European Journal of Computer Science and Information Technology, 12 (5),1-16, 2024
Print ISSN: 2054-0957 (Print),
Online ISSN: 2054-0965 (Online)
Website: https://www.eajournals.org/
Publication of the European Centre for Research Training and Development -UK

Impact of the Qualified Digital Content on Digital Experience Optimization and Conversion

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doi: https://doi.org/10.37745/ejcsit.2013/vol12n5116 Published July 30, 2024

Citation: Almaghlouth A. (2024) Impact of the Qualified Digital Content on Digital Experience Optimization and Conversion, *European Journal of Computer Science and Information Technology*, 12 (5),1-16

ABSTRACT: *This research explores the critical role of qualified digital content in enhancing user experience and increasing conversion rates. In the digital age, content quality is paramount in attracting and retaining users. However, the relationship between content quality, user experience, and conversion rates remains underexplored, in the context from business to business view. This study aims to bridge this gap by examining how high-quality digital content can improve user experience, leading to higher conversion rates. The methodology analyses the outcomes of the Digital Government Authority (DGA) in Saudi Arabia which implemented a project to enhance the digital content in their website. A qualitative approach was applied, using a statistical paired T-test. Preliminary findings suggest a strong correlation between the quality of digital content, experience useability, credibility and usefulness, and conversion rates. This research recommends organizations, especially in the governmental sector, invest in creating and maintaining high-quality digital content as a strategic approach to enhance user experience and boost conversions.*

KEYWORDS: qualified digital content, digital experience, optimization, conversion

INTRODUCTION

This study aims to investigate the role of qualified digital content in enhancing user experience and demand for services provided by the government through digital channels. In general, one of the four realms of the Saudi government's 2030 Vision is to increase the rate of digitalization, especially in the public sector. Thus, the Digital Government Authority was established in March, 2021 to achieve this objective.

Establishing this authority is considered a qualitative shift towards enhancing digital performance within government agencies, raising the quality of services provided, and improving customer experience with government agencies, in line with the Kingdom's ambitious vision for 2030. The Digital Government Authority assists government entities in providing digital services of high quality and efficiency that contribute to raising returns on investment and growing the national economy and working to measure the performance of

government agencies and their capabilities in the field of digital government to achieve beneficiary satisfaction (DGA.GOV.SA, 2022).

Substantially, the electronic services level agreement aims to clarify and demonstrate the quality of the level of services provided through the electronic portal of the Digital Government Authority. The rights and duties of both the Authority and the beneficiary. This agreement is considered an explicit and clear agreement between the Authority and those wishing to benefit from its electronic services.

This study aims to determine the factors affecting the optimization of digital experience and conversion rate and to what extent the quality of content affects user experience.

LITERATURE REVIEW

Digital Content

In today's marketplace, the success of a digital marketing strategy depends significantly on the quality of its digital content (Baltes, 2015, cited in Krowinska et al., 2023). Content has been identified as anything users may consume while browsing a digital platform, whether an image, a context or a video. However, this content must be planned and designed in a strategic way in order to deliver its mission and meet the organization's objective (Krowinska et al., 2023). More specifically, content could be defined as any placeholder for everything customers interact with on the digital channel. Far from the classical 4 Ps of marketing strategy framework, the seven Ps have been shaped to include pages reflecting the content. However, the effectiveness of content depends on how well it is distributed digitally (Kingsnorth, 2016).

Content creation can be considered as a sort of asset for the business, as it contributes to the shareholder value. Many advantages has been discussed in the literature regarding to crafting qualified digital content. Research by Rowley (2010), noted that digital content marketing could be more valuable once there is a high engagement from the consumer's side. Through analysis of several websites with different digital contents, findings showed that the customer's experience of digital content requires the participation of customers in learning and acting as co-creators in the experience (Rowley, 2010).

From a business-to-business perspective, digital content is considered as in inbound marketing method. Moreover, creating valuable content to B2B customers involves the organization adopting a publishing approach, including a better understanding of customers' information needs and their purchase cycle and moving from the selling to the helping phase (Holliman & Rowley, 2014).

Digital content plays a fundamental role in modern marketing strategies. In particular, it is vital to present high-quality content by analysing the target segment and the right approach to promote this content. It eases the reach and engagement with the target customers. So, unlike traditional media, which is limited scope, digital platforms offer a vast audience base. The

success of online communication depends on high-quality content that captures attention, drives qualified traffic (Baltes, 2015), and augments consumer digital experience (Lou & Xie, 2021). In addition, interactive content can boost customer engagement and builds trust and credibility (Hollebeek & Macky, 2018). It has been argued that content marketing boasts approximately six times higher conversion rates than other digital methods. Engaging content leads users toward desired actions, such as signing up, purchasing, or subscribing. A positive relationship has been found between effective content and conversion rates (Ludwig et al., 2013).

User experience

The customers in the current study are not individuals but organizations. Those organizations aim to build up their online existence with the facilities provided by the Digital Government Authority. Basically, user experience demonstrates how the web user consumes and interacts with the content (Hassenzahl, 2018). One of the viewpoints depicts consumers as co-designers and collaborators in building the design (Chen et al., 2018). In the design of user experience (UX), a correlation between user-perceived usability and the quality of content has been shown (Marcus, 2013). The quality of designing user experience has been intensively argued in recent literature. In the business-to-business market, as in this study, UX has a vital role for organizations. For example, differentiation and Competitive Edge. A positive UX can set the organization apart in a world of choices. It becomes the key differentiator between success and mediocrity. B2B buyers are discerning. Therefore, a seamless, intuitive experience can sway their decisions to meet the service provider's sake. Moreover, UX contributes in building trust and credibility (Kim, 2016). B2B transactions often involve substantial investments. A positive UX reassures buyers that they are dealing with a credible partner. Especially in the governmental sector, which digital platforms may involve sensitive and confidential data (Huang & Benyoucef, 2014). It has been found that there is a significant link between usability and credibility, as e-government websites with high usability were perceived as having higher credibility (Huang & Benyoucef, 2014). Furthermore, digital transformation adaptability is one of the advantages of a good UX (Franke et al., 2015). B2B professionals are often on the move. A responsive UX across devices ensures seamless interactions, consistent content quality with no concerns whether accessed from a desktop, iPad, or smartphone. In addition, UX helps to reduce bounce rates and increase conversion rates (Takeda & Hatakeyama, 2016). Thus, by optimizing UX, organizations retain visitors and increase engagement (Podmajersky,2019).

Considering the user experience components, Hartson and Pyla (2018), identified four components of the UX, which are usability, usefulness, emotional impact, and meaningfulness. All these factors must be combined to deliver a well-designed user experience. However, since the current study emphasizes the business-to-business market, the emotional impact may partially exist, as it exhibits users' feelings.

Digital experience

There are various approaches in the literature when considering digital experience management. The online digital experience is hugely different from the offline customer experience. In order to deliver consistent services and satisfying experiences, the key goal in an optimized digital experience is consistency (Malik & Aggarwal, 2021).

The increased growth in the technological environment and digital applications and networks create new opportunities and challenges for organizations. As the line between online and physical channels is faded, an omnichannel approach to channel integration is emerging, which aims to deliver a seamless customer experience across any channels. Numerous digital tools and applications are deployed to be as venue to deliver the products and services to the target audience. Customers' route to reach the desired product is no longer physical but a digital experience.

The digital experience consists of the 3 Cs, which are customer, context, and content, when these are combined together, a digital experience is created (Arikan, 2023). What makes the digital experience good is it should reflect a seamless and smooth experience that has no technical issues.

It is crucial to create an optimized digital experience as it is vital for organizations to grow and achieve their marketing and strategic objectives. It increases conversion, and revenue, higher average order values, improves customer loyalty and satisfaction, lower costs, and improves brand equity and better business outcomes.

In contrast, Weber and Chatzopoulos (2019), discuss the risks of solely focusing on digital Customer experience (CX) and its impact on the total customer experience. It also explores the importance of pursuing an omnichannel approach to optimize the whole CX, focusing on both digital and physical channels while envisioning the customer journey. Their research presents two practitioner case studies in the Dutch region to investigate the risk of ignoring non-digital experiences (Weber & Chatzopoulos, 2019).

Conversion rate

Conversion rates can coexist for measuring the effectiveness or efficiency of a digital action in the digital marketing strategy (Flores, 2013). It is considered an indicator of the efficiency of business strategy. The digital conversion funnel consists of phases that are built on recruitment, registration or purchase. Thus, the success of the conversion objective is associated with the campaign goal to ensure users fill out a form or register on their database, for instance. Broadly, generating online traffic is not significantly rewarding the organization as long as it does not convert them. It has been demonstrated that different digital marketing strategies such as SEO, content marketing, and user experience optimization play a crucial role in raising conversion on digital platforms (Purnomo, 2023). Conversion is not only limited to variation in visits number but it extends it to commercial outcomes. Strategic initiatives for customer experience can add functionality and improve conversion rates and average order value (Chaffey & Ellis-Chadwick, 2019). Many studies have indicated key determinants of conversion rate such as the

quality of a digital strategy, website development, conceptual framework (Zimmermann & Auinger, 2023), and web analytics (Chaffey & Patron, 2012). However, these determinants can vary based on the type of business and the specific industry it operates in. Therefore, businesses need to understand their unique context and customer journey to effectively improve their conversion rates.

Maturity of Digital Experience in Saudi Governmental Entities

The Digital Experience Maturity Index for Government Services in Saudi Arabia has seen significant progress. As of 2023, it has surged to 80.68%**,** up from 77.26% in the previous cycle. This index measures the maturity of digital government platforms, products, and services to enhance user experience and increase beneficiary satisfaction. The strategic direction aligns with Saudi Arabia's Vision 2030 goals (DGA,2023).

The Digital Government Authority (DGA) oversees this initiative, accenting the prominence of seamless digital experiences for citizens. The index evaluates various aspects, including beneficiary satisfaction, user experience, complaints handling, and technologies and tools. The DGA's commitment to continuous improvement reflects the nation's dedication to digital transformation and efficient public services. The Digital Government Authority works on issuing this index on an annual basis, aiming to open channels of communication with beneficiaries of digital government services. This contributes to raising the maturity level of platforms, improving the quality of services provided, and achieving the strategic objectives of digital government.

Based on reviewing the literature, it has been noted that although numerous studies have discussed the determinants of digital experience and the role of digital content, from a consumer's market perspective, limited research conducted the analysis from the viewpoint of business to business market. Therefore, this research aims to explore the part of qualified digital content in directing and satisfying user experience and the level of conversion it may affect.

METHODOLOGY

A related tender has been approved by the Eitmad platform for a project to enhance the quality of digital content in the Digital Government Authority (DGA). The objective of this project is to improve the quality of content on government websites, which will contribute to enhancing the types of published content through approved technical and editorial standards, in addition to improving the sites' position in search engine results by amending technical errors on the site that are compatible with search engine standards. Among the 23 services the Digital Government Authority provided, only five were relevant to the applied project of enhancing the quality of digital content in the current study: Product Management, Platform Management, assessing digital platforms, consultation services on digital solutions, and registration of a new platform.

The duration of this project lasts 12 months, starting from 31/05/2022 AD. Therefore, the method of this study is to compare the outcomes of completed digitalized services in the first quarter of 2022 and the fourth quarter of the same year. Moreover, a comparison was conducted between the first quarter of 2022 and 2023. Methods begin by analyzing the number of completed digitalized services and examining the correlation between the adopted project and its impact on conversion rate optimized digital experience.

A qualitative method has been applied using a statistical analysis in SPSS software, which is the paired samples t-test. This test is considered to be a valuable statistical tool for several reasons. It compares related variables. Moreover, it is appropriate for a smaller sample size. Unlike unpaired t-tests, the paired t-test requires fewer observations (Ross & Willson, 2018) A paired t-test involves dependent or paired observations. However, although some argue that this test has limitations in accuracy (Hedberg & Ayers, 2015), it is considered a powerful tool when it is required to explore changes within the same group.

FINDINGS

The paired t-test was used to find whether there is a significant difference in a specific variable between the first quarter of 2022 and the fourth quarter of 2022.

Hypotheses

First Hypothesis:

- Null Hypothesis (H0): The population means of the variable in Q1 2022 and Q4 2022 are equal.
- Alternative Hypothesis (Ha): The population means of the variable in Q1 2022 and Q4 2022 are not equal.

Second Hypothesis:

- Null Hypothesis (H0): The population means of the variable in Q1 2022 and Q1 2023 are equal.
- Alternative Hypothesis (Ha): The population means of the variable in Q1 2022 and Q1 2023 are not equal.

Data Collection

Data has been collected from a secondary source, which is the Saudi open data, from the Digital Government Authority (DGA). The obtained Excel file included data from duration of both quarters of 2022 and 2023. Each data is paired, representing the same entity, which is the number of completed digitalized services at different time points.

Assumptions

1. Independent variables: Each pair of variables is independent.
2. Normality: The difference scores (Q1 2022– Q2 2023) must be normally distributed in the population. We need to check this assumption since our sample size is relatively small (N < 25).

DATA ANALYSIS AND RESULTS

Variables have been calculated for the difference between values in Q1 2022 and Q4 in 2022 for each pair. Data have been set and the outliers have been excluded. The test of normality has been checked, showing a significant statistical value of 0.001, as shown in Table 2. t-value indicates the difference between the sample means. Mainly, P-value determines whether the difference is statistically significant. The p-value is less than the significance level (0.05), so the null hypothesis is rejected, suggesting a significant difference.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1_2022	22	.00	1486.00	71.4545	316.09337
Q4_2022	22	1.00	3541.00	372.4091	904.64514
Valid N (listwise)	22				

Table 1

Overall, Table 1 shows the descriptive statistics of the dependent variables. The maximum number of completed services in the first quarter was 1486, compared to 3541 in the fourth quarter. Output draw out a mean of 71% in the first quarter compared to 372% in the fourth quarter. That is a growth in services completion, at the end of the year.

Table 3 showed that the null hypothesis is rejected as the significant value is less than 0.05, reflecting a statistical variance between the first and fourth quarters, as shown in Table 3. The standard error of the mean for the first quarter was 2.392 compared to 15.351 for the fourth quarter. This indicates a significant increase in outcomes in the fourth quarter of 2022. Moreover, the confidence intervals of the difference display a lower value of -68.7 and an upper value of -8.180. This indicates a significant difference between the two quarters. It can be admitted that mean level of completed digital services was higher in the 4th quarter, following the completion of the program.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Q12022	.492	23	<.001	.231	23	<.001

Q4-2022	.424	23	<.001	.537	23	<.001
a. Lilliefors Significance Correction						

Table 2: Test of Normality, Q1 & Q4, 2022

Looking into the details, services related to products management and platforms management were the greatest change, with 1,579 completed digital services in products management and 3,549 completed digital services in platforms management. Moreover, the reservation of the new domain has an increase of 787.5% followed by the registration of the new platform with a conversion rate of 290.2%. The addition of governmental organization data service has increased 51.8% in completed digital service.

In contrast, other services faced a minimal change in the fourth quarter. These are as follows: the evaluation of digital platforms, consultation and the design of the business model, providing a consulting study on digital solutions, and finally, evaluation of digital transformation strategy. Table 4, shows the correlation value was (0.456) meaning that in general large values of the first quarter are more likely to be observed with a large value of the 4th quarter. Thus, a strong correlation between variables was observed.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q12022	4.53	19	10.426	2.392
	Q4-2022	43.00	19	66.915	15.351

Table 3: Paired Samples Statistics, Q1 & Q4, 2022.

Paired Samples Correlations					
		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Q12022 & Q4-2022	19	.456	.025	.050

Table 4: Paired Samples Correlations, Q1 & Q4, 2022

Paired Samples Test								
	Paired Differences				t	df	Significance	
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			One-Sided p	Two-Sided p

					Lower	Upper				
Pair 1	Q1202 2 - Q4-2022	-38.474	62.853	14.419	-68.768	-8.180	-2.668	18	.008	.016

Table 5: Pared Sample test: Q1, Q4, 2022.

On the other hand, Paired t-test were conducted again to compare the first quarter of 2022 and 2023. Results showed the null hypotheses failed to be rejected, as the P value of significance was slightly larger than (0.05), as shown in Table 6 and Table 7.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q1-2022	92.47	17	359.268	87.135
	Q1-2023	202.41	17	436.105	105.771

Table 6: Paired Sample statistics, Q1, 2022 & Q1, 2023

Paired Samples Correlations					
		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Q1-2022 & Q1-2023	17	-.125	.316	.631

Table 7: Paired Samples Correlations

Paired Samples Test										
		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Q1-2022 - Q1-2023	-109.941	598.801	145.231	-417.816	197.934	-.757	16	.230	.460

Table 8: Paired sample test, Q1, 2022 & Q1,2023

Looking into details, part of the services has encountered a 100% rate of conversion, which is as follows: Request technical advice to establish and renew a digital circuit, products

management, platforms management, and evaluation of digital transformation strategy. In addition, the registration of current platforms increased by 30%. In contrast, in the first quarter of 2023, there was no issue regarding digital government services outage reporting service compared to two issues in the same quarter of 2022. This reflects the control over digital services provided and corrective actions applied to prevent digital difficulties in the future.

Service Name	Conversion Percentage
Adding data of governmental entities	51.82
Deposit of the source code	177.78
Register a new platform	290.24
Request for Permit	11.11
Reserve and check domain availability	787.5

Table 9: Services which has an indirect impact and receive growth in conversion

Service Name	Conversion Percentage (NA)
Assessment of digital platforms	-
Automatic verification and auditing of source codes	-
Consultation on business model design	-
Evaluating the Digital Transformation Strategy	-
Evaluation of the digital operating model	
Generating and management of ideas	
Identify and define challenges	
Internal platform registration	
Issuing a digital stamp	-
Platforms management	-
Product management	-
Providing a consulting study on digital solutions	
Register existing platform	-
Request a certificate of accreditation for the national enterprise architecture.	
Request of technical consultation	-
Registration of measure control	-

Table 10: Services that have a direct impact, with 100% conversion rate

Table 9 and Table 10 show the list of services with direct and indirect impacts that receive a rise in conversion. In particular, Table 9 highlights the influenced services. The most affected by conversion was the Reserve and check domain availability service, with a percentage of 787%, followed by the registering of new platform, with a percentage of 290%.

On the other hand, Table 10 shows services with zero demand in the first quarter 2022, so, the percentage change could not be calculated. How (Authority, 2023)ever, in the fourth quarter, a superior growth was noticed. In ascending order, platforms management has the highest demand with 3541 completed services, followed by product management with 1579 completed services.

To sum up, based on the results, it can be determined that there is a significant change in the variable between Q1 and Q4 in the same year, more than the change in Q1 2023. The reason for this is that the pace of change rate and conversion rate is high due to the nature of the project and the large scale of organizations that adopted digital transformation at the beginning of the project. Once the delivery of the project reached saturation point, it grew steadily and then slightly dropped. Governmental organizations get used to dealing with digitalization, so outsourcing of digital services gets to be limited at the later stages.

DISCUSSION

Based on the previous findings, it showed that there is a significant change in the number of completed digital services in the fourth quarter compared to the first quarter. This change is accruing parallel to the approach of the project of enhancing digital content in the website of the Digital Government Authority (DGA). The project begins on 31st March 2022 and last for 12 months. From the output of the statistical analysis, the impact can be categorized to direct and indirect. Five digital services that has a direct impact and conversion are product management, platform management, assessing digital platforms, consultation services on digital solutions, and registration of a new platform. This finding is significantly supported by research by Holliman and Rowley (2014), which demonstrates the role of enhanced digital content on consumer engagement and consequently fosters the conversion rate and drives more qualified online traffic (Lou & Xie, 2021).

Considering the comparison between the first quarter of 2022 and the first quarter of 2023. Although it showed no significant differences between the two quarters, this can be interpreted as the impact of the user lifecycle in the digital experience. Many studies have shown that the lifecycle approach significantly impacts user experience (UX). UX is not confined to a single phase; it permeates the entire project lifecycle. So, the demand for specific services is higher in the early stage than in the late stage, especially when the user gets the necessary knowledge to manage digital services with internal resources. Moreover, performance and usability have a role in the lifecycle. UX designers ensure that performance-related decisions align with their vision. These findings align with research by Hinderks (2021), which identifies that users demand products with a high user experience, and lifecycle has a sufficiently positive effect on UX management. So, it concludes that user experience should be efficiently managed to reach an improved digital experience (Hinderks, 2021). In addition, it has been found that effective integration of usability and user experience can benefit organizations (Sauer, Sondeergger & Schmutz, 2020). As a result, the usability of examined digital services was higher in the early stage than in the late stage. Moreover, the reaching of maturity stage in digital experience could be a further reason for the drop in conversion rate in the first quarter of 2023. However, Digital government Authority (DGA) should integrate usability with user experience in all lifecycle stages.

Substantially, usability is a key component of the user experience, which refers to efficiency, productivity, ease of use, and learnability. A further component of usefulness acts as a function

to assist users in achieving their objectives (Hartson & Pyla, 2018). Based on the findings of this study, it seems that the usability and usefulness of user experience improved in the earlier stages of approaching the project of enhancing digital content. Moreover, the error avoidance factor, which is a factor involved in the usability, was amended in the later stage, where results showed the number of issues decreased to zero in the first quarter of 2023. This means that the utility given by the system is credible and meaningfully delivered to the targeted users, which are the governmental entities. This is supported by a study by Huang and Benyoucef (2014), who states that credibility is a top priority in building an optimized user experience.

Considering the rise in conversion, the enhancement of digital content plays a crucial role in increasing conversion in form of registration and requirement of digital services from the DGA platform. This is directly aligns with Purnomo's (2023), research, which states that a combination of different digital marketing strategies, including marketing content and personalization content, contributes positively to the conversion rate.

CONCLUSION

This study conclude that qualified digital content plays a crucial role in both user experience (UX) and conversion rates. Considering enhancing user experience (UX), content is a cornerstone of UX. It shapes how users perceive and interact with your digital platform. Moreover, it helps to drive conversion rates. Regarding Call-to-Action (CTA), well-crafted content guides users toward desired actions. Thus, content can shape experiences and influence user decisions. It is recommended that organizations design a well-crafted digital content strategy to enhance credibility, usability, and overall digital user experience. The empirical study of the Saudi Digital Government Authority shed light on the importance of digital content in contributing to the digital transformation goal. From a digital marketing perspective, it seems there is a link between digital content and conversion rate, which is crucial for successful digital marketing. Its impact is manifested through engaging content that captivates users, encouraging them to complete the service digitally through the DGA platform rather than the traditional methods. Business leaders and marketing strategists should craft content with purpose and value and invest in digital content as it is the bridge to reach the targeted audience and have a lasting impact.

Limitations and future implications

Although this study showed the importance of qualified digital content. It could be another unseen factor that affects the overall user digital experience. Parallelly, further projects applied within the Digital Government Authority (DGA) may have a similar impact. Moreover, the statistical data obtained was limited to only two years due to the recent establishment of the authority. The users' assessment of the digital services was only available in the fourth quarter of 2022 and the first quarter of 2023. Although these data involve an equal assessment of both periods, it may reflect a sustained performance of the digital experience. In addition, the precision of the paired t-test is limited, and it has insufficient results in some cases (Hedberg & Ayers, 2015).

This study would contribute to the current literature regarding the maturity of the digital experience in Saudi Arabia. Further investigation could be conducted to analyze the user's experience regarding different tools, projects, and digital marketing strategies. Moreover, the rigor and complexity of a system would be a considerable scope to research in designing user experience and their impact on lifecycle choices.

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