

Measuring the value of online blogs: a descriptive indirect blog development instrument

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Blog articles are written by web shops with the idea that the value of time spent in writing the article is less than the overall value the article gives in return. At some point, relevant data is starting to lack and articles are written with less relevant content; indirect blog articles. Yet, there is little evidence on how much value is created with these articles. To measure this value, a blog value model was created making use of Google Analytics. This model shows the valuable click-through sessions of each article. Results of a previous study showed six factors increasing the performance of blog articles. More in depth research into these six factors found 44 performance indicators practicable for better blog writing. This research was carried out using an expert analysis among ten digital marketing experts. For more accessibility the indicators have been combined in a periodic table. Basically, all articles getting organic sessions are generating value, however optimizing indirect articles with the blog writing periodic table to generate more CTR (click-through ratio) is where the real added value lies in this study.

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Keywords

Direct blog articles, indirect blog articles, click-through ratio, Google Analytics, content marketing, performance indicators, organic search

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1. INTRODUCTION

A video, an illustration and sole content, all combined called a blog. It allows writers to create and combine hundred of words and shape original and unique information. Blogs create a powerful symbol and are a form of personal communication and expression (Nardie, 2004). One that was not lost for online stores. On the contrary, is this indeed their purpose or are there more underlying factors? Online stores presumably never even thought of the above-mentioned purpose. Nothing else can be expected, companies endeavour to sustain. Commerce and finance is needed and every action needs its function. The powerful symbol, nor the unique astounding creation are part of this. Online stores presumably only write blogs for more traffic to create more sales. Therefore, most blogs articles are written around a product with the idea that the value of time spent in writing the article is less than the overall value the article gives in return. While this statement seems quite obvious and logical to carry out, there appears to be another kind of upcoming article. Articles written about subjects that have no direct logical link with a product or a set of products. In some cases these articles are even stating products that are not offered for sale. To clarify the above mentioned concept an example is taken that is focusing on online fitness stores, an industry in which this often occurs (Gorillasports, 2015). Online fitness stores are mainly selling products as dumbbells and benches. Furthermore, they mostly sell products as shakes and t-shirts but products categorized as food are not included. Nevertheless, online fitness stores that maintain a blog are frequently writing articles on how to deal with nutrition. They recommend different kinds of food and also specific brands are not omitted from the story. What becomes apparent here is that these articles are not proven to have a direct value through more sales of one specific product available in their own webshop. So what are the other valuable factors that persuade webshops to spend their time in writing these blog articles or conversely, do these articles have any valuable factors or are these webshops led on a wrong premise.

1.1 Problem statement

In the last few years, after the rise of online marketing, marketers kept increasing their time spent in creating valuable content for their websites. Findings in Rahimnia and Hassanzadeh (2013) support the concept that website content is related with marketing effectiveness and trust on the internet. Website content can effectively attract customers and persuade them to buy products or services. Or the fact that Palmer (2002) found a significant relation between content and websites' success in corporate companies. Therefore companies even started creating online blogs while having a webshop as main practice, this with the whole concept that online blogs generate better traffic and that this will eventually lead to more customers and sales. These webshops began to write about all sort of businesses, which resulted in widely varying blog articles, with in some cases no direct link to any available product in that specific webshop. One could question if this makes any sense. The effect of these online blog articles on an increase in sales has never been scientifically measured. Are these blog articles successful for a webshop measuring the visitors and the click-through ratio? To answer this question the goal is to find a positive relation between indirect blog articles and the click-through ratio towards a webshop, and if so to give recommendations how to improve indirect blog articles.

1.2 Research and subquestions

To answer this problem a research question is formulated; *"Is indirect blog content development increasing the value of a webshop?"* This question is too broad to answer at once.

Therefore, the research question is divided into four subquestions;

"How to divide and specify blog articles?"

"What are the performance indicators for indirect blog articles?"

"How to measure the outcomes of indirect articles?"

"What are the recommendations to content marketers to increase the value of their indirect blog articles?"

1.3 Contribution

For the theoretical academic field this study will be the first research giving an in-depth look into indirect blog articles. As well a model is developed to measure the value of a blog. It works towards a 3-step segmentation that measures the click-through ratio of a blog. With this research it is possible to further build on this concept and to create better guidelines for blog content development.

Also in the practical field, content marketers will get a better understanding on how to develop and frame their blog articles, not directly related to a product, for a better click-through ratio and more sales. This query is dealt with by using blog performance indicators. This study strives to create a straightforward and easy accessible model that is divided in two parts. The first model is the first funnel available recognizing a measurement system indicating the value of an article and blog. The second model gives new insight in important indicators in articles derived from experts in their field.

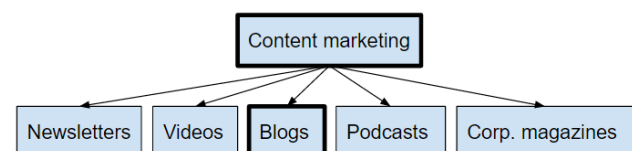
2. LITERATURE STUDY

To answer the research- and subquestions this study will first develop a theoretical framework with the core of the concepts.

2.1 Content marketing

Digital marketing is the marketing of bit-based objects distributed through electronic channels (Koiso & Kanttila, 2004). This concept is also further built on in Rowley (2008), in which is said it encompasses products in which the entity and the delivery are both digital. A reoccurring term in digital content marketing is the customer value, it becomes apparent this term is necessary to shape consumer's value. The "value in-use" mind-set is important here, it should work towards the co-creation of customer experiences (Rowley, 2008). According to Pulizzi (2012) content marketing is creating valuable, relevant and compelling content by the brand itself on a consistent basis, used to generate a positive behaviour from a customer or prospect of the brand. Content marketing is a collective noun for many kinds of information, including newsletters, videos, blogs, podcasts and corporate magazines. For this paper, it is only essential to further continue with, and limiting the research to blog posts.

Figure 1 : Content marketing as umbrella term



2.2 Blogs

Blogs are defined as online web journals that can offer a resource rich multimedia environment and are a contraction of web logs (Boulos & Maramba, 2006). Blogs are a relatively easy tool to use and there are many different open source versions to create them. This probably also results in the growing popularity for blogs (Duffy and Bruns, 2006). As far as these resources lead to the positive outcomes, the same aspects could lead to negative outcomes. As it enables anybody to change and contribute to the available information. This greatly influences the reliability of blogs.

Where blogs once started as sharing information websites without profit as target, more and more they are a reoccurring element in web shops, this involves the B2C market and B2B market. In this paper the focus will lie both on the B2C and B2B, focusing on e-commerce.

2.2.1 Direct blogs

Within the blogging world, also described as blogosphere (Smudde, 2005), an assumption can be made for the e-commerce market in the distinction between direct and indirect blogs. In the essence for the e-commerce market a blog is written to get more sales on a specific product or a set of products. So a whole blog article is most likely to be based on a few URL's "uniform resource locators" that will link directly to the products the blog article is written about. Therefore, it is possible to derive the following definition for direct blogs articles;

"Articles written in an online blog, having content directly targeting on one specific product or sub-category"

2.2.2 Indirect blogs

However, there are a few exceptions; some of the written articles made by web shops do not relate to any category or specific product. Yet, they address a partly or totally irrelevant subject. These articles do not link to a specific product or sub-category URL. To answer SQ1 this study is proposing the following definition for indirect blogs;

"Articles written in an online blog, having content that is not directly targeting one specific product or sub-category, yet it focuses on the overall product offering or no available products at all."

To measure a blog article the most important parameters to use are the link referrals. When the main subject of an article is one subcategory or product and one of the URLs link towards one product or one sub-category it will be categorized as direct blog articles. When it is the other way around it will be categorized as an indirect blog article.

2.3 Traffic

For website owners presumably one of the most influential aspects is website traffic, it is by all means a prerequisite for generating online sales (Van der Heijden, 2003). In the top layer website traffic can be divided in direct traffic and indirect traffic. Direct traffic includes only the visitors that write the desired website precisely in the URL. If referral links have a bad code in the URL they can also be registered as direct. The percentage of direct visitors is a good measurement tool to detect the amount of visitors who know the website URL by heart (Waisberg & Kaushik, 2009).

Indirect traffic channels on the other hand cover many more types, see figure 3. In most cases the indirect traffic surpasses the amount of visitors obtained from direct traffic.

Figure 2 : All blog visitors



Organic visitors are visitors gained by search engines. The organic search channel does not only consist of Google. Also other search engines are taken into account as Bing, Yahoo and Ask. A main practice within organic search is search engine optimization (SEO). The practice of optimizing web pages in a way that improves their ranking in the web search results (Zin & Lin, 2006). The higher the ranking in a search engine on a specific keyword the more traffic it will generate. Online marketers write SEO content based on highly searched keywords. SEO is getting more popular over the years. First, due to the facts that paid results are increasing in price. Second, out of a survey it appeared search engine visitors are more likely to click on organic instead of paid (SEMPO, 2004).

The Paid search channels are operated by the search engines as well. Advertisement is displayed using sponsored or paid results. A company like Google charges a fee for each keyword. This fee is based on a CPC "costs per click" (Zin & Lin, 2006). Advertisement companies practice SEA (search engine advertising) in which they try to optimize these kind of paid channels. SEA is only shown to visitors using a certain keyword. Therefore this kind of advertising is useful for target ads (Goldfarb & Tucker, 2010)

Traffic gained out of referrals are visitors who entered a destination website through an URL link placed on another websites.

Traffic out of social can in some way be seen as referrals as well, yet these are predestined website referrals, including Facebook, twitter, LinkedIn.

This study further specifies its research only implementing organic search visitors based on two understandings. First, considering that direct traffic visitors are already conscious of your website. Second, that the distinction in research between the four indirect visitors differ in such a degree that this research is forced to further pursue one kind of visitor.

2.4 Customer experience

It has been researched and proven that website content and customer satisfaction are closely related (Kim & Stoel, 2004). This study also indicated consumers' shopping patterns on the internet are affected by the content on a website. Online visitors perceive each blog in a particular way. Hsu & Tsou (2011) developed a model to understand how customers experience online blogs. Hsu & Tsou (2011) created a way to value a blog on the basis of the 5 aspects of online customer experiences first mentioned in Schmitt (1999), see figure 5. Customer experience is defined as, consumers' emotional responses to environmental psychology while they are spurred by the environmental cues (Hsu & Tsou, 2011).

(1) Is it appealing to the senses and has the objective of creating sensory experiences through sights and sounds, such as photographs or video?

(2) Is it appealing to consumers' inner feelings and emotions with the objective of creating affective experiences that include positive moods linked to blog participation?

(3) Is it appealing to the intellect with the objective of creating cognitive, problem-solving experiences that engage users creatively in the context of the blog?

(4) Does it act and enrich individuals' lives by targeting their physical experiences, showing them alternative ways of changing lifestyles and interactions due to the blog; and

(5) Does it relate. It contains aspects of sense, feel, think, and act marketing. However, relate experiences expand beyond the individual's personal and private feelings, thus connecting the individuals to a broader social system through the blog. (Hsu & Tsou, 2011)

2.4.1 Performance indicators for indirect blogs

In this paper the five mentioned aspects for customer experience are not respected as the only aspects influencing the value of a blog, whether these are direct or indirect blogs. With this being clear to second sub question "What are the performance indicators for indirect blog articles." can be answered. A few other factors are included as well. These factors mainly cover the aspect information credibility. In Hsu & Tsou (2011), each aspect is established on the basis of three kind of questions, scored from 1 to 6. The last aspect, information credibility, is created by measuring articles on the factors of; unbiased, accurate, trustworthy, expert and credible, these are scored in the same way as the other aspects.

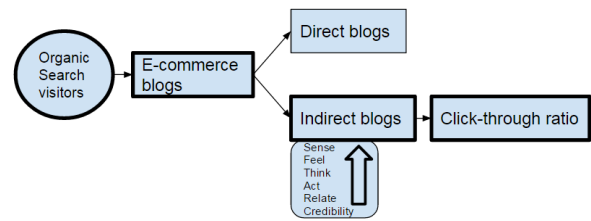
2.5 Click-through ratio

The click-through ratio is a percentage based on the amount of visitors that click onto the next page. This percentage is the opposite of the bounce ratio, a given value in Google Analytics. Google describes the bounce ratio as, the percentage of single-page visits in which the person left your site from the entrance page (google analytics). So a lower bounce ratio (Rb), generally indicates a better ease-of-use and a more relevant website for the visitors. $Rb = (Tv / Te)$ in which Tv are the total visits viewed only one page and Te the total entries to the page. Therefore it can be said that for each specific first entry page;

$$1 - Rb = \text{Click-through ratio}$$

The click-through ratio is one of the first metrics available out of which conversion can arise. Conversion is described as the the sales made divided by the total amount of customers, which is better in illustrating a metric to compare between websites then only sales. Yet, we limit our research on the click-through ratio, due to more factors influencing conversion than the click-through ratio alone. This literature study makes it possible to setup a model. This model hypothetically solves this research it's problem statement. Yet, it reflects on an idea that still has to be proven.

Model 1 : Blog visitors value path



3. METHOD

This study will conduct a quantitative and qualitative research, focusing mainly on obtaining statistical data that in turn can be compared with qualitative derived information. This data is divided into two parts each collected in a different way.

For the collection of the click-through ratio this study used Google Analytics. Google Analytics is a website analysis and metrics application gathering user behavior, demographics and technical information (Turner, 2010) Google analytics allows website owners to place a javascript code in the back-end of their website. This code grants access to tracking information of all visitors on that website. One of these dimensions is the bounce ratio. The total visitors minus this bounce ratio will give the paper the answer for each click-through ratio for each website. Eventually it is arguable to question the real value of a blog when the visitors stay on a blog. Even though the visitor has a click-through rate he can still click-through towards another blog article page. Therefore this study will look further into this problem and includes it in the research. A new model is a necessity to establish an effective way of valuing a blog article.

The other essential statistical data is constructed with an expert analysis. Five experts in the field of digital marketing valued each criteria for three indirect articles per blog. These criteria, based upon the aspects of customer experience, will be rated with the metric system of 1 to 6, from low to high visibility, respectively. This appeared not to give a full understanding of the essential data. A new qualitative expert analysis was carried out.

3.1 Units of analysis

For this research only customers out of a company database from Adwise, functioning as an online marketing company, are studied. Out of their complete customerbase there are 9 customers who are venturing in e-commerce and are making use of an online blog. These 9 online blogs are divided in direct blogs and indirect blogs making use of both definitions. It emerged that 6 blogs were pointed out as only having direct articles. So, 3 out of 9 are categorized as indirect blogs, having considerable indirect blog articles. Each studied blog appeared to be in a different industry. Each of the taken measures were done to ensure the appropriate validity and reliability.

Every web shop is be measured 1 full year from 1. January 2015 till 1. Januari 2016. The overall click-through ratio is a widely used measurement tool, but there are even better in-depth possibilities to measure the value of a blog. This click-through ratio could also consist of views gained from links visible on other webpages, whether these are internally or externally. A facebook post or forummessage only introducing that specific blog is another possibility for inconsistent data. Therefore to get more consistent results the click-through ratio

will only be weighed against the organic entries named as the “organic blog entries percentage”. Also further percentages in the click-through between blog article pages to out of blog pages are taken into account. These are measured as “no blog organic entries click-through ratio” from here out named as the normal click-through ratio.

A first expert analysis was held using a metric system. This expert analysis was held under five experts. Each online marketing expert was asked to rate the 9 articles on a score from 1 to 6 for each aspect. Where 1 means strongly disagree and 6 strongly agree. This analysis was performed in a valid and reliable way but lacked knowledge. Clear differences were visible in the given answers. Yet it was unknown how these differences arose due to only figures.

More underlying factors came forward. Only using a metric system didn't fully cover the potential it could achieve. For this reason a second in depth expert analysis was held under 10 experts. This time not only the articles but also the whole blogs were reviewed. Two new objectives emerged. At first, finding the problem for the differences in the given figures and second constructing a new tool for people who are trying to make a blog or write an indirect article.

This framework for blog writing success is structured as a periodic table for blog writing. All qualitative answers given by the marketeers are counted and clustered under certain values. When it was not clear what the marketer meant the answer was not taken into account.

Blog writers can apply the knowledge in the framework to write indirect articles and blogs that are seen as more superior and of more quality.

3.1.1 Rozenkelim

Rozenkelim (2016), www.rozenkelim.nl, imports vintage carpets from Turkey, Iran, Morocco and Moldova. They select and import all the carpets themselves; these rozenkelims come from Moldova, the recoloured rugs and patchwork rugs from Turkey and Iran and the Beni Ouarain rugs from Morocco. All the kelims, recoloured carpets and Berbers are authentic and old carpets. They constantly have about 400 carpets in stock and each of them is unique. In 2015 they had on average 14.093 users a month with 23.161 sessions. On average the overall bounce ratio is 41,77% and a conversion of 2,57%. Rozenkelim's blog is accessible with the URL “<https://www.rozenkelim.nl/blog>”. Currently this blog has 115 articles.

3.1.2 Elektramat

Elektramat (2016), www.elektramat.nl, is active as a wholesaler, in the B2B market, in the field of electrical engineering. Elektramat operates as an electrical webshop with more than 350,000 products and they deliver all the ordered products at a location of choice. The specialization of Elektramat is in distribution boxes. In 2015 they had on average 20.208 users a month with 28.488 sessions. On average the overall bounce ratio is 58,25% and a conversion of 2,33%. Instead of a blog, Elektramat calls their blog a “kennisbank” accessible with the URL “<https://www.elektramat.nl/kennisbank/>”. In this “kennisbank” 52 articles can be branded as blog articles, the additional pages are other kind of content like job applications, references and a sitemap. These last mentioned additional pages are excluded in this research.

3.1.3 Dierenapotheek

Dierenapotheek (2016), www.dierenapotheek.nl, originated from a actual day-to-day veterinary practice, which now consists more than twenty years. Out of an increasing demand for good veterinary medicines through a reliable online shop they started their webshop. They have knowledge and experience bundled in the field of veterinary medicines and pharmacy. In 2015 they had on average 8346 users a month with 10.577 sessions. On average the overall bounce ratio is 58,06% and a conversion of 2,67%. Also instead of a blog, Dierenapotheek calls their blog a “kennisbank” accessible with the URL “<https://www.dierenapotheek.nl/kennisbank>”. At this moment 65 articles are written in this blog.

3.2 Sessions or users

In this research the group of visitors for each webshop must be consistent. In Google Analytics a distinction is made between sessions and users. Once a user is longer than 30 minutes inactive on a website a user is seen as 2 sessions. A session is defined as a group of interactions that take place on your website within a given time frame. One session can have multiple transactions, events or page views (Google analytics, 2016). In Google analytics the bounce ratio is based on the amount of sessions. Therefore each company in this research will use the sessions as benchmark for the visitors.

3.2.1 Segment

For this research only a specific part of the total amount of visitors need to be studied. This specific part consists of organic visitors. Also all these visitors need to enter through a blog article and furthermore they should also click out of all the blog articles towards another page. These rules can be set up using a segment in Google Analytics. This segment is defined with three parameters consistent for each web shop, Appendix A.

Step 1: Medium: contains ‘organic’. This parameter excludes all the incoming visitors to sessions received from only non-paid search engine results.

Step 2: Landingspage: contains ‘/blog/'. Every session on the website that first entered the website on a page including /blog/ in the URL.

Step 3: Page: Does not contain ‘/blog/'. Every session on the website in which the second webpage does not include /blog in the URL.

With this 3 steps segmentation it is possible to create a model, applicable for every web shop containing a blog. This funnel model does not only tell us the click-through ratio, but is in step 3 also further specified for only the click-through ratio out of the blog articles. This model is applicable for every kind of article, also direct, and takes the measurement of a blog article its value a step closer.

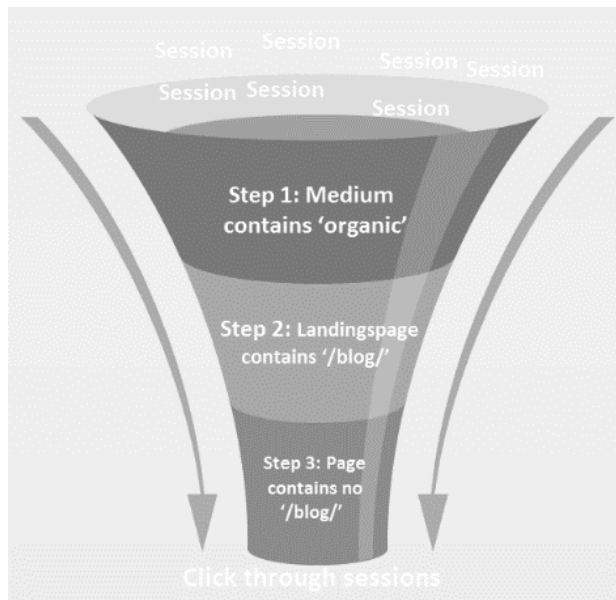
4. RESULTS

The results chapter consists of two parts. The first quantitative part questions if there is a link between indirect blog articles and the click-through ratio. In the second, qualitative, part the indirect blog articles will be scored on the basis of a measurement system. Eventually the next chapter will try to find the relation between the two measured variables.

4.1 The effect of indirect blogs on the click-through ratio

In this chapter the click-through ratio will be studied for each article. Also a model is created to measure the value of an article. First the visitors and segmentation are defined to get consistent data..

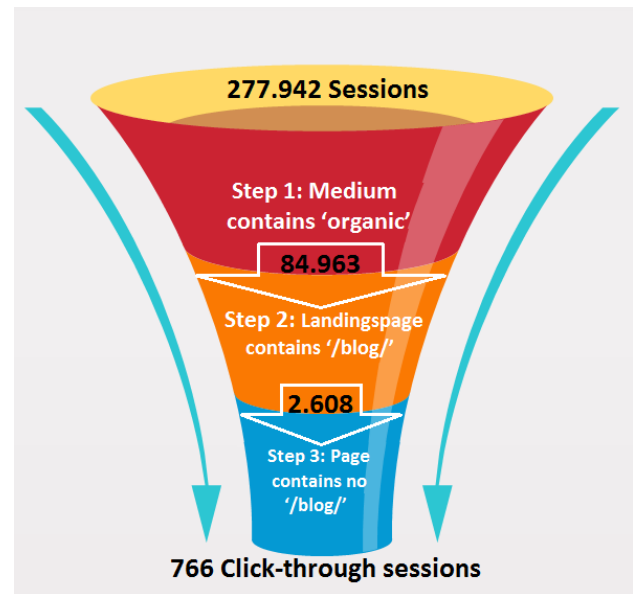
Model 2 : Blog/article value model



4.1.1 Rozenkelim

When the 277.942 total sessions for rozenkelim.nl are pulled through the first step in the funnel the outcome leads to 84.963 sessions in model 3. This indicates that 30,57% of all Rozenkelim's visitors enter the website through the organic search results. Step 2 shows that 3,06% ($2.608/84.963 \times 100\%$) of the organic sessions enter the website through the indirect blog. So for Rozenkelim the "no blog organic entries click-through ratio" is 0,9% ($766/84963 \times 100$). Out of which ($766/2608 \times 100\%$) 29,37% clicked through on a page that was no blog article.

Model 3 : Rozenkelim blog value model



4.1.1.1 Rozenkelim selection

The total amount of webpages in the blog are measured with the click-through funnel. To be able to compare the blog articles with the customer experience aspects they need to be measured on individual level as well. For this reason the articles with the most organic blog entries are picked for further study. The 3 steps in the funnel model are walked through in the same way as for the total blog. After filling in the segment parameters and filtering downwards on the most organic entries three indirect articles were chosen. The first article

"https://www.rozenkelim.nl/blog/beni_ouarain"

is valued as an direct blog article. The article is written around one type of carpet, the Beni Ouarain carpet. Even the URL is originally linking towards a page on product level. The seconde most viewed article

"https://www.rozenkelim.nl/blog/patchwork_vloerkleed_op_maat"

is valued as an indirect blog article. This article is not directly linked with one sub-category or product. There are no links visible towards any kind of product.

"https://www.rozenkelim.nl/blog/reinigen_kelim

Is also valued as an indirect blog article. This article is giving only tips on how to clean a Kelim. Furthermore it only has one URL but links to a broader level.

"https://www.rozenkelim.nl/blog/tips_vloerkleed"

is the last indirect article. It is only giving tips on how to buy a carpet. Not one intern link is included.

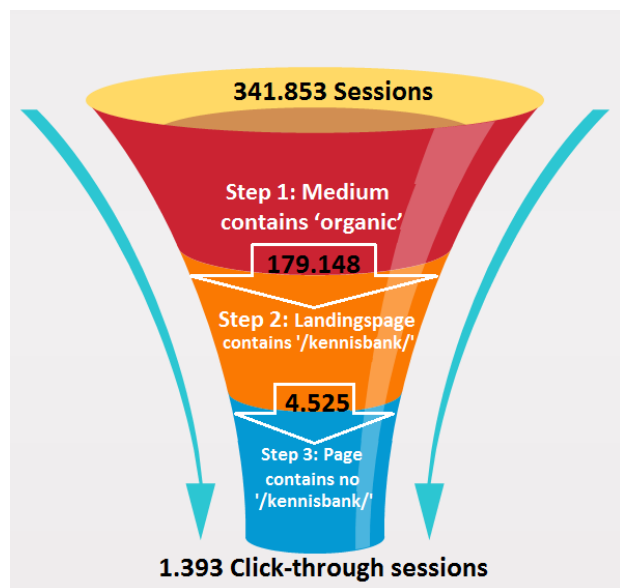
In appendix A the metrics are visible for all four above discussed articles. Every indirect article is measured using the funnel for blog/article value. As visible, step 2 visitors are divided by the total visitors reaching step 3. This indicates the real rate at which the article itself is of importance. For each article the valuable click-throughrate is found by dividing "rozenkelim organic/blog/-" with "rozenkelim organic/blog/noblog". This brings the percentages of "/patchwork_vloerkleed_op_maat" on 34,73% ($91/262$) "/reinigen_kelim" on 21,33%

(32/150) and “tips_vloerkleed” 23,28% (27/116). The higher the percentage the better an article is written.

4.1.2 Elektramat

The same calculations are done for Elektramat in model 4. In total the website had 341.853 sessions in the year 2015. 179.148 sessions appear out of organic search what leads to 52,40% ($179.148/341.853 \times 100\%$). Step 2 ‘contains /kennisbank/’ reduced the sessions to 4.530. However, as mentioned in 3.2.2 three articles within ‘/kennisbank/’ are wrongly indexed as a blog article and need to be excluded. For this reason 3 small parameters are included, “landingspage does not contain /referenties/”, “landingspage does not contain /sitemap/”, “landingspage does not contain /vacature/”. It appeared these were only 5 hits and brought the total on 4.525 sessions. From all the sessions entering the website on the blog (kennisbank) 1.393 clicked through to a page that was no blog article. Notations are based on Google Analytics outcomes, Appendix B. So finally the funnel model shows “organic blog entries percentage” of 2,53% and the “no blog organic entries click-through ratio” is 0,78% ($1393/179148 \times 100$). Eventually this leads to the valuable click-through ratio of 30,78% ($1393/4525$)

Model 4 : Elektramat blog value model



4.1.2.1 Elektramat selection

Also for Elektramat the blog clickthrough funnel is used on individual article level. The 3 indirect blog articles with the most organic blog pageviews are used for further research. The articles are filtered downwards and a distinction is made between direct and indirect blog articles.

“<https://www.elektramat.nl/kennisbank/verschil-1-fase-3-fase-groepenkast/>”

According to the definition this is classified as an direct blog article. This article shows the differences between two sub-categories in the same category. Also both links are visible in the article.

“<https://www.elektramat.nl/kennisbank/stoppenkast/>”

Is classified as indirect. The article does have a link but it is only linking towards a broader level.

“<https://www.elektramat.nl/kennisbank/XMVK-of-ymvk/>”

This article is at first sight only linking towards one product, yet further on in the article it also links to other available categories, which makes it an indirect article.

“<https://www.elektramat.nl/kennisbank/groepenkast-vervangen/>”

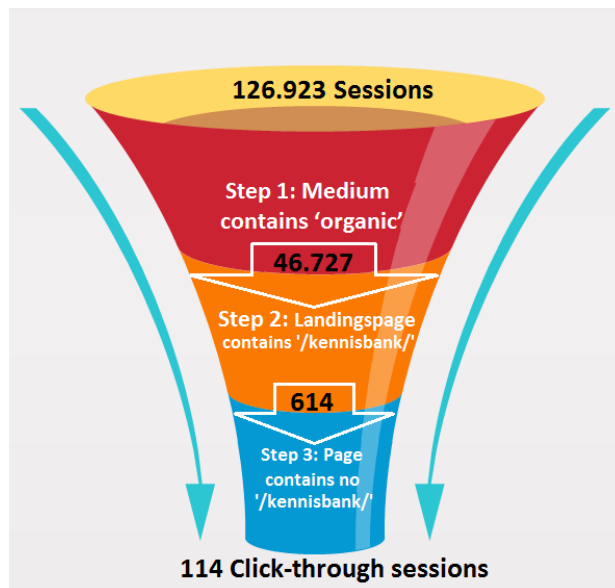
Is also valued as an indirect article. This article has a lot of different links and a link to a category page.

In appendix B the 4 studied articles are visible. For the three indirect articles “/stoppenkast”, “/XMVK_of YMVK” and “/groepenkast_vervangen” the valuable click-through rate are respectively 50,20% ($371/739$), 24,86% ($129/519$) and 62,62% ($67/107$)

4.1.3 Dierenapotheek

Model 5 shows the funnel model for Dierenapotheek, the smallest of the three blogs with 126.923 sessions in 2015. After step 1 the amount is reduced to 46.727, generating a percentage of 36,82% ($46.727/126.923 \times 100\%$). Filtering all the organic search results on landingspages containing only ‘/kennisbank/’ showed 1,31% ($614/46.727 \times 100\%$) entering the website on a blog article. Notations are based on Google Analytics outcomes For Dierenapotheek this leads to a “no blog click-through ratio” of 0,28% ($614/46.727$). So for Dierenapotheek the “organic blog entries percentage” is 3,06% and the “no blog organic entries click-through ratio” is 0,24% ($114/46727 \times 100$). Eventually the valuable blog article click-through ratio is 18,57% ($114/614$).

Model 5 : Dierenapotheek blog value model



4.1.3.1 Dierenapotheek selection

Also for the last blog, three articles are measured on individual level. The articles are filtered downwards for the most pageviews, for each is described why it is classified as indirect or direct.

“<https://www.dierenapotheek.nl/kennisbank/urine-hond/>” & “<https://www.dierenapotheek.nl/kennisbank/druppels-vlooien-hond-kat/>”

The first two articles are not available anymore and give a 404 error. Therefore they can't be measured for the six customer experience aspects and are filtered out.

"<https://www.dierenapotheek.nl/kennisbank/gebits-verzorging-kat/>"

Is an indirect blog article. This article is giving overall advice on how to take care of cats teeth. Linking to different kind of products like food and toothbrushes.

"<https://www.dierenapotheek.nl/kennisbank/nat-eczeem-hond/>"

Classified as an indirect blog article. The main subject, how to take care of eczema, has URL's linking towards two different kind of products.

"<https://www.dierenapotheek.nl/kennisbank/oorzaak-jeuk/>"

Also classified as an indirect blog. This article is giving a complete description on the causes of itching as, disease and flees, without a link.

In appendix C the number of visitors are visible for each of the five studied articles. The first two are filtered out. To find the valuable click-through ratio between step 2 and step 3 the unique pageviews of "dierenapotheek organic/kennisbank/nokennisbank" are divided by "dierenapotheek organic/kennisbank/-". This brings the percentages for the indirect articles of "/gebit-verzoring-kat" 22,50% (9/40) "/nat-eczeem-hond/" 17,14% (6/35) "/oorzaak-jeuk/" 22,22% (8/36).

4.2 Measuring blogs for blog writing succes

This chapter further values indirect blog articles with the overall blog performance indicators. It will try to find potential relations between the articles making use of qualitative research.

A framework is created on the basis of the aspects of customer experience (Hsu & Tsou, 2011).

To measure the indirect blog articles on the performance indicators an expert analysis is carried out. Out of each blog three indirect articles are chosen. Every indirect article is measured on 6 aspects scored on a value of 1 up to 6 (Appendix D). Eventually this analysis is carried out by five digital marketing experts. These scores are taken together and compared with each other. Three articles for each blog are picked out using the pageviews as indicator. For each blog only the first three indirect articles with the most organic pageviews in 2015 will be scored on customer experience. Each digital marketer was asked to value the aspects of customer experience for each article and for the total blog.

After researching the data it revealed many differences were visible. This was reason enough to revalidate the data in the study and implement a new, more indepth, study to find underlying values in the answers of marketing experts.

4.3 Blog framework development

A second analysis was carried out (Appendix E). In this research, the digital marketers group consisted of 10 respondents. Not only the first 5 experts were valued but also 5 new experts. Each was asked to redo the investigation. The fact that this study was not just asking for numbers but valued for answers on the basis of arguments made it possible to find hidden interpretations. For each article, but also for the overall blog, the experts were asked to answer three questions for each customer experience aspect "sense, feel, think, act, relate &

credibility": - In what way was the aspect for customer experience well appointed - in what way an aspect was not well appointed - what the expert would change to improve the article or blog. These answers were collected and studied to make certain assumptions.

Furthermore each expert was asked if they would clickthrough or not. To appoint the right values all the data was placed in the right order. Specific values were mentioned more than ones; this indicated a pattern and made it more logical to find a real negative problem or positive aspect. Certain overall values were developed to establish clusters with the given values. These clusters made it possible to make estimated statements.

Appendix E shows the values for all 3 blogs and 9 articles. Every positive and negative answers were studied and clustered. Some answers conflicted or made no sense. These were clustered out and not taken into account. Some answers were on the wrong side; these were included and placed on the other side.

4.3.1 Blog writing periodic table

To cluster the many given answers a unique way is presented. All the data is collected in a periodic table made for blog writing success. Blog writing success is not something that is possible to summarize with a few words. Many requirements contribute to a positive blog, these requirements need to work in harmony in order to make it a success. The counted values from appendix F are summarized and scored. In appendix G the counted values are divided by 20 and rounded up, this makes 6 the highest positive score and -4 the highest negative. A periodic table (Appendix H), like the well-known chemical periodic table, made it possible to make a certain hard to understand concept easy describable with a framework.

All the aspects were manually divided and placed under the performance indicator with the highest similarity, since it was not clear for the marketing experts how to bring the performance indicators into practice. Therefore the aspects were placed under the correct performance indicator.

4.3.2 Article remarks

Some interesting clusters can be found within the answers. The best scored positive cluster, use of pictures, that had 117 counts is way on top of the others. Further the best-scored negative cluster, the missing click-through link, was counted 76 times. As researched, the experts stated these 2 clusters as the most important to bear in mind. Photographic imagery, use of pictures, is very important online. This also appeared in a tourist study. In which the importance of fantasy, emotive aspects and multisensory in pictures were still lacking, resulting in a lack of creativity and failing in reflecting its cultural identity (Govers. R, 2004). Another important factor, trust, came forward. Wu et al. (2008) researched online businesses and it stated that customers get more motivated to visit and buy from a website once they trust a website. Furthermore customers are also eager to compare information. This can be achieved by using clear and relevant content information (Honeycutt, 1998).

Being able to easily click-through from an article to another part of the website, whether this is with a banner or button, is very important. This will bring more visitors to webpages and this is more relevant because on these pages the products are being offered to the customers. (Schonberg. E, 2000).

4.3.3 Blog remarks

Additionally the 10 experts also made observations on the overall blog. For Rozenkelim, it became apparent that the respondents had very little corresponding observations and improvements. Yet, they all gave recommendations on how to improve the blog. Some respondents noticed that the structure is not well implemented. The main blogpage is mainly focusing on the last written article. Some respondents noted on what they would change on the feel with; "more articles on the first page not 1" but they also suggested to implement categories with "Add categories for the different subjects." Continuing in this way has no order. Therefore the blog answers were clustered as well. These clusters were measured and studied in the same way. Resulting in the same kind of periodic table, yet in most cases showing contrast with another variety of clusters.

Noticable is the fact that the cluster 'use of pictures' also reappeared for the blog. Even on blog level pictures are extremely important. In a way they are the coverpage. Let's reframe it, would someone browse through a book that has no image on its cover? This sounds very unlikely; the same is the case for a blog. Other mentioned factors like an interesting title and strong content correspond with the variety and quality of written content. These are key measurements for consumers shopping experience on the Internet. (Jarvenpaa & Todd, 1997)

The most negative cluster found for a blog is a bad navigation. Koivumäki (2001) found a positive relation between customer satisfaction on using a webshop and implementing navigational properties on a website. Another study also found a positive relationship between navigational features on a website and the increase of a potential purchase (White & Manning, 1998).

5. DISCUSSION

The discussion is divided into three sections, which are highlighted and further explained on a more in depth level. These three topics are the main subjects that have emerged from this research and have an added value towards other studies.

5.1 Indirect blog article

A blog writer has to know which direction he has to take, spending time in finding relevant subjects or in writing more irrelevant content. For this reason it is important to know the difference between direct and indirect blogs. The difference in approach of the two types of articles is of such variety that this research is completely based on indirect. To utilize blogs with the right instruments this article came up with performance indicators. A writer should consider these factors when writing an article or blog. Digital marketing experts only studied indirect articles in the analysis.

From the ground up indirect articles have a completely different purpose than its direct counterpart. Whereby indirect is focusing on getting more visitors by being more visible in organic searches. The direct articles main purpose is to lead people from the blog to purchase a product by naming that specific links in the article. As first thought this can't be achieved in an indirect article because these products do not exist within the articles. In contrast, indirect articles are written around Google search keywords for potential leads. The understanding is this will lead to more sales.

So where do you draw the line and how do you measure if an article is indirect or direct. In principle everything on the web is connected with each other. So there should be set a clear

boundary from what points onward an article is perceived as one is. This study has chosen to take subcategories within a website its sitemap as the final footprint. A sitemap, in other words navigation path on a website, is based on a specific well-known structure and gets narrower respectively; categories, subcategories, filters, products.

The interconnectability between each product result in most cases that categories are too broad. Linking towards categories will match less results for a direct blog because visitors still need to perform some actions before reaching the desired products.

Limitations

This study assumes that as soon as one indirect link is found the whole article is indirect. Once one subject or link, not directly relatable to a sales product, is mentioned the article is classified as indirect. Further this study does not take into account the intensity of indirect and direct articles. An article that contains 1 indirect link out of 20 total links equates to an article where 20 out of 20 links are indirect. Consequent research may reveal whether there exists a relationship in the ratio between the amount of indirect and direct.

5.2 Making a blog value model

The so called blog value funnel uses 3 parameters. In step two a parameter is set to find the landingpage as a subdirectory in the url. Yet another occurrence, a blog as subdomain in the url is also a viable option. In this case the funnel will no longer work. So to practice this method, check the value and if necessary replace the parameter to "blog."

Another event may occur in which the value of the second parameter does not function. Even two of the studied webshops did not use blog in the URL name but another term "kennisbank". The purpose of both are alike, namely to build content and thus get more organic visitors to the website. For that reason the subdirectory of these pages can be changed to /blog/.

For the last step it has been mentioned that every visitor going to a page not containing /blog/ in the last URL will get through the last step. Therefore this visitor is going through the entire filter. This signifies every other page on this same horizontal level is of the same value. So in this study a contactpage or careerpage are of the same importance as a page with relevant products. Each of these pages could already create more value than a visitor that stayed on the blog. But to find out to what extent this values differs is a study on its own. Further research is needed to determine this difference.

To measure the value of a blog this study stopped at the click-through ratio. Measuring a valid answer as far as the true sales is difficult to trace back to the source of one article. Once sales are being retrieved from multiple channels/refferrals it is nearly impossible to determine the total created sales outcomes of one channel path.

Limitations

Before an article's value can be determined the articles need to be online for at least some time. An article first needs some days before it is recognized in the cache from Google; afterwards it also needs more time to gather visitors. It is worth noting that in order to compare articles, both of them have to be online at the same time period. Also other factors on the website determine if an article is scoring well in other time

period on the Google SEO ranking. This ranking is of influence on the incoming quality and amount of visitors.

5.3 Aspects for better article writing

Most forward came the article of Hsu & Tsou (2011) in which they claim to have found the right terms for identifying and writing a good article. Once marketing experts are asked to bring these terms into practice and acquire them out of written articles, it appeared challenging. It is hard to distinguish the differences. The value of a blog or articles goes way deeper than just those six aspects. One should understand that the quality of a good blog post cannot be easily summed up in six aspects.

Marketing experts researched 9 articles and 3 blogs as a whole. It appeared many more aspects came forward. These aspects were redivided and placed in the right cluster. These clusters were allocated in a periodic table.

This study made no in-depth focus on the click-through value relation of each aspect. Theoretical research showed that there was no consistent study on all different aspects, for that reason it was first necessary to set the basis of all the aspects influencing an article or blog. This gives enough novel information on which further research can be carried out.

Limitations

In addition each aspect has a certain relation with the click-through ratio between one another. For these numbers further quantitative study is required. For this quantitative study the amount of picked articles need to be larger. These articles can be measured by the funnel and at the same time it can be determined what aspects are present in the picked articles.

Another limitation lies in the fact that this study advises blog writers how to write an indirect article. Hence, it is quite possible that these same factors apply to each type of blog, yet this still has to be proven.

6. CONCLUSION & RECOMMENDATIONS

A study describing three parts, each included to answer one specific question; *“Is indirect blog content development increasing the value of a webshop?”* To fully understand this question it was necessary to first set clear guidelines on the definition of indirect articles so a comparison could be made, *indirect articles are defined as*; “articles written in an online blog, having content that is not directly targeting one specific product or sub-category”.

After this step a unit of measurement was required. Prior to this research this measurement tool was still unknown for valuing blog articles. It is based upon a three steps funnel created with segmentations in Google Analytics. This so-called blog value model can be used for all types of blog articles.

Prior research revealed six relevant performance indicators that were developed to understand the online customer experience of blogs. A first held research tried to find a relation between these and the CTR. Yet, after performing this research it appeared many more underlying factors are at work. For that reason, another research was held to further discover the data underlying these first 6 factors. Based on this data a periodic table for blog writing success was created. First, all the data was clustered and divided in positive and negative aspects for individual articles and overall blogs. Onwards the aspects were scored from the lowest -4 till 6 as highest and classified under the six basic performance indicators.

To conclude, indirect blog articles do create value over time. Basically every article is generating more visitors to the website, only granted that the technical SEO rules were applied. As a consequence, optimizing indirect articles with the blog writing periodic table to generate more CTR is where the real added value lies in this research. If blog writers apply this periodic table and restructure their blogs, it is likely the visitors' click-through ratio will increase. In turn, more CTR increases the change for more sales and higher revenues.

What makes this research important is the easy application in practice. Being to first study developing a measurement funnel as well as creating performance indicators for writing better indirect blogs. Every blog writer can make use of these concepts for their own work.

By definition the blog writing periodic table raises more questions. The conducted research on these aspects are merely reaching the tip of the iceberg. Yet, they show the first real practicable aspects for improving blogs. More research needs to be done to find the relations between an aspect and the effect on the CTR. But also interrelationships between each performance indicator is of great importance.

In this study the implication has been made the difference in articles/blogs can be measured as an ordinal variable with two categories. Yet, other kind of variables are not taken into account. It sounds logical to assume some difference exist between different levels of indirect blogs. In this study an article in a fitness web shop talking about nutrition is on the same level as an article about paintings. Further, a question that also emerges in this research is in its measurability. Is there a relation in the ratio between the amount of direct and indirect links mentioned in one article?












So blogs are written by web shops to get more visitors. With this their main attempt is to get organic visitors. Each text written on a new page could lead to a new ranked Google keyword. So if a company finds out relevant content leads to more visitors they will eventually start with writing less relevant content to their sold products in their hope this will lead to the same results. So these visitors will reach the less relevant pages and are less likely to click-through towards the required products. These visitors, not directly attracted and in some way mislead in what they would expect, how can they be kept on the website. That is what this study found out and what makes it of great importance for practicable application.

So hundreds of words combined that allows making astounding and unique creations, better known as blogs. It gives readers an understanding of the story of a writer. Web shops in most cases however, just want to obtain visitors one way or the other. Not only articles with relevant subjects seem to accomplish this but also articles with irrelevant subjects. The same counts for fitness stores. Not only articles about dumbbells but also about nutrition will lead to visitors. The real challenge however is to alter these articles in the most optimised way to reach their full potential. This can be accomplished with the new blog writing periodic table. This complete list of performance indicators established profound principles shaping the structure for a whole new specialisation.











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Appendix A

	Pagina 	Paginaweergaven 	Unieke paginaweergaves 	Gem. tijd op pagina 	Instappunten 	Bouncepercentage 
	rozenkelim organic/blog/-	3.328 % van totaal: 0,24% (1.360.051)	2.755 % van totaal: 0,29% (964.769)	00:01:30 Gem. voor dataweergave: 00:00:40 (123,64%)	2.327 % van totaal: 0,91% (256.167)	61,11% Gem. voor dataweergave: 42,00% (45,50%)
	rozenkelim organic/blog/noblog	1.234 % van totaal: 0,09% (1.360.051)	898 % van totaal: 0,09% (964.769)	00:01:29 Gem. voor dataweergave: 00:00:40 (119,17%)	678 % van totaal: 0,26% (256.167)	0,00% Gem. voor dataweergave: 42,00% (-100,00%)
<input type="checkbox"/>	1. /blog/Beni_ouarain 					
	rozenkelim organic/blog/-	446 (13,40%)	350 (12,70%)	00:01:41	345 (14,83%)	40,58%
	rozenkelim organic/blog/noblog	254 (20,58%)	186 (20,71%)	00:01:38	182 (26,84%)	0,00%
<input checked="" type="checkbox"/>	2. /blog/patchwork_vloerkleed_op_maat 					
	rozenkelim organic/blog/-	330 (9,92%)	262 (9,51%)	00:01:29	258 (11,09%)	58,91%
	rozenkelim organic/blog/noblog	139 (11,26%)	91 (10,13%)	00:01:38	89 (13,13%)	0,00%
<input checked="" type="checkbox"/>	3. /blog/reinigen_kelim 					
	rozenkelim organic/blog/-	179 (5,38%)	150 (5,44%)	00:01:26	148 (6,36%)	66,22%
	rozenkelim organic/blog/noblog	44 (3,57%)	32 (3,56%)	00:01:07	30 (4,42%)	0,00%
<input checked="" type="checkbox"/>	4. /blog/tips_vloerkleed 					
	rozenkelim organic/blog/-	134 (4,03%)	116 (4,21%)	00:02:31	115 (4,94%)	64,35%
	rozenkelim organic/blog/noblog	35 (2,84%)	27 (3,01%)	00:02:25	26 (3,83%)	0,00%

Appendix B

<input type="checkbox"/>	Pagina 	Paginaweergaven 	Unieke paginaweergaves 	Gem. tijd op pagina 	Instappunten 	Bouncepercentage 
	Elektramat organic/blog/-	5.566 % van totaal: 0,38% (1.454.171)	4.580 % van totaal: 0,46% (992.820)	00:02:08 Gem. voor dataweergave: 00:00:50 (155,55%)	4.530 % van totaal: 1,33% (341.749)	66,29% Gem. voor dataweergave: 58,25% (13,81%)
	Elektramat organic/kennisbank/nokennisbank (extra bevat niet)	2.278 % van totaal: 0,16% (1.454.171)	1.428 % van totaal: 0,14% (992.820)	00:01:48 Gem. voor dataweergave: 00:00:50 (114,27%)	1.396 % van totaal: 0,41% (341.749)	0,00% Gem. voor dataweergave: 58,25% (-100,00%)
<input type="checkbox"/>	1. /kennisbank/verschil-1-fase-3-fase-groepenkast/ 					
	Elektramat organic/blog/-	3.177 (57,08%)	2.655 (57,97%)	00:03:14	2.652 (58,54%)	74,13%
	Elektramat organic/kennisbank/nokenn...	1.032 (45,30%)	601 (42,09%)	00:02:43	599 (42,91%)	0,00%
<input type="checkbox"/>	2. /kennisbank/stoppenkast/ 					
	Elektramat organic/blog/-	932 (16,74%)	739 (16,14%)	00:00:37	739 (16,31%)	48,44%
	Elektramat organic/kennisbank/nokenn...	553 (24,28%)	371 (25,98%)	00:00:27	371 (26,58%)	0,00%
<input type="checkbox"/>	3. /kennisbank/XMVK-of-YMVK/ 					
	Elektramat organic/blog/-	574 (10,31%)	519 (11,33%)	00:02:52	515 (11,37%)	73,40%
	Elektramat organic/kennisbank/nokenn...	174 (7,64%)	129 (9,03%)	00:02:47	127 (9,10%)	0,00%
<input type="checkbox"/>	5. /kennisbank/groepenkast-vervangen/ 					
	Elektramat organic/blog/-	143 (2,57%)	107 (2,34%)	00:00:56	104 (2,30%)	35,58%
	Elektramat organic/kennisbank/nokenn...	102 (4,48%)	67 (4,69%)	00:00:43	65 (4,66%)	0,00%

Appendix C

<input type="checkbox"/>	Pagina [?]	Paginaweergaven [?]	Unieke paginaweergaves [?]	Gem. tijd op pagina [?]	Instappunten [?]	Bouncepercentage [?]
	Dierenapotheek organic/kennisbank/-	740 % van totaal: 0,18% (414.310)	680 % van totaal: 0,22% (302.982)	00:01:30 Gem. voor dataweergave: 00:00:45 (100,53%)	614 % van totaal: 0,48% (126.849)	70,85% Gem. voor dataweergave: 58,08% (21,98%)
	Dierenapotheek organic/kennisbank/nokennisbank	154 % van totaal: 0,04% (414.310)	123 % van totaal: 0,04% (302.982)	00:01:05 Gem. voor dataweergave: 00:00:45 (45,24%)	114 % van totaal: 0,09% (126.849)	0,00% Gem. voor dataweergave: 58,08% (-100,00%)
<input type="checkbox"/>	1. /kennisbank/urine-hond/ 					
	Dierenapotheek organic/kennisban..	66 (8,92%)	65 (9,56%)	00:00:25	65 (10,59%)	70,77%
	Dierenapotheek organic/kennisban..	18 (11,69%)	18 (14,63%)	00:00:23	18 (15,79%)	0,00%
<input type="checkbox"/>	2. /kennisbank/druppels-vlooiën-hond-kat/ 					
	Dierenapotheek organic/kennisban..	58 (7,84%)	50 (7,35%)	00:01:16	50 (8,14%)	60,00%
	Dierenapotheek organic/kennisban..	26 (16,88%)	19 (15,45%)	00:01:14	19 (16,67%)	0,00%
<input type="checkbox"/>	3. /kennisbank/ 					
	Dierenapotheek organic/kennisban..	53 (7,16%)	44 (6,47%)	00:00:15	37 (6,03%)	35,14%
	Dierenapotheek organic/kennisban..	15 (9,74%)	12 (9,76%)	00:00:18	10 (8,77%)	0,00%
<input type="checkbox"/>	4. /kennisbank/gebit-verzorging-kat/ 					
	Dierenapotheek organic/kennisban..	44 (5,95%)	40 (5,88%)	00:02:03	39 (6,35%)	61,54%
	Dierenapotheek organic/kennisban..	11 (7,14%)	9 (7,32%)	00:01:05	9 (7,89%)	0,00%
<input type="checkbox"/>	5. /kennisbank/nat-eczeem-hond/ 					
	Dierenapotheek organic/kennisban..	41 (5,54%)	35 (5,15%)	00:04:13	35 (5,70%)	71,43%
	Dierenapotheek organic/kennisban..	8 (5,19%)	6 (4,88%)	00:01:55	6 (5,26%)	0,00%
<input type="checkbox"/>	6. /kennisbank/oorzaak-jeuk/ 					
	Dierenapotheek organic/kennisban..	40 (5,41%)	36 (5,29%)	00:01:15	32 (5,21%)	78,12%
	Dierenapotheek organic/kennisban..	12 (7,79%)	8 (6,50%)	00:01:15	7 (6,14%)	0,00%

Appendix D

Company website : rozenkelim.nl		factors (1 strongly disagree - 6 strongly agree)	/blog/patch work_vloer kleed_op_ maat	/blog/rei nigen_ke lim	/blog/tip s_vloerkl eed
Sense	SE1. The blog tries to engage my senses.				
	SE2. Participation in the blog is perceptually interesting.				
	SE3. The blog has sensory appeal for me.				
Feel	FE1. The blog tries to put me in a certain mood.				
	FE2. The blog makes me respond in an emotional manner.				
	FE3. The blog tries to appeal to feelings for me.				
Think	TH1. The blog tries to intrigue me.				
	TH2. The blog stimulates my curiosity.				
	TH3. The blog tries to appeal to my creative thinking.				
Act	AC1. The blog tries to make me think about my lifestyle.				
	AC2. The blog reminds me of activities I can do.				
	AC3. The blog tries to make me think about actions and behaviors.				
Relate	RE1. The blog tries to get me to think about relationships.				
	RE2. I can relate to other people through the blog.				
	RE3. The blog tries to remind me of social rules and arrangements.				
Information credibility	IC1. Credible.				
	IC2. Expert.				
	IC3. Trustworthy.				
	IC4. Accurate.				
	IC5. Unbiased.				

Appendix E

Rate each article as you would land on the page while searching on google. Give 3 comments for 3 articles and the total blog for each aspect.				<expert name>
Company website: www.rozenkelim.nl	blog article	The aspect is well appointed because:	The aspect is not well appointed because:	If i would do it myself i would change:
Sense (The blog tries to engage my senses.) (Participation in the blog is perceptually interesting.) (The blog has sensory appeal for me.)	www.rozenkelim.nl/blog/p/atchwork_vloerkleed_op_maat			
	www.rozenkelim.nl/blog/r/einigen_kelim			
	www.rozenkelim.nl/blog/t/jps_vloerkleed			
	www.rozenkelim.nl/blog/			
Feel (The blog tries to put me in a certain mood.) (The blog makes me respond in an emotional manner.) (The blog tries to appeal to feelings for me.)	www.rozenkelim.nl/blog/p/atchwork_vloerkleed_op_maat			
	www.rozenkelim.nl/blog/r/einigen_kelim			
	www.rozenkelim.nl/blog/t/jps_vloerkleed			
	www.rozenkelim.nl/blog/			
Think (The blog tries to intrigue me.) (The blog stimulates my curiosity.) (The blog tries to appeal to my creative thinking.)	www.rozenkelim.nl/blog/p/atchwork_vloerkleed_op_maat			
	www.rozenkelim.nl/blog/r/einigen_kelim			
	www.rozenkelim.nl/blog/t/jps_vloerkleed			
	www.rozenkelim.nl/blog/			
Act (The blog tries to make me think about my lifestyle.) (The blog reminds me of activities I can do.) (The blog tries to make me think about actions and behaviors.)	www.rozenkelim.nl/blog/p/atchwork_vloerkleed_op_maat			
	www.rozenkelim.nl/blog/r/einigen_kelim			
	www.rozenkelim.nl/blog/t/jps_vloerkleed			
	www.rozenkelim.nl/blog/			
Relate (The blog tries to get me to think about relationships.) (I can relate to other people through the blog.) (The blog tries to remind me of social rules and arrangements.)	www.rozenkelim.nl/blog/p/atchwork_vloerkleed_op_maat			
	www.rozenkelim.nl/blog/r/einigen_kelim			
	www.rozenkelim.nl/blog/t/jps_vloerkleed			
	www.rozenkelim.nl/blog/			
Information credibility (Credible) (Expert) (Trustworthy) (Accurate) (Unbiased)	www.rozenkelim.nl/blog/p/atchwork_vloerkleed_op_maat			
	www.rozenkelim.nl/blog/r/einigen_kelim			
	www.rozenkelim.nl/blog/t/jps_vloerkleed			
	www.rozenkelim.nl/blog/			

Appendix F

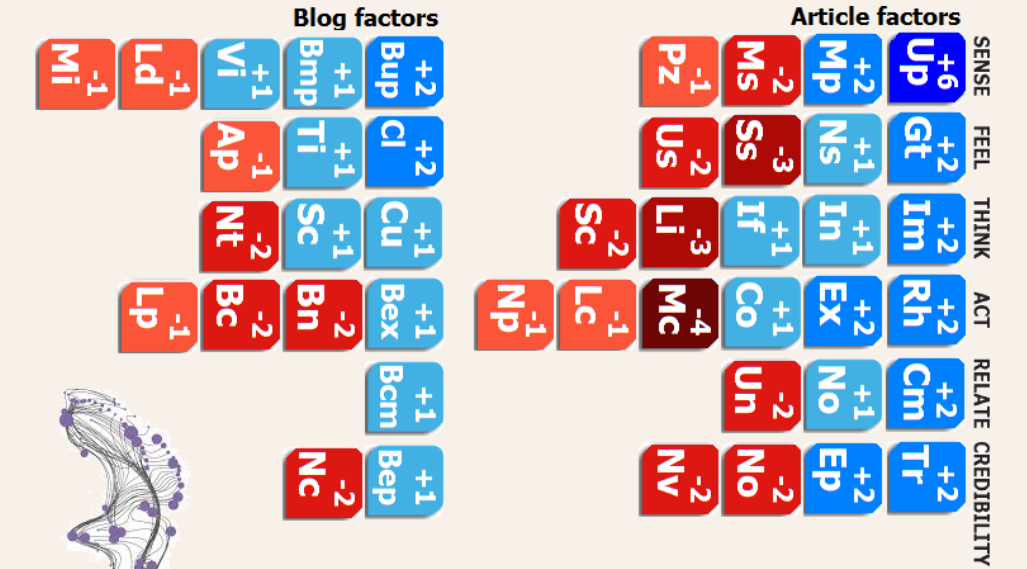
article positive	amount	article negative	amount	blog positive	amount	blog negative	amount
Use of picture	117	Limited information	55	Visibility	7	Bad navigation	34
nice story	14	No practice implication	13	clarity	20	lifeless design	14
Good tips	22	Missing click-through	76	curiousness	6	missing pictures	7
informative	12	unpleasant story	21	use pictures	26	Not convincing	15
novelty	9	Simple/bad structure	48	compare	6	Not to the point	12
consciousness	6	small content length	26	examples	8	Bad clickthrough	27
imagination	28	No sources	40	mood of pictures	7	apathy	7
remind to handle	35	Pictures without zoom	19	strong content	9	limited participate option	15
Trust	34	Unlinkable	21	expert	14		
compare	21	no visible webshop size	23	Title	9		
Examples	27	limited comment options	18				
Mood of pictures	20	missing social media	23				
inspiration	19						
expert	22						
total	386	total	383	total	112	total	131

Appendix G

article positive	amount	article negative	amount	blog positive	amount	blog negative	amount
Use of picture	6	Limited information	-3	Visibility	1	Bad navigation	-2
nice story	1	No practice implication	-1	clarity	2	lifeless design	-1
Good tips	2	Missing click-through	-4	curiousness	1	missing pictures	-1
informative	1	unpleasant story	-2	use pictures	2	Not convincing	-1
novelty	1	Simple/bad structure	-3	compare	1	Not to the point	-1
consciousness	1	small content length	-2	examples	1	Bad clickthrough	-2
imagination	2	No sources	-2	mood of pictures	1	apathy	-1
Reminds to handle	2	Pictures without zoom	-1	strong content	1	limited participate option	-1
Trust	2	Unlinkable	-2	expert	1		
compare	2	no visible webshop size	-2	Title	1		
Examples	2	limited comment options	-1				
Mood of pictures	2	missing social media	-2				
inspiration	1						
expert	2						

Appendix H

Article factors	
Sense	
Up Use of pictures	Do you have enough images visible on the webpage?
Mp Mood of pictures	Do pictures bring over the mood you want to accomplish?
So Missing social media	Does your page have any interaction with social media?
Pz Pictures without zoom	Does your page have an option to make the images bigger when clicking on it
Feel	
Gt Good tips	Are the given tips valuable?
Ns Nice story	Does the article has the right feeling you want to bring over towards the reader?
Ss Simple/bad structure	Do the headers have tags and if so, built up with a H1 till H5 tag structure?
Us Unpleasant story	Can your story make the reader disagrees or cause discomfort with some part, rephrase it
Think	
Im Imagination	Does the article bring up any imagination?
In Inspiration	Does the article inspire the reader?
If Informative	Does the article inform the reader?
Li Limited information	The story has size, yet the content has little meaning. First retrieve more data
Sc Small content size	The story cant bring over a good story due to its small size, create more content
Act	
Rh Remind to handle	Do you show how it could be used into practice?
Ex Examples	Is it further elaborated on with examples?
Co Consciousness	Does it bring over awareness of something within oneself, such as ideas and thoughts?
Mc Missing click-through	Make sure the visitors have a button to click further to the desired page
Lc Limited comment	Does the article have an area where a visitor can place a comment?
Np No practical implication	Show the reader how the written ideas can contribute to functional implications
Relate	
Cm Compare	Do you show a comparison in the article with other available content?
No Novelty	Does your article mention a concept that is the first of its kind?
Un Unlinkable	Does your article have outbound links to other website to support popularity?
Credibility	
Tr Trust	Is the article convincing enough?
Ep Expert	Does the article appears professional in the subject
No No sources	Do you show your source links in the article?
Nv No visible webshop size	Is it visible how large the company is with only this web page?



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Blog factors	
Sense	
Bum Use of pictures	Do you have enough visible images on the blog page?
Bmp Mood of pictures	Do the pictures in the blog bring over the mood you want to accomplish?
Vi Visibility	Are the individual articles noticeable enough?
Ld Lifeless design	Does your blogpage has an appealing/well-formed design?
Mi Missing pictures	Are there missing pictures/article shown on the overall blog page?
Feel	
Cl Clarity	Is it clear the specific page concerns the blog pager?
It Title	Are the titles of the articles visible?
Ap Apathy	Does the blog brings over lack of interest or enthusiasm?
Think	
Cu Curiousness	The blog brings over the desire to know and click further?
Sc Strong content	The overall information is valuable
Nt Not to the point	The blog is constructed out of loose ends with no clear goal
Act	
Bex Examples	Does the blog show examples?
Bn Bad navigation	The blog has no clear direction on how to move through the articles
Bc Bad click-through	Are the buttons towards the individual articles clear enough?
Lp Limited participation	There is no way for a reader to express his opinion
Relate	
Bcm Compare	Do you show a comparison with other available blogs?
Credibility	
Bep Expert	Does the blog appears professional in the subject
Nc Not convincing	The story has no plausible trustworthiness