Prepared by:

As part of Capstone Practicum for Certified Digital Marketing Strategist (CDMS)

Practicum Scope & Beyond…

√ Digital Marketing

X Digital Transformation, Strategy or Distribution

https://ulsterprstudentblog.com/2020/01/29/keeping-on-top-of-your-digital-strategy/

https://www.equinetacademy.com/digital-marketing-strategy/
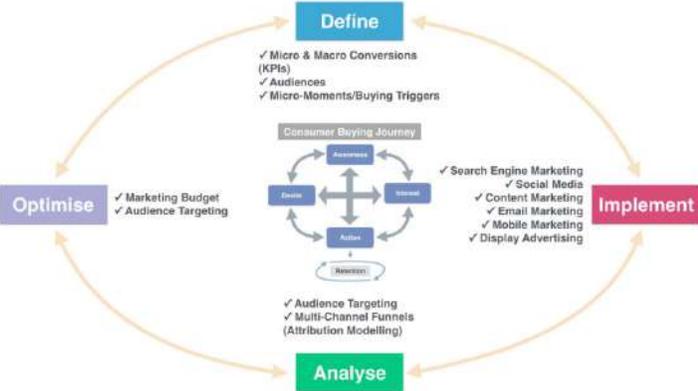
√ Digital Marketing – Trial-and-Error & iterative learning process

Goal >> Track >> Implement >> Learn >> Apply

It's A Journey

LIVE. LEARN. REPEAT.

Agenda

1. **Online Presence**

   a) Web Traffic Reporting & Tracking – Google Analytics & Other Tracking Updates

   b) Web Traffic Analysis

2. **Competitive Positioning & Analysis**

3. **Review of Current Digital Marketing Initiatives**

   a) Online Customer Journey

   b) Social Media & Content Marketing

   c) Digital Advertising

4. **Marketing Objectives, KPIs and Metrics**

   a) SWOT Analysis

   b) Proposed Areas of Focus

   c) Digital Marketing Strategy & Plan - Overview

5. **Proposal**

   a) Strengthen Positioning - SEO Optimization

   b) Increase Revenue - Digital Advertising

6. **Next Step**

(1) **Online Presence**

Online Presence

- **Website** - http://www.
  - No e-commerce currently
  - Organic Traffic – contributes more than 50% of traffic but less than 5% came from non branded keywords
- **Social Media** – Facebook, IG, Youtube and Pinterest (little focus on the last 2)

  11k   4k

- **Mailing list**

  10k+ mailing list. Weekly eDM   0.4k

- **Others**

  Registered   50+ reviews but generally positive

- **Digital Advertising**
  - Mainly Facebook Ads for purpose of boosting post

Website - Current Objectives

1. Informative

2. Membership - sign up and redemption

3. Space Booking - bulk booking for F&B, studio booking and event booking space

4. Activity & Workshop Sign Up – activities & workshops they organize (some free and some chargeable)

5. Newsletter Sign Up

6. Community Building (Build fan base)

Note:

- Online Booking for F&B [Currently Not Available]

- No blog post section in website – despite lots of content marketing done on FB and IG

Web Traffic Analysis & Reporting

Key Observations:

- \> 50% traffic from Organic Search

- Mostly   branded Keywords => Not optimizing content marketing to help drive traffic to website

- 95-157 Backlinks from other sites but not contributing high traffic

Web Traffic Reporting & Tracking – Google Analytics & Other Tracking Updates

Background:
- Google Analytics (GA) needs to be properly set up to track web traffic.
- Set up Desired Goals - to track conversions that are valuable to the business.
- But GA was not properly set up and configured so it was not receiving any web traffic previously.

- **Web Traffic Tracking**
  - Started from 11 Feb 2020
  - Sub-domain tracking (member.   .sg) – not configured

- **Goal Setting in Google Analytics**
  - Event Tracking – Configuration required by most actions in   website – Done on 5 Mar
  - Thank You Page for Activity – Configured using the portion which is not dynamic (/thank-you) – Done on 5 Mar

- **External Linking**
  - Google Ads – Linked to Google Analytics account on 11 Feb 2020.
  - Campaign Tracking – Campaign Tracking code using UTM not duly applied for necessary campaign tracking

- **Other Tracking**
  - Global Site Tag – Not yet installed in the website for Google Ads Remarketing
  - Facebook – Added Facebook Pixel to   website – Done on 14 Mar

# **Web Traffic** - Organic Search contributes >50% of Web Traffic

Default Channel Grouping	Users	Users	contribution to total: Users
	4,572 % of Total: 100.00% (4,572)	4,572 % of Total: 100.00% (4,572)	
1. ■ Organic Search	2,570	55.11%	
2. ■ Direct	1,604	34.40%	
3. ■ Social	410	8.79%	
4. ■ Referral	54	1.16%	
5. ■ Email	23	0.49%	
6. ■ (Other)	2	0.04%	
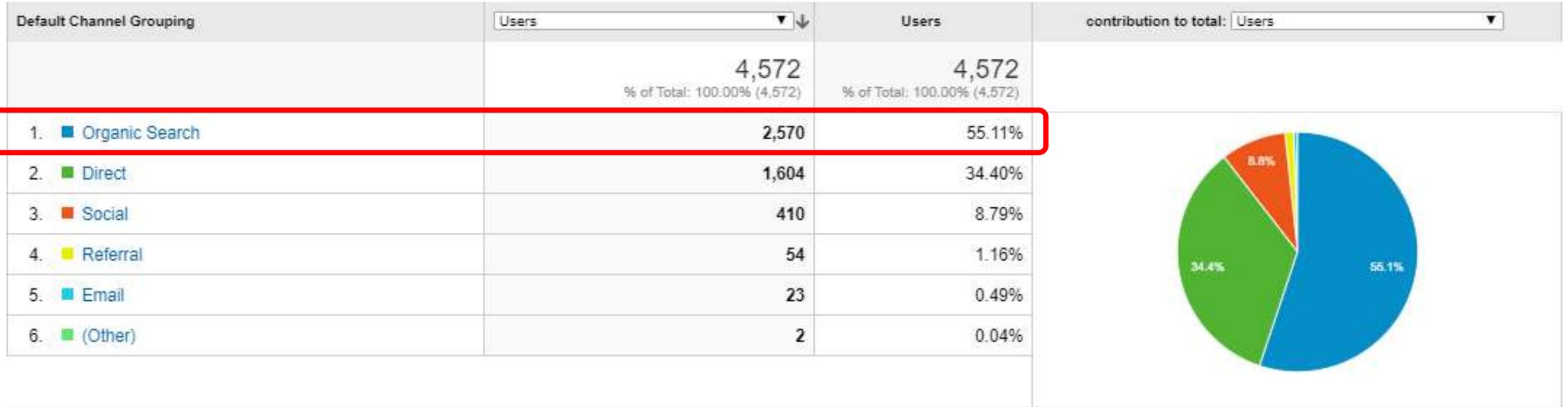
Show rows: 10 ▼ Go to: 1 1-6 of 6 ‹ ›

This report was generated on 09/03/2020 at 00:24:48 - Refresh Report

Source: Google Analytics (12 Feb – 8 Mar 2020)

Web Traffic - Organic Search from SEO are largely ___ Branded

Implication:
Not optimizing Search to drive organic traffic from ongoing Content Marketing Efforts

Source: Similarweb.com (8 Mar 2020)

Web Traffic - Some Backlinks but not contributing high web traffic

- Unique Domain linking to _____ site:
  - 95 (Source: Neil Patel)
  - 157 (Source: Ahrefs)
- Important from SEO Optimization standpoint

Source: Neil Patel

Source: Google Analytics 11 Feb 2020 – 31 May 2020

ORGANIC MONTHLY TRAFFIC 2,212

This website is not associated with your Google Search Console. All the data for traffic volume is going to be based on estimates from Ubersuggest.

TRACKED KEYWORDS 0 ▲ 0 ▼ 0

We're still collecting data for your keywords, please check back in a few hours.

BACKLINKS 772

REFERRING DOMAINS 95

Source	Acquisition			Behaviour			Conversions Goal 1: Activity Sign Up		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Activity Sign Up (Goal 1 Conversion Rate)	Activity Sign Up (Goal 1 Completions)	Activity Sign Up (Goal 1 Value)
	289 % of Total: 1.63% (17,680)	249 % of Total: 1.41% (17,678)	416 % of Total: 1.84% (22,601)	24.04% Avg for View: 4.84% (396.16%)	5.15 Avg for View: 6.45 (-20.17%)	00:02:00 Avg for View: 00:01:30 (32.74%)	0.00% Avg for View: 0.23% (-100.00%)	0 % of Total: 0.00% (53)	SGD 0.00 % of Total: 0.00% (SGD 530.00)
1. baidu.com	68 (21.45%)	68 (27.31%)	68 (16.35%)	48.53%	1.72	00:00:01	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
2. ____.com	63 (19.87%)	10 (4.02%)	91 (21.88%)	2.20%	7.84	00:02:12	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
3. smartshanghai.com	53 (16.72%)	49 (19.68%)	60 (14.42%)	68.33%	1.83	00:00:18	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
4. linkinprofile.com	28 (8.83%)	26 (10.44%)	29 (6.97%)	17.24%	4.59	00:01:10	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
5. benbanter.com	24 (7.57%)	23 (9.24%)	26 (6.25%)	3.85%	4.58	00:00:31	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
6. sg.search.yahoo.com	17 (5.36%)	17 (6.83%)	22 (5.29%)	0.00%	6.91	00:01:55	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
7. yinyogainasia.com	9 (2.84%)	7 (2.81%)	11 (2.64%)	81.82%	1.36	00:00:28	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
8. cn.bing.com	7 (2.21%)	7 (2.81%)	7 (1.68%)	14.29%	5.86	00:02:43	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
9. mafengwo.cn	6 (1.89%)	6 (2.41%)	6 (1.44%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
10. singaporeclub.blog.jp	5 (1.58%)	5 (2.01%)	5 (1.20%)	0.00%	5.60	00:01:35	0.00%	0 (0.00%)	SGD 0.00 (0.00%)

Backlink profile for www.____
Domain including subdomains

Source: ahrefs.com

Domain Rating 32

Backlinks 1,416

Referring domains 157
80% dofollow

Top 100 backlinks   Top 5 anchors   Top 5 pages   One link per domain

Referring page	DR	UR ▼	Referring Domains	Traffic	Anchor and backlink
DBS Live more, Bank less	Recycle More Waste Less www.dbs.com/livemore/recyclemorewasteless.html	76	25	24	0	IMAGE

Helen from Ahrefs
Hi there, have a question? Ask us anything about Ahrefs!

Backlinks: ____   Source: Neil Patel

DOMAIN SCORE 41 GOOD

BACKLINKS 772
Nofollow: 61

REFERRING DOMAINS 95
.gov & .edu: 0

ORGANIC MONTHLY TRAFFIC —

BACKLINKS OVER TIME   Backlinks   Referring Domains

UPGRADE TO SEE HISTORICAL LINK DATA
Upgrade

11

NEW & LOST BACKLINKS   Source: Neil Patel   Dofollow   Nofollow

UPGRADE TO SEE HISTORICAL LINK DATA
Upgrade
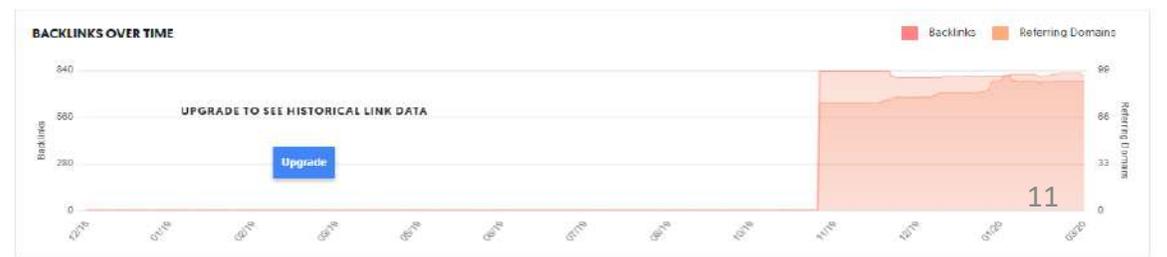
Web Traffic - Backlinks from Sites with Good Domain Scores (Credible)

(2) Competitive Positioning & Analysis

Competitive Analysis:

- Grocer + Café/Café Bar

- Organic, Specialty (Gluten-free, Vegan, Keto, Diary Free items)

- Loyalty Program

- E Commerce

- FB & IG

Shop online for delivery of _____ fruits & vegetables, meat, seafood, dairy, grocery essentials and more, with a variety of organic & healthy products.

Stores
Stop by one of our four shops to find expert ...

About us
About Us. _____. Who We Are. _____ Singapore's ...

Contact Us
Contact Us. For information or help, you can visit or contact one of ...

Fruits & Vegetables
Shop the freshest fruits and vegetables from our favourite ...

If you love our natural whole foods, you'll be ...

Fill Your Basket with Wholesome Goodness at the _____

More results from _____

View Similar Sites

See photos · See outside

Website · Directions · Save

4.4 ★★★★½ 133 Google reviews

Gourmet grocery store

Located in: _____

Hours: **Closed** · Opens 7:30AM ▾

Phone: _____

Suggest an edit · Manage this listing

FREE DELIVERY WHEN YOU SPEND OVER $100 & ORDER BY 11AM TO RECEIVE IT ON THE SAME DAY.

RECIPES · CAFE · STORES · SHOP NOW

SPECIALTY & ORGANIC

HOME → FIND YOUR _____ STORE IN SINGAPORE

Stop by one of our four shops to find expert team members ready to help you pick the best produce, artisan products and all the groceries you need, from organic fruits and vegetables to sustainable meat. There is so much more in-store.

You can find us in _____ at the following locations:

Open Daily from 7:30 am to 9:30 pm
+ (65) _____

Open Daily from 7:30 am to 9:30 pm
+ (65) _____

Open Daily from 7:30 am to 9:30 pm
+ (65) _____

Open 7:00 am to 9:30 pm on Weekdays
7:00 am to 8:00 pm on Saturdays

DELIVERY →

14

Competitive Analysis:

- Specialty store focusing on 3 key pillars:

  - Energy – Nano Energy Patch System based on quantum energies to boost immune system

  - Water - mild alkaline water with stable, high dissolved oxygen and hydrogen, beneficial for long term health. It is called HiFloAM Water

  - Organic Food - organic foods are imported from all over the world and are certified by one of the strictest organic bodies, NASAA, Australia, accredited by IFOAM, International Federation of Organic Agriculture Movements

- Others:

  - High Hygiene Standards - Stringent selection, inhouse testing

  - Logistics & Warehousing - Non Fumigation Storage, No Chemical Processing, climate control

  - Processing & Packaging - chemicals or preservatives to conform to international organic standards (IFOAM accredited).

  - New Products, R&D (e.g. organic castile soaps certified organic essential oils promises to effectively and safely clean the skin quickly, without clogging pores for maximum nutrient absorption through the skin)

- Sales & Distribution
  - Own retail & website (E-Commerce enabled)
  - 3rd party retail - NTUC, Watson
  - Other online stores - RedMart, Qoo10

15
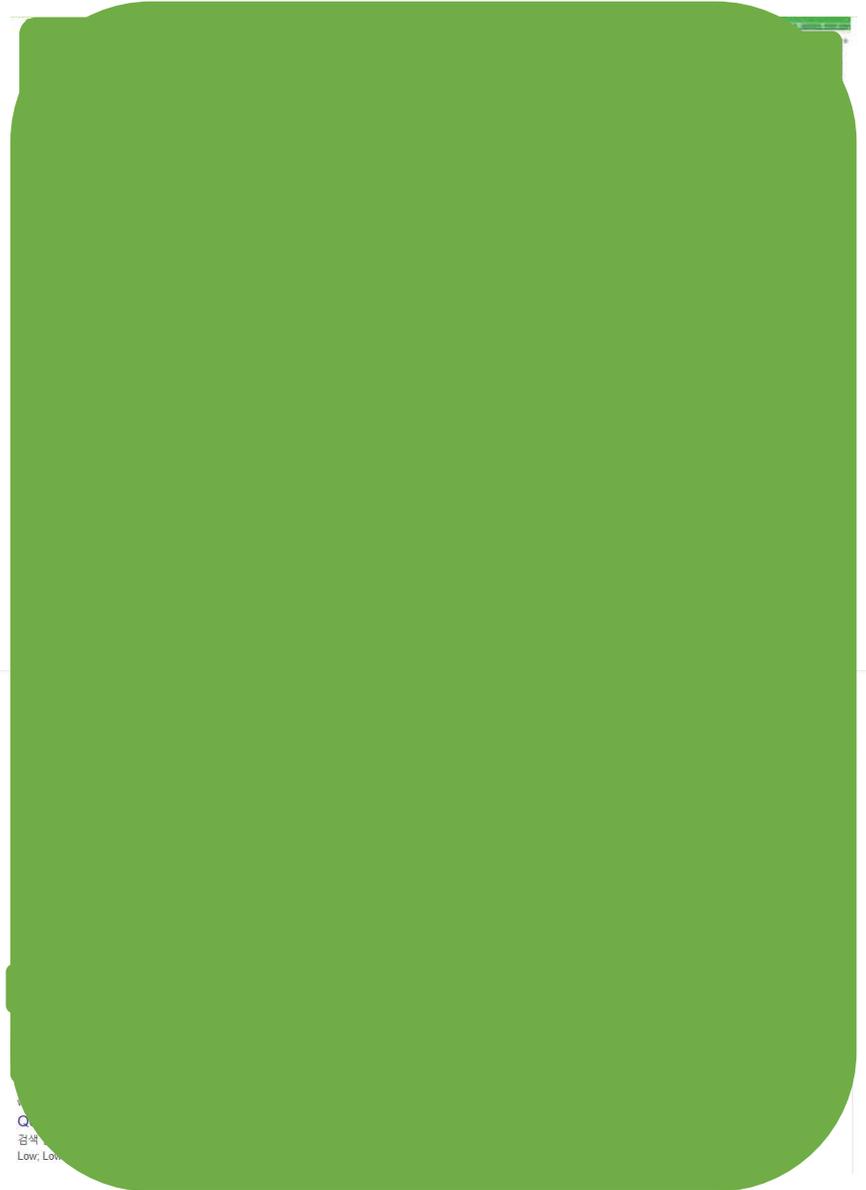
Competitive Review – Web Traffic

-     is getting higher web traffic than   and generally on increasing trend

Strategic Overview   Page1 of 2

Visits Over Time ⓘ
Dec 2019 - Feb 2020 Total Worldwide

☐ Only unbounced visits

| Domain	Traffic Share	Total Visits	Change Ove...	Unique Visits	Avg. Visit Du...	Pages per Visit	Bounce Rate
	35.28%	22,449	↓ 4.52%	< 5,000	00:02:00	3.43	51.14%
	46.83%	29,796	↑ 37.01%	6,577	00:02:22	5.69	50.47%
	17.89%	11,380	↑ 24.43%	< 5,000	00:01:17	3.28	61.43%

16
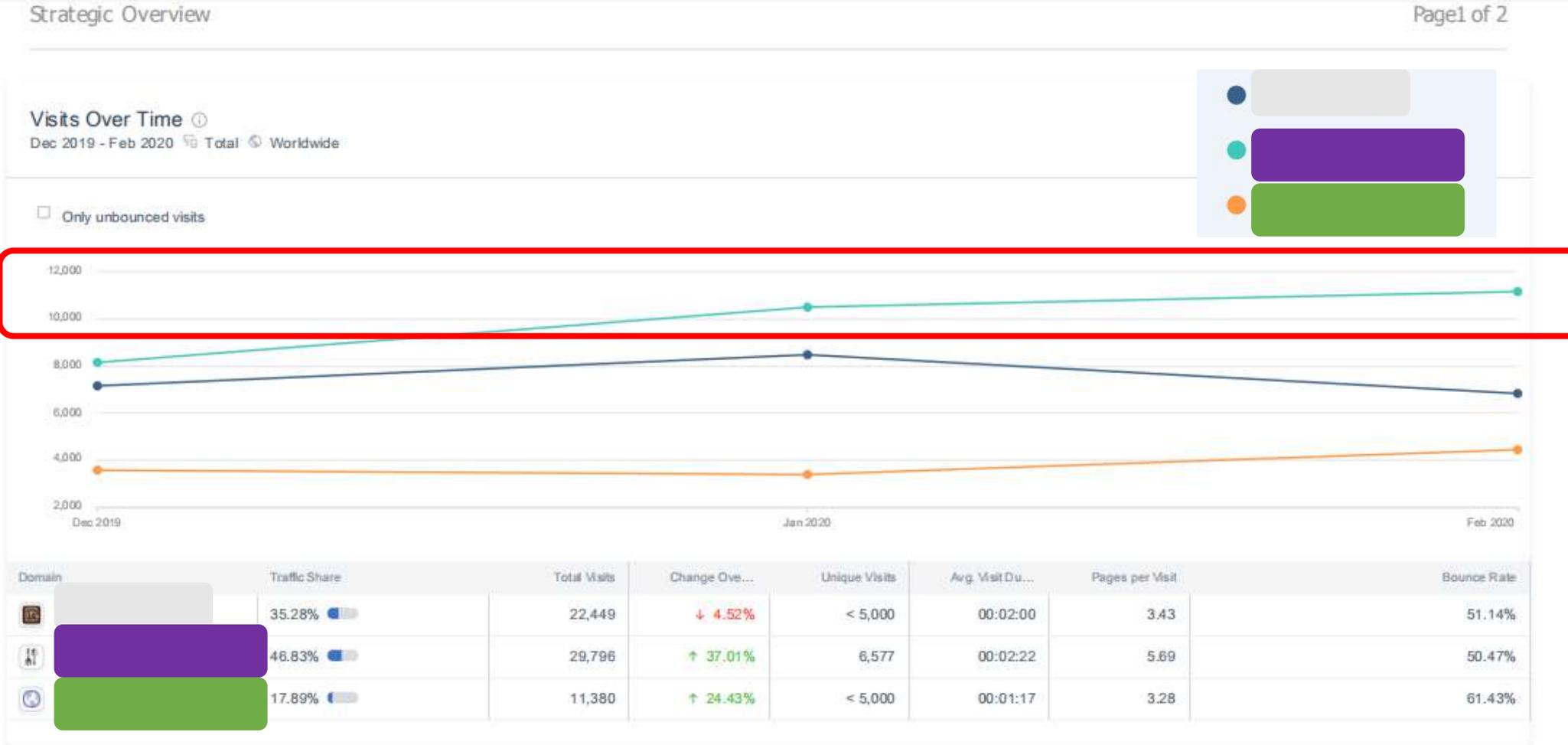
Competitive Review – Web Traffic

- While ⬜ gets score better in Visit Duration, Pages Per Visit and Bounce Rate for Desktop than competition, a larger contribution of its traffic actually came from Mobile (which has higher bounce rate)

Engagement metrics ⓘ
Dec 2019 - Feb 2020 · Worldwide · ■ Desktop ■ Mobile

Domain	Desktop / Mobile traffic split		Visit duration	Pages per visit	Bounce Rate
	25%	75%	34:59 🏆	6.27 🏆	18.8% 🏆
			31:00	2.46	62.1%
	42%	58%	33:58	4.65	48.9%
			31:12 🏆	6.46 🏆	51.6% 🏆
	26%	74%	32:19	3.66	54.4%
			30:54	3.15	63.9%
🌐 Arena average	31%	69%	33:45	4.86	40.7%
			31:02	4.02	59.2%

Source: www.similarweb.com (8 Mar 2020)

Competitive Review – Organic / SEO Traffic

- <u>Organic Search</u> is the key driver of web traffic for all 3 but [   ] reported significantly higher traffic than the rest. Supplemented by <u>Paid Search</u>

Source: www.similarweb.com (8 Mar 2020)
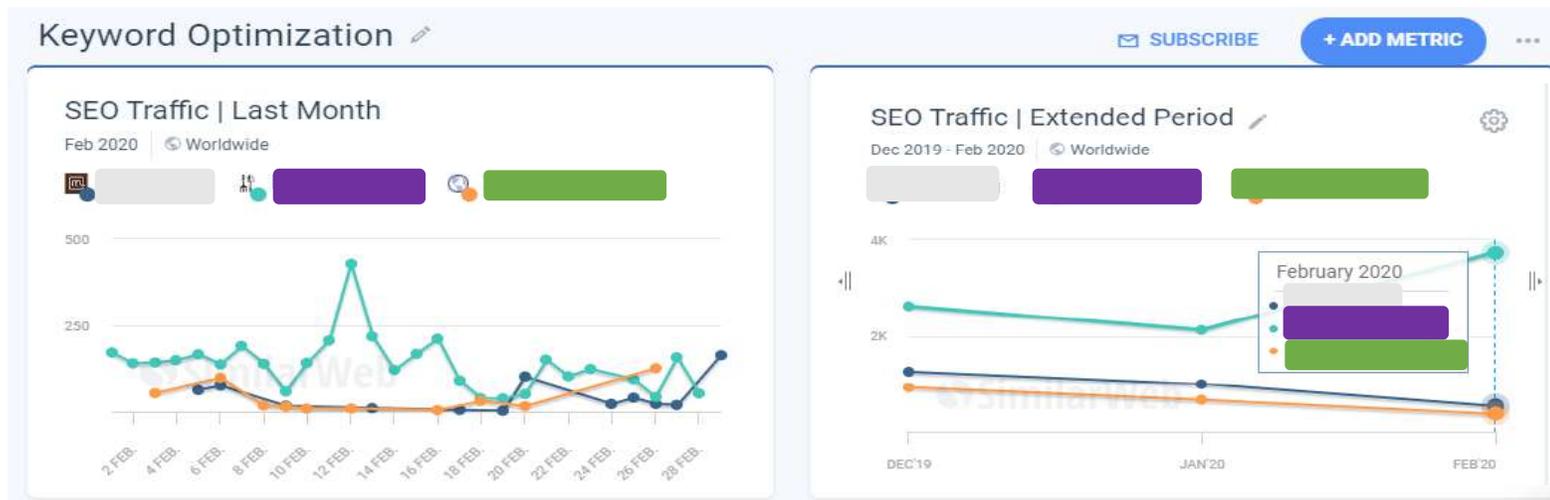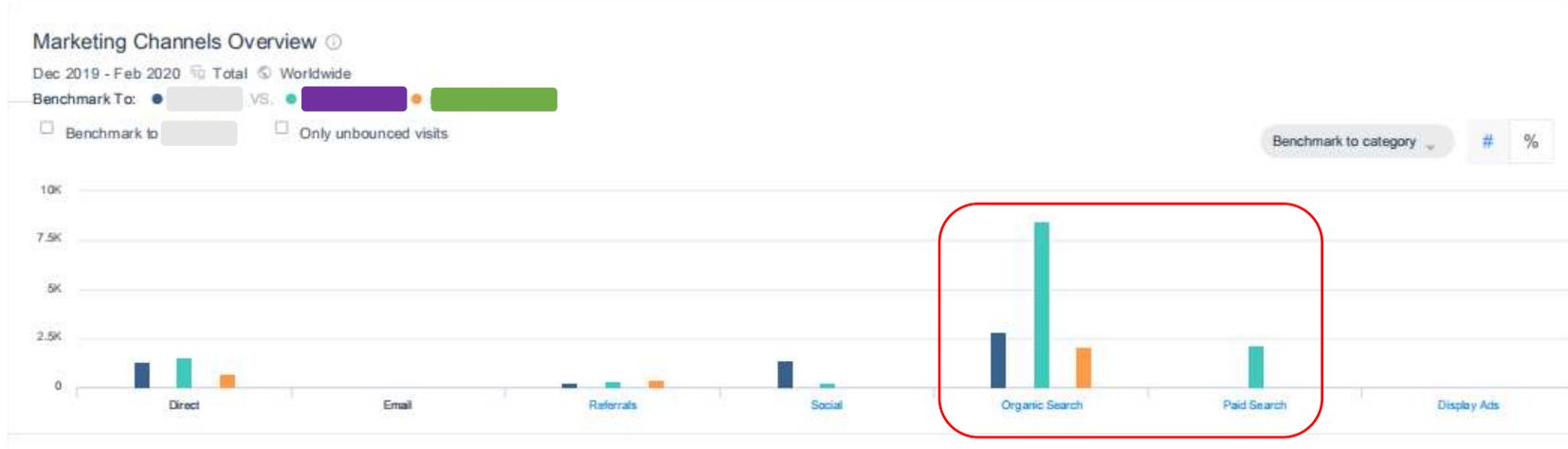
Competitive Review – Organic Keywords driving SEO Traffic
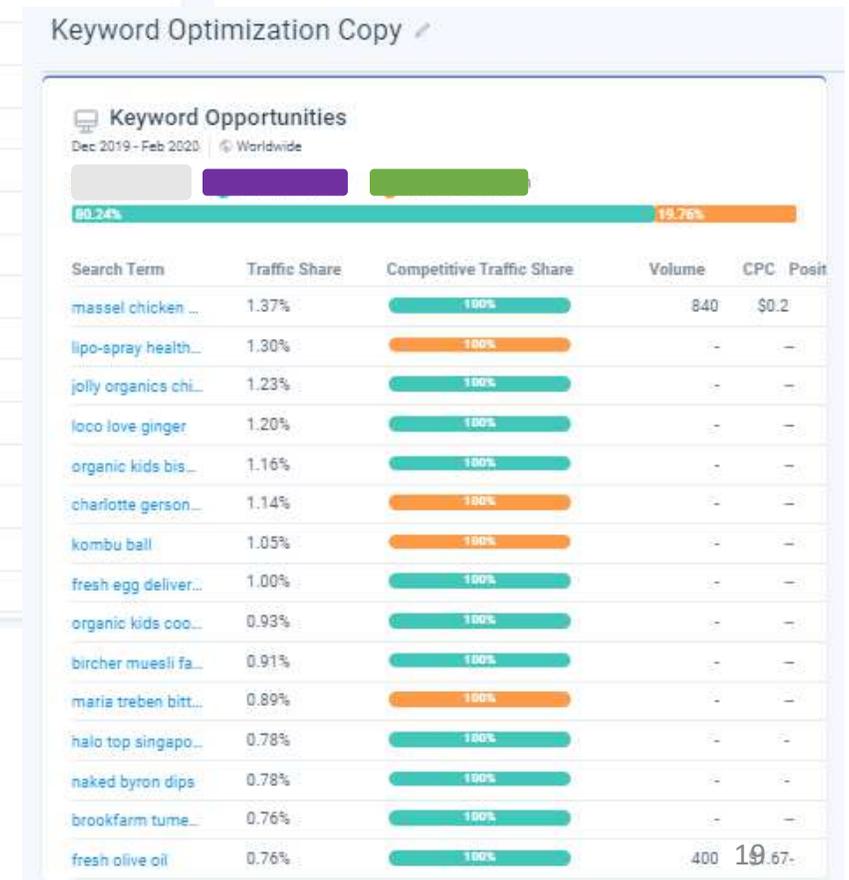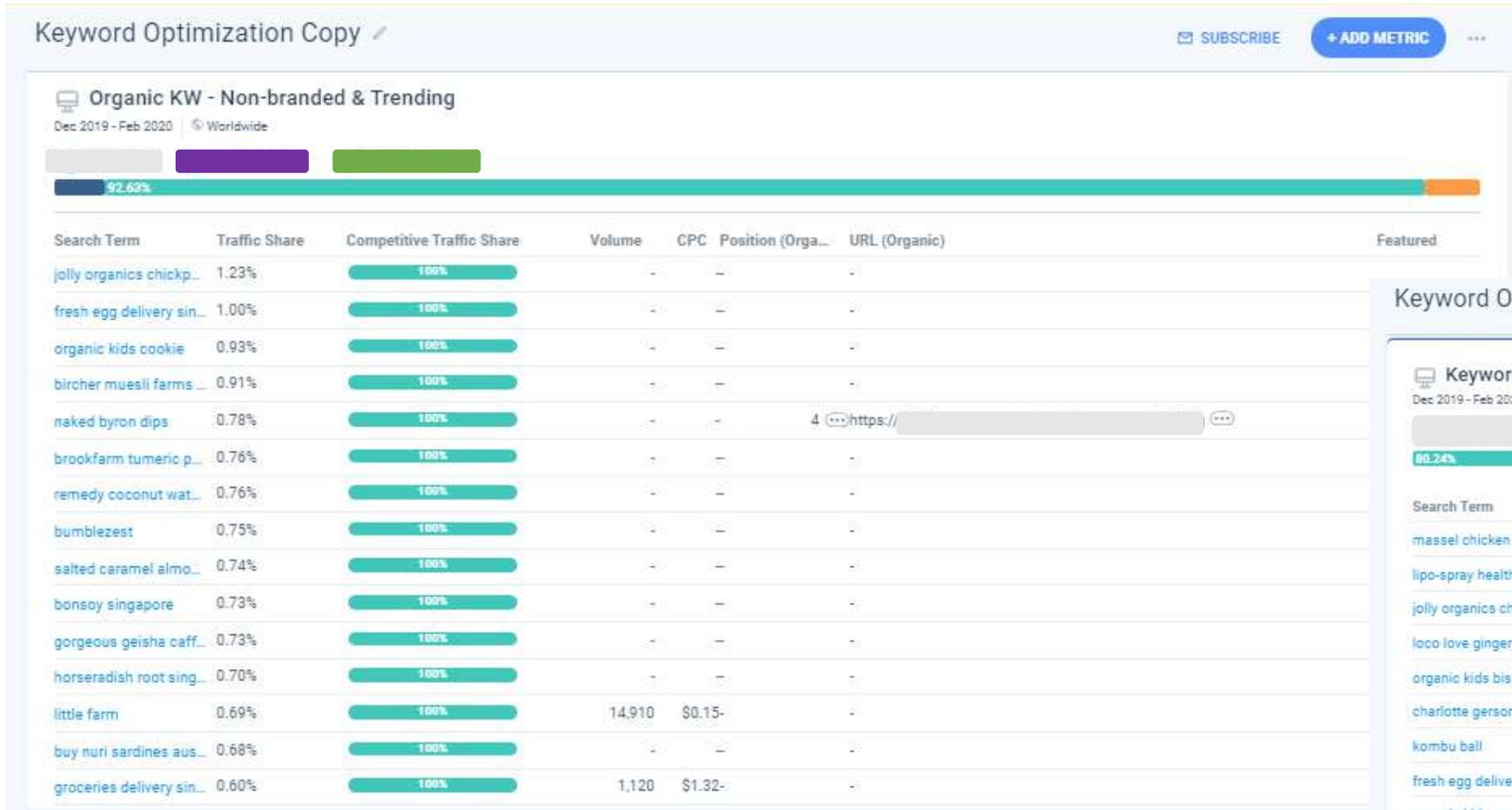
Competitive Review – Facebook Engagements

- While [   ] seems to be more active on Facebook than [   ] and [   ], competitors seem to be faring better in engagement / post (see below)

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1		17.7K	▲ 0.1%	3	
2		16.8K	0%	1	1.6K
3		15.5K	▲ 0.5%	7	867
YOU 4		10.1K	▲ 0.2%	15	721
5		9.4K	▲ 0.1%	4	1.4K
6		9.1K	▲ 0.5%	3	1.9K
7		6.6K	▲ 1.7%	2	

Sidebar menu: Overview, Ads, Followers, Likes, Reach, Page Views, Page Previews, Actions on Page, Posts, Events, Videos, Stories, People, Messages, API, Orders

Top nav: Page, Events, Creator Studio, Notifications 1, **Insights**, More ▾, Settings, Help ▾

Implication:
Fatigue? Relevance? Not engaging enough?

Engagement / Post

124 / Post

48 / Post

350 / Post

Other Consideration:
Investment in Social Media Marketing
vs
Other aspects of Digital Marketing?

Source: Facebook Insights Past 28 Days Report (8 Mar 2020)

(3) Review of Current Digital Marketing Initiatives

Online Customer Journey – Current Journey for Activity Booking

- **Content Marketing**
  - Largely centred within FB, IG and Email Marketing.
 - Not optimized to drive organic traffic to website and improve site ranking
- **Online Customer Journey**
  - Unnecessary steps and creates friction
    - [?] Potential impact on Click-Through Rate & risk of drop off
  - Absence of a holistic online customer targeting approach
    - [?] No marketing automation process set up to segment audiences who are uninterested from those interested and moderately interested for subsequent targeting.

Activity Booking Journey

Telegram & Email Marketing

Facebook

Instagram

Registration Page in Website

Thank You Pop Up

Note: For active push of products for F&B and Grocer, CTA is usually to drop by retail or visit website (even though there are no relevant info in the website pertaining to the subject in the post)

Online Customer Journey – Call-to-Action (CTA) for Facebook Post

Obj: Promote an Event

Obj: Promote a Product ____ Market

Obj: Promote a Dish ____ Kitchen

Ever wondered why so many people enjoy doing yoga and share that their health has benefited from such practice? Join experienced yoga ____ sharing session on what is yoga ____ ____ through an exploration of the relationship between yoga and Ayurveda, Daoist Alchemy and Chinese Medicine.

Highlights
-Why Yoga & Medicine
-Hatha Yoga on Immortality Vs Daoist Immortality
-Five Mahat & 3 Dosha
-Tri-Doshas Time of the Day
-Dinacharya & Rasayana for Daily Self-care
-Five Transformation in Chinese Medicine
-12 Parts of Meridian Clock
-Yin & Yang Organs and their implications

New in Store: Multigrain Tuber Snacks
~ Loving these yummy snacks made using multigrains like oats and brown rice & tubers! As tubers absorb water and nutrients to feed the rest of the plant, they are packed with powerful nutrients, fiber, potassium, manganese, copper and antioxidants. They are also linked to various health benefits and may boost brain health, reduce inflammation, and improve blood sugar control.

Free from artificial flavours, preservatives, colours and other nasties, enjoy these great tasting crackers infused with tasty ingredients like organic peanut butter and alkaline bamboo salt!

Shop these and more at

MARCH SPECIAL
~ BAKED FISH CHEEK W/ PICKLED GINGER SAUCE
Crispy Barramundi Fish Cheeks features the best part of the fish's tender succulent flesh and a refreshing pickled ginger mayo sauce which makes this moreish snack simply irresistible. Pair with a mug of ice cold draft beer straight from the tap and chase your work day blues away!

BAKER

HEALTHY SNACK

MADE WITH ORGANIC PEANUT BUTTER
W/ ALKALINE BAMBOO SALT

Observation #1:
Direct to website but either no info or additional info in the website
=> No value and not helping to drive organic web traffic and improve site ranking from SEO perspective

Recommendation: Content to be created in website and repurpose for use in Social Media. Use vanity URL or bit.ly link to direct to respective page
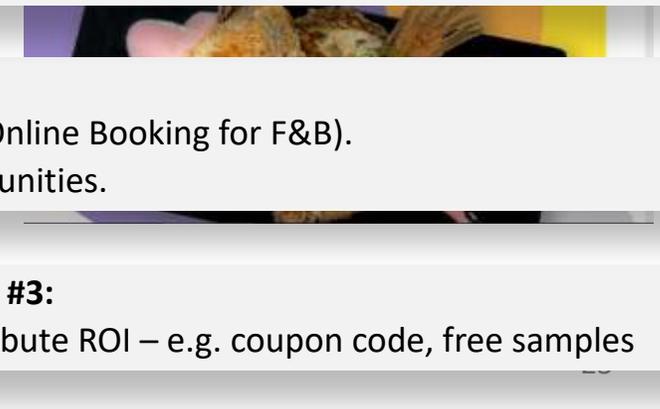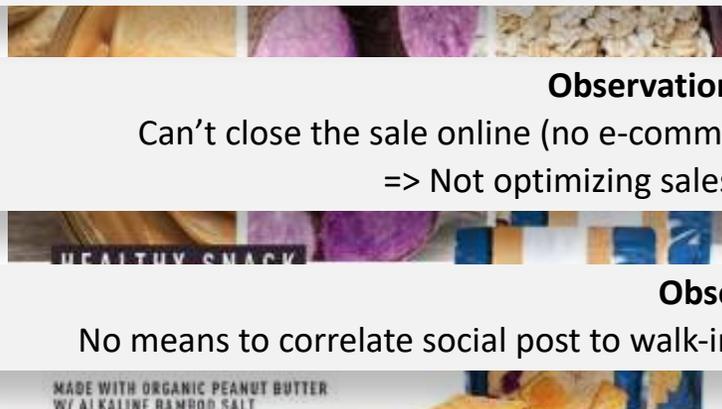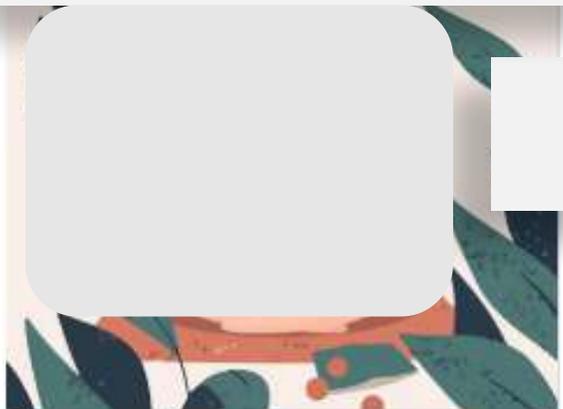
Observation #2:
Can't close the sale online (no e-commerce & Online Booking for F&B).
=> Not optimizing sales opportunities.

Observation #3:
No means to correlate social post to walk-in to attribute ROI – e.g. coupon code, free samples

Online Customer Journey – Call-to-Action (CTA) for Instagram Post

Obj: Promote an Event

Obj: Promote a Product @ ⬜ Market

Obj: Promote a Dish @ ⬜ Kitchen

Observation #2:
Click on Photo in Link In Bio -> Directed to FB Post -> Directed to Website but can't close the sale online (no e-commerce) & Online Booking for F&B
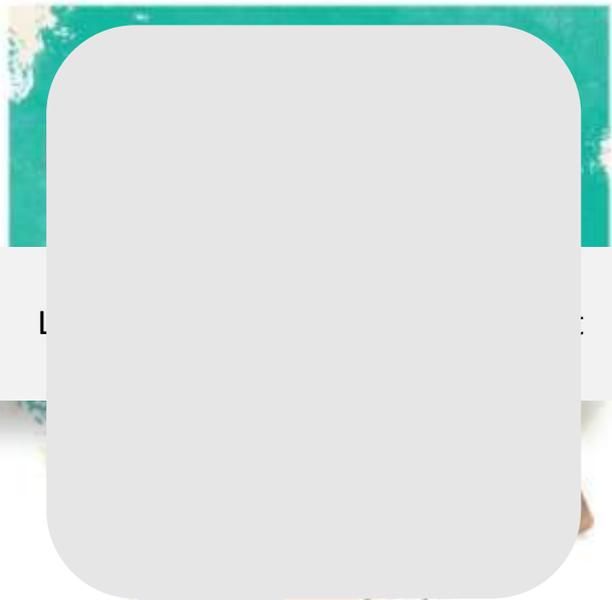
3 likes

x Yin Yoga in Asia: A New Body for the New Year
Start your year by learning how to optimise your health over 5 days of yoga at your one stop wellness centre _____. You will practise Yoga daily and learn about nutrition that can optimise your health. Most importantly, this 5 day mini retreat will set a physical workout discipline for you that you can use throughout the year. This is a general practice class suitable for beginners in yoga. It is important to know how to eat without accumulating fats in the body. Join us to discover how to create a new body for the New Year.

Special Treats for all participants include: Free Kombucha & Floral Tea Promo Vouchers.
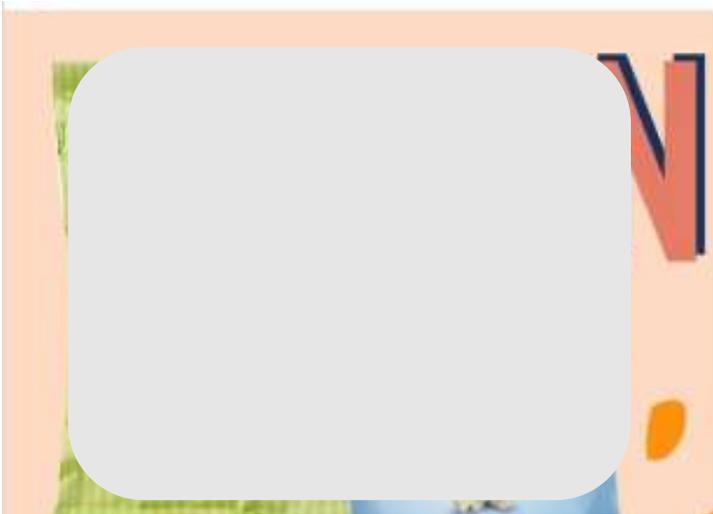
9 likes

Wholesome Snacking · Organic Pop Corn
Who's up for some a moreish, wholesome snack free from artificial flavours or additives? We are loving this fluffy, crunchy, organic popcorn with its unique taste and guess what, it's also a whole grain that is gluten free, vegan, a good source of dietary fibre (which helps with digestive regularity)! Corn is also rich in vitamin B · essential for regulating bodily processes across multiple systems, e.g. production of energy and the metabolism of various nutrients. See link in bio for more info.

9 likes

MARCH SPECIAL
~ SEAFOOD CIOPPINO STEW
Woohoo! This hearty tomato based stew is Italian comfort food at its best - a fresh medley of seafood including Barramundi cheek, crayfish, prawn, green mussels, scallop accompanied by the sweet flavours of cherry tomato, white radish, carrot is cooked in a brandy infused butter broth which is lip-smacking delicious! Feast on the fresh seafood and sop up the umami laden sauce with the crisp focaccia bread for a truly memorable meal. See link in bio for more info.

Online Customer Journey – Call-to-Action (CTA) for Instagram Post

Step 1 Feed in Follower's IG >> Click [   ] avatar
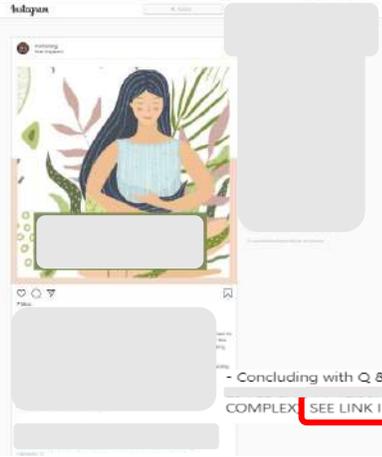
Step 2 Directed to [   ] IG Page >> Click on Link In Bio
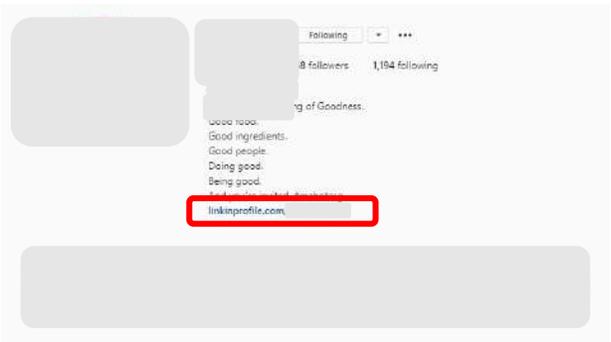
Step 3 Directed to [   ] Link In Bio page >> Scroll Down to Desired Photo to visit link
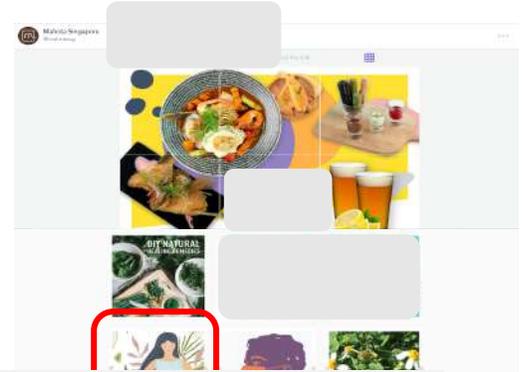
Observations & Considerations:

- Lengthy Customer Journey -> Risk of customer drop off
- Treatment of comms on IG -> Differentiated treatment vis-à-vis FB?

Step 5 Directed to [   ] Calendar site
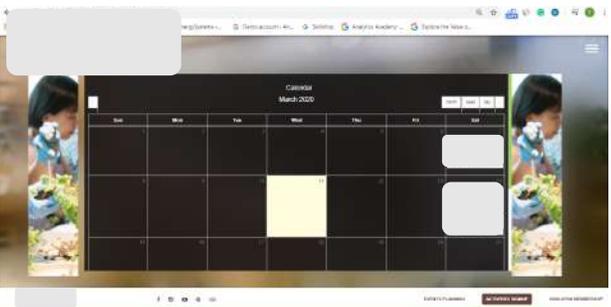
Step 4 Directed to [   ] Web Page on Event >> Click on the ⊙
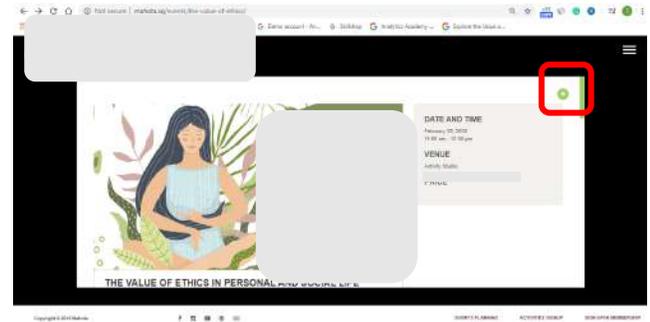
Social Media Marketing – Very Active on FB Posts. Engagement is mostly < 2%-3%

- Performance on par with industry Average Engagement Rate of 3.22% (Source: https://blog.iconosquare.com/average-facebook-engagement-rate/)

Source: Facebook Insights. 20 Mar 2020 2330hrs

Social Media Marketing – Less than 10% Reach among Fans

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/20/2020 4:52 PM	Cooking to Fight Inflammation Workshop Inflammation is an		🌐	571	3 / 4	Boost Post
03/20/2020 4:30 PM	MARCH SPECIAL ~ SEAFOOD CIOPPINO STEW Woohoo! This		🌐	233	3 / 0	Boost Post
03/20/2020 4:00 PM	Feel Beautiful with Good Skin Knowing what lifestyle habits to		🌐	577	16 / 3	Boost Post
03/20/2020 3:00 PM	Foods Good for Skin - We are what we eat! Sometimes when		🌐	204	2 / 1	Boost Post
03/20/2020 2:00 PM	How to have Good Skin Did you know that studies have shown		🌐	820	91 / 7	Boost Post
03/20/2020 12:02 PM	Importance of Natural Skincare Yikes, did you know that many		🌐	455	24	Boost Post
03/19/2020 8:00 PM			🌐	1.9K	43 / 21	View Promotion
03/15/2020 8:00 AM	TCM FOOD THERAPY WORKSHOP Some of us may		🌐	1.2K		Boost Post
03/13/2020 3:00 PM	Nutri-Grade: Battle Against Diabetes Continues Did you		🌐	1.4K	101 / 10	Boost Post
03/13/2020 1:00 PM	Organic Snow Fungus Drink ~ Fresh from Taiwan Alishan, we		🌐	1.2K	24 / 11	Boost Post
03/13/2020 11:00 AM	Vitamin B Round Up Did you know that there are eight B		🌐	635	38 / 8	Boost Post
02/29/2020 10:00 AM			🌐	1.2K	13	Boost Post
02/28/2020 5:00 PM	DIY Anti-Viral Hand Sanitiser & Soap Workshop With demand		🌐	1.9K	64 / 25	Boost Post

Legend: Reach: Fans / Non-Fans · Post Clicks · Reactions, Comments & Shares

Tooltips:
- Fans 612 | Non-Fans 1,240
- Fans 985 | Non-Fans 373
- Fans 1,049 | Non-Fans 818
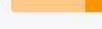
Considerations:

- Social Media Marketing ROI => Optimization?

- Other aspects of Digital Marketing or Marketing Mix?

- Frequency of post
  - Weekly / Monthly Content Marketing Calendar
  - Specific theme on certain days? (selected theme based on the desired pillar from a positioning standpoint)

- How to increase Engagement on Social Media? E.g. Give-away contest? MGM?

- Importance of growing Follower base?

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Source: Facebook Insights. 20 Mar 2020 2330hrs

# Digital Advertising – Ad Summary in last 60 Days

Observations

- Very short duration campaigns (e.g. over 5 days)
    - [?] Message cut through?
    - [?] Time for FB to do machine learning for ad optimization?
- Bidding model is largely based on <u>Video Views</u> and <u>Page Engagement</u>
    - [?] Not tied to specific performance (e.g. take up).
    - [?] Campaign Objectives? Audience Targeting?

Advertising Summary   [Create Ad]

Performance ⓘ

_____ on 3 ads in the last 60 days.   Currently viewing
                                         Last 60 days

👥 People Reached	👍 Post Engagements	▶ Link Clicks
20,867	**6,892**	**93**

✓ Completed · Feb 4 · Created by ____   [View Results]

| Video Views | 11,318 People Reached | 1,804 ThruPlays | SGD50.00 Spent of SGD50.00 |

✓ Completed · Jan 22 · Created by ____   [View Results]

| Video Views | 7,477 People Reached | 833 ThruPlays | SGD20.00 Spent of SGD20.00 |

✓ Completed · Jan 10 · Created by ____   [View Results]

| Post Engagements | 4,289 People Reached | 348 Post Engagements | SGD20.00 Spent of SGD20.00 |

✓ Completed · Dec 28, 2019 · Created by ____   [View Results]

| Video Views | 1,419 People Reached | 167 ThruPlays | SGD20.00 Spent of SGD20.00 |

✓ Completed · Dec 18, 2019 · Created by ____   [View Results]

| Post Engagements PRE-SALES ____ | 572 People Reached | 111 Post Engagements | SGD20.00 Spent of SGD20.00 |

✓ Completed · Nov 20, 2019 · Created by ____   [View Results]

| Video Views By Popular Demand: ____ | 4,088 People Reached | 621 ThruPlays | SGD20.00 Spent of SGD20.00 |

✓ Completed · Oct 21, 2019 · Created by ____   [View Results]

| Video Views | 4,065 People Reached | 851 ThruPlays | SGD20.00 Spent of SGD20.00 |

✓ Completed · Oct 19, 2019 · Created by ____   [View Results]

| Video Views | 15,760 People Reached | 2,905 ThruPlays | SGD50.00 Spent of SGD50.00 |

✓ Completed · Oct 15, 2019 · Created by ____   [View Results]

| Video Views | 6,688 People Reached | 402 ThruPlays | SGD20.00 Spent of SGD20.00 |

Digital Advertising – Facebook Advertising (FYI only)

TYPES OF AD OBJECTIVES:

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Promote

How would you like to grow your business?

Creating an ad helps get you more of the business results you want.

Boost a Post	Promote Your Send Message Button	Promote Your Page
Promote Your Business Locally	Get More Website Visitors	Get More Leads

Get Started With Automated Ads
Get personalized ads that adjust over time to help you get better results

Help Center

Close

(4) Marketing Objectives, Key Focus, KPIs & Metrics

Marketing Objectives – Strengthen Positioning & Increase Rev

#1: Strengthen [   ] Positioning via 3 main pillars

#2: Increase Revenue Streams from Various Sources

SWOT Analysis – Leverage on Strengths & Opportunities. Address Weaknesses & Threats

Strengths	Weaknesses	Opportunities	Threats
Existing base of **followers** on social media & **customer database**: • 11k (FB) • 4k (IG) • 10k Mailing list • Telegram base	**Communication** is **too centred** within **FB** and **IG** platform. Does not actively push users to **website** (Impact on SEO Optimization)	**Growing interest in Health & Wellness** (especially in view of ongoing COVID-19)	**Many existing players** in some forms of **health** and **wellness verticals**. Need to find ways to break through the clutter
Existence of **numerous backlinks** including some with **good domain score**	Website needs **improvements** in **user journey, optimizations.** **No SSL licence** at this point (Impact on SEO Optimization)	Growth in **Food & Lifestyle blogs**	**Competitor** is gaining more **Organic Traffic from SEO**
Access to some **influencers** who are also involved in their workshops and classes	Higher share of traffic from Mobile devices but **high Bounce Rate (vs desktop)**	**Online shopping & 3rd Party Shopping Sites** – increasing acceptance and implementation framework (e.g. ShopBack, Shopee etc)	Impact of COVID-19 regulation
Good range of topic to cover for content marketing purposes	Building of **Digital Marketing expertise** - to review: • inhouse vs outsource • how to build the necessary inhouse expertise	Increase **precision in micro-segment targeting** via online	
Prepared to put more **budget & resources** for **online/digital push**		Government funding to go digital	

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Proposed Areas of Focus – SEO & Digital Advertising

1) **Search Engine Optimization (SEO)** Initiatives

- To drive Organic Search Traffic by increasing [   ] association with relevant keywords

Rationale:

a) **Key driver to current web traffic**
- **Organic Traffic** - > 50% of total web traffic
- Driver to organic traffic - largely [   ] branded words. **Unbranded** keywords => helps to increase brand awareness

a) **Lead Generation**
- Generates **highly relevant** & **high quality traffic**

b) **Complement and Optimize efforts from ongoing Content Marketing initiatives:**
- Currently done in **social media** - doesn't help drive **organic search traffic** and **website ranking**
- Combining the **SEO** + **Content Marketing** efforts -> **yield higher ROI** organically over time

d) **Competition & Branding**
- Little Farms - getting higher Organic Traffic and gaining increasing traffic MoM vis-à-vis [   ]
- Helps position the brand as the authority in the industry (vis-à-vis competition)

2) **Digital Advertising**

- Quick means to help drive revenue. Retargeting option to target those who are already aware or interested.

Rationale:
a) **Optimize current ROI** from Ongoing Digital Advertising Investments

Marketing Obj #1 – Strengthen [　　　　] Positioning

	Objective	KPI	Metric
Awareness Interest Desire Action	**Increase Weekly Website Traffic** • from **1.4k Unique Users** to **3k Users** by year end (↑114%)	• Increase **Organic SEO traffic** • Increase **Traffic** from **Social** • **Follower** on **Social Media** (FB, IG) & **Telegram** • Level of **engagements on FB, IG**	• ↑ Weekly Organic Traffic (by Unique User) from 700+ to 1500 (↑50%) • ↑ Weekly Traffic from Social (by Unique User) from 100+ to 750 (contribute 25% of Total Traffic) • FB: 10.5k to 15k (↑67% mthly run rate) • IG: 4k to 5k^ • ↑ FB Engagement per post from approx. 70 engagements / post to 90 engagements / post (↑30%)
		• **Advocacy** & **Reviews**	• Competitive benchmarks (numbers)

^ High level proposed number as data for monthly run rate not available. Depends on overall strategy and prioritization too.

Marketing Obj #2 – Increase Various Revenue Streams

S/N	Rev Source	KPI	Metric	Remarks
1	Space Booking - Kitchen / Pantry / Studio / Event Space	Increase Online Booking^	From ☐ per mth to ☐ per mth	Increase ☐ %
2	Activity Sign Up	Increase Online Booking^	From ☐ per mth to ☐ per mth	Increase ☐ %
3	Workshop Sign Up	Increase Online Booking^	From ☐ per mth to ☐ per month	increase ☐ %
4	F&B Booking	Drive Online Booking^	Target ☐ pax per month within 1st ☐ months. To achieve ☐ pax per month from ☐ month. ☐ pax per month thereafter	Only for ☐
5	F&B Delivery	Drive Online Sales	<X% mark-up based on current online delivery numbers>	Recently started
6	Retail	Online sales	<Target for e Commerce>	
7	~~TCM~~	~~Online leads~~	~~Target at least ☐ for FY20.~~	

Note: To review through all metric again after mapping out the initiatives and timelines
^ includes Online to Offline

Digital Marketing Strategy & Plan – to achieve Marketing Objective #1

	Objective	KPI	Metric	SWOT	Initiatives

1	**Increase Weekly Web Traffic from 1.4k to 3k**	**Increase Traffic from:**
		• **Organic**
		• **Social**
			• 700+ -> 1.5k
			• 100+ -> 750
				[S] Existing base of followers on Social Media & customer database
				[S] Access to influencers & vast topics to cover for content marketing
				[S] Prepared to put more budget & resources behind online/digital push
				[S] Existence of numerous backlinks including some with good domain score
				[W] Communication is too centred within FB and IG platform. Does not actively push users to their website
				[W] Website needs improvements in user journey, optimizations. No SSL licence at this point
				[W] Higher share of traffic from Mobile devices but high Bounce Rate (vs desktop)
				[W] Need to strengthen Digital Marketing expertise
				[O] Growing interest in Health & Wellness
				[O] Growth in Food & Lifestyle blogs
				[O] Increase precision in micro-segment targeting via online
				[T] Many existing players in some verticals of health and wellness. Need to find ways to break through the clutter
				[T] Competitor is gaining more Organic Traffic from SEO
					• **SEO** as a means to **strengthen positioning**
					• Revamp of **Online Customer Journey**
					  • Social Media/Mobile -> Web
					  • Blog Post section for Content Marketing
					  • New Products & Promotions section in website
					  • Online Booking for F&B & TCM
					  • eDM – other BTL targeting purposes
					  • Online booking journey - simplify
					
					• **SEO Optimizations**
					  • On-Page Initiatives (web architecture, positive reviews, Technical Implementations)
					  • Off-Page Initiatives (Directory Listings, Manual Outreach, Digital PR/Publicity)

Digital Marketing Strategy & Plan – to achieve Marketing Objective #2

|	Objective	KPI	Metric	SWOT	Initiatives

2	**Increase Revenue & Online Bookings**	**From various rev sources**
		• **Workshops**
		• **F&B**
		• **Space Booking**
		•
		  Market
		• **TCM**
			Mthly take up
			
			• 60 -> 80
			• 30 in 1st 3 mths
			• 3 ->5
			
			• (e-Commerce Target)
			• At least 30 in FY20
				[S] Existing base of followers on Social Media & customer database
				[S] Preparing to put more budget & resources behind online/digital push
				[W] Communication is too centred within FB and IG platform. Does not actively push users to their website
				[W] Website needs improvements in user journey, optimizations.
				[W] Higher share of traffic from Mobile devices but high Bounce Rate (vs desktop)
				[W] Need to strengthen Digital Marketing expertise
				[O] Increase precision in micro-segment targeting via online
				[T] Many existing players in some verticals of health and wellness. Need to find ways to break through the clutter
					Customer Decision Making Journey
					• Framework of Digital Advertising & other Digital Marketing tools to move customers towards Purchase
					   – Review & adopt where applicable
					• Different Audience Profiling, Messaging & Bidding Strategies at different stage
					   – Try, validate & tweak accordingly
					• Content Grid to synergize Content Marketing with Digital Advertising
					   – Review & adopt where applicable
					
					Thematic Advertising - Try, validate & tweak accordingly
					• Optimize Digital Advertising Efforts & Investment.
					• Concurrent application with other Digital Marketing tools, and Marketing Mix

BECOME A CERTIFIED DIGITAL MARKETING STRATEGIST

Complete all 6 Core Modules and Earn the (CDMS) Certificate

(5) Proposal – Strengthen [   ] Positioning

(Marketing Objective #1)

To Recap…

#1 – Ongoing Efforts

Content Marketing

#2 – Layer in SEO Optimization

SEO

Increase Online Visibility & KW Search Ranking

#3 – Strengthen Overall Positioning

Background - What Affects Google Search Ranking

Google Local Search Ranking Factors

Behaviour – duration people spent in your website

Personalization – Category of Business under 'Google My Business'

Citations – Inclusion of Business Details like Name, Address, Operation Hours etc in various directories e.g. Yelp, Yellow Pages etc
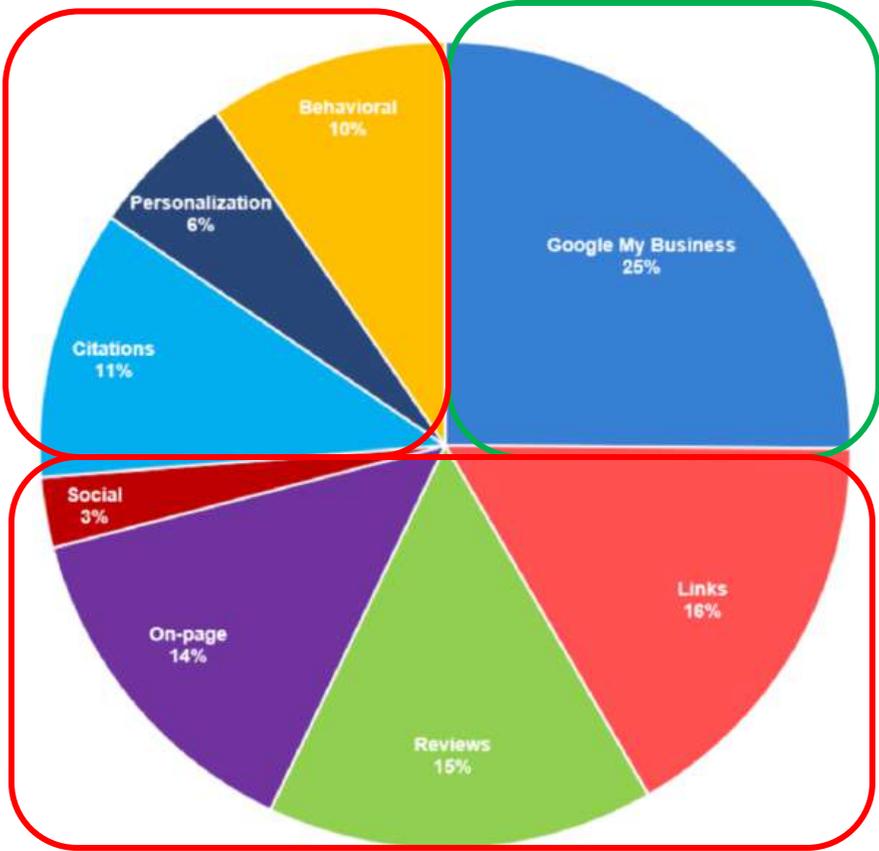
→ Already set-up

→ Proposed areas to focus on to improve Organic Search and Ranking

Source: https://searchengineland.com/breaking-down-the-new-realities-of-local-search-what-we-learned-at-smx-west-311651

SEO Optimization - Approach

#1 Keywords

#2 On Page

#3 Off Page

#4 SEO Analytics

SEO Optimization - Approach

#1 Keywords

#2 On Page

#3 Off Page
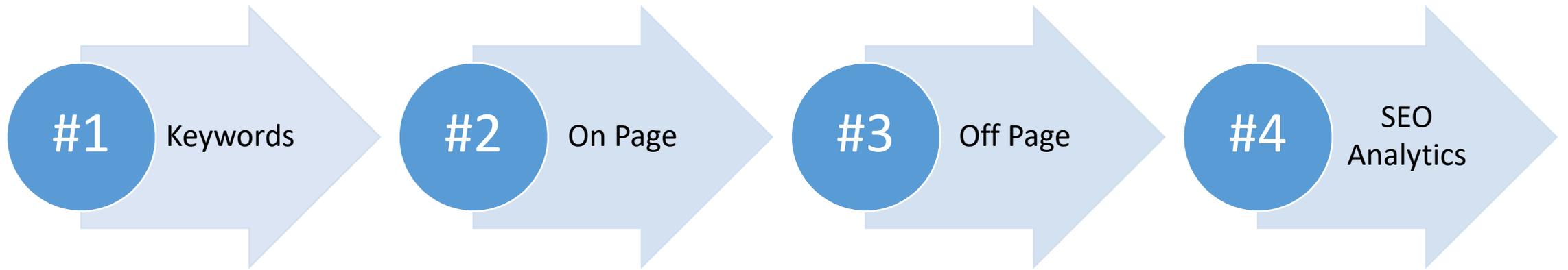
Competitive Analysis - Mapping of Competitive Positioning

Lifestyle / Well Being

Strengthen   position in the holistic lifestyle / well being space

Niche / Specialty

General / Holistic

Lifestyle Products + Café (F&B)

Health Product centric

Health
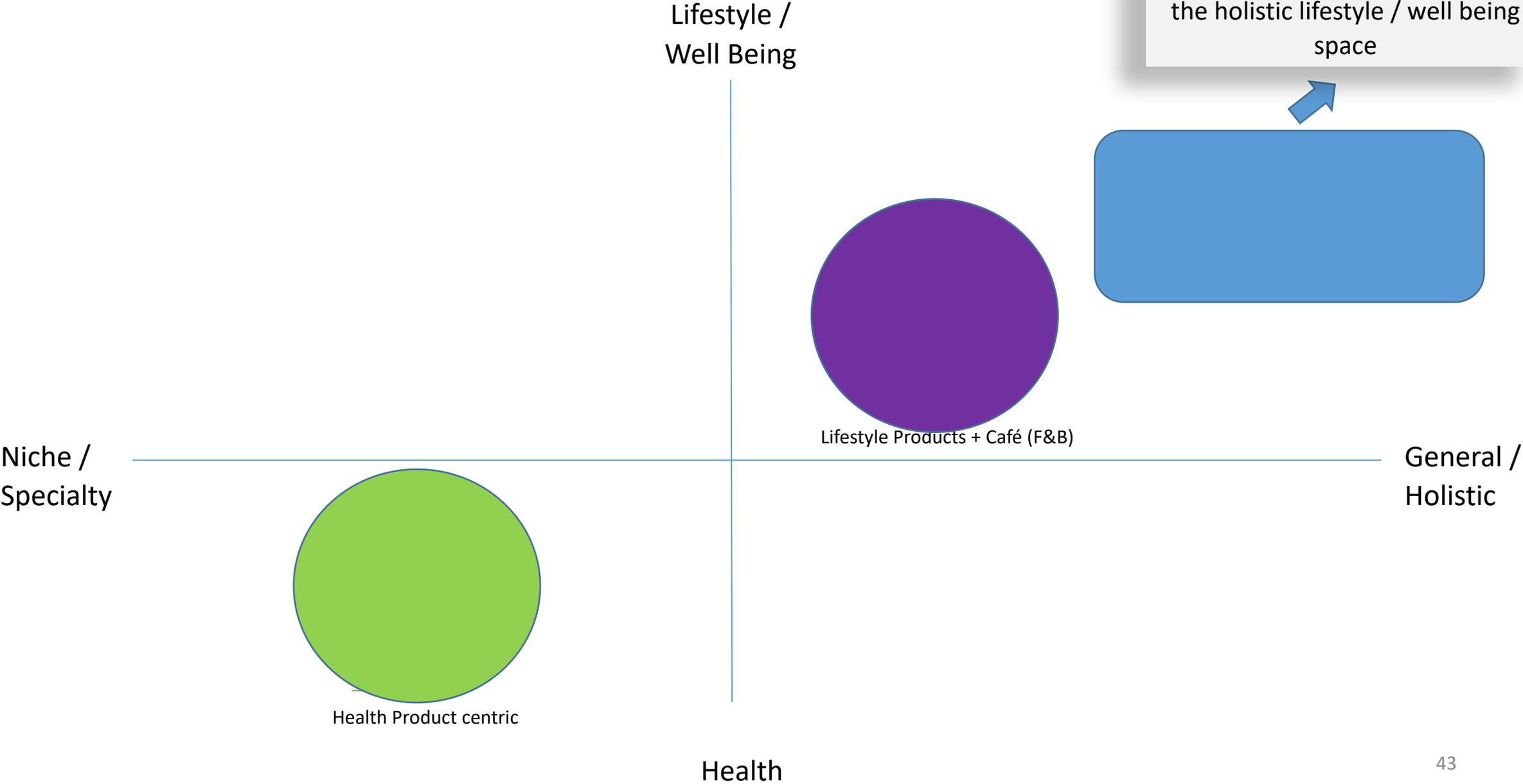
Proposal #1: SEO Keywords (KW) – Unbranded KW to Help Strengthen ▢ Positioning

Approach:

Unbranded Keywords
associated with each Product/Service vertical

➡ Google ➡ ▢ ➡ 🧠

Objectives:

1.   Organically create greater brand awareness & mindshare

2.   Increase ▢ organic web traffic (esp with unbranded Keywords)

3.   Increase sales

Proposal #1: SEO Keywords (KW) – Unbranded KW to Help Strengthen [   ] Positioning

Brand
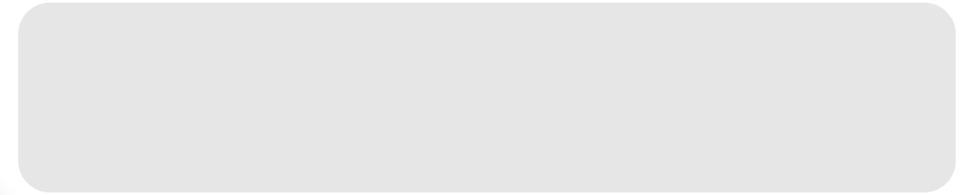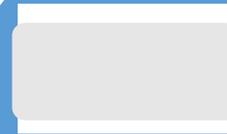
Gathering of Goodness

Product & Service Verticals

- F&B
- Market
- Activities
- ~~Clinic~~
- Events

Keywords to support Key Pillars

F&B	Food (Lifestyle)
Workshops / Classes	Health & Wellness

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Proposal #1: SEO Keywords (KW) – Unbranded KW to Help Strengthen [____] Positioning

Proposed:
- To choose 1 KW from each as the anchor to support each pillar.
- Use the KWs in Title Tags & Blog Post in Website

Pillar	F&B	Food (Lifestyle)	Workshop / Class	Health & Wellness
Potential Keywords	**Anchor Dishes** • Kombucha • Keto cake • Hotpot • Jja Jang Myeon • Seafood Cioppino Stew	**Dietary Themes** • Vegan • Keto • Organic • Low Carb • Herbal • MSG Free • Gluten Free	**Key Focus** • DIY Workshop • Wellness Workshop • Health / Vitality Workshop • Cooking/Baking Workshop	**Key H&W Theme** • Metabolism • Immunity • Stress • Yoga • Traditional Medicine / TCM • Anti-Viral Protection • Good Skin / Skincare
Product / Service Vertical	Kitchen & Pantry	Kitchen & Market	Activities & Clinic	Market, Clinic & Activities

Note:
- A quick check on some of these keywords via Neil Patel suggests SEO Difficulty and Paid Difficulty are generally not very high => Opportunity!

SEO Optimization - Approach

#1 Keywords

#2 On Page

#3 Off Page

Proposal #2: On Page & Online Customer Journey – Website as main destination for all comms

Facebook

Instagram

Email

Telegram

Website / Blog Post Page

Booking Page - Form

Booking Complete Popup

Calendar

Booking Page - Form

Thank You Popup

Membership Sign Up

Registration Pages

Members Area - Upon Registration

Newsletter Sign Up
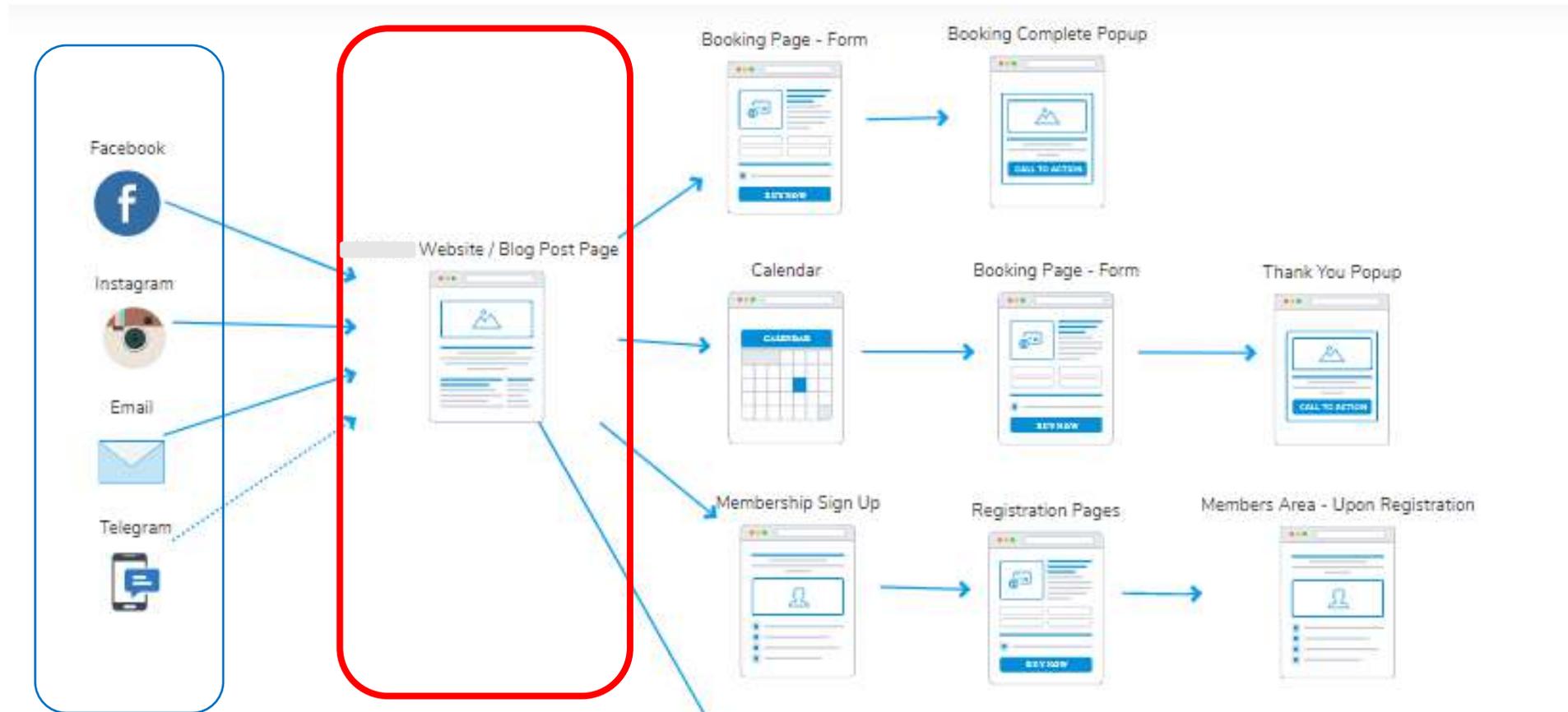
Recommendation:
- Social Media, eDM, Telegram to serve as lead in comms to drive traffic to website where possible.

Recommendation:
Main destination for:
- Booking / Sales
- Content write-ups
- Others (e.g. Membership sign up etc)

Blog Post section within the website where all Content Marketing write-ups will be availed

Shorter copy for FB post => **23% more interactions** than longer FB posts
(Source: https://adespresso.com/blog/facebook-statistics/)

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Proposal #2: On Page & Online Customer Journey – Optimization

S/N	Comms Channel / Journey	Details
1	**Social Media, eDM & Telegram**	• To be used as <u>lead in comms</u> to direct followers and customers to the website for further info where applicable
2	**Blog Post section in Website**	• To host the <u>ongoing content marketing write-ups</u>. • <u>Categorization</u> by major <u>themes</u> (e.g. Organic, Immunity, TCM) within blog post section for easy search and reference (potentially look at Search feature within website at some point) • To <u>cross link article</u> to other relevant articles done previously to increase time spent in the website
3	**New Products / Promotion Section in Website**	• To <u>host new products or dishes</u>, or to <u>feature</u> the latest <u>promotions</u>
4	**Online Booking for F&B & TCM**	• To help <u>close the loop in online journey</u> to complement ongoing Content Marketing efforts and Digital Advertising to <u>drive sales</u> for F&B & TCM
5	**eDM**	• Leverage on this Direct Communication tool to target a certain profile of customers with a <u>specific message / Call-to-Action</u> e.g. Members to use points to drive F&B sale, Specific offer (e.g. dollar off promotion) targeting members who have not patronized store in past 3 months [i.e. Reactivation drive]
6	**Online booking journey**	• To review further <u>simplifications</u> (i.e. reduce steps involved) to avoid drop off in customer journey

Proposal #3: On Page – Potential Web Architecture

Landing Page

- **Our Story**
- **F&B**
  - Kitchen
  - Pantry
  - Reviews
  - Latest Dish / Stories
  - Online Booking
- **Market**
  - Key Product Category
  - Organic
  - Keto
  - Vegan
  - Low Carbs
  - Latest Product
- **Activities**
  - Calendar of Activities
  - Activity Booking Form
- **Clinic**
  - Services
  - Appointment Booking & Contact Us
- **Preschool**
  - USPs
  - Contact Us
- **Private Events & Space Booking**
  - Space Booking Form
  - Private Events Booking Form
- **Articles**
  - Organic
  - Keto
  - Vegan
  - Low Carbs
  - Skin Care
- **Promotions & Fresh on Board**
- **Membership**
- **Contact Us**

Notes:
- Key USPs & Dishes for Kitchen & Pantry
- Category based on key focus or driver for Market
- Post event photos & stories could be part of social engagement
- To consider story telling of use cases for private events
- To get backlinks where possible

Best Practices:
- Users can understand the theme of the site by looking at the main menu
- Related pages are interlinked with appropriate anchor text
- Site – well organized into main & sub-categories (Proper URL structure is recommended. E.g. example.com/parent-category/child-category/post

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Proposal #3: On Page – Things to Take Note for Implementation of KW in Website

- Content Creation

  - Relevant to your target KW and provides best answer to searcher's intent

  - Primary & Secondary KW

    - Mention early in your copy

    - Used in sub-headings & evenly distributed evenly throughout your copy

    - Include KWs related to your main KW throughout your copy

    - Ensure content is unique - EAT (Expertise, Authoritativeness, Trustworthiness)

    - Link out relevant internal pages of your website or relevant external websites where applicable

- Image:

  - Make alt text descriptive of the image and include your target KW where possible (do not stuff keywords)

- Domain name and URL:

  - Include Keywords in URL e.g.

  - Keep it short and easy to understand (<100 characters & lower case) e.g.   instead of

  - Use hyphens & underscore as word separators but avoid hyphens in domain names e.g.   instead of
    [Reason: indicates to search engine the number of words used in the URL]

Proposal #4: On Page – Populating Positive Reviews to Website

Proposal #5: On Page Technical Implementation – Page Load

Source: SEO Analyzer in neilpatel.com

SITE SPEED

Site speed is crucial to your SEO health. Every additional 0.5s it takes to load your site drastically increases the % of visitors that will leave your site. Below you'll see the time it took for your website to load on desktop and mobile devices using a 3G connection speed.

DESKTOP Loading Time	**7 SECONDS**

YOUR SITE ▼

3s Excellent	5s Good	8s Fair	Poor

Close Advanced Breakdown ∧

First Contentful Paint	7s		First Meaningful Paint	7s	
Speed Index	9s		First CPU Idle	7s	
Time to Interactive	7s		Est. Input Latency	13ms	

MOBILE Loading Time	**10 SECONDS**

YOUR SITE ▼

3s Excellent	5s Good	8s Fair	Poor

Close Advanced Breakdown ∧

First Contentful Paint	10s		First Meaningful Paint	10s	
Speed Index	21s		First CPU Idle	10s	
Time to Interactive	10s		Est. Input Latency	13ms	

TOP SEO ISSUES

We've audited your site against our comprehensive 44-point SEO checklist to help you better understand the overall health of your site and what you can do to make improvements. We've ranked how difficult each issue is to fix based on the technical skills needed and the time we estimate it may take you to fix all issues in that category.

SEO ISSUES ANALYZED	DIFFICULTY	SEO IMPACT
1 issues with no sitemap.xml to optimize interaction with bots	MODERATE	HIGH
1 issues without a valid SSL certificate	MODERATE	HIGH
43 pages have a low word count	MODERATE	HIGH

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Proposal #5: On Page Technical Implementation – Page Load

Source: Google Analytics

Proposal #5: On Page Technical Implementation – Page Load

Source: Google Analytics

Proposal #5: On Page Technical Implementation – H1 Heading, Meta Tags, Title Tag

Source: SEO Analyzer in neilpatel.com

13 pages w/o H1 Heading

18 pages have duplicate meta description tags

WHAT IS THIS?

Search engine crawlers prefer content that is structured properly and has a hierarchy when it comes to heading tags. The H1 tag is the most important and tells search engines what it is your content is about. There should only be one H1 tag for each page.

HOW DO I FIX IT?

Add an H1 tag to your pages that is relevant to the content you are posting. Try to include keywords in your H1 tag and limit each page to just one H1 tag.

WHAT IS THIS?

Having more than one meta description tag on a page makes it difficult for search engines to know what the content is about or if the content will be a good fit for people who are performing searches. Having only one meta description tag per page will give you a much better chance at ranking in search results.

HOW DO I FIX IT?

Make sure that every page you post on your website has a unique meta description that is both relevant to the content on the page and one of a kind.

To learn more about how to write amazing meta descriptions that are both unique and compelling, check out **this** article.

NEILPATE

Menu

Dashboard

UBERSUGGEST

Overview

Keyword Ideas

Content Ideas

TRAFFIC ANALYZER

Overview

Top Pages

Keywords

SEO ANALYZER

Site Audit

Backlinks

HELP

Knowledge Base

Support

PROJECT ✓

Site Audit:

< BACK TO REPORT

ALL ISSUES   CRITICAL ERRORS   WARNING

12 pages with a poorly formatted URL for SEO

WHAT IS THIS?

In order to create a URL that is truly SEO-friendly, one must take into account certain factors that Google deems important for rankings. Some of these factors include the length of the URL not exceeding 120 characters, how relevant the wording in the title is to the content in the post, avoiding symbols and underscores within the slug, inclusion of session IDs, too many different sub-folders, and so on.

To learn more about SEO-friendly URLs, check out **this** article.

HOW DO I FIX IT?

Avoid overcomplicating your URL structure by only focusing on using keywords in your slug that are relevant to the content in the post. Your URL should only contain numbers, letters, and dashes, and you should avoid using extraneous characters such as: !, @, #, $, %, ^, &, *, [,], [,], ?, {, }, :, ;, ".

SEO ISSUES ANALYZED	DIFFICULTY	SEO IMPACT
13 pages without a H1 heading What is this and how do I fix it?	EASY	MEDIUM
18 pages have duplicate meta description tags What is this and how do I fix it?	EASY	MEDIUM
12 pages with a poorly formatted URL for SEO What is this and how do I fix it?	EASY	MEDIUM
1 pages with a <title> tag that is too long What is this and how do I fix it?	EASY	MEDIUM
31 pages with a <title> tag that is too short What is this and how do I fix it?		MEDIUM

See next slide

0 page

31 pages w a <title> tag that is too short

1 page with a <title> tag that is too long

WHAT IS THIS?

It is recommended to keep your title tag under 65 characters so you don't run the risk of having part of it cut out from the search results page.

To learn more about creating SEO-friendly title tags, check out **this** article.

HOW DO I FIX IT?

Go through your pages and shorten any of your title tags that exceed 65 characters.

WHAT IS THIS?

Title tags need to deliver an important idea to your potential readers in a few words. But the title tag can't be too short. If the title tag is less than 30 characters, it will be difficult for search engines to understand what the content is about and decreasing the likelihood of ranking.

To learn more about creating SEO-friendly title tags, check out **this** article.

HOW DO I FIX IT?

Make sure that your title tags are long enough for search engines to recognize and so you are able to intrigue potential visitors to click on your page.

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Proposal #5: On Page Technical Implementation – H1 Heading, Meta Tags, Title Tag

On-Page SEO Cheat Sheet

1) Keywords in URL

Url: www.webdesign.com/**ecommerce-web-design**/

2) Keywords in Meta Description

`<head><meta name="description" content="We provide the best and most affordable commerce web design packages in the market.">`

3) Keywords in Title Tags

`<title>E-commerce Web Design Service</title></head>`

`<h1>E-commerce Web Design Service</h1>`

We provide the best custom **e-commerce web design services**

4) Keywords in Subheadings

5) LSI Keywords in Content Area

6) Quality & Uniqueness of Content

8) Link out to relevant sources if possible

`<h2>Why We Provide The Best `**Website Design Package**`</h2>`

Designing a site requires...

Image Keyword inserted into Title and/or Alt Text

9) Interlink articles with relevant anchor text (Site architecture)

Website creation process...

View our other web design packages ->

7) Keywords in Image Title & Alt Tags

Meta Description
- Between 150-160 characters
- Include KW in meta description
- Make Meta Description unique, persuasive & outstanding
- Wrapped around meta tags `<meta name="description" content="Example meta description content that will often show up in the search results snippets.">`
- Use only alphanumeric in meta description
- Use structured data markup if it is appropriate to the content. (Use a WordPress rich snippets plugin if you are using WordPress. Use schema-creator.org/ if you wish to create your own snippets.)

Title Tags
- Wrapped around title tags `<title> Example title </title>`
- Place KW closer to front of the title
- Ensure title is unique, outstanding and appealing
- Keep title length within Google's standard
- Include brand name in title tag (increase brand exposure) – In front for the homepage and at the back for other pages of your site
- Optimize multiple keywords (increase chance of ranking for multiple KWs)

Source: Equinet Academy SEO Training Course Material

Proposal #5: On Page Technical Implementation – Critical Errors

Source: SEO Analyzer in neilpatel.com

NEILPATEL | EN ∨   PLANS & PRICING   T ∨

< Menu   You are 3 steps away from growing your SEO traffic   ① SIGN UP ✓   ② CREATE A PROJECT ✓   ③ ADD KEYWORDS

Dashboard

1 issue with no sitemap.xml

1 issue w/p a valid SSL certificate

WHAT IS THIS?

Sitemap.xml files can facilitate your chances of ranking by making your site easier to crawl by search engines. By creating a unified list of URLs that you would like to be indexed, the sitemap.xml file ensures that not only will your site be crawled properly but that it will be done quickly and more efficiently.

HOW DO I FIX IT?

To learn more about creating a sitemap.xml file, check out **this** in-depth guide.

WHAT IS THIS?

SSL certificates are digital certificates that enable an encrypted connection and authenticate a website. They provide your visitors with the reassurance that they will have a safe connection between your site and their device. Moving from http to https on your site is now considered to be something that can help boost your rankings as it provides a more secure, and therefore better, experience to your end user.

HOW DO I FIX IT?

To learn more about SSL certificates and how to implement them on your site, check out **this** article.

SEO ISSUES ANALYZED	DIFFICULTY	SEO IMPACT
1 issues with no sitemap.xml to optimize interaction with bots What is this and how do I fix it?	MODERATE	HIGH
1 issues without a valid SSL certificate What is this and how do I fix it?	MODERATE	HIGH
43 pages have a low word count What is this and how do I fix it?	MODERATE	HIGH
33 pages with duplicate meta descriptions What is this and how do I fix it?	MODERATE	HIGH

TRAFFIC ANALYZER
Overview
Top Pages
Keywords

SEO ANALYZER
Site Audit

43 pages have low word count

33 pages with duplicate meta descriptions

WHAT IS THIS?

Without enough text on a page, Google will have trouble understanding what the content is about.

If Google doesn't know what the content is about, it won't be able to rank your content for the search terms you are targeting.

By adding more text, you are telling Google's crawlers and your end users, more about what it is you have to offer. Anything less than a few hundred words is considered thin content and will be nearly impossible to rank.

HOW DO I FIX IT?

Add more content to your page so that it isn't considered thin content and has a better chance of ranking. In general the average web page that ranks on page 1 of Google contains 2200 words.

WHAT IS THIS?

Meta descriptions are the small blurbs you see in search results under the page titles. These give a quick description of what the content on the page is about. These descriptions help both the people searching and the search engine crawlers understand what to expect on each page.

Avoiding duplicate meta descriptions is important as it ensures visitors will be accessing unique information. Having duplicate meta descriptions can make the ranking process more difficult as engine crawlers will have a hard time figuring out the differences between pages and what should rank and what shouldn't.

HOW DO I FIX IT?

Make sure that every page you post on your website has a meta description that is both relevant to the content on the page and one of a kind.

To learn more about how to write amazing meta descriptions that are both unique and compelling, check out **this** article.

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Proposal #5: On Page Technical Implementation – XML Sitemap

Proposal #5: On Page Technical Implementation – XML Sitemap

Source: Equinet Academy SEO Training Course Material

Proposal #5: On Page Technical Implementation – Sub-directories vs Sub-domain

Recommended:

_____/member

Reason:

Search Engine uses different ranking metrics for domain & sub-domains

Don't have an account? **Sign up**
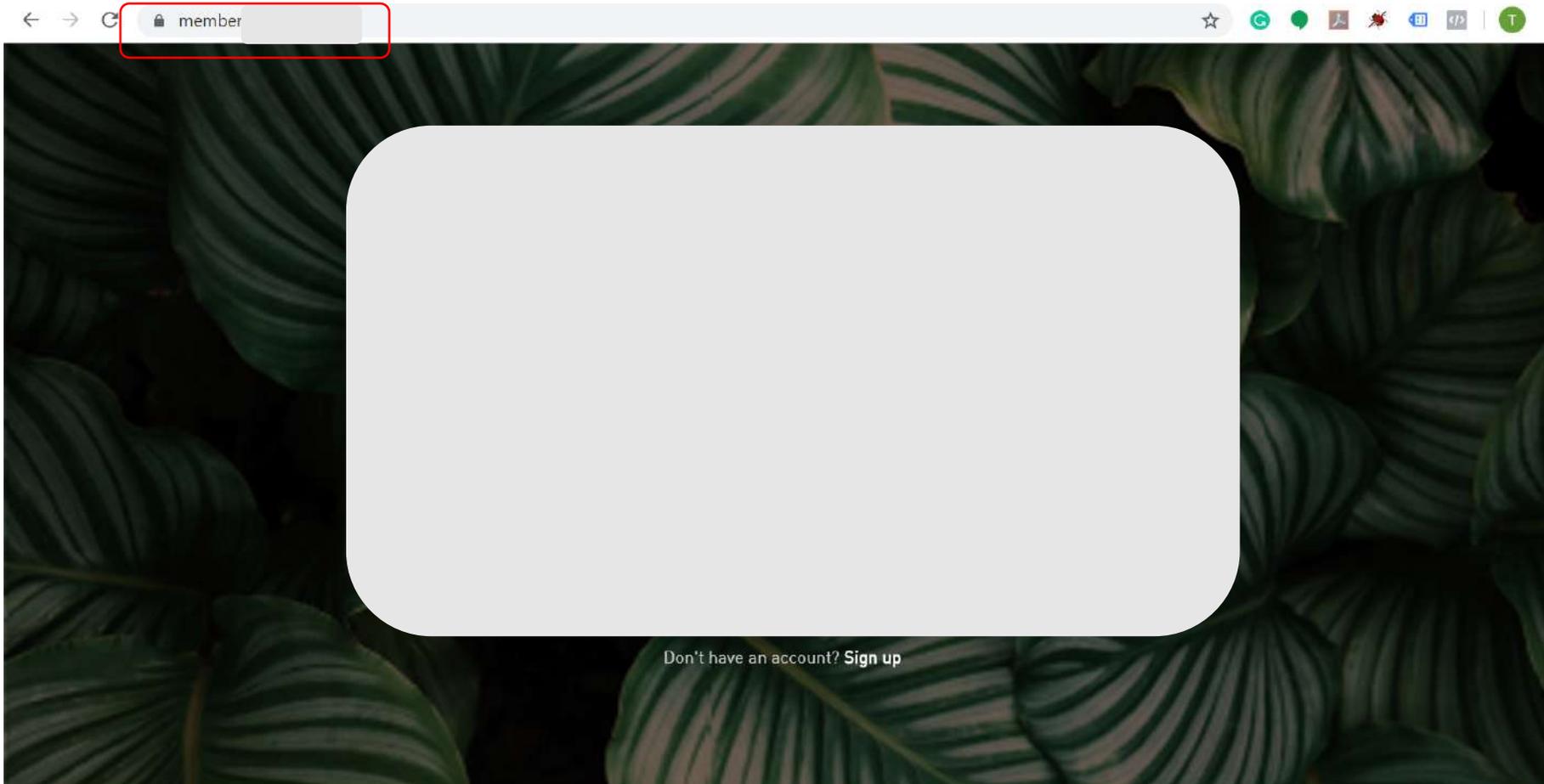
Summary of SEO Optimization Proposals under On Page

S/N	What?	Details	Difficulty^
1	**Online Customer Journey**	Social Media, Telegram and eDM To be used as lead in comms to direct followers and customers to the website for further info where applicable	Easy
		Blog Post Section in website to host ongoing content marketing write-ups	Easy
		New Products / Promotions section in website	Easy
		Online booking for F&B & TCM	Easy
		eDM to be used for targeted comms to targeted profile of customers to achieve specific objectives (e.g. reactivation, increase visits etc)	Easy
		Online booking journey – to simplify	Moderate
2	**On Page**	Web Architecture	Hard
		Populating positive reviews to website	Moderate?
3	**On Page Technical**	Improve Page Load (especially for Mobile)	Moderate?
		H1 Heading, Meta Tag, Title Tag	Easy
		Critical Errors	Moderate
		XML Site Map	Easy?
		Change of Sub Domain to Sub Directories	Moderate?

^ High level assessments in the absence of any purview to internal considerations. Might want to consider some of these in relation to possibility of website revamp and timelines if so.

SEO Optimization - Approach

#1 Keywords

#2 On Page

#3 Off Page

Background - What Affects Google Search Ranking

Google Local Search Ranking Factors

Google My Business 25%

Links 16%

Reviews 1_%

On-page 14%

Citations 11%

Social 3%

Personalization _%

Behavioral 10%
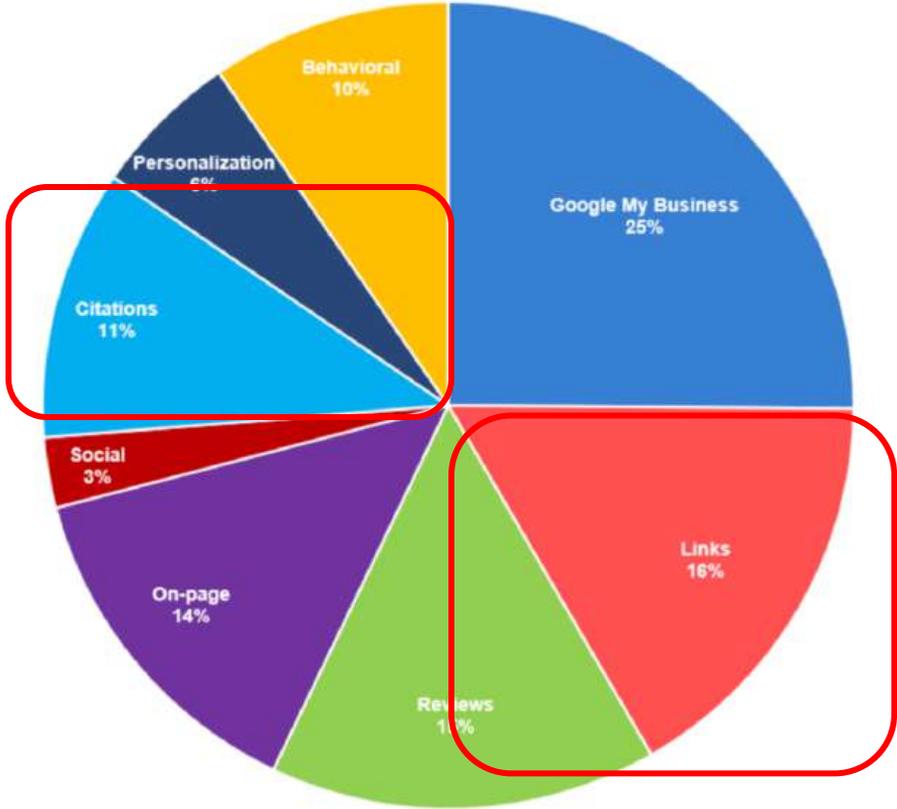
27% driven by Off Page SEO initiatives

Behaviour – duration people spent in your website

Personalization – Category of Business under 'Google My Business'

Citations – Inclusion of Business Details like Name, Address, Operation Hours etc in various directories e.g. Yelp, Yellow Pages etc

https://searchengineland.com/breaking-down-the-new-realities-of-local-search-what-we-learned-at-smx-west-311651

Proposal #1: Submission Based Linking Building

Type	Examples
Local Business Directories	◦ See next slide ◦ [HealthHub Directory](#) (If you have a health/wellness/related business, you can try getting listed here) ◦ [Yogadirectory.sg](#)
Local Business Review Sites (also function as a review site with social aspects)	◦ Yelp ◦ Foursquare ◦ TripAdvisor (Paid) ◦ The Smart Local Reviews ◦ Apple Map Sites
3rd Party Review Sites	Restaurants / Food Reviews: ◦ OpenRice ◦ HungryGoWhere
Local Forums^	◦ Expats: https://forum.singaporeexpats.com (Alexa Ranking: 63,114) ◦ Female: http://www.petalbytes.com/ (Alexa Ranking: 233,943) ◦ Food: https://www.sgfoodclub.com/ (N/A) ◦ General: https://sgtalk.org/mybb/index.php (Alexa Ranking: 266,870) ◦ Parenthood: https://www.kiasuparents.com/kiasu/forum/index.php (Alexa Ranking: 149,841) ◦ Parenthood: https://singaporemotherhood.com/forum/ (Alexa Ranking: 253,069) ◦ Parenthood: https://www.singaporeparents.com.sg/forum/ (N/A)

^Forums, like classifieds, are good ways to promote your business cheaply, and to drive targeted traffic. You can start a new thread promoting your product or service, or just put your **Name, Address, Phone Number (NAP)** in the signature. The key is to contribute useful information and not to spam.

Source: https://seogoodguys.com.sg/list-citation-sources-local-seo-sg/

Background – List of Singapore Directories

DIRECTORY NAME	COST	NOFOLLOW?	ALEXA	DA
Smart Expat	Free		308674	34
Yoys.sg	Free	Yes	2976796	15
Singapore Advice	Free	No link	973553	14
EnrollBusiness.com	Free	Yes	94472	44
Streetdirectory	$250 ot	No link	17635	72
Yellow Pages	Free	Yes	97549	41
Tuugo SG	Free	Yes	578215	27
Yellow Pages SME	Free* (basic)	Yes	948481	24
Angloinfo Singapore	Free	Yes	46127	64
Singapore Business Federation	Starts at S$321* pa		544415	41
Singapore Expats	$300 ot		67521	51

DIRECTORY NAME	COST	NOFOLLOW?	ALEXA	DA
The Green Book	Free	Yes	189150	47
eGuide Singapore	Free		533225	38
Singapore.Yalwa.sg	Free* or $4.95 pm	Yes	498321	23
sg.Kompass.com	Free		6189	67
sg.Zipleaf.com	Free	Yes	105477	30
Times Directories	Unsure		1382699	27
Hotfrog	Free	Yes	472676	34
Directory Singapore	$199 pa	Yes	1204344	10
Yelu.sg (Formerly BusinessList)	Free	Yes	376597	28
GrowBusiness	Free		1106543	13

No Follow — If 'Yes', link should not influence the link target's ranking in the search engine's index but It's recommended to get a good mix of follow and nofollow links.
Alexa Ranking - a score given by web traffic company Alexa. Lower the number, higher traffic.
Domain Authority (DA) - a metric developed by the people at Moz. Basically, higher DA score = higher trust and authority score given to the domain on a whole.

Source: https://seogoodguys.com.sg/top-singapore-business-directory-list/

Proposal #1: Submission Based Linking Building

List F&B and Studio space in 3rd party sites for rental:

✔ Extra revenue

✔ Backlinks to drive Off Page SEO

Examples of sites:

- Wearespaces.com

- Venuerific.com

- Gorillaspace.sg
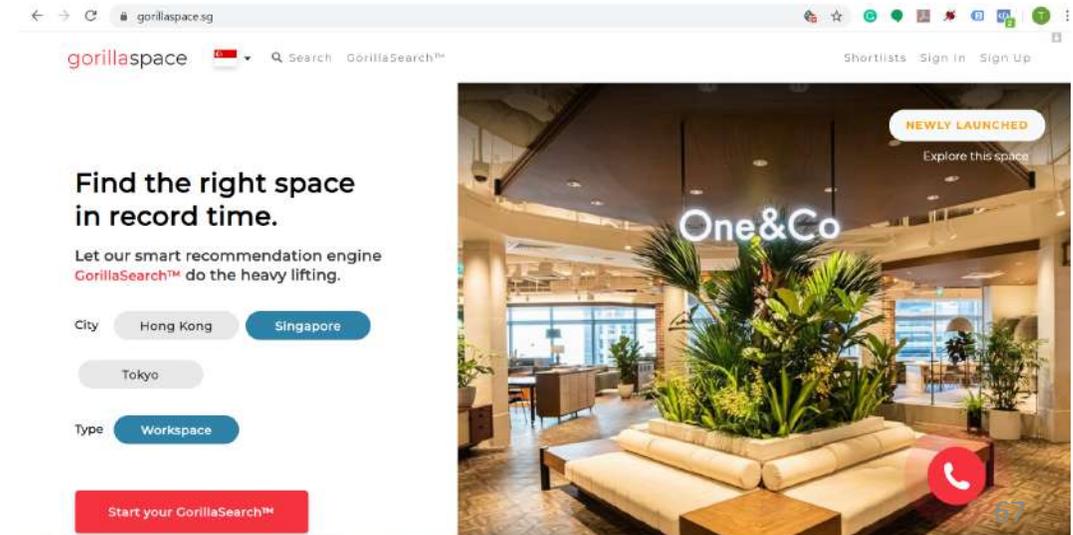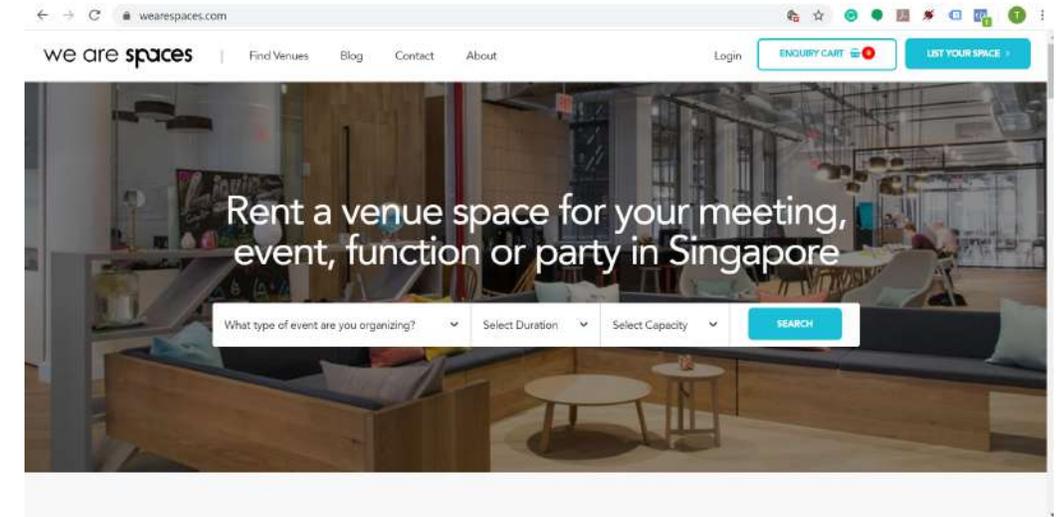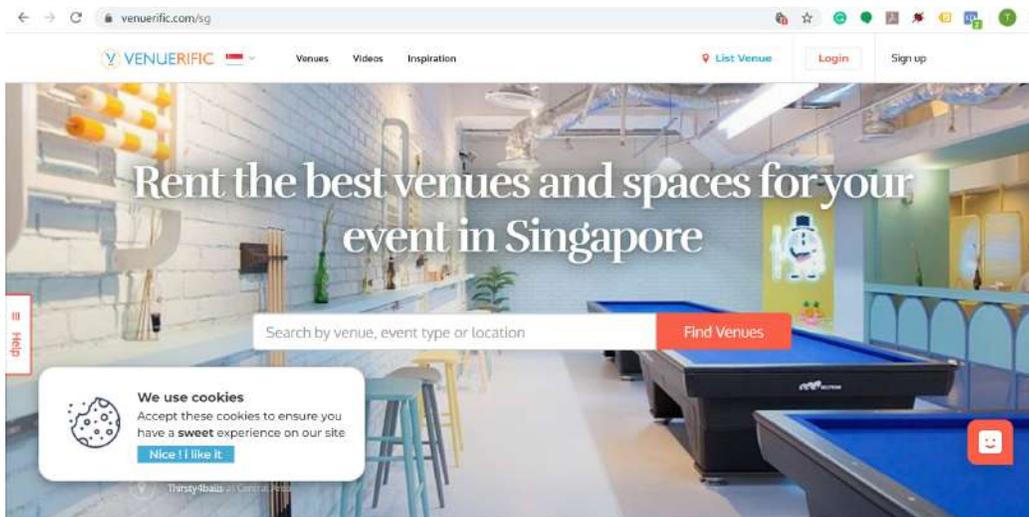
Proposal #2: Manual Outreach – Acquiring Backlinks from external parties with good relationship

- Reaching out to suppliers, trainers, speakers, influencers ⬚ might have access to

- To try influence the inclusion the following to enhance quality of the backlink:
  - Name, Address, Phone Number (NAP)
  - Hyperlink back to ⬚ page
  - Relevant page title
  - Relevant content topic
  - Keywords in anchor text
  - Place in Main Body
  - DoFollow link

To try provide a **campaign tracking code (UTM code)** when providing URL for tracking where possible.

Note: High Domain Authority and Page Rank of the external site will also affect the quality of the backlink

Achieving Bump Wellness

Cooking to Fight Inflammation

Natural Food to Boost Your Immunity

DIY Water Kefir Workshop

Proposal #3: Content Amplification via Digital PR / Publicity – Earned

- **Possible strategies / approaches:**

  - Major product launches – theme launch (e.g. Immunity food), Food Story

  - Conduct Interviews

  - Exclusive invitation for Workshop

  - Forum Posting – start a new thread promoting your own product / services & provide relevant contents in related forum

  - Creation of linkable assets of high value in terms of shareability and linkability e.g. Guide to Healthy Diet, Glossaries, Infographics

- **Things to take note of:**

  - URL back to your site is correct and correctly linked after the article is published

  - Photo provided – name accordingly to associate back to   and related keywords where possible
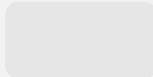
  - Relevance – to the media, forums and target audience

Summary of SEO Optimization Proposals under Off Page

S/N	What?^	Details	Difficulty^
1	**Directory Listing**	Register in relevant directories	Easy
		Register and list venue in 3rd party rental sites	Easy
2	**Manual Outreach**	Reach out to external parties with whom ___ has good relationship with to create backlinks from their website back to ___ Page	Moderate
3	**Digital PR / Publicity**	Create media worthy stories to generate visibility for brand & products/ services	Hard
		Forum Posting – starting a new thread providing relevant contents and promoting your products/services	Hard
		Create high quality linkable assets to facilitate shareability and linkability for backlink acquisition	Easy - Moderate

^ High level assessments in the absence of any purview to internal considerations. Might want to consider some of these in relation to possibility of website revamp and timelines if so.

(5) Proposal – Increase Revenue

(Marketing Objective #2)

To Recap… Current Digital Advertising Approach

- Short 5-day campaign on Facebook

- Bidding model largely based on <u>Video Views</u> and <u>Page Engagement</u>, and not tied to specific business performance indicator

- No means to do a close loop for some of the CTA e.g. promoting new dishes in F&B but cannot do booking online.

BECOME A CERTIFIED DIGITAL MARKETING STRATEGIST
Complete all 6 Core Modules and Earn the (CDMS) Certificate

Proposal #1 – Digital Advertising at Different Stages of Customer Decision Making Journey

i — **Digital Marketing Framework** to move Customers towards **Purchase**

ii — Different **Audience Profiling**, **Messaging**, **Bidding Strategies** in Digital Advertising

iii — **Content Grid** for **Content Marketing** to synergize with Digital Advertising

Customer Decision Making Journey – Proposed Framework

Obj: To use Digital Advertising and synergize with other digital marketing tools to move customers towards Purchase

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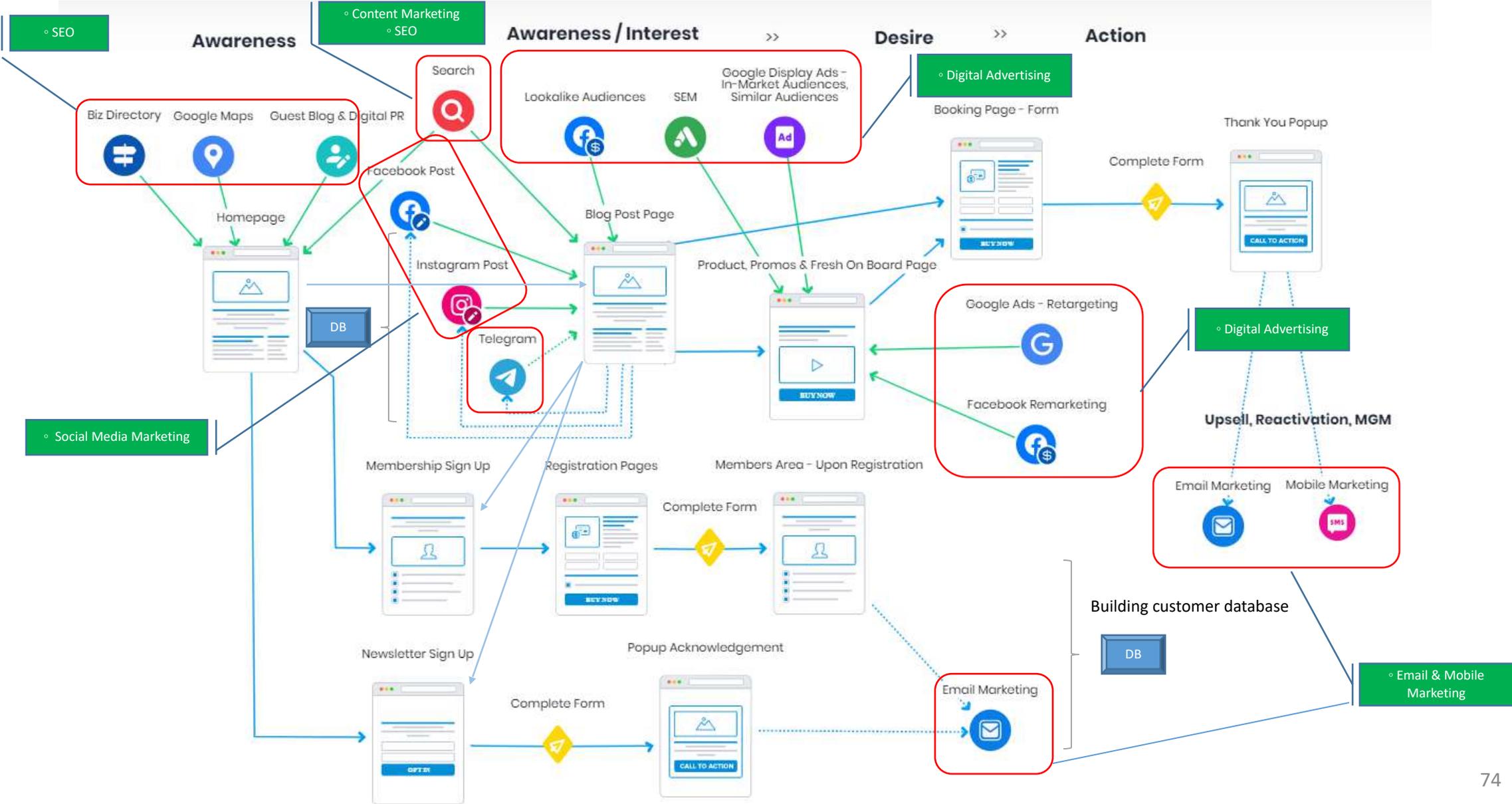
Customer Decision Making Journey – Audience Profiling, Messaging, Bidding Strategies

|	Awareness >> Interest	Interest >> Desire
Messaging	More generic messaging. Relevant to target audience's interest or pain points. CTA – Blog Post	Can be more promo-centric messaging CTA – Promo page or booking page
Bidding	Google Ads - Maximize Clicks. Based on maximum daily budget Facebook – Maximize Traffic. Cost Per Clicks or Impressions	Google Ads & FB – Max Conversions (Cost Per Clicks, Cost Per Acquisition) Explore Target CPA after trying out Max Clicks and Traffic to get a sense of CPA
Channel (Facebook)	**Lookalike Audience** • Using demographics and interest similar to existing mailing list or followers to find new audience • Choose from 1% - 10% lookalike (1 – most closely matched)	**Custom Audience / Retargeting** • those who have visited _____ website • all website visitors, people who visited specific pages, or people who spent a specific amount of time on your site
Search (Google Ads)	**Location-based** • _____ **Competitors' brand as part of Keyword** • _____ _____	**Location-based** • _____ **Competitors' brand as part of Keyword** • _____ _____ **Remarketing Lists for Search Ads** • Customize Search Ad for those who have been visited _____ site but didn't check out. Bid higher • Need to set up 'Remarketing Tag' from Google Ads to website
Display (Google Ads)	**Similar Audience** • Reach out to new audience with similar characteristics as _____ current customers (mailing list and those who landed on Thank You page) **In-Market Audience** • Reach out to audience with intention to purchase _____ products and services	**Standard Remarketing** • Users who previously visited _____ website

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Customer Decision Making Journey – Content Grid to Synergize Content Marketing with Digital Advertising

Customer Journey	Content Types	Content Formats	Content Personas
Awareness	Dietary Lifestyle 101 (eg. Vegan) [*] - **What** are the benefits of going vegan - **How** to get a balance diet for Vegans - **Who** – 10 Celebrities You Might Not Know who are Vegan - **Why** should I go vegan	Research Articles Blogposts Guides Videos	All personas. Facebook lookalike audience
	Immunity [*] - **How** to boost your immunity - **What** are the foods to build immune system - **Why** is immunity important - **5** Quick & Easy Immune-boosting recipes	Research Articles Blogposts Guides Videos Downloadable materials	All personas. Facebook lookalike audience
	Digital PR & Publicity	Media Kit Media Tours Special Events Interviews Press Release Media Pitch	All personas
	Relevant Forums	Post	All personas

[*] – Potentially supported by some digital advertising

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Customer Decision Making Journey – Content Grid to Synergize Content Marketing with Digital Advertising

Customer Journey	Content Types	Content Formats	Content Personas
Interest	3rd party reviews [*]	Influencer blogpost reviews	All personas
	Interviews with Trainers, Chef, TCM Physician	Videos Blog Post	All personas
	Customer testimonials – e.g. Workshops, F&Bs, TCM	Videos Written Testimonials	All personas
	Snippets of recorded workshops, food preparation	Videos	All personas
	Brand storytelling videos – Food story	Videos	All personas
	Webinar or Live Streaming (e.g. TCM Physician)	Video	All personas
Desire	Product Pages & Promotion Pages [*]	Website	All personas
	Promotional Emails e.g. upcoming workshops, new products, loyalty promotions, 'We miss you' emails	eDM	Mailing List
Advocacy	Member-Get-Member (MGM) program	Email	Mailing List
	Reviews page	Website	All personas

[*] – Potentially supported by some digital advertising

Proposal #2 - Thematic Advertising Campaign to create synergy across different product lines

Products from various line of businesses

Example

Activities

Grocer → Thematic Campaign

F&B

'Immunity' Campaign

→ 'How to Use TCM to Boost Your Immunity' workshop

→ Relevant products in Market

→ Relevant Item at Pantry or Kitchen

| Digital Advertising | Social Media Marketing, Blog Post, Email Marketing | PR / Publicity (including Digital PR / Publicity) | Pricing & Promotions (Discount / 1-for-1 / Freebies etc) | Offline (POS, Offline Advertising etc) |

Summary of Digital Advertising Proposal

S/N	What?	Details	What?
1	**Customer Decision Making Journey**	**Framework** for **Digital Advertising** & **other Digital Marketing tools** to move customers towards **Purchase**	To review & adopt where applicable
		Different **Audience Profiling**, **Messaging** & **Bidding Strategies** at different stage. To explore **remarketing** and **retargeting Ads** especially using Facebook.	To try, validate & tweak accordingly
		Content Grid to **synergize Content Marketing** with **Digital Advertising**	To review & adopt where applicable
2	**Thematic Advertising**	**Optimize Digital Advertising Efforts** & **Investment**. Concurrent application with **other Digital Marketing tools**, and **Marketing Mix**	To try, validate & tweak accordingly

(6) Next Step

Next Step…

Review & Shortlist

- Relevant initiatives to pursue
- Finalize the Marketing Objectives, KPI and Metrics

Implement

- Implement the shortlisted initiatives

Evaluation

- Track Actual Performance against Metrics for KPIs
- Apply learnings to subsequent projects

Proposal – Concurrent but Phased Out Approach

Phase 1

Tactical Focus (Immediate^):

Digital Advertising & Quick Fixes under SEO (Website & Online Journey)

Phase 2

Mid Term (Now – next 6 months^):

Re-Positioning & start implementing other relevant proposal under SEOs

Phase 3

Thereafter:

Establish a **SOP workflow** from the proposals that are implemented.

Include a **close loop process** to provide reiterative cycle for continuous improvement & learning

^ Defined from the perspective of the timeframe needed to turnaround on the changes. The phases are not necessarily executed sequentially. SOP workflow and close loop process should be established on an ongoing basis starting from Phase 1 roll out.

To recap: Digital Marketing Strategy & Plan – to achieve Marketing Objective #1

	Objective	KPI	Metric	SWOT	Initiatives

1	**Increase Weekly Web Traffic from 1.4k to 3k**	**Increase Traffic from:**
		• **Organic**
		• **Social**
			• 700+ -> 1.5k
			• 100+ -> 750
				[S] Existing base of followers on Social Media & customer database
				[S] Access to influencers & vast topics to cover for content marketing
				[S] Prepared to put more budget & resources behind online/digital push
				[S] Existence of numerous backlinks including some with good domain score
				[W] Communication is too centred within FB and IG platform. Does not actively push users to their website
				[W] Website needs improvements in user journey, optimizations. No SSL licence at this point
				[W] Higher share of traffic from Mobile devices but high Bounce Rate (vs desktop)
				[W] Need to strengthen Digital Marketing expertise
				[O] Growing interest in Health & Wellness
				[O] Growth in Food & Lifestyle blogs
				[O] Increase precision in micro-segment targeting via online
				[T] Many existing players in some verticals of health and wellness. Need to find ways to break through the clutter
				[T] Competitor is gaining more Organic Traffic from SEO
					• **SEO** as a means to **strengthen positioning**
					• **Revamp** of **Online Customer Journey**
					  • Social Media/Mobile -> Web
					  • Blog Post section for Content Marketing
					  • New Products & Promotions section in website
					  • Online Booking for F&B & TCM
					  • eDM – other BTL targeting purposes
					  • Online booking journey - simplify
					
					• **SEO Optimizations**
					  • **On-Page Initiatives** (web architecture, positive reviews, Technical Implementations)
					  • **Off-Page Initiatives** (Directory Listings, Manual Outreach, Digital PR/Publicity)

To Recap: Digital Marketing Strategy & Plan – to achieve Marketing Objective #2

	Objective	KPI	Metric	SWOT	Initiatives

2	**Increase Revenue & Online Bookings**	**From various rev sources**
		• **Workshops**
		• **F&B**
		• **Space Booking**
		•
		  Market
		• **TCM**
			Mthly take up
			
			• 60 -> 80
			• 30 in 1st 3 mths
			• 3 ->5
			
			• (e-Commerce Target)
			• At least 30 in FY20
				[S] Existing base of followers on Social Media & customer database
				[S] Prepared to put more budget & resources behind online/digital push
				[W] Communication is too centred within FB and IG platform. Does not actively push users to their website
				[W] Website needs improvements in user journey, optimizations.
				[W] Higher share of traffic from Mobile devices but high Bounce Rate (vs desktop)
				[W] Need to strengthen Digital Marketing expertise
				[O] Increase precision in micro-segment targeting via online
				[T] Many existing players in some verticals of health and wellness. Need to find ways to break through the clutter
					Customer Decision Making Journey
					• **Framework of Digital Advertising & other Digital Marketing tools** to move customers towards **Purchase**
					  — Review & adopt where applicable
					
					• Different **Audience Profiling, Messaging & Bidding Strategies** at different stage
					  — Try, validate & tweak accordingly
					• **Content Grid** to **synergize Content Marketing** with **Digital Advertising**
					  — Review & adopt where applicable
					
					Thematic Advertising - Try, validate & tweak accordingly
					• **Optimize Digital Advertising** Efforts & Investment.
					• Concurrent application with **other Digital Marketing tools**, and **Marketing Mix**

Phase 1: Tactical Focus – Digital Advertising & Quick Fixes For Website / Online Journey

- **Marketing Mix**
  - Product
    - Focus on signature dishes, establishing some key USPs that help to differentiate
  - Pricing & Promotion
    - Bundled Menu
    - Upsell Promotion (e.g. price off desserts or beverage with purchase)
  - Place & Promotion
    - Incentive to order directly from _____ (and arrange own delivery) or self collect

| ↑ **Average Order Value** |
| **Cost Saving -> Greater Value** |

- **Digital Advertising and Other Communications**
  - Website
    - F&B menu – include photos
    - On-line Customer Journey
      - To include link to take online order taking page (directly to restaurant or 3rd party sites)
      - Social Media – For shout-out. To direct to website for more info or to close to order
    - Promotion or New Product Page
  - Email / Database Marketing
    - Targeted marketing message to existing database to drive online orders
  - Digital Advertising (Refer to earlier slide)

Summary of Digital Advertising Proposal

S/N	What?	Details	What?	Phase
1	**Customer Decision Making Journey**	**Framework for Digital Advertising** & **other Digital Marketing tools** to move customers towards **Purchase**	To review & adopt where applicable	1
		Different **Audience Profiling**, **Messaging** & **Bidding Strategies** at different stage To explore **remarketing** and **retargeting Ads** especially using Facebook.	To try, validate & tweak accordingly	1
		Content Grid to synergize **Content Marketing** with **Digital Advertising**	To review & adopt where applicable	1
2	**Thematic Advertising**	**Optimize Digital Advertising** Efforts & Investment. Concurrent application with **other Digital Marketing tools**, and **Marketing Mix**	To try, validate & tweak accordingly	1 or 2*

* Depending on the relevance to the eventual business model with upcoming transformation

Summary of SEO Optimization Proposals under On Page

S/N	What?	Details	Difficulty^	Phase
1	**Online Customer Journey**	Social Media, Telegram and eDM - to be used as lead in comms to direct followers and customers to the website for further info where applicable	Easy	1
		Blog Post Section in website to host ongoing content marketing write-ups	Easy	1 or 2*
		New Products / Promotions section in website	Easy	1 or 2*
		Online booking & order taking for F&B & TCM	Easy	1
		eDM to be used for targeted comms to targeted profile of customers to achieve specific objectives (e.g. reactivation, increase visits etc)	Easy	1
		Online booking journey – to simplify	Moderate	2
2	**On Page**	Web Architecture	Hard	2
		Populating positive reviews to website	Moderate?	2
3	**On Page Technical**	Improve Page Load (especially for Mobile)	Moderate?	2
		H1 Heading, Meta Tag, Title Tag	Easy	2
		Critical Errors	Moderate	2
		XML Site Map	Easy?	2
		Change of Sub Domain to Sub Directories	Moderate?	2

^ High level assessments in the absence of any purview to internal considerations. Might want to consider some of these in relation to possibility of website revamp and timelines if so.

* Depending on the relevance to the eventual business model with upcoming transformation

Summary of SEO Optimization Proposals under Off Page

S/N	What?	Details	Difficulty^	Phase
1	**Directory Listing**	Register in relevant directories	Easy	2
		Register and list venue in 3rd party rental sites	Easy	2*
2	**Manual Outreach**	Reach out to external parties with whom has good relationship with to create backlinks from their website back to Page	Moderate	2*
3	**Digital PR / Publicity**	Create media worthy stories to generate visibility for brand & products/ services	Hard	2
		Forum Posting – starting a new thread providing relevant contents and promoting your products/services	Hard	2

^ High level assessments in the absence of any purview to internal considerations. Might want to consider some of these in relation to possibility of website revamp and timelines if so.

* Depending on the relevance to the eventual business model with upcoming transformation

Appendices

SEO – Keyword Search (via Neil Patel)

SEO – Keyword Search (via Neil Patel)

Keyword Overview: DIY workshop singapore

SEARCH VOLUME	SEO DIFFICULTY	PAID DIFFICULTY	COST PER CLICK (CPC)
170	28 EASY	48	$0.98

The average web page that ranks in the top 10 has **2 backlinks** and a **domain score of 60**.

VOLUME

UPGRADE TO SEE HISTORICAL KEYWORD DATA

Upgrade

Mobile Volume   Desktop Volume

KEYWORD IDEAS   SUGGESTIONS | RELATED | QUESTIONS

KEYWORD	TREND	VOLUME	CPC	PD
diy workshop singapore		170	$0.98	
diy terrarium workshop singapore		30	$0.57	
diy workshop in singapore		0	$0	
diy course singapore		0	$0	
diy class singapore		0	$0	
diy ring workshop singapore		0	$0	
diy lipstick workshop singapore		0	$0	

Keyword Overview: health talks singapore

SEARCH VOLUME	SEO DIFFICULTY	PAID DIFFICULTY	COST PER CLICK (CPC)
90	31	60	$0.88

The average web page that ranks in the top 10 has **2 backlinks** and a **domain score of 50**.

KEYWORD	TREND	VOLUME	CPC	PD	SD
health talks singapore		90	$0.88	60	31
health talks in singapore		90	$0.62	53	21
free health talks singapore		50	$0.61	56	22
health talk singapore 2019		30	$0.62	68	26
mental health talks singapore		20	$0	50	21
free corporate health talks singapore		20	$1.33	81	30
free health talk singapore 2019		0	$0	00	00

SEO – Keyword Search (via Neil Patel)

Google Reviews – ▮▮▮▮▮▮▮ Rated Higher

Potential to harness on this as part of SEO Optimization to help improve ranking

Digital Advertising – Charging Models for Facebook Ads (FYI only)

Type of Ad Bidding	Purpose	Remarks
CPM (Cost Per Mile)	Brand Awareness for Impression.	Most unpredictable
CPC Bidding (Cost Per Click)	Achieve certain ad objectives: - Clicks to another website - CTA clicks that go to another website (e.g. "Shop Now") - Clicks to install an app - Clicks to Facebook canvas apps - Clicks to view a video on another website	If ad has low relevance scope & nobody's clicking on it, FB will soon stop delivering it. (Higher CTR, lower CPC)
Bidding on Conversions	Depends on your campaign obj: - Page Likes - New Leads	FB will deliver your ads to people who are most interested in your offer. If you bid on Conversions and place a manual bid, can tell FB how much you are willing to pay for a conversion. When bidding on Conversions that happen on an external site, make sure to have FB Pixel installed. Else, FB cannot gather results and optimize your ad delivery (can use a free WordPress FB Pixel Plug-in)

https://adespresso.com/blog/everything-need-know-facebook-ads-bidding/

Digital Advertising – Facebook Advertising (FYI only)

Available bid strategies	Who sets the bid?	Available objectives	When to use	Benefits	Considerations
Lowest cost (auto bid)	Facebook	Brand Awareness, Reach, Traffic, Engagement (Post Engagement, Page Likes, Event Response), App Installs, Video Views, Lead Gen, Messages (excludes Sponsored Messages), Conversions, Product Catalogue Sales	Want to spend full budget Need to understand what bid/cost to use for other bid options	Hands-off; Facebook manages bidding Reach all lowest cost opportunities while spending your budget	No control over your cost Costs can rise as you exhaust least expensive opportunities or as you increase budget
Bid cap	Advertiser	Reach, Traffic, Engagement (Post Engagement, Page Likes, Event Response), App Installs (installs, Events, Link Clicks, Video Views), Video Views, Lead Gen, Messages, Conversions, Product Catalogue Sales	Want to set a max. bid across auctions to control cost and reach as many users as possible at that bid	Maximise volume at specified max. bid Can increase competitiveness against other advertisers targeting similar audiences	Need to spend more time managing bids to control cost Costs can rise as you exhaust cheaper opportunities or increase your budget May not spend full budget Bid is not the cost you'll see in reporting
Cost cap (50% availability)	Facebook	Traffic, App Installs, Event Responses, Lead Gen, Offsite Conversions and Catalogue Sales with the following ad delivery optimisations: landing page view, link clicks, page likes, post engagement, replies, video views, product catalogue sales w/ link click and offsite conversions	When you want to maximise cost-efficiency When you need to keep cost within a specific threshold	Maximise conversion volume within your acceptable CPA/CPI Minimise your cost when possible without manually adjusting your bids	Cost may rise as you run out of cheapest opportunities Learning phase requires more aggressive exploration. May not spend full budget once you hit the cap
Target cost	Facebook	Traffic, app installs (installs, app events, video views), lead gen, conversions, product catalogue sales	When you want to maintain a consistent cost	Cost predictability Get the most conversions possible at the target cost	Lose out on all cheaper results May not spend your entire budget
Value optimisation with min. ROAS	Facebook	App installs, conversions and catalogue sales	If ROAS is the primary measure of success and you're able to pass back transaction values to our platform	Focus campaign performance on the bottom line and ROAS Get the most opportunities while maintaining minimum ROAS	Specific to value optimisation Setting the benchmark too high may lead to under-delivery
Highest value	Facebook	App installs, conversions and catalogue sales	Want to get the highest ROAS, want to spend full budget and when unsure of min. ROAS/bid amount	Hands off; Facebook manages bidding Achieve highest value results while spending your budget	Specific to value optimisation

https://www.facebook.com/business/m/one-sheeters/facebook-bid-strategy-guide

Digital Advertising – Facebook Advertising (FYI only)

- **Conversions –** Optimizing your ad campaigns for Conversions is Facebook's recommended bidding tactic. By using this method, Facebook will deliver your ads to the people who are most likely to convert, so that you'll get the most results at the lowest cost.

- **Link Clicks –** Facebook will focus on getting users to click on your ad to follow the link. If you're trying to drive more traffic to your landing page, or to view your Facebook Page, CPC can be a good option.

- **Impressions –** This option focuses on showing your ads to as many people as possible. This is great for businesses looking to build brand awareness or to remind a remarketing audience of a limited-time offer. Unlike with Conversion-optimized bidding, when bidding on Impressions, Facebook won't optimize your ads to be delivered to the most engaged audience. It will simply deliver your ads to any audience members as many times as possible.

- **Daily Unique Reach –** Selecting the Daily Unique Reach bidding method allows Facebook to deliver ads to people up to once per day. This could be a good idea when targeting a small remarketing audience or whenever you want to make sure that your ad reaches all audience members. If you're worried about high ad frequency, Daily Unique Reach bidding could be a good way to keep it low.

- **Post Engagement, –** When choosing the Post Engagement optimization, Facebook will deliver your ads to people who are most likely to like, share or comment (engage) with your ads. This could be a good option when promoting your blog articles on Facebook.

- **Brand Awareness –** Facebook will prioritize showing your ads to those who will pay most attention to them. They may "survey a small section of your audience" to deliver the most brand awareness.

- **Leads-** This comes with the lead gen objective, which will show your ads to those who will be most likely to share their information, and it will do so at the lowest cost possible.

- **Landing page views –** This comes with those like the conversion objective, and will show your ad to users who are most likely to click to and load your landing page.

When creating your campaigns, you'll notice that not all of these options are available on every campaign.

Here's a list of campaign objectives and their matching bidding options:

- Conversions, which lets you bid on Conversions, Link Clicks, and Impressions

- Traffic, which lets you bid on Link Clicks (CPC) and Impressions

- App installs, which lets you bid on App Installs, Impressions, and Link Clicks

- Video views, which lets you choose between 10-Second Video View and Impressions

Background – Using SEO Analyzer in neilpatel.com to do Site Audit to identify areas to address

NEILPATEL | EN ∨ | PLANS & PRICING | T ∨

You are 3 steps away from growing your SEO traffic

1 SIGN UP ✓ 2 CREATE A PROJECT ✓ 3 ADD KEYWORDS ✕

< Menu

⊞ Dashboard

UBERSUGGEST

📊 Overview

🔍 Keyword Ideas

💡 Content Ideas

TRAFFIC ANALYZER

📈 Overview

📑 Top Pages

🔑 Keywords

SEO ANALYZER

👁 Site Audit

✏ Backlinks

HELP

📖 Knowledge Base

🎧 Support

Site Audit:

Last Crawl:
March 18, 2020 7:41 PM

RECRAWL WEBSITE

ON-PAGE SEO SCORE ⍰	ORGANIC MONTHLY TRAFFIC ⍰	ORGANIC KEYWORDS ⍰	BACKLINKS ⍰
80 GREAT	**2,397** GREAT	**599** GREAT	**787** GREAT

We've scanned 48 pages on your site and laid out what you need to fix in order to achieve the maximum amount of SEO traffic. Above you'll find your overall score and general site metrics. Below you'll see how fast your site loads as well as a list of other issues that are hurting your rankings.

HEALTH CHECK

Crawled Pages ⍰ **48**

🟩 Healthy	0
🟥 Broken	0
🟧 Have Issues	48
⬜ Redirects	0
⬛ Blocked	0

CRITICAL ERRORS

80

Critical errors are the issues that have the highest impact on your overall SEO health.

These errors are usually the most technical so you may need help from your webmaster to correct them.

View All

WARNINGS

87

Warnings are less impactful errors to your overall SEO health.

These are usually less technical and something most people can start fixing immediately.

View All

RECOMMENDATIONS

0

Recommendations have little or no impact on your SEO health but are still important to be aware of and correct.

These are usually the easiest issues to correct.

View All

97

Complete 6 Core Digital Marketing Modules

and Become a

Certified Digital Marketing Strategist

Signing up for this programme enables you to:

✓ Connect with industry experts and gain extensive insights in digital marketing

✓ Shorten your learning curve through hands-on practice and real-world examples

✓ Gain access to complimentary refresher courses, lifetime access to course resources online, and group mentorship sessions to reinforce learning concepts

BECOME A CERTIFIED DIGITAL MARKETING STRATEGIST

Complete all 6 Core Modules and Earn the (CDMS) Certificate