

# Search Strategy & High-Intent Conversions

Comprehensive SEO & PPC plan targeting Urban Professional Elite (UPE) and aspirational audiences, combining keyword strategy, landing page optimization, paid search bidding, and conversion analytics.

## Audience Segmentation

### Demographics

**Age:** 25–50 | **Gender:** 50% Male / 50% Female

**Location:** Alexandria, urban districts

**Income:** \$25k–\$120k/year

### Psychographics

**Values:** Quality, exclusivity, aesthetics, prestige

**Lifestyle:** Busy professionals, trend-focused young adults

**Interests:** Specialty coffee, artisanal dining, social networking

### Behaviors & Habits

Average visits: 1.5–2/week | Loyalty sign-ups: 1,070

Social engagement: Instagram 11.3%, TikTok 10.8%, LinkedIn 9.7%

Content preference: Hero visuals, curated experiences, seasonal offers

### Motivations & Pain Points

**Motivations:** Premium experience, exclusivity, social prestige

**Pain Points:** Crowded cafes, generic offerings, inconsistent service

Funnels address these via personalized messaging and targeted ads.

## Search Funnel Performance

Awareness — 80,800 Users

Consideration — Engagement 11.3%

Conversion — 6.2%

Retention & Advocacy — 15% Referral

## Keyword Research & Optimization

### High-Intent PPC Keywords

**Examples:** Luxury breakfast Alexandria, premium coffee Gleem, exclusive brunch San Stefano

**Goal:** Drive fast conversions via loyalty sign-up page

### SEO-Focused Keywords

**Examples:** Artisanal croissant Alexandria, best specialty coffee Egypt, café provenance

**Goal:** Build organic authority & mid-funnel traffic

### Landing Pages & Conversion

Hero product focus: Hero Latte, Signature Croissant

Optimized CTAs, tailored UPE messaging

**Result:** +6.2% CR, 1,070 loyalty sign-ups

### Paid Search & Bidding

Bid strategy: Target CPA on high-intent keywords

Budget: 20% of campaign spend on PPC

**Outcome:** ROAS 4.11:1, CPL 54.5% below benchmark

## Performance Metrics

Metric	Target	Actual	Insight
Impressions	75,000	80,800	Organic SEO added +8% over paid campaigns
CTR	3%	3.8%	Optimized copy & hero visuals boosted engagement
Conversions	1,000	1,070	PPC & tailored landing pages exceeded goal by 7%
ROAS	3.5:1	4.11:1	Efficient spend targeting high-intent segments
Avg. Session Duration	90s	112s	Rich visuals improved content retention