

California State Polytechnic University, Pomona

## Marketing Analysis

Matthew Delgado, Cleto Garcia, Joel Reyes, Kevin Sipos

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Professor Maria Ortiz  
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## **Web Design**

### **Target Market and Research**

To quickly recap, Pizza Pirates is a Southern California pizza chain with four shops in Pomona, Ontario (Mountain), Ontario (Grove), and Jurupa Valley. Pizza Pirates is known for their freshly made, hand-tossed dough, large selection of customization options, and vast selection of food choices. The market research we conducted demonstrated that Pizza Pirates' primary market consists of college students and young adults aged between 18 and 25. This market has a strong preference for affordable/convenient dining options and is very responsive to social media advertising. In 2024 alone, young adults accounted for 47% of all online shoppers within the US (Statista, 2024), which makes them the perfect target market for Pizza Pirates due to their emphasis on increasing online orders and their overall social media presence through their online advertisements and deals.

### **Current Website Evaluation**

Pizza Pirates' current website does a good job of displaying all the important information, such as their menus and locations. They do this in a very simple and straightforward way, making it very easy to navigate, both on desktop and through mobile devices. Additionally, they correctly input the links to their social media pages of Instagram and Facebook, allowing any consumer to follow them and stay updated with the latest Pizza Pirates news. However, these are the only notable strengths that their website has, as Pizza Pirates' website has little to no appealing visuals, as all of their images look outdated and unprofessional. Additionally, the CTAs on the website are far too basic as they only incentivize to "Order Now" when Pizza Pirates could be taking full advantage of other CTAs like "Call Us Now" or "Create an Account Today". Pizza Pirates offer no other reason to create an account than "faster checkouts," when they could be fully utilizing loyalty programs or rewards programs. Pizza Pirates could revitalize their SEO and keyword optimization, taking their results from a more general market into one that directly targets their primary market.

### **User Persona**

To effectively target Pizza Pirates' Primary market, we believe they should target the representative persona of "Budget-Conscious Chris." Chris is a 20-year-old Cal Poly Pomona student who lives off campus and works part-time. His main concern when choosing new food options, however, is finding places that don't break the bank too much, offer many different selections so he won't get bored of it easily, and whether it's able to deliver to his apartment late during those late-night study sessions. Chris is usually finding new places to try out through social media if it is trending on TikTok or Instagram and prefers restaurants that allow him to place orders online for easy convenience. With this user persona in mind, Pizza Pirates could better enhance its website and digital campaigns to ensure it resonates more closely with their primary market.

### **Brand Voice**

To speak with their user persona and overall target market, Pizza Pirates should begin developing a relatable and humorous brand voice. Having this type of tone would better align

with our primary market as there has been a noticeable shift in young adults preferring humorous and more authentic content. Pizza Pirates would have to begin making trendy content, whether that is making trendy memes or incorporating some of the new slang and phrases commonly used today in ways that make sense. For example, instead of the more corporate companies saying "Our Pizza is Lit," which would immediately come off as disingenuous or cringe, Pizza Pirates could do things like "Pizza Worth Skipping Classes For," which speaks directly to their target audience. Of course, this is more lighthearted than serious, which would help Pizza Pirates strengthen its connection and brand recognition with young adults and college students.

### **Strategies**

To make it a point that young adults and university students visit the Pizza Pirates website, the following web design concepts should be employed. Initially, having high-quality food photographs, contemporary colors, and smooth transitions would give the website greater appeal and present a professional front. Students who order by phone would appreciate having a website that is easy to navigate through, with improved navigation of different menu items, delivery/pickup options, and a smartphone-friendly design. Having buttons like "Earn Rewards" or "Get a Student Discount" to easily locate them would encourage more people to order and recommend it to others. Coming up with a rewards system by offering prizes with a pirate theme will attract price-saving students and engage them to return. By using student-oriented keywords and education-oriented blog pages, the exposure of the site and user retention could be increased by improving search engine exposure (SEO) and online presence.

### **Visual Design**

Pizza Pirates' web page can look more attractive and better represent its pirate theme. The current color scheme consists of white, red, and black. But I believe adopting a similar color scheme consisting of dark red, gold, and black will enhance the adventurous pirate theme while maintaining a warm and welcoming atmosphere, as these colors display the richness and mystery associated with pirate lore. Utilizing a pirate-themed, heavy font for titles, such as "Pirata One," will reinforce the thematic elements, while a light, thin font like "Montserrat" for the body text will ensure readability and comfort for the audience. To make it more appetizing, the photos need to be high-quality representations of fresh-picked pizzas as well as whimsical photos of customers enjoying pizzas. Incorporating pirate-themed decorations, such as treasure map-esque menus or a parchment-like background, will make the webpage more engaging and help build up the image of the company. These upgrades will provide the webpage with an engaging visual appeal to young adults and encourage customers to interact more with the business.

### **SEO**

### **Research:**

Pizza is a popular dish since it comes in various kinds of crust and fresh toppings. Some of the most common slogans in advertisements include "hot and ready pizza," "freshly baked pizza," and "pizza delivery." Individuals searching for pizza tend to use keywords such as "Chicago-style pizza" and "New York-style pizza," with New York-style pizza being the most

searched. Individuals also search for pizza restaurants around them, particularly delivery restaurants near them. To sell pizza successfully, you require some key words. For instance, the term "brick-oven baked" is effective because it discusses actual cooking processes. Some other useful words include "fresh ingredients," "premium cheeses," and "house-made sauces." Pizza places also emphasize classic toppings or specialty types such as "California-style pizza" to differentiate themselves.

### **Keyword Research:**

Most pizza joints emphasize the quality of their food, so ingredient words are extremely crucial for their brand. Customers tend to search for certain words associated with their favorite pizza joints. Mangools' keyword research identified ten of the most frequently searched keywords that other pizza joints also use extensively in their advertisements. These keywords draw customers and make it convenient for them to find what they are searching for. Small restaurants such as Pizza Pirate's struggle to differentiate themselves in a market full of large chains. Large pizza chains resort to using catchy slogans to stand out, making it challenging for smaller establishments to make their own name. Although most individuals choose larger chains due to ease of access, smaller pizza restaurants have clients who prefer better, handmade options.

### **Natural Incorporations:**

Pizza businesses, including family pizzerias, large chains, and small restaurants, can enhance their appeal by analyzing consumer behavior, search behaviors and preferences. To appeal to consumers, words should reflect how they perceive and search for pizza. New York-style pizza is the most searched type of pizza, followed by deep-dish pizza. Chicago-style pizza is also highly searched, and it is also deep and thick. Brick-oven pizza, often highlighted in advertising for its soft and chewy crust, can be a key term in marketing strategies to attract customers. Thin-crust pizza is the traditional style that people also search for. Employing these phrases in marketing will generate more online interest and draw more customers.

### **Optimization:**

There are numerous varieties of pizza, including New York-style, deep-dish, Chicago-style, brick-oven, and thin-crust pizzas. Pizza Pirates can make their website better by employing distinct subheadings to categorize these styles. This would help customers find what they want more efficiently. The site should prominently feature key products like hand-tossed crusts, premium sauces, high-quality cheeses, fresh toppings, and unique dressings to align with the marketing strategy. Displaying locations is significant, but placing this information at the bottom of the web page rather than at the top would be more convenient for users.

### **Planning:**

Pizza Pirates keeps morphing and growing to address customer requirements and market demands. The website displays pizza options with full information. Social media assists in brand promotion, with a robust presence on Facebook and Instagram. To gain more visibility, Pizza Pirates can utilize YouTube to market itself. It can post videos such as behind-the-scenes footage, promotions, and community events. Videos are a powerful means to convey what makes the brand special and engage with customers more effectively.

## Analytics

To optimize and understand customer behavior through Pizza Pirates' digital presence, key metrics can be tracked by using Google Analytics. Tracking key metrics such as online orders, location-based visits, and traffic sources. Utilizing this information correctly would help improve marketing efforts, drive in-store visits, and optimize their website.

### **Tracking Implementation Plan:**

To enhance performance tracking and data collection, Pizza Pirates should link both Google Ads and Google Search Console to their Google Analytics account. Allowing them to track users through the search to conversion process while also tracking their search performance. Goal tracking should be utilized for actions like "menu downloads", showing potential customers interests to order. To help further measure engagement, touchpoints could be monitored, such as "Build Your Order", "Add to Cart", and "Order Completion". Monitoring these functions could help improve online ordering and customer experience. Google Analytics Analysis for Pizza Pirates (Last 30 Days).

Over the past 30 days, Organic Search has led in acquiring new users. Strong visibility in search engine results is the main advantage and benefits the business. Driven by relevant keywords and search intent. In regards to Pizza Pirates, the importance of optimizing local SEO terms like "pizza near me", "fast delivery", or "best pizza in Pomona" helps to ensure search traffic from potential customers.

During the 30-day period, the website received approximately 2,221 unique users. For a local pizza chain, this number can be used to assess how many potential customers are exploring the website, exploring the menu, and ordering online.

In terms of conversions, there were 82 recorded in the last week of this period. Conversions could include online orders and coupon redemptions. Tracking this data helps Pizza Pirates assess the effectiveness of its digital strategy and identify potential campaigns to prioritize.

The engagement rate stood at 63%, which indicates that a significant portion of visitors were meaningfully interacting with the site—whether through multiple page views, time spent, or completing specific events. For Pizza Pirates, this metric helps determine whether visitors find the website valuable and whether the layout and content are successfully guiding users toward making a purchase or visiting a store location.

Many different types of reports would be valuable data for Pizza Pirates. The geolocation report would help the business track which areas generate the most traffic, allowing them to direct marketing campaigns more effectively. Also, Device Report would allow them to see how visitors are placing their orders. This could help lead to prioritizing mobile optimization or non-mobile ordering to improve the ordering experience.

While conducting a segmentation analysis, results showed that 70% of sessions came from mobile users. However, that came with a higher bounce rate, suggesting that there may be difficulty navigating the online format through their phones. This shows the importance of improving overall mobile user experience when navigating online orders.

Finally, a funnel exploration analysis revealed that most users entered through the website's Home Page. A significant number of viewers didn't reach the checkout. This drop-off suggests issues with menu appeal, pricing, and clarity of the menu. Improvements to the menu page and price adjustments could improve the ordering process to help customers finish checking out.

## Appendix

### New Logo (Canva Created)



### Ultimate Pizza Landing Page (Desktop Mockup)

A desktop mockup of a pizza landing page. At the top, there is a navigation bar with a logo on the left, followed by links for "Menu", "Rewards", "Specialty Deals", "Find Your Location", and a shopping cart icon. Below the navigation is a large, appetizing image of a pizza. A descriptive text block below the pizza reads: "Set Sail for Flavor! A Treasure Trove of Taste with House-Made Pizza Sauce, Whole Milk Mozzarella, Pepperoni, Smoked Ham, Italian Sausage, Sliced Mushrooms, Green Bell Peppers, Red Onions &amp; Black Olives!". At the bottom of the page is a prominent orange button with the text "ORDER NOW!" in white.

### Actual Landing Page

orders.pizzapirates.net/?uniqueStoreIdentifier=10776#modify/new/productselections%2Fdf8acb346d65c55a421e16510f2524274f61ca

Google Lens

PIZZA PIRATES

MENU REORDER ORDER FROM: Pomona - West Chino

Create an account for faster checkouts Sign In

**Ultimate**

House made Pizza Sauce, Whole Milk Mozzarella, Pepperoni, Smoked Ham, Italian Sausage, Sliced Mushrooms, Green Bell Peppers, Red Onions & Black Olives

Size: Large

Toppings:

Meats	Veggies	Cheeses	Pizza Sauces	Add More Flavor
Pepperoni	<input checked="" type="checkbox"/>	Normal		
Ham	<input checked="" type="checkbox"/>	Normal		
Sausage	<input checked="" type="checkbox"/>	Normal		
BBQ Chicken	<input type="checkbox"/>			
Bacon	<input type="checkbox"/>			
Buffalo Chicken	<input type="checkbox"/>			
Chicken	<input type="checkbox"/>			
Chorizo	<input type="checkbox"/>			
Meatball	<input type="checkbox"/>			
Salami	<input type="checkbox"/>			
Sliced Italian Sausage	<input type="checkbox"/>			

Your Order

Sub-Total: \$0.00  
Total: \$0.00

Enter Coupon Code

\* Prices based on Carry Out order type



Return to Menu

## Mango Habanero (Mobile ockup)

[Menu](#)[Rewards](#)[Specialty Deals](#)[Find Your Location](#)

WHERE SPICY MEETS SWEET,  
MANGO HABANERO IS BACK!



Blazing with Sweet & Heat! Dive into our Mango Habanero Wings, smothered in Sweet Baby Ray's fiery fusion of tropical mango and bold habanero kick!

[ORDER NOW!](#)

### Add-Ons

#### Sauces

- Ranch Dressing
- Blue Cheese
- Honey Mustard
- Ketchup



Reviews (★★★★★ 4.5)

Pizza\_Lover: ★★★★★

These wings are pure fire! The perfect balance of sweet mango and spicy habanero—I'm Captain hooked!

Pizza-da-Best: ★★★★★

Sweet Baby Ray's Mango Habanero sauce is a game-changer! Sticky, spicy, and downright addictive.

## Actual Landing Page

The screenshot shows the Pizza Pirates website's order form. At the top, there's a logo for 'PIZZA PIRATES', a 'MENU' button, a 'REORDER' button, and account options for 'Pomona - West Chino'. Below the menu, there's a large image of 'Mango Habanero Wings' with a description: 'Sweet Baby Ray's Mango Habanero sauce'. The form includes dropdown menus for 'Size' (10 Wings), 'Included Dip #1' (House Made Ranch), 'Included Dip #2' (House Made Ranch), 'Cook Choice' (Regular Bals), and 'Name' (e.g. Sally). There's also a 'Special Instructions' field with a note: 'Please do not enter toppings here.' At the bottom right is a 'Your Order' summary box showing 'Sub-Total: \$0.00' and 'Total: \$0.00', with a 'Checkout' button. At the very bottom, there's a footer with links for 'Locations', 'Contact Us', 'Privacy Policy', and 'Terms of Use', along with a copyright notice: 'Copyright © 2025. All rights reserved. Powered by SPEEDLINE'.

## SEO:

The screenshot shows the Mangools Keyword Research tool interface. The main search bar at the top contains the query 'thin crust pizza'. On the left, there's a sidebar with tabs for 'Search by Keyword' and 'Search by Domain', both set to 'thin crust pizza'. Below these are sections for 'Keywords' and 'Related keywords'. The 'Keywords' section lists several variations of the keyword, each with metrics like search volume, CPC, and competition level. To the right, there's a detailed analysis for the main keyword 'thin crust pizza'. It shows a 'Keyword Difficulty' score of 36/100 POSSIBLE, a 'Search Volume' of 20,200 (+22% from last year), and a 'Trends' chart showing monthly fluctuations. Below this is a 'SERP overview' table listing various websites and their search engine performance metrics (DA, PA, CF, TF, Links, LPS, EV).

**brick oven pizza | KWFinder** **thin crust | KWFinder**

[https://app.mangools.com/kwfinder/dashboard?language\\_id=0&location\\_id=2840&query=brick%20oven%20pizza&source\\_id=0&sub\\_s...](https://app.mangools.com/kwfinder/dashboard?language_id=0&location_id=2840&query=brick%20oven%20pizza&source_id=0&sub_s...)

**Mangools** Keyword Research SERP Checker SERP Analysis SERPWatcher Rank Tracking LinkMiner Backlink Checker SiteProfiler Site Explorer Mini SEO tools

Search Import Lists 0 History Keyword Gap NEW

Search by Keyword Search by Domain

brick oven pizza United States Any Language →

Filter Related keywords Autocomplete Questions NEW

Keywords Content Intent Trend Search CPC PPC KD

**brick oven pizza** – seed keyword +10% 64.1k \$1.90 21 39

**brick oven** +25% 38.4k \$2.21 30 31

**brick oven pizza near me** +10% 54k \$1.94 8 C31

**oven pizza** +36% 4.5k \$2.21 92 C50

**bricks pizza** +10% 18.7k \$1.12 3 C28

**rocco pizza oven** -29% 100 \$0.72 100

**coal fired pizza oven** +410% 3.5k \$1.82 100 C22

**oven for pizza** -26% 150k \$1.20 100 C45

**buy pizza oven online** +143% 140 N/A 100 C21

0 / 200 There are more keywords available. Upgrade Refresh Add to list Export

**brick oven pizza**

United States Any Language Intent: N C Content: ↗

**Keyword Difficulty** 39 / 100 POSSIBLE

**Search Volume** 64,100 +10% Monthly Searches Trends

**SERP overview** Just now Analyze SERP NEW

URL	DA	PA	CF	TF	Links	LPS	EV
brickovenpizzacompan...	27	37	26	3	30	31	4.1k
brickovenpizzahawaii....	37	32	33	24	27	45	3k
brickovenrestaurants.c...	26	34	37	47	120	56	987
freschetta.com/collect...	45	33	34	42	7	56	948
brickovengi.com/	18	27	29	2	53	27	961

+ Load next page

**Topic: Keyword Res...** **Inbox (2) - sipo...kpi...** **Home | Pizza Pirate...** **new york style pizza | KWFinder** **thin crust pizza | KWFinder** **pizza hut, nortons...** **the girl from plath...**

[https://app.mangools.com/kwfinder/dashboard?language\\_id=0&location\\_id=2840&query=new%20york%20style%20pizza&source\\_id=0...](https://app.mangools.com/kwfinder/dashboard?language_id=0&location_id=2840&query=new%20york%20style%20pizza&source_id=0...)

**Mangools** Keyword Research SERP Checker SERP Analysis SERPWatcher Rank Tracking LinkMiner Backlink Checker SiteProfiler Site Explorer Mini SEO tools Upgrade now

Search Import Lists 0 History Keyword Gap NEW

Search by Keyword Search by Domain

new york style pizza United States Any Language →

Filter Related keywords Autocomplete Questions NEW

Keywords Content Intent Trend Search CPC PPC KD

**new york style pizza** – seed keyword +122% 140k \$1.79 5 36

**new york style pizza near me** -10% 41.5k \$1.53 11 31

**new york pizza near me** 0% 45.4k \$1.58 11 C41

**ny style pizza near me** 0% 45.4k \$1.58 11 C39

**ny style pizza** +35% 21.3k \$1.63 5 C39

**johnny's new york style pizza** +11% 37.4k \$1.39 8 34

**johnny's new york pizza** +11% 37.4k \$1.39 8 C28

**papa john's new york style pizza** +169% 2.9k \$0.87 2 C30

**pizza near me new york** -12% 1.1k \$1.53 0

0 / 200 Refresh Add to list Export

**new york style pizza**

United States Any Language Intent: N I C Content: ↗

**Keyword Difficulty** 36 / 100 POSSIBLE

**Search Volume** 140,000 +122% Monthly Searches Trends

**SERP overview** Just now Analyze SERP NEW

URL	DA	PA	CF	TF	Links	LPS	EV
en.wikipedia.org/wiki/...	97	70	2	0	53	43	9k
serious eats.com/new-y...	89	58	36	18	113	62	6.5k
papajohns.com/new-y...	70	50	24	6	38	45	2.2k
allrecipes.com/recipe/...	92	55	26	17	20	57	2.1k
newyorkstylepizzalath...	16	26	19	0	112	21	2.1k
foodfolksandfun.net/n...	50	47	30	7	11	43	1.4k

The screenshot shows the Mangools Keyword Research tool interface. The search term entered is "chicago style pizza". The results table lists various related keywords with their search volume, CPC, and difficulty scores. The right side of the screen displays a "chicago style pizza" SERP overview, showing search volume trends from February 2021 to February 2025, and a table of top-ranking URLs with their DA, PA, CF, TF, and LPS metrics.

## Key Terms

1. Fresh toppings
2. New York-style pizza
3. Pizza near me
4. Pizza delivery
5. Fresh pizza
6. Sicilian pizza
7. Pizza discount/deals
8. Thin crust style pizza
9. Calzones type pizza
10. Detroit-style pizza
11. Deep-dish pizza
12. Classic Italian pizza
13. Fresh cheeses
14. Fresh mozzarella
15. Small pizza chain
16. Thick crust
17. Brick oven pizza
18. Margarita pizza
19. Pan pizza
20. Crispy and crunchy
21. California style

22. Classic topping
23. Chicago style
24. Grandma pie
25. Other toppings
26. Vegetarian
27. Meat style
28. Freshly baked
29. Crust
30. Fresh ingredients

#### **Optimized Terms**

1. New York style
2. Deep dish
3. Chicago style
4. Brick oven pizzas
5. Thin crust
6. Thick crust
7. Fresh cheeses
8. Fresh sauces
9. Pizza near me
10. Pizza delivery

