

# Sitowati Listiarini

DIGITAL MARKETER



PORTFOLIO

# HELLO

## I'm Sito & here's what I do

I hold a bachelor's degree in French Studies from Universitas Indonesia and studied Digital Marketing at Purwadhika Startup and Coding School.

I am now pursuing a new career path as a digital marketer. I have extensive knowledge of digital marketing, including but not limited to:

- Competitor & keyword research
- On-page, off-page, & technical SEO
- Social media marketing

I have years of working experience in business development with international market exposure, event organizing, and translation. My expertise in analyzing reports, identifying problems, opportunities, and giving solutions will be a handy trait for a digital marketer.



**1k users**

Total new users in  
4 months

**+205%**

Facebook  
followers growth

**+217%**

Facebook Page  
Likes growth

**+79%**

Instagram  
followers growth

**+625%**

Twitter followers  
growth

**+230%**

ROI

Service SEO, SMM, Social Ads, Google Ads, Strategy  
Project Duration 4 months  
Completed By 9 Feb 2021

The four (4) months digital marketing course requires its student to choose a business. They will then build, optimize, and grow the digital assets of the business as an on-going project. At the end of the course, the mentor was assigned to help us grow the digital project.

# Background

Sobat Berkebun is an ornamental plant business based in South Tangerang. They sell ornamental plants, pottery, growing medium, and offer hamper wrapping service should the customer want to send their purchase as a gift. They provide online purchases, payments, and delivery so the customer could stay at home.

When the project started, Sobat Berkebun only had Instagram and Facebook. We take over their existing digital assets and expand their digital presence; build a website (WordPress), sign up Twitter, and TikTok. The goals and KPIs of this project were to generate 1.5k traffic to our website and ranked three (3) in Google.

# Goals

Specific	Measurable	Achievable	Realistic	Time
<b>Generate 1.5k web traffic</b>	Reach 1,5K users, 2K Sessions, Users, 500 new users, 00:05:00 average session duration, 5 pages per session, 40% bounce rate.	Optimize UX, page speed, landing page, create at least 2 CoC contents per week, optimize titles, add more internal links and improve CTA, do cross-platform distribution in social media channels, and Ads.	Reach 1K users, 1,5K Sessions, 100 new users, 00:02:00 average session duration, 2 pages per session, 60% bounce rate.	4 months
<b>To increase SEO Rank (average position in SERP) to 3)</b>	Reach 1K Organic traffic, 100 follow and indexed backlinks, Increase SEO Audit site health to 90 with less than 100 errors, DA 10 and Organic clicks 100, organic impressions 1000, 15% average CTR.	Optimize keywords, add more pages, rewrite: titles, subheadings, meta description, and slug, add more texts to blog posts and pages, core web vitals and UX optimization, create a rich snippets, send more emails to prospects in link building, create EAT contents.	Reach 100 organic traffic, 50 follow and indexed backlinks, SEO audit site health: 80 with 50 errors, DA 2, organic clicks 50, organic impressions 500, 8% CTR.	4 months

# Goals

Specific	Measurable	Achievable	Realistic	Time
Grow Social Media (IG, FB, Twitter, TikTok) Followers by 100%	Get 150 Page Likes & 150 followers on Facebook, 1K followers on Instagram, 50 followers on Twitter, at least 10 followers on Tiktok	Post content on a daily basis, update content during peak hours, create special content for big days/holidays, diversify content's topic (educational content, product promotion, user-generated content, interactive content (quiz, polling), cross-platform content posting	Get 100 Page Likes and 100 followers on Facebook, 500 followers on Instagram, 35 followers on Twitter, 5 followers on Tiktok	4 months

# Approach

We divide the stage into three, build, optimize, and grow.

In the building stage, firstly, we identify Sobat Berkebun's competitors and their digital assets. We then optimize on page-SEO by adding XML sitemap to Google Search Console, create a content plan, produce E-A-T & SEO-friendly contents for website & socials (stay up to date with the trend & use on point hashtag), and run a website audit (SEMRush, Ubersuggest, Ahrefs).

In the optimization stage, we run a website audit (with Screaming Frog) & optimization (robot.txt & Schema Pro), content audit & optimization, link building (SEMRush), web experience audit (Page Speed Insight, & WebDev) & optimization (adding/removing plugins in WordPress), boost traffic, and social growth with ads (socials and Google). We also run a campaign for Christmas & New Year's Eve Hamper.

In the growing stage (Feb 2021), we optimize keyword strategy on important pages (shop page, made additional informational pages) and implement them on page-elements (Headers, SEO title, meta description, & ALT text).



# SEO Plan

## ON-PAGE

- Optimized focus keyphrase (low competition and high volume) and its usage: added keywords in URL, in the front of the title tag, K-100, H1 H2 H3 Tags, and meta description.
- Added ALT texts to all missing ones for all images.
- Optimized, added 2-3, and fixed broken internal links with keyword-rich anchor text or attractive images.
- Added at least 3-5 authority sites in our articles (outbound links) to ensure content reliability (E-A-T).
- Added more words on pages with low word counts.
- UX optimization for desktop and mobile versions.
- Reduce image sizes to <100 kb.
- Produced CoC contents every week.

## OFF-PAGE

- Cross-platform distribution to social media pages. Backlink optimization using link-building strategy and content sharing on forum pages.

## TECHNICAL SEO

- Created site map to help search engines find, crawl and index our pages.
- Created Robot.txt to avoid an error/broken page from getting crawled and create 301 permanent redirects too.
- Downloaded plugin to minimize JavaScript, CSS, and HTML and improve site's core web vitals and speed.
- Created a structured data or schema markup / rich snippet for article, shop and FAQ pages.



# Keywords

Keywords	Monthly Search	Competition
Bisnis tanaman hias	1k-10k	Medium
Toko tanaman hias terdekat	1k-10k	Medium
Jenis-jenis calathea	1k-10k	Low
Jenis-jenis alocasia	1k-10k	Low
Jenis-jenis caladium	1k-10k	Low
Jenis-jenis syngonium	1k-10k	Low
Tanaman hias	100k-1m	Medium
Promo diskon	1k-10k	Low

Keywords	Monthly Search	Search Result
Bunga berwarna merah	1000	3850
Manfaat pegagan	3600	612
Tempat nongkrong di Jakarta Selatan	3600	122
Tanaman yang hidup di air	2400	122
Tempat wisata di Jakarta	22200	3690
Gambaran bunga sakura	22200	4
Games berkebun	720	47
Cara merawat caladium	720	99

# Instagram



**+79%**

Instagram followers growth

**+1.69%**

Engagement rate

**+2.3K%**

Reach

- Post content on a daily basis
- Develop content for big days & holidays
- Diversify topic: product, quote, games, user-generated content, educational content, repost content from TikTok, & interactive content



# Facebook



**+205%**

Facebook followers growth

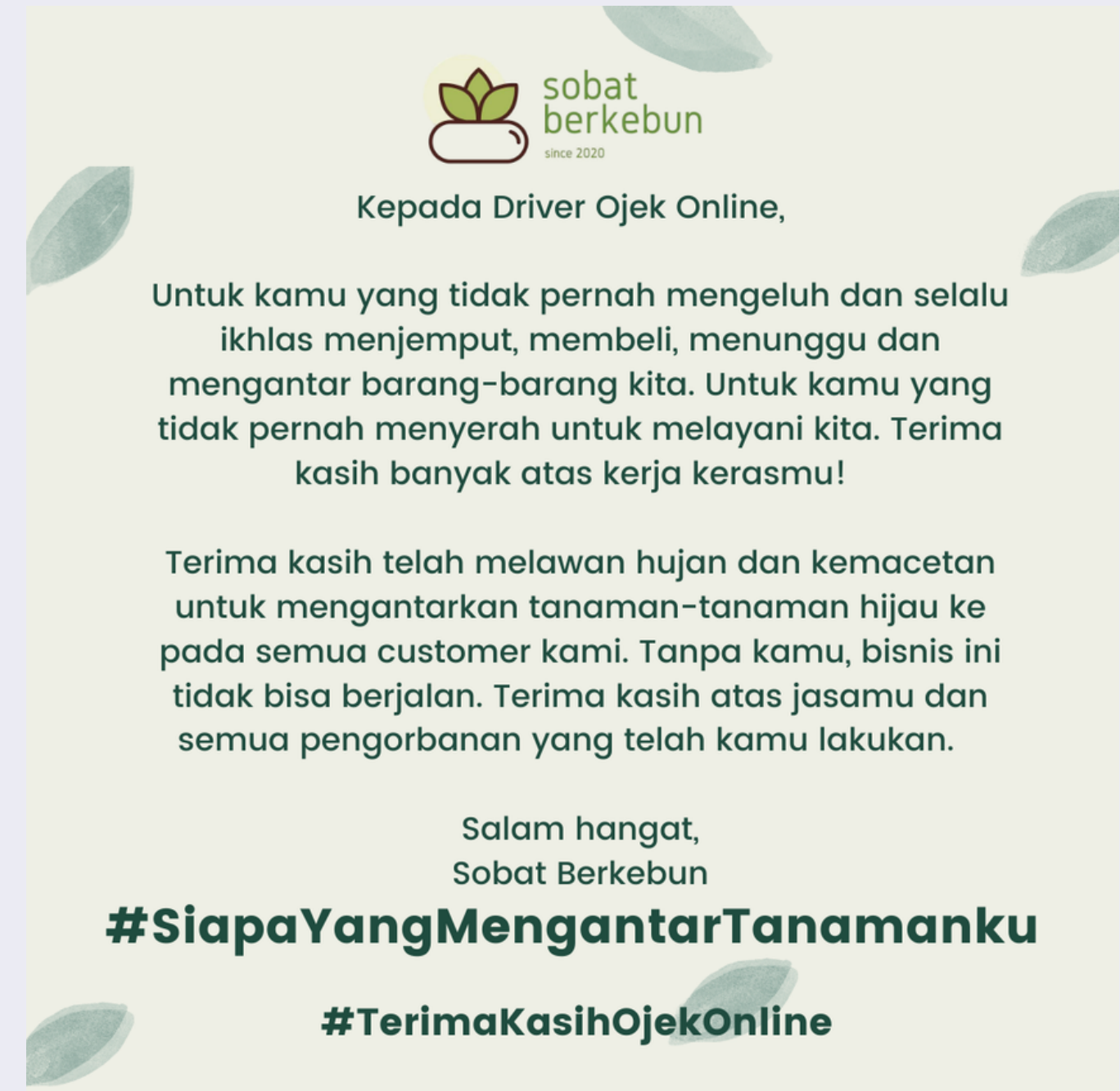
**+217%**

Facebook Page Likes

**+6.8K%**

Reach

- Provide as much info on the profile
- Post mirror content from website and Instagram on a daily basis
- Create contents that capture followers' emotions



# Twitter



**+625%**

Twitter followers growth

**+1.9%**

Engagement rate

**109.3K**

Impressions over 3 months

- Tweets on a daily basis
- Keep an eye on the trending hashtags and try to participate in the conversation

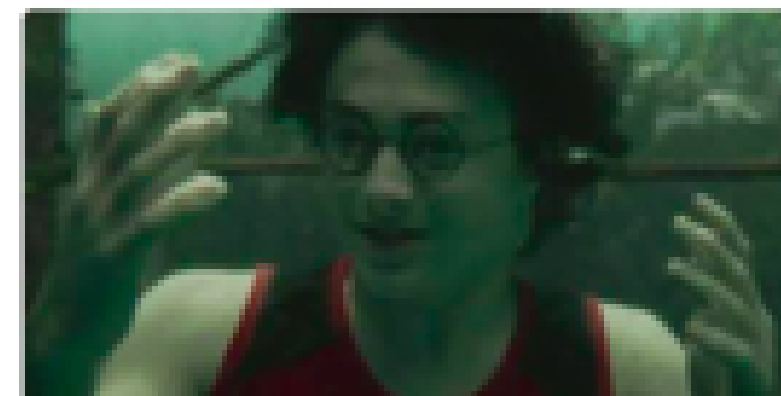
**Top Tweet** earned 26.3K impressions

Hogwarts lagi trending, jadi keinget film favorit mimin Harry Potter and The Chambers of Secrets pas scene kelas herbology... ada yang inget nama tanamannya? Mana nih [#potterhead](#) comment yuk 📌  
[pic.twitter.com/ngsp6lk4ya](https://pic.twitter.com/ngsp6lk4ya)



**Top media Tweet** earned 10.1K impressions

Quiz tentang [#harrypotter](#) lagi yuk? Pada tahun ke-4 di Hogwarts, salah satu task untuk Turnamen Triwizard adalah menyelam ke dalam danau untuk menyelamatkan harta karun yang disembunyikan. Nah Harry sempat memakan satu tanaman sebelum menyelam? Apakah nama tanaman itu? 📌  
[pic.twitter.com/N52ZqcEBA9](https://pic.twitter.com/N52ZqcEBA9)



# Result

**1k users**

Total new users in 4 months

**40**

Get 40 backlinks

**4**

One of our articles was ranked 4 on Google

**1.8**

Domain authority in 4 months

**+205%**

FaceBook Followers growth

**+217%**

FaceBook Page Likes growth

**+79%**

Instagram followers growth

**+625%**

Twitter Followers growth

**+700%**

TikTok followers growth

**42**

Products sold between Oct 2020-Feb 2021

**9**

Hampers sold in Dec 2020 when the holiday campaign was running

**+230%**

ROI

# Tools

- Google Analytics
- Google Search Console
- Google Ads
- Ahrefs
- SEMRush
- Ubersuggest

- Analisa.io
- Social Blade
- Buzzsumo
- Screaming Frog, Page Speed Insights, Web.dev
- Canva

# Key Takeaway

Apart from the deliverables mentioned above, here are some learnings from this project:

## SEO

- Keyword research should have been done prior to building a website
- Determine keywords that fit the buyer's journey
- SEO optimization on every page and posts should meet not only bot needs but also human needs
- Find and utilize keyword gap; implement them on pages or content (also take content gap into account)
- Categorizing website's pages into money side (e.g. shop page) and informational (e.g. article)

- Keyword optimization on a weekly basis is a must to improve organic traffic and meet user's intent for all existing pages, not only website contents (articles)
- Optimize UX for mobile devices

## Social Media

- Catching waves on social media with hashtags (trending and relevant hashtags) can improve post's engagement
- Post interactive contents can improve post's engagement
- Tag or mention popular brands/people/influencers can help to get exposure



**About**

**Project**

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