

# INTERCONTINENTAL RECIPES

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## OUR STORY

- Since the pandemic hit we thought the best way to stay sane would be to connect your heart with your stomach – and what better way to do that than visit Food Armour and delve into an array of recipes curated just for you!

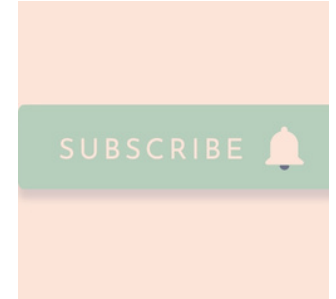
# NAVIGATION FLOW



**HOME**



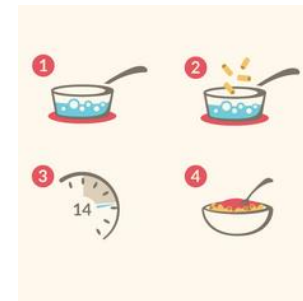
**ABOUT**



**SUBSCRIBE**

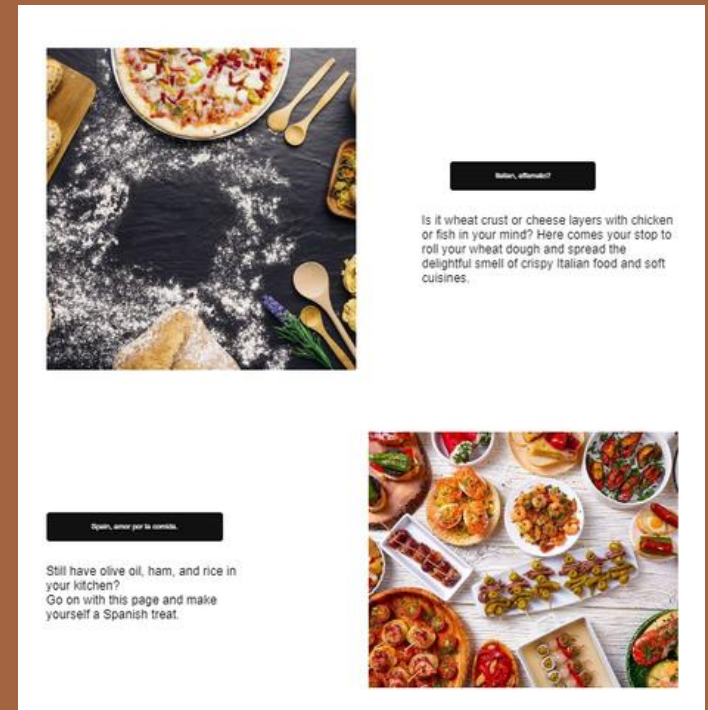


**INTERNATIONAL  
RECIPES**



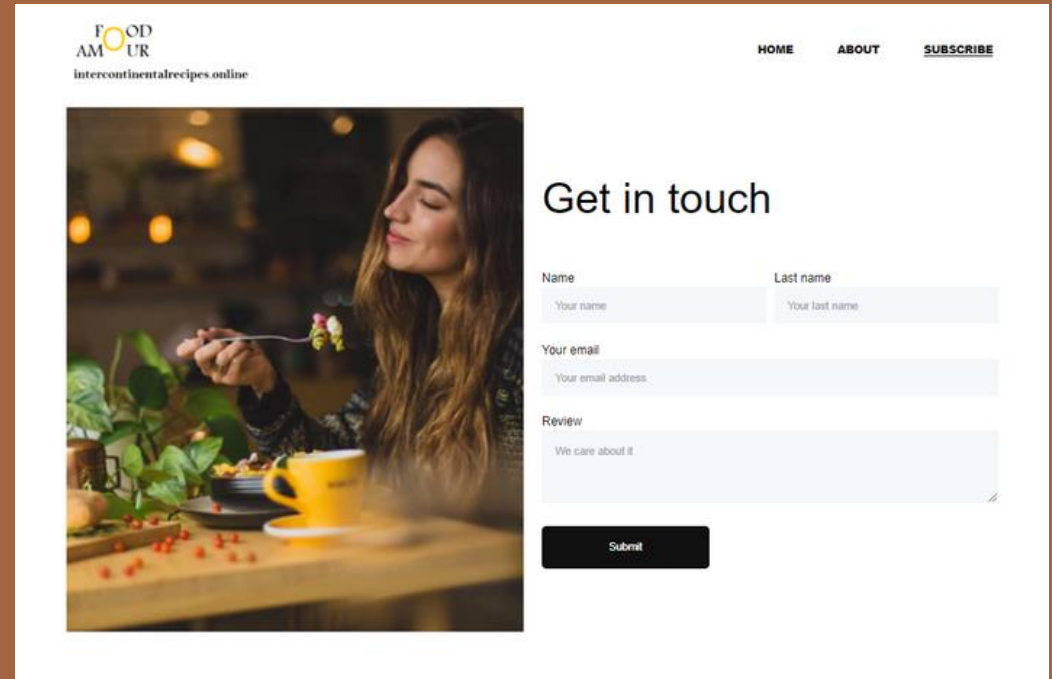
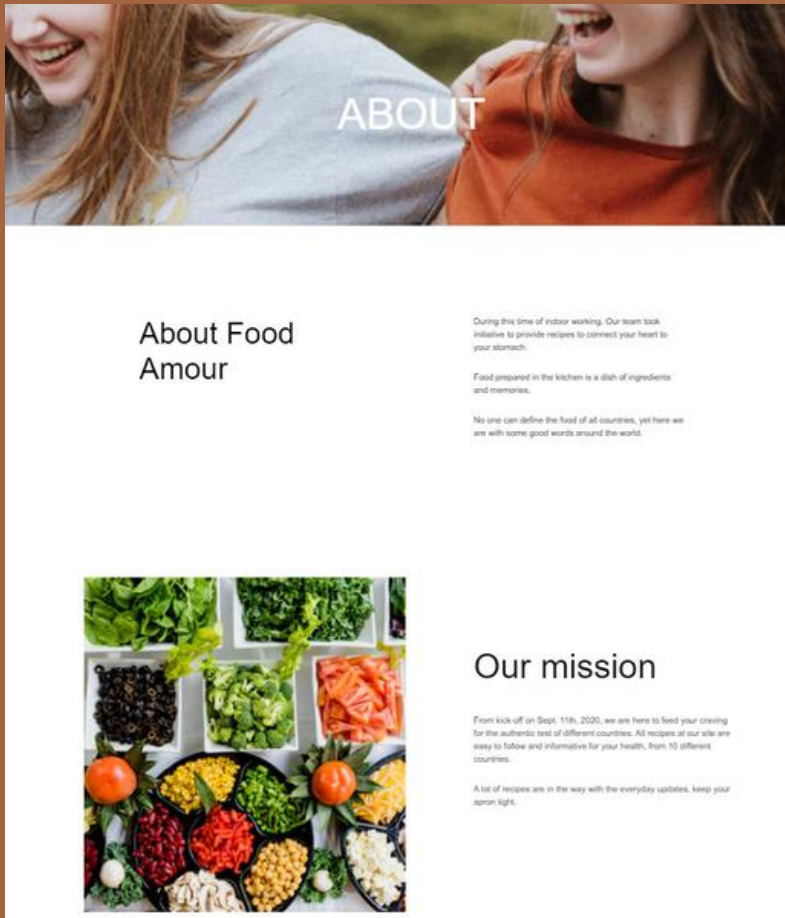
**WEEKLY RECIPE**

# WEBSITE DESIGN - DESKTOP VIEW 1

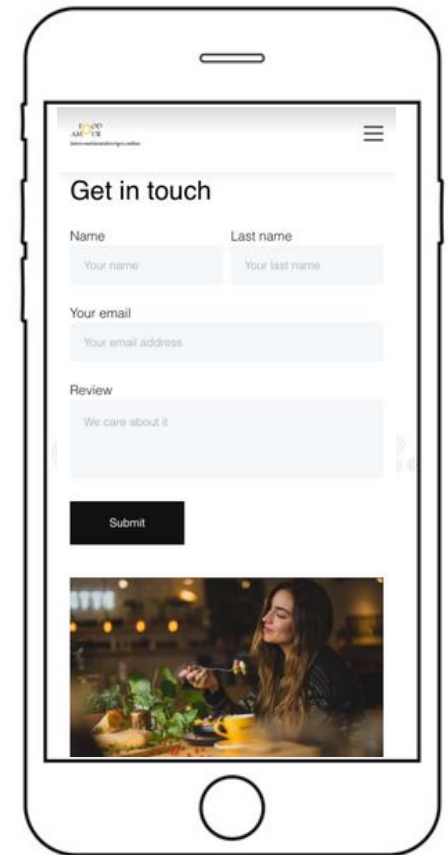
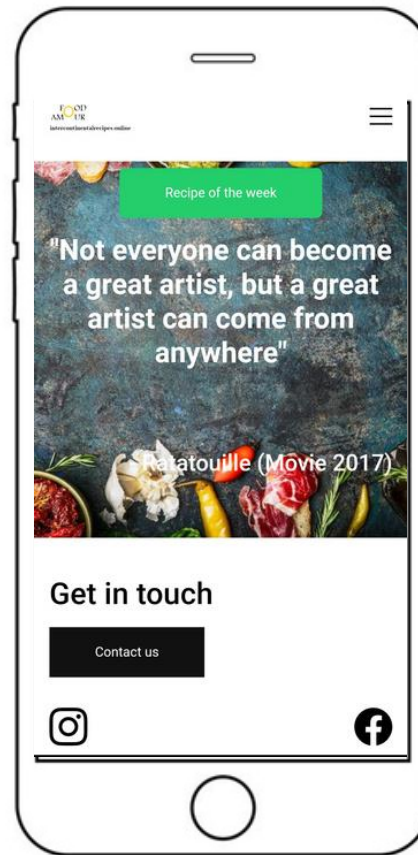
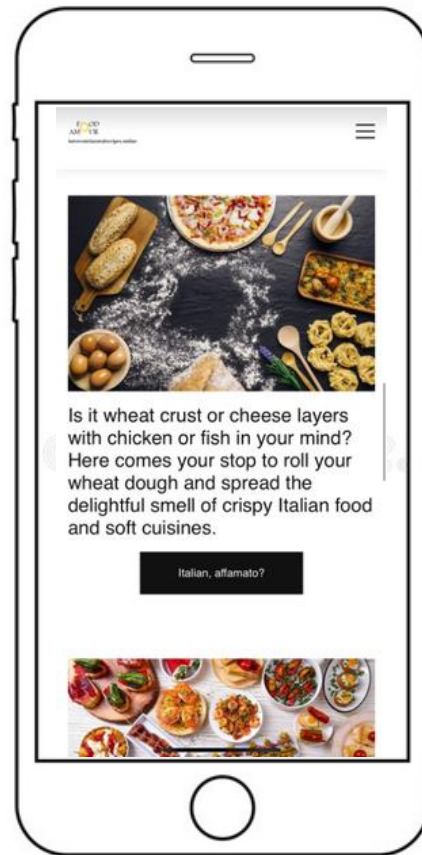




# WEBSITE DESIGN - DESKTOP VIEW 2



# WEBSITE DESIGN- MOBILE VIEW



# BUSINESS GOALS

1

Provide  
Quality  
Content

2

Increase  
follower  
base

3

Brand  
Recognition

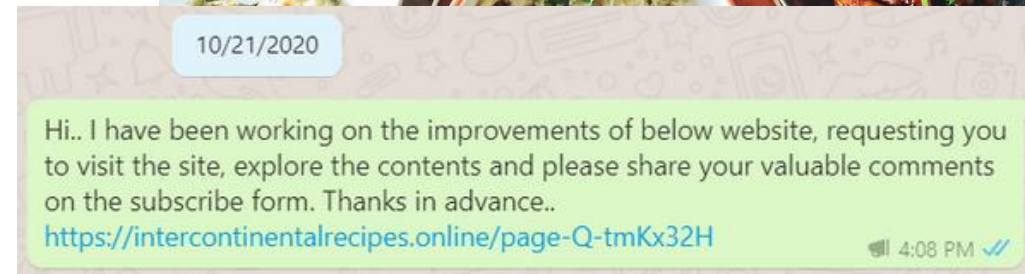
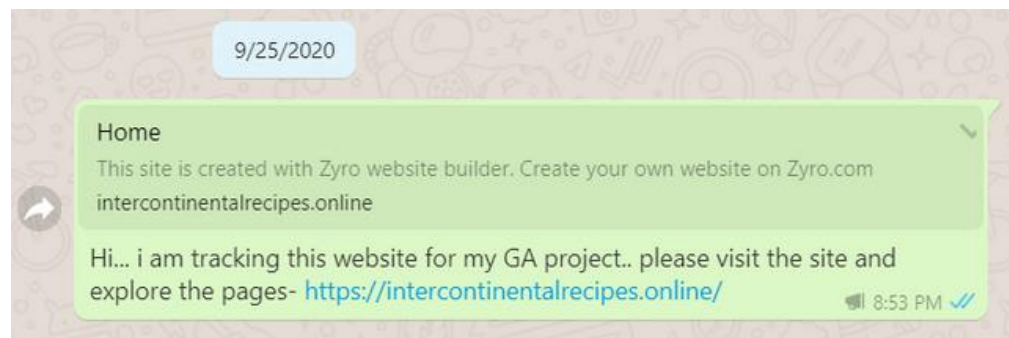
4

Product  
Placements  
and  
Advertisements



# FOOD AMUR STRATEGY 1

## Website Promotion



# STRATEGY 2

Setting up Measurable Goals



Tags

- ☐ Name
- ☐ Subscribe Button Event
- ☐ FB Event
- ☐ Insta icon Clicked Event



Goal

Clicked Subscribed Button

FB Icon Clicked

Insta Icon Clicked



# STRATEGY 3

FOOD  
AMOUR

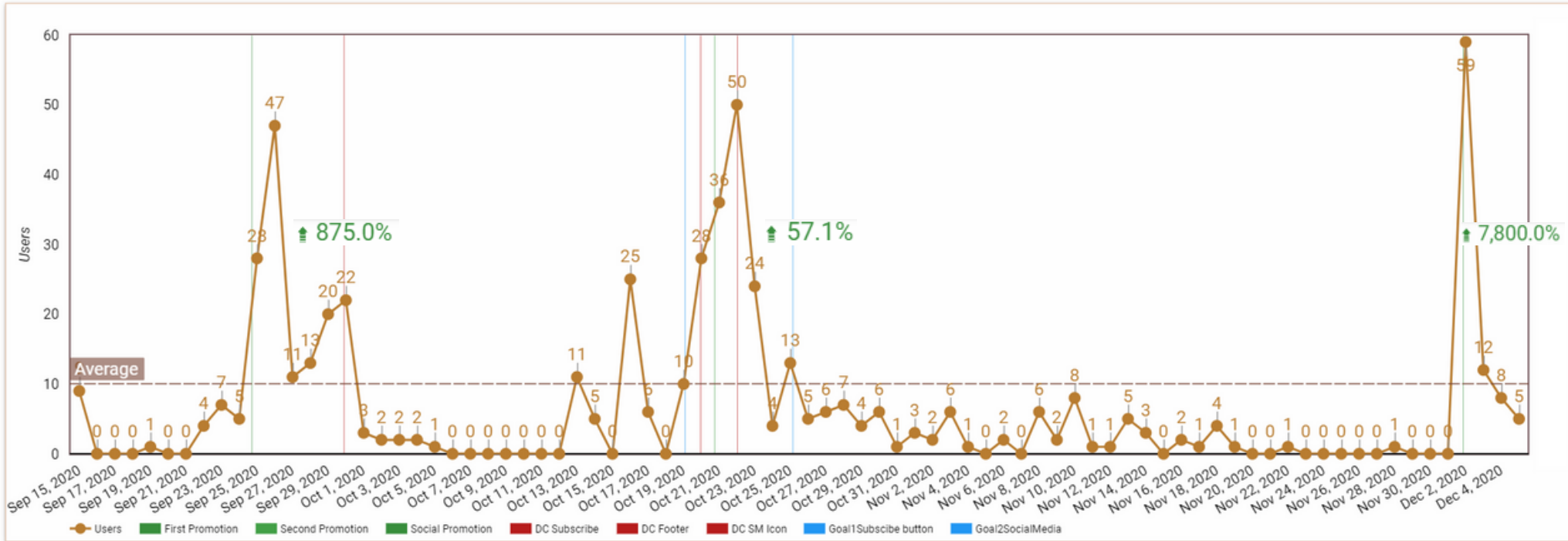
## IMPROVED CONTENT

1. Layout – We kept it simple and easy
2. Graphics – Used Images instead of descriptions of each country
3. Content – Posted well described content understandable to anyone
4. Navigation – navigation on each page of the site
5. Attractive colors and images – Both colors and Images are in contrast to make it attracting and appealing





# TIMELINE OF ACTIVITIES



## Date

## Activities

2020-09-15

Website went Live

2020-09-25

First Promotion

2020-09-30

Design Change- Subscribe Form

2020-10-19

Goal set up- Subscribe Button Clicked

2020-10-20

Design Change- Footer added

2020-10-21

Second Promotion

2020-10-22

Design Change- Social Media Icon Added

2020-10-25

Goal set up- Social Media Icon clicked

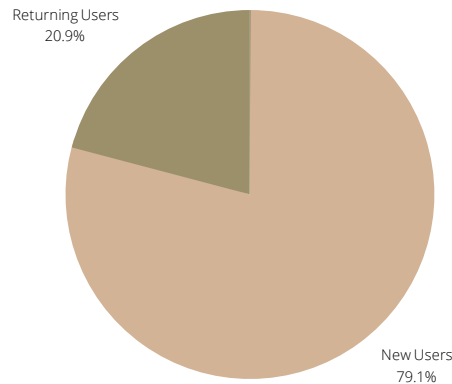
2020-12-02

Social Promotion

# SUCCESS MEASUREMENTS - I

## AUDIENCE

Sep 15 - Oct 20



Users  
193



New Users  
193



Sessions  
316



Pages / Session  
2.56



Oct 21 - Dec 5



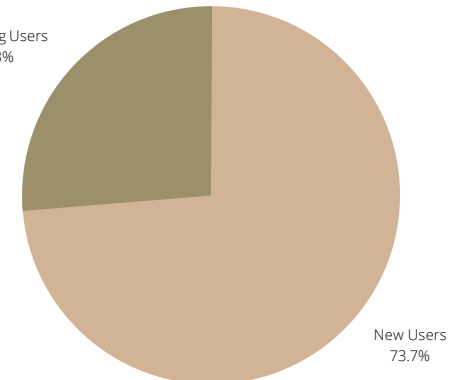
Users  
210



New Users  
182



Returning Users  
26.3%

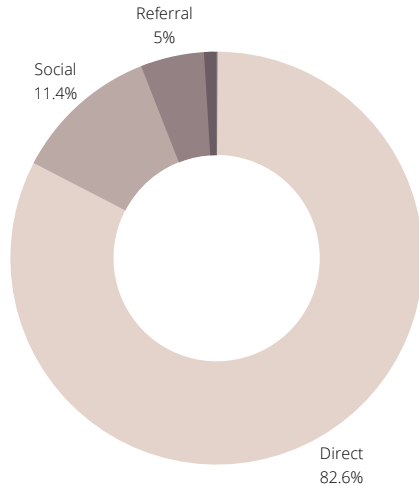


New Users  
73.7%

# SUCCESS MEASUREMENTS - II

## Acquisition

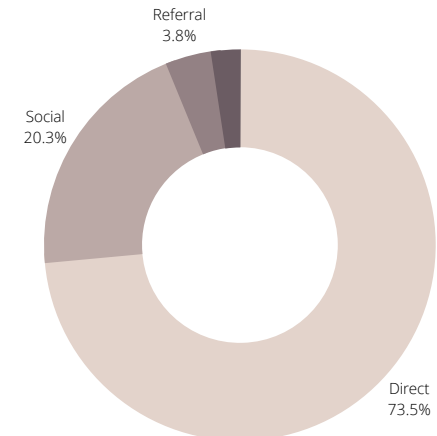
Sep 15 – Oct 20



1.	(direct) / (none)	82.27%
2.	m.facebook.com / referral	7.88%

Oct 21 – Dec 5

1.	(direct) / (none)	73.24%
2.	m.facebook.com / referral	20.19%
3.	google / organic	2.35%





# SUCCESS MEASUREMENTS - III

Sep 15 – Oct 20

Behavior

Pageviews  
808



Unique Pageviews  
338



Avg. Time on Page  
00:00:56



% Exit  
39.11%



1. Home	756	93.56%
2. Subscribe	11	1.36%
3. Italy	5	0.62%
4. About	4	0.50%
5. India 2	4	0.50%

Oct 21 – Dec 5

Pageviews  
724

↓ -10.4%



Unique Pageviews  
386

↑ 14.2%



Avg. Time on Page  
00:01:09

↑ 24.3%



% Exit  
47.65%

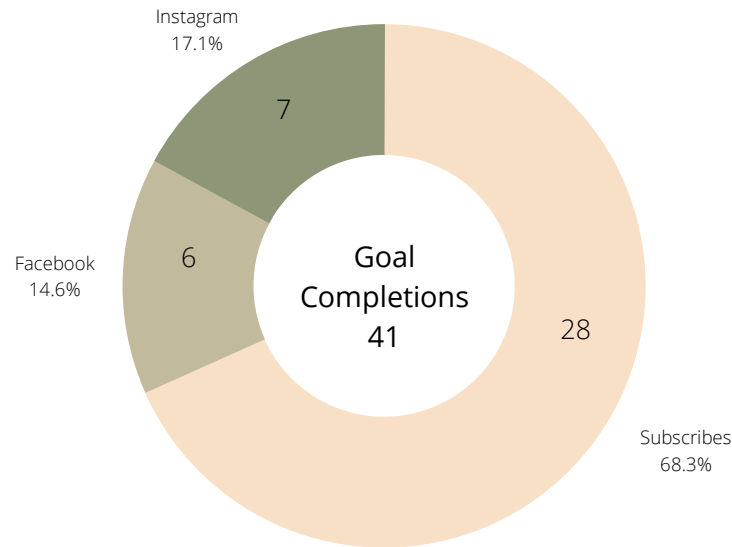


Page Title	Pageviews	% Pageviews
1. Intercontinental Recipes	321	44.34%
2. Home	169	23.34%
3. French	73	10.08%
4. Subscribe	55	7.60%
5. Italy	33	4.56%
6. Indian	30	4.14%

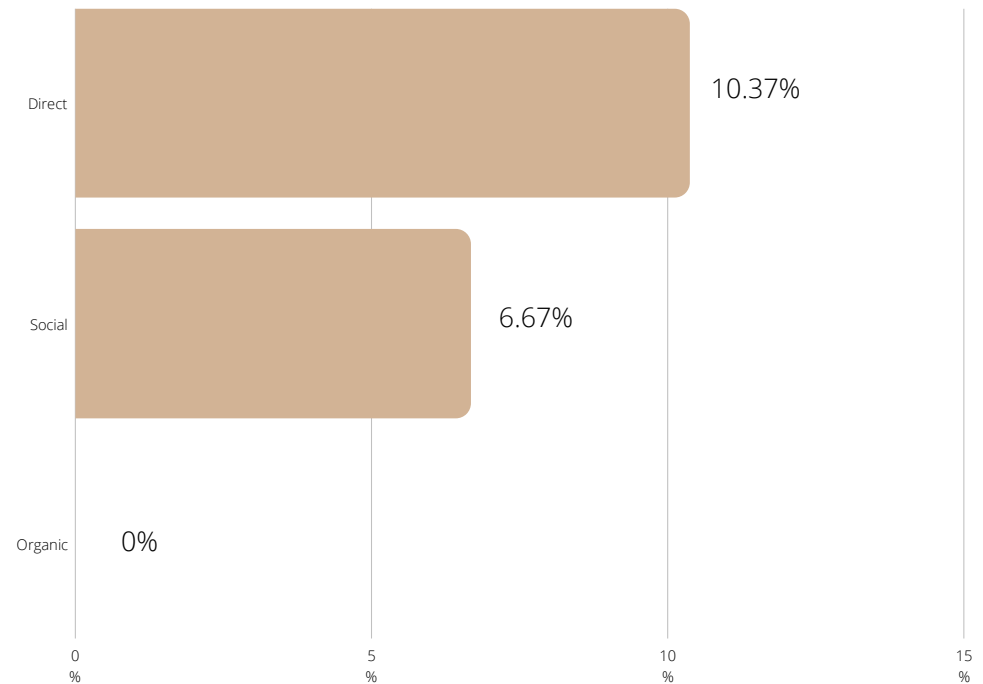
# SUCCESS MEASUREMENTS - IV

## Conversions

Oct 21 - Dec 5



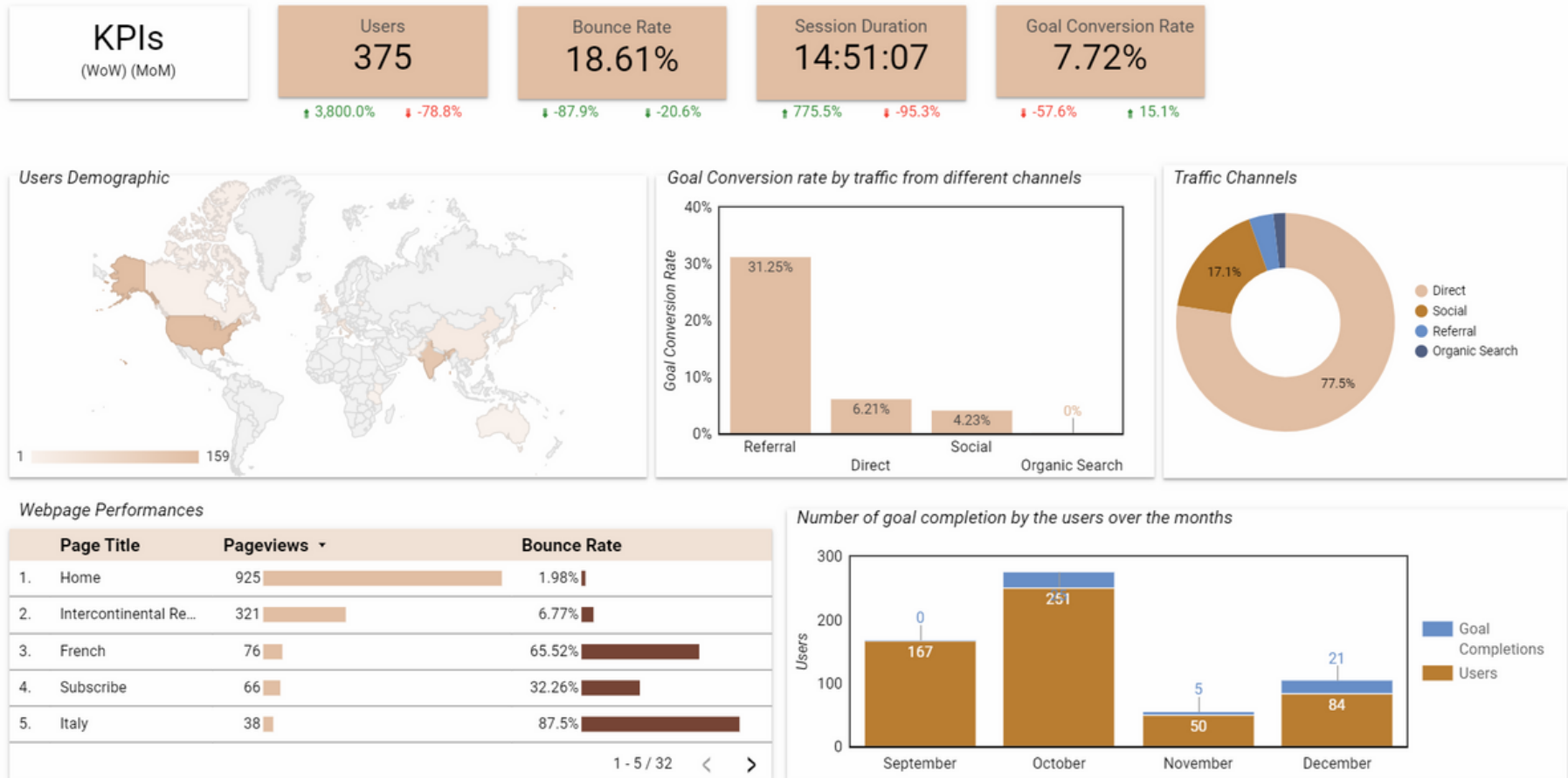
Overall Goal Conversion Rate  
11.88%



# SUCCESS MEASUREMENTS - V

Overall

Sep 15 - Dec 5



- Number of users for month of November dropped 78% due to no promotion made this month. But there is a huge increase (3800%) in number of user this week as a new promotion run on 2nd Dec
- Session Duration is dropped by 95% as less users visited the site in the month of Nov. There is increase in session duration this week due to latest promotion
- Goal conversion rate are impressive this week there is 15% increase as compared to last week. Due to less users visited site in the Month of Nov the goal conversion is dropped to 57%

Link of the Dashboard: <https://datastudio.google.com/s/pojYrNYJxj8>





# Ups and Downs:

## WE ARE HAPPY WE DID:

- Added tiles
- Subscribe button and social media links
- Recipe of the week
- Footer
- Eye catchy images

## WE STILL LIKE TO IMPLEMENT:

- Like and dislike button  
on each recipe.
- We could have added videos
- Add search button
- Improve SEO
  - Survey Tool
  - A/B Testing



FOOD  
AMOUR

- Continuous Promotion is must
- The page performing low must be promoted by sharing the link
- Users from Direct channels engage better with the website
- Even a small design change can impact the GTM event configuration
- Goal setting in GA must be parallel with the design implementations





# LEARNINGS

## GOOGLE ANALYSIS ON HUMAN BEHAVIOR

Key Metric: Users ▼

## Affinity Category (reach)

32.91% of total users

8.15%		Shoppers/Value Shoppers
7.30%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs
6.87%		Media & Entertainment/Movie Lovers
6.44%		Beauty & Wellness/Beauty Mavens
6.44%		Lifestyles & Hobbies/Fashionistas
5.15%		Lifestyles & Hobbies/Business Professionals
5.15%		Media & Entertainment/TV Lovers
5.15%		Shoppers/Shopaholics
4.72%		Beauty & Wellness/Frequently Visits Salons
4.72%		Food & Dining/Foodies





The background of the image is a photograph of a table set with various food items. In the center, there is a white paper bag filled with bread. To the right, a plate of yellow rice is visible. In the foreground, there is a glass of water, a bowl of fruit (including strawberries and kiwi), and a small bowl of nuts. The text 'THANK YOU FOR YOUR TIME!' is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

**THANK YOU FOR  
YOUR TIME!**

WE ARE HAPPY TO ANSWER ANY QUESTIONS