

Healthy Cakes based on Ketogenic Diet Blog Post Promotion Plan

Blog Post:

[< Back](#)

Healthy Cakes based on Ketogenic Diet

Published

Public



Language: English - Canada

Publish date

November 24, 2021 11:48 PM

URL

<http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients> [↗](#)

[View details](#)

Active link : [www.healthycakesketo.com](http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients)

<http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients>

Performance

Optimization

Search Queries

On Page SEO

Inbound Links

Internal Links

SEO Recommendations

Recheck now

RECOMMENDATION	IMPACT	REASON
Shorten meta description	<div>● Low</div>	A meta description that's less than 155 characters is less likely to get cut off in search results. Your meta description is 302 characters.

View all SEO recommendations

This recommendation is the only recommendation for the blog post due to which meta description was edited. Otherwise the blog meets all SEO hubspot requirements.

Your meta description appears under the page title in search results. It gives search engines and readers information about what your page is about.

✓ **Meta description and title are unique**


Your meta description will appear under the title in search results. No need to repeat it.

⚙ **Meta description is 155 characters or less**

A meta description that's less than 155 characters is less likely to get cut off in search results. Your meta description is 302 characters.


✓ **HEADER**

✓ **Page has a single H1 tag**

A single H1 tag makes it easier for search engines and readers to understand your content. Your page has 1 H1 tag(s). [Learn more about H1 tags](#) 

✓ **IMAGES**

✓ **All images have alt text**

Alt text helps search engines and visually impaired users understand what your image is about. [Learn more about alt text](#) 

➤ **LINKS**

[View all SEO recommendations](#) 

from multiple angles.

[Copy Piller Page URL](#)

➤ **CONTENT**

➤ **TITLE**

➤ **CRAWLING AND INDEXING**

➤ **MOBILE FRIENDLINESS**

✓ **META DESCRIPTION**

1

✓ **Page has a meta description**

Your meta description appears under the page title in search results. It gives search engines and readers information about what your page is about.

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➤ **HEADER**

➤ **IMAGES**

➤ **LINKS**

[View all SEO recommendations](#) 

Optimize

You're writing about the topic:

Healthy cakes X

Subtopic Keyword:

ketogenic diet X

TOPICS

1



Title mentions ketogenic diet

Including the topic phrase in the page title helps visitors and search engines understand what your page is about.

[Learn more about topics](#)



Page body has subtopic phrases

Including subtopic phrases in your page body helps search engines understand what your page is about.

[Learn more about subtopic phrases](#)



Meta description mentions ketogenic diet

Including the topic phrase in the page meta description helps visitors and search engines understand what your page is about.



Page is linked to the topic pillar page

Linking to the pillar page helps visitors navigate your site. It also tells search engines that you're an expert on **Healthy cakes** and have written about this topic from multiple angles.

[Copy Pillar Page URL](#)

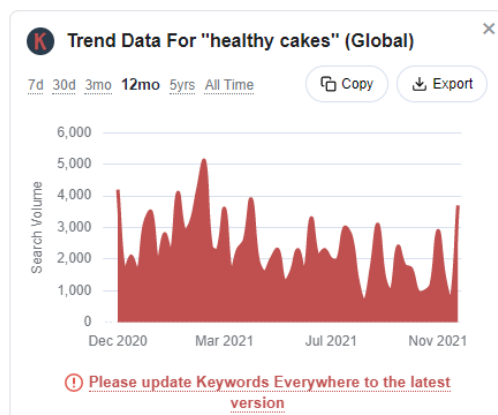
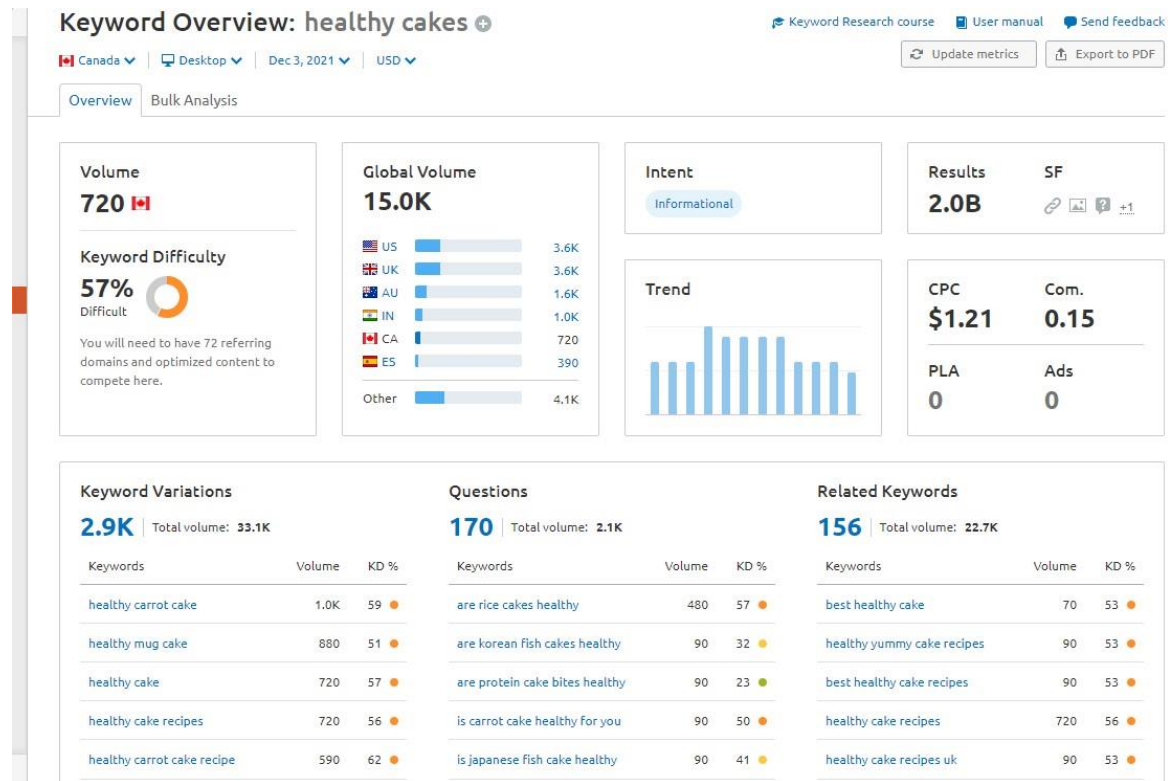
> CONTENT

The blog is optimized as per the SEO requirements for Hubspot.

Keyword Research:

Healthy cakes : Volume: 18,100/mo | CPC: \$0.56 | Competition: 0.86


Ketogenic diet: Volume: 880/mo | CPC: \$2.18 | Competition: 0.94



The higher search volume in November 2021 suggests that these keywords are important and the traffic is great in number. These are primary keywords which are in the beginning of the title.

Social Media Posts:

Post details ✕



Published at Nov 12, 2021 11:50 AM Created by You Via HubSpot Web

Campaign [2021 Healthy Keto Cakes](#) 🔗 Edit

LIKES	COMMENTS	IMPRESSIONS
7	1	46



wellnessyorkscs @wellnessyorkscs

Actions ▾

This holiday season try and stay in shape with healthy cakes based on ketogenic diet. Read more here
<http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients>



Published at Nov 24, 2021 11:55 PM

Created by You

Campaign [2021 Healthy Keto Cakes](#)

Edit

<https://www.instagram.com/p/CWr6WDLdX5/>



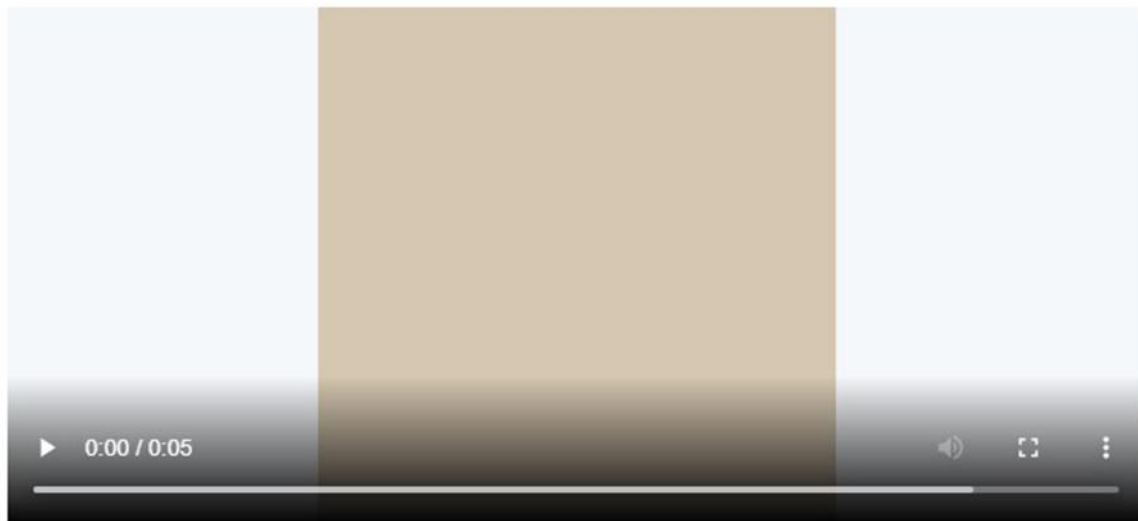
wellnessyorkscs @wellnessyorkscs

Actions ▾

Keep calm and eat that healthy keto cake for that Christmas party!

Read more <http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients>

[#healthycakes](#) [#ketocakes](#) [#ketogenicdiet](#) [#fitness](#) [#holidayseason2021](#)



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Published at Nov 25, 2021 9:33 PM

Created by You

Via HubSpot Web

URL <http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients> ↗



WellnessYorkSCS

Actions ▾

Ketogenic diet is very effective in weight loss and reducing overall bloating.

This holiday season, no more bloating and puffy face nightmares!

Keep calm and eat healthy keto cakes!

Read more https://hubs.la/H0_Vg110

#wellness #healthycakes #healthyfood #ketodiet #holidayseason2021

sts ⓘ

11/3/2021-12

1



ok Page

11/3/2021-12



Published at Nov 27, 2021 10:15 PM

Created by You

Via HubSpot

Campaign [2021 Healthy Keto Cakes](#) ↗

Edit



@WellnessYorkSCS

Actions ▾

A great alternate to the usual cakes! This Christmas don't miss out because you are cutting back on sugar.. Just go for a great healthy slice of keto cake instead.

Read more to discover on Healthy Cakes based on Ketogenic Diet https://hubs.la/H0_WcW-0



Stevia

*Sour
Cream*

*Almond/coconut
flour*

*Healthy Keto Cakes
Ingredients*

THEY TASTE JUST SO GOOD!

Published at Nov 28, 2021 10:47 PM

Created by You

Campaign 2021 [Healthy Keto Cakes](#)

Edit



WellnessYorkSCS

Actions ▼

Even Joe would ditch the sugar for a healthy keto cake..

Try healthy keto cakes for the holiday season

#healthycakes #ketodiet #wellness Healthy Cakes based on Ketogenic Diet https://hubs.la/H0_Wgll0

I see you eat healthy. That makes the two of us. Oh!
you're picking stevia and almond flour... Hmm keto
cakes? I can help you find the perfect cocoa powder.
I'm not a fan of keto but FOR YOU I will ditch the carbs
because I need you



<https://www.instagram.com/p/CW2p31mM8m-/>

Post details



@WellnessYorkSCS

Actions ▾

Ketogenic diet is very healthy. This holiday try ketogenic healthy cakes to avoid post holiday sugar rush.
#healthycakes #ketolifestyle #desserts

Published at Nov 25, 2021 9:20 PM Created by You

Campaign [2021 Healthy Keto Cakes](#) ↗

Edit

LIKES

2

COMMENTS

0

NETWORK TRACKED
CLICKS ⓘ

2

IMPRESSIONS

48

Network stats last refreshed at Dec 2, 2021 7:29 PM

<https://www.linkedin.com/feed/update/urn:li:ugcPost:6869822075129876480>

Post details



WellnessYorkSCS

Actions ▾

This holiday season, switch to healthy cakes..... sounds bizarre?

For more information read https://hubs.la/H0_PJ4T0



Published at Nov 25, 2021 12:10 AM

Created by You

Via HubSpot

<https://www.facebook.com/102939968851629/posts/121249610353998>

 wellnessyorkscs @wellnessyorkscs Actions ▾

haha ditch those sugary cakes for healthy keto cakes this holiday season. Read more here <http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients>



Published at Nov 28, 2021 11:45 PM Created by You

Campaign [2021 Healthy Keto Cakes](#)  Edit

<https://www.instagram.com/p/CW2Mk2wsgn0/>

Audience Targeting for Social Media Promotion:

The content and topic of the blog post is related to food and healthy lifestyle therefore the following target audience was put into consideration in order to execute the social media promotions.

Demographics	Psychographics	Pain Points	Preferred Channels	Content followed
Age: 18-38 Gender 50% male 54% females	Want to eat healthy and organic food Seeks out healthy options in the holiday season Want to look stylish and trendy Into fitness Social media and tech savvy	Struggle to lose weight with exercise Cannot afford expensive nutritionists Struggle to quit sugar and carbs(junk food) Feel lethargic	Social Media TV Websites Mobile Apps	Social Media posts Blogs Emails Videos

Promotional Strategy:

The ideal promotion strategy for the promotion of healthy cakes based on ketogenic diet was derived from the fact that many fitness and healthy individuals seek organic materials and gluten free products.

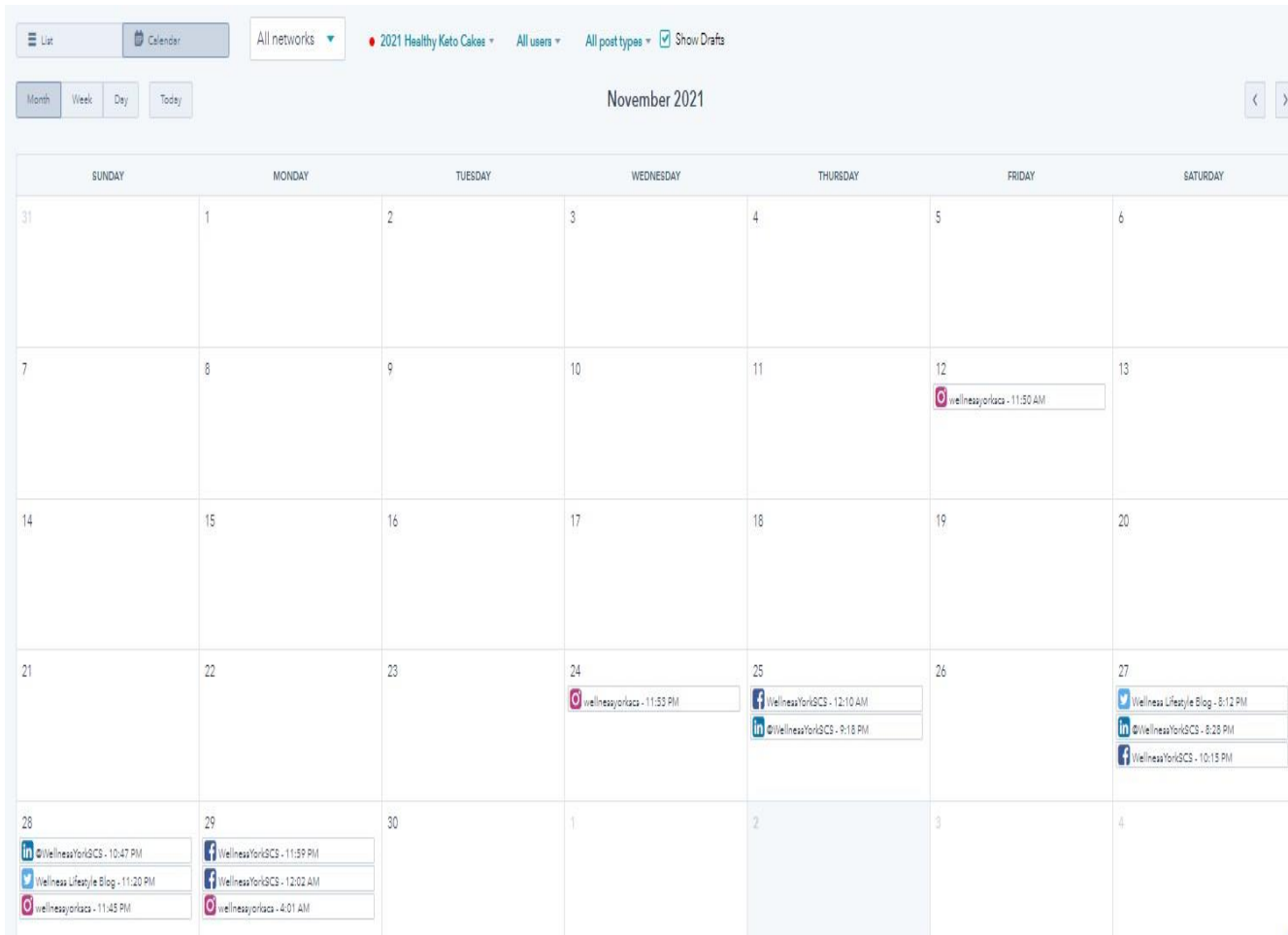
The goals to achieve in order for successful promotion included:

- Drive traffic from new audiences
- Increasing awareness
- Trigger social shares
- Increase the number of clicks
- Increase the number of website visits and impressions
- Lead to opt-ins and newsletter sign-ups

Social Media Promotion:

- For the blog post, 8 multiple social media posts across a variety of platforms such as Instagram, Twitter, LinkedIn and Facebook were posted as seen in the above social media calendar. The main idea was to promote the concept of healthy cakes to be included in the holiday season that is why the posts were rigorously posted after
- The custom social media graphics for each post that match the image specifications of each social site were created with Canvas software editing tool. The posts included videos, images, memes and gifs.
- Newest content was promoted aggressively on all platforms.

- The content was promoted and blog links were added to all social media posts to increase the number of clicks and website visits
- There was maximum use of hashtags such as #healthandwellness #ketodiet #healthycakes #fitness, #ketogenic #Christmas2021 #holidayseason #holidayseason2021 for maximum reach.



Analysis from Reports and Learning Outcomes:

- The engagement and response received on all social media platforms was impressive. However to consider which social media platform contributed to the maximum number of visits through the site can be seen from the above reports.

Report details								
Social Posts Impressions by Network > Impressions / Instagram								
4 Social posts Group data								Save as report
PUBLISH DATE	MESSAGE	ACCOUNT	POST	INTERACTIONS	CLICKS	IMPRESSIONS	SHARES	NETWORK
11/24/2021 11:55 PM	This holiday season try and stay in shape with healthy cakes...	wellnessyorkscs (Instagram)	188613890	12	-	54	-	Instagram
11/28/2021 11:45 PM	haha ditch those sugary cakes for healthy keto cakes this holi...	wellnessyorkscs (Instagram)	188989513	1	-	46	-	Instagram
11/12/2021 11:50 AM	This holiday season explore awesome healthy cakes with ket...	wellnessyorkscs (Instagram)	187194411	8	-	46	-	Instagram
11/29/2021 4:01 AM	Even Joe would ditch the sugar for a healthy keto cake... Try...	wellnessyorkscs (Instagram)	189022728	4	-	32	-	Instagram

The Instagram platform generated maximum number of impressions. The total 4 posts received considerable interactions as well. This is very crucial to the success of the blog as it has significantly boosted the overall engagement rate as well as the visibility of the website. While Instagram had better interactions the other platforms and the results can be viewed above.

Likes	Comments	Video Views	Impressions
40	17	95	190
Network stats last refreshed at Dec 2, 2021 7:05 PM			



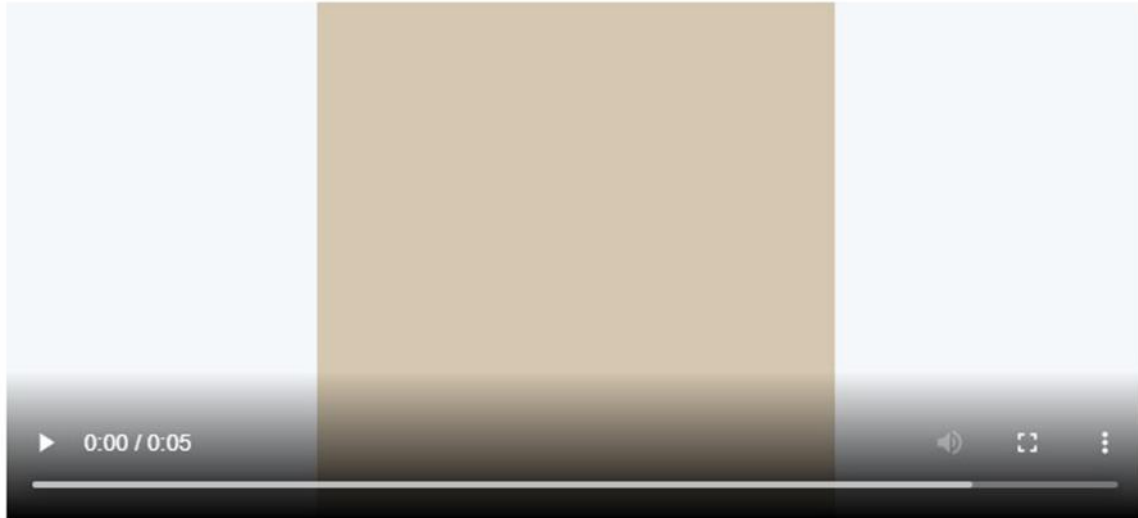
wellnessyorkscs @wellnessyorkscs

Actions ▼

Keep calm and eat that healthy keto cake for that Christmas party!

Read more <http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients>

#healthycakes #ketocakes #ketogenicdiet #fitness #holidayseason2021



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Published at Nov 25, 2021 9:33 PM

Created by You

Via HubSpot Web

URL <http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients> ↗

The video posts had better impressions than those of simple images proving videos is the best amplification tool for promotion. The screenshots of stories posted above on Instagram also included the response from the audience to how they actually perceive diets, health and sugar.

The stories posted on Instagram reflect on the pain points of the audience and confirmed their need of healthy cakes. Maximum number of people responded to actually want a healthy sugar free alternative. They also emphasized on the importance of good health. The response from stories is in accordance with the target audience profile. Hence the IG story tool proves to be the best to check for audience perceptions towards the main content idea of the blog post.

1:01

4G



wellnessyorkscs 5h

...



What is a
good slice
of cake to
you?



EVERYTHING
HAPPINESS

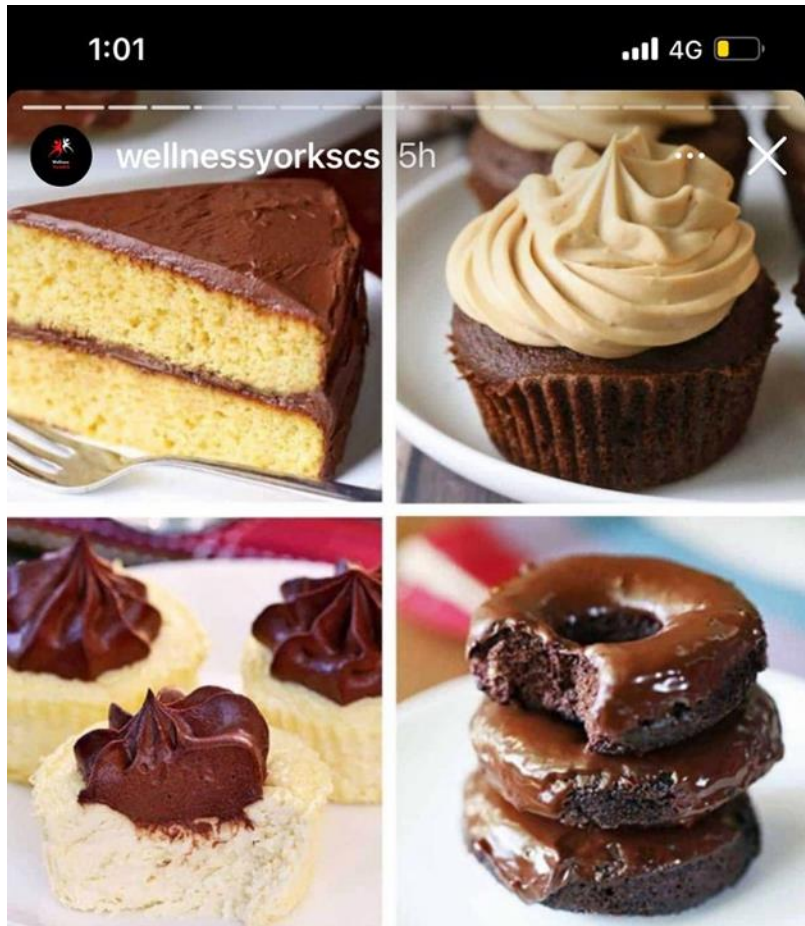
82%

SUGAR
BOMB! NO

18%

Send message





**Do you wish to eat sugar
free desserts that actually
taste good?**

THAT'D BE A
DREAM COME

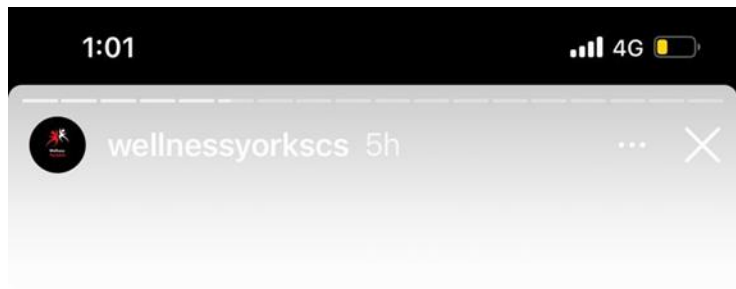
91%

NOPE
THANKS

9%

Send message



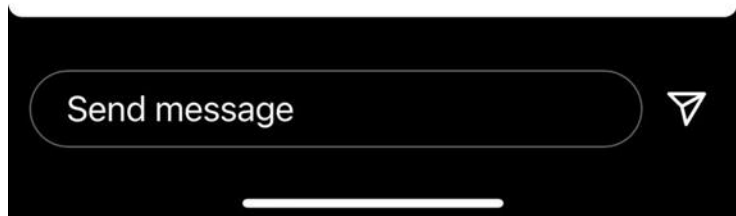


Live **L**ong **L**ife

Good Health, Good Life

Health is wealth!

AGREED
100%



Report details

Social Posts Impressions by Network > Impressions / Facebook Page

4 Social posts Group data

Save as report

PUBLISH DATE	MESSAGE	ACCOUNT	POST	INTERACTIONS	CLICKS	IMPRESSIONS	SHARES	NETWORK
11/29/2021 12:02 AM	Even Joe would ditch the sugar for a healthy keto cake... Try ...	WellnessYorkSCS (Facebook Page)	189022727	0	-	83	1	Facebook Page
11/27/2021 10:15 PM	Ketogenic diet is very effective in weight loss and reducing o...	WellnessYorkSCS (Facebook Page)	188990756	4	-	54	1	Facebook Page
11/25/2021 12:10 AM	This holiday season, switch to healthy cakes..... sounds bizar...	WellnessYorkSCS (Facebook Page)	188804890	2	1	22	0	Facebook Page
11/29/2021 12:00 AM	Even Joe would ditch the sugar for a healthy keto cake... Try ...	WellnessYorkSCS (Facebook Page)	189022497	2	-	21	0	Facebook Page

The Facebook posts received maximum impressions along with LinkedIn page.

Report details

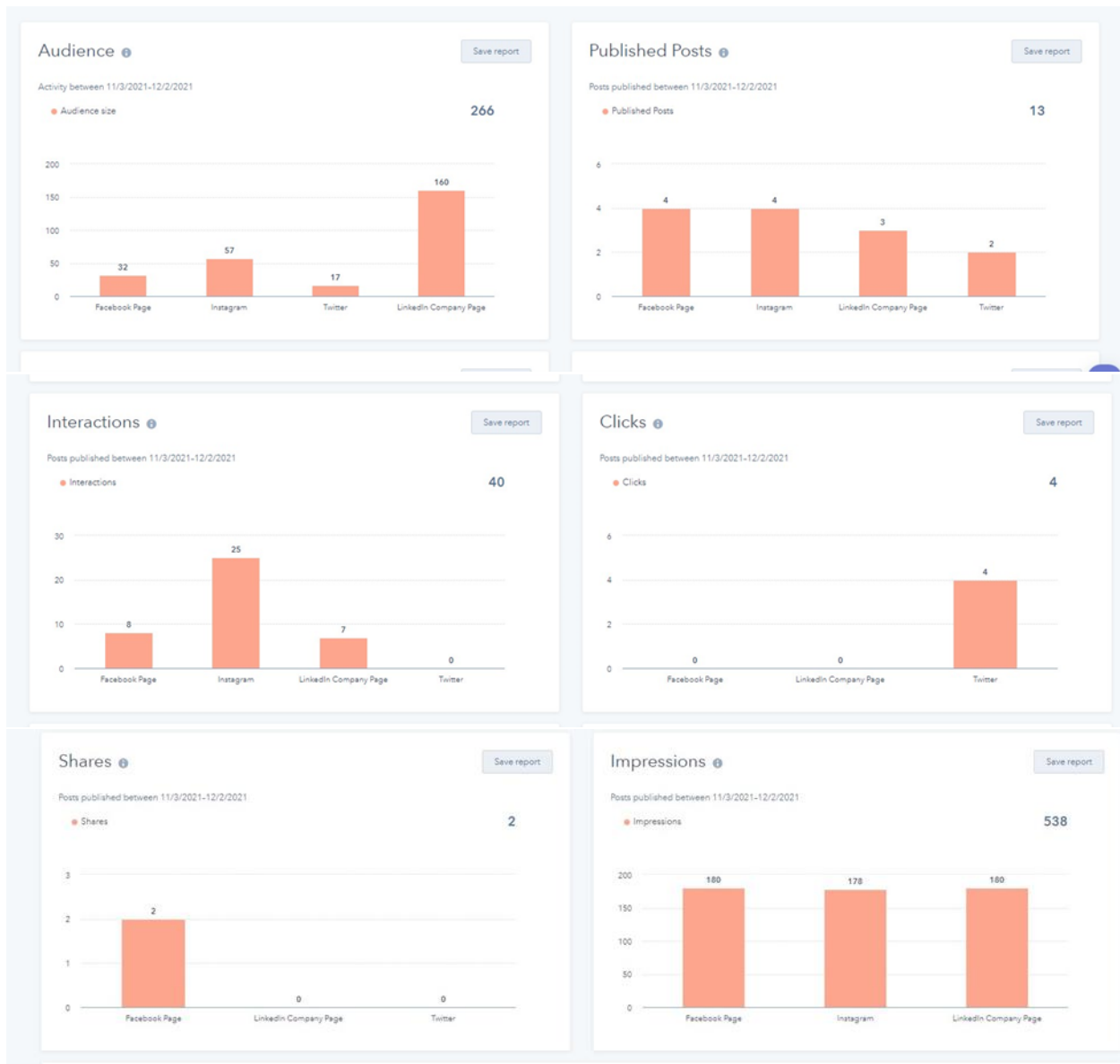
Social Posts Impressions by Network > Impressions / LinkedIn Company Page

3 Social posts Group data

Save as report

PUBLISH DATE	MESSAGE	ACCOUNT	POST	INTERACTIONS	CLICKS	IMPRESSIONS	SHARES	NETWORK
11/28/2021 10:47 PM	A great alternate to the usual cakes! This Christmas don't mi...	@WellnessYorkSCS (LinkedIn Company Page)	189020584	3	-	101	0	LinkedIn Company Page
11/25/2021 9:20 PM	Ketogenic diet is very healthy. This holiday try ketogenic heal...	@WellnessYorkSCS (LinkedIn Company Page)	188893861	2	-	48	0	LinkedIn Company Page
11/27/2021 8:30 PM	It's possible that your co-worker is cutting back on sugar this...	@WellnessYorkSCS (LinkedIn Company Page)	188899540	2	-	31	0	LinkedIn Company Page

Surprisingly maximum number of audience was on the LinkedIn page and Instagram page whereas Twitter seemed to be very less interactive for the healthy cakes campaign.



However The maximum number of clicks were received on twitter with maximum number of shares on Facebook. The content promotion strategy was fairly successful because of the frequent posting on not one but alternatively on different social media platforms on different days and different times. This technique increased the overall shares, clicks, impressions and interactions. But the best shares are crucial to generate online web traffic therefore posting on Facebook is required. The interactions and impressions has definitely increased awareness of the blog post.

With more social media posting the website traffic to the blog post can be increased improving the clicks and number of visitors.

Sessions

Activity between 11/3/2021-12/2/2021

Organic social









602



Top posts

Filter by: Most interactions

<p>This holiday season try and stay in shape with healthy cakes based on ketogenic diet. Read more here http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients... Published Nov 24, 2021 11:55 PM</p>	<p>Video</p>	<p>INTERACTIONS</p> <p>12</p>	<p>CLICKS</p> <p>N/A</p>	<p>IMPRESSIONS</p> <p>54</p>	<p>SHARES</p> <p>N/A</p>
<p>This holiday season explore awesome healthy cakes with keto ingredients Published Nov 12, 2021 11:50 AM</p>	<p>Image</p>	<p>INTERACTIONS</p> <p>8</p>	<p>CLICKS</p> <p>N/A</p>	<p>IMPRESSIONS</p> <p>46</p>	<p>SHARES</p> <p>N/A</p>
<p>Even Joe would ditch the sugar for a healthy keto cake..Try healthy keto cakes for the holiday season#healthycakes #ketodiet #wellness Healthy... Published Nov 29, 2021 4:01 AM</p>	<p>Image</p>	<p>INTERACTIONS</p> <p>4</p>	<p>CLICKS</p> <p>N/A</p>	<p>IMPRESSIONS</p> <p>32</p>	<p>SHARES</p> <p>N/A</p>
<p>It's possible that your co-worker is cutting back on sugar this holiday season. Ketogenic diet is great in that aspect as it has many benefits... Published Nov 27, 2021 8:30 PM</p>	<p>Video</p>	<p>INTERACTIONS</p> <p>2</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>31</p>	<p>SHARES</p> <p>0</p>
<p>Ketogenic diet is very healthy. This holiday try ketogenic healthy cakes to avoid post holiday sugar rush. #healthycakes #ketolifestyle #desserts... Published Nov 25, 2021 9:20 PM</p>	<p>Video</p>	<p>INTERACTIONS</p> <p>2</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>48</p>	<p>SHARES</p> <p>0</p>
<p>This holiday season, switch to healthy cakes..... sounds bizarre? For more information read https://hubs.la/H0_PJ4T0 Published Nov 25, 2021 12:10 AM</p>	<p>Image</p>	<p>INTERACTIONS</p> <p>2</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>22</p>	<p>SHARES</p> <p>0</p>
<p>haha ditch those sugary cakes for healthy keto cakes this holiday season. Read more here http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients... Published Nov 28, 2021 11:45 PM</p>	<p>Image</p>	<p>INTERACTIONS</p> <p>1</p>	<p>CLICKS</p> <p>N/A</p>	<p>IMPRESSIONS</p> <p>46</p>	<p>SHARES</p> <p>N/A</p>

 <p>Ketogenic diet is very effective in weight loss and reducing overall bloating. This holiday season, no more bloating and puffy face nightmares!...</p> <p>Published Nov 27, 2021 10:15 PM</p>	 <p>Video</p>	<p>INTERACTIONS</p> <p>4</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>54</p>	<p>SHARES</p> <p>1</p>
 <p>A great alternate to the usual cakes! This Christmas don't miss out because you are cutting back on sugar.. Just go for a great healthy...</p> <p>Published Nov 28, 2021 10:47 PM</p>	 <p>Image</p>	<p>INTERACTIONS</p> <p>3</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>101</p>	<p>SHARES</p> <p>0</p>
 <p>Even Joe would ditch the sugar for a healthy keto cake..Try healthy keto cakes for the holiday season#healthycakes #ketodiet #wellness Healthy...</p> <p>Published Nov 29, 2021 12:00 AM</p>	 <p>Image</p>	<p>INTERACTIONS</p> <p>2</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>21</p>	<p>SHARES</p> <p>0</p>
 <p>It's possible that your co-worker is cutting back on sugar this holiday season. Ketogenic diet is great in that aspect as it has many benefits...</p> <p>Published Nov 27, 2021 8:30 PM</p>	 <p>Video</p>	<p>INTERACTIONS</p> <p>2</p>	<p>CLICKS</p> <p>--</p>	<p>IMPRESSIONS</p> <p>31</p>	<p>SHARES</p> <p>0</p>


Email Marketing:

The email marketing with hubspot has also fairly contributed to the blog promotion as suggested from the above report.

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Read More to Find Out

<http://20066742.hs-sites.com/healthy-cakes-with-ketogenic-ingredients>






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This Christmas try the healthy cakes based on ketogenic diet.

With Christmas just around the corner, every one is busy in prepping for the holiday dinner parties. This season replace the sugary gluten bombs with healthy cakes based on ketogenic diet. These cakes are healthy, sugar free and absolutely tasty.

The ketogenic diet is based on healthy fats and lean protein. This diet has endless benefits which includes weight loss, cure for diabetes and overall good health of brain and heart.

[Explore Blog for More Details](#)



Keto Ingredients

The ingredients that give these healthy cakes its mouthwatering taste are almond flour, stevia and sour cream.



Best if you are avoiding carbs

This is an excellent alternative for those who are cutting back on sugar and trying to stay fit by eating clean.

Have questions? Either respond to this email or contact the author for more information ramsha.durani0206@gmail.com