Task – Digital Marketing Specialist Fleetcor

At Fleetcor, we offer a diverse array of products and services tailored to meet needs of companies, spanning from fuel and electric vehicle (EV) cards to vehicle tracking solutions.

Below, you'll find a task that should require no more than 1 hour to complete.

1. ***What are the main KPIs (we use GA4) you would recommend to marketing stakeholders when assessing the performance of their blog articles?***
   For example blog here: https://allstarcard.co.uk/resources/news-and-insights

   I would not focus entirely on 1 GA4 report to define the main KPIs that makes stakeholders receive insight to steer and access performance. If 1 master report needs to be prepared, I would use Looker Studio.

   However in this scenario the dedicated tool is GA4, I see the inevitable need to link GSC to gain insights on **Impressions, Clicks, Average positions for Landing pages** (and search queries) to assess performance in the early stage of the performance funnel. (in addition, working with data from GSC, our own data can be monitored on YoY and MoM comparison)

   In GA4 it is needed to present the metrics on **Session default channel group – Session source / medium** to see the source and the medium of the incoming traffic.
   For this I would assign **Users, New Users**, **Sessions**, **Engaged Sessions**, **Views per sessions**, **Average session duration, Engagement rate, Event Count, Key Event** if I would define conversion with event marked with a survey fill in, download a pdf or click on SM share OR Apply now button(?)

   More insightful metrics could be added to access performance but not to overflow the stakeholders with information, I would also create dedicated reports for specialized groups of stakeholders with the stakeholders. I would not stress the main technical KPI reports (number of indexed pages, 404 pages, entrances and exits report, geolocation reports etc.) to the board members, or directors if it is not required.

2. *Have a look at: https://fleetcor.eu/de-de/losungen/tankkarte/novofleet . What is your assessment of this page?*

Please provide five recommendations for CRO improvements.

1, Keep the customer engaged, "chained" to the site with live customer support.

2, Change the images and not only the format and the size:
2.1 Image at the section for Security and flexibility is not delegating "security" with a laptop and a chart.
2.2 The last image just above the footer is too black and flows to the black contact window.

3, Add schema markups, so search engines would match the web content with search terms used by Internet users' to its utmost efficiency (organization, FAQ markups ..) At the moment no markups were detected.

4, Confirm and tackle down the Performance related blockers from page speed test - LCP, FCP, speed index, total blocking time all need to be worked on.

5, Would create more dynamics on the site with some moving elements that cheers up the bigger blank sections – perhaps a scroll down following text bubble with the contact number for the customer care.

3. *We are currently migrating several websites DE/NL/BE (Fleetcor.nl, Fleetcorcard.be etc.) to a new domain; Fleetcor.eu and each of their language variants.*

   We want to ensure that users in each country are served the correct language/region version. What are your recommendations regarding SEO setup?

   Please list three recommendations.

1, Implement hreflang tags and geotargeting to indicate the language and regional targeting of each version of the website.
2, Set up proper URL structure and redirects preserves existing SEO value and ensures users are redirected to the correct pages.
3, Implement language specific sitemaps. There is just [one](#) sitemap.
+1 Use structured data markup across all the web content on all websites.

Monitoring the performance of the metrics, errors, duplicate content and website technical assessment in the newly created country specific properties in Search Console.