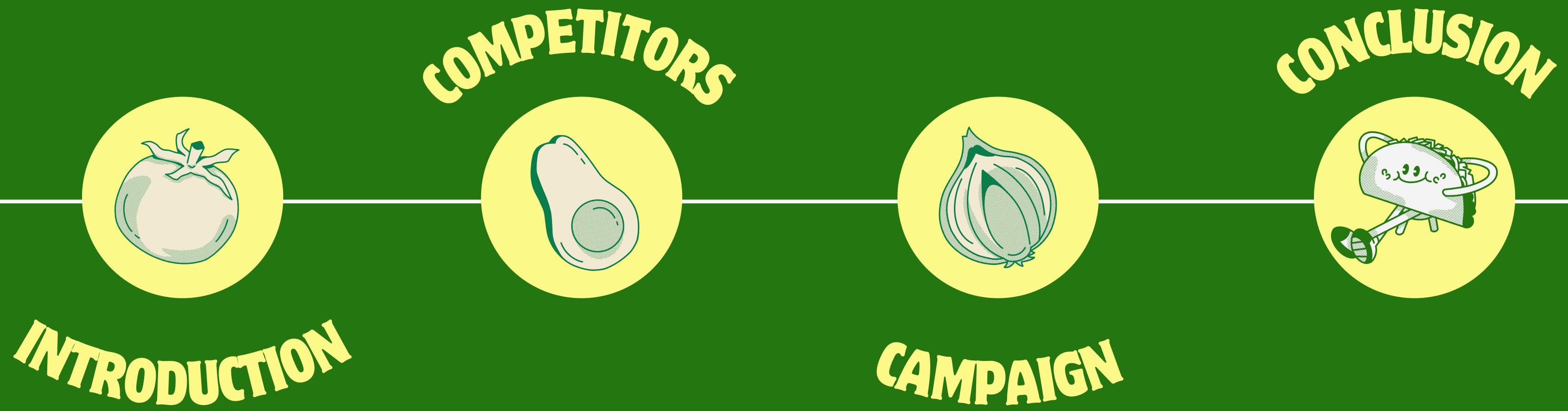




**THE REAL TACO MAKERS  
ON THE 40 ACRES**

# OUTLINE





# WHAT IS TACO JOINT?

Taco Joint is a campus taqueria with a bare-bones interior serving affordable and authentic tacos. Think greasy spoon cafe with real, quality ingredients. They hand make all tortillas fresh, which they believe provides the base to a stellar taco. Vegan and Vegetarian options are available. Over the years, Taco Joint has established itself as a favorite among the locals.

With their great location on San Jacinto and Dean Keaton, they have found success with UT students. However, they are looking to increase foot traffic and enhance their digital presence to foster a loyal customer base.





# TACO JOINT'S CHALLENGES



Weak digital presence



Brand Awareness

- Social Media:
  - Low engagement
  - Generic content (stock images)
- Website:
  - Outdated Information
  - Poor navigation
  - Weak design
- With competitors on campus with a big presence on Guadalupe Street, many students prefer to eat at their go-to places, out of habit.
- Since it is on the north side of campus, it is known primarily by engineering students.

# COMPETITOR ANALYSIS

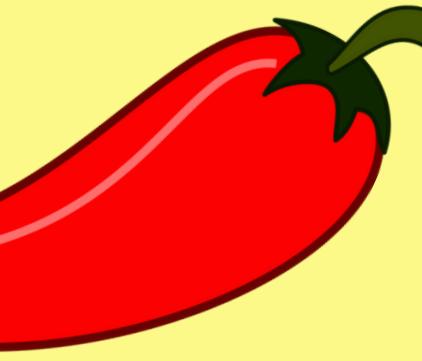


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<b>Social</b>	Has FB, Twitter, Instagram and Youtube. They aren't very active on YT, Instagram and Twitter are there main forms of communication. Their voice is rude and fun. Very active on Instagram and Twitter	Has FB, Twitter, and Instagram. They aren't active on any Social Media platform. The last instagram post was 3 weeks ago.	Pretty active on Instagram & Facebook. Their main social character is fun food videos, and bonding with friends over good food. Their teitter is pretty inactive with their last post made in 2019	Has FB, Twitter, Instagram, Snapchat and Youtube. Chipotle has an authentic Instagram between well known/established people promoting Chipotle. They also put memes on Instagram and funny reels. Their voice is very funny and young. They are very active on both Instagram and twitter and post pretty often on Snapchat.	Has Instagram, Twitter, and Facebook. They are active on Instagram and post frequently.	Has Twitter and Instagram. Hasn't posted anything since Jan 2022. Posts on twitter mostly memes, some videos and retweets from customers. Ig has mostly photos of tacos.	Has fb, ig, and twitter. Not active on Twitter, but great consistency on Instagram and Facebook.
<b>Engagement</b>	FB: 106k likes / 107k followers   Instagram: 116k followers / avg 200 - 1000 likes.   Twitter: 56k followers	FB: 1.2k likes / 1.2k followers   Instagram: 500 followers / avg 5 - 10 likes.   Twitter: 54 followers	Instagram: 5,918 followers and avg of 5-60 likes   Facebook: 7.8K followers and 7.5K likes	Instagram : 1.2 million follwers Facebook 3.2 million Twitter 1.3 million follwers / avg 90k - 300k likes	1,732 followers on Instagram. Avg of 20 - 200 likes per post. Low followers on Twitter and Facebook and not as active.	Average of 10 retweets. Some tweets had many retweets over 150.	Low engagement on Twitter. Only 423 followers. 14K followers on IG. 2.9K followers on fb. Low engagement on FB avg of 5 likes. High engagement on IG . Post over 100 likes
<b>Visuals</b>	Their visuals are fun, clean and professional. They revolve around their products or their mascot (the devil). They sometimes repost tweets to instagram. Most content is pictures vs graphics. They have a very unified presence.	A mix of stock images and badly designed graphics with no clear brand voice.	Their visuals are very aesthetic and fun, primarily focusing on food,customers, and employee spotlights! They also post fun food reels occassionally.	Their visuals are very young and enganging that relate to their products. An example is a picuture of a girl who is sitting at a table eating chipotle with a skeleton who is also at the table eating Chipotle. Most of the content is consistent between the social media platforms.	Zombie Taco visuals is very friendly by incorpoating bright colors and funny unique images. The only thing is therir home page has dominos and tacos which I am not sure how they correlate.	Visuals predominantly centers around products and location. Burrito Factory falls short in consistently delivering high-quality photos or videos, with the exception of one standout video.	Visuals are fun. People enjoying food. Great quality photos. Event design promotion can be improved
<b>Thought Leadership</b>	Content is focused on the items they offer and the servies such as accepting Bevo pay, how it is close to campus, and ways you can keep a balanced diet through zombie taco	Content is focused on menu items, restaurant hours or football games	Content is focused on their food and they usually post pictures of the same.; however, a few posts are extremely unique and interesting!	Their content is focused on their menu and the variety of food they offer and incorporating it through memes, well known people, and quotes.	Content is focused on the items they offer and the servies such as accepting Bevo pay, how it is close to campus, and ways you can keep a balanced diet through zombie taco	Content on Instagram is focused on Menu Items. On Twitter, it is mostly funny, relatable content.	Content on IG and FB is focused on products and events.

# COMPETITOR ANALYSIS



Content	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Website	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Notes	Their YT is lacking a lot. Their videos get minimal views and there's no real point to watching them. The content is geared towards Instagram.	They have a small presence online but it is obvious that they are not harnessing the power of digital to grow their business.	Although website is great and they are very active on social media, Cabo Bobs has some areas of improvements. Cabo Bobs should encourage more earned media and drive more conversations with customers.	Chipotle Youtube subscribers are much smaller than their Instagram and Twitter base.	Their presence on other social media platforms are week and their Instagram base is not strong in terms of followers, likes and content. Their content on Instagram is repetitive.	They had a strong social media presence, but they are not consistent with it anymore. Website design could be improved.	Their website is definitive an area of improvement. Social media is great.



# COMPETITOR ANALYSIS TAKEAWAYS

Social Media content with a **clear brand voice** and **consistency** across all platforms tends to perform better

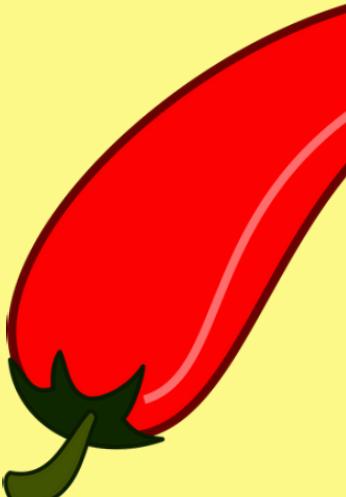
Consistency in posting and **content is key** in terms of high performance

**Authentic content > stock images**

All content and communication should focus around the **theme**, such as the restaurant menu, behind the scenes, customers, relevant quotes



# CUSTOMER INTERVIEWS



SOME QUOTES

“The whole process was very efficient.”

Daniel Shdonoula

“The convenient location initially attracted me.”

Kevin Huang

“Tastes like genuine Mexican tortillas.”

Nallely Perez

“Affordable and Quality food.”

Nallely Perez

“I really like their mini salsas that come with the tacos.”

Mahi

“Initially came here because of the price.”

Daniel Shdonoula

“Really big tacos for a decent price.”

Kevin Huang

“Cozy. Yummy. And Cheap.”

Mahi

“The location is super convienent.”

Hasan

“Definition of comfort food.”

Kevin Huang



# CUSTOMER INSIGHTS

*Proximity Matters*

Customers chose  
Taco Joint for  
convenient location  
and proximity to  
campus



*Low Prices = High Demand*

Customers delight  
in the access to  
large portions at  
affordable pricing



*Authenticity Wins*

Every interview  
reflected an  
appreciation for an  
unbeatable taste  
that only Taco  
Joint has to offer





## Emma Smith

Emma is a dedicated engineering student at a university in Austin, Texas. She lives off-campus in the North West Campus area, which is in close proximity to her school. Her days are filled with lectures, labs, and study sessions, leaving her with limited time to cook or dine out at lengthy restaurants. As a student, Emma is always on the lookout for affordable and convenient dining options that fit her busy schedule.

# TACO JOINT PERSONA

20 YEARS OLD

NORTH WEST  
CAMPUS  
AUSTIN, TX

ENGINEERING  
STUDENT

FEMALE

## GOALS

- Affordable Dining
- Authentic, Fresh Food
- Proximity to Campus

## FRUSTRATIONS

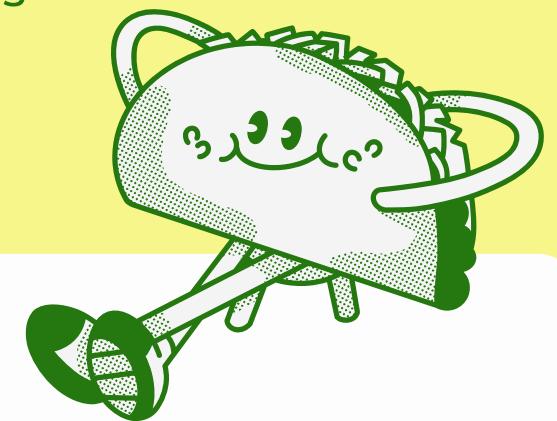
- Limited Time
- Lack of Affordable Choices:
- Inadequate Fuel

## PREFERRED CHANNELS

- Instagram
- Email Marketing

## MOTIVATIONS

- Convenience
- Price
- Authenticity



Emma is a focused and goal-driven individual. She values efficiency and convenience in her daily life, which is crucial to managing her demanding coursework. She's also a foodie, who enjoys savoring authentic and fresh dishes.

Despite her hectic schedule, Emma appreciates the little moments and looks for experiences that offer comfort and satisfaction.

# JOBSTOBEDONE

**WHEN**

craving for authentic Mexican food after a long day of  
classes ,

**I WANT TO**

a convenient and authentic Mexican food  
experience near campus ,

**SO I CAN**

enjoy a satisfying meal that not only fills me up but  
also transports me to Mexico

## GOST ANALYSIS

**GOST**

GOALS  
STRATEGIES  
OBJECTIVES  
TACTICS

### GOALS

*What is the desired end result?*

- Increase **foot traffic**<sup>1</sup>
- Increase **social media presence**
- **Website** is concise, valuable to the customer, and easy to navigate<sup>1</sup>
- Increase **conversions**
- Great **digital customer experience**<sup>1</sup>

### STRATEGIES

*What are the 3 key initiatives that will be implemented in order to achieve the desired result?*

- Run a **SEM** campaign
- Built trust and loyalty via an **email marketing** campaign
- Create engaging **social media** content
- Optimizing **website**

### OBJECTIVES

*What are the quantifiable metrics that will determine whether the goal was achieved or not?*<sup>3</sup>

- Website: increase website traffic
- Social Media: shares, engagement rate, positive sentiment<sup>4</sup>
- Email: increase click rate on emailed content
- SEM: increase CTR, decrease CPC

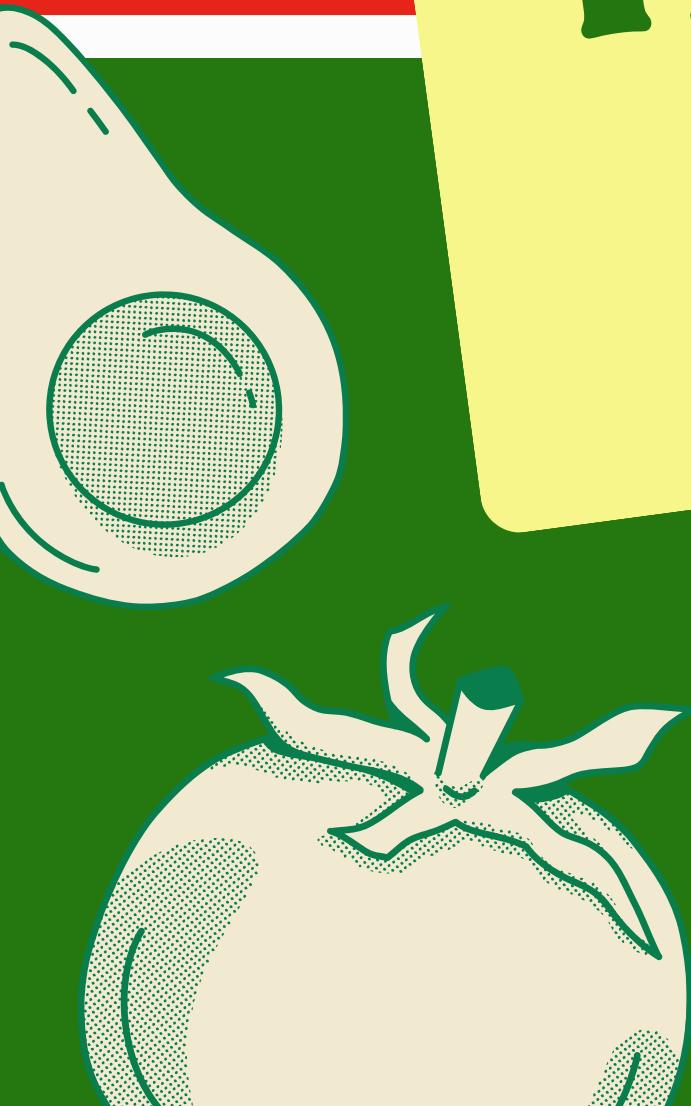
### TACTICS

*How will these 3 initiatives be implemented?*

- Create SEM ads based on keyword research, build quality, relevance of ads and great landing page experience
- Create a social media calendar for our content
- Develop valuable and shareable email content<sup>4</sup>
- Reducing friction from website and improving navigation

**THE REAL TACO MAKERS  
ON THE 40 ACRES**

**OUR CAMPAIGN**



## OUR THEME

### THE REAL TACO MAKERS ON THE 40 ACRES

This theme is a powerful choice that echoes authenticity and connection. By celebrating the craftsmanship and culinary expertise of Taco Joint, we aim to create an authentic narrative that resonates with our audience. Focusing on the real taco makers not only highlights the quality of our food but also establishes a connection with the community, fostering a sense of pride and shared experience. It's a theme that invites everyone to join the journey of savoring not just tacos but the unique spirit of Taco Joint within the 40 Acres community.

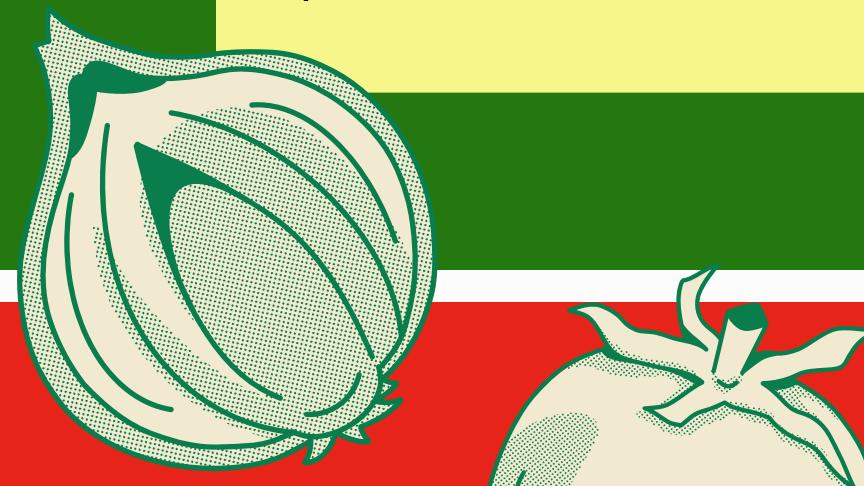
## OBJECTIVES

Our primary aim is to not only solidify Taco Joint's standing as the favored taqueria among engineering students but also to broaden our appeal and increase awareness among the wider UT student community and local residents. By strategically tailoring our marketing efforts, we aspire to make Taco Joint the top-of-mind choice for those seeking authentic mexican food. We aim to create a virtual community that extends beyond our physical location. Our goal is to establish Taco Joint as not just a taqueria but a cultural and culinary destination where everyone feels welcome and indulges in the authentic flavors and experiences we have to offer.

## ELEMENTS

- Email Marketing
- Social Media
- Website Redesign
- SEO & SEM

## OUR CAMPAIGN



THE REAL TACO MAKERS  
ON THE 40 ACRES

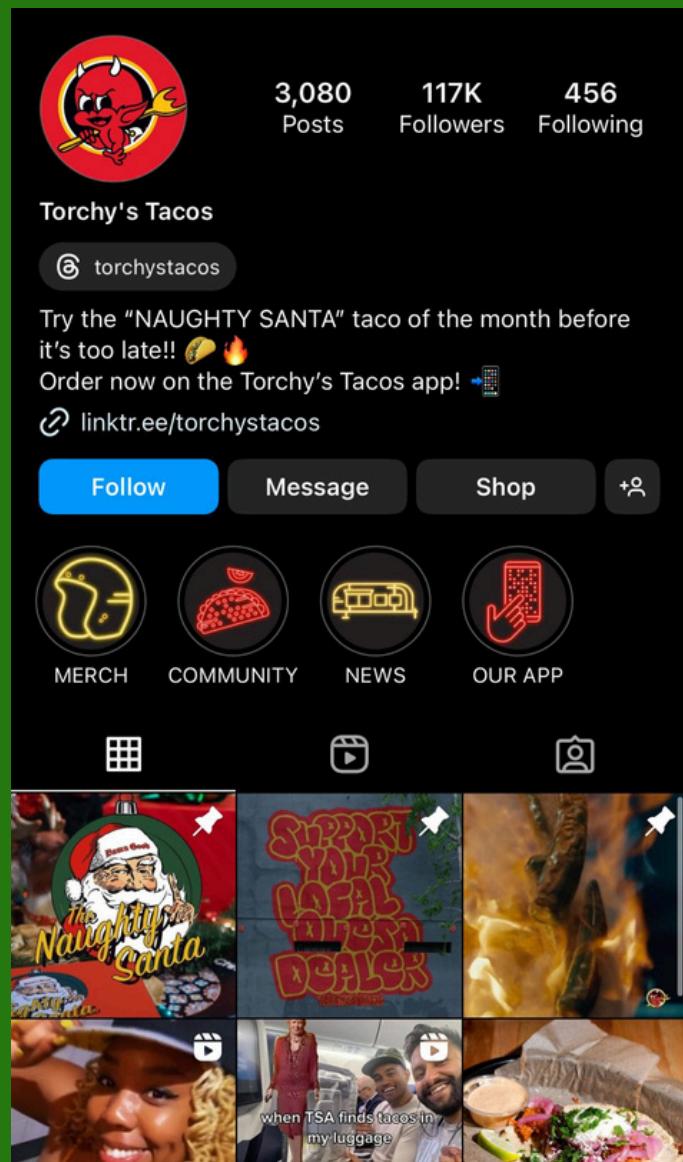
# SOCIAL MEDIA STRATEGY



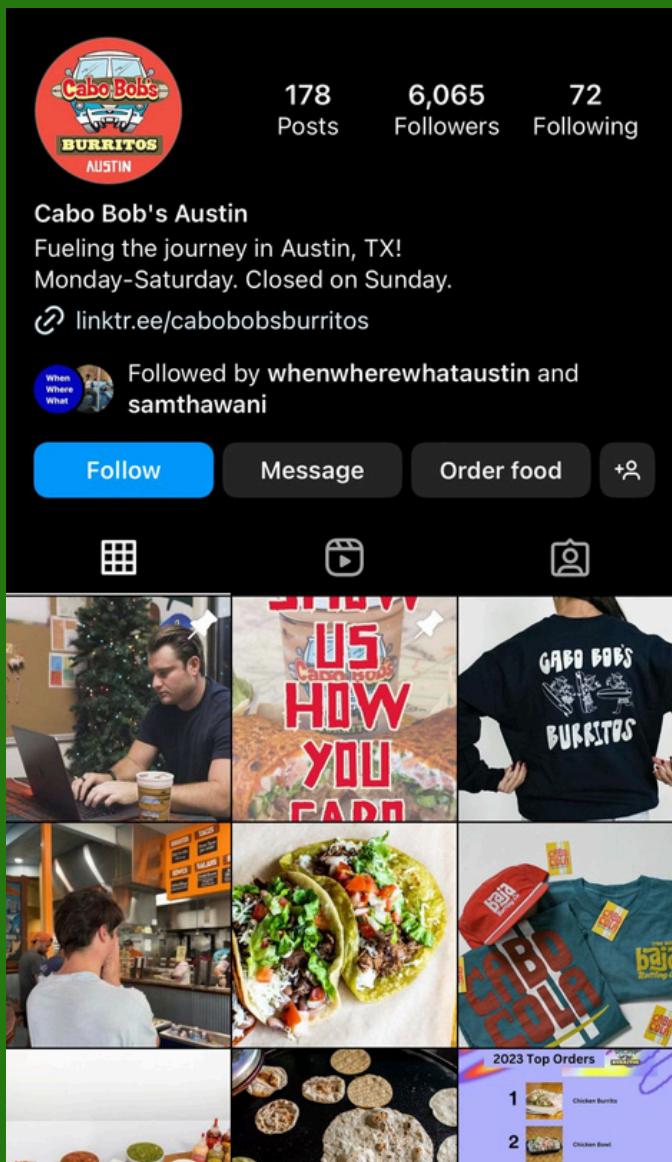
# SOCIAL MEDIA STRATEGY

Observing the performance of Taco Joint's biggest competitors on the 40 Acres on social media, we identified successful strategies that Taco Joint can implement to improve its performance.

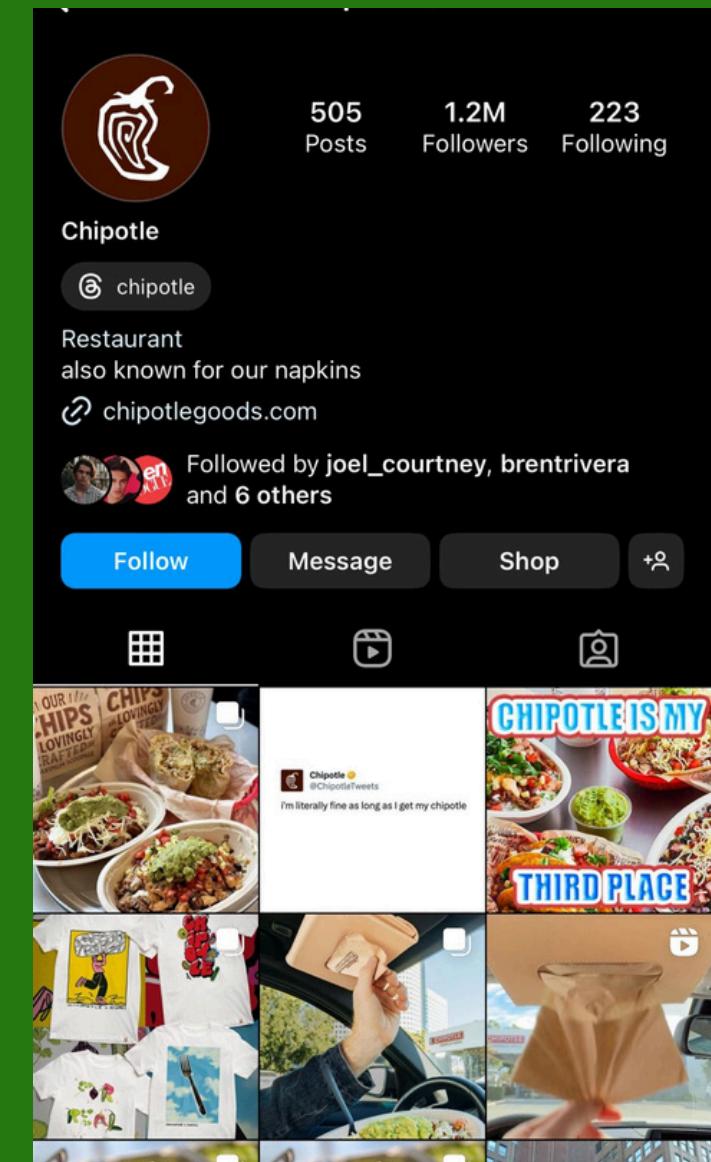
## TORCHY'S TACOS



## CABO BOB'S



## CHIPOTLE



- Keeps up with **current trends and finds** a way to relate that with its brand
- Uses **humor** to engage its audience

- Their **food is the primary focus** of their social media
- Content **tailored for Longhorns**

- Chipotle's primary goal is **relatability**, that is posting **content worth sharing**
- Incorporates **humor** into its content

# SOCIAL MEDIA STRATEGY

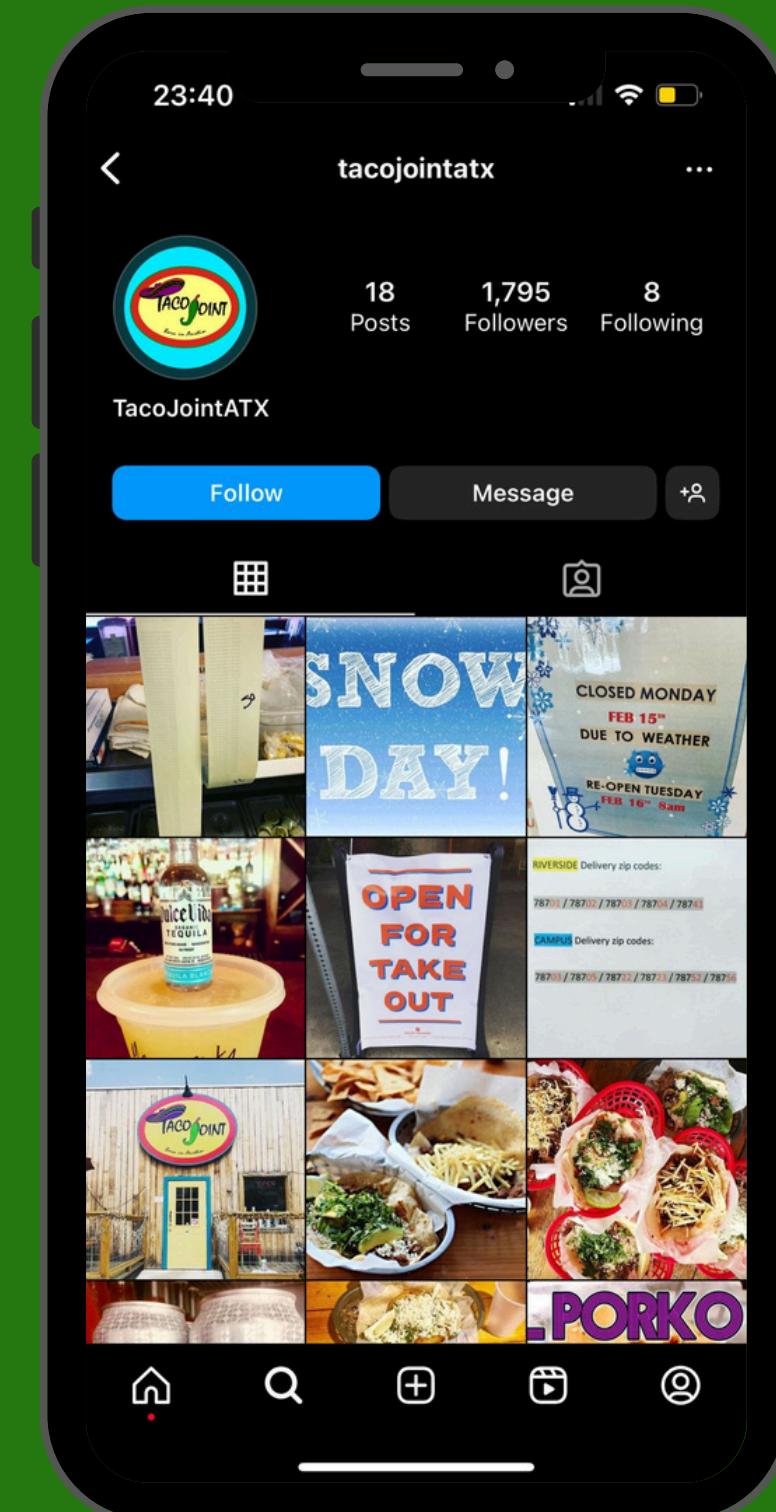
## SOCIAL MEDIA METRICS AND KEY PROCESS INDICATORS

< 2%

CURRENT ENGAGEMENT RATE

1,795

NUMBER OF FOLLOWERS



### KEY PROCESS INDICATORS:

**REACH** - Number of new followers, total impressions, average impressions per post, top-performing hashtags

**ACT** - A/B testing on social media with different types of content and gauging what increases engagement and interactions

**CONVERT** - Increase in the number of sales due to a particular campaign, increase in total revenue

**ENGAGE** - Volume-Quality-Value-Cost (VQVC) metrics, such as the number of customers posting about Taco Joint

# SOCIAL MEDIA STRATEGY

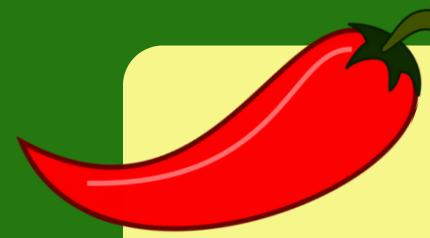
## #TacoBoutRealTacos SOCIAL MEDIA CAMPAIGN

- We want our customers to think about Taco Joint as if they are going back home, say after a long semester, just to relax and have their **comfort food** that is **one of a kind and available nowhere else**.
- Our social media campaign will revolve around **encouraging customers to post** about Taco Joint.
- Using the hashtag #TacoBoutRealTacos, we will ask our customers to **share their go-to orders** and **tell their real taco tales at Taco Joint!**
- Taco Joint will then **repost its favorite stories** on its social media and announce winners, who may receive a discount or a free meal on their next visit.



# SOCIAL MEDIA STRATEGY

## OTHER IDEAS FOR INSTAGRAM AND TIKTOK



### PLATFORMS

The platforms we decided to implement our social media strategy on are **Instagram** and **TikTok**.

1. Instagram is currently the **most widely used** social media platform by UT students and is the **best place to reach out** to many new and existing customers.
2. TikTok is a new platform that Taco Joint must tap into as it is fast-paced, and fun and will help Taco Joint **keep up with the trends** and **become the talk of the town** with UT students.

### "A Great Tortilla Makes An Even Better Taco!"

Since Taco Joint makes its food fresh and has uniquely made hand-made tortillas, we want to create a reel showing our audience how we make our tacos, using a timelapse.



### Interviewing Longhorns on Speedway

It is important to post content that revolves around UT students. Reels, wherein Taco Joint interviews Longhorns on Speedway and features them on its Instagram, will also trend well.

### Taco Taste Test Challenge for Longhorns

Promise customers a free meal, at random, only if they agree to do a blind taco taste test, where they try different tacos from Taco Joint's menu. We can capture their responses and post them on social media!



**SAMPLE REEL**

THE REAL TACO MAKERS  
ON THE 40 ACRES

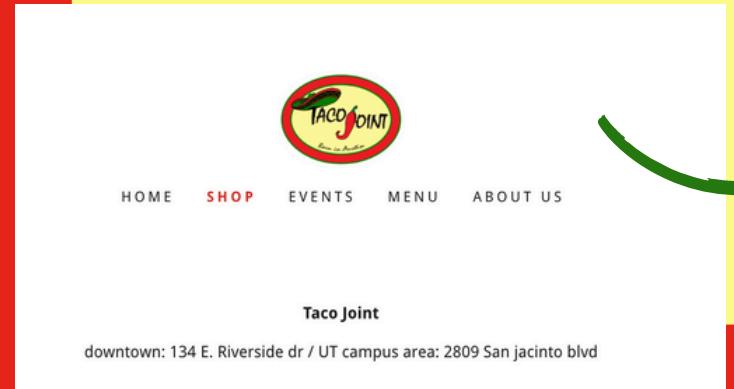


WEBSITE

# CURRENT WEBSITE

## FRICITION & LIMITATIONS

- The lack of copy throughout the site leaves the user feeling confused on what to do and what the call to action/takeaway is.
- Outdated information on website (Closed on July 4th/Open on July 4th etc.)
- While there is clear defined content blocks, the flow of the User Experience is poor and confusing. Content that should be front and center is burried in the website.
- Ordering Online cannot be accessed from the menu. Instead, it is burried two scrolls into the website experience.



2 out of the 5 website pages don't exist! Here's what happens when you click on them.

## DESIGN ISSUES

- Lack of hero images or titles
- Ignores SEO best practices (lack of copy)
- Footer is almost the same size as the entire home page
- Poor readability overall -- font sizes too small for headers/main points
- Doesn't utilize full bleed images, despite having good content

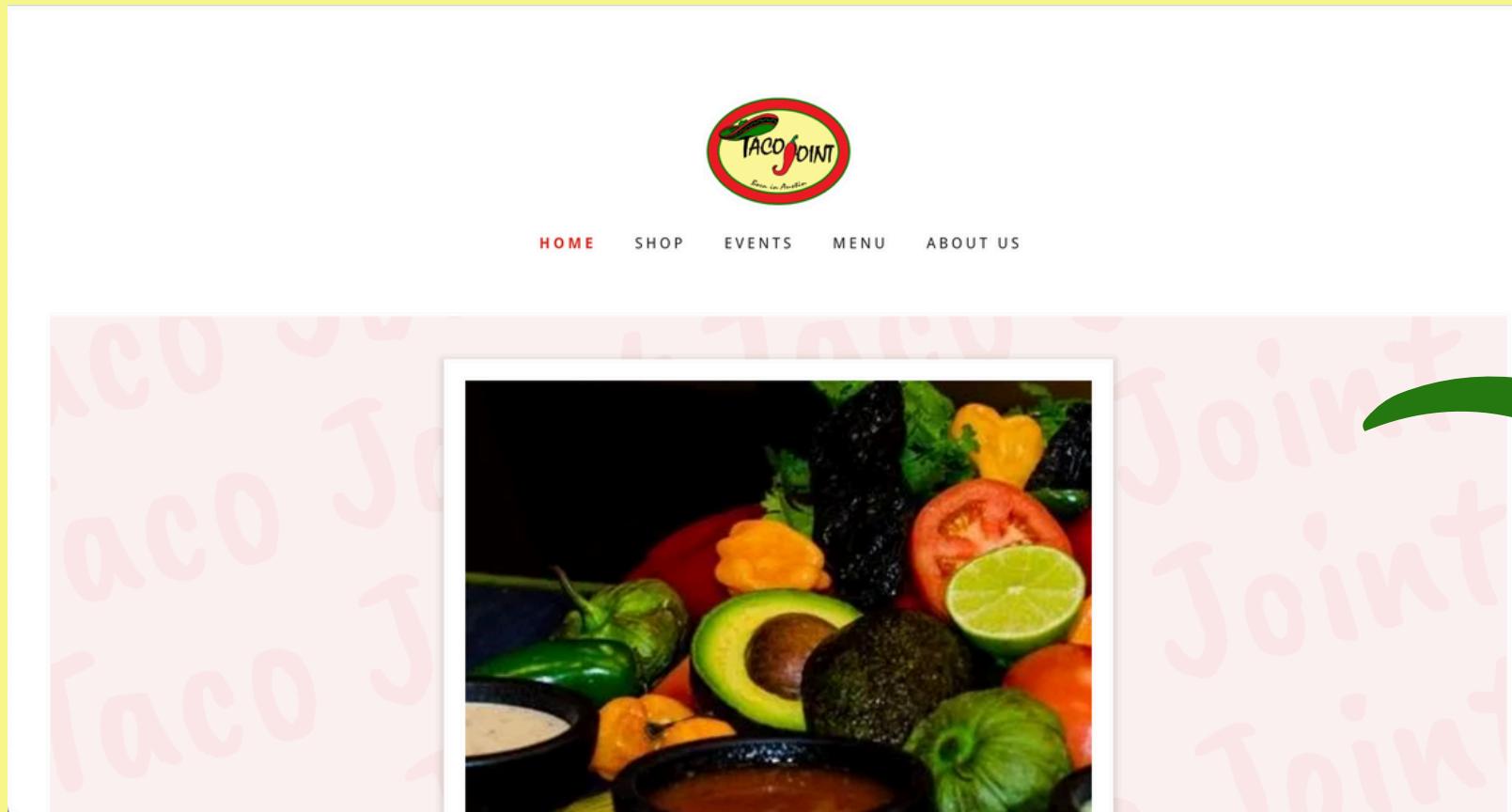
## OBJECTIVES

Minimize friction and maximize optimization to provide an enhanced User Experience

**KPIs:** Site Traffic, Online Ordering

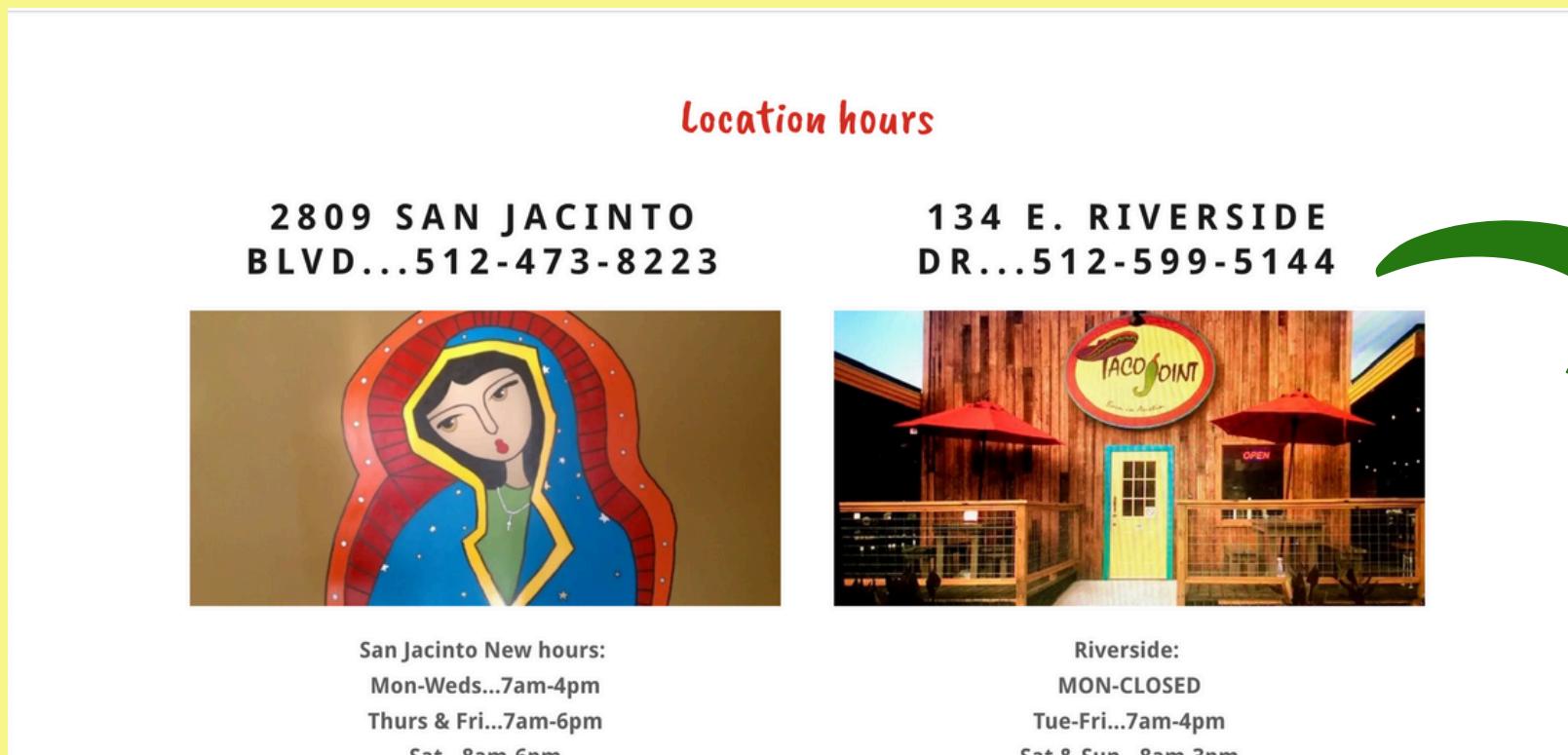
# HOME PAGE

# CURRENT WEBSITE



## ISSUES

- Implement a clear call to action on the hero image for improved user engagement
- Make online ordering easier and the top priority for the website

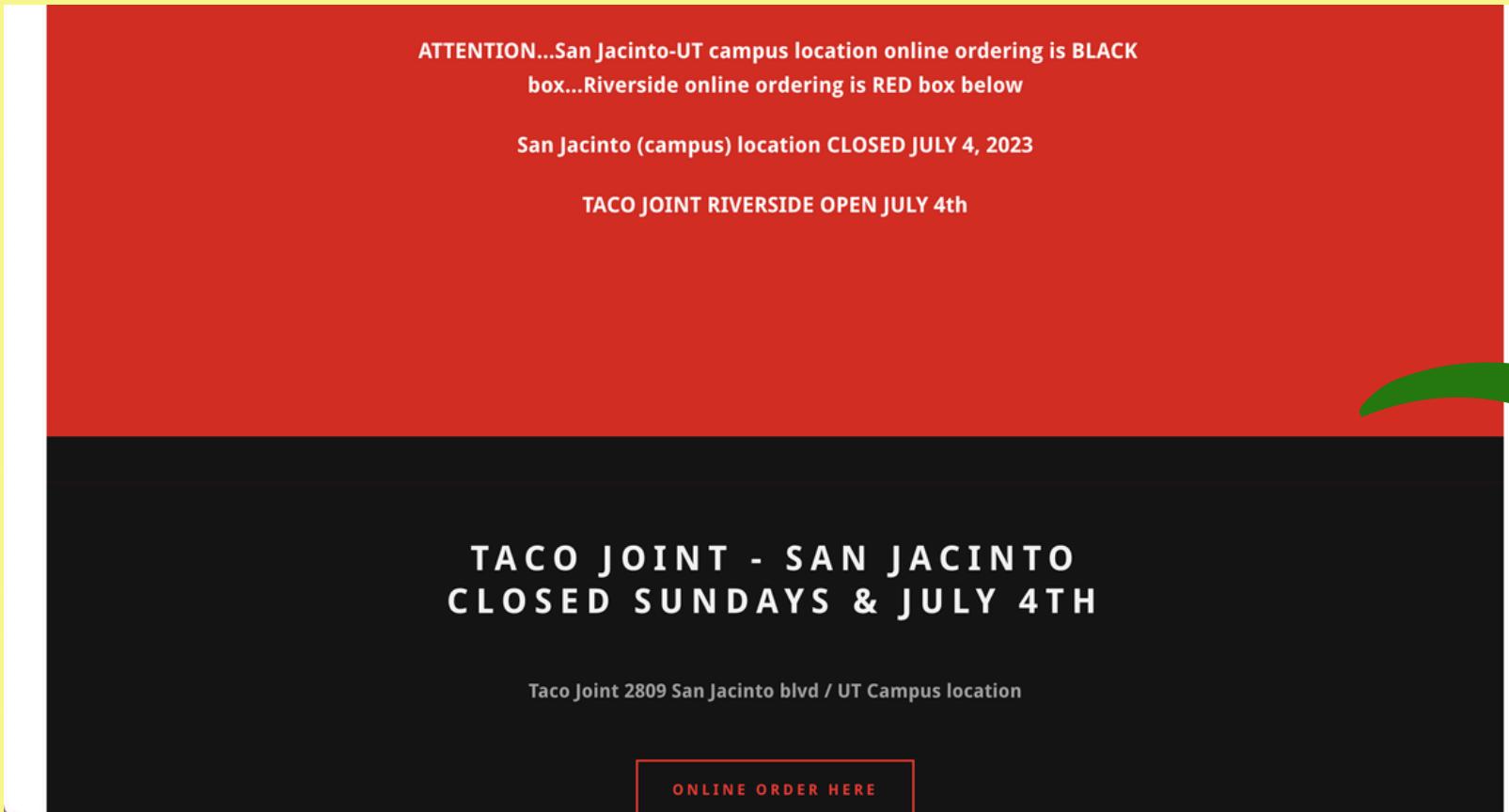


## ISSUES

- Reposition location hours lower on the page and include them in the footer for better hierarchy
- Instead, prioritize customer reviews to enhance credibility and trust

# HOME PAGE

# CURRENT WEBSITE



## ISSUES

- Remove outdated information
- Reduce scrolling by designing horizontally instead of vertically
- Reposition location hours lower on the page and include them in the footer for better hierarchy

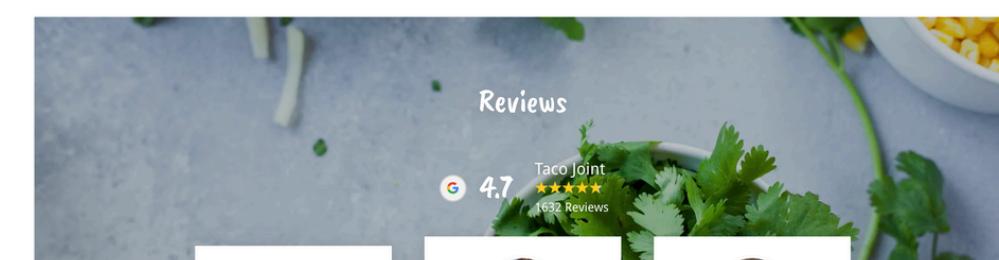
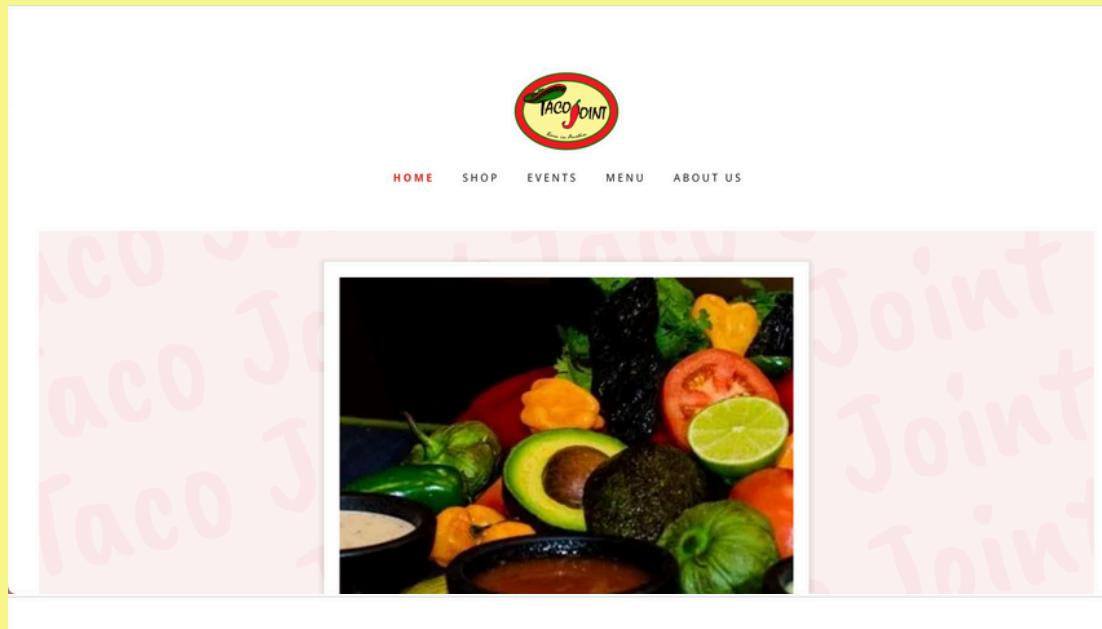


## ISSUES

- Eliminate the unnecessary and outdated photo gallery feature as it adds no value to the website (mostly uses stock photos)

# HOME PAGE

# CURRENT WEBSITE



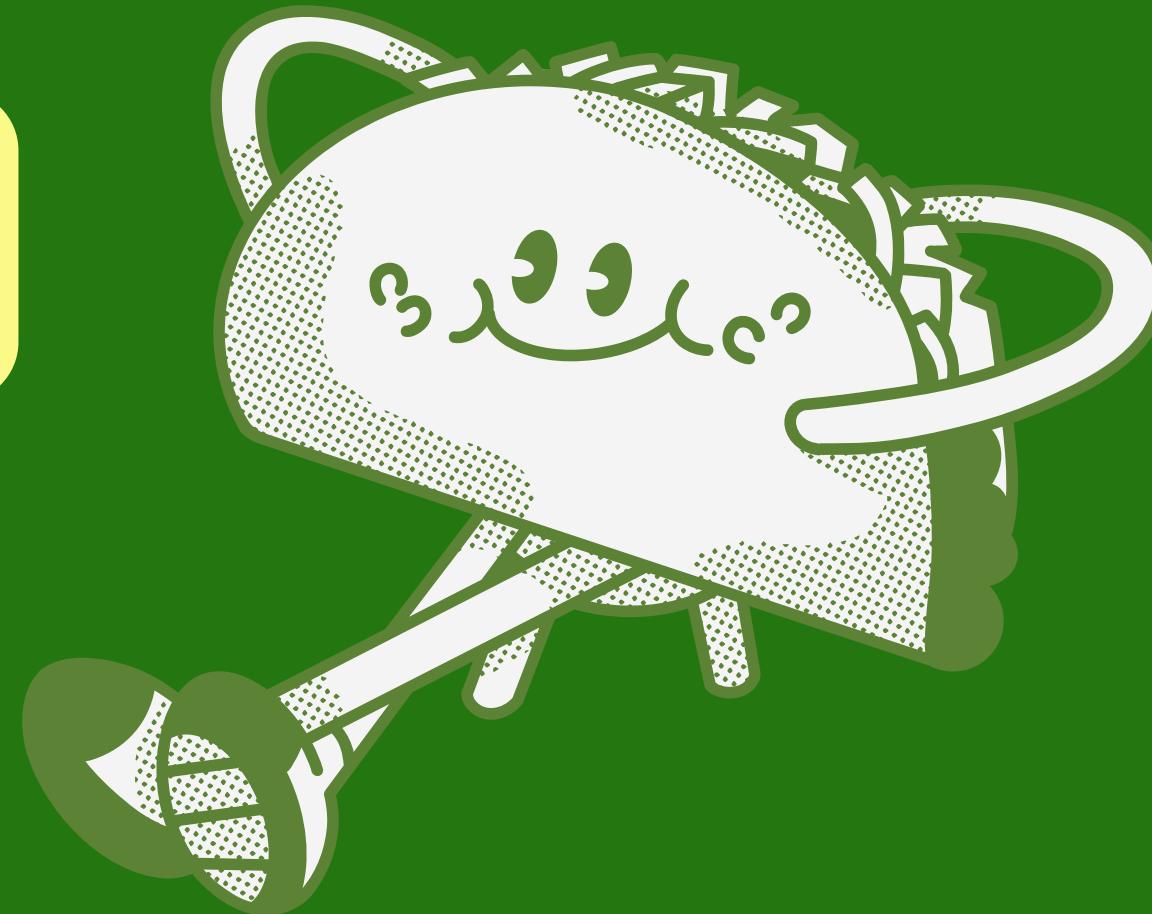
## OVERALL ISSUES

- Minimize scrolling by optimizing the layout and content structure
- Address the need for additional copy throughout the website to provide clarity and guidance

# NEW WEBSITE

Colors to match the branding of the logo. This will create a strong brand identity and consistency across all channels.

COLOR PALETTE



Adding animations, illustrations and videos to make the website come to life! Inspired by Torchy's Tacos vibrant, fun and interesting website.

**Semi Poppins Semi Bold**  
Raleway Regular

Our recommendations for consistent fonts across the website are semi poppins semi bold and Raleway Regular. These fonts have clean lines and are very easy to read, creating a visually appealing and user-friendly browsing experience.

# HOME PAGE

The screenshot shows the homepage of the Taco Joint website. At the top left is the logo 'TACO JOINT' with a red chili pepper icon. To the right are menu links: 'About', 'Contact', 'Menu', and a red 'Order Online' button. Below the header is a large image of two tacos. To the right of the image, the text reads 'The REAL Taco Makers on the 40 acres'. A paragraph below describes the quality of the ingredients and cooking. At the bottom left is a white 'ORDER NOW' button.

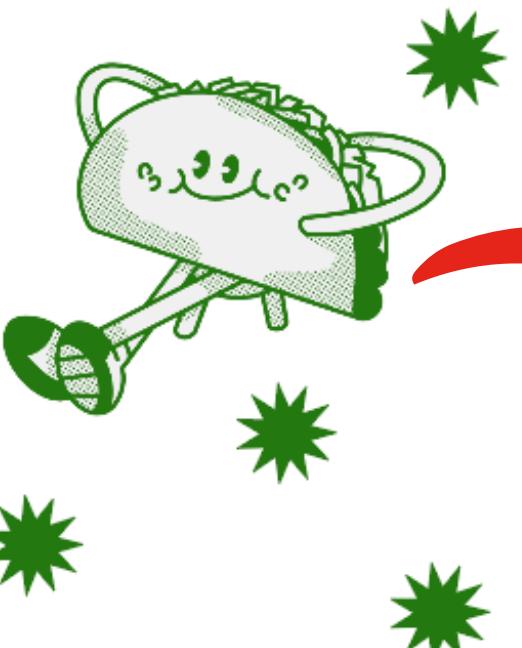
## Reviews from Real Taco Eaters



Aimee Jones

Taco eater on March 2nd, 2023

Authentic and perfect! Those are the two words I would use to describe my incredible experience at Taco Joint. I've never been more satisfied! Great location!



About Contact Menu Order Online

## The REAL Taco Makers on the 40 acres

From the carefully selected ingredients sourced directly from local markets to the skilled chefs who infuse each taco with passion and tradition, Taco Joint is a true haven for those seeking an authentic and flavorful Mexican feast.

ORDER NOW

## FIXES

- Ensured a uniform brand identity by incorporating Taco Joint's vibrant colors throughout the website
- Added clear CTA, prompting customers to Order Now with ease

## FIXES

- Emphasized authenticity by prominently featuring reviews and testimonials.
- Would be a slide show feature, to emphasize more than one review

# NEW WEBSITE

# HOME PAGE

# NEW WEBSITE

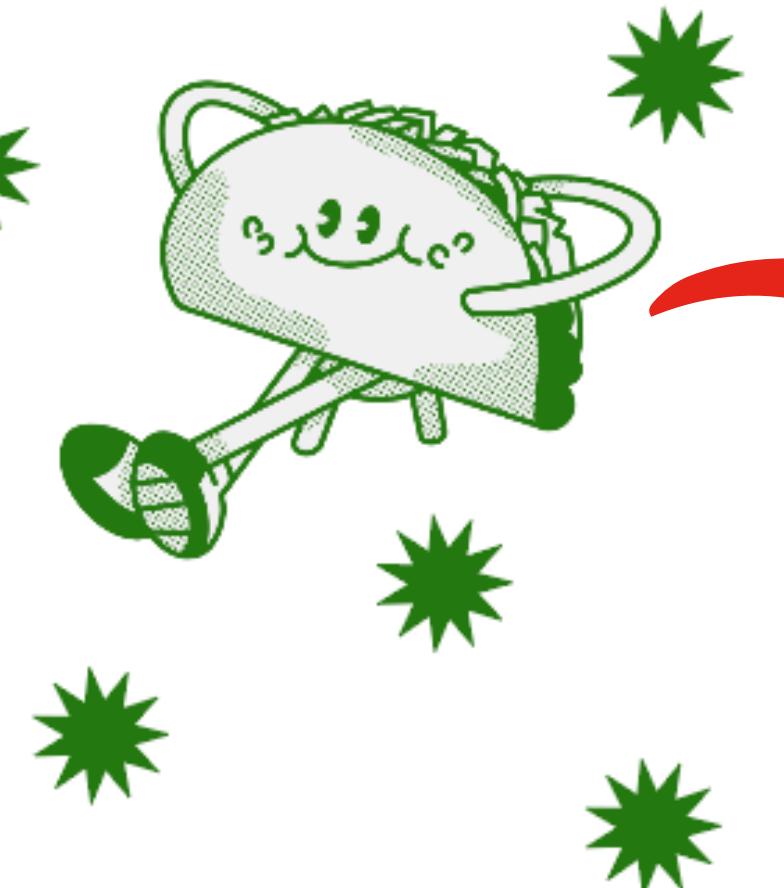
## Reviews from Real Taco Eaters



Aimee Jones

Taco eater on March 2nd, 2023

Authentic and perfect! Those are the two words I would use to describe my incredible experience at Taco Joint. I've never been more satisfied! Great location!



## FIXES

- Emphasized authenticity by prominently featuring reviews and testimonials.
- Showcases social proof!
- Would be a slideshow feature, to emphasize more than one review
- Reorganized section for a better UX

# HOME PAGE



Riverside Location

Hours:  
M-F: 8-10pm  
S-S: 9-10pm



UT Location

Hours:  
M-F: 8-10pm  
S-S: 9-10pm



## Customer Favorites

- ★ STREET TACO  
Grilled sirloin, caramelized onion, avo, cilantro, queso fresco
- ★ MIGAS OPEN FACED TACO  
Patare, egg, cheese, salsa with a queso drizzle
- ★ CHICKEN FAJITA  
Marinated chicken seared w/onions & peppers

## Footer

# NEW WEBSITE

## FIXES

- Redesigned for aesthetics to match the new branding

## FIXES

- Spotlighted customer favorites from our diverse and extensive menu. Helps showcase our top selling items.

# ABOUT PAGE

# CURRENT WEBSITE

## ISSUES

- Not much feedback to leave -- as there is so little content.
- The user learns nothing about Taco Joint, its origin or its story
- In need of a complete redesign

### About Us

#### SEASONAL AND LOCAL

We refuse to compromise on quality in our restaurant. That's why we source our fresh ingredients from local farmers' markets.



# ABOUT PAGE

# NEW WEBSITE

The screenshot shows the 'About Us' section of the website. At the top, there's a navigation bar with links for 'About', 'Contact', 'Menu', and 'Order Online'. Below the navigation is a large, vibrant photograph of a group of people, presumably the restaurant's staff, standing in front of a food truck. A red, semi-transparent banner is overlaid on the left side of the photo, containing the text 'THE REAL TACO MAKERS ON THE 40 ACRES' in white. The main title 'About Us' is displayed prominently in large, bold, red letters at the bottom of the section.

In the heart of a bustling town, Taco Joint sprouted from the culinary dreams of two friends, Maria and Carlos, who shared a deep love for authentic Mexican flavors. Inspired by their grandmothers' cherished recipes, they embarked on a journey to bring the rich tapestry of Mexican cuisine to their community. Starting humbly as a small food truck, their dedication and flavorful creations quickly captured the taste buds of locals.

As the demand grew, so did the Taco Joint family. Maria and Carlos assembled a passionate team of chefs, each bringing their unique expertise and love for Mexican gastronomy. The success of Taco Joint became a testament to the synergy within the team, where everyone played a vital role in preserving the authenticity of the dishes. Today, Taco Joint stands not just as a thriving restaurant but as a testament to the power of a dedicated

## FIXES

- Included an image showcasing our team and a concise history narrating Taco Joint's origins.
- The revamped About page aims to foster user connection by providing genuine images and stories, reinforcing our commitment to authenticity throughout the campaign.

# ABOUT PAGE

# NEW WEBSITE

## Meet the Owners



### Owner Carlos

Favorite taco: The Breakfast Delight

Carlos, the co-founder of Taco Joint, is a culinary maestro driven by a profound passion for authentic Mexican cuisine. With a background deeply rooted in his grandmother's kitchen, he infuses each taco with a blend of traditional flavors and innovative techniques. Carlos's unwavering commitment to quality and his ability to lead a dedicated team have played a pivotal role in transforming Taco Joint from a humble food truck to a beloved culinary destination.



### Owner Maria

Favorite Taco: The Migas Open Faced Taco

Maria, the co-founder of Taco Joint, is a culinary visionary who brings the soulful essence of her Mexican heritage to every dish. Influenced by the cherished recipes passed down through generations, Maria's commitment to authenticity is evident in the vibrant flavors that define Taco Joint's menu. Her leadership and creative flair have not only shaped the success of the restaurant but have also made her a driving force behind the cultural celebration of Mexican gastronomy in the heart of the community.

## The Story of Taco Joint



## FIXES

- Introduced a "Meet the Team" section, offering a visual display of the personalities behind Taco Joint.

## FIXES

- Implemented an interactive timeline featuring animations and key milestones in the company's journey.

# NEW WEBSITE

The **TACO JOINT** website features a vibrant yellow header with the restaurant's logo and navigation links for About, Contact, Menu, and Order Online.

**BANNER SECTION:** A large image of two tacos is displayed next to a green overlay containing the text "The REAL TACO MAKERS ON THE 40 ACRES" and "The 40 acres". Below this, a paragraph describes the restaurant's commitment to quality ingredients and traditional cooking, followed by a "ORDER NOW" button.

**REVIEWS SECTION:** The heading "Reviews from Real Taco Eaters" is shown in red. A testimonial from Aimee Jones, a taco eater on March 2nd, 2023, is presented in a box with a starburst graphic. The testimonial reads: "Authentic and perfect! Those are the two words I would use to describe my incredible experience at Taco Joint. I've never been more satisfied! Great location!"

**LOCATION SECTION:** Two photographs show the exterior of the restaurant. The left photo is labeled "Riverside Location" and the right photo is labeled "UT Location". Each location has its operating hours listed below it.

**CUSTOMER FAVORITES SECTION:** This section displays three items: STREET TACO (Grilled skirt, caramelized onion, avo, cilantro, queso fresco), MIGAS OPEN FACED TACO (Potato, egg, cheese, salsa with a queso drizzle), and CHICKEN FAJITA (Marinated chicken sautéed w/marionette & peppers).

The website includes a "About Us" section with a large image of the restaurant's exterior and a team of staff members. The heading "About Us" is prominently displayed in red.

**ABOUT US:** A paragraph details the restaurant's history, mentioning Maria and Carlos, the co-founders, who started with a small food truck and grew into a beloved establishment.

**MEET THE OWNERS:** This section introduces the co-founders.

- Owner Carlos:** Favorite taco: The Breakfast Delight. Carlos is described as a culinary maestro driven by a passion for authentic Mexican cuisine, infusing each taco with traditional flavors and techniques.
- Owner Maria:** Favorite Taco: The Migas Open Faced Taco. Maria is a culinary visionary who brings Mexican heritage to every dish, committed to authenticity and creative flair.

**The Story of Taco Joint:** A horizontal timeline graphic at the bottom indicates the progression of the restaurant's growth.

THE REAL TACO MAKERS  
ON THE 40 ACRES



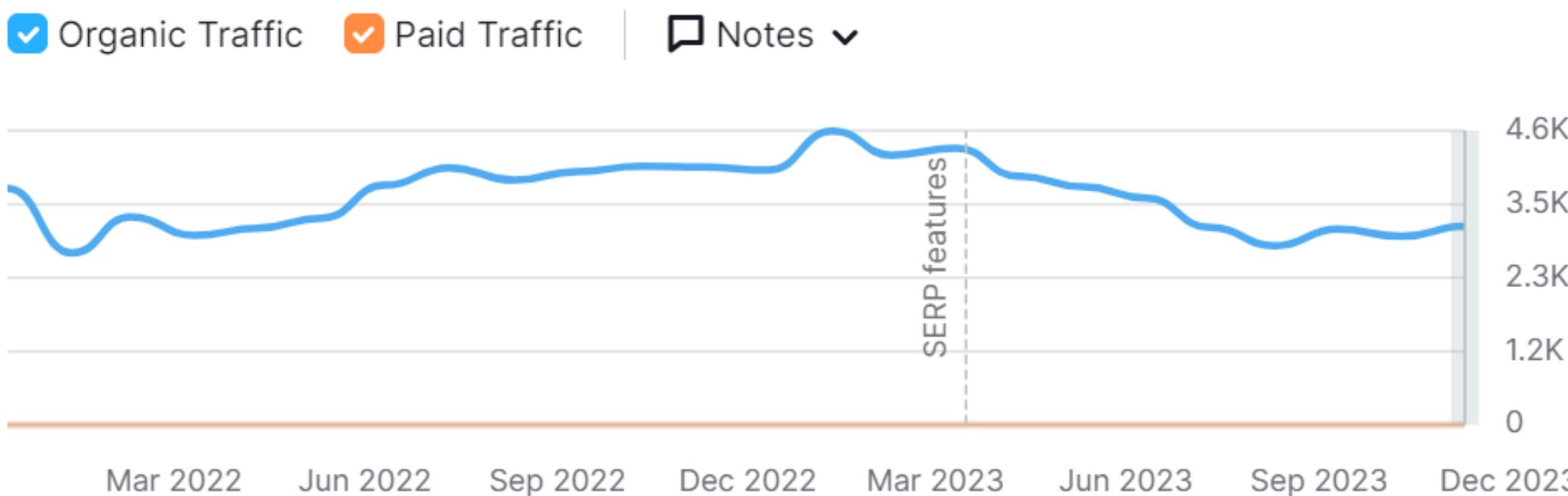
# SEARCH ENGINE OPTIMIZATION

# SEARCH ENGINE OPTIMIZATION

## GOAL #1

To better understand Taco Joint's **existing traffic and search engine performance**, we ran an **SEO audit** through SEMRush.com. Our first major goal was to Identify when our website receives the most traffic, and factors that may be reducing our web traffic potential.

### Organic Traffic 3,132/month



## RESULTS

The first discovery we found from our SEO audit was that our traffic gradually increases throughout the fall to ultimately peak in the winter. There is a decline over the summer, which reflects our target market no longer being near campus, but the increase resumes in the fall through winter again.

## INSIGHTS

Taco Joint's SEO Audit reflected **3.1K visits** monthly entirely through organic searches. There is currently **no SEM efforts**, resulting in no paid traffic for the website. Our peak season being winter and a gradual **increase throughout the Fall** indicates that students tend to migrate towards Taco Joint later in the Fall semester. We anticipate this could be from work building up over the semester and encouraging students to save time by eating out. Under this assumption, Taco Joint could greatly benefit from highlighting its **proximity to campus** online, to better attract students in search of nearby dining options that will serve them good food without having to travel far or overspend.

## GOAL #2

Our next goal was to investigate the performance of our **backlinks** to identify where our customers are coming from and how we can improve our accessibility from third parties, especially those relevant to our target market

## RESULTS

We found that most of our backlink traffic comes from **travel sites** or Austin food recommendations, likely viewed by travelers rather than students.

None of our backlinks have a mention of **campus proximity** or **affordability**

Indicates our website traffic **could be improved** by appearing on websites or blogs that cater better to our target customers. There was also a heavy emphasis on **breakfast tacos**, which does not appeal specifically to our target customer

## INSIGHTS

The strongest backlinks come from travel sites and travel blogs when our target customers are Austin residents, and none of the pages reference campus eating, UT students, or affordable restaurants. This could contribute to our small monthly traffic report, and provide another growth opportunity

# STRONGEST BACKLINKS

## Domain strength Referring Page URL

95	<a href="https://www.airbnb.com/things-to-do/rooms/4186158">https://www.airbnb.com/things-to-do/rooms/4186158</a>
91	<a href="https://www.axios.com/local/austin/2023/08/09/austin-rotisserie-eric-sophie-natal">https://www.axios.com/local/austin/2023/08/09/austin-rotisserie-eric-sophie-natal</a>
90	<a href="https://austin.eater.com/maps/best-breakfast-tacos-austin">https://austin.eater.com/maps/best-breakfast-tacos-austin</a>
90	<a href="https://www.thrillist.com/venue/eat/austin/restaurants/taco-joint-3183614">https://www.thrillist.com/venue/eat/austin/restaurants/taco-joint-3183614</a>
90	<a href="https://www.yellowpages.com/austin-tx/mip/taco-joint-473568143">https://www.yellowpages.com/austin-tx/mip/taco-joint-473568143</a>
89	<a href="https://www.tripsavvy.com/best-breakfast-tacos-in-austin-4129527">https://www.tripsavvy.com/best-breakfast-tacos-in-austin-4129527</a>
88	<a href="https://www.austinchronicle.com/first-plates/year:2016/index:area/">https://www.austinchronicle.com/first-plates/year:2016/index:area/</a>
88	<a href="https://www.mysanantonio.com/food/article/harry-styles-austin-17461841.php">https://www.mysanantonio.com/food/article/harry-styles-austin-17461841.php</a>
86	<a href="https://austin.culturemap.com/news/restaurants-bars/12-15-15-cold-weather-comfort-food-best-winter-dishes-austin-ramen-chili-mac-and-cheese/">https://austin.culturemap.com/news/restaurants-bars/12-15-15-cold-weather-comfort-food-best-winter-dishes-austin-ramen-chili-mac-and-cheese/</a>
85	<a href="https://spoonuniversity.com/lifestyle/eating-through-a-weekend-in-austin-texas">https://spoonuniversity.com/lifestyle/eating-through-a-weekend-in-austin-texas</a>

## GOAL #3

Our last goal was to investigate and review the performance of our **meta description tag** to ensure that when a customer searches for our website, a description that describes our business and products is the first thing they see on any search engine.

## RESULTS

We found that while a meta description tag should be between **70-160 characters**, ours is currently at **164** resulting in a cut-off on search engines.

We also found that our **best-performing keywords** are “**Taco Joint**,” but our meta description tag does not include the word “Joint” anywhere in the tag, limiting its potential.

There is also another focus on the breakfast tacos specifically.

## INSIGHTS

Our meta description tag provides another opportunity for growth. Currently, our tag does not use the **keywords, character count, or business description** that best appeals to our target audience. To focus our efforts on these pain points would allow us to better optimize our overall search engine performance and cater to our target market.

# META DESCRIPTION TAG

“ Our breakfast tacos are made with farm fresh eggs and homemade flour tortillas. Our salsas & meats are prepared fresh daily to give you the best tacos possible. ”

<https://austintacojoint.com> :

[Taco Joint - Best Tacos - Austin, Texas](#)

Our breakfast tacos are made with farm fresh eggs and homemade flour tortillas. Our salsas & meats are prepared fresh daily to give you the best...

# SEO RECOMMENDATIONS

## Organic Search Traffic

Next, since our audit shows our only traffic comes from organic search, we should focus on organic search optimization by using **long-tail keywords**, removing our **non-performing content**, and answering **common queries** to improve our on-page SEO to increase our organic search traffic

## Search Engine Content

Our first recommendation is to shorten our meta description tag which is currently 164 characters, but should be below 160. We would recommend shortening it to “Taco Joint’s authentic taste and fresh ingredients bring you the best-tasting tacos to Austin”. We also need to improve our backlinks to better appeal to our target customers and bring in local students rather than travelers.

## Analytics Tools

Next, no analytics tools were detected for the website, which reflects that no traffic is being measured or analyzed, and thus cannot be improved. To combat this, we recommend attaching our domain to **Google Analytics** for tracking all user activity on our website.

## Keyword Consistency

Lastly, our audit reflected inconsistency in the distribution of our page’s **main keywords** across the important HTML tags. Our current Meta description should add the keyword “**Joint**” in it, and mention the keywords “**campus**” or “**students**,” to help with directing traffic from target customers to our website.

# CURRENT TOP KEY WORDS

## Search Engine

### Marketing

Without data from an analytics tool like Google Analytics, our best resource for keyword results is our SEO audit, which reflected that our highest performing keyword in terms of the **Keyword Effectiveness Index** was our name “Taco Joint” and the cheapest is “Best Tacos Austin.” Investing in **paid search marketing** with these terms could bring a high return to Taco Joint’s efforts to show their ads in Google’s search results.

Keyword	KEI	Search Volume	CPC
Taco Joint	28.85	27,100	\$5.66
Best Tacos Austin	17.65	6,600	\$0.29
Best Tacos	23.58	14,800	\$1.28
Tacos Austin	16.85	5,400	\$9.19
Taco Joint Austin	13.39	2,400	\$3.22

# SEM RECOMMENDATIONS

## Keyword Insights



## Paid Search Marketing

Our first recommendation is for Taco Joint to put a **bid on the keywords** and phrases with high search volumes as a way to **lead customers** from their search for good tacos to our **landing page**. While Taco Joint is listed the highest, this suggests a high volume of direct searches to our website and is not one we need to necessarily bid on. However, a high volume of searches for the **best tacos** in Austin reflects an opportunity to seize traffic by advertising our existing effort to make the best tacos we can bring to Austin.



Taco Joint



Best Tacos Autin



Best Tacos

Both the second and third most **popular search keywords** deal with the **quality** of the food, reflecting the consumer insight we gathered regarding a desire for an authentic-tasting taco. To convey this to our customers, we should bid on these keywords and bring a **meta description** regarding the fresh, authentic, unbeatable taste of Taco Joint, to reflect that **we bring the best tacos to Austin**.

# KEY PERFORMANCE INDICATORS

## IMPRESSIONS

- Indicator of increased visibility
- Anticipated increase from SEO

## RETURN ON INVESTMENT

- A positive ROI from our SEM campaign will indicate keyword effectiveness

## CLICK-THROUGH RATE

- Indicator of increased traffic
- Anticipated increase from SEO

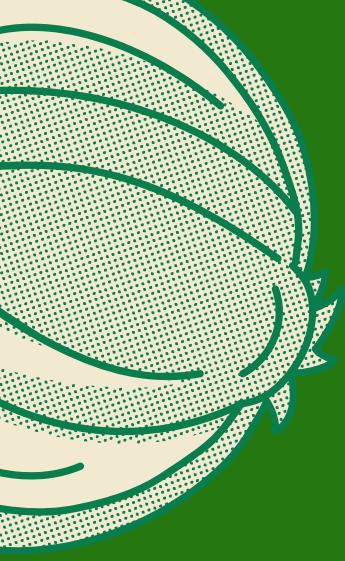
## KEYWORD RANKINGS

- High-ranking keywords indicate effectiveness in SEM and can signify keyword branding

THE REAL TACO MAKERS  
ON THE 40 ACRES



# EMAIL CAMPAIGNS



# EMAIL CAMPAIGNS

## CURRENTLY

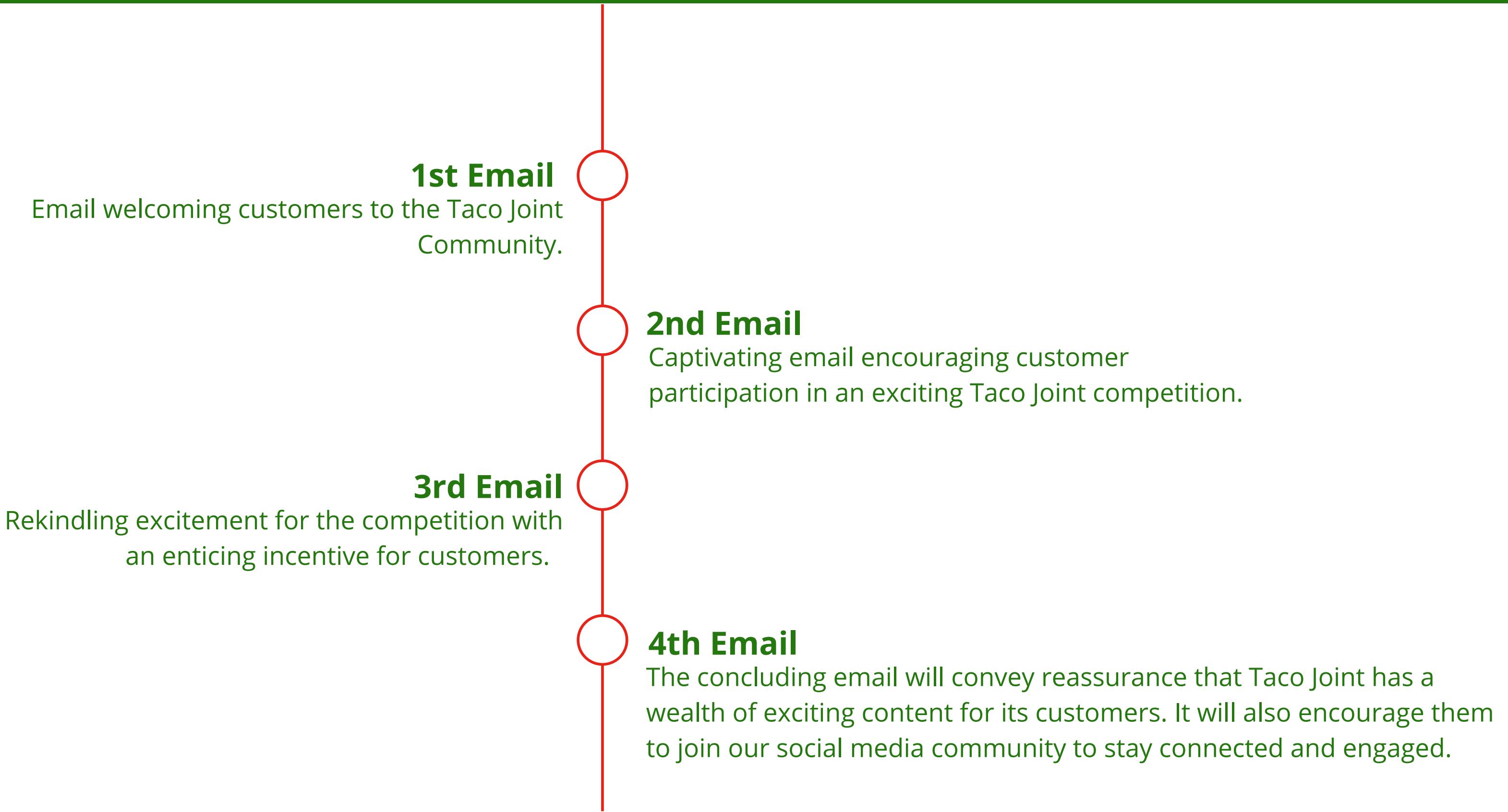
Taco Joint currently does not have a database on customers that often come in to dine. They also do not have a well-defined method for acquiring customer email addresses, and a mechanism for automating email communications.

## OUR GOAL

Our objective for Taco Joint is to establish organized email chains and templates while introducing user-friendly email marketing platforms. This will simplify the process for Taco Joint's staff, considering their limited experience with website management and social media engagement.



# EMAIL MARKETING



# EMAIL MARKETING

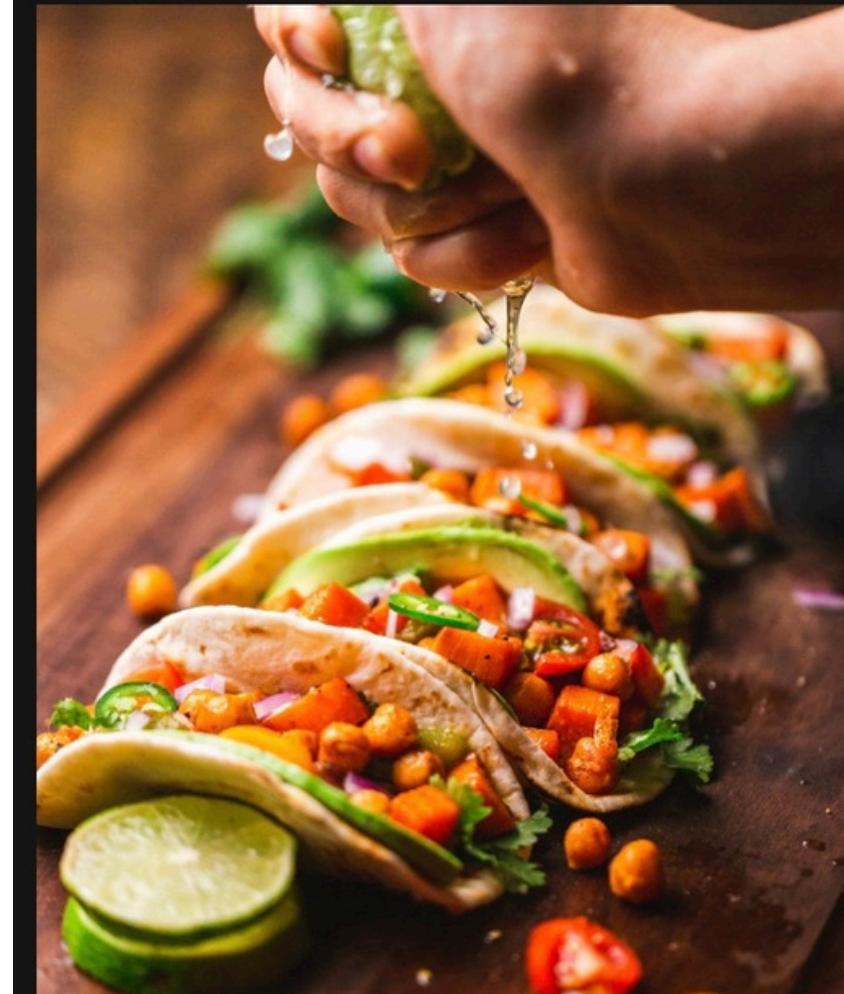
**THE REAL TACO MAKERS ON  
THE 40 ACRES**

## HOW THESE EMAILS RELATE TO OUR CAMPAIGN

The aim of this email campaign is to showcase the authenticity of Taco Joint's food. Encouraging students to create their own dish enables them to reintroduce flavors reminiscent of home. This initiative helps Taco Joint perpetuate those cherished flavors that patrons might be missing.

THE REAL TACO MAKERS  
ON THE 40 ACRES

Welcome to the Taco Joint Family Emilia!



Thank you for subscribing to our newsletter! Ready to snag savings on the most delectable tacos in Austin? Use the code below to unlock an exclusive 10% discount on your next purchase.

Use code: TACO-10-OFF

Order Now

# THE REAL TACO MAKERS ON THE 40 ACRES

Emilia, welcome to the Taco Joint family!!



Hey there and welcome to the Taco Joint Family! We're the ones crafting the tastiest tacos around this neck of the woods. In the coming days, brace yourself for a series of emails where we'll be sharing the inside scoop on what makes Taco Joint tick and how we've got your back. Keep those eyes peeled for our messages – exciting things are headed your way!

Use code : TACO-10-OFF

[Order Now](#)

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Boulevard, Austin, TX,  
USA  
512-473-8223

Share on social

Check out our site

**Day 1 :** Upon subscribing to our email list, you will promptly receive your first message, specially crafted to greet you warmly as a new member of our community. These initial communications are centered around our impactful slogan, "The real taco makers on the 40 acres," embodying the essence of Taco Joint. Our aim is to deliver succinct and engaging content that resonates with you, making you feel at home. Each email is personalized, aiming to ignite your anticipation for the forthcoming messages. Below is an example of what you can expect in the debut email.

**Subject Line :** “Emilia, welcome to the Taco Joint family!”

**Copy :** Hey there and welcome to the Taco Joint Family! We're the ones crafting the tastiest tacos around this neck of the woods. In the coming days, brace yourself for a series of emails where we'll be sharing the inside scoop on what makes Taco Joint tick and how we've got your back. Keep those eyes peeled for our messages – exciting things are headed your way!

# THE REAL TACO MAKERS ON THE 40 ACRES

**Feast Your Eyes on this Scrumptious Taco Delight!**



Hey Emilia! How are you? Can you resist the tempting appeal of our irresistibly delicious tacos? Well, here's the scoop - we've got an exciting content just waiting for you jump into! Participate for a change to win an amazing prize. More details are on the way! While you wait, hop over to our Instagram and feast your eyes on our delightful taco creations. Already enticed? Why not give them a taste yourself? Click below to fulfill that taco craving today!

Use code : TACO-10-OFF

[Order Now](#)

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This email was created with Wix. [Discover More](#)

**Day 2 - 3 :** This email will break away from the conventional email and dive straight into the competition to engage the customers. To captivate and engage our customers we'll introduce them to an exciting competition in a fun and stress - free manner. Crafting a unique subject line will be the initial step in grabbing their attention and encouraging their active participation.

**Subject Line :** “Feast Your Eyes on this Scrumptious Taco Delight!”

**Copy :** Hey Emilia! How are you? Can you resist the tempting appeal of our irresistibly delicious tacos? Well, here's the scoop - we've got an exciting content just waiting for you jump into! Participate for a change to win an amazing prize. More details are on the way! While you wait, hop over to our Instagram and feast your eyes on our delightful taco creations. Already enticed? Why not give them a taste yourself? Click below to fulfill that taco craving today!

# THE REAL TACO MAKERS ON THE 40 ACRES

Your Passport to Flavorful Offers!



Craving a 10% discount on your next mouthwatering meal? Share with us a video of your crafting your signature menu item and convince Taco Joint why it's an absolute winner! If it impresses us, we'll name this delicious creation after you and feature it prominently on our menu! Conclude your video with the hashtag #RealTacoMakersOnThe40Acres. We're thrilled to watch your submission and hear your story! To participate in this competition, simply upload your video to our social media page through the link in our bio. Can't wait to see your taco tale!

Use code : TACO-10-OFF

Order Now

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Boulevard, Austin, TX,  
USA

Share on social



Check out our site

**Day 5 - 6 :** This email is designed to inspire customers to participate in our exciting competition while enjoying a special incentive for their next purchase at Taco Joint. Customers are invited to receive a 10% discount on their next meal following by participating in an exclusive competition linked to the authentic taco - making campaign. Additionally, a compelling prize will be rewarded serving as an enticing reason to revisit and savor more of the flavorful experiences offered at Taco Joint. Incorporating a personalized and encouraging tone in this message aims to ignite enthusiasm in customers, enticing them to eagerly join and participate in the competition.

**Subject Line :** “Your Passport to Flavorful Offers!”

**Copy :** Craving a 10% discount on your next mouthwatering meal? Share with us a video of your crafting your signature menu item and convince Taco Joint why it's an absolute winner! If it impresses us, we'll name this delicious creation after you and feature it prominently on our menu! Conclude your video with the hashtag #RealTacoMakersOnThe40Acres. We're thrilled to watch your submission and hear your story! To participate in this competition, simply upload your video to our social media page through the link in our bio. Can't wait to see your taco tale!

# THE REAL TACO MAKERS ON THE 40 ACRES

Hey Emilia, Race the Clock and Dive into  
the Contest!



Hey Emilia, we're thrilled to have you as part of the Taco Joint Family! Your presence means the world to us. The competition is still in full swing, so don't miss out—submit your entry before the clock runs down. Keep those eyes peeled for upcoming emails packed with exclusive content and awesome deals! We can't wait to keep delighting you!

Use code : TACO-10-OFF

Order Now

2809 San Jacinto  
Boulevard, Austin, TX,  
USA  
512-473-8223

Share on social

Check out our site

**Day 7 - 8 :** Wrapping up our 'Real Taco Makers on the 40 Acres' campaign this is the final email. This email should express to the customer that Taco Joint has fantastic content lined up following a promise for engaging opportunities to connect with the Taco Joint family. This email should end with a call to action aiming to inspire the customer to join the Taco Joint's social media community and stay engaged.

**Subject Line :** “Hey Emilia, Race the Clock and Dive into the Contest! ”

**Copy :** Hey Emilia, we're thrilled to have you as part of the Taco Joint Family! Your presence means the world to us. The competition is still in full swing, so don't miss out—submit your entry before the clock runs down. Keep those eyes peeled for upcoming emails packed with exclusive content and awesome deals! We can't wait to keep delighting you!

THE REAL TACO MAKERS  
ON THE 40 ACRES

THANK YOU!