

Undergraduate Diploma in Digital Marketing: Intake February 2024 to January 2025

Assessment Task: Written assignment based on chosen questions	
Module: <i>Basics of Search Engine Optimization & Content Creation in CRM</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 20 February 2025	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of Digital Marketing.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of Digital Marketing.</p> <p>Note</p> <p>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</p>	
<p>Choose 1 question from the following:</p> <p>Question 1:</p> <p>Develop an SEO-driven content strategy for a small or medium-sized business aiming to improve its customer engagement through a CRM system. Your response should include:</p> <ul style="list-style-type: none"> • A detailed content strategy incorporating SEO techniques (e.g., keyword optimisation, content creation, and linking strategies). • An explanation of how personalisation can be achieved using CRM tools. • Key performance indicators (KPIs) to evaluate the success of the strategy. <p>Use academic references to validate your strategy and decisions. Apply SEO and CRM concepts effectively. Demonstrate academic research and critical thinking.</p> <p>Question 2:</p> <p>Select a website and perform a detailed SEO audit. Your audit should cover the following:</p> <ul style="list-style-type: none"> • Analysis of the website's on-page, off-page, and technical SEO performance. • Identification of strengths, weaknesses, and areas for improvement. • Clear, actionable recommendations for enhancing the website's SEO performance. <p>Justify your analysis and recommendations with academic references and industry best practices.</p> <p>Question 3:</p> <p>Critically analyse how the integration of SEO and CRM can support business growth and foster strong customer relationships. Your analysis should address:</p> <ul style="list-style-type: none"> • The contribution of SEO in attracting new customers. 	

- The role of CRM in managing and retaining customer relationships.
- Case studies or examples that demonstrate the benefits of integrating these strategies.

Use academic references and real-world examples to support your analysis.

Pass Mark - 50% of all assessment methods

Total Assignment Weighting - 55%

By submitting I confirm that this assessment is my own work

Mark:

Signature: <main assessor>

Date

Signature: <quality assurance>