

2.6 Website promotion and metrics

Name: _____ Class: _____ Date: _____ **Total: 12 marks**

KEY WORDS audience 受众 • reach 触达 • click-through 点击率 • conversion 转化

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 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** 触达, but weak **click-through** 点击率. If sign-ups are the goal, measure clicks and **conversion** 转化, not only likes.

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]

Solutions

2.1

- Click-through.

2.2

- For example: gain 50 new sign-ups by the end of term.

2.3

- It records what will be posted, when, and by whom.
- This supports consistent work that matches available time.

3.1

- Post B is more successful for website visits.
- It produces 55 clicks compared with 2.
- Views measure reach, not visits to the site.
- B better matches the stated objective.

3.2

- If several features change, the group cannot tell which caused the different result.
- It cannot learn what to repeat next time.
- Changing one feature creates a fairer comparison.
- The next decision can use evidence instead of a guess.