

Plum Goodness: Digital Marketing Strategy

Welcome to the Plum Goodness digital marketing strategy overview. Join us as we explore the roadmap for increasing brand awareness, driving online sales, and building customer loyalty through a multi-faceted approach.



Search Engine Optimization (SEO)

Keyword Research

We'll identify relevant keywords with high search volume, such as "vegan skincare," "cruelty-free cosmetics," and "natural beauty products." For example, the keyword "best vegan face moisturizer" has a search volume of 10,000/month.

On-page & Off-page Optimization

We'll optimize website content, meta descriptions, and image alt text for higher search rankings. We'll also build high-quality backlinks from reputable websites and influencers. We aim to secure 50+ backlinks within the next 6 months.

Technical SEO

We'll enhance user experience and search engine crawlability by improving website speed, mobile-friendliness, and site architecture. We'll strive for a Google PageSpeed Insights score of 90+ for both mobile and desktop.