promotion objective
- choose metrics that match the objective
- use a content plan and controlled testing

1 Key knowledge and worked examples

■ Measure what matters

“Gain 50 new club sign-ups by the end of term” is measurable. “Raise awareness” is not.

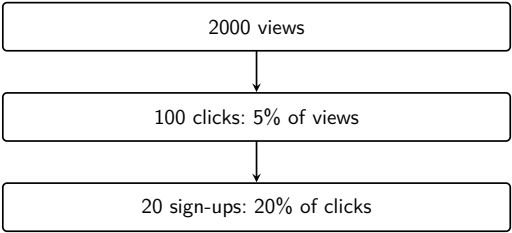
A post with many views but few site visits has high **reach** , but weak **click-through** . If sign-ups are the goal, measure clicks and **conversion** , not only likes.

■ Key knowledge: Choose a denominator for each metric

Click-through rate is clicks divided by views or impressions as defined in the report. Conversion rate uses the relevant visitors or clicks; state that denominator.

■ Worked example: Choose a denominator for each metric

A campaign has 2000 post views, 100 site clicks and 20 sign-ups. Its view-to-click rate is $100/2000 \times 100 = 5\%$. Its click-to-sign-up conversion rate is $20/100 \times 100 = 20\%$. Views alone do not measure sign-ups. To compare two headlines, keep audience, time window and destination page similar and change the headline only; report actual denominators.



2 Practice

2.1 State which metric measures visits from a post to a website. [1]

2.2 Give one measurable objective for promoting a school club. [1]

2.3 Explain why a content plan is useful. [2]

3 Exam-style questions

3.1 Post A has 800 views and 2 clicks. Post B has 300 views and 55 clicks. If the aim is website visits, explain which post is more successful. [4]

3.2 Explain why a group should change one feature of a promotion at a time before measuring the result. [4]

3.3 A post has 1200 views, 60 site clicks and 9 sign-ups. Calculate view-to-click and click-to-sign-up rates, and identify which count directly measures the sign-up objective. [3]
