



Final Project

The Cool Kitchen

AD 737: Innovative Marketing Techniques

Group 8:

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Table of Contents

1. Project Proposal and Marketing Plan.....	3
1.1 Company Overview	3
1.1.1 Background	3
1.1.2 Mission and Goals	3
1.1.3 Products and Services.....	4
1.2 Situation Analysis	5
1.3 Strategic Analysis.....	7
1.3.1 Competitors	7
1.3.2 SWOT Analysis	9
1.4 Market Objectives.....	9
1.5 Strategies for Achieving Objectives	9
1.6 Implementation of the Strategy	10
1.6.1 Pre-Launch:.....	10
1.6.2 Post Launch:.....	10
1.7 Analyze, Track and Optimize	11
2. Web Design	12
2.1 Website Development Strategy	12
2.1.1 Primary Design Goals.....	12
2.1.2 Design	12
2.1.3 Content, Customization, Community, and Communication	12
2.2 Site Map	14
2.3 Webpages and Initial Content	14
2.3.1 Home	15
2.3.2 Recipes	15
2.3.3 Cool Market.....	17
2.3.4 Cooking Studio	18
2.3.5 My Kitchen	19
2.3.6 Login Page	19
3. Search Engine Optimization	20
3.1 URL Structure and Site Navigation	21
3.2 Content of the Web pages and Page Titles	22
3.3 Keywords	23
3.4 Description, Heading, and Alt Meta Tags	23
3.4.1 Description and Heading Meta Tags.....	24
3.5 Smart Devices Compatibility and Loading Speed	28
3.6 Registration in Directories and Search Engines	31
4. Social Media Marketing and Inbound links.....	32
4.1 Social Media	34
4.1.1 Facebook.....	34
4.1.2 Twitter.....	37

4.1.3 Weibo	39
4.2 Inbound Links	40
4.2.1 Social Media Pages.....	40
5. Email Marketing and Search Engine Marketing.....	41
5.1 Email Marketing	41
5.1.1 Email Marketing through MailChimp	41
5.1.2 Our Email Marketing Campaign	42
5.2 Search Engine Marketing.....	49
5.2.1 Our Search Engine Marketing Campaign.....	49
5.2.2 Track and Analyze our Overall Search Engine Marketing Campaign	54
5.2.3 Adwords Analytics	57
5.2.4 Google Adwords Recommendations for Optimizing Our Campaign	59
6. Google Analytics.....	61
6.1 Audience.....	61
6.2 Acquisition	62
6.3 Behavior	63
6.4 Conversion	64
6.5 Site Speed	65
7. Appendix.....	68
8. References.....	88

1. Project Proposal and Marketing Plan

1.1 Company Overview

1.1.1 Background

What our team are trying to do is to establish a website with the primary goal of setting a platform for users to share cooking experiences and recipes. The name of our company is Cool Kitchen. The aim of Cool Kitchen is to create an online website for users to share and learn different kinds of cuisines by themselves. When users want to learn a new cuisine, then they check out on Cool Kitchen, search on the name of dishes, they will definitely find what they want. By following the instruction of cuisine, they can easily get success to making dishes. In addition, when they want to buy ingredients and kitchenware, they can also do these on our website at the same time. The company's profit comes from the sales of kitchenware, bakeware, fruits, vegetables, meats, seasonings, and other ingredients.

1.1.2 Mission and Goals

The main function of Cool Kitchen is recipes sharing and video teaching. We have thousands of different countries, different flavors of recipes and different teaching videos. In addition to the official menu provided by the system, most of the recipes and videos are uploaded and posted by users themselves. People can easily post pictures and contents to make recipes themselves. At the end of recipes, we also offer places for users to upload pictures of what they cooked by following the recipes. They can also asking question to builders and see what builders reply. People can also buy kitchenware, bakeware, food material and ingredients through the website. All the sources are supplied from the Jingdong supermarket (global.jd.com), users can click on the "ingredients to buy" button at the bottom of the recipe, go directly to the purchase page on

Jingdong Supermarket, select the ingredients they need, we will choose the nearest warehouse to deliver. Users will receive the goods in the next day.

In addition, for many customers at home there are a few remaining ingredients, but do not know what should be used to do the situation, our company introduced a special feature: customers can add the existing ingredients on the site, choose the taste and country, The system automatically generates several recipes that are available to allow users to make new dishes.

1.1.3 Products and Services

The website will contain the following pages: Recipes Category, Cool Market, Recipes Ranking, Cooking Studio, E-books, My Collection. See draft for contents of each pages below:

Recipes

- Popular Recipes
- Style
- Flavor

Cool Market

- Fresh Food Stuff
- Kitchenware
- Bakeware
- Seasonings

Cooking Studio

- Newest Video

My Kitchen

Login

The current approaches we used are Social Media(Weibo, Facebook, Twitter, and YouTube), Email Marketing, SEO - Search Engine Optimization, Search Engine Marketing, Online Advertising and so on. We are using Weibo -- Twitter in China to publicize and promote our website. There are lots of famous food and fitness celebrities on Weibo, and they will cooperate with us by writing Weibo, recommend our website to their fans. When users register on the website, we are going to collect their email and send email to them regularly for advertising. We can also purchase advertisement on search engine like Google.

In total, our website is very useful to users. By watching the teaching movies and recipes, users can immediately learn to cook new dishes. People can also buy what they will need while cooking and baking though our website. Cool Kitchen is the bridge for strangers, which link them to share their own experiences though internet.

1.2 Situation Analysis

Since ancient times, food is No. 1 need for human being. All year round, three meals a day. The profound Chinese food culture handed down through a long history, which is unique and deeply affects the Chinese. After entering the 21st century, with the economic growth, people's living standards are increasing day by day, a healthy and delicious diet has attracted more and more public attention. CCTV home-made food documentary "A Bite of China" series has been widely pursued since broadcast. Also, food variety shows appeared on the screen in various forms. The

"Gourmet Masters" on the major live streaming platforms and microblog have received high popularity, "Foodie" label became popular. Besides, O2O catering industry has sprung up like mushrooms. All the phenomena have shown that people love food. And food is an eternal topic, as long as there is human being, there will be a demand for food, and it will not decline even more will not disappear.

In this context, the Internet industry began to appear websites and mobile applications focusing on food. Currently there are many mature products on the market, and user usage and feedback is pretty good. These products basically have functions of searching and querying the menu. Therefore, there have obvious tool-type characteristics. The difference lies in the method of recipe search (algorithm), the classification of the organizational structure, quantity and focus, for example, sidechef mainly focus on western food, and query recipes through the name of the food or ingredients.

In addition, some applications also include community functions, and begin to pay more and more attention to the development of this part. Users can upload their own works in the community, participate in reviews, post and check the daily dynamics of other kitchen friends, and follow their favorite food celebrities, participate in online and offline activities organized by the site, therefore, the social nature of the application has been fully reflected. At present, the food community applications have their own profit model, and are also actively trying to have new and deep cooperation with other fields.

1.3 Strategic Analysis

1.3.1 Competitors

Xiachufang is a website and APP owned by Beijing Rui Di Interactive Technology Co., Ltd. It advocates home cooking and healthy lifestyle, providing copyrighted practical recipes and diet knowledge, building a record sharing platform for chefs and food lovers.

Xiachufang APP is positioned as: tool-type food community, which initially served as a convenient tool for users to search recipes and food knowledge, and then began to transit to the food community, the purpose of which is to enhance user stickiness, to attract more high quality UGC, and to create gourmet content platform. Tools are easily replaced by other tools, but the community does not. Users in the community can participate in discussions, share their works, concerned about the daily dynamic of their favorite "gourmet masters"; or some people spontaneously form a circle, share their daily life through the APP, learn from each other's experience tips. For this part of people, APPs have become part of their everyday social life, and relationships built in the community are hard to break away.

The target users of Xiachufang have the following characteristics: love cuisine and cooking but are not able to cook, so they need to learn the recipe through search function provided by Xiachufang, or they are willing to share the cuisine they have created and are passionate about exchanging their cooking experience. They have certain amount of free time to cook and use APP. They have the habit of using mobile APP. Their ages are around 23-45 years old. They are mainly female, housewife and young office worker with moderate and higher consumption level.

Xiachufang APP-side functions are more complete compared to PC-side. Bottom navigation bar is divided into five modules: Xiachufang, market, collection, mail and me. The homepage and the market module currently contain a lot of small function modules, and users can continuously obtain the page content by refreshing. The function module of collection, mailbox and me is relatively few, the interface is relatively simple, and the content is slightly thinner.

The home page highlights upload works, search recipes and join the basket function on the top position, which includes three main reasons: first, suggest users share personal cooking works, increase high-quality UGC; second, reflect the core functions, the recipe search tool, of Xiachufang; third, provide users with thoughtful ingredients memo function. Market will set search for products, shopping cart features top, the effect of which is similar to the home page topped content in order to promote the user to buy products.

The design of the entire function module highlights the elements of the community, develops user-oriented personalized applications such as: kitchen Q & A, leaderboards, view friends and attention, work show, new user package, collection, market discussion area and the surrounding area in mailbox, me, etc. It emphasizes the nature of the community, encourages users to interact with each other, actively create original works and crafts a prosperous community ecology.

These functional components also reflect the characteristics of the e-commerce platform, good kitchen stuff, kitchen studio, food / snack recommendation, push on market and mailbox, my orders and discount offer provide users with a convenient entrance to online shopping consumption, and gradually cultivate users' consumption habits.

1.3.2 SWOT Analysis

Strengths	Weakness	Opportunities	Threats
Free to register, get information and reviews	Difficulties on contact closet warehouse	Limited competitors	Hard to compete with other existing recipe sharing websites
Unique service and ideas for different kinds of cuisines	Difficulties on control the qualities of cooking recipe that users post	Corporate with Jingdong online supermarket	
Purchase materials directly from the links our website provide	Ranking of search engine such as Google is not very high.	High potential to expand to the world on foreign cuisine	

1.4 Market Objectives

Cool Kitchen is not an average social networking platform. It is rather a social discovery platform that brings people who love cooking from all over the world into direct contact with recipe, exchanging ideas and get “one-button” service.

1.5 Strategies for Achieving Objectives

In order to achieve the objectives, Cool Kitchen decided to implement the following strategies.

- Search Engine Optimization
- Pay-per-Click

- Email marketing
- Social Media Strategy: Weibo, Wechat, Facebook, Twitter, Pinterest and YouTube
- Search Engine Advertising: Google AdWords and Facebook advertising
- Offline marketing advertising
- Online marketing advertising
- Blog posts and announcements and share posts on various social media networks
- Website Design and content

1.6 Implementation of the Strategy

Cool Kitchen provides endless ideas and sharing happiness to people who loving cooking. Therefore, creating a user-friendly and a clear design website is the most important start for company's marketing opportunities. Since we are a website mainly about food and recipes, we will set the unified format and size of each photo and even the posted words to make sure they all looks clear and enjoyable.

1.6.1 Pre-Launch:

- URL purchase: <http://www.highgradekitchen.com/>
- Do extensive competitive analysis to learn key insights about our competition.
- Create a stunning introduction video for our website.
- Prepare to host a launch party for our website.

1.6.2 Post Launch:

- Get our website reviewed by tech bloggers.
- Mail Chimp: for Email marketing to our internal lists and purchased lists
- Get press coverage from the industry specific blogs/publications.

- Leverage social media to spread awareness about our website: Facebook, Twitter, Blogs, Pinterest, Instagram
- Google Adwords: use advertising campaigns to promote our website.
- Search Engine Optimization: Register Website to directories and Search Engines. Use of keywords
- Get feedback from users and improve our website experience based on the feedback
- Continuously analyze the analytics data and optimize our website

1.7 Analyze, Track and Optimize

Following are the things that we have to track, analyze and optimize.

- The top-level metric most webmasters obsess over is traffic—specifically, total number of visits to a website. What’s more, total visits can be broken down into unique and repeat visits—unique visits tell us how well we attract new visitors, while repeat visits tells us how well we retain visitors. It’s easy to track by using Google Analytics.
- Our website’s bounce rate is another important metric.
- We are going to use analytics data from our e-mail campaign to determine how effective it was.
- We are going to track comments, page likes and reviews on social Media.
- We are going to track the customer’s lifetime value. This metric is a little more difficult to calculate, but is fundamentally important when making forecasts and setting marketing budgets. The lifetime value metric addresses this by factoring the customer’s future purchases into the equation.

2. Web Design

2.1 Website Development Strategy

Cool kitchen provides endless ideas and sharing happiness to people who loving cooking. Therefore, creating a user-friendly and a clear design website is the most important start for company's marketing opportunities.

2.1.1 Primary Design Goals

In order to make our website will become more user-friendly, we decide to update the home page food photo every month or season to keep full of freshness for our users and to attract new users. The navigation bar is located below the photo, which is more clear and perfectly integrated. The menu will change color when visitors put their mouse on it, so that it will guide visitors to the page they want.

2.1.2 Design

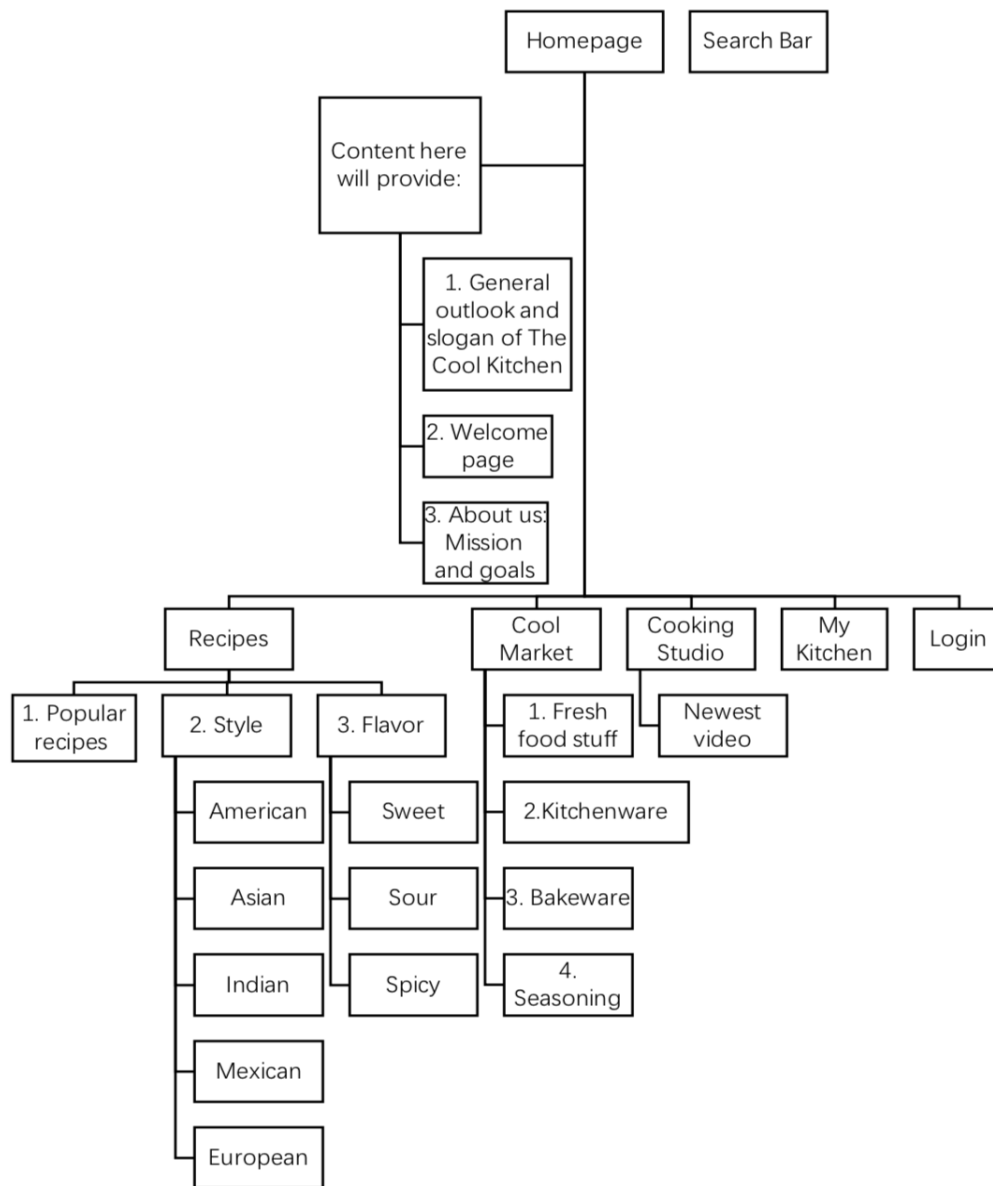
“Only by involving users who will use a product or system on a regular basis will designers be able to properly tailor and maximize usability. Involving real users, designers gain the ability to better understand user goals and experiences.” Our website will create a comfortable and clear home page with catalogues show as attractive pictures. For example, we will use picture of vegetables, beef, pork or fruits at home page to catalogue food materials. They will be organized in the same size and format. And most-used tags should be located at the top of page so that users can easily find them.

2.1.3 Content, Customization, Community, and Communication

Our goal is to design a user-friendly and delightful website with focused content, and easy to navigate. As mentioned in the company overview, people use our website primary to find out (1)

recipes or ideas for an exact ingredient. (2) different flavors or styles of recipes. (3) cooking knowledge like food taboos. Therefore, the content should focus on solving these appeals that user will have. In the company overview, we introduce that our home page will contain: Recipes Category, Cool Market, Cooking Studio, My Kitchen. Every user can post their own achievement with the recipe they find either from other users or the cooking book our website provides. Also, users can comment each other at the comment area down below, just like Instagram.

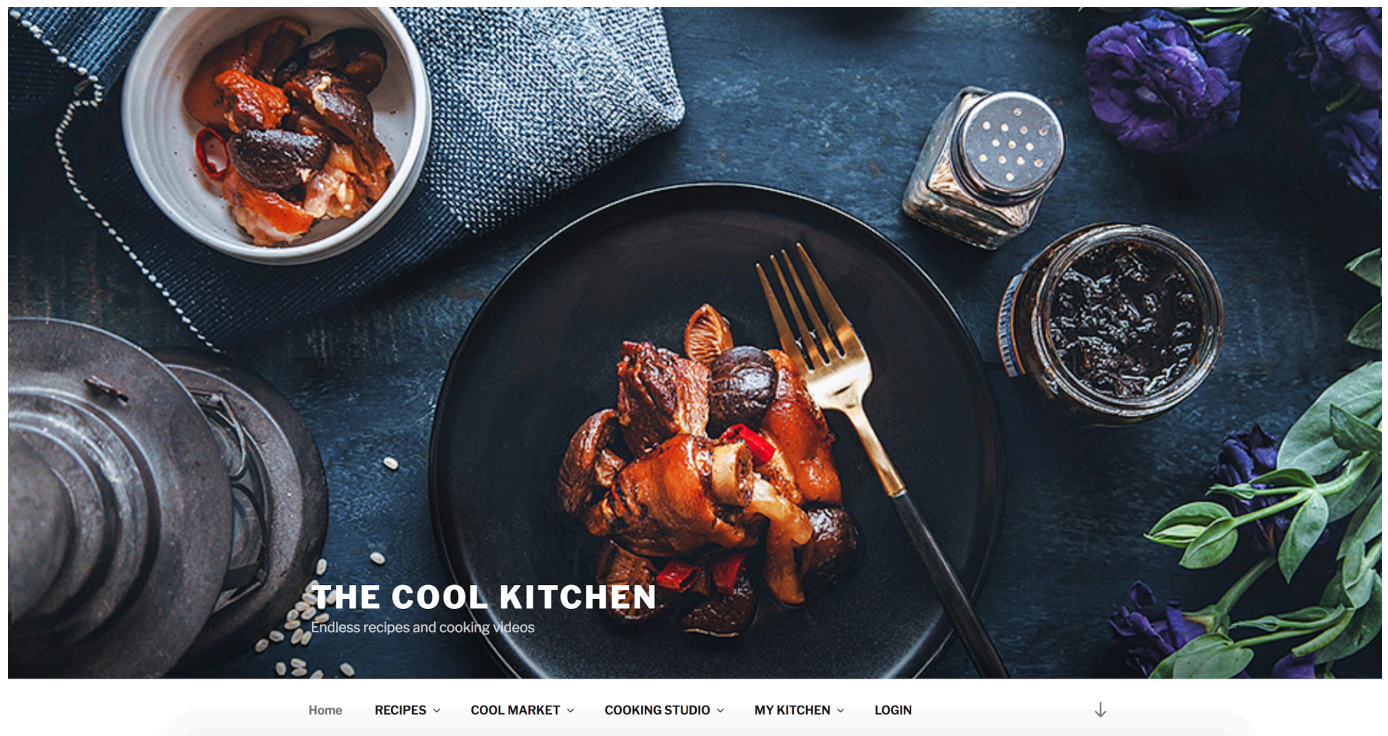
2.2 Site Map



2.3 Webpages and Initial Content

In this section we are going to give a detailed description of each webpage with screenshots and explanations of the function of each webpage.

2.3.1 Home



Our home page has a navigation bar located at the bottom so that users will be attracted with the pretty food photo when they first enter our website. Our IT team decide to change this photo every season to give users full of freshness. When dragging down at home page, users will see sections of the most popular recipes of the month, newest cooking videos, contact information, and galleries of latest updated recipes.

2.3.2 Recipes

In “Recipes”, users can find different recipes in categories of “Popular Recipes”, “Style” and “Flavor”. “Popular Recipes” are high grade recipes users may like. The category of “Style” are include American, Asian, Indian, Mexican, and European. The category of “Flavor” are include sweet, sour and spicy.



[Home](#) [RECIPES](#) [COOL MARKET](#) [COOKING STUDIO](#) [MY KITCHEN](#) [LOGIN](#)

AMERICAN

Salmon Fillets

Description

Make restaurant-quality salmon in your own kitchen! Golden crust, moist & flaky within. Fast, easy tutorial, 20 minute meal, healthy & delicious.

Ingredients

- Boneless salmon fillets skin off or skin on (up to 4 per batch)
- 2 tbsp olive oil
- Salt and pepper



Instructions

1. Preheat oven to 425 degrees F. If you have time, let the salmon come



[Home](#) [RECIPES](#) [COOL MARKET](#) [COOKING STUDIO](#) [MY KITCHEN](#) [LOGIN](#)

SWEET

Double Chocolate Banana Cake

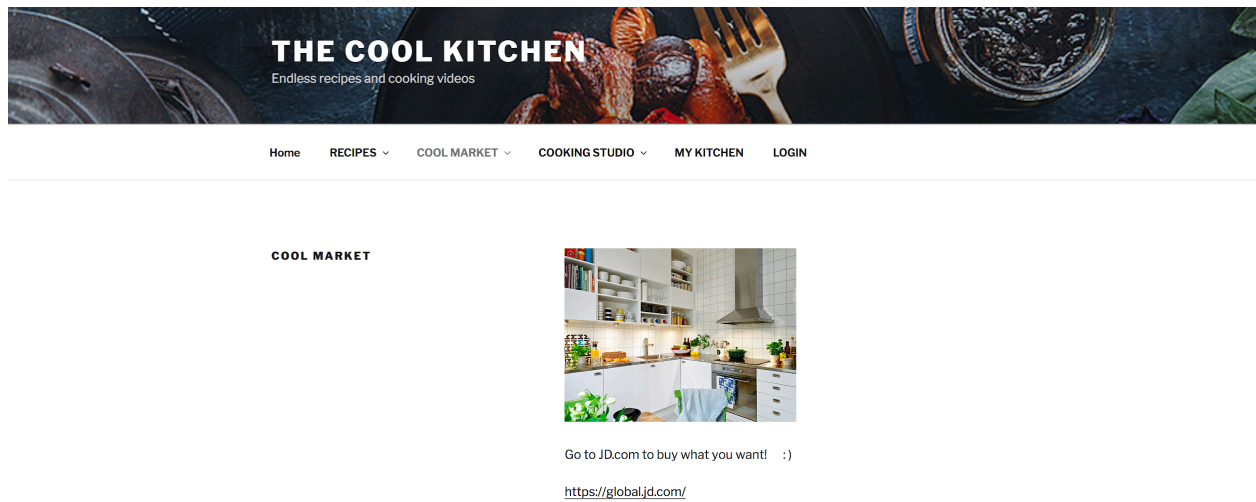


Author: Amber Brady

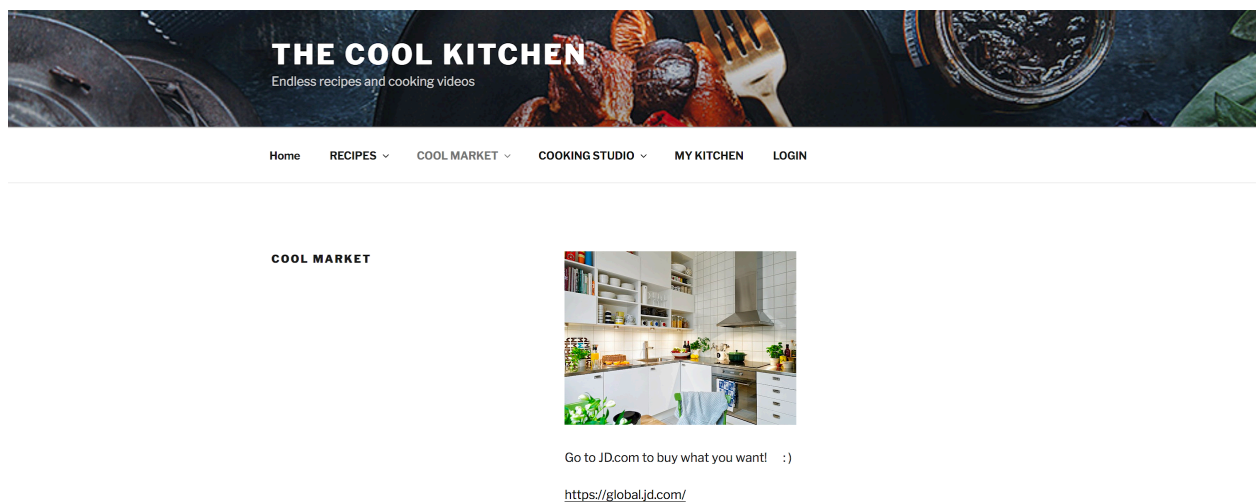
This lightened up chocolate cake has no oil, uses bananas and applesauce to keep it moist, and has just the right amount of chocolate to make it feel like an indulgent treat.

Ingredients

2.3.3 Cool Market

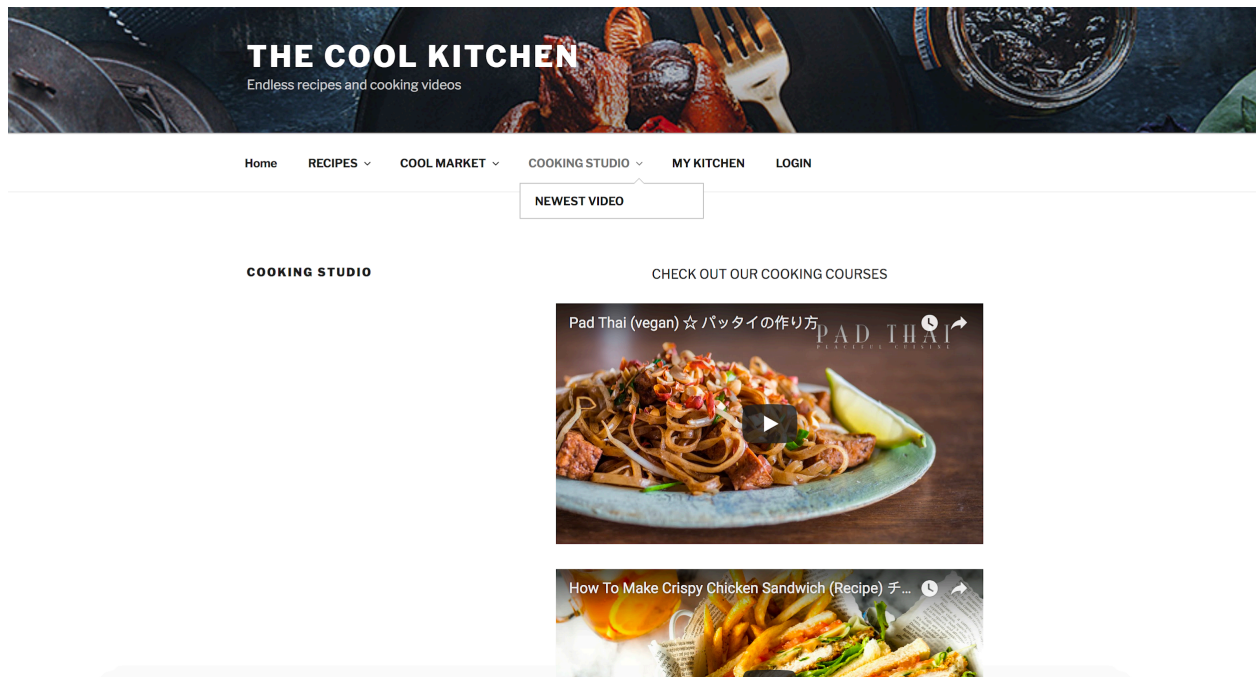


In “Cool Market”, users can click the link and go to JD global supermarket to buy what they want immediately.



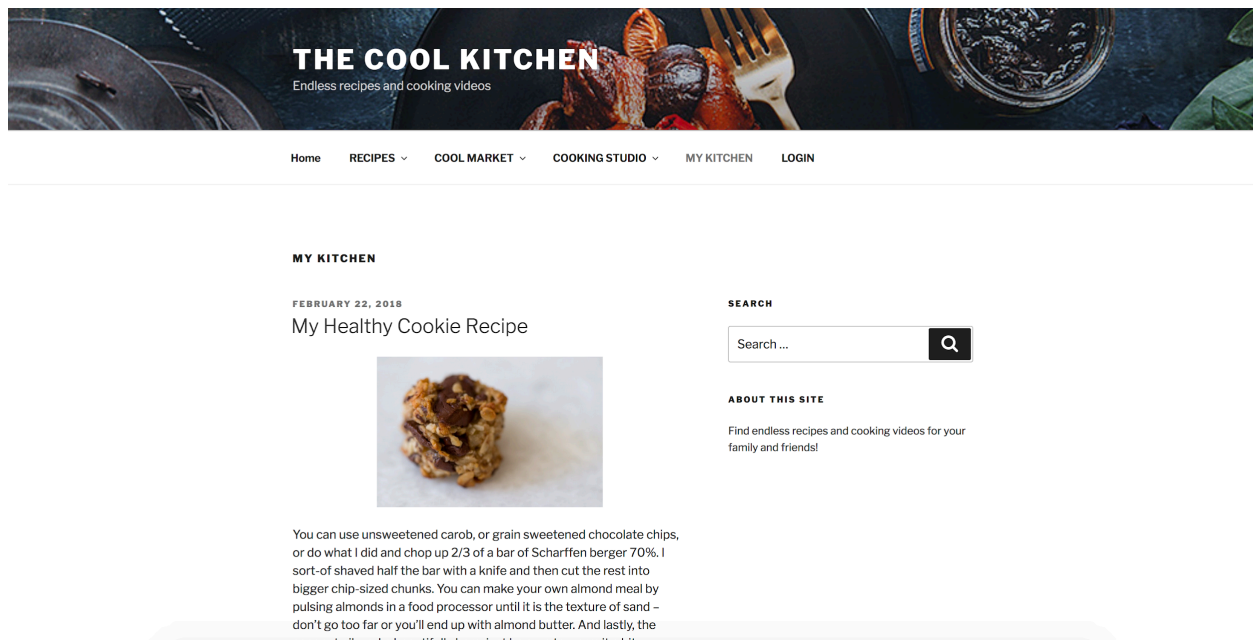
Fresh Food Stuff, Fresh Food Stuff, Kitchenware, Bakeware, Seasonings goes the same way on temporary.

2.3.4 Cooking Studio



“Cooking Studio” is a page with unique function that our website provide. We will upload professional and useful cooking courses from any other website, mainly from YouTube. Users can watch online for free, and those videos are also free for users that are not registered.

2.3.5 My Kitchen



In the “My Kitchen”, users can upload their own recipes. It is viewable to all users, and any registered user can leave comments below . As in the screenshot above, this page also includes a search function in this page so that users can search similar recipes or videos when viewing their own recipes.

2.3.6 Login Page

In this page, you will see a registration form first if you are not logging in. After the registration form is a simple login function. Users can log in with username and password only.

LOGIN

Registration Form

Please fill in the form below to register.

Username *	
Email *	
Password *	
Confirm Password *	
	Strength Indicator
Phone	
Address	
	Street Address
	Address Line 2
City	
	Alabama
	State
	Zip / Postal Code
	Reset Submit

3. Search Engine Optimization

When users search for relevant keywords in Google, the search engine optimization strategies help our website appear in the top few of search results. After adjusting the keywords, content, and page element of every page on our website, it will attract more users, get more opportunities to expose on the internet and finally increase the traffic.

Here are the 2017 ranking factors for a successful SEO in order of importance include:

● On-site Optimization

- The URL (per page)
- Site navigation
- The title tag (per page)
- The meta description (per page)

- Internal linking
- Relevant, unique content (per page)
- Site speed and performance
- **Ongoing Quality Content**
- **Off-site Authority Building**

Once all the technical on-site factors are taken care of, In on-site optimization, ongoing content, and even off-site authority building, the most important factor for a successful SEO will be the quality and reach of the content. q

3.1 URL Structure and Site Navigation

We purchased an unique URL that will describe our website and include potential keywords. Because we are a website that shares recipes and cooking videos, the URL we purchased is: <http://www.highgradekitchen.com>. We also have URLs for all of our web pages so that users can go directly to the page they want. For example, if users want to find “Newest Courses” on our website to reach out the newest cooking videos we updated, they could directly go to: <http://www.highgradekitchen.com/newest-courses/>.

Other examples are:

- <http://www.highgradekitchen.com/recipes-category/>
- <http://www.highgradekitchen.com/cool-market/>
- <http://www.highgradekitchen.com/cooking-studio/>

These potential keywords will also help increasing the opportunities of exposure of our website. Moreover, we installed the “All In One SEO” plugin to increase the WordPress SEO value for all our pages, and decide how we want them to look like on search engine results, and social media.

3.2 Content of the Web pages and Page Titles

The most important factor that a successful SEO needs is the quality of content of our webpages. We tried our best to organize every pages with high quality of words, pictures and functions. Since we are a website sharing cooking recipes and videos, we divided those two functions into 2 main pages: “Recipes” and “Cooking Studio”. Users will see a full category of many kinds of recipes either from style or flavor. But in order to be more convenience, we made a smart category showing a descriptive picture with words on it (shows the screenshot below).

On the web page that shares cooking videos to users, we tried to make the words as less as possible so that those videos could have more room in one page, and so users won’t need to scroll down a lot to see the next video.

Another function that our website provide is “Cool Market”. We used to think of a online shopping market for users to purchase kitchen wares and fresh food from the recipes that we share online; However, considering that we are a sharing website more than a b2c shopping website and we have limited employees available, we decide to link our website to Amazonfresh and JD.com to help users search for everything they need.

Our page titles will also include potential keywords, so that the search engine optimization will be benefit from them.



3.3 Keywords

All words we selected using HubSpot

Keyword(s)	Search Popularity	Relevance	Competition	Landing Page
Top Keywords				
Recipes	550,000	high	High	http://www.highgradekitchen.com/recipes-category/
Meatloaf recipe	368,000	Mid	Low	http://www.highgradekitchen.com/asian/
Banana bread recipe	368,000	High	High	http://www.highgradekitchen.com/sweet/
Chili recipe	450,000	High	Mid	http://www.highgradekitchen.com/spicy/
Kitchen island	246,000	Low	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen Appliances	201,000	Mid	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen	135,000	High	Mid	http://www.highgradekitchen.com/cool-market/
Kitchen cabinets	110,000	Low	Low	http://www.highgradekitchen.com/cool-market/
Kitchen sink	301,000	Low	Low	http://www.highgradekitchen.com/cool-market/
How to cook rice	90,500	High	High	http://www.highgradekitchen.com/asian/
All Keywords				
Recipes	550,000	high	High	http://www.highgradekitchen.com/recipes-category/
Meatloaf recipe	368,000	Mid	Low	http://www.highgradekitchen.com/asian/
Banana bread recipe	368,000	High	High	http://www.highgradekitchen.com/sweet/
Chili recipe	450,000	High	Mid	http://www.highgradekitchen.com/spicy/
Kitchen island	246,000	Low	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen Appliances	201,000	Mid	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen	135,000	High	Mid	http://www.highgradekitchen.com/cool-market/
Kitchen cabinets	110,000	Low	Low	http://www.highgradekitchen.com/cool-market/
Kitchen sink	301,000	Low	Low	http://www.highgradekitchen.com/cool-market/
How to cook rice	90,500	High	High	http://www.highgradekitchen.com/asian/
Cooking games	673,000	Low	Mid	http://www.highgradekitchen.com/cooking-studio/
Cooking	135,000	High	Low	http://www.highgradekitchen.com/cooking-studio/
How to cook salmon	90,500	High	Mid	http://www.highgradekitchen.com/high-grade-recipes/
Cooking fever	135,000	High	Mid	http://www.highgradekitchen.com/season/
Cook restaurant	390	Low	Low	http://www.highgradekitchen.com/cooking-studio/
Kitchenwares	170	High	High	http://www.highgradekitchen.com/kitchenware/
Bake ware	170	High	High	http://www.highgradekitchen.com/bakeware/
Kitchenware	40	High	Mid	http://www.highgradekitchen.com/kitchenware/
Bakewares	10	High	Mid	http://www.highgradekitchen.com/bakeware/

We consider keywords with difficulty more than 80 as a high level, and monthly searches less than 400 as a low search level. Among those words without a note, we will consider this word as relatively efficient.

3.4 Description, Heading, and Alt Meta Tags

Description, Heading, and Alt Meta Tags are essential in Search Engine Optimization. We have used “All in one SEO” plugin in WordPress to realize these functions. The screenshots of the Meta Tags we created for each webpage are as followed.

3.4.1 Description and Heading Meta Tags

3.4.1.1 Home Page

? Preview Snippet

The Cool Kitchen

<http://www.highgradekitchen.com/>

You can learn different kinds of recipes and share them to your family and friends. Or post your own recipes here and cooking diaries and share them to the...

```
<title>The Cool Kitchen</title>

<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="You can learn different kinds of recipes and share them to your family and friends. Or post your own recipes here and cooking diaries and share them to the world." />

<meta name="keywords" content="recipes, cool kitchen, cooking diaries" />
```

3.4.1.2 Recipes

? Preview Snippet

RECIPES | THE COOL KITCHEN

<http://www.highgradekitchen.com/recipes-category/>

The cool kitchen provides all kinds of recipes categorized by popular recipes, styles, and flavors. We have recipes of American style, Asian style, Mexican...

```
<title>RECIPES | THE COOL KITCHEN</title>

<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="The cool kitchen provides all kinds of recipes categorized by popular recipes, styles, and flavors. We have recipes of American style, Asian style, Mexican style, Indian style, and European style. We have recipes with different flavors such as sweet, sour and spicy." />

<meta name="keywords" content="popular recipes, styles, flavors" />
```

3.4.1.2.1 Popular Recipes

? Preview Snippet

POPULAR RECIPES | THE COOL KITCHEN

<http://www.highgradekitchen.com/high-grade-recipes/>

Make restaurant-quality salmon in your own kitchen! Golden crust, moist & flaky within. Fast, easy tutorial, 20-minute meal, healthy & delicious.

```

<title>POPULAR RECIPES | THE COOL KITCHEN</title>

<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="Make restaurant-quality salmon in your own kitchen! Golden crust, moist
&amp; flaky within. Fast, easy tutorial, 20-minute meal, healthy &amp; delicious." />

<meta name="keywords" content="salmon,20-minute meal,fast &amp; easy tutorial,fast &amp; easy tutorial" />

```

3.4.1.2.2 Styles

? Preview Snippet

STYLE | THE COOL KITCHEN

<http://www.highgradekitchen.com/style-in-district/>

We have recipes of American style, Asian style,
Mexican style, Indian style, and European style.

```

<title>STYLE | THE COOL KITCHEN</title>

<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="We have recipes of American style, Asian style, Mexican style, Indian
style, and European style." />

<meta name="keywords" content="american style,asian style,mexican style,indian style,and european style." />

```

3.4.1.2.2.1 Asian Style

? Preview Snippet

ASIAN | THE COOL KITCHEN

<http://www.highgradekitchen.com/asian/>

Slow Cooker Beef Bourguignon has crazy tender
melt in your mouth beef and hearty veggies slow
cooked to perfection in a rich sauce. This meal is
comforting...

```

<title>ASIAN | THE COOL KITCHEN</title>

<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="Slow Cooker Beef Bourguignon has crazy tender melt in your mouth beef and
hearty veggies slow cooked to perfection in a rich sauce. This meal is comforting and perfect for the cold
months ahead!" />

<meta name="keywords" content="slow cooker,beef bourguignon,veggie,cold month" />

```


3.4.1.2.2.2 European Style

? Preview Snippet

EUROPEAN | THE COOL KITCHEN

<http://www.highgradekitchen.com/european/>

10-ingredient roasted red pepper pasta with a creamy, savory-sweet red pepper sauce and fresh parsley. Light, healthy, and simple, yet incredibly satisfying...

```
<title>EUROPEAN | THE COOL KITCHEN</title>
```

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="10-ingredient roasted red pepper pasta with a creamy, savory-sweet red pepper sauce and fresh parsley. Light, healthy, and simple, yet incredibly satisfying. Creamy Tomato Italian Parmesan Chicken is a creamy red tomato parmesan sauce with delicious Italian spices. The chicken gets smothered in melty parmesan cheese and will be one of the most delicious meals you eat!" />
```

```
<meta name="keywords" content="red pepper pasta,creamy tomato,italian parmesan,chicken" />
```

3.4.1.2.3 Flavors

? Preview Snippet

FLAVOR | THE COOL KITCHEN

<http://www.highgradekitchen.com/flavor/>

We have recipes with different flavors such as sweet, sour and spicy.

```
<title>FLAVOR | THE COOL KITCHEN</title>
```

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="We have recipes with different flavors such as sweet, sour and spicy." />
```

```
<meta name="keywords" content="sweet,sour and spicy" />
```

3.4.1.2.3.1 Sweet

? Preview Snippet

SWEET | THE COOL KITCHEN

<http://www.highgradekitchen.com/sweet/>

This lightened up chocolate cake has no oil, uses bananas and applesauce to keep it moist, and has just the right amount of chocolate to make it feel like an indulgent treat.

```
<title>SWEET | THE COOL KITCHEN</title>
```

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="This lightened up chocolate cake has no oil, uses bananas and applesauce to keep it moist, and has just the right amount of chocolate to make it feel like an indulgent treat." />
```

```
<meta name="keywords" content="chocolate cake,bananas,applesauce" />
```

3.4.1.2 Cool Market

? Preview Snippet

COOL MARKET | THE COOL KITCHEN

<http://www.highgradekitchen.com/cool-market/>

Cool Market is an online shopping market for users to purchase kitchen wares and fresh food from the recipes that we share online. We link our website to AmazonFresh and JD.com to help users search for everything they need.

```
<title>COOL MARKET | THE COOL KITCHEN</title>
```

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="Cool Market is an online shopping market for users to purchase kitchen wares and fresh food from the recipes that we share online. We link our website to AmazonFresh and JD.com to help users search for everything they need." />
```

```
<meta name="keywords" content="online shopping market,kitchen wares,fresh food,amazonfresh,jd.com" />
```

3.4.1.3 Cooking Studio

? Preview Snippet

COOKING STUDIO | THE COOL KITCHEN

<http://www.highgradekitchen.com/cooking-studio/>

Cooking studio is here for you to learn how to cook and share your cooking experience by uploading your cooking video.

```
<title>COOKING STUDIO | THE COOL KITCHEN</title>
```

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->
<meta name="description" content="Cooking studio is here for you to learn how to cook and share your cooking experience by uploading your cooking video." />
```

```
<meta name="keywords" content="cooking studio,cooking video,cooking course" />
```

3.4.1.4 My Kitchen

? Preview Snippet

My Healthy Cookie Recipe | THE COOL KITCHEN

<http://www.highgradekitchen.com/my-healthy-cookie-recipe/>

My kitchen is a cooking community where foodies post their own recipes and exchange their cooking experience with each other.

```
<title>MY KITCHEN | THE COOL KITCHEN</title>
```

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->  
<meta name="keywords" content="cooking community" />
```

3.4.1.5 Contact

? Preview Snippet

CONTACT | THE COOL KITCHEN

<http://www.highgradekitchen.com/home/contact/>

Be free to contact us for any questions about "The Cool Kitchen".

We provide 24/7 customer services.

```
<!-- All in One SEO Pack 2.4.5.1 by Michael Torbert of Semper Fi Web Designnob_start_detected [-1,-1] -->  
<meta name="description" content="Be free to contact us for any questions about &quot;The Cool Kitchen&quot;;. We provide 24/7 customer services." />  
  
<meta name="keywords" content="contact,questions,24/7 customer services" />
```

3.5 Smart Devices Compatibility and Loading Speed

Smart devices compatibility and site loading speed do play an important role in SEO, so we not only want to make sure our website will be accessible to all smart devices like laptops, desktops, tablets and smartphones, but we also want to double check the speed of our site with GTmetrix and try to solve the problems that hinder the loading speed in order to provide as fast speed as possible. This report is an analysis of our site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed.



The web should be fast.

Executive Summary



Performance Report for: <http://www.highgradekitchen.com/>

Report generated: Thu, Mar 8, 2018, 11:29 AM -0800

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score

D (66%) ▼

YSlow Score

D (66%) ◆

Fully Loaded Time

2.6s ▲

Total Page Size

2.64MB ▲

Requests

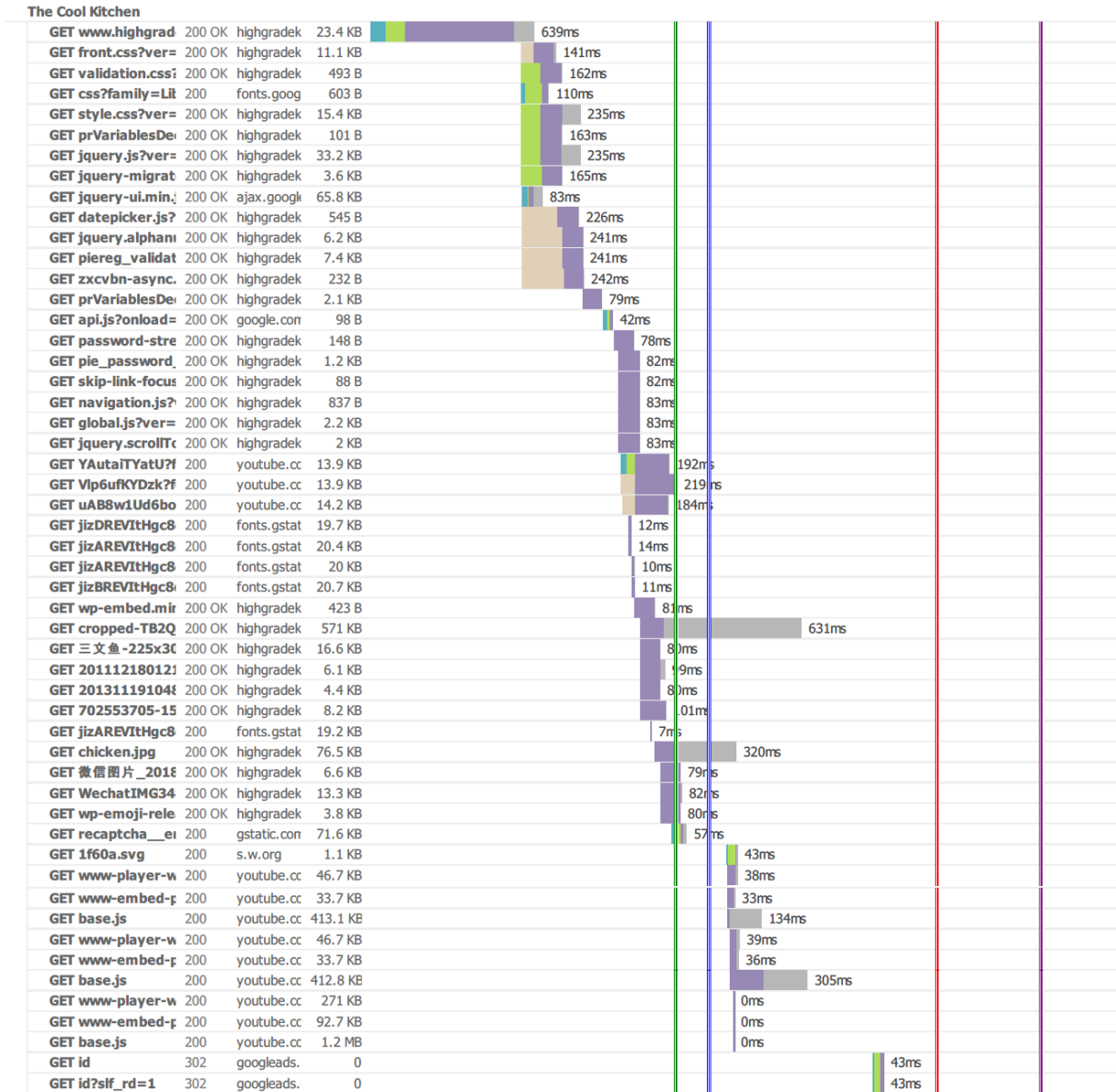
77 ▲

Top 5 Priority Issues

Defer parsing of JavaScript	F (0)	▼ AVG SCORE: 70%	JS	HIGH
Leverage browser caching	F (42)	▼ AVG SCORE: 60%	SERVER	HIGH
Optimize the order of styles and scripts	D (67)	▼ AVG SCORE: 94%	CSS/JS	HIGH
Minimize redirects	B (83)	◆ AVG SCORE: 85%	CONTENT	HIGH
Optimize images	B (85)	▲ AVG SCORE: 70%	IMAGES	HIGH

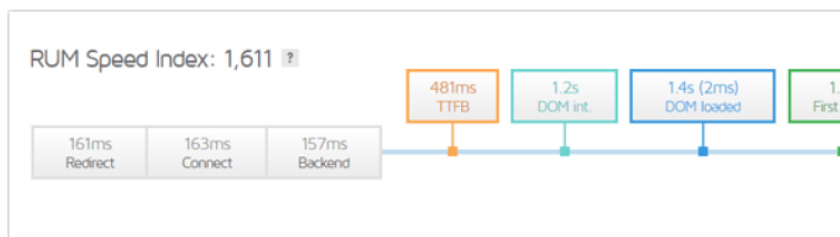
Waterfall Chart

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.





Page Load Timings



3.6 Registration in Directories and Search Engines

When our website is all set, we will register it in directories and search engines, which will help increase our website traffic, thus making our website easier to be noticed by search engines. Search Engines utilize indexing programs (often referred to as agents, spiders or robots) to constantly search the Web for new or updated pages going from URL to URL until, in theory, they visit every Web site which is referenced on the Internet. When visiting a Web site they record and index at least the full text of every page (home and subpages) within the site then continue on to visit all the external links. Following links, in theory, allows them to find sites regardless of whether registered. Submitting a URL, however, speeds up the process and if it is a new site there will not be any links.

Directories are quite different. They do not make use of indexing software so a directory cannot list your URL unless you or someone else registers it with them. The registration needs much more information than just a URL. Directories are usually divided into many categories and subcategories and you have to submit your URL under the most appropriate heading. In many cases the submission is reviewed by a real person before it is made available which can be very slow.

4. Social Media Marketing and Inbound links

Social media marketing is the use of social networks, online communities, blogs, Wikipedia or other Internet media collaboration platform for marketing, a way to develop public relations and customer service maintenance.

The advantages of social media marketing are :

1) Create an enterprise network exposure.

Enterprises post blogs on social media. Use of social media followers on the network utility and social effect, can greatly increase the enterprise's product information exposure. Social media also has the characteristics of equal communication, which is more conducive to communication between enterprises and potential customers.

Increase site traffic and registered users.

2) Attract more business partners.

Social media, while appealing to individual users, has also attracted a growing number of corporate users. The characteristics of social media make it easier for users to judge the experience and ability of partners, thus helping enterprises to bring more potential cooperation opportunities.

3) Upgrade search rankings

The traditional official website and product website are mainly information release, the content is static information and information, the content update frequency is relatively low, mainly through keywords to be included in the search engine. However, the update of information on social

media is much more frequent, and the update rate of the company's channel page on social media is very high, which makes it easier to rank higher in the search.

4) Bring high quality sales opportunities.

The success of many companies on Facebook has demonstrated the effect of social media on sales opportunities. In many retail businesses in the United States have issued via Facebook message and launched on Weibo topics related to the product, to monitor customer behavior of interest. According to the blog marketing and email marketing, this has brought a lot of sales opportunities.

5) Reduce overall marketing budget input.

Social media has the irreplaceable propagation effect of other traditional media and network media.

6) Promote specific business transactions.

The characteristics of social media are not only the use of social media, Weibo and other publishing information, but also the interaction of social media platforms with potential users to promote business transactions.

As a result, for our project, we focus on building three different Social media pages:

A Facebook Page (<https://www.facebook.com/kitchen.cool.56>)

A Twitter Page (<https://twitter.com/CoolKitchen2018>)

A Weibo Page (<http://weibo.com/u/5307259339>)

4.1 Social Media

4.1.1 Facebook

4.1.1.1 Introduction

Facebook is an American online social media and social networking service company and has more than 2 billion monthly active users as of June 2017. Social media marketing is the key to success and there are some reasons why using the Facebook as social media giant to advertising the website.

- 1) Custom-targeted audience: Facebook advertising campaigns are built around (and for) specific audiences. This tool enables marketers to upload lists of contacts such as emails, UIDs, and phone numbers so you can target them with certain ads.
- 2) Maximum visibility at minimum cost: Currently, Facebook is at #3 for the most populated online platform with 1.79 billion active monthly users. Advertising on Facebook is comparatively cheaper than on Google. Also, Facebook video views are cheaper than YouTube.
- 3) Quick feedback: Facebook makes it easy for businesses to simply post a question on their status and sit back and watch for the comments.

4.1.1.2 Marketing through Facebook

Facebook has three tools (web pages, ads, and groups) that anyone can use. Each of these options has its own purpose and can be combined to achieve greater coverage

- 1) Web page: The Facebook page is similar to the profile, but for businesses, organizations and public figures. Users can "like" a page, which means they will automatically receive updates from this page in their news feed. Users can also choose to "like" a page but not follow it. (Users can also follow some configuration files.) Although profiles require the interrelationship between friends, anyone can access the page without the page creator accepting the fan. They also do not limit the number of friends/fans they can have (unlike the profile limit of 5000 friends).

2) Advertising: Facebook offers a great targeted advertising platform. You can create ads targeted to a specific geographic area, age, education level, and even the type of device you are browsing. Facebook also allows users to turn off ads they don't like and "like" a page below the ad.

3) Group: Facebook groups are similar to discussion forums but have other features (such as walls) that pages and profiles have. You can create groups related to your industry or product as a way to reach potential customers.

4.1.1.3 Best Strategic Practices for Facebook Marketing

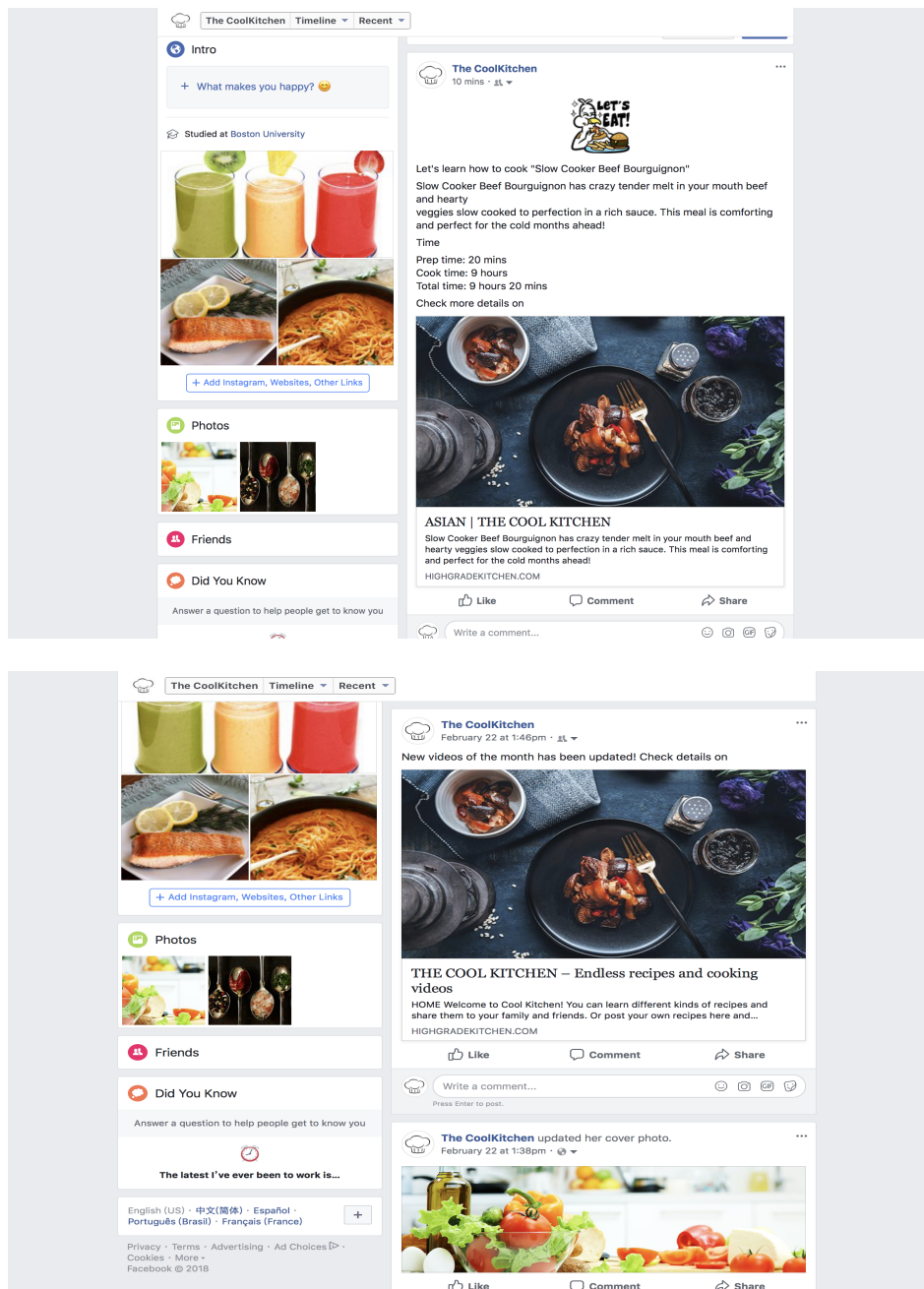
The most popular posts across Facebook can be categorized as Edu-tainment which tend to have a mix of both entertainment and education. Finding and sharing "Edu-tainment" content is our overall strategy, which helps to clarify all content published under the Facebook publishing strategy. We are going to focus on brand awareness and participation and pay attention to brand awareness and participation, and at the same time increasing the number of visits to our website has also become the main content of our strategy.

4.1.1.4 Posting on Facebook

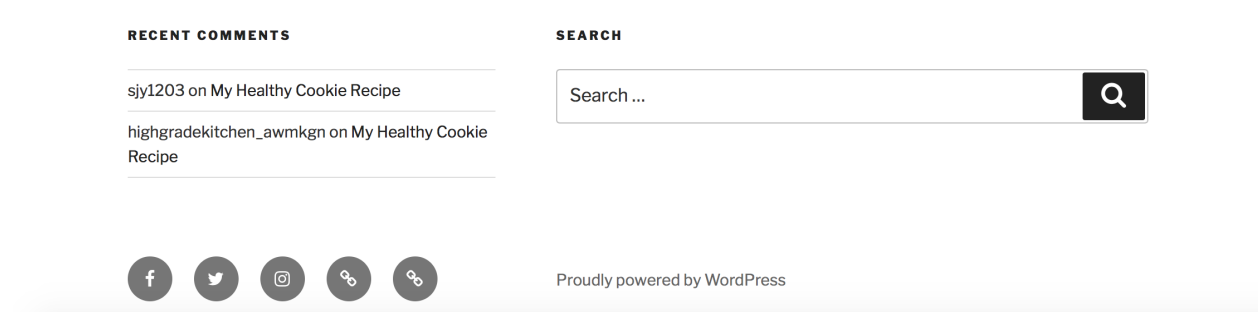
Up to one or two posts per day: It forces us to share only the best content. Restricting the number of posts will prompt people to pay more attention to the quality of postings, which will send positive signals to the Facebook algorithm. Publishing content that promotes engagement only helps build an active Facebook audience. What's more, it is important to boosted posts on Facebook. Boosting posts takes content that's already performing well and amplifies it on a huge scale and the key is to focus on boosting great content.

4.1.1.5 Screenshots of our Facebook page and Posts

Down below are screenshots of our Facebook page and an example of what our posts are going to look like. We will keep posting updates of our new recipes or new cooking videos.



4.1.1.6 Linking our Website to our Facebook Page



At the end of every page, we will have some circle buttons linked to our social media page, users can simply click on them and they will see the Facebook, twitter, or other social media page opened in a new window.

4.1.2 Twitter

4.1.2.1 Introduction

Twitter is one of the 10 most visited websites on the Internet. It was founded by jack dorsey in March 2006 and started in July of that year.

Twitter is a popular social networking and microblogging service website, allows the user to their latest news and ideas to form of the short message of mobile phone (tweets) release (push). All tweets are limited to 140 characters. Twitter is very popular around the world, and as of March 2012, Twitter had 140 million active users, and Twitter was described as "Internet messaging service". Even U.S. President Donald Trump likes to tweet his thoughts.

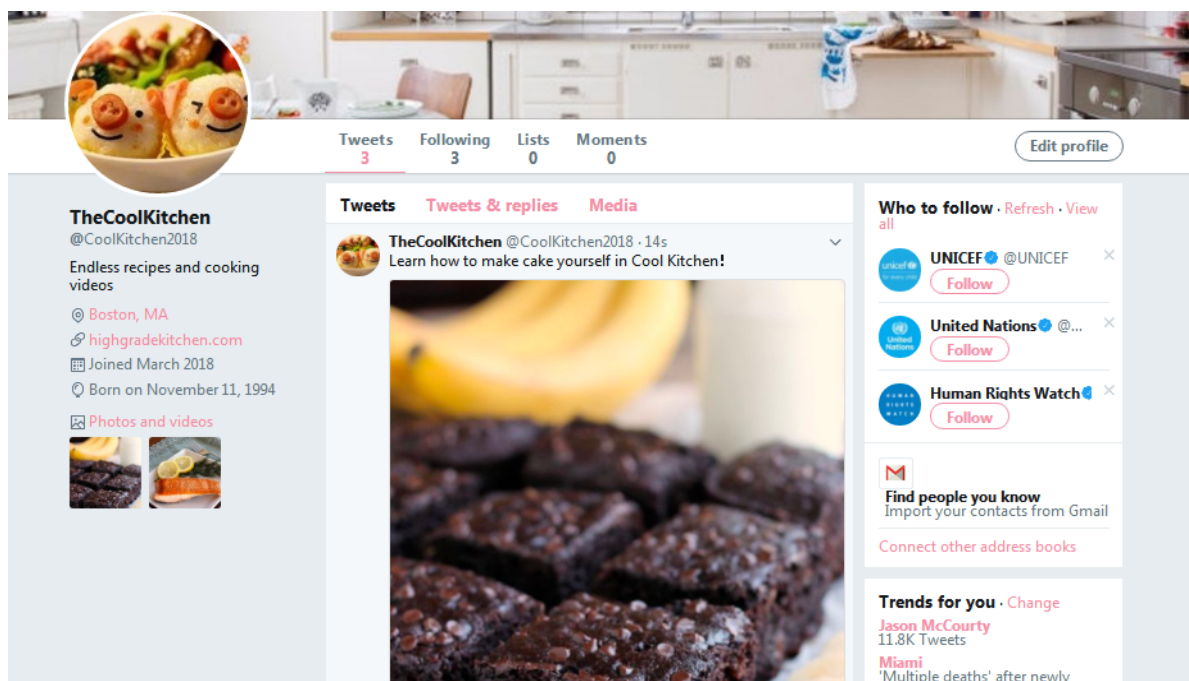
4.1.2.2 Best Strategic Practices for Twitter Marketing

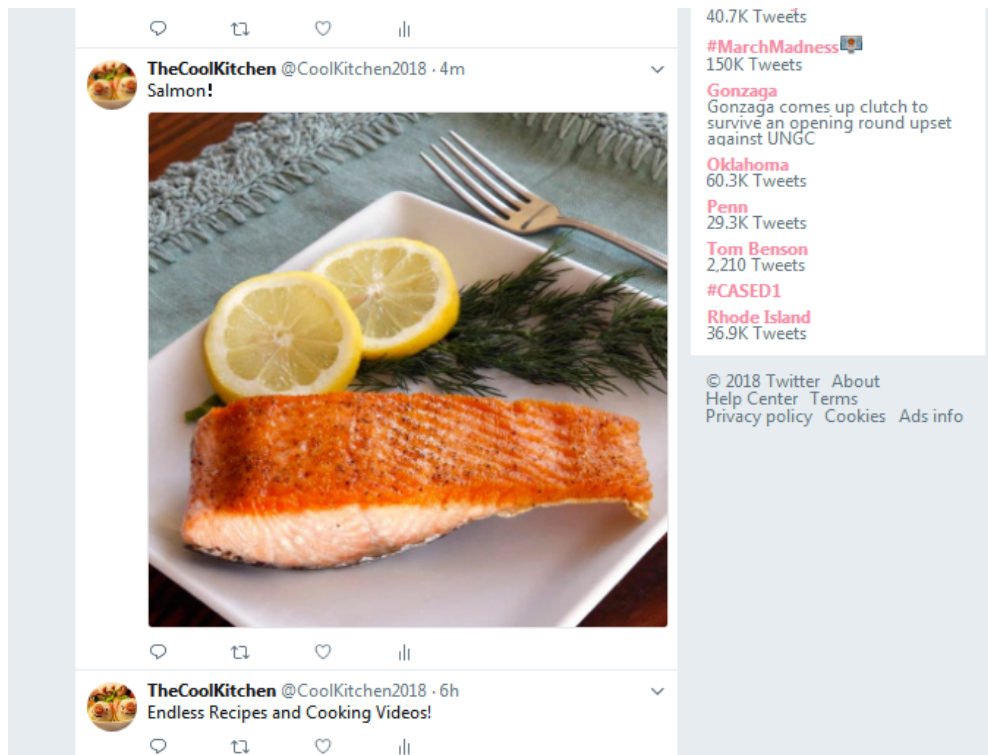
Scheduling tweets based on the time the followers are most likely to participate. Use tools like FollowerWonk and Tweriod to understand when followers are most likely to participate. Tweriod will tell when our audience is online and our tweets get the most exposure. What's more, using the search function

to find influential people on our brand theme and talk to people about the topic. This can be as simple as collecting tweets, or reply "Thanks for sharing!" Twitter should be part of a cross-channel marketing approach. We are going to promote tweets on other social media platforms and have our employees participate by retweeting and republishing it on other platforms. Use tools like Crowdfire to clean up the list of inactive, non-follower and robots to beware of the proportion of followers to non-followers.

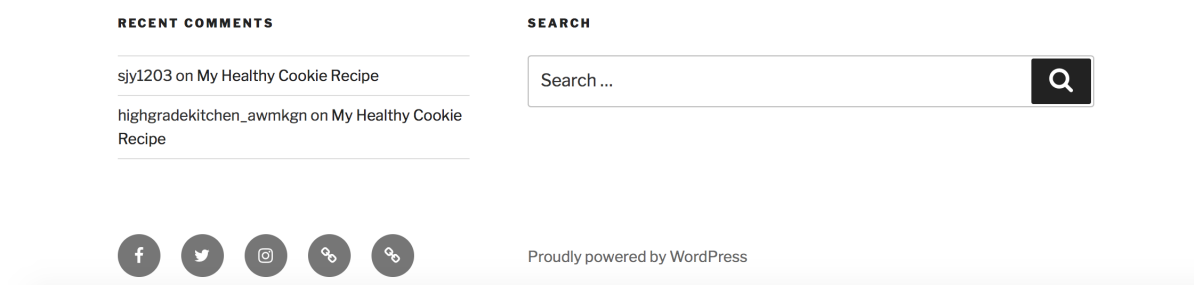
4.1.2.3 Screenshots of our Twitter Page and Tweets

Down below are screenshots of our Twitter page and an example of what our posts are going to look like. We will keep posting updates of our new recipes or new cooking videos.





4.1.2.4 Linking our Website to our Twitter Page



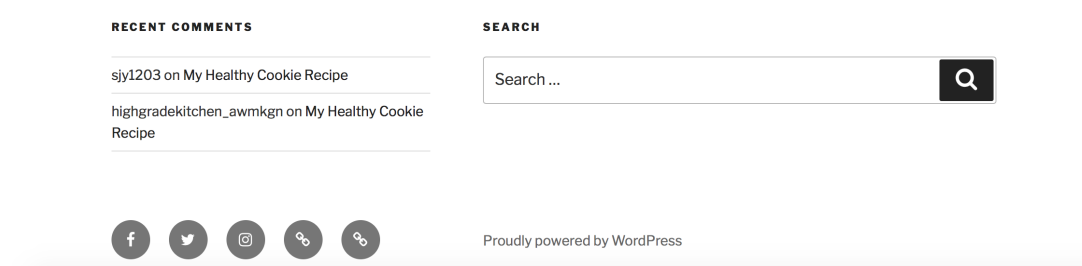
4.1.3 Weibo

Western audiences may not be familiar with Weibo, but this is an amazing success story in the social media and Weibo field. Launched in 2009, it is one of the popular social media platforms in China, with 300 million registered users, and a monthly user visit of 129 million users in 190 countries. It is often referred to as "China Twitter" and in many ways is similar to the mashup between Twitter and Facebook.

With such a wide audience, it also provides incredible opportunities for companies to reach out to potential customer groups. Weibo marketing is one of the recommended marketing activities in China.

Chinese companies have mastered targeted social media campaigns on Weibo, and now Western companies are researching how to access Weibo's vast Chinese market by incorporating Weibo into their digital marketing mix. At present, some large Western brands are participating in the site. Coca-Cola, Tourism Australia, Unilever and Louis Vuitton create an official certification account on Weibo. These brands see Weibo as a digital tool that allows them to develop brand awareness in China while collecting important data and insights about Chinese people, their customs, needs, preferences and needs.

4.2 Inbound Links



4.2.1 Social Media Pages



5. Email Marketing and Search Engine Marketing

5.1 Email Marketing

Email marketing is an online marketing tool for delivering valuable information to target users via email, in the context of user's prior permission. There are three basic factors in email marketing: user licensing, email delivery, and information are valuable to users. If one of these three factors is missing, it can't be called effective email marketing. These three basic questions are further summarized as the three foundations of email marketing, namely:

- (1) The technical basis of email marketing: to ensure users to join and exit the mailing list from the technology, and to realize the management of user data, as well as Email sending and effect tracking;
- (2) User's email address resource: it is necessary to get enough users' Email address resources on the premise that users voluntarily join the mailing list;
- (3) The content of the email marketing: marketing information is sent via E-mail to the user, and the content of the mail to the user valuable to cause the attention of the user, the content of the effective design is the basic premise of email marketing work.

When these basic conditions are available, it is possible to carry out email marketing in a real sense, and the effect of Email marketing can be gradually expressed.

5.1.1 Email Marketing through MailChimp

Email marketing is the act of sending a commercial message, typically to a group of people, using email. Broadly speaking, every email sent to a potential or current customer can be considered email marketing. Email marketing is the key to achieving a potential customer base. This is the cornerstone of building a digital business. Email remains a significantly more effective way to acquire customers than social media—nearly 40 times that of Facebook and Twitter combined (McKinsey & Company). For our project, we are going to use MailChimp in order to create our mail campaign. MailChimp is a marketing automation platform and an email marketing service that help people create professional-looking HTML emails and sending email newsletters. Also, it is user-friendly that allows you to choose a template and set

your layout and text using their simple drag-and-drop design feature. What's more, MailChimp has a wide range of reporting tools. You can see exactly who opened your email and how many times. You can see which links have been clicked on the most. You can know which day is the most popular time. You can even find out where your readers are. This gives you great insight into the performance of email marketing and where you might need to improve. Thus, we believe that MailChimp is ideal for our email marketing campaign.

5.1.2 Our Email Marketing Campaign

Our email marketing campaign will focus on outbound email communications. We pushing out information (recipes) to publics who have opted to receive information from us. Through setting up quality recipes, maintaining consistent publishing schedule, giving them a place to find more information, our goals are acquiring new visitors, retaining exist ones and advertise our website. For the first email (welcome email), we are going to welcome the newly registering users and motivate their desire of buying commodity in our Cool Market by sending them discount code.

Email marketing has two main components that must be considered:

- The email marketing list
- The email message content

We are going to focus on the two aspects and provide our email marketing measurement results.

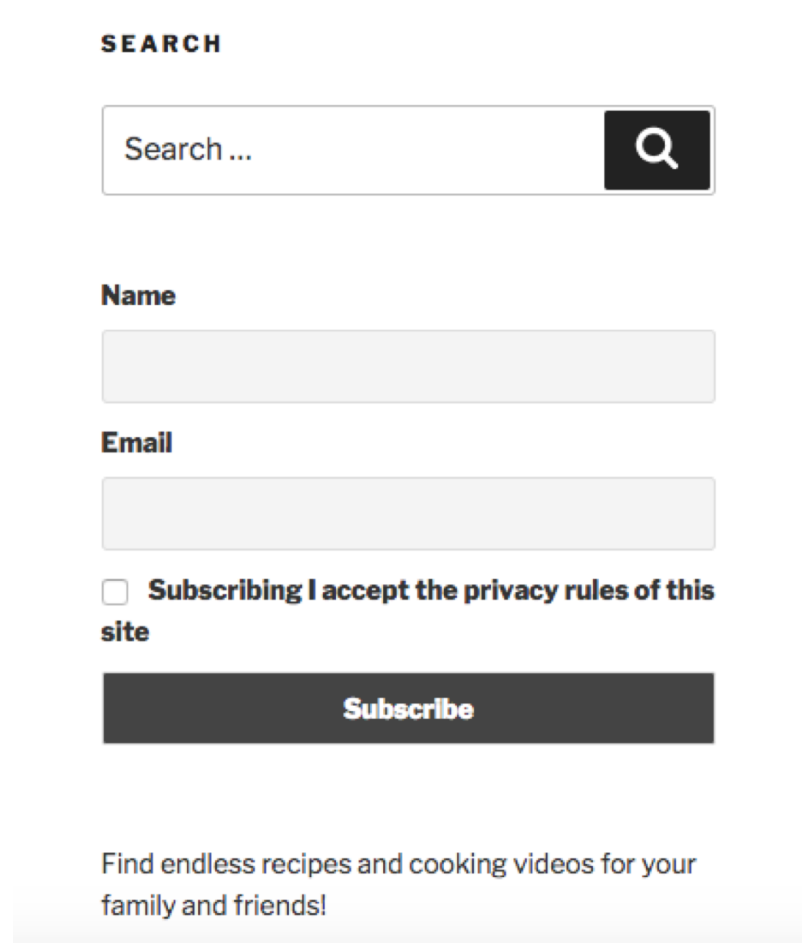
5.1.2.1 Email Marketing List

Some people work with list providers to find and purchase lists and e-mail addresses based on demographic or psychological information. For example, you may purchase a list of 50,000 names and e-mail addresses of people living in Minnesota who have no children. But there are several reasons that we do not buy email list: 1). Reputable email marketing vendors don't let you send emails to lists you've bought. 2). Good email address lists aren't for sale. 3). People on a purchased or rented list don't actually know you. 4). Your email deliverability and IP reputation will be harmed. Thus, it is better to cultivate

your own lists. Opt-in newsletters for product updates and services are very good sources for email address (Kanabar, 2015). In the project, we are going to use a double opt-in process provided by MailChimp. We are also going to use the email list that contains email address of other students that are also taking the Innovation Marketing Techniques course and consists of 62 students.

Down below we provided screenshots of where to find our newsletter subscription form on our website and also the screenshot of the email list that we find in Blackboard (on display 10 out of 62).

Figure: Where to find our Newsletter Subscription Form



The image shows a newsletter subscription form. At the top, there is a search bar with the text "SEARCH" in bold above it. The search bar has a placeholder "Search ..." and a magnifying glass icon. Below the search bar, there are two input fields: one labeled "Name" and one labeled "Email". Below the "Email" field, there is a checkbox followed by the text "Subscribing I accept the privacy rules of this site". Below this, there is a dark grey button with the word "Subscribe" in white. At the bottom, there is a light grey box containing the text "Find endless recipes and cooking videos for your family and friends!"

Figure: Overview of 10 out of 62 April's 2018 Newsletter Recipients

▼	Email Address		First Name	Last Name	Address	Phone Number	Birthday	Email Marketing	Source
☐	tianyi08@bu.edu	>	Tianyi	Tong	The Cool Kitchen 40 Malvern St Apt 203			Subscribed	Unknown
☐	pengzx@bu.edu	>	Zhixuan	Peng	524 Cambridge st Allston, MA 02134 USA	6179388373	11/11	Subscribed	Admin Add
☐	fangyizh@bu.edu	>	Fangyi	Zhang	777 Commonwealth Ave Boston, MA 02134 USA			Subscribed	Admin Add
☐	yqian817@bu.edu	>	Yi	Qian	890 Commonwealth Ave Boston, MA 02134 USA			Subscribed	Admin Add
☐	marcusg@bu.edu	>	Marcus	Goncalves				Subscribed	Admin Add
☐	605277252@qq.com	>	Fangfang	Zhang	Taiyangyuan, Dazhongsi Road Beijing, Beijing 100098 China	18501288371	08/26	Subscribed	Admin Add
☐	1062980180@qq.com	>	Mo	Chen				Subscribed	Admin Add
☐	zhangfy0826@sina.com	>	Fang	Zhang	Building 3, Taiyangyuan, Haidian district Beijing, Beijing 100098 China	18501288371	08/26	Subscribed	Admin Add
☐	804593872@qq.com	>	Junyuan	Shang				Subscribed	Admin Add
☐	937476298@qq.com	>	Hu	Peng				Subscribed	Admin Add

5.1.2.2 Email Message Content

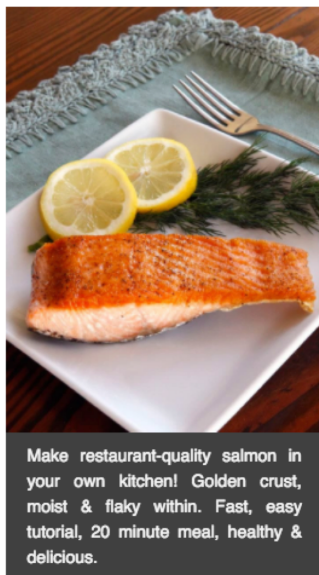
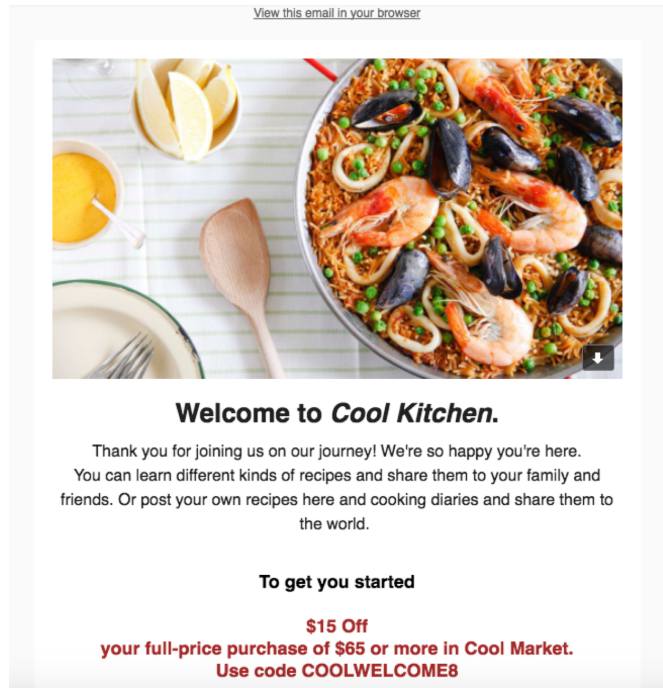
When site visitors spend time registering your email list, they do more than just agree to future newsletters - they allow you to enter the sanctity of their inbox. Instead, it should be celebrated with a welcome e-mail, which is both fun and friendly, our newsletter highlights another big use of welcome e-mail: providing unique discount codes to drive sales for potential customers who are just consciously committed to your brand in the further.

What we do is to keep our subject line conversational. The welcome message should look like they are from friends, not from anonymous, faceless marketing entities.

By using welcome message, we let readers to know what they expect from us and how they can benefit from the subscription. With initial interaction opportunities, let subscribers interact with us deeper. As mentioned above, we provide discount code for the readers and we also provide the seasonal dishes recipes with direct links to our website, as well as Facebook and Twitter accounts. By clicking on them you will be directed to our website. The pictures and descriptions that we used in the email are the same

as the ones we have on our website to keep consistency. Below is a screenshot of the email campaign that sent out.

Figure: Our April 2018 Newsletter – Header and Main Body





Slow Cooker Beef Bourguignon has crazy tender melt in your mouth!



Shrimp Taco Meal Prep Bowls on a weekday just happened. Lighter, healthier, and tastier than ever before.

See more New Recipes on our website!

<http://www.highgradekitchen.com/>

FREE US STANDARD SHIPPING ON ORDERS OVER \$25



Figure: Our April 2018 Newsletter – Footer

Copyright © 2018 TheCoolKitchen, All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:

thecoolkitchen

<http://www.highgradekitchen.com/>

725 Commonwealth Ave

Boston, MA 02215

This email was sent to fangyizh@bu.edu

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

The Cool Kitchen · [40 Malvern St Apt 203](#) · [Allston, MA 02134](#)-2223 · USA

MailChimp

5.1.2.3 Measuring our Email Marketing Campaign

The three key measures for email marketing campaigns are delivery rate, open rate and click through rate. Delivery rate in the bounce rate, open rate is an indication of how many customers opened the email and click through rate is the number of people who click through your email (Kanabar, 2015).

Mailchimp provides us with all this information. Down below we provide screenshots of our MailChimp dashboard reports for our April 2018 email campaign.

Figure: Screenshot of Open Rate



Figure: Screenshot of Click Rate



Figure: Screenshot of Numbers of Recipients who Opened, Clicked, Bounced or Unsubscribed

40 Opened	16 Clicked	0 Bounced	0 Unsubscribed
--------------	---------------	--------------	-------------------

Figure: Overview of our Email Campaign

Successful deliveries	62 100.0%	Clicks per unique opens	41.0%
Total opens	68	Total clicks	28
Last opened	4/12/18 12:15PM	Last clicked	4/12/18 12:45AM
Forwarded	0	Abuse reports	0

Figure: Screenshot of our 24-hour Performance

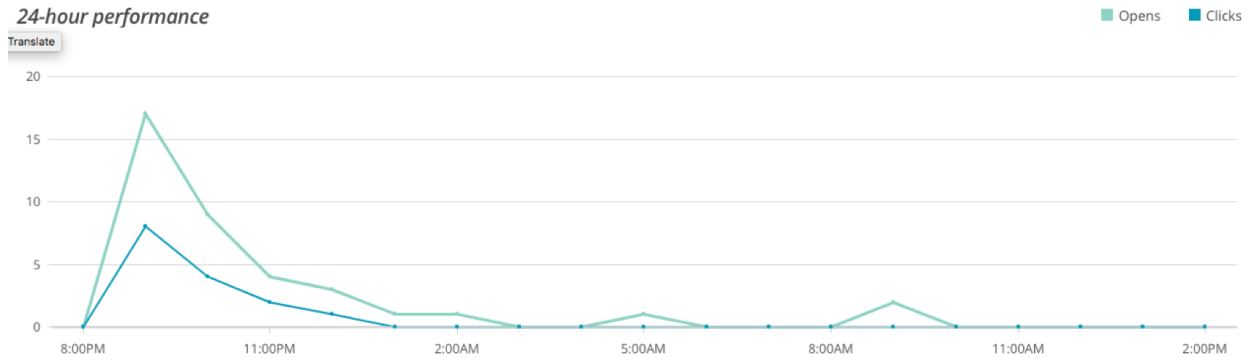


Figure: Screenshot of our Top links Clicked

Top links clicked

http://www.highgradekitchen.com/american/	13
http://www.highgradekitchen.com/	9
https://www.facebook.com/kitchen.cool.56	3
https://twitter.com/CoolKitchen2018	2
http://www.highgradekitchen.com/home/contact/	1

Figure: Screenshot of Top Locations by Opens

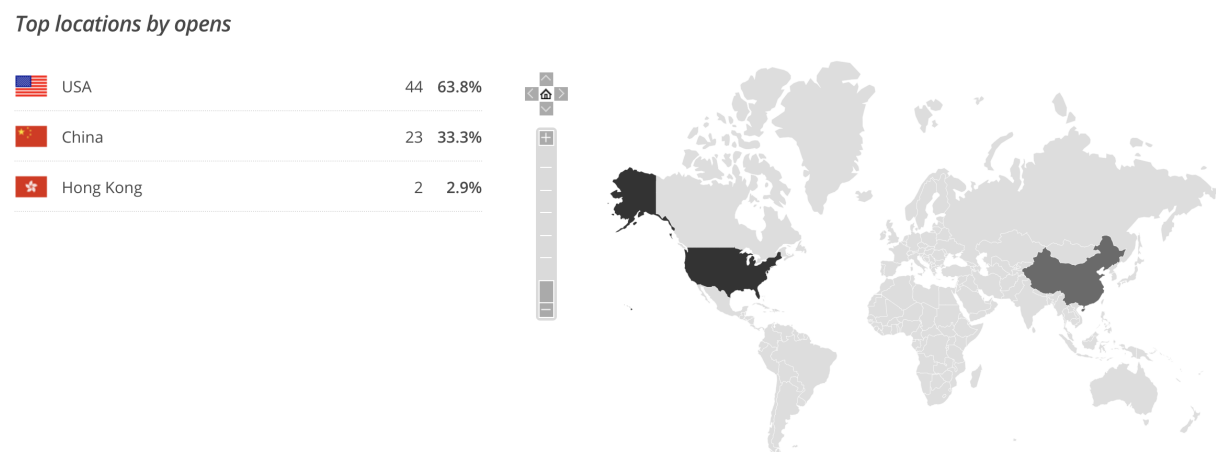
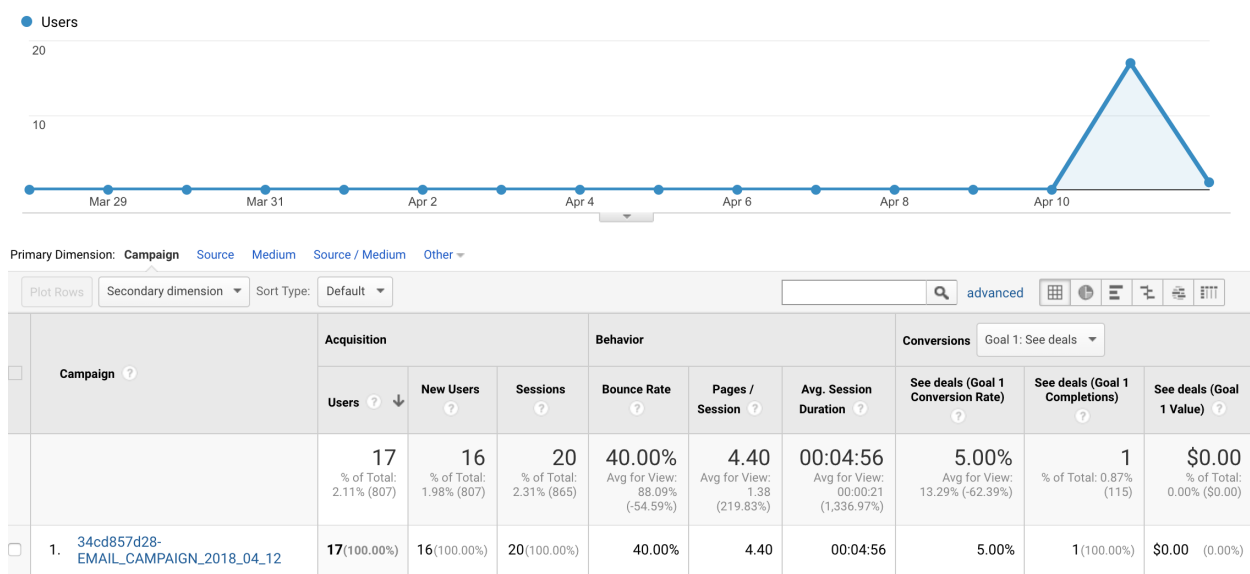


Figure: Screenshot of email campaigns linked with Google analytics



5.2 Search Engine Marketing

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

5.2.1 Our Search Engine Marketing Campaign

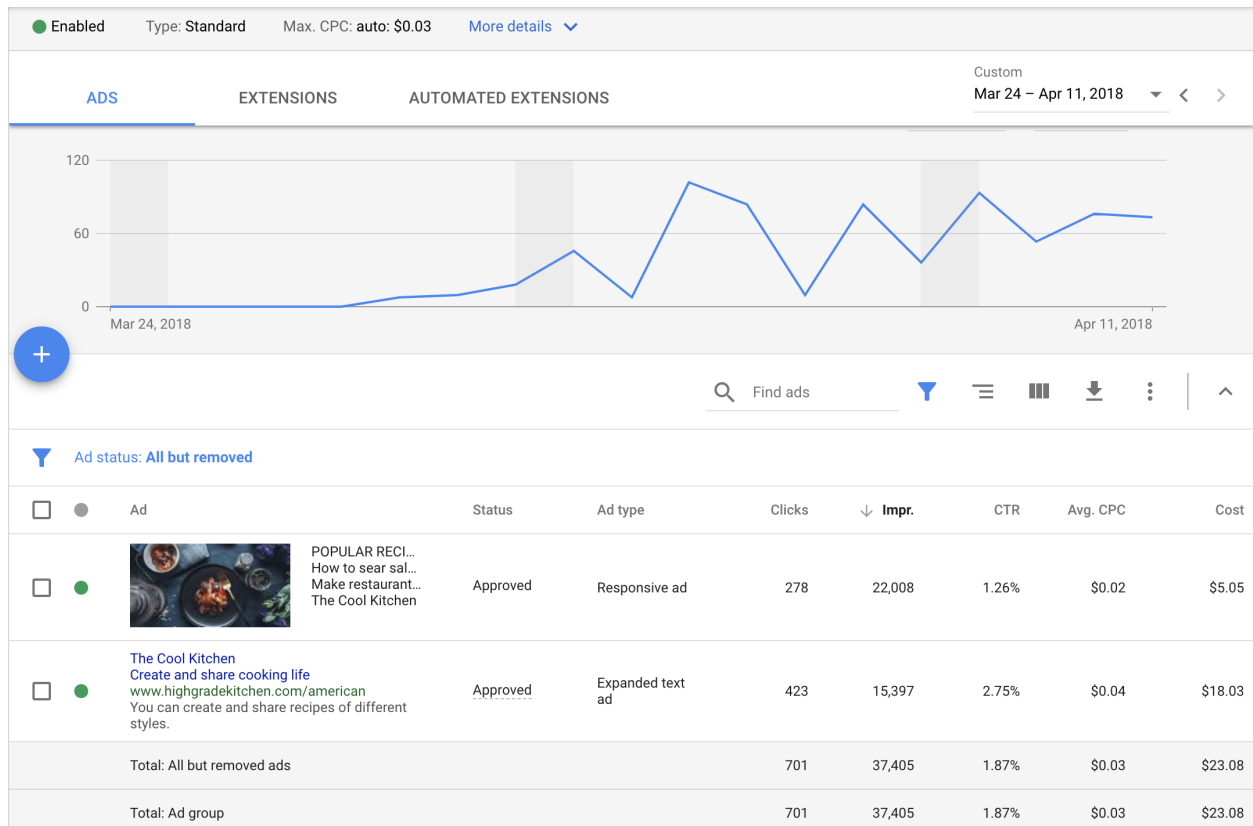
5.2.1.1 Background Information

Search Engine Marketing provides us with two kinds of strategies to complement the effort of promoting the organic visibility of your WordPress website (Kanabar, 2015), paid and unpaid. The paid search in this milestone we are using is called pay-per-click Google AdWords advertising campaigns. We plan to use a total of \$25 dollar for 2 weeks advertising. We are also using Facebook, Twitter, and Weibo as free advertising which are describe in the social media section above.

5.2.1.2 Form of our paid Search Advertisements, Payment Model and Text Advertisement

The two advertisements that we created are text advertisement and responsive advertisement, and the payment model that we used is Cost-per-Click (CPC). The reason why we choose CPC model is that we are only going to pay when an interested party clicks through our advertisements.

Screenshot of our advertisements:



Screenshot of the details of our first advertisement:

Edit text ad

Final URL

www.highgradekitchen.com/

Headline 1

The Cool Kitchen

Headline 2

Create and share cooking life

Display path

www.highgradekitchen.com / american / Path 2

Description

You can create and share recipes of different styles.

Ad URL options

Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

1 of 3 previews

Highlight ad

Mobile

The Cool Kitchen | Create and share cooking life

Ad www.highgradekitchen.com/american

You can create and share recipes of different styles.

Directions

Your ad might not always include all your text. Some shortening may also occur in some formats. [Learn more](#)

Screenshot of the details of our second advertisement:

Unique Recipes Created for You > Ad group 1

Ad assets

Image



Logo (optional)

1:1

4:1

Short headline

POPULAR RECIPES

Long headline

How to sear salmon filets?

Description

Make restaurant-quality salmon in your own kitchen! Golden crust, r

Business name

The Cool Kitchen

Final URL

http://www.highgradekitchen.com/high-grade-recipes/

Preview



How to sear salmon filets?

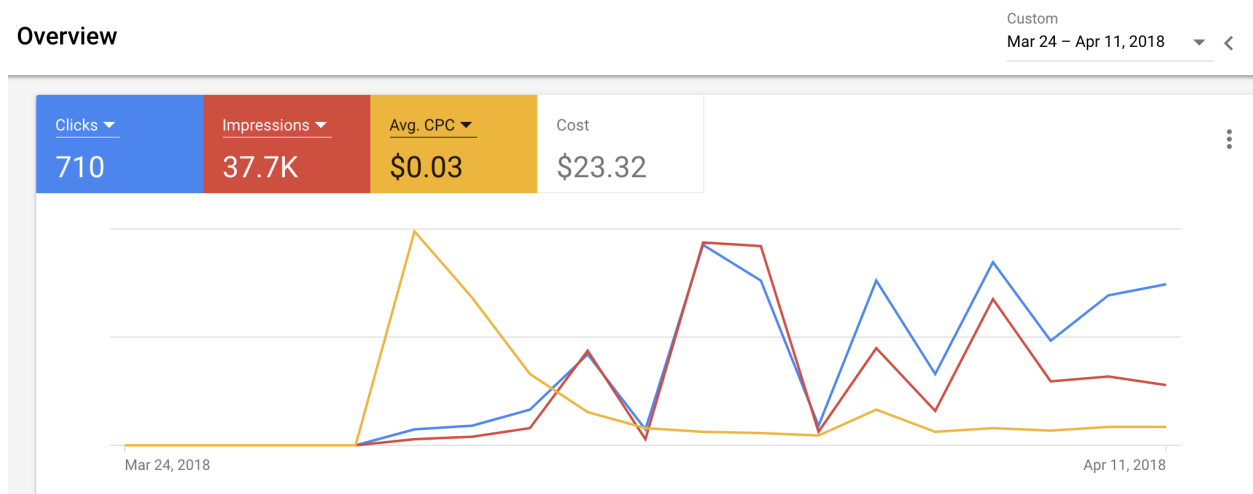
The Cool Kitchen Visit Site >

Example of your responsive ad in a native format

Pause previews

Next preview

Screenshot of the overview of Google Adwords



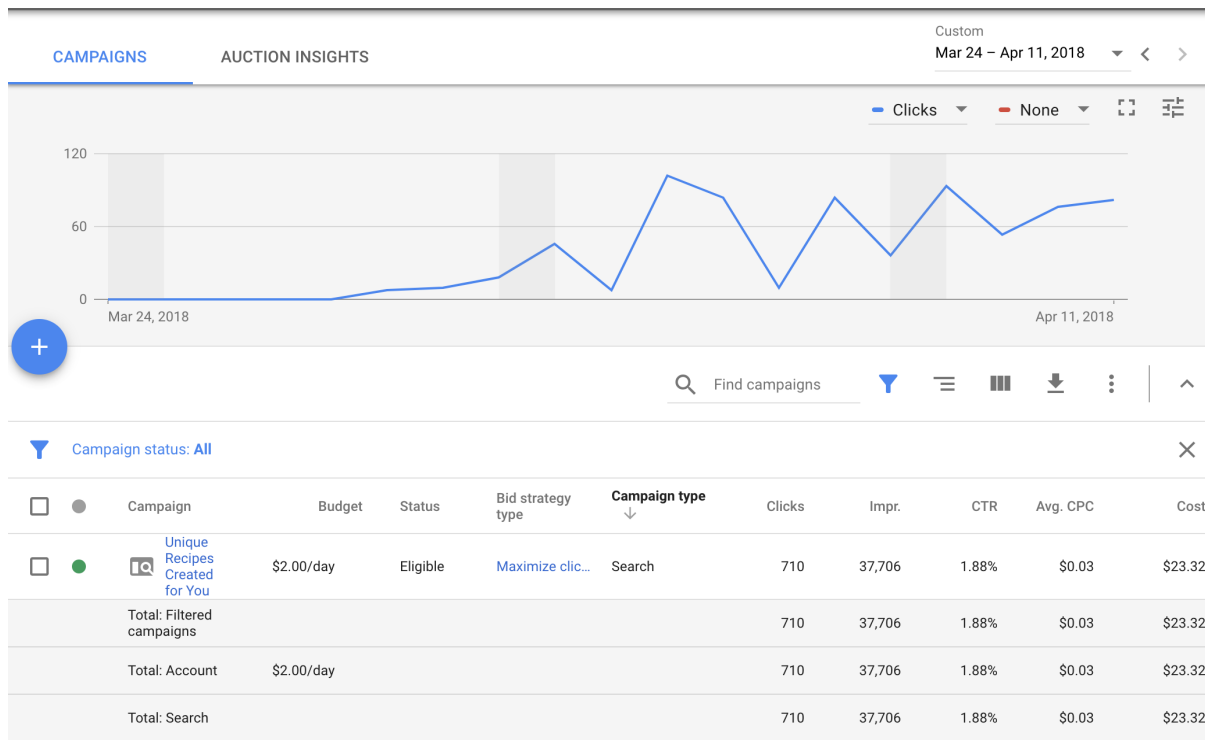
5.2.1.3 Determining our Budget, Goals and What to Measure

Since we are advertising our website which is a recipe website, we named our campaign “Unique Recipes Created for You”. Our campaign consists of two advertisements. The type of advertisement that we used for both ads is Search Network and the networks that our ads to appear are Google Search, Maps, and partner websites on all devices. Our targeted locations are all countries and territories and the language that we used is English. As for our bid strategy, we decided to use maximize click bid strategy and our budget is \$2 per day.

Campaign name	Unique Recipes Created for You	▾
Campaign status	● Enabled	▾
Goal	Website traffic	▾
Networks	Google Search Network, Search partners, Display Network	▾
Locations	All countries and territories	▾
Languages	English	▾
Budget	\$2.00/day	▾
Bidding	Maximize clicks	▾
Start and end dates	Start date: March 29, 2018 End date: Not set	▾
Dynamic Search Ads	Get automated search targeting and customized ad headlines based on your website	▾

5.2.1.4 Determining our Ad Group

An Ad group is a subset of sponsored keywords that all trigger the same ads. We created one ad group “Unique Recipes Created for you” for two advertisements and group our keywords together.



☐	☒	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	☒	Recipes	Eligible	auto: \$0.03	Approved	—	134	5,968	2.25%	\$0.06	\$8.36
☐	☒	Cool Kitchen	Eligible	auto: \$0.03	Approved	—	5	822	0.61%	\$0.03	\$0.15
☐	☒	grilled salmon	Eligible	auto: \$0.03	Approved	—	0	11	0.00%	\$0.00	\$0.00
☐	☒	how to bake salmon	Eligible	auto: \$0.03	Approved	—	0	7	0.00%	\$0.00	\$0.00
☐	☒	how to cook salmon	Eligible	auto: \$0.03	Approved	—	0	8	0.00%	\$0.00	\$0.00
☐	☒	canned salmon recipes	Eligible	auto: \$0.03	Approved	—	0	0	0.00%	\$0.00	\$0.00
☐	☒	fish fillet recipe	Eligible	auto: \$0.03	Approved	—	0	13	0.00%	\$0.00	\$0.00
☐	☒	pan cooked salmon	Eligible	auto: \$0.03	Approved	—	0	1	0.00%	\$0.00	\$0.00
☐	☒	salmon in the oven	Eligible	auto: \$0.03	Approved	—	0	0	0.00%	\$0.00	\$0.00
Total: All but removed keywords							372	13,338	2.79%	\$0.05	\$17.17
Total: Search Keywords on Display Network							329	24,067	1.37%	\$0.02	\$5.91
Total: Ad group							701	37,405	1.87%	\$0.03	\$23.08

5.2.2 Track and Analyze our Overall Search Engine Marketing Campaign

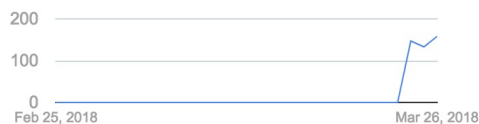
As of April 10, the performance of our search engine marketing campaign can be seen from the graph below. We will continue monitoring our Google Adwords campaign and make further changes and improvements to maximize the benefits Google Adwords provides.

We compare the traffic flows on March 26 and April 10, which are displayed in the following graph. We started our Google Adword plan and set bid budget at \$2 per day on March 24, then got 438 views and 16 clicks on March 26. Later on, we set bid budget at \$3 per day and the traffic flow increase rapidly, reaching 24,312 views and 678 clicks on April 10. Among all the search phrases recipes, recipes from, food recipes and cooking ideas got most of the views and clicks. At first, our ads were 54% viewed on smartphones, 16% viewed on tablets and 30% viewed on computers. At present, our ads are 78% viewed on smartphones, 8% viewed on tablets and 13% viewed on computers. People are increasingly viewing our website on smartphones rather than on computers. At first, our ads were 88% clicked through Google Search and 13% clicked through Google Partner Sites. At present, our ads are 6% clicked through Google Search and 94% clicked through Google Partner Sites. More and more people click our website through Google Partner Sites instead of Google Search.

Screenshot of our Performance Graph on March 24

Views ?

438



Your ad was viewed on



Devices

Smartphones	54%
Tablets	16%
Computers	30%

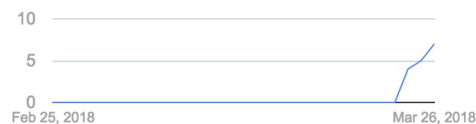


Google sources

Google Search	58%
Google Partner Sites	42%

Clicks ?

16



Your ad was clicked on



Devices

Smartphones	75%
Tablets	19%
Computers	6%

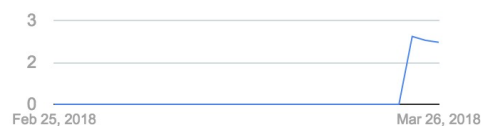


Google sources

Google Search	88%
Google Partner Sites	13%

Amount spent

\$6.94



Your budget was spent on



Devices

Smartphones	75%
Tablets	18%
Computers	7%



Google sources

Google Search	87%
Google Partner Sites	13%

Search phrases ?

505 Total

Phrases	Views	Clicks
recipes	131	7
recipes from	94	5
recipes and	75	2
recipes for a	30	1
cooking ideas	1	1
recipes for	35	0
com recipes	27	0

[MANAGE ALL](#)

Screenshot of our Performance Graph on April 10

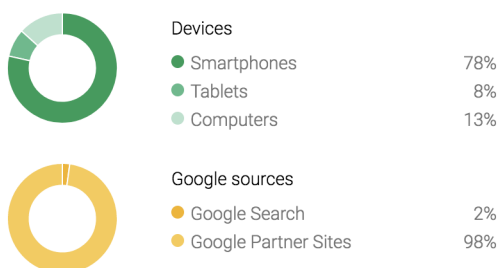
Mar 12, 2018 - Apr 10, 2018 ▾

Views ?

24,312



Your ad was viewed on

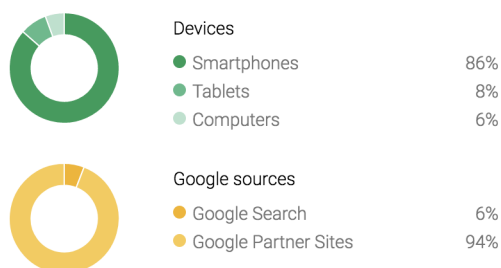


Clicks ?

678



Your ad was clicked on

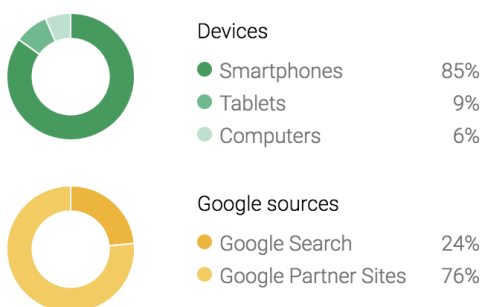


Amount spent

\$37.72



Your budget was spent on



Search phrases ?

247 Total

Phrases	Views	↓ Clicks
recipes	1406	22
recipes from	1289	17
food recipes	901	7
cooking recipes	617	4
recipes and	238	4
recipes for	694	3
com recipes	398	3

5.2.3 Adwords Analytics

There are following new words appeared in Google searches that show our ads. “Cooking” ranks highest among all the keywords, which costs \$8.83, gets 239 clicks and has 3.61% CTR, followed by “Recipes” , which costs \$8.39, gets 135 clicks and has 2.23% CTR. The most shown search ad is our first text advertisement, which got 15,642 impressions, 432 clicks and 2.76% CTR.

Recently, these new words appeared in Google searches that showed your ads

In the last 7 days (Apr 5 – 11, 2018)

nepali

cookxxx

palak

cooks

xpoking

how

cookig

make

for

ki

show

huge

ಕುಟ್ಟುನ

ಮಶಿನ

fairy

cakes

to

do

ಖಾರ

sherdisaibababacooking

you

photo

hd

korma

tolong

SEE AD GROUPS ^

Keywords

	Cost ▾	Clicks ▾	CTR ▾
● Cooking	\$8.83	239	3.61%
● Recipes	\$8.39	135	2.23%
● Cool Kitchen	\$0.16	6	0.72%
● grilled salmon	\$0.00	0	0.00%
● how to bake salmon	\$0.00	0	0.00%

ALL KEYWORDS > Page 1 of 5 ^ ▾

Searches ?

Sort by: Impressions ▾

SEARCH TERMS

WORDS

cooking

recipe

cook

kitchen recipe

cooking cooking

nepali chicken

low calorie recipes

recipe video

recipes

english recipe

chicken

cookxxx

palak

bangladeshi recipe

cooking sexy

cooks

xpoking

cooking recipe

cooking recipes video

rasgulla

Most-shown search ads

Ad group: Ad group 1

The Cool Kitchen | Create and share cooking life

Ad www.highgradekitchen.com/american

You can create and share recipes of different styles.

24/7 Customer Service · Free Online Courses · Fre...

Recipes My Kitchen

Impressions

15,642

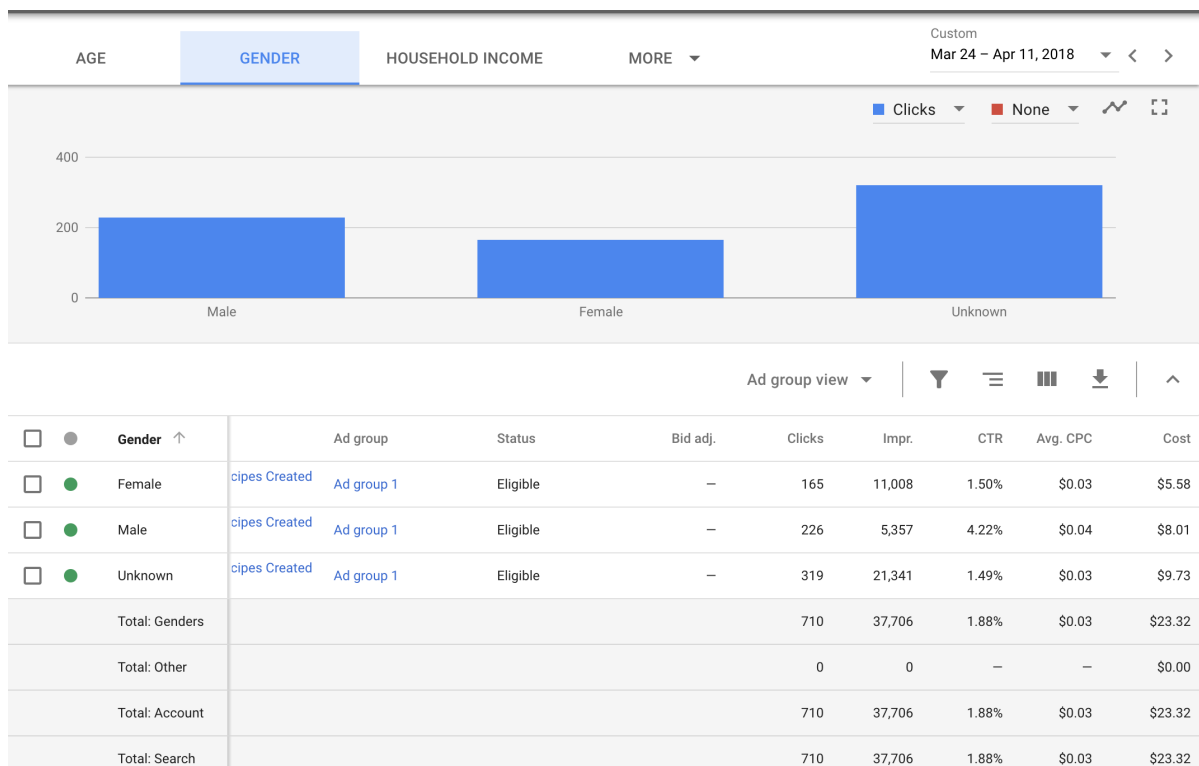
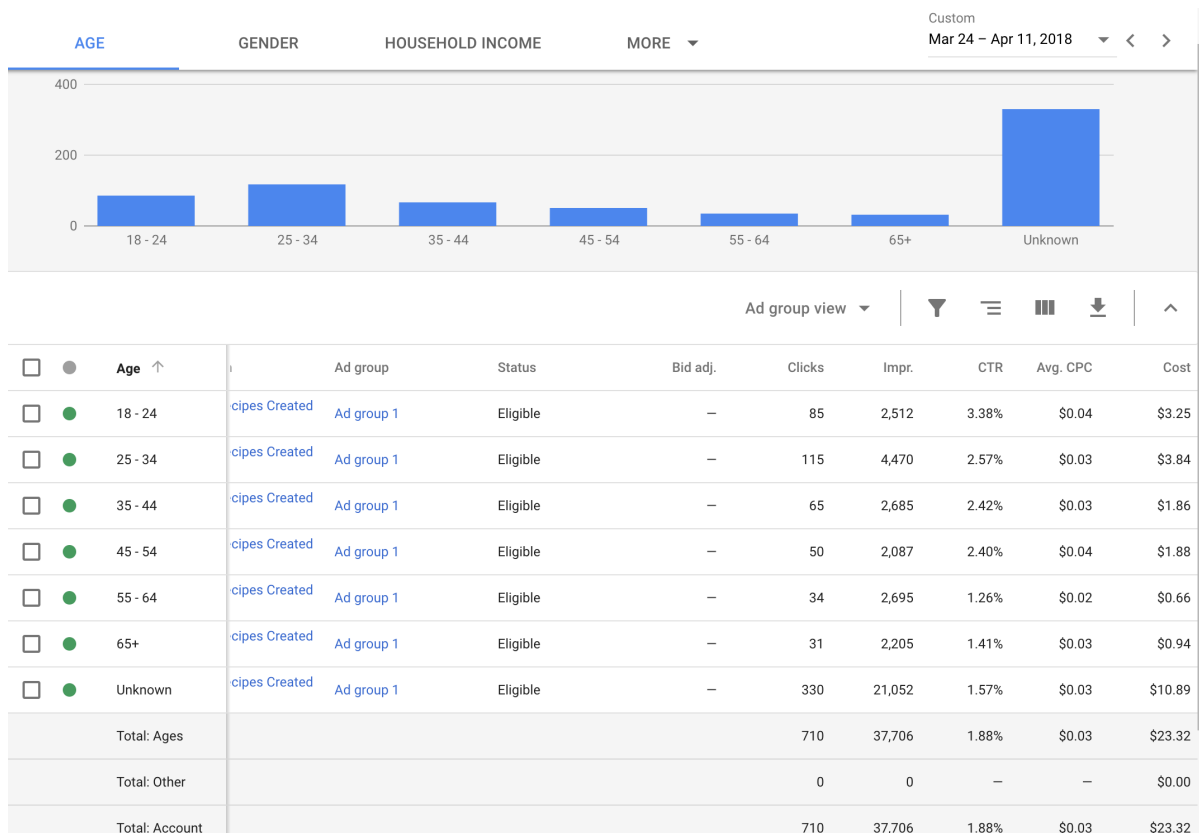
Clicks ▾

432

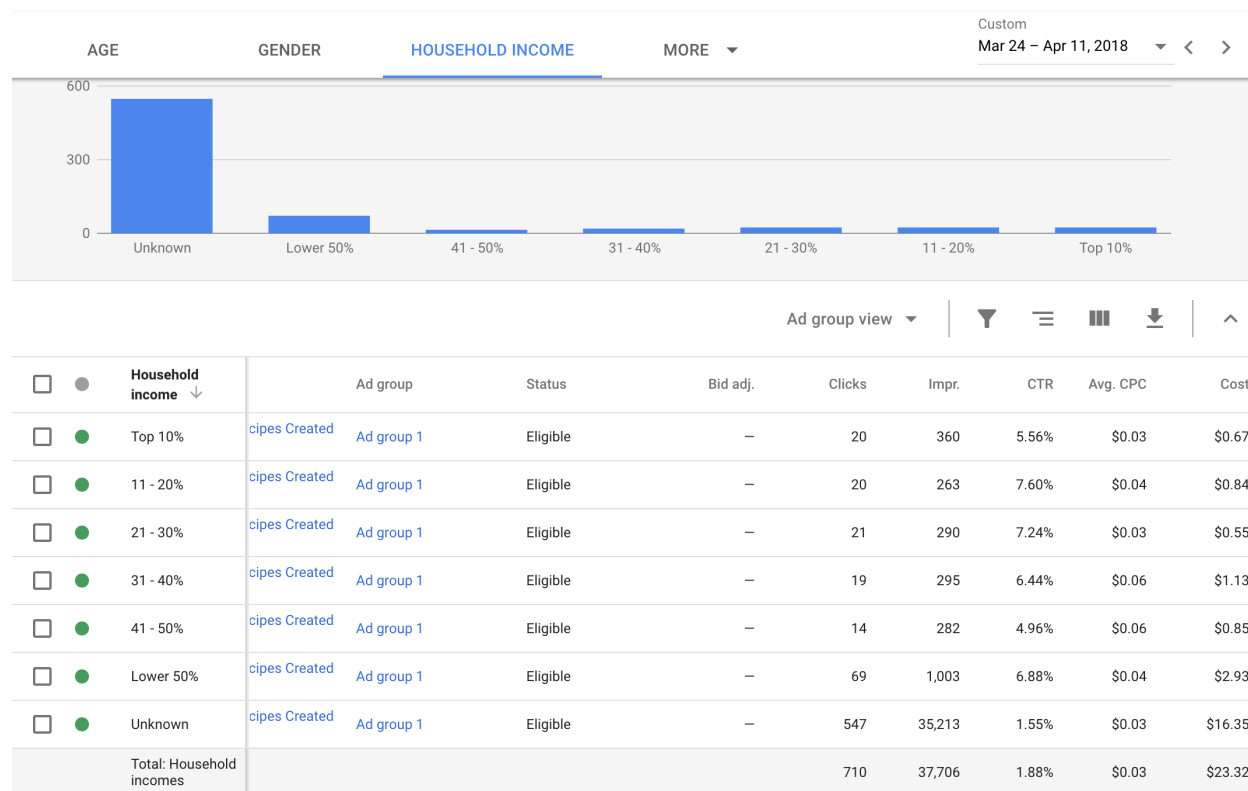
CTR ▾

2.76%

As is seen in the demographic report below, the majority of our audience group is aged from 25 to 34 years old, which had 115 clicks, 4,470 impression and 2.57% CTR. The 18-24-year-old group ranks secondly, which had 85 clicks, 2,512 impression and 3.38% CTR, followed by group of 35-44. It's obvious that young people and teenagers are more interested in our website and they should be our main target audience. We got more male audience than female audience.



We also noticed that the household income of our main audience is lower than 50%, which means, our target audience don't have high income.



5.2.4 Google Adwords Recommendations for Optimizing Our Campaign

In order to optimize our campaign, Google Adwords suggests that we should add more sitelinks in our campaign, which can be clearly seen below the text advertisement. Therefore, we added four sitelinks including texts and the final URLs: My Kitchen, Cool Market, Cooking Studio and Recipes. Besides, we are advised to add at least two callouts to our account. Then we added three callouts: 24/7 Customer Service, Free Online Courses, and Free Ingredient Shipping. Last but not least, it's suggested that we add structured snippets. We added styles as header and included American Style, homemade salmon fillets, salt and pepper.

Recommendations

Add suggested sitelinks to **Unique Recipes Created for You**

Sitelink 1
Text
My Kitchen

Final URL
<http://www.highgradekitchen.com/my-kitchen/>

Sitelink 2
Text
Cool Market

Final URL
<http://www.highgradekitchen.com/cool-market/>

Sitelink 3
Text
Cooking Studio

Final URL
<http://www.highgradekitchen.com/cooking-studio/>

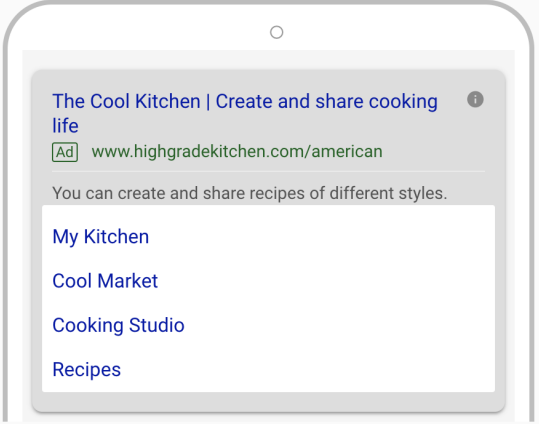
Sitelink 4
Text
Recipes

Final URL
<http://www.highgradekitchen.com/recipes-category/>

1 of 2 previews < >

Highlight sitelink extension ☒

Mobile



Your ad might not always include all your text. Some shortening may also occur in some formats. [Learn more](#)

Add at least two callouts to your account

Callout text 1
24/7 Customer Service 21 / 25

Callout text 2
Free Online Courses 19 / 25

Callout text 3
Free Ingredient Shipping 24 / 25

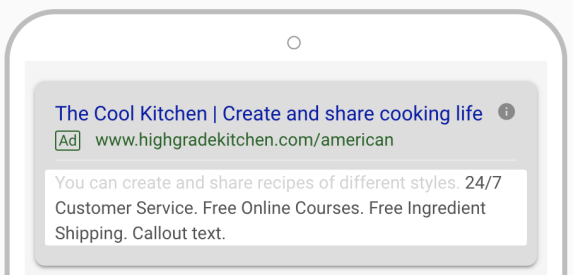
Callout text 4
0 / 25

[ADD CALLOUT TEXT](#)

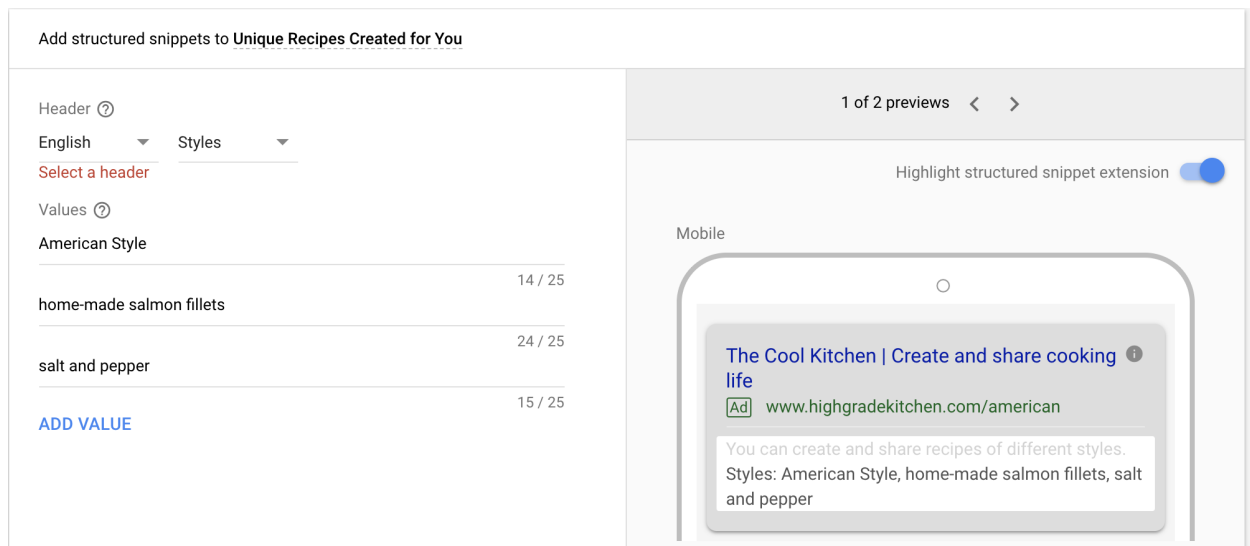
1 of 2 previews < >

Highlight callout extension ☒

Mobile



Your ad might not always include all your text. Some shortening may also occur in some formats. [Learn more](#)



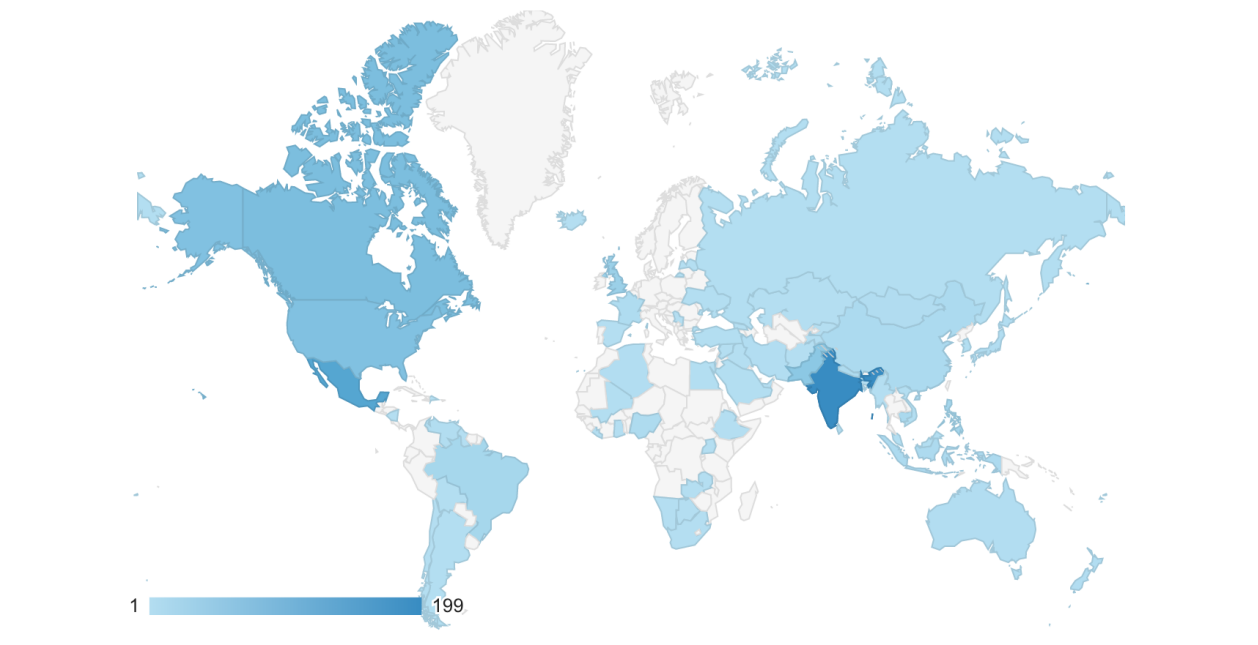
6. Google Analytics

We have implemented a Google Analytics tracking code on the website <http://www.highgradekitchen.com>, hence we are able to look at the visitor metrics in the Google Analytics dashboard. There are some key findings and reports for the past month, which will be presented in the following sections. The complete report of Google Analytics can be found in Appendix

6.1 Audience

When we explore the “Audience” tab, we found that our website had 774 active users in 829 sessions in the past 14 days, among whom only 5.4% are returning visitors (44), and the visitors visit 1.38 pages on average (**Appendix B**). Besides, the visitors are mainly coming from India (**Appendix C**). Around 80% of the visitors are using a mobile phone or tablet and only 20% of the visitors are using desktop devices (**Appendix D**), which means we need to make our website more responsive. About 70% audience are speaking English since our website is English-based.

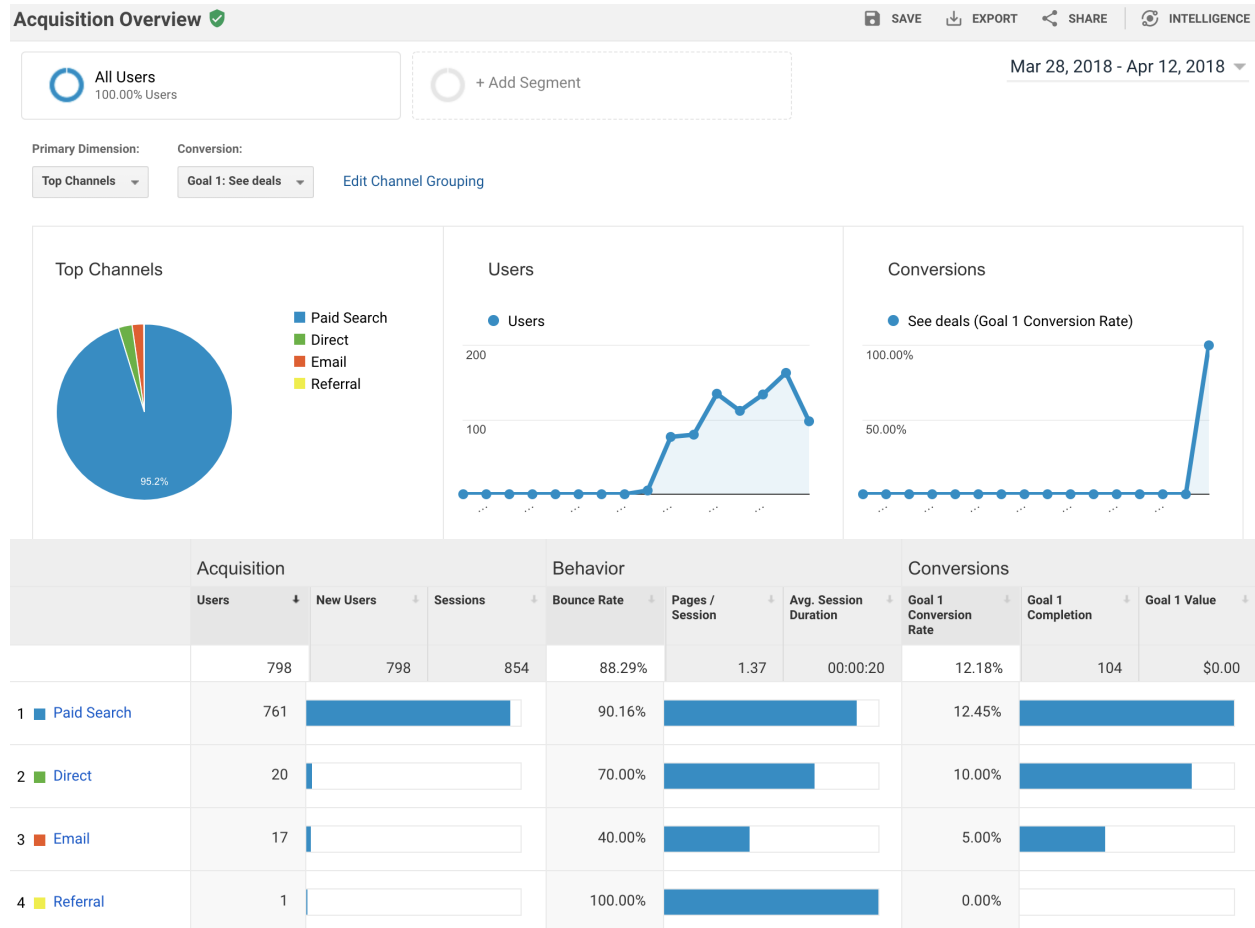
Screenshot of our Audience Tab



6.2 Acquisition

In the “Acquisition” tab, the channel data shows that 95.2% of visitors enter our website through paid search, 2.5% search directly, which means they have typed or bookmarked the URL, 2.12% from an email, 0.12% from a referral link (**Appendix E**). The referral traffic report (**Appendix F**) shows that the referral comes from Mailchimp (us12.campaign-archive.com)

Screenshot of our Acquisition Tab



6.3 Behavior

The “Behavior” tab reveals visitor’s behavior on our website from different perspective. There have been 1,004 unique pageview. “Unique” means repeated views of the same page in a session have been subtracted. Visitors mainly visit front page and the page for recipes. Visitors spend 55 seconds on our website per session (**Appendix G**). The bounce rate, the rate of visitors who leave the landing page without interacting with it, is 88.02%, which seems high, but it doesn’t mean they were not interested in our website or didn’t find what they were looking for.

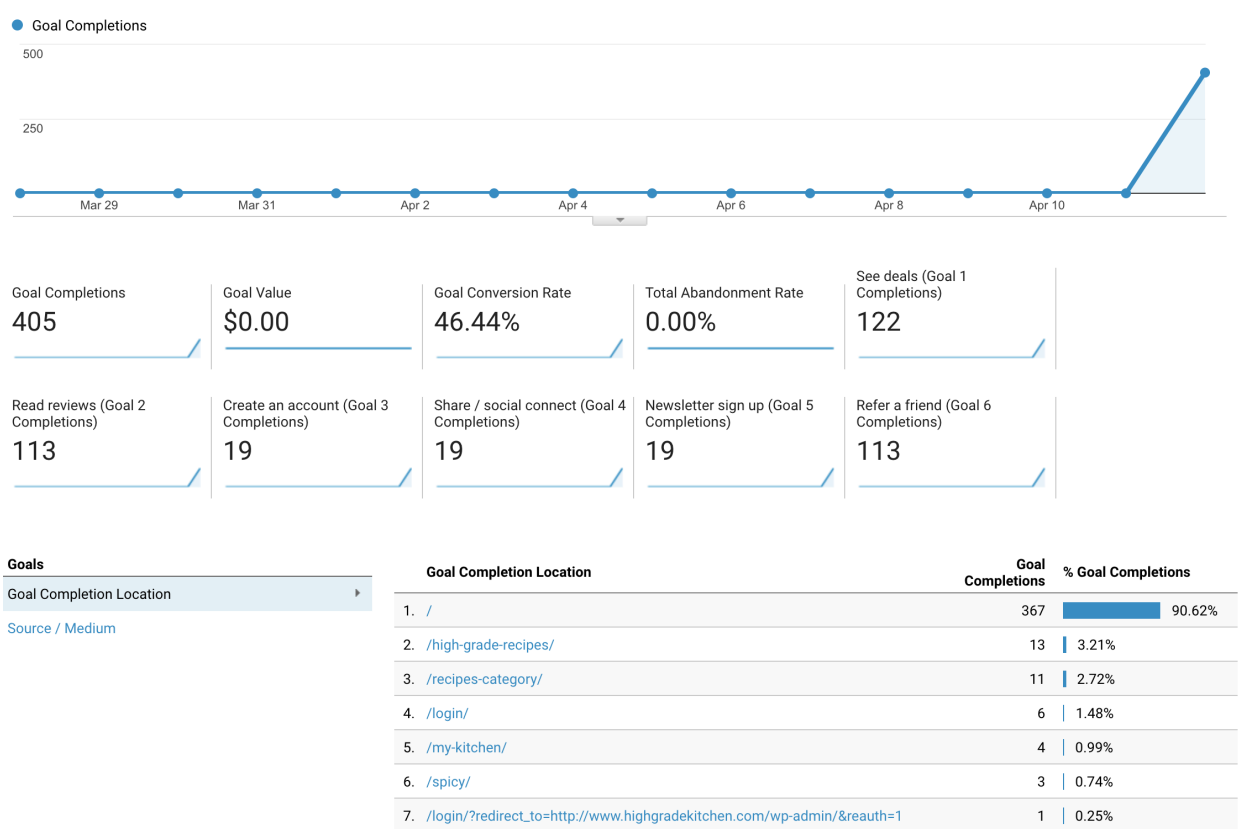
Screenshot of our Behavior Tab

Page		Pageviews	% Pageviews
1.	/	701	 67.86%
2.	/high-grade-recipes/	130	 12.58%
3.	/recipes-category/	35	 3.39%
4.	/american/	24	 2.32%
5.	/home/contact/	16	 1.55%
6.	/cooking-studio/	14	 1.36%
7.	/cool-market/	14	 1.36%
8.	/asian/	12	 1.16%
9.	/indian/	11	 1.06%
10.	/my-kitchen/	11	 1.06%

6.4 Conversion

We set our goal 1 as “see deal” which means view current sales or promotions and we got 122 completions. We set goal 2 as “read reviews” which got 113 completions. We set goal 3 as “create an account” which got 19 completions. We set goal 4 as “share/social connect” which got 19 completions. We set goal 5 as “newsletter signup” which got 19 completions. We set goal 6 as “refer a friend” which got 113 completions. All in all, we got 405 goal completions and our goal conversion rate is 46.44%. The majority of goal completions are located at front page, accounting for 90.62% of all completions, followed by recipes and recipe categories, making up 3.21% and 2.72% respectively. The goal flow graph can be found in **Appendix H**

Screenshot of our Conversion Tab

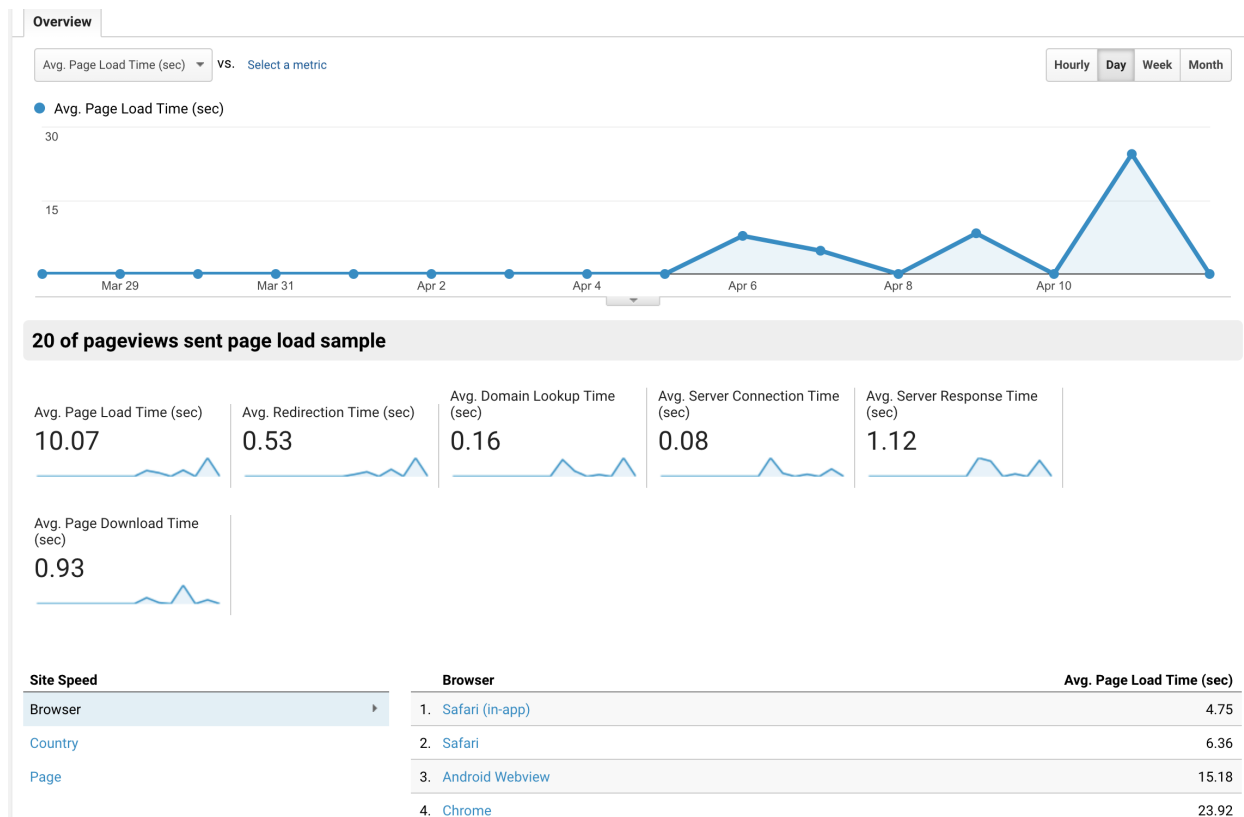


6.5 Site Speed

Site speed is also an important factor that can influence the clicks and our website traffic. As is shown in the following overview graphs, the average page load time is 10.07 seconds, which is too long for visitors to have the patience to wait. The average server response time is only 1.12 seconds, which is pretty good. The average redirection time, domain lookup time, server connection time, and page download time are all within 1 second, which are all acceptable. People who use Safari browser spend the shortest page load time while those who use Chrome spend the longest page load time. As it can be seen in the page timings graph, visitors will spend more time to load than average load time the front page and cooking studio page. We got some suggestions to improve our site speed from Google Analytics. We test our home page on

PageSpeed Insights, which shows that our optimization is 80/100, which is good. However, we can find more optimizations to improve the speed of our page.

Screenshot of the Site Speed Overview



Screenshot of Page Timings

Primary Dimension: Page Page Title Other			
Secondary dimension		Sort Type: Default	
Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		1,151 % of Total: 100.00% (1,151)	10.07 Avg for View: 10.07 (0.00%)
1.	/	783	34.70%
2.	/high-grade-recipes/	139	-23.55%
3.	/recipes-category/	46	-63.51%
4.	/american/	25	-70.40%
5.	/cooking-studio/	16	238.94%
6.	/home/contact/	16	-100.00%
7.	/cool-market/	15	-100.00%
8.	/asian/	14	-70.07%
9.	/indian/	11	-77.96%
10.	/my-kitchen/	11	-100.00%

Screenshot of Site Speed Suggestions

PageSpeed Insights

ANALYZE

Mobile

Desktop

Speed
Unavailable

Optimization
Good
80 / 100

Data about the real-world performance of this page was **unavailable**. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more.](#)

Page Stats

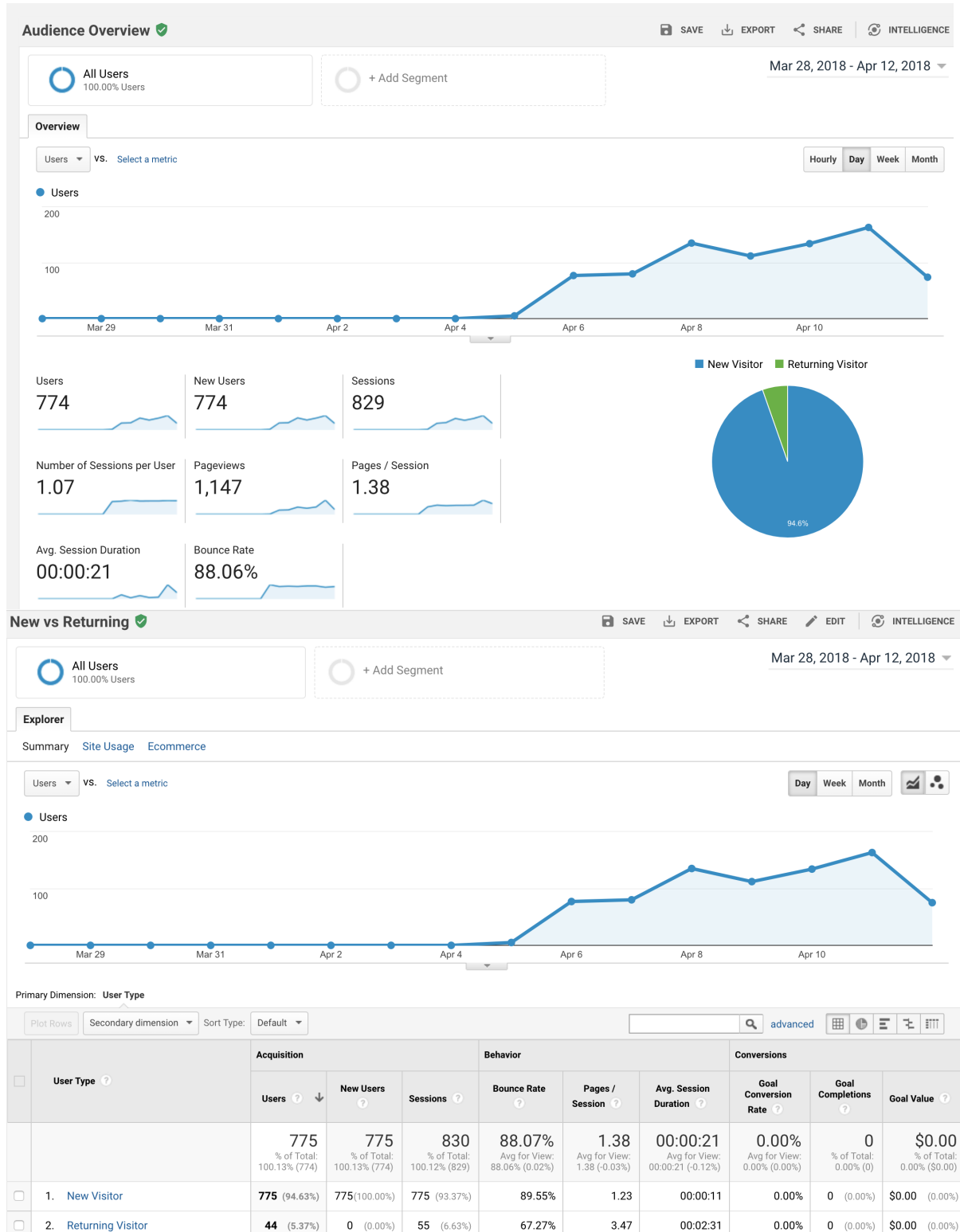
PSI estimates this page requires 1 render-blocking round trips and ~61 resources (1.9MB) to load. The median page requires 4 render-blocking round trips and ~89 resources (1.3MB) to load. Fewer round trips and bytes results in faster pages.

7. Appendix

Appendix A Keywords Research Table

Keyword(s)	Search Popularity	Relevance	Competition	Landing Page
Top Keywords				
Recipes	550,000	high	High	http://www.highgradekitchen.com/recipes-category/
Meatloaf recipe	368,000	Mid	Low	http://www.highgradekitchen.com/asian/
Banana bread recipe	368,000	High	High	http://www.highgradekitchen.com/sweet/
Chili recipe	450,000	High	Mid	http://www.highgradekitchen.com/spicy/
Kitchen island	246,000	Low	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen Appliances	201,000	Mid	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen	135,000	High	Mid	http://www.highgradekitchen.com/cool-market/
Kitchen cabinets	110,000	Low	Low	http://www.highgradekitchen.com/cool-market/
Kitchen sink	301,000	Low	Low	http://www.highgradekitchen.com/cool-market/
How to cook rice	90,500	High	High	http://www.highgradekitchen.com/asian/
All Keywords				
Recipes	550,000	high	High	http://www.highgradekitchen.com/recipes-category/
Meatloaf recipe	368,000	Mid	Low	http://www.highgradekitchen.com/asian/
Banana bread recipe	368,000	High	High	http://www.highgradekitchen.com/sweet/
Chili recipe	450,000	High	Mid	http://www.highgradekitchen.com/spicy/
Kitchen island	246,000	Low	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen Appliances	201,000	Mid	Mid	http://www.highgradekitchen.com/kitchenware/
Kitchen	135,000	High	Mid	http://www.highgradekitchen.com/cool-market/
Kitchen cabinets	110,000	Low	Low	http://www.highgradekitchen.com/cool-market/
Kitchen sink	301,000	Low	Low	http://www.highgradekitchen.com/cool-market/
How to cook rice	90,500	High	High	http://www.highgradekitchen.com/asian/
Cooking games	673,000	Low	Mid	http://www.highgradekitchen.com/cooking-studio/
Cooking	135,000	High	Low	http://www.highgradekitchen.com/cooking-studio/
How to cook salmon	90,500	High	Mid	http://www.highgradekitchen.com/high-grade-recipes/
Cooking fever	135,000	High	Mid	http://www.highgradekitchen.com/flavor/
Cook restaurant	390	Low	Low	http://www.highgradekitchen.com/cooking-studio/
Kitchenwares	170	High	High	http://www.highgradekitchen.com/kitchenware/
Bake ware	170	High	High	http://www.highgradekitchen.com/bakeware/
Kitchenware	40	High	Mid	http://www.highgradekitchen.com/kitchenware/
Bakewares	10	High	Mid	http://www.highgradekitchen.com/bakeware/

Appendix B Screenshot of our Audience Overview Tab

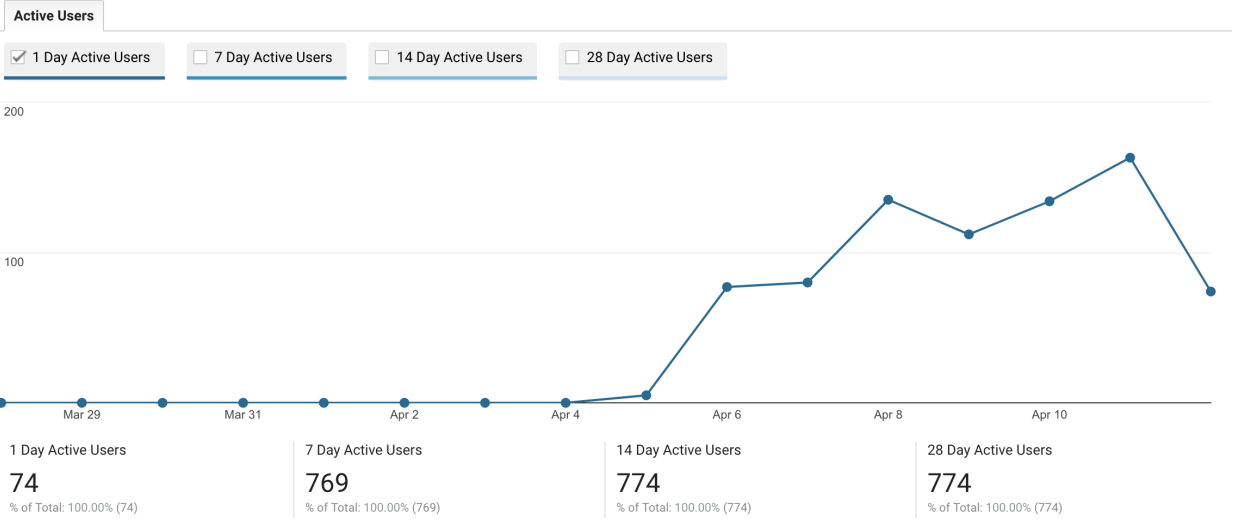


All Users

100.00% Users

+ Add Segment

Mar 28, 2018 - Apr 12, 2018



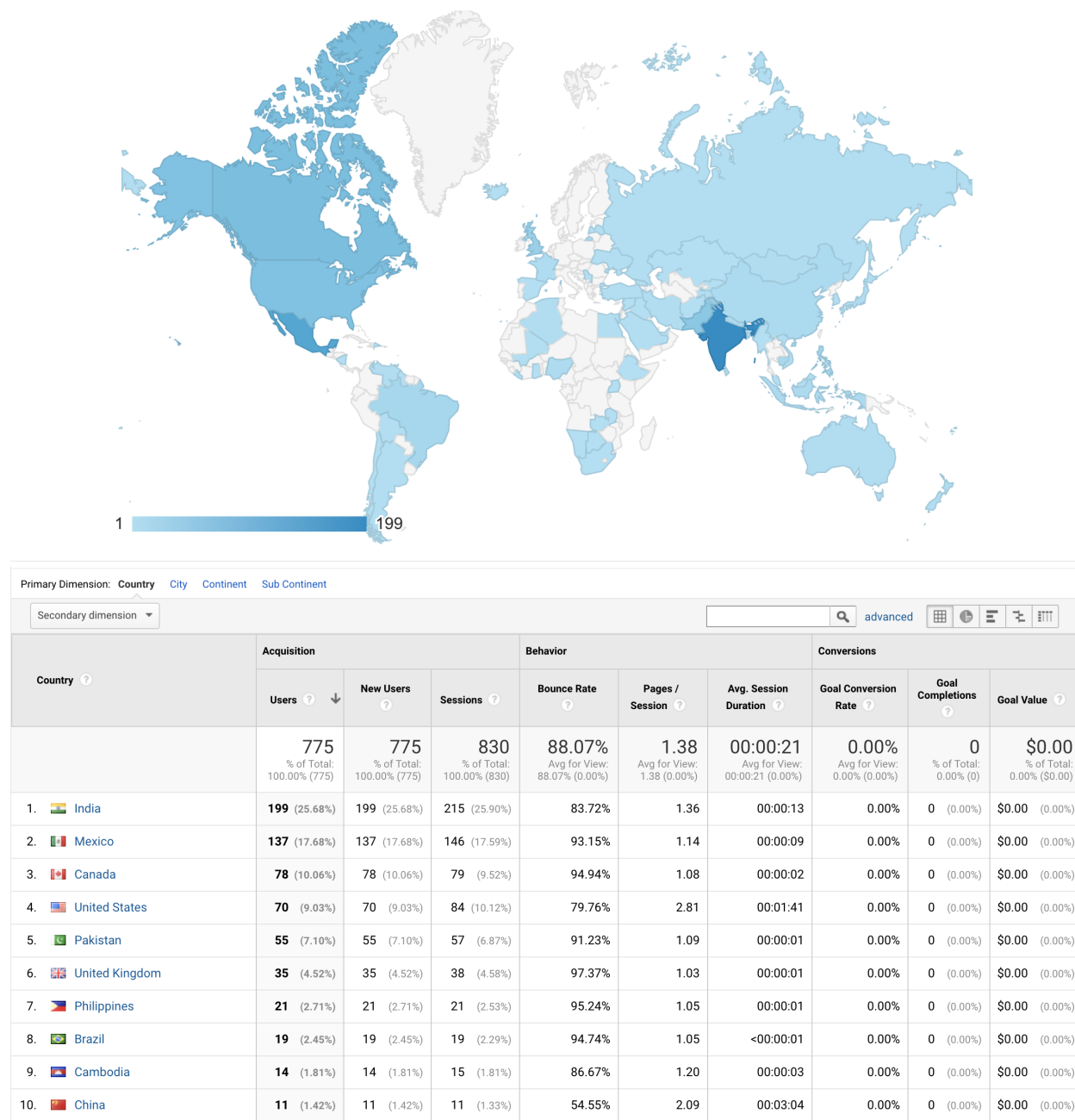
This report was generated on 4/12/18 at 1:31:10 PM - [Refresh Report](#)

Primary Dimension: **Language**

Plot Rows		Secondary dimension	Sort Type: Default	advanced						
	Language ?	Acquisition			Behavior			Conversions		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		775 % of Total: 100.00% (775)	775 % of Total: 100.00% (775)	830 % of Total: 100.00% (830)	88.07% Avg for View: 88.07% (0.00%)	1.38 Avg for View: 1.38 (0.00%)	00:00:21 Avg for View: 00:00:21 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
☐	1. en-us	333 (42.97%)	333 (42.97%)	356 (42.89%)	87.64%	1.34	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	2. en-gb	135 (17.42%)	135 (17.42%)	144 (17.35%)	93.75%	1.12	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	3. en-ca	63 (8.13%)	63 (8.13%)	64 (7.71%)	93.75%	1.09	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	4. es-us	59 (7.61%)	59 (7.61%)	63 (7.59%)	98.41%	1.02	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	5. es-mx	29 (3.74%)	29 (3.74%)	32 (3.86%)	90.62%	1.12	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	6. zh-cn	20 (2.58%)	20 (2.58%)	28 (3.37%)	42.86%	5.29	00:04:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	7. es-es	18 (2.32%)	18 (2.32%)	19 (2.29%)	89.47%	1.21	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	8. es-419	17 (2.19%)	17 (2.19%)	17 (2.05%)	82.35%	1.29	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	9. pt-br	15 (1.94%)	15 (1.94%)	15 (1.81%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
☐	10. es-xl	14 (1.81%)	14 (1.81%)	14 (1.69%)	85.71%	1.36	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 44

Appendix C Screenshot of our Audience location Tab



Users Flow

Mar 28, 2018 - Apr 12, 2018

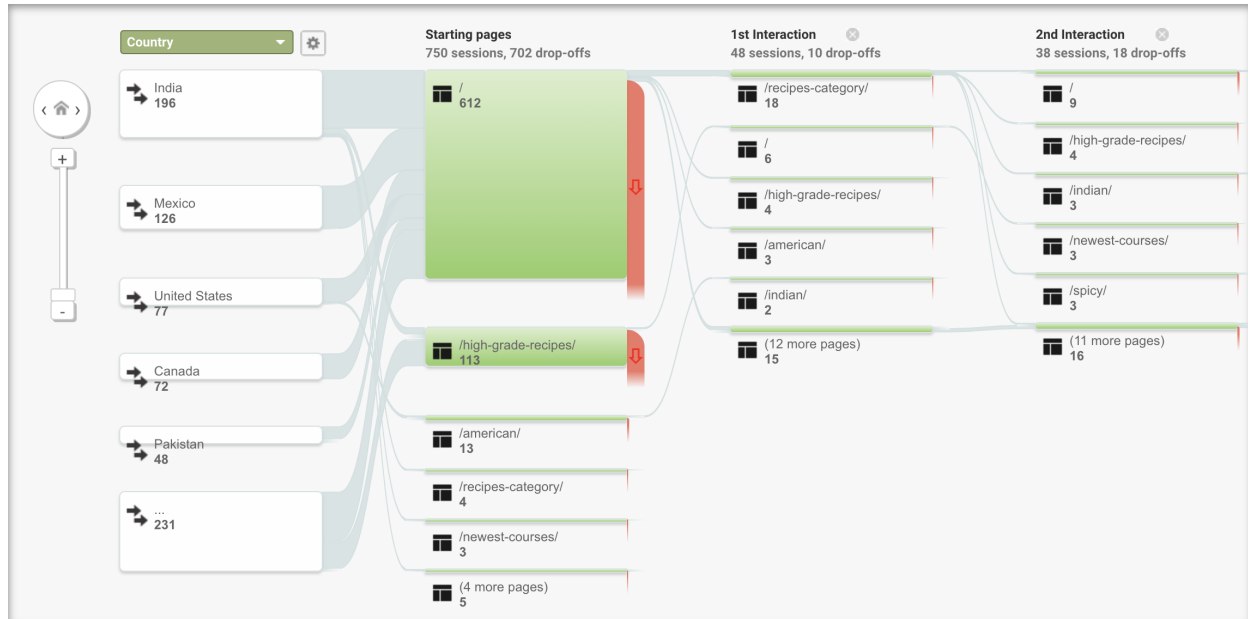
Level of Detail ▾ Export ▾

Intelligence BETA

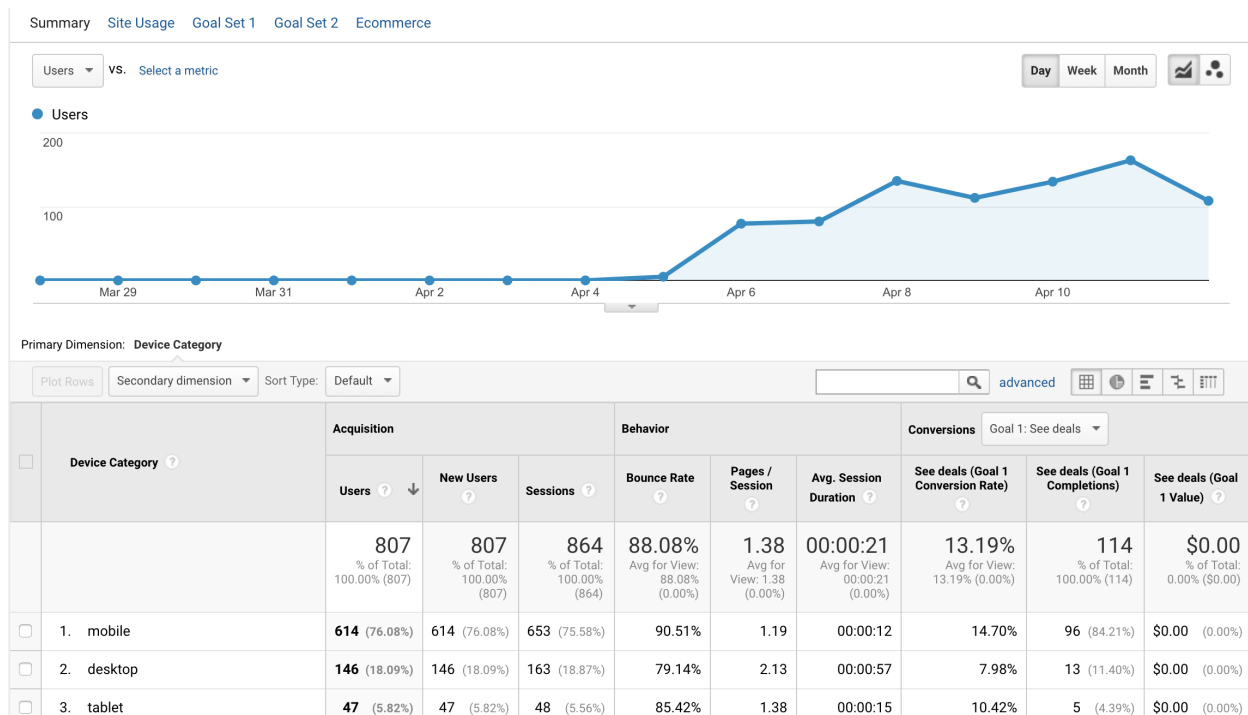


All Users
100.00% Sessions

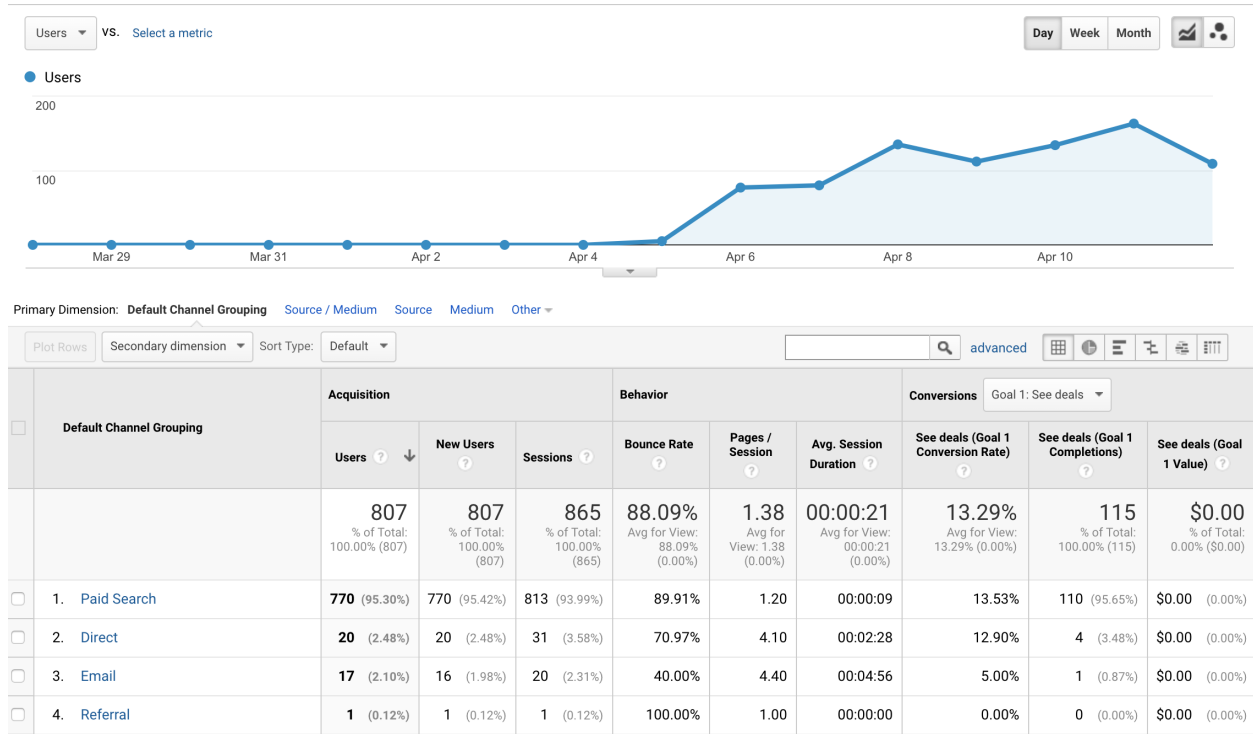
+ Add Segment



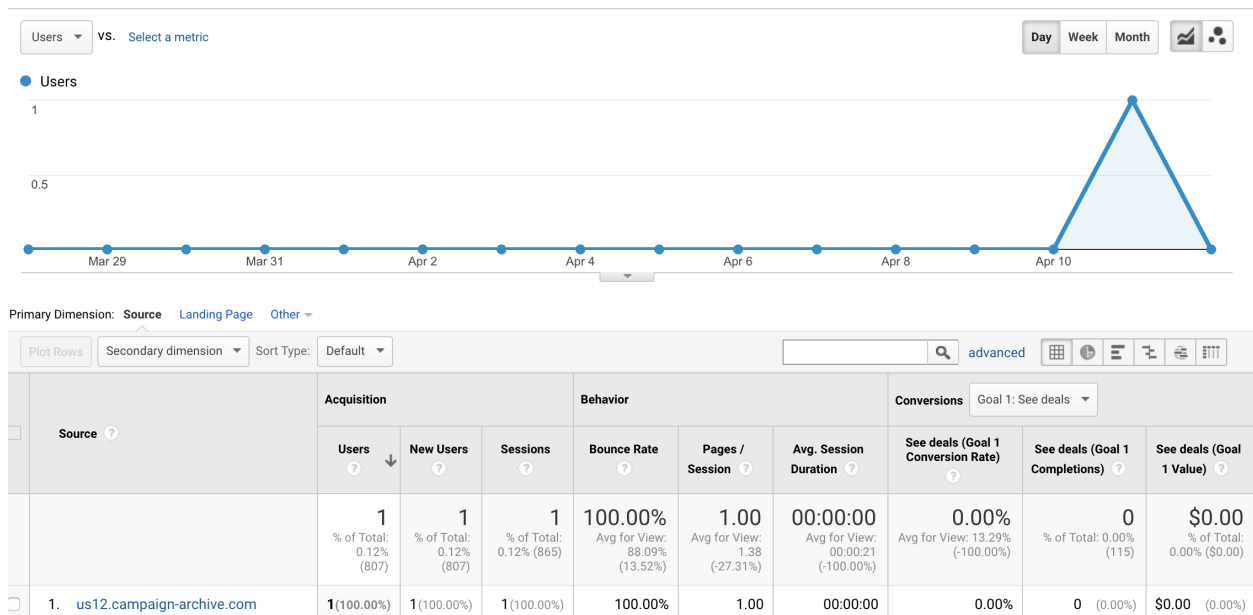
Appendix D Screenshot of our Device Category Tab



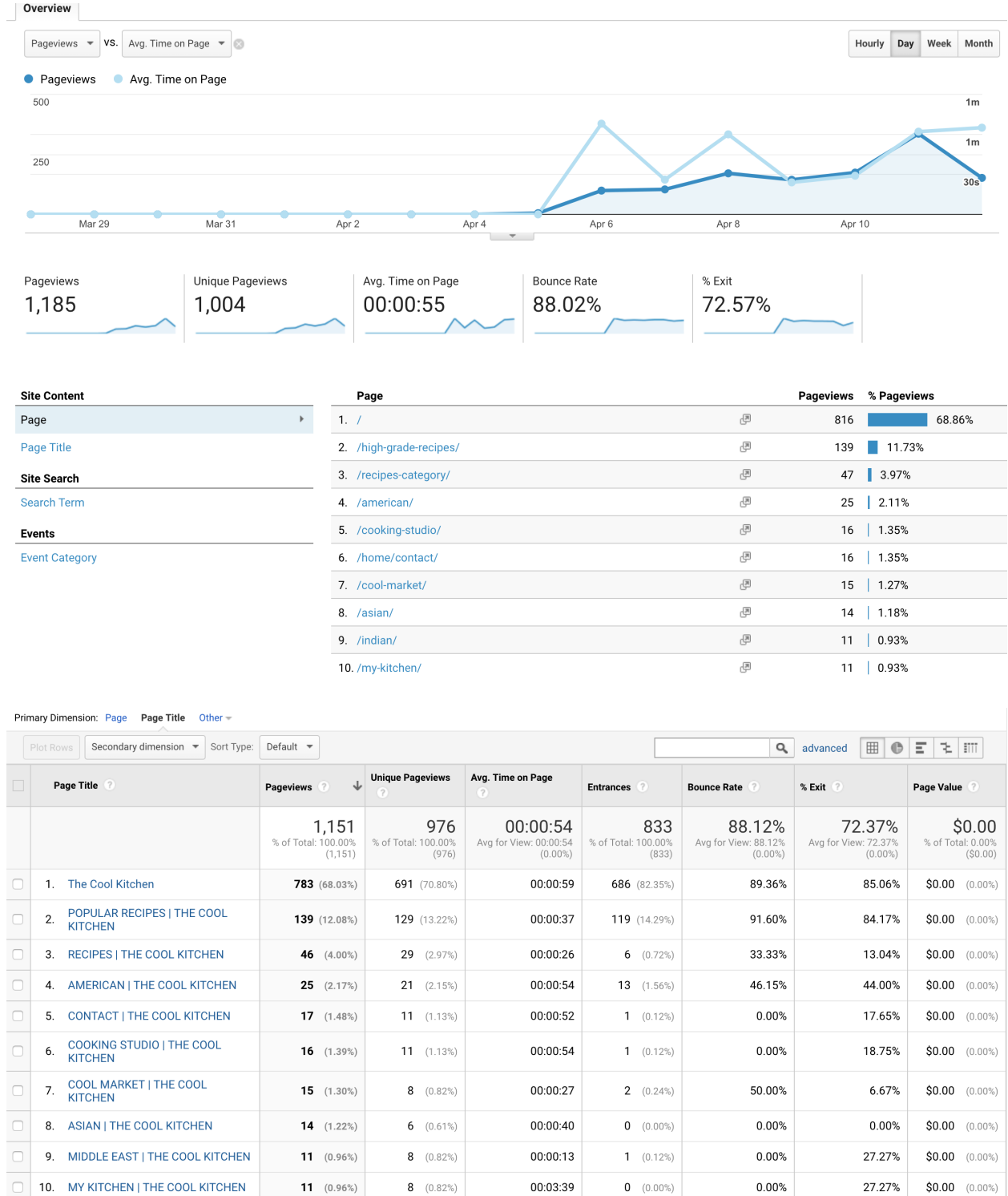
Appendix E Screenshot of our Channels Tab



Appendix F Screenshot of our Referral Traffic Tab



Appendix G Screenshot of our Page Overview Tab



Behavior Flow

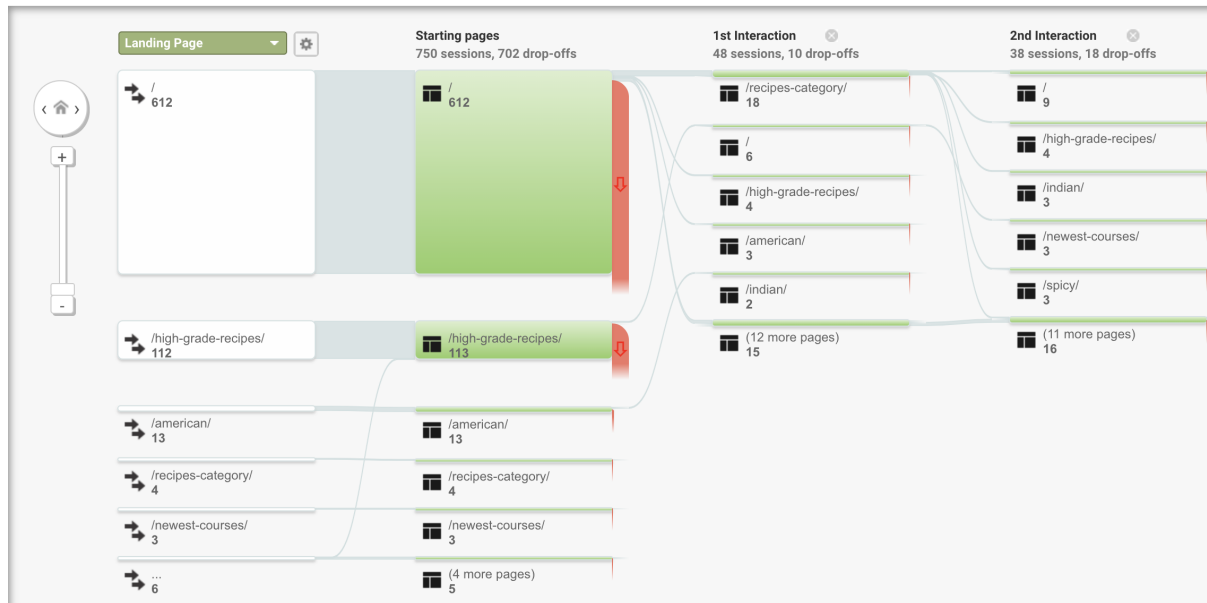
Mar 28, 2018 - Apr 12, 2018

Automatically Grouped Pages Level of Detail Export

Intelligence BETA

All Users
100.00% Sessions

+ Add Segment



Appendix H Goal Flow Graph



Appendix I Goals Worksheet

Business Goals

Primary Goal	Provide unique recipes for our website users
Additional Goal	Provide places for cooking lovers to communicate and learn
Additional Goal	Receive advertisements from online markets or stores
Additional Goal	Corporate with famous chefs

Website Features

This is included on my website now.	This is a goal for the site in the future.	Rating (Excellent/Good/Fair/Poor)	
p ☐	☒	Fair	Corporate history, news, and press releases
☐	☒	Poor	Executive biographies
☒	☐	Good	Product and service information
☒	☐	Good	Online purchasing/donation
☒	☐	Good	Support for existing customers, clients, and students
☒	☐	Good	News and current events
☐	☒	Poor	Articles, white papers
☐	☒	Poor	Religious, philosophical, or political content
☐	☒	Poor	Online lead generation forms
☒	☐	Excellent	Login for restricted information
☒	☐	Excellent	Instructions for making contact offline or via email
☒	☐	Excellent	Directions, hours of operation, etc., for brick-and-mortar location

☒	☐	Excellent	Ways for community to connect with each other on the site (forums, etc.)
☒	☐	Excellent	Links to other resources
☐	☒	Fair	Fun, games, or entertainment
☒	☐	Excellent	A strong brand identity
☒	☐	Excellent	Art or craft portfolio
☒	☐	Excellent	Educational materials
☐	☒	Fair	Information specifically for geographically local visitors
☐	☒	Poor	Software or documents available for download
☒	☐	Excellent	Media (pictures, audio, video) available for viewing/downloading
☒	☐	Excellent	Site map
☒	☐	Excellent	Site search function
☐	☒	Excellent	Live help/live contact function
☒	☐	Excellent	Ways for members of the community to connect with each other on the site (forums, bulletin boards, etc.)
☒	☐	Excellent	Blog postings and reader comments
☒	☐	Excellent	Customer testimonials or reviews
☒	☐	Excellent	Methods for your users to help promote your site (share on Facebook, Digg, etc.)

Connecting Goals & Conversions Table

Currently our website is able to check all kinds of recipes, videos and discussion forums. Also, we have already linked to JD.com and Amazon Fresh to help users purchase materials, but this is not advertisements yet. We are still working on the advertisement champion. Last, our users can register and post their own recipes.

Goals ↓	Target Audience ↓	Conversion ↓	Possible Landing (Entry) Page ↓
Provide recipes	Cooking lovers, housewives	Recipes catalogue	http://www.highgradekitchen.com/recipes-category/
Discussion Forums	Cooking lovers, housewives	My Kitchen	http://www.highgradekitchen.com/my-kitchen/
Loyalty users	All users	Login page	http://www.highgradekitchen.com/my-kitchen/
Sponsors	Online/offline stores	Cool Market	http://www.highgradekitchen.com/cool-market/
Get in touch with us	Sponsors and all users	Contact page	http://www.highgradekitchen.com/home/contact/

Appendix J Site Assessment Worksheet

Home Page URL: http://www.highgradekitchen.com	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
Y	This page contains at least a couple paragraphs of HTML text.
Y	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/recipes-category/	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
N	This page contains at least a couple paragraphs of HTML text.
N	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/cool-market/	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
N	This page contains at least a couple paragraphs of HTML text.
N	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/cooking-studio/	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.

N	This page contains at least a couple paragraphs of HTML text.
N	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/home/contact/	
Yes/No	
Y	This page has a unique HTML page title.
N	The HTML page title contains my target keywords.
N	This page contains at least a couple paragraphs of HTML text.
N	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/my-kitchen/	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
Y	This page contains at least a couple paragraphs of HTML text.
Y	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
N	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/my-kitchen/	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
Y	This page contains at least a couple paragraphs of HTML text.
Y	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
N	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/high-grade-recipes/	
Yes/No	

Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
Y	This page contains at least a couple paragraphs of HTML text.
Y	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/newest-courses/	
Yes/No	
Y	This page has a unique HTML page title.
Y	The HTML page title contains my target keywords.
N	This page contains at least a couple paragraphs of HTML text.
N	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
N	The HTML text links from other pages on my site to this page contain my target keywords.
Landing Page URL: http://www.highgradekitchen.com/flavor/	
Yes/No	
Y	This page has a unique HTML page title.
N	The HTML page title contains my target keywords.
Y	This page contains at least a couple paragraphs of HTML text.
Y	HTML text on this page contains my exact target keywords.
Y	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows) or image links containing ALT attributes.
Y	The HTML text links from other pages on my site to this page contain my target keywords.

Appendix K Rank-KPI-Tracking Worksheet

1. Search Engine Rank

	Search Engine Rank					Notes
	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	
Search Engine: Google						
Recipes	0	2	6	239		
Meatloaf recipe	0	3	8	135		
Banana bread recipe	0	2	9	100		
Chili recipe	0	1	5	38		
Kitchen island	0	0	4	53		
Kitchen Appliances	0	4	2	87		
Kitchen	0	3	4	33		
Kitchen cabinets	0	1	6	12		
Kitchen sink	0	0	2	37		
How to cook rice	0	0	7	98		

2. Indexing Tracking

	Indexed? (yes/no)					Notes
	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	
Search Engine: Google						
Total Number of Pages Indexed: 6						
http://www.highgradekitchen.com/recipes-	no	no	no	yes	yes	
http://www.highgradekitchen.com/asian/	no	no	no	yes	yes	
http://www.highgradekitchen.com/sweet/	no	no	no	yes	yes	
http://www.highgradekitchen.com/cooking-	no	no	no	yes	yes	
http://www.highgradekitchen.com/kitchenware/	no	no	no	yes	yes	
http://www.highgradekitchen.com/cool-market/	no	no	no	yes	yes	
Search Engine: Bing						
Total Number of Pages Indexed: 6						
http://www.highgradekitchen.com/recipes-	no	no	no	no	no	
http://www.highgradekitchen.com/asian/	no	no	no	no	no	
http://www.highgradekitchen.com/sweet/	no	no	no	no	no	
http://www.highgradekitchen.com/cooking-	no	no	no	no	no	
http://www.highgradekitchen.com/kitchenware/	no	no	no	no	no	
http://www.highgradekitchen.com/cool-market/	no	no	no	no	no	

3. Link Tracking

	Number of inbound links					Notes
	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	
Method of inlink data gathering: Google AdWords						
http://www.highgradekitchen.com/	0	5	5	5	5	
http://www.highgradekitchen.com/recipes-category/	0	1	1	1	1	
http://www.highgradekitchen.com/asian/	0	1	1	1	1	
http://www.highgradekitchen.com/sweet/	0	1	1	1	1	
http://www.highgradekitchen.com/cooking-	0	10	10	10	10	
http://www.highgradekitchen.com/kitchenware/	0	1	1	1	1	
http://www.highgradekitchen.com/cool-market/	0	1	1	1	1	

	Number of Linking Domains					Notes
	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	
Method of inlink data gathering: Google AdWords						
http://www.highgradekitchen.com/	0	5	5	5	5	
http://www.highgradekitchen.com/recipes-category/	0	1	1	1	1	
http://www.highgradekitchen.com/asian/	0	1	1	1	1	
http://www.highgradekitchen.com/sweet/	0	1	1	1	1	
http://www.highgradekitchen.com/cooking-	0	10	10	10	10	
http://www.highgradekitchen.com/kitchenware/	0	1	1	1	1	
http://www.highgradekitchen.com/cool-market/	0	1	1	1	1	

3. Social Status Tracking

	Number of Followers/Fans					Notes
	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	
Twitter	0	1	1	1	1	
Facebook	0	2	5	8	8	
Weibo	0	12	21	22	24	
	Engagement/Comments					Notes
	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	
(Note: These should be tracked from month to month, not cumulatively)						
Blog Comments	0	1	1	1	1	
Comments on Facebook Page	0	1	1	1	1	
Retweets (Twitter)	0	1	2	2	2	
Mentions (Twitter)	0	0	0	0	1	

4. Conversion Tracking

	Baseline - 2/23/18	Week 1 - 3/1/18	Week 3 - 3/15/18	Week5 - 3/29/18	Week 7 - 4/12/18	Notes
Conversion I						
All traffic	0	1	1	1	1	
Share/social connect	0	0	0	19	19	
Newsletter	0	0	0	19	19	
Refer a friend	0	0	0	113	113	

Appendix L Competition Worksheet

Competitor 1: (ALLRECIPES)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of Inbound Links	Google PageRank
Home Page	https://www.allrecipes.com	High difficulty	yes	4	1
Interior Page 1	https://www.allrecipes.com/recipes/	High searchers	yes	4	
Interior Page 2	http://dish.allrecipes.com/dinner-spinner-tv-show/	Low searchers	yes	8	
Interior Page 3	http://shop.allrecipes.com/shop	High searchers	yes	0	
Overall Site Ranks:	9.5/10				
PPC Sponsorship Assessment:	N/A				
Additional Notes About This Competitor:	\$7.99 yearly subscription over 1 million revenue now. 21 years in business.				

Competitor 2: (HelloFresh)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of Inbound Links	Google PageRank
Home Page	https://www.hellofresh.com	High searchers	yes	3	
Interior Page 1	https://www.hellofresh.com/menus/?redirectedFromAccountArea=true	High searchers	yes	3	
Interior Page 2	https://www.hellofresh.com/how-it-works/?redirectedFromAccountArea=true	Low searchers	yes	3	
Interior Page 3	https://www.hellofresh.com/tasty/wine/?redirectedFromAccountArea=true	High searchers	yes	3	
Overall Site Ranks:	7/10				
PPC Sponsorship Assessment:	\$126				
Additional Notes About This Competitor:	Paid keywords: 1.3K, Organic Keywords: 2.9K				

Competitor 3: (The Kitchn)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of Inbound Links	Google PageRank
Home Page	https://www.thekitchn.com	High searchers	yes	4	
Interior Page 1	https://www.thekitchn.com/food	High difficulty	yes	4	
Interior Page 2	https://www.thekitchn.com/wellness	Low searchers	no	4	
Interior Page 3	https://www.thekitchn.com/recipes	High searchers	yes	4	
Overall Site Ranks:	4/10				
PPC Sponsorship Assessment:	\$0				
Additional Notes About This Competitor:	Organic Keywords: 126K, Paid keywords: 0				

Competitor 3: (Chef'd)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of Inbound Links	Google PageRank
Home Page	https://www.chefd.com	High difficulty	yes	4	
Interior Page 1	https://www.chefd.com/pages/personalize	Low searchers	yes	4	
Interior Page 2	https://www.chefd.com/pages/our-chefs	Low searchers	yes	4	
Interior Page 3	https://www.chefd.com/pages/shop	High difficulty	yes	4	

Overall Site Ranks:	5/10
PPC Sponsorship Assessment:	\$3.15
Additional Notes About This Competitor:	Organic Keywords: 1K, Paid Keywords: 8

Competitor 4: (Yummly)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of Inbound Links	Google PageRank
Home Page	https://www.yummly.com	High searchers	yes	0	
Interior Page 1	https://www.yummly.com/browse/recommended	High searchers	yes	0	
Interior Page 2	https://www.yummly.com/browse/popular-now	High searchers	yes	0	
Interior Page 3	https://www.yummly.com/browse/seasonal	High searchers	yes	0	
Overall Site Ranks:	8/10				
PPC Sponsorship Assessment:	\$0				
Additional Notes About This Competitor:	Organic Keywords: 42.2K, Paid Keywords: 152				

Competitor 5: (Simply Recipes)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of Inbound Links	Google PageRank
Home Page	https://www.simplyrecipes.com	High difficulty	yes	5	
Interior Page 1	https://www.simplyrecipes.com/about/	High searchers	yes	5	
Interior Page 2	https://www.simplyrecipes.com/index/	High searchers	yes	5	
Interior Page 3	https://www.simplyrecipes.com/?s	High searchers	yes	5	
Overall Site Ranks:	N/A				
PPC Sponsorship Assessment:	N/A				
Additional Notes About This Competitor:	Display adv: 118				

Appendix M SEO Growth

SEO Room to Grow:	
Yes/No	
Yes	Current search engine status is poor.
No	Current optimization level is poor.
Yes	I have compiled a list of well-matched, popular keywords.
Yes	My SEO team is enthusiastic about making needed changes.
Yes	I anticipate that it will be easy to make text changes to my website.
Yes	I have the appropriate personnel available.
Yes	I have the buy-in from the powers-that-be in my organization.
Yes	I have a budget for paid search.
No	My website faces a low level of competition.
Yes	I have discovered untapped markets or SEO opportunities.
Yes	My site is “buzzworthy” or my organization’s activities are newsworthy.
Campaign Goals	
In order to improve our ranking, we decided to do search engine optimization focus on keywords, URL, title tag, meta description, site speed and performance. After adjusting the keywords, content, and page element of every page on our website, it will attract more users, get more opportunities to expose on the internet and finally increase the traffic.	

Appendix N Site Optimization

Landing Page 1 (Home Page)

Page URL: <http://www.highgradekitchen.com/>

HTML Title: The Cool Kitchen

Meta Description: You can learn different kinds of recipes and share them with your family and friends, or post your own recipes here and cooking diaries and share them to the world.

Meta Keywords: recipes, cool kitchen, cooking diaries

Text/Content Edits: N/A

Internal Site Links: N/A

Landing Page 2 (Recipes Category)

Page URL: <http://www.highgradekitchen.com/recipes-category/>

HTML Title: Recipes

Meta Description: The cool kitchen provides all kinds of recipes categorized by popular recipes, styles, and flavors. We have recipes of American style, Asian style, Mexican style, Indian style, and European style. We have recipes with different flavors such as sweet, sour and spicy.

Meta Keywords: popular recipes, styles, flavors

Text/Content Edits: N/A

Internal Site Links: N/A

Landing Page 3 (Cool Market)

Page URL: <http://www.highgradekitchen.com/cool-market/>

HTML Title: Cool Market

Meta Description: Cool Market is an online shopping market for users to purchase kitchen wares and fresh food from the recipes that we share online. We link our website to AmazonFresh and JD.com to help users search for everything they need.

Meta Keywords: online shopping market, kitchen wares, fresh food, AmazonFresh, JD.com

Text/Content Edits: N/A

Internal Site Links: <https://global.jd.com/>

Landing Page 4 (Cooking Studio)

Page URL: <http://www.highgradekitchen.com/cooking-studio/>

HTML Title: Cooking studio

Meta Description: Cooking studio is here for you to learn how to cook and share your cooking experience by uploading your cooking video.

Meta Keywords: cooking studio, cooking video, cooking course

Text/Content Edits: N/A

Internal Site Links: N/A

Landing Page 5 (Contact)

Page URL: <http://www.highgradekitchen.com/home/contact/>

HTML Title: Contact

Meta Description: Be free to contact us for any questions about "The Cool Kitchen". We provide 24/7 customer services.

Meta Keywords: Contact, questions, 24/7 customer services

Text/Content Edits: N/A

Internal Site Links: N/A

Landing Page 6 (My Kitchen)

Page URL: <http://www.highgradekitchen.com/my-kitchen/>

HTML Title: My Healthy Cookie Recipe

Meta Description: My kitchen is a cooking community where foodies post their own recipes and exchange their cooking experience with each other.

Meta Keywords: cooking community

Text/Content Edits: N/A

Internal Site Links: N/A

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