Blog 10

SEO marketing

When building this website, I took the consideration of SEO of the website.

Keyword search

The restaurant name is called Bon Appetit. The content of the website includes a lot of keywords like ‘Bon Appetit’, ‘restaurant’, ‘food’, ‘chef’, ‘French cuisines’, ‘booking’, etc. When people are looking for a restaurant which serves French cuisines, or French restaurant in Melbourne, or type in the restaurant name in the search engine, it will direct them to the Bon Appetit restaurant website.

Not only to insert the keyword in the content, but also use the tag in the HTML file for some specific words or text to make it highlight from the other content, and increase the chances that when people search for it on internet, it will be easier for them to find it. For example, I used <title> tag for the title of every HTML page in this website, gave every page a suitable name. I used <h1> tag for the very top big heading of the website, the restaurant’s name would be put in the <h1> tag so it can get a higher ranking in the search engine, people can easily find the restaurant website just simply type in the restaurant name to search. I used <strong> tag to highlight the meaning of the restaurant’s name, I used <em> tag to emphasize the name of the head chef who had won a lot of cookery competitions, and I used <u> tag to underline the phone number to call for making reservation. Emphasize on important keywords can help the people easier to find the website and also easier to catch their eyes when wanted to deliver more important message.

Links

The website has 4 internal links on the navigation bar. When the user clicks on any button on the navigation bar, it will direct him to another page of the website. Besides that, I put 3 links on the footer as well, it links with Facebook, Instagram, and Twitter, people click on the icons will point them to those websites. Create more linkings in a website with the others can get a higher ranking in the search engine. In the future, if Bon Appetit needs to renew their website, they can consider linking their website with TripAdviser.com and Zomato.com. These websites are for people putting their reviews after they went to a restaurant, Bon Appetit can consider linking with these websites to create more links and also point people to read the positive comments of the restaurant.

Content update

A website needs to update its content often to get a higher ranking. This is just an initial website I created for Bon Appetit restaurant including the basic content, if the restaurant changes their menu in the future, have new staff members, or update of their products and services provided, they can update the content of the website. Keeping the content fresh is more likely the website to be seen by people.

Embed Google Analytics into the website

Google Analytics is a free tool for tracking the website traffic, it is easier for the website owner to understand the customers more and to monitor how successful is the website targeting customers. The function of Google Analytics includes checking the duration people spend on a session, how many people had visited the website, how many pages they had clicked into, and whether they are new visitors or return visitors, etc. With this method, Bon Appetit is able to track its customer demographic, analyse their preference and behaviour, so it can put in the content in the website that they would like to see and possibly bring in more business. And it can track people’s geographic location where they browse the website, by knowing that, Bon Appetit can know what kind of promotion channels will be able to reach these people.