Project – Yogarat.com

Website Rankings & Recommendations

**Part 1a:**

**Find a website in any industry you like.**

**Website:** https://www.yogarat.com/

Yogarat.com is a retailer of yoga equipment and accessories. This site currently ranks #22 - #23 in Google search organically for the term “Yoga bag”

**Part 1b:**

**Perform keyword research. Identify 7-10 keywords which provide the best opportunity to rank for and include the following:**

**Identify long-tail keyword opportunities:**

1. kid’s yoga mat
2. gym bag with yoga mat holder
3. cork yoga mat
4. lifeform yoga mat
5. best yoga mat bag
6. 2.0 mat carrier
7. yoga mat cleaner
8. top 50 yoga mats

**Identify 3-5 keywords that are question based and match a “how, what, where, or why” search query:**

1. best yoga mat bag - (**why)**
2. top 50 yoga mats - **(what)**
3. cork yoga mat - (**what)**

**Identify what stage of search each keyword belongs to:**

* kid’s yoga mat - **(awareness)**
* gym bag with yoga mat holder - **(awareness)**
* cork yoga mat - **(awareness)**
* lifeform yoga mat - **(purchase)**
* best yoga mat bag - **(evaluation)**
* 2.0 mat carrier - **(purchase)**
* yoga mat cleaner - **(awareness)**
* top 50 yoga mats - (**evaluation)**

**Identify what type of search query it is, navigational, transactional, or informational.**

1. kid’s yoga mat - **(navigational)**
2. gym bag with yoga mat holder - **(navigational)**
3. cork yoga mat - **(navigational)**
4. lifeform yoga mat - **(transactional)**
5. best yoga mat bag - **(informational)**
6. 2.0 mat carrier - **(transactional)**
7. yoga mat cleaner - **(navigational)**
8. top 50 yoga mats - **(informational)**

**Explain why you chose the keywords you did:**

Keywords were selected based upon **awareness** & **navigational** stages/types of search. Primary Intent is to educate the visitor to establish in the mind of the searcher that Yogarat.com is a knowledgeable and reliable resource within the yoga world, which establishes trust.

**How do you feel these keywords would help the business meet the goal you discovered?**

These keywords can be utilized in a content creation master plan which is aimed at educating the customer, which will drive repeat visits with evergreen content which is tailored to share and link to.

**How do you feel these keywords would help draw in organic traffic to the site?**

Keywords were selected based upon Googles suggested search terms, competition analyst and Google trends.

With a good quality content creation plan (blogposts & product pages) using these terms, Yogarat.com can position itself for increased organic traffic from searchers who find themselves in the informational/preference stages of the conversion funnel.

**How well do you think the business can effectively compete for this keyword?**

Based upon competition analyst, Yogarat.com currently ranks #22 - #23 in Google search. With many other sites, out-ranking Yogarat.com despite thin/poor or no content.

Yogarat.com can ultimately become the go-to source for education and information in the yoga equipment space as the competition is not currently filling this content need. The resulting new organic traffic will ultimately drive more click throughs, visits and conversions.

**Part 1c:**

**Research this businesses target audience:**

Based upon demographic audience information which shows 72% of all [yoga practitioners are female](http://media.yogajournal.com/wp-content/uploads/2016-Yoga-in-America-Study-Comprehensive-RESULTS.pdf) , our primary target audience is a female between the ages of 18-49 years of age who uses Mobile search 83% of the time and lives in Seattle, San Diego, Boston, New York or San Francisco which represents the [top 5 peak interest trending cities](https://www.google.com/trends/explore?cat=45&date=today%2012-m&geo=US&q=%2Fm%2F087zy) in the United States according to Google trends.

**What gender is likely to frequent this site**?

Gender split: Female 72% Male 28% Analyst based upon this 2016 study [Reference](http://media.yogajournal.com/wp-content/uploads/2016-Yoga-in-America-Study-Comprehensive-RESULTS.pdf) page 21. Note: No Alexa demographic data exists for Yogarat.com.

**Where is the majority of this audience from?**

* Traffic sources / Total visits Sept - Nov 55,174
* Desk top 16.71% Mobile 83.29%
* United States 77.39%
* U.S. Region Northeast 23% Midwest 23% South 32% West 22%
* Australia 4.63%
* Peru 4.30%
* Israel 3.87%
* Canada 3.51%

Based upon the total number of visitors from outside the United States which is substantial, representing 16.31% of total website traffic from September – November, it is advisable to create content based upon leveraging this additional out of country traffic.

**What are the primary traffic sources for this website?**

Traffic sources Sept – Nov 2016.

* **Direct:** 55.15%
* **Google search:** 33.03%
* **Referral:** 6.35%
* **Social:** 1.29%

**Did you obtain any other information?**

Traffic source analyst shows that over 50% of all traffic is Direct. With only a fraction of traffic driven by social or referral sources. Leveraging social platforms such as Facebook and Pinterest, which align well with Yoga and our target audience demographic has the potential to yield a dramatic increase in quality traffic.

**Part 1d:**

**Create a buyer persona:**

* **Name:** Elizabeth
* **Gender:** Female
* **Age:** 18 – 49
* **Job:** Employed
* **Income:** $80,000 - $300,000

Our ideal target audience is a female like Elizabeth who is educated, lives in the city, has an average to above average income, practices Yoga as a hobby & for wellbeing benefits. Elizabeth likes to learn and stay informed about all things Yoga. She is a customer who appreciates good information and likes to give back to those who she perceives as helpful to her.

**PART 2**

**Part 2a:**

**Choose four key pages of this site.** One of these pages should be the homepage. The remaining three pages should be pages you feel are important to drive traffic to.

**Part 2b:**

**List out the following information, for each page.**

**The Page:** Home Page

* **The Page URL:** <https://www.yogarat.com/>
* **The Title Tag of the Page:** YogaRat Yoga Mats, Towels, Sport Gear and Accessories
* **Meta Description of the Page:** YogaRat is a yoga inspired active lifestyle brand with a mission of realizing the perfect blend of premium quality without the premium pricing.
* **The H1 of the Page:** No H1 tags found
* **The H2 of the Page:** No H2 tags found

**The Page:** Yoga Mats

* **The Page URL:** <https://www.yogarat.com/pages/yoga-mats>
* **The Title Tag of the Page:** Yoga Mats - YogaRat
* **Meta Description of the Page:** Whether you’re a weekend yogi or an advanced practitioner, it’s YogaRat’s goal to have a yoga mat that will fit your practice level, personal preference, and bu
* **The H1 of the Page:** No H1 tags found
* **The H2 of the Page:** No H2 tags found

**The Page:** Home Page

* **The Page URL:** <https://www.yogarat.com/pages/yoga-gear>
* **The Title Tag of the Page:** Yoga Gear - YogaRat
* **Meta Description of the Page:** Our goal at YogaRat is to offer our customers the best possible products at fair and reasonable prices, and that commitment to you continues with our yoga gear
* **The H1 of the Page:** No H1 tags found
* **The H2 of the Page:** No H2 tags found

**Part 2c:**

**Improve the information on each of these pages. Based on your audience analysis, and keyword research create a new:**

* **Page URL** <https://www.yogarat.com/>
* **Title Tag:** Discover a huge selection of - Yoga products | YogaRat.com
* **Meta Description:** Buy premium yoga products online, shop at the most trusted yoga resource online, find out why today, big sales every day, save big today | Yogarat.com
* **H1:** Discover YogaRat Our Story
* **H2:** Men’s Yoga wear
* **H2:** Yoga mats
* **H2:** Yoga Towels
* **H2:** Must Have Yoga Gear
* **H2:** Yoga Bags
* Title Characters: **58/65**
* Meta Characters: **150/155**
* **Page URL** <https://www.yogarat.com/pages/yoga-mats>
* **Title Tag:** Discover a huge selection of – Yoga mats | YogaRat.com
* **Meta Description:** Buy the RatMat pro yoga mat online, shop at the most trusted yoga resource online, find out why today, big sales every day, save big today | Yogarat.com
* **H1:** Yoga Mats
* **H2:** RatMat Pro
* **H2:** RatMat
* Title Characters: **54/65**
* Meta Characters: **152/155**
* **Page URL** <https://www.yogarat.com/pages/yoga-gear>
* **Title Tag:** Discover a huge selection of – Yoga gear | YogaRat.com
* **Meta Description:** Buy premium yoga gear online, shop at the most trusted yoga resource online, find out why today, big sales every day, save big today | Yogarat.com
* **H1:** Yoga Gear
* **H2:** Yoga Straps
* **H2:** RatPads
* **H2:** Yoga Blocks
* **H2:** Yoga Mat Bags
* **H2:** Yoga Block & Strap Combo Pack
* Title Characters: **54/65**
* Meta Characters: **149/155**