



Monsieur L.

SEO Proposal for Monsieur.L

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1. Overview Introduction

Monsieur. L is a Parisian shoemaker founded by Alain Leber, a designer with years of experience working for luxury brands such as Michel Perry, J.M. Weston, Louis Vuitton, and Burberry. Leber created Monsieur.L with a vision of offering an inclusive, contemporary approach to classic masculine shoe design.

The Monsieur.L shoe collection includes a range of styles, from formal shoes to sneakers, with a focus on quality materials, craftsmanship, and sustainable practices. Each shoe model is unique and carries a discreetly written name on the insole. Monsieur.L offers a full genderless proposition, with all models available in two fittings for perfect comfort for both men and women.

Monsieur.L manufactures its shoes in Portugal, using traditional know-how, craftsmanship, and technical innovation. The brand is committed to making responsible choices at all stages of manufacturing to be as sustainable as possible. The majority of the skins used in their shoes come from vegetable or chrome-free tanning, and most components are made from natural or recycled materials. Additionally, Monsieur.L uses recycled foam insoles for a perfect fit and ultimate comfort.

Overall, Monsieur.L offers a range of high-quality shoes that combine tradition and innovation with a touch of humor and derision, written by Alain Leber's definition of timelessness. They are committed to offering beautifully crafted products designed and made for endurance to be cherished for a long time while respecting the environment.

2. Goals

1. Building brand awareness: Monsieur.L's website and social media profiles feature high-quality visuals that showcase their shoes in an elegant and minimalist style, which helps to build brand awareness and communicate the brand's values. They also use a consistent color palette and visual language across all of their platforms, which helps to reinforce their brand identity.

2. Creating an engaged community: Monsieur.L's social media profiles are designed to create an engaged community of followers who are interested in their shoes and brand values. They frequently post photos and videos that showcase their shoes in different settings and styles, as well as content related to fashion and lifestyle trends. They also encourage user-generated content by reposting customer photos and creating branded hashtags for their followers to use.
3. Driving sales: Monsieur.L's website and social media profiles are designed to drive sales by providing customers with easy access to their product range, pricing information, and sizing guides. Their website features an intuitive user interface that makes it easy to navigate and find the product information customers need, and they offer free shipping within Europe and free returns within 14 days of purchase. Additionally, they frequently run promotional campaigns and discounts to encourage customers to make a purchase.

3. Semantic Analysis

3.1 Brand Personality

Monsieur.L's brand personality can be described as elegant, sophisticated, minimalist, and inclusive.

- Elegance: Monsieur.L's shoes are designed with an emphasis on classic, timeless styles that exude elegance and sophistication. Their branding and marketing materials also feature high-quality visuals that showcase their shoes in an elegant and refined way.
- Minimalism: Monsieur.L's shoes are designed with a minimalist aesthetic, featuring clean lines, simple shapes, and a limited color palette. This minimalist approach is reflected in their website and social media profiles, which feature a clean and uncluttered design.

- Inclusivity: Monsieur.L's brand values inclusivity and celebrates diversity in all forms. They offer a genderless proposition, with all their shoes available in two fittings to accommodate both men and women. They also feature a diverse range of models in their marketing materials to represent their inclusive values.
- Craftsmanship: Monsieur.L places a high value on traditional know-how, craftsmanship, and technical innovation in the manufacturing process of their shoes. This commitment to quality and attention to detail is reflected in their brand personality, which is associated with a sense of luxury and exclusivity.

3.2 Persona Creating



Fig.1 Persona Photo (Pierre Gauguin)

Name: Pierre Gauguin

Demographics:

- Gender: Male
- Age: 40
- Annual Income: €75,000
- Career: Marketing Manager
- Location: Île-de-France, France

Interests:

- Fashion and style;
- Quality craftsmanship and attention to detail;
- Sustainability and ethical manufacturing practices;
- Classic and timeless design;

- Minimalism and simplicity

Behaviors:

- Enjoys dressing well and investing in high-quality wardrobe staples;
- Prefers timeless and versatile pieces that can be worn in a variety of settings;
- Values sustainability and is willing to pay more for ethically produced products;
- Active on social media platforms and follows fashion influencers and bloggers;
- Prefers online shopping and values a user-friendly and visually appealing website experience.

Pain Points:

- Difficulty finding high-quality, classic shoes that are both comfortable and stylish;
- Frustration with fast fashion and disposable clothing;
- Concerns about the environmental impact of fashion production and consumption;
- Limited options for gender-neutral or inclusive sizing and styles.

Goals:

- To build a high-quality, versatile shoe collection that will last for years;
- To support sustainable and ethical manufacturing practices;
- To find classic and timeless shoe styles that can be worn in a variety of settings;
- To express personal style and fashion sense through unique and versatile footwear.

Brands and influencers:

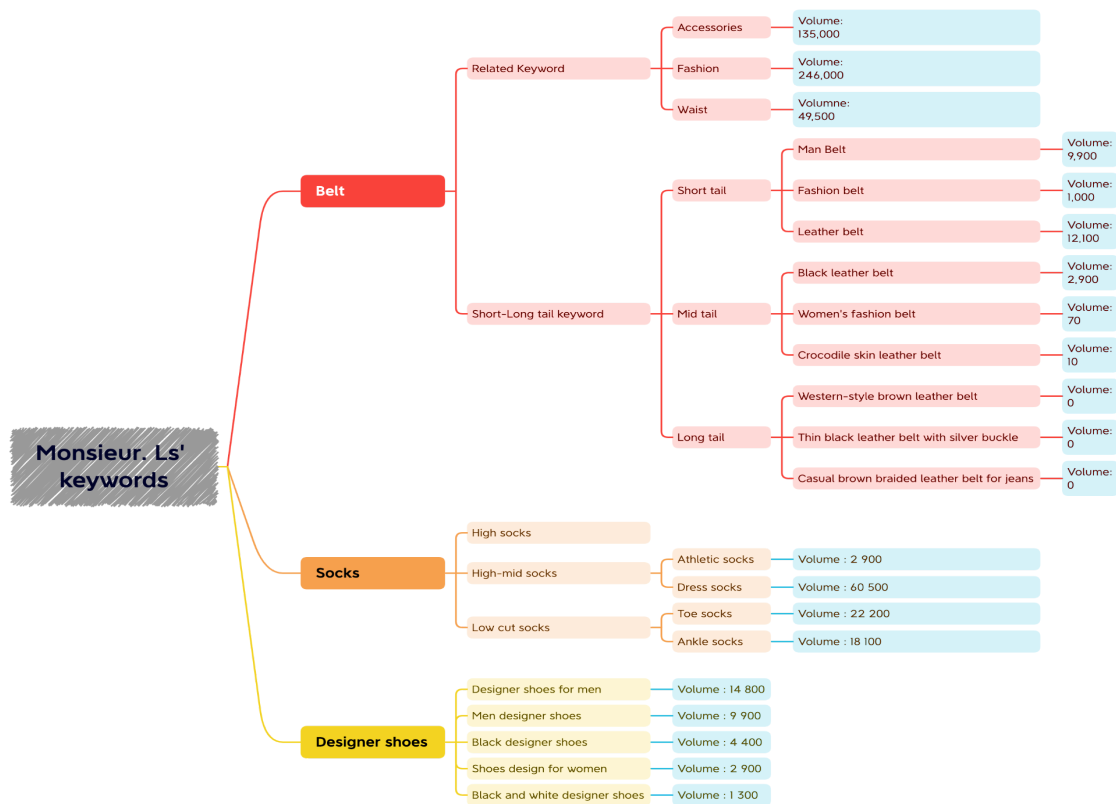
1. Brands:

- Hugo Boss;
- Gucci;
- Givenchy

2. Influencers:

- Elon Musk;
- Jack Ma;
- Steve Jobs

3.3 Keywords Analysis



Presented with xmind

Fig.2 Example Keywords for Monsieur.L

As a 40-year-old marketing manager, Pierre fits perfectly the target customer of Monsieur.L whether in which sections of the products - shoes, belts, socks or accessories.

So we can say that the keywords of Monsieur.L are suitable for Pierre, the persona of the brand.

3.4 Web Page Analysis

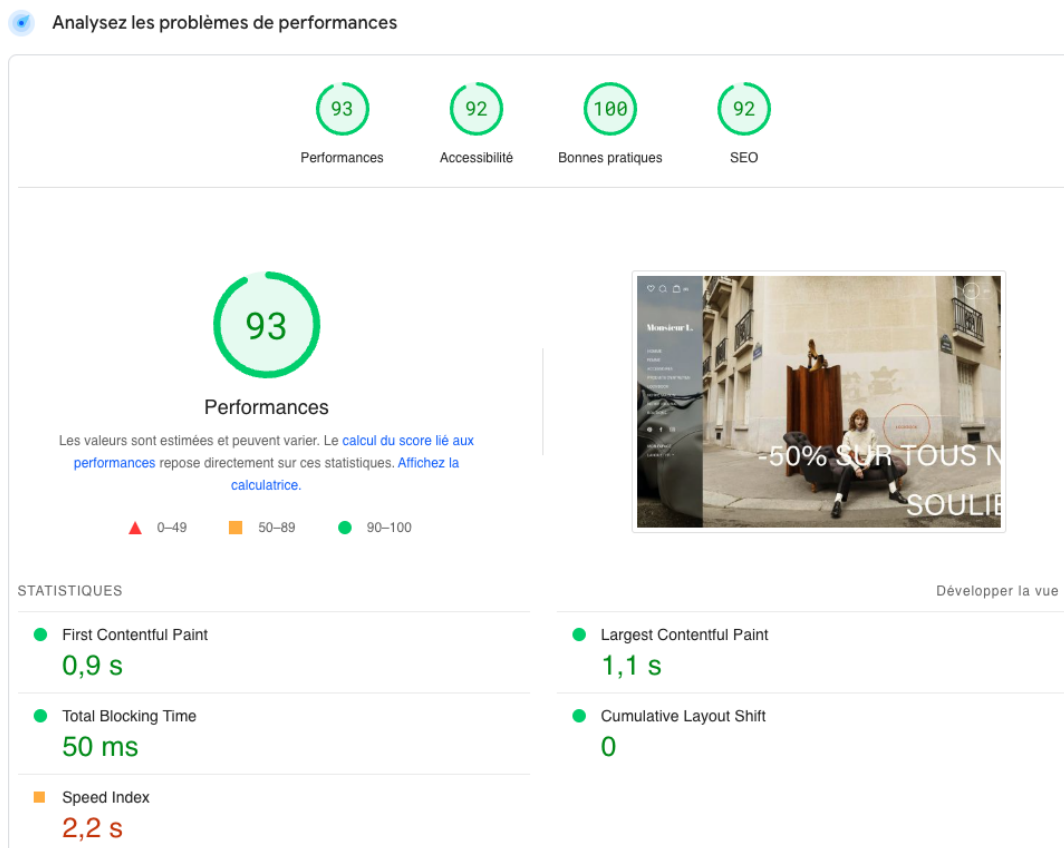


Fig.3 PageSpeed Insight test result for Monsieur.L

According to the test result, we can find out that the website of Monsieur.L works perfectly on computer devices. With the performance score of 93, the website of Monsieur.L will offer customers a good impression for the first visit.

What is more, the Cumulative Layout Shift (CLS) of the desktop performs great, with the score of 0 (normally it means good if this score is smaller than 0.1).

Also, the First Content Paint (FCP), Largest Contentful Paint (LCP) and Total Blocking Time (TBT) scores are all in a suitable value, which will directly offer people who click in this website a good experience.

However, the website's mobile speed score needs improving, indicating a need for mobile optimization.










































Fig.4 Standard of CLS score

4. Key positives and negatives

By using the SEA tools Semrush and Screaming Frog, it is possible to see which are the positive and negative keys of Monsieur.L's website, especially on their three main products : shoes, belts and socks.

Products	Standards	Belt	Shoes	Socks
Title Tag	Max 65 characters	✓ All lower than 60 characters	✓ All lower than 60 characters	✓ All lower than 60 characters
	Request at the beginning	✗ No request	✗ No request	✗ No request
	Domain name at the end	✓ There is a domain name	✓ There is a domain name	✓ There is a domain name
	Generate click	✗ According to Semrush, it doesn't generate clicks	✗ According to Semrush, it doesn't generate clicks	✗ According to Semrush, it doesn't generate clicks

	No duplicates	 No duplicate	 No duplicate	 There 5 duplicates
Description Tag	Max 170 characters	 There are 26 URL's over 155 words	 There are 26 URL's over 155 words	 There are 37 URL's over 155 words
	Use related keyword	 No use of related keyword	 No use of related keyword	 No use of related keyword
	Generate clicks	 Yes	 Yes	 Yes
Speed	LCP (Largest Contentful Paint)	 14,8 seconds Far too long, should be inferior to 2,5 seconds	 15,7 seconds Far too long, should be inferior to 2,5 seconds	 14,3 seconds Far too long, should be inferior to 2,5 seconds
	FCP (First Contentful Paint)	 3,6 seconds Too long, should be inferior to 2 seconds	 4,2 seconds Too long, should be inferior to 2 seconds	 4,1 seconds Too long, should be inferior to 2 seconds
	CLS (Cumulative Layout Shift)	 0.001 Good score	 0.001 Good score	 0.001 Good score
SSL certificate		 Yes	 Yes	 Yes
https		 Yes	 Yes	 Yes

404 page		 No	 Yes	 No
301 redirects		 No	 Yes	 No
302 redirects		 Yes	 Yes	 Yes
Redirect loop		 No	 Yes	 No

Tab.1 Key Positive/Negative Analysis

5. Areas of Improvement

1. Expanded product range: While Monsieur.L offers a range of styles, including formal shoes and sneakers, they could consider expanding their product range further. This could involve introducing additional shoe styles or exploring different accessories or complementary products that align with their brand identity.
2. Diversification of target audience: While Monsieur.L aims to provide a genderless proposition, it could further diversify its target audience by actively promoting and marketing its shoes to a wider range of consumers. This might involve collaborating with influencers or partnering with organizations that advocate for inclusivity and diversity.
3. Customization options: Monsieur.L could consider introducing customization options for their customers. Allowing customers to personalize certain aspects of their shoes, such as materials, colors, or details, would enhance the brand's appeal and create a more personalized and unique experience for each customer.

4. Retail presence and distribution: Expanding their retail presence beyond Paris and establishing partnerships with select boutiques or department stores could help Monsieur.L reach a wider customer base. Additionally, enhancing their e-commerce platform, ensuring a seamless online shopping experience, and exploring international shipping options could further expand their reach globally.
5. Customer engagement and feedback: Actively seeking customer feedback and engaging with their audience can be beneficial for any brand. Monsieur.L could encourage customer reviews, implement loyalty programs, and foster a sense of community through social media platforms or online forums. This will help them gain insights into customer preferences, improve their products, and build long-term relationships with their clientele.
6. No chatbot on the website: as an e-commerce company, Monsieur.L offers good after-sales services to customers. Also, Monsieur.L has accounts in multiple social media platforms like Pinterest, Social Media and Instagram for doing brand propaganda. However, when customers click into the website, they cannot consult with the customer service staff directly (can only call them or write them emails.)

6. Solutions

1. Expanded product range:
 - Conduct market research to identify potential gaps in the current product line and determine customer demand for new styles or product categories;
 - Collaborate with designers or influencers to create limited edition or capsule collections that introduce new and unique shoe styles;
 - Explore the possibility of introducing complementary products such as leather care kits, shoe accessories, or shoe-related apparel.
2. Diversification of target audience:

- Partner with influencers, celebrities, or ambassadors who represent diverse identities and promote genderless fashion to increase brand visibility and attract a wider audience;
- Collaborate with organizations or events that support inclusivity and diversity, such as Pride events or fashion weeks focused on genderless or non-binary fashion;
- Feature diverse models and individuals of different backgrounds in marketing campaigns to showcase the brand's inclusivity.

3. Customization options:

- Develop an online customization platform where customers can select from various options such as materials, colors, finishes, and details to create their personalized shoes;
- Offer limited edition or made-to-order services where customers can work directly with the brand's designers to create one-of-a-kind shoe designs;
- Provide guidance and inspiration through lookbooks, style guides, or virtual consultations to assist customers in customizing their shoes.

4. Retail presence and distribution:

- Identify key markets and strategically select boutique partners or department stores that align with the brand's image and target audience;
- Establish pop-up shops or temporary retail spaces in different cities or countries to increase brand visibility and reach new customers;
- Continuously improve the brand's e-commerce platform, optimize the online shopping experience, and ensure seamless international shipping options.

5. Customer engagement and feedback:

- Implement a customer feedback system through online surveys, email campaigns, or social media polls to gather insights and suggestions for improvement;
- Develop a loyalty program that rewards customers for their engagement, referrals, and repeat purchases;

- Engage with customers through social media platforms, responding to comments and direct messages promptly, and creating opportunities for dialogue and community building.

6. No chatbot on the website:

- building an in-site chatbot with two functions;
- 24-7 bot artificial intelligence automatic reply and real real-time reply;
- Clients can reach manual customer service during the working hour and get information from the robot in the rest of time.

7. Popularity Strategy

This is the editorial planning for one month that we recommend for Monsieur.L :

Week 1

Monday : Style Guide for Summer Weddings (Text Article)

Wednesday : Sustainable Fashion. The Rise of Eco-Friendly Fabrics (Text Article)

Friday : Grooming Tips for the Perfect Beach Day (Video)

Week 2

Monday : Fashion News. The Latest Menswear Collections from Fashion Week (Text Article)

Wednesday : Personal Style. Building a Minimalist Wardrobe (Text Article)

Friday : Men's Accessories. The Best Watches for Every Occasion (Video)

Week 3

Monday : Lifestyle Content. Summer Travel Guide for Men (Text Article)

Wednesday : Sustainable Fashion. How to Shop for Secondhand Clothing (Text Article)

Friday : Grooming Tips. Hair Care for Men with Thick Hair (Video)

Week 4

Monday : Fashion News. Celebrity Style: Best Dressed Men of the Month (Text Article)

Wednesday : Personal Style: Dressing for the Office in the Summer Heat (Text Article)

Friday : Men's Accessories: The Art of Layering Bracelets (Video)

8. Social Media Strategy : final recommendations

For a high-end shoe, belt and sock brand like Monsieur.L, here are some social media strategies that could be effective :

1. Create high-quality visual content

Since Monsieur.L's products are high-end and relatively expensive, it is important to show their quality and value through high-quality images and videos. This can include product photos, demonstration videos, customer testimonials, etc.

2. Highlight quality and craftsmanship

The Monsieur.L brand focuses on the quality of its products, so it is important to highlight this aspect through content posted on social media. Images or videos showing the artisanal production of shoes, belts and socks could help reinforce this brand image.

3. Collaborate with influencers

Collaborations with influencers relevant to the Monsieur.L brand can help increase brand awareness and reach a wider audience. It is important to choose influencers who share the same values as the brand, and who can represent the products authentically.

4. Use relevant hashtags

Using relevant and popular hashtags on social networks can help increase the reach and visibility of the brand's posts. Hashtags such as #madeinFrance, #leathercraft, #handmade, #luxurygoods, etc., could help reach an audience interested in Monsieur.L's products.

9. Conclusion

In this report, we proposed several strategies in different areas for the brand Monsieur.L's SEO and marketing campaign, including the improvements towards the website and the solutions, popularity strategies and social media strategies.

Also, based on the background of the company, we came up with the goals Monsieur.L might be willing to achieve. We did semantic analysis which covers personality analysis, persona building and keywords analysis. Besides, we utilized Semrush and Screaming Frog

to carefully analyze the website of Monsieur.L and we got both some positive and negative points.

With this proposal report for the brand Monsieur.L, we can not only enhance the popularity of the brand but give a better experience to our clients - which will directly increase the retention possibility and contribute to the ROI and revenue.

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