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Thesis Project – www.urbanfoodie.net

Draft Final Project Report

Project Summary

Urban Foodie is a foodie community site for busy Londoners, like myself, who care about eating real food everyday.

It is the place for them to find and share quick and easy recipes, meet other London foodies, find out what's in season, get recommendations for *dinner out* in the reviews section, and for *dinner in* on the blog. There is also a baby foodie section if there is a little one in the house.

The site has grown out of a personal passion for food, which I believe makes it an honest and reliable source for my users, a brand they can build trust in because it is built out of real love, and not just as a profit making venture.

Currently there is no revenue stream on the site, I am building the community. In *phase 2* there will be an online drop ship shop selling local (UK) artisan produce and small amount of specialist advertising.

My research* shows that the target audience are affluent 25-45 year old (*90%*) urbanites who cook a lot (*83% cook 3-7 times p/w*). They are very active online using the internet for socialising (*Facebook, Twitter, Forums*), shopping and information gathering (*60% research recipes online*). They also shop locally (*69%*) and are keen to source quality local produce (*61%*).

<div align="right">*Appendix A</div>

The site is built in Joomla, using a variety of plugins. Joomla is a leading open source CMS, widely used and very well supported by a thriving online community.

The site is full of a rich and varied, London focused, food content that has grown from a blog that I started writing in March 2008. Most of the content is produced by me but I have a fellow writer writing restaurant reviews and have users who are contributing recipes and posting in the forum. In the future I have a rich seam of London bloggers to bring into the project if needed.

The site is designed with a strong illustrative style in the header, which references the London skyline on a classic British summer's day. The natural colour palette is drawn from this header and run through the site, as is one of the fonts from the logo which is used for the text headers in the content, creating a coherence in the design. There are lots of photos on the site which allow the food (the real star) to shine against the subtle background.

The graphic design is sleek yet sunny, urban and London – just like the users.

Research & Development

1. Business

At no other time in recent history has it been easier or cheaper to start a new kind of company... Let's call these start-ups LILOs, for "a little [money] in, a lot out." These are Web-based businesses that cost almost nothing to get off the ground yet can turn into great moneymakers (if you work hard and are patient...).

The New Internet Start-Up Boom: Get Rich Slow – 09 Apr 09 – *Time Magazine*

The Urban Foodie website is essentially a LILO tapping into the currently thriving food market.

Food, especially home cooked, is a booming industry at the moment, staying in is the new going out, especially in these straightened times. Cookery and food programmes (*Jamie's America*, *The Big Food Fight*, *Economy Gastronomy*) are on at prime times almost every night of the week, food blogging is huge (even making it to the silver screen in the film *Julie & Julia*), underground restaurants are all the rage.

Underground restaurants are the latest trend in eating out - you go to a stranger's house, and they cook dinner for you.

The Secret Feast – 10 Feb 09 - Guardian.co.uk

Even the fashionistas, not usually known for their love of food, are getting involved.

American Fashion Cookbook, Isaac Mizrahi's mushroom truffle spaghetti, Diane von Furstenberg's Saturday night chicken, Michael Kors's grandmother's recipe for pot roast.

The Measure of the Season – 19 Sept 09 - Guardian.co.uk

Although there has been a general decline in retail sales the food sector has held up well and it appears that good food is an essential luxury that people aren't willing to give up, they may even turn to it when other luxuries are out of financial reach.

Sales at [*Waitrose*] olive bars have so far been 12% higher this year than last.

Fine Food Back on Form – 5 Sept 09 – *The Grocer* (Appendix B)

Waitrose, the foodie's supermarket, has seen a steady increase in sales, in 2009, and are able to expand despite recessionary pressures.

Waitrose Sales figures, % increase on 2008/9

Category	Week 12	Up to week 12
Ambient	14.5	13.6
Chilled, Fruit, Vegetables & Horticulture	11.1	9.7
Meat, Fish, Frozen & Dairy	11.9	10.2

johnlewispartnership.co.uk

Three of top ten non-fiction books in October 09 were cookbooks.

www.nielsenbookscan.co.uk

Year on year, the volume of retail sales in August was 2.1 per cent higher than in August 2008. Predominantly food stores increased by 3.3 per cent compared to the same period a year ago… Predominantly non-food stores increased by 0.2 per cent.

National Statistics Website

Alongside the economics and general trends there is also an important growth in understanding about the importance of buying local, for the planet, for the economy, for flavour.

I anticipate having two distinct revenue streams on the site, specialist advertising and an online shop selling local (UK) smallholder produce.

The very low results from generalist adverts (*Google and Amazon, see below*) have convinced me that generalist advertising will detract more than it will bring in revenue, especially as the site's keywords are so diverse the links shown can be far from relevant to my users, and undermine the site's standing. However, once the site has a critical mass of users a subtler and more focused form, such as selective specialist advertising, sponsorship and enhanced listings in the shop may be appropriate.

Advertising

Generalist Adverts

Overall earnings (since Jan 09)
Google ads: £1.18
Amazon affiliate: £3.07

Selective Specialist Advertising

All Recipes UK use Adzone (www.ad2onegroup.com) while it is very difficult to establish exact revenue figures, it seems that advertising is only recommended for sites who achieve over 10,000 unique visitors per month (casalemedia.com) or 1,000 visitors per day (www.adbrite.com). If Urban Foodie's stats continue to rise as they have been (visits up 167% and pageviews up 248% on previous month - *see Appendix G*) then advertising will be a viable option in about 3-4 months, Jan-Feb 2010 and into Phase 2 development.

Taking http://web.blogads.com (a US based food blog advertiser) rates as examples the cost per thousand on a 150x200 ad (CPM) is about £2-£7. If Urban Foodie achieves 10,000 visitors per month a single ad could bring in £200-£700 per month.

Once visitor numbers reach this point, I will get in contact with advertising providers to discuss actual UK rates, as these are not freely available online.

Wilson Web recommends the Online Advertising Discussion List (www.o-a.com).

> …the Online Advertising Discussion List has focused on professional discussion of online advertising and online media buying and selling strategies, results, studies, tools, and media coverage. The list also provides editorial coverage of industry conferences…. [it] is a great knowledge-base…
>
> Wilson Web – 9 Feb 05 - www.wilsonweb.com

The Shop

The shop will be a drop ship online market place bringing together quality UK smallholders and producers (many of whom have online, but not very successful, shops) with a new buying public, the Urban Foodie users. According to my survey of 50 typical users, they shop mostly locally (*69%*) and are keen to source quality local produce (*61%*).

Appendix A

Initial discussions with these smallholders at the Real Food Festival (www.realfoodfestival.co.uk) in May 09 proved very positive with approx 7/10 of those I approached being interested in putting their products on the shop. I have hand picked some 500 producers from the festival and the Great Taste Award winners (www.greattasteawards.co.uk) and will be contacting them once the site is more established and the shop is ready.

Appendix C

The possibility of a much smaller shop, with just a few products in it, is also to be explored.

Shop revenue will come from:

- % commission on sales.

  I have made some initial calculations based on 50% commission on a shipping rate of £1.50 per 100g. A rate I have worked out from averaging shipping rates across these producer's own shops.

  480 average sales in 12 months (40 p/m) would be required for break-even
  2,400 average sales in 12 months (200 p/m) would give £17,500 pre-tax profits.

  Appendix D

  However, more detailed calculations need to be done (*see below*).

- Sponsorship of the shop/particular sections.
- Enhanced/featured product and supplier listings.
- Urban Foodie merchandise (mugs, aprons, seasonal calendar).

The shop is very much a phase 2 development, as I came to realise this when I started to build it. It is a fully fledged business of its own and requires 100% focus to create a business plan, cash flow and sales forecasts, business accounts, insurance as well as the advanced technical development of the site itself.

I have created a working shop using Zencart (see *technical*) but making a *great* working shop is just beyond the reach of my abilities. The shop needs expert development skills to make it a really great site for my users to use, offering yet another functioning but not user optimised online shop will not fill the niche that I have found and my discerning user group will not use it.

So, the intention now is to build the Urban Foodie user group, this will give me better stats to encourage producers to join the shop as well as create an audience of potential customers.

The next step is to get professional advice and financial assistance from Business Link (www.businesslink.gov.uk). I live in Hackney and there are many schemes open to me:

Grants
Selective Finance for Investment in England - London
Crisis Changing Lives Programme
Grants for Hackney Businesses
Charities Main Grants Programme
The Prince's Trust Test Marketing Grants

Awards
The Queen's Awards for Enterprise: Sustainable Development
The Queen's Awards for Enterprise: Innovation
HSBC Start-Up Stars
BEX Innovation Competition

Loans
Business Angels - Greater London Summit Group
The Capital Fund - London
Small Firms Loan Guarantee (SFLG) - England
East London Small Business Centre Ltd (ELSBC)

Consultancy
Half Day Awareness Seminar - UK
Technology Means Business (TMB)
Innovation Support
Starting Your Own Business
Business Support Services

2. Commodity

Urban Foodie blog stats:

Year	Month	Wordpress stats				Google stats	
		Visitors	**Pageviews**	**Feeds**	**Page Rank**	**Visits**	**Pageviews**
09	October				3/10	3,410	8,251
09	September				3/10	1,271	3,218
09	August	1,730	6,791	1,629	3/10	1,198	1,529
09	July	1,370	5,224	1,369	3/10	994	1,277
09	June	2,344	5,873	1,249	3/10		
09	May	3,743	10,634	1,217	3/10		
09	April	3,729	11,802	772	3/10		
09	March	3,382	8,345	598	3/10		
09	February	2,236	5,067	320	3/10		
09	January	2,569	5,091	315	3/10		
08	December	1,661	4,356	222	3/10		
08	November	902	2,912	110	1/10		

As you can see from the above the blog gained a high popularity March-May 09, this dropped off over the summer as I turned my attentions to building the new site, but has almost been equalled in the first month of the new site.

The new website was launched on 28 September (when I also went fully over to Google stats) and average page views and visitors are up 248% and 167% respectively in the first month (More on this in *Anaylsis*).
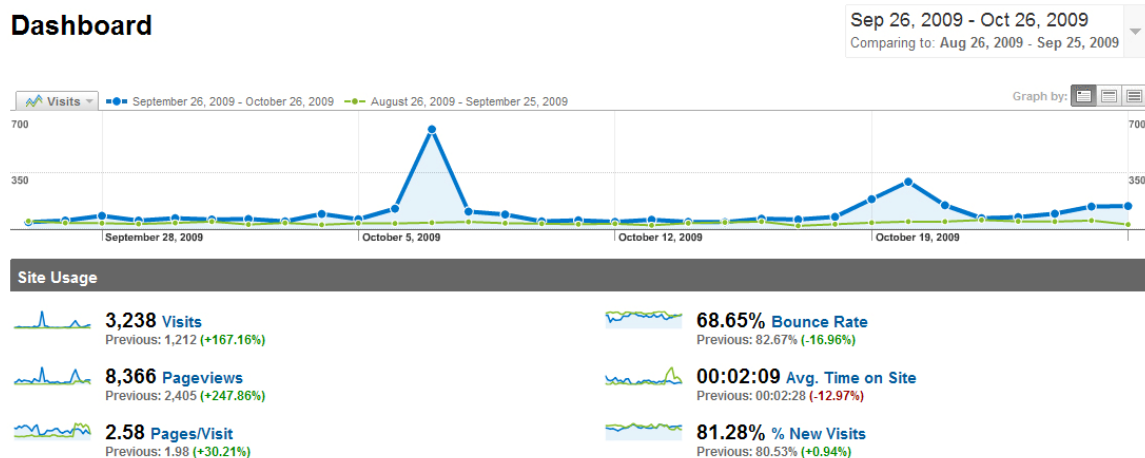
I have had my first press article, in the popular London info blog the Londonist.com (6,000 visitors a day) and have seen review requests from PRs go up from an average of 1 a month to 5 in one week.

Urban Foodie is a lifelong dream of Mia Spencers' and, being of both web design and foodie persuasion, she has the perfect credentials to inspire and guide city dwellers in the art of eating real food every day.

Urban Foodie - The Modern Guide To Urban Eating - 19 Oct 09
http://londonist.com/2009/10/the_modern_guide_to_urban_eating.php

At the end of its first month Urban Foodie had:

- 100 registered users
- 95 newsletter subscribers
- 101 Facebook Fans
- 270 Twitter Followers

The marketing of the website will be mainly of the long tail, viral and social network type with just a small amount of Google ads and London media press releases to help boost this. The site is about community and needs to develop through personal recommendation, this is its strength, my marketing plan is about getting the word out to as much of the community as possible.

Twitter

I have been tweeting as *urbanfoodie_net* since mid-June 2009, I have 270 followers, (growing by about 80 p/m) most of whom are from the highly active London foodie community which include a lot of bloggers and food journalists, such as the Oliver Thring (from the *Guardian*), Tom Aikens (chef) and World Foodie Guide (very popular London food blogger).

These are the Connectors and Mavens, who are two of the keys to achieving popularity and success in any project, that Malcolm Gladwell identifies in his book *The Tipping Point*.

> ... the closer an idea or product comes to a Connector, the more power and opportunity it has... (p55)
>
> ... Mavens [collect information], though...they aren't passive collectors of information...they want to tell you about it too. (p66)
>
> *The Tipping Point* – Malcolm Gladwell

I launched the site on Twitter and tweet all of my new blog posts/site innovations, whilst also continuing to tweet generally to keep up my position in the network. (see also *Twitter* in *analytics* section)

Facebook

I set up an Urban Foodie fan site and at the end of October had 101 fans, a majority, but by no means all, of these are friends but they are particularly useful as some are Salespeople and are already promoting the site themselves on Facebook (*The Tipping Point* p69-80).

> For a social epidemic to start, though, some people are actually going to have to be persuaded to do something [by a Salesperson]. (p69)
>
> *The Tipping Point* – Malcolm Gladwell

Online Newsletters and Blogs:

I sent press releases to the following London online 'insider guide' newsletters and blogs:

- Daily Candy (www.dailycandy.com/london)

- Urban Junkies (www.urbanjunkies.com/london)
- The Londonist (http://londonist.com)

So far only the Londonist has come back to me, I will continue to contact others with future developments.

Newspapers and Magazines

I also sent press releases to the following London focused newspapers:

- Time Out London (www.timeout.com/london)
- The London Paper (www.thelondonpaper.com)
- The Metro (www.metro.co.uk)
- The Evening Standard (www.thisislondon.co.uk/standard)
- N16 Magazine (www.n16mag.com)
- Olive Magazine (http://info.olivemagazine.co.uk)
- Sainsburys Magazine (www.sainsburysmagazine.co.uk)
- Waitrose Food Illustrated (www.waitrose.com)

No response so far, but will continue to submit site innovations to them.

Food Photo Sites

I will continue and increase submissions of blog post photos to the food photo sites (photo with title and link to blog post) as stats show these to be extremely effective. A recent photo on Tastespotting brought a bounce of 619 visitors on one day, Weds 7 Oct 09:

- Photograzing (http://photograzing.seriouseats.com)
- Tastespotting (www.tastespotting.com)

Newsletter

I Launched the new site on newsletter to current signed up list. I have had lots of excellent feedback and people forwarding onto friends.

Google Adwords

I have set up a targeted keyword ad campaign to test out.

Keyword Research

Keywords are tricky when dealing with food as searches are usually based on ingredients or chef names – urbanfoodie.net has a modest but improving Google rating of 3/10 and a first page listing for many of my blog entries and recipe pages e.g. sausage and butter bean, squash and tomato curry, perfect soft boiled egg, chorizo sherry.

Nevertheless, I have found the following keywords (from WordTracker and HitTail) and use them in my header meta data:

No	Keyword	Searches	Google UK	Google UK KEI	MSN UK	MSN UK KEI	Yahoo UK	Yahoo UK KEI
1	korean barbecue recipes	252	2	31750	4	15880	4	15880
2	low calorie and vegetarian recipes	1709	183	15960	87	33570	1780	1641
3	weaning recipes for babies	188	4	8836	6	5891	47	752
4	weaning baby recipes	196	5	7683	5	7683	123	312.3
5	chocolate and dessert recipes	946	154	5811	68	13160	1150	778.2
6	recipes for weaning babies	191	10	3648	8	4560	22	1658
7	low calorie vegetarian recipes	696	178	2721	83	5836	515	940.6
8	baby weaning recipes	212	54	832.3	63	713.4	104	432.2
9	bbc recipes	524	390	704	195	1408	19100	14.38
10	barbecue sauce recipes	470	362	610.2	117	1888	1110	199
11	recipes for weaning	188	66	535.5	102	346.5	87	406.3
12	chocolate dessert recipes	438	511	375.4	239	802.7	2110	90.92
13	recipes baby food	265	223	314.9	112	627	709	99.05
14	homemade baby food recipes	276	286	266.3	195	390.6	1730	44.03
15	babies recipes	198	148	264.9	97	404.2	153	256.2
16	gelato recipes	141	136	146.2	92	216.1	870	22.85
17	sushi recipes	288	720	115.2	405	204.8	8350	9.93
8	world food and wine	701	123	3995				
42	world food wine	322	3	34560				
82	a chefs help food forums	218	5	9505				

Spiders crawl the site constantly – new content can be found on Google within minutes (even since moving over from the blog). The content is:

- rich in specific keywords
- the images are all named and tagged
- page URLs are meaningful
- H tags in place
- sitemap submitted to Google
- individual Meta Data in place on each recipe page

<u>Content</u>

Content on the site is growing every day, my own content (blog, recipes, etc.) but I have also recruited a restaurant reviewer, *The Gastrognome*, who will review two recipes a month for the site. The aim here is not to have a comprehensive London restaurant review section (there are plenty of those sites out there already) but rather to add some personal recommendations for restaurants in the capital, enhancing the appeal of Urban Foodie as your foodie friend who can always suggest good things, or good places, to eat.

I will also extend the review section to include book reviews and am in early discussions with independent publishers Octopus Publishing (www.octopusbooks.co.uk) about book competitions and reviews on the site.

Users have started in-putting recipes onto the site, currently about 20% of the recipes on there are user generated. They are also starting to use the forum, although this is developing slowly.

The home page layout evolved over the course of the development. First I identified all the sections and what content teasers would work best to act as a window into the sections from the home page. Then I applied Jakob Nielsen and Marie Tahir's 113 Homepage Guidelines wherever possible, ensuring that the home page is at optimum usability.

> In order to communicate well, homepages must give appropriate emphasis to both branding and high priority tasks. The homepage must also have a memorable and distinct look... (p10)
>
> *Homepage Usability: 50 Websites Deconstructed* – Jakob Nielsen and Marie Tahir

After the final crit I re-worked the home page again, moving some of the sections, cutting down the amount of copy and introducing an automated, recipe of the day (with picture).

The *Baby Foodie* section, with its emphasis on raising a baby foodie, has proved very popular with the new mums of my acquaintance, I will continue expanding on it.

Research for the section has included:

- *Optimum Nutrition for Babies and Young Children*, Lucy Burney
- *Cooking for Coco*, Sian Blunos
- *The Big Book of Recipes for Babies, Toddlers and Children*, Bridget Wardley and Judy More
- www.thedailygreen.com
- www.foodnews.org
- www.babyexpert.com
- www.annabelkarmel.com
- www.babycenter.com
- www.bhf.org

The *What's in Season* section is another key area of the site, currently 5th most popular page on the website, the information for which has been researched from a variety of sources, including:

- *River Cottage everyday*, Hugh Fearnley-Whittingstall
- *Appetite*, Nigel Slater
- www.bbc.co.uk
- www.eattheseasons.co.uk
- www.fishonline.org

3. Firmness

The site is built in the popular open source content management system (CMS) Joomla (www.joomla.org), with a Wordpress blog (http://wordpress.org), using the core Joomla download, my own custom built template, 10 additional components, 17 modules and 11 plugins to customise it to my requirements. These include:

- A recipe finder Rapid Recipe* – one of only two recipe plugins so options were limited but I have managed to integrate it well and am happy with it's performance until I can have a bespoke component made or this one customised in phase 3 (see *future development*).
- A Wordpress bridge from core.php – Joomla has it's own blogging platforms but none can compete with the excellence of Wordpress which is why I have kept the blog in this format.
- A forum by Kunena – a highly respected and developed open source project created especially for Joomla integration.
- A newsletter plugin for the weekly UF newsletter.
- Google Maps in the review section.
- Xmap, a sitemap generator for improved search engine visibility.

*The plan for the original recipe finder had been to have a more extensive search, menu planning and shopping list facility. The database structure for this has been researched and mapped out.
<div align="right">Appendix E</div>

However, for launch, it has not been possible to implement as it would require additional development help. Which is why I have moved the extended recipe finder to phase 3 to be done once funding and developers have been found.

I have also investigated using Sobi 2, a directory component, for the *reviews section*, but as it requires substantial configuration time I have set up the section as a normal Joomla category, with several menu systems to see if the section becomes popular enough to warrant the additional work. If this section does become popular then I will also expand it to include a *Source It* section which will be about where to buy great ingredients.

Joomla was chosen as the CMS because of its excellent flexibility, Drupal was also considered for this reason but dismissed because of its required level of high technical development knowledge. With Joomla you get an axel, roof, wheels and choice of stereo, with Drupal you get nuts and bolts and rods to build with.

Joomla is open source with an excellent and active community behind it. The forum has been able to answer almost all of my queries, I couldn't have built the site without them. I especially wanted to use an open source CMS, not just because they are often the most highly developed (because they have such a huge team of developers working constantly on them), or because they are mainly free, but also because I believe ideologically in open source. Open source is an example of how the internet can create a new commercial model, one that does not exclude – anyone can use the technology – but also allows people to make their living from it – by becoming experts and selling their services. It is, to my mind, exactly in the spirit of Tim Burners Lee's vision for the World Wide Web.

> When asked why Berners-Lee never thought about charging for the Web, the answer was practical and capitalistic, "Because we wanted it everywhere".
>
> *Web 2.0 Summit* – 23 Oct 09 - news.CNET.com

The site is currently being hosted on a public Dreamhost server with a very long domain registration. Although these hosts have been great so far the new site is bulkier that the blog and was at first showing some slowness. Investigations into improving this will follow in the *testing* section.

4. Delight

Foodie site designs do vary depending on focus, one consistency is a cleanness of structure, fresh colours (green, orange and white are popular) and a strong use of food photography on the site. Text is invariably dark grey (softer than black) and sometimes in an unusual type – certainly typography is used to carefully express style.

From my research into other popular brands that my target user group have regular interaction with (Carluccio's, Leon, Neal's Yard Dairy, Fernandez and Wells, Living Etc magazine, Wagamamma) it is clear that:

- The quality of design is extremely high.
- There is a definite retro edge to many of the brands, whether it is evoking the elegance of the 1930s or the childhood summers of the 1970s. This isn't a mere device but feels rather more like a cultured appreciation of the good things that have come before, a sense of great design and quality workmanship that we can learn from in our modern times. Keeping the proverbial baby after their bathwater has been thrown out.
- When a product is of high quality it can be allowed to dominate the brand, it speaks for it.
- Photography is often close up, highly saturated and illustration is common.
- Simplicity of design, strong logo, restrained colour mixing. Colours can be bright or dark but they are usually teemed only with white or one other.
- Typography is carefully matched to the brand and is a device for creating continuity on the page and an element to guide the user is often employed (e.g. underscore between words, cut off corners).
- There is a great deal of light and air, whether in the form of an oversized shop window or a generous use of whitespace on a web or printed page.

I created the Urban Foodie look and feel keeping all these elements in mind. The header takes inspiration from the London skyline and a certain very London-ish, simple and reduced illustrative style, inspired by artist Julian Opie's clean painted landscapes…

… and culturally inspired paintings that cross over into the mainstream (here Blur's *best of* album cover):

> I am always referring to the world, to things that seem poignant to me and then try to synthesize or make my version of these things.
>
> Julian Opie - *Journal of Contemporary Art*

The very descriptive header on the site was chosen to expressly reference the world of London, to immediately place the site.

It was created by using an illustration from an artist on istockphoto.com, manipulating it to be my own and combining it with another illustration of rolling hills (this time from dreamscape.com) to suggest an element of nature combining with the urban.

I then created a colour palette from the header colours which runs thorough the site, with a couple of extra colours (a pink and a red) for occasional highlighting. I took one of the carefully chosen logo fonts to run through the headings in the site (using swfIR - www.swfir.com, swf Image Replacement) for an additional sense of continuity and elegance and as a device, along with the pale blue frames, to break up the sections.

The food images are all presented in a polaroid style which keeps a continuity despite their varying sizes and makes them stand out from the rest of the content, the food is, after all, the star.

Competitor Analysis

1. www.allrecipes.co.uk

Readers Digest community food site, UK & Ireland specific. They describe themselves as:

Allrecipes is the largest, most trusted community-driven website where women connect with their peers and share their love of cooking, family and food.

- Motivated and affluent audience
- 3 out of 4 are women
- 3 out of 4 are married
- Between the ages of 25-54
- Visited at least twice monthly

Page rank	5/10
Traffic volume	150,000 (est.) – site rank 100,282
Location	UK
User demographic	UK, some USA - The site is popular among a fairly wealthy, middle aged audience.

Business

Corporate backing from Readers Digest, they also use ADZONE to deliver banner ads (mostly Tesco):

- 2 per page
- Different for each section
- Most animated
- 1 Medium Rectangle (above fold, 300 x 260px)
- 1 Full horizontal banner (below fold, 468 x 60px)

Commodity

The content is created by the users who submit recipes, photos, cook/user profile pages. Can create account with favourites and own recipes.

Top Tags on every page. H tags but no metadata (other than page title). Meaningful URLs (e.g. http://allrecipes.co.uk/recipes/beef-recipes.aspx).

Registration form:

Required Fields	user name:	password:
	email address:	birth year:

Optional Fields	postcode :	Your Photo:
	city/village :	Newsletters:

Recipe database : Potato (623), chicken (899)

Allows for searching by recipe name / ingredient I have / ingredient I don't want.
Recipes can then be sorted by newest / relevance / alphabetical and further broken
down on side bar by the following:

| Main Ingredients	Beef Chicken Pasta Cheese Dairy Duck Egg	Flour and Bread Fruit Game Herb and Spice Lamb Nut and Seed Fish and Shellfish	Other Pork Pulse and Bean Rice and Grain Turkey Vegetable Vegetarian Protein
Recipe Type	Budget Cake Scone and Muffin Vegetarian Bread Breakfast and Brunch	Dinner Gourmet Lunch Main Dish One-Pot Meal Salad Dessert and Pudding	Sandwich, Roll, wrap Savoury Pie, Pastie Side Dish Snack Soup and Stew Starter
Total Time	Under 30 minutes 30 mins to 1 hour	1 to 3 hours	3 hours or more
Cuisine	British Chinese Indian Italian African American Asian Bangladeshi Eastern European European	French Greek Irish Japanese Korean Latin American Mediterranean Mexican Middle Eastern Other Cuisines	Pakistani Polish Portuguese Scandinavian Scottish Spanish Thai Turkish Welsh
Occasions	Christmas Dinner party Sunday Lunch Boxing Day Burns Night Diwali Easter	Bonfire night Hogmanay Lunar New Year Mother's Day New Year Passover Picnic	Ramadan Rosh Hashanah St Andrew's Day St David's Day St George's Day St Patrick's Day Valentine's Day
Special Diets	Cooking for Kids Diabetic Gluten-Free Healthy	Dairy-Free Egg-Free Nut-Free	Pregnant or Nursing Mum Shellfish-Free Vegan
Cook/Prep Method	Baked Barbecued Boiled Braised Deep Fried Grilled	Marinate Microwave Pan Fried Poached Pressure Cooker Roasted	Sautéed Simmered Slow Cooked Steamed Stewed Stir Fry
Serves	1 2	3-4 5-8	A crowd
Difficulty	Easy	Moderately Easy	Challenging

Firmness

Site is written in asp.

Delight

Main colour scheme is a monochrome orange and white scheme with a great deal of white to allow richly coloured, often close up, recipe images to come through.

The logo incorporates both a wooden spoon and a map of the UK to create a highly descriptive visual identity.

A stable top banner contains main tab navigation, login boxes and member's quick links on every page, a dynamic side sub navigation changes for each section.

Content is held within a centred 960px wide column, with header colour bleeding to edges to fit screen size.

Text is Verdana, main body dark grey with bold orange headers.
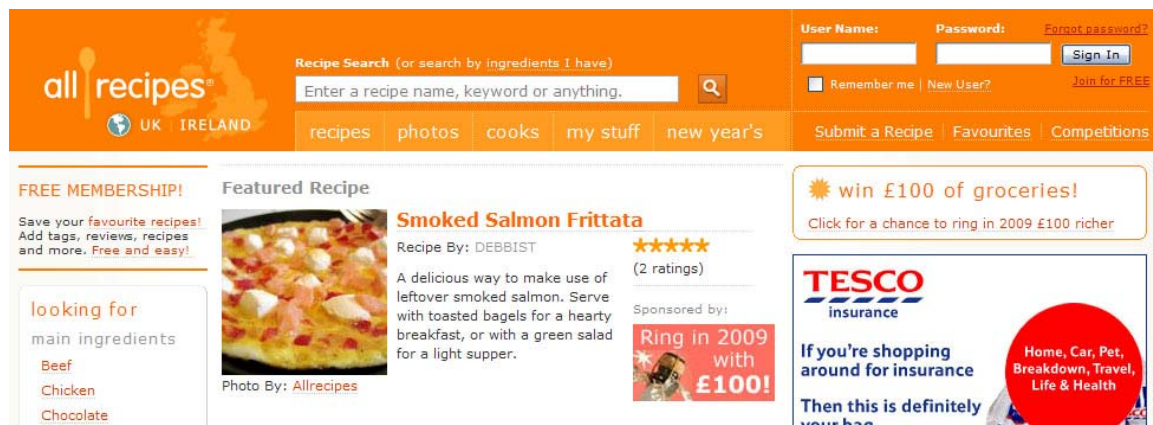
2. www.ifood.tv

US focused video food community developed out of Colombia University (NY). They describe themselves as:

iFood.tv is a video community of food lovers. It has food-related information, training and entertainment served by the community for the community. We take a holistic view of food and cover all different facets of food.

Page rank	5/10
Traffic volume	293 sites link into it – site rank of 24,269
Location	US
User demographic	US, India, UK

Business

Adverts, they have Google ads and also use Real Girls Media to deliver banner ads (mostly Pringles):

- 2 per page
- Different for each section
- Animated
- 1 Medium rectangle (above fold, 300 x 250px)
- 1 Leaderboard banner (below fold, 730 x 90px)

Commodity

The content is created by the users who submit video recipes, blogs, cook/user groups, shows. Can create account with favourites and own recipes.

Tag clouds on every page. H tags and dynamic metadata present. Meaningful URLs (e.g. http://www.ifood.tv/r/indian/recipes).

Registration form:

Required Fields	Username: E-mail address: Password:

*Recipe database***: Size:** Potato (252), chicken (912)

Allows for searching by recipe / video / blog / member. Side bar also offers search by the following:

Cuisine	African	French	Korean
	American	Fusion	Mediterranean
	Asian	German	Mexican
	Caribbean	Greek	Oceanian
	Chinese	Indian	South American
	Continental	Italian	Spanish

	Cuban European	Japanese Jewish	Thai
Speciality	Aphrodisiacs Christmas Complete Meal Diwali Halal Halloween	Holi Holidays Kids Organic Part of Menu	Pregnancy Raw Food Thanksgiving Wedding Wine Pairing
Course	Appetizer Beverage Breakfast	Dessert Main Dish Side Dish	Snack Wine and Drink
Healthy	Beach Diet Diabetic High Protein	Low Calorie Low Carb	Low Fat Low Sodium
Interest Group	Classic Everyday Exotic	Gourmet Healthy	Party Quick
Vegetarian	Lacto Ovo Veg	Vegan	Vegetarian
Taste	Meaty Salty	Savour Sour	Spicy Sweet

Firmness

Drupal based CMS.

Delight

Main colour scheme is green and white with contrasting orange accents to allow relatively basic recipe and videos images to come through.

The logo incorporates a tv (as well as the letters .tv) to create a descriptive but non location specific visual identity. Tagline: *Your Food Network!*

A stable top banner contains main tab navigation and member's quick links on every page, a dynamic horizontal sub navigation under the main one changes the search for each section. Content is held within a centred 986px wide column, with background gradient-ed green colour behind to fit screen size.

Text is Trebuchet MS, main body dark grey with bold green and orange headers.

3. www.seriouseats.com

US (esp. NY) based food blog community of over ½ million. The site is made up mostly of blog type recipe entries, regular columns and restaurant reviews. It is a hub for food writers as well as regular users. They describe themselves as:

Serious Eats is a website focused on celebrating and sharing food enthusiasm through blogs and online community. Our unique combination of community and content brings together the distinctive voices of food bloggers, compelling original and acquired food video, and spirited, inclusive, conversations about all things food- and drink-related.

Page rank	7/10
Traffic volume	835,000 – site rank 22,456
Location	US, some global (10%)
User demographic	US mainly, female, affluent, no children, grad and postgrad

Business

Ads, including Google, different on each page, no single prominent advertiser. Ads served by different suppliers, some can be uploaded directly online through web.blogads.com - standard ad 150x200px, $400; Hi Rise 150x600px, $1,200 p/w. Est. 13,377 ad impressions per week.

- 3+ per page
- Different for each section
- Some animated
- 1 Leaderboard banner (above fold, 730 x 90px)
- 2+ Skyscraper rectangle (below fold, 160 x 600px)

Commodity

The content is created by serious eats writers, many of which are professional food writers, who submit recipes, blogs, videos, forum, restaurant reviews. Normal users can create account where they can upload pictures to Photograzing, comment on posts, save favourite recipes, but not upload their own recipes, except in the forum.

Lots of internal ads on the pages, comments in view. H tags and dynamic metadata present. Long, but meaningful URLs (e.g. http://www.seriouseats.com/recipes/2008/12/dinner-tonight-beef-salad-with-horseradish-dressing-recipe.html).

Registration form:

Required Fields   Username:
                                    E-mail address:
                                    Password:
                                    Newsletter:

Recipe database*: Size:* Potato (190), chicken (416)

Poor Google type search that allows for searching or browsing by keyword:

By Category:	Appetizers Beef Breads Breakfast and Brunch Cheese Condiments and Sauces Desserts	Drinks Eggs Gluten-Free Healthy and Delicious Lamb Mains Pastas and Grains	Pork Poultry Salads Sandwiches Seafood Sides Soups Vegetarian
Refine by column:	Baking With Dorie Classic Cookbooks	Cocktail Concoctions Dinner Tonight	Sack Lunch Serious Eats Essentials

Firmness

Site is built using Movable Type.

Delight

Main colour scheme is a contrasting green, orange and white one with red accents and lots of whitespace to allow the rich and professional recipe images to come through vividly.

The logo incorporates a laughing mouth creating an inviting but essentially non descriptive visual identity.

A stable top banner contains main tab navigation, search box and member's quick links on every page, a dynamic horizontal sub navigation under the main one changes the sub navigation for each section. Content is held within a centred 962px wide column, with background gradient-ed green colour behind to fit screen size.

Text is Arial, main body dark grey with red headers and blue titles and links.

4. www.deliciousdays.com

German food blog voted one of Time Magazine's 50 coolest websites (among many other accolades) recipes, news, books and exceptional photography. They describe themselves as:

My name is Nicky and I love to cook. As much as I love to eat, to read cookbooks, go food shopping, host dinners for dear friends and family, experiment with new recipes and - of course - talk about food. I'm not a professional cook, my day job revolves around design and the internet business as such, which is my other passion. delicious:days was launched in 2005 and is my way of combining these two passions, thrown into the mix: Munich, the wonderful Bavarian town we live in, our occasional travel experiences, cookbook reviews and to cut to the chase all things delicious.

Page rank	4/10
Traffic volume	10,000 visitors (est.) – site rank 149,710
Location	Germany
User demographic	US, Germany, Indonesia, Pakistan, India – Female, older, less affluent, college graduate users

Business

Mostly adverts, but also a Delicious Days cookbook and other Amazon cookbook affiliate programme. Ads served by different suppliers, some can be uploaded directly online through web.blogads.com – from $550 p/w. Est. 54,104 ad impressions per week.

- 3+ per page
- Same for each section
- No animation
- 1 Rectangle banner (above fold, 180 x 150px)
- 2+ Skyscraper rectangle (below fold, 160 x 600px)

Commodity

The content is created by the blog authors (Nicky and Oliver) with comments from users.

Searching is by:

category	recipes : sweet recipes : savoury recipes : everyday	delicious days daily en route munich other	discoveries cookbooks my cookbook
dish category	bread breakfast cake	appetizer soup salad pasta	entree dessert favdish

No H tags, some static metadata. Meaningful URLs (e.g.
http://www.deliciousdays.com/archives/2007/01/18/cute-cuter-mini-bagels)
although attractive headlines take precedence over SEO.

Recipe database - **Size:** Potato (23), chicken (22)

Firmness

Wordpress Blog with several plugins, some bespoke ones written by Oliver (blog
owner).

Delight

Main colour scheme is a bright colour drawn from or chosen to compliment the main
header image, photographs are rich and of the highest quality.

The logo is just a typographical one, though the header incorporates a gorgeous food
shot to denote the nature of the site. Tagline is: *delicious:days is our playground and
will let you take a peek into our steamy kitchen, mouthwatering recipes and
delightful nibbles included, all served on a tasty plate. Can you say yum?*

A stable top banner contains main tab navigation and members quick links on every
page, a dynamic horizontal sub navigation under the main one changes the search
for each section. Content is held within a centred 986px wide column, with
background gradient-ed green colour behind to fit screen size.

Text is Trebuchet MS, main body dark grey with bold purple and grey headers.
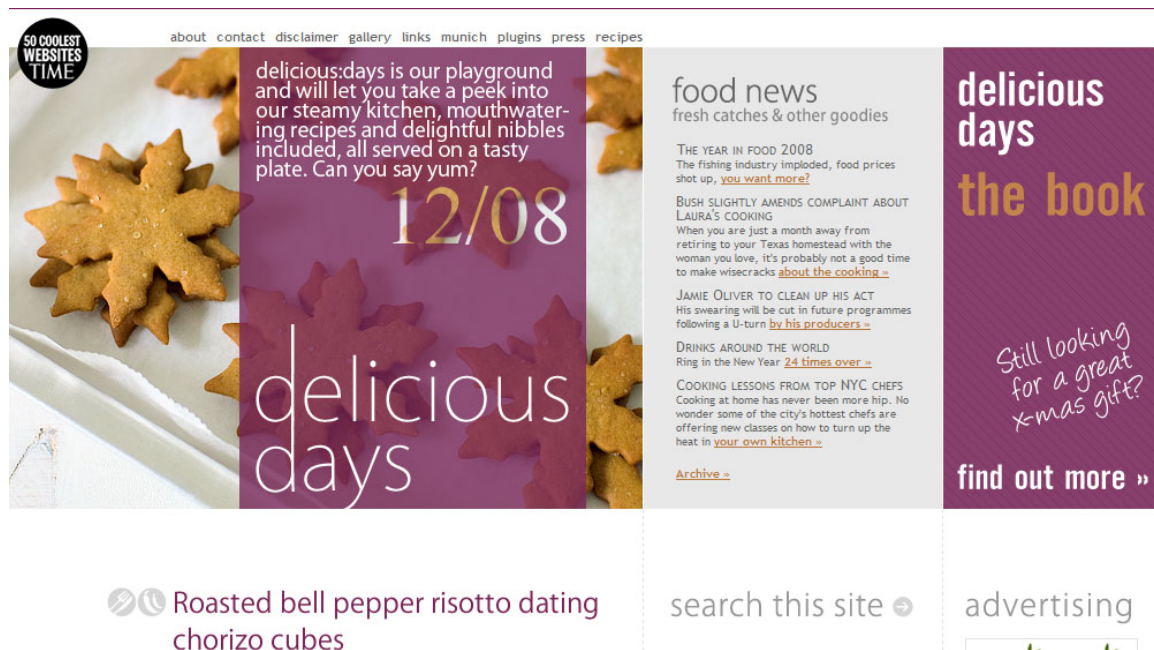
5. www.chow.com

US focused but worldwide food community, originally a magazine and now a Webby Award (www.webbyawards.com) winning site full of all the latest food news, best places to eat, recipes and very active forums. They describe themselves as:

CHOW is a new kind of food media. Not only is our subject matter different—about the parties you really want to go to, the meals you really want to eat, the gear you really want to have—but we deliver it to you in audio, video, and everything else the Web's got to offer. Come to us for recipes, instruction, news, entertainment, discussion, and advice. And come often—we update the site daily.

Page rank	8/10
Traffic volume	1,300,000 – site rank 4,147
Location	USA
User demographic	USA + 20 GLOBAL (Canada, UK, India) The site attracts a more educated, slightly female slanted, more affluent following. The typical visitor subscribes to Food & Wine, visits whatscookingamerica.net, and uses yelp.com.

Business

Part of CNET (CBS) they have adverts and newsfeeds from other sites in the network plus Adverts and integrated advertorials (e.g. Stolichnaya ads and a top 10 vodka recipe special). Also ads on all videos.

Commodity

Users can create an account and upload content, lots of contributions from professional food writers writing columns. Multi-media. Top columns, recipes and stories on every page. Dynamic title, no H tags. Not very meaningful URLs (e.g. http://www.chow.com/recipes/10809).

Registration form:

Required Fields   Username:
                                    E-mail address:
                                    Password:
                                    Newsletters:

Recipe database; Size: Potato (334), chicken (483)

Allows for searching by keyword or:

Ingredient	Alcohol	Cilantro	Pasta
	Apples	Egg	Pork
	Beans	Fish	Potatoes
	Beef	Fruit	Rice
	Cheese	Miso	Shellfish
	Chicken	Nuts	Spinach
	Chocolate	Parsley	Vegetables

Course	Breakfast/Brunch	Pasta/Noodles	Soup/Salad/Sandwich
	Condiment/Sauce	Project	Starter
	Drink	Side Dish	Sweet/Dessert
	Main	Snack	
Cuisine	American	Cuban	Korean
	Asian	French	Latin
	Barbecue	German	Mexican
	British	Greek	Middle Eastern
	Cajun/Creole	Indian	Southwestern
	Caribbean	Italian	Spanish
	Chinese	Japanese	Thai
Tag	Bacon	Hungry	One Pot
	Crunchy	Indulgent	Party
	Easy	Lazy	Quick
	Hangover	Make Ahead	Travels Well
	Health	Manly	MORE…

Firmness

Scripting language unknown, otherwise extensive use of XHTML, CSS and Javascript.

Delight

Main colour scheme is grey with red (and the occasional green and blue) accents very few but professional quality images, very newspaper like design. The logo is purely typographical to emphasise the written nature of the site. Subject matter hints are given by randomised food images in the header.
Tagline: *Food, Drink, Fun*

A stable top banner contains main tab navigation, seasonal sub menu (above main menu…) login links and a search on every page, further dynamic sub-navigations appear on hover from the main navigation sections. Content is held within a centred 982px wide column, with a horizontal ruled grey pattern background to fill to screen size. Text headlines are Georgia and body text is Arial, like a newspaper, main body shades of grey with red accents punctuated by high quality imagery.

Testing

Technical

The site has been tested extensively in the following browsers:

- Firefox 3.0.14
- IE 7
- IE 8
- Safari 3.0 for the iphone

Apart from some small formatting differences in a few margins, the site is coherent across all these browsers.

And screen shot tested for the following browsers using browsershots.org, selection based on browser information in Google Analytics:

- IE 6.0
- Firefox 2.0 (linux and windows)
- Firefox 3.0 (linux and windows)
- Firefox 3.1 (linux and windows)
- Firefox 3.5 (linux and windows)
- Safari 4.0 (windows)
- Chrome 0.2 (windows)
- Chrome 3.0 (windows)
- Opera 10.0 (windows)
- Opera 9.50 (windows)
- Opera 9.63 (windows)
- Opera 9.64 (windows)

Speed issues

As previously mentioned the new site was showing some slowness, up to 8 seconds for pages to load. To speed it up I first did some testing to find out where the problem lay:

1. Checking the site with Yslow to see if any code improvements can be made.

Checked the site on Yslow and, although it gave a D rating (score 66) to the site it also gave cadtutor.net a D rating (score 64), a site that has a very good loading speed. Yslow showed cadtutor.net to have many of the same error messages, indicating that these are not the cause of the speed issue.

2. Turning of individual plugins to see if they are causing the lag.

Result: No improvement in load times with non-essential plugins turned off.

3. A traceroute (done through command prompt) shows that the site currently bounces off a server in LA taking up to 300ms per bounce, compared to cadtutor.net that stays in the UK and only takes max 31ms per bounce.

```
Tracing route to www.urbanfoodie.net [208.113.162.90]

 1    89 ms   100 ms    99 ms  api.home [192.168.1.254]
 2    33 ms    32 ms    31 ms  217.47.70.250
 3    31 ms    30 ms    30 ms  217.47.70.161
 4    32 ms    31 ms    31 ms  217.47.202.10
 5    32 ms    32 ms    31 ms  217.41.168.13
 6    31 ms    31 ms    30 ms  217.41.168.134
 7    31 ms    31 ms    31 ms  212.140.233.38
 8    32 ms    32 ms    32 ms  217.47.155.106
 9    32 ms    32 ms    31 ms  core2-pos0-0-0-9.ealing.ukcore.bt.net [62.6.200.5]
10    31 ms    30 ms    31 ms  transit2-gig11-0-0.ealing.ukcore.bt.net [194.72.17.194]
11    31 ms    30 ms    30 ms  t2c2-ge8-0-0.uk-eal.eu.bt.net [166.49.168.49]
12   108 ms   108 ms   109 ms  t2c2-p4-0-0.us-ash.eu.bt.net [166.49.164.74]
13   109 ms   108 ms   110 ms  166-49-169-2.eu.bt.net [166.49.169.2]
14   112 ms   111 ms   111 ms  pos-2-2-0-0-cr01.mclean.va.ibone.comcast.net [68.86.86.25]
15   124 ms   123 ms   124 ms  pos-1-11-0-0-cr01.atlanta.ga.ibone.comcast.net [68.86.85.241]
16   146 ms   146 ms   147 ms  pos-1-10-0-0-cr01.dallas.tx.ibone.comcast.net [68.86.86.129]
17   180 ms   178 ms   178 ms  pos-0-12-0-0-cr01.losangeles.ca.ibone.comcast.net [68.86.86.117]
18   173 ms   173 ms   174 ms  75.149.228.206
19   332 ms      *     325 ms  ip-66-33-201-114.dreamhost.com [66.33.201.114]
20   175 ms   174 ms   174 ms  ip-66-33-201-67.dreamhost.com [66.33.201.67]
21   176 ms   173 ms   172 ms  apache2-emu.ovaltine.dreamhost.com [208.113.162.90]

Tracing route to cadtutor.net [77.72.206.14]:

 1     7 ms    99 ms   100 ms  api.home [192.168.1.254]
 2    32 ms    34 ms    31 ms  217.47.70.250
 3    31 ms    30 ms    31 ms  217.47.70.161
 4    31 ms    30 ms    30 ms  217.47.202.10
 5    31 ms    31 ms    35 ms  217.41.168.13
 6    31 ms    30 ms    31 ms  217.41.168.134
 7    31 ms    31 ms    32 ms  217.41.168.54
 8    32 ms    32 ms    30 ms  217.47.87.242
 9    32 ms    31 ms    32 ms  core1-pos0-7-0-10.ealing.ukcore.bt.net [194.72.17.205]
10    32 ms    32 ms    34 ms  core1-pos1-0-0.telehouse.ukcore.bt.net [62.6.201.82]
11    34 ms    33 ms    32 ms  ae0.edge-1.sov.lon.uk.as29017.net [195.66.224.141]
12    31 ms    32 ms    31 ms  server.curiousfish.co.uk [77.72.206.14]
```

Solution: Investigating whether the site can go onto a UK server (80% of traffic is from UK but current hosts, Dreamhost, are in San Francisco).

4. A private server.

Before moving to a new host which will be a huge upheaval and require upgrading to the latest version of Joomla, fixing any issues, then installing it on a new host and doing the transfer with no guarantee of faster load times, another option is to go onto a private server. Dreamhost have a private server option, I would need a private server for the site and potentially another one for the SQL database.

Dreamhost offer a week's free trial on these, which I have used as a test to see if it improves load times.

Price is $1 per 10mb memory per month – they estimate 150-600MB per month.

$15-$60 per month or £9.50 - £38 per month.

I set up a trail private server for the website (not the SQL) on 04/10 and on 5/10 site response times did seem to have improved, further testing still to be done on a variety of machines.

```
Tracing route to www.urbanfoodie.net [69.163.176.124]

  1    82 ms    99 ms    99 ms  api.home [192.168.1.254]
  2    31 ms    30 ms    31 ms  217.47.70.250
  3    31 ms    30 ms    30 ms  217.47.70.161
  4    31 ms    30 ms    31 ms  217.47.202.10
  5    30 ms    30 ms    30 ms  217.41.168.13
  6    31 ms    30 ms    31 ms  217.41.168.65
  7    32 ms    30 ms    30 ms  217.41.168.122
  8    30 ms    30 ms    30 ms  212.140.233.34
  9    31 ms    31 ms    30 ms  217.47.155.58
 10    32 ms    31 ms    31 ms  core1-pos0-0-0-9.ealing.ukcore.bt.net [62.6.200.
1]
 11    31 ms    30 ms    34 ms  transit2-gig8-0-0.ealing.ukcore.bt.net [62.6.200
.122]
 12    31 ms    30 ms    30 ms  t2c2-ge14-0-0.uk-eal.eu.bt.net [166.49.168.57]
 13   106 ms   106 ms   106 ms  t2c2-p5-0-0.us-ash.eu.bt.net [166.49.164.70]
 14   107 ms   107 ms   107 ms  166-49-169-2.eu.bt.net [166.49.169.2]
 15   109 ms   109 ms   109 ms  pos-2-3-0-0-cr01.mclean.va.ibone.comcast.net [68
.86.86.29]
 16   121 ms   121 ms   122 ms  pos-1-12-0-0-cr01.atlanta.ga.ibone.comcast.net [
68.86.85.237]
 17   144 ms   145 ms   144 ms  pos-1-14-0-0-cr01.dallas.tx.ibone.comcast.net [6
8.86.85.153]
 18   178 ms   178 ms   179 ms  pos-0-15-0-0-cr01.losangeles.ca.ibone.comcast.ne
t [68.86.85.137]
 19   172 ms   172 ms   172 ms  75.149.228.206
 20   172 ms   172 ms   173 ms  ip-66-33-201-114.dreamhost.com [66.33.201.114]
 21   172 ms   171 ms   172 ms  ps15619.dreamhost.com [69.163.176.124]
```

Analysis

Wordpress site statistics

I was running a simple stats package from within Wordpress on the blog which showed visitors, pageviews and feeds (the page rank I have been tracking myself manually). I am now using Google Analytics exclusively on the site, the table below shows a basic stats comparison for the last 12 months.

As you can see the Wordpress and Google stats only overlap over two months and do not correlate on figures although they do have some similarity on trends.

The stats show a marked increase during the period March-May when I was most actively blogging, commenting on others' blogs and submitting images to the photograzing and tastespotting food photography websites. I am sure that this trend can be reproduced now that the site is live and I can concentrate on putting it out into the food web, indeed Octobers rise support this assertion.

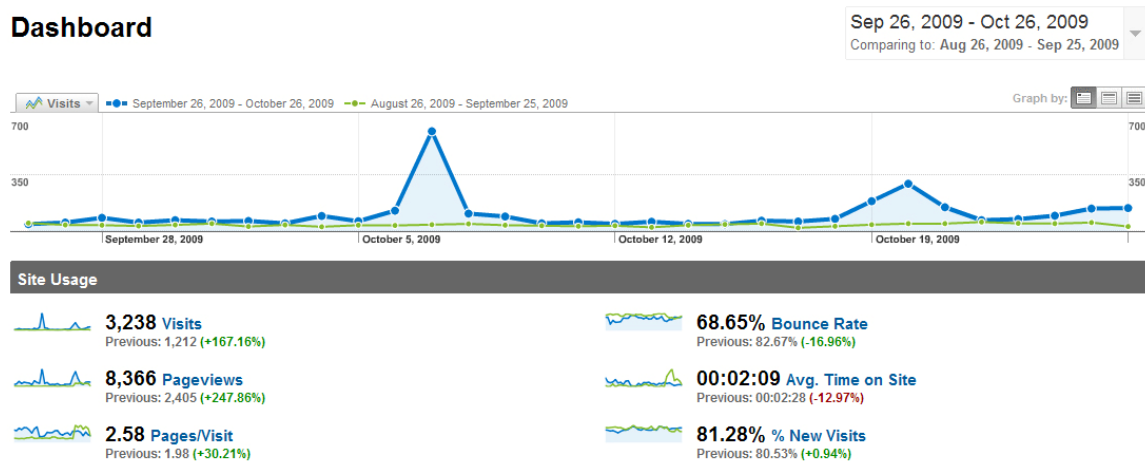|		Wordpress stats				Google stats	
Year	Month	Visitors	Pageviews	Feeds	Page Rank	Visits	Pageviews
09	October				3/10	3,410	8,251
09	September				3/10	1,271	3,218
09	August	1,730	6,791	1,629	3/10	1,198	1,529
09	July	1,370	5,224	1,369	3/10	994	1,277
09	June	2,344	5,873	1,249	3/10		
09	May	3,743	10,634	1,217	3/10		
09	April	3,729	11,802	772	3/10		
09	March	3,382	8,345	598	3/10		
09	February	2,236	5,067	320	3/10		
09	January	2,569	5,091	315	3/10		
08	December	1,661	4,356	222	3/10		
08	November	902	2,912	110	1/10		

Google Analytics

The new site went live on Sunday 28th September, so I will concentrate on the first month's stats for analysis. Extended site statistics can be seen in the appendices, discussed below.

Visits & Visitors

Dashboard

Sep 26, 2009 - Oct 26, 2009
Comparing to: Aug 26, 2009 - Sep 25, 2009

Visits ▾   ▪●▪ September 26, 2009 - October 26, 2009   ▪●▪ August 26, 2009 - September 25, 2009   Graph by:

700 | September 28, 2009 | October 5, 2009 | October 12, 2009 | October 19, 2009

Site Usage

3,238 Visits
Previous: 1,212 (+167.16%)

8,366 Pageviews
Previous: 2,405 (+247.86%)

2.58 Pages/Visit
Previous: 1.98 (+30.21%)

68.65% Bounce Rate
Previous: 82.67% (-16.96%)

00:02:09 Avg. Time on Site
Previous: 00:02:28 (-12.97%)
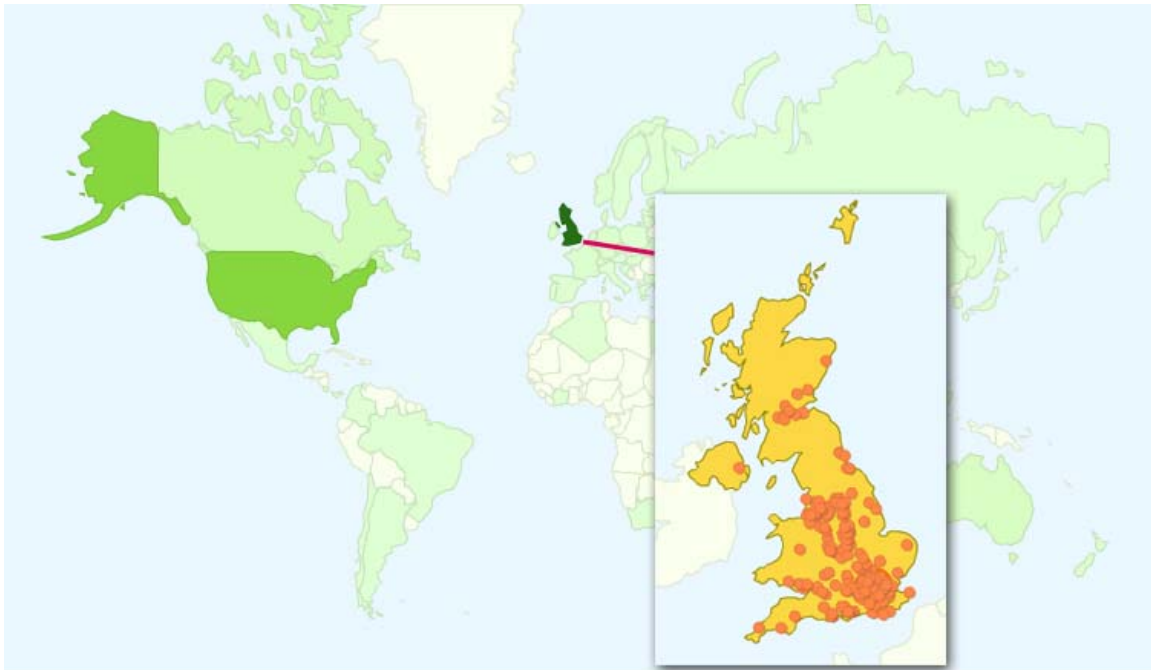
81.28% % New Visits
Previous: 80.53% (+0.94%)

Visits are up 167% on the previous week, *page views* up 247% and *bounce rate* is down 17%, (to 68.5%), on the home page and recipe section the *bounce rates* are down even further to 41% and 46% respectively. *Pages per visit* are up 30%. These are all good indicators that people are using more of the site than before, which is what one would expect as there is now so much more of the site to use.

New visitors have remained almost stable, which is something to keep an eye on but not at a worrying level yet. In the case of new visitors, although Urban Foodie does need a steady supply of *new visitors*, it is vital that it shows a high level of return visitors, as these are the users who will create the community.
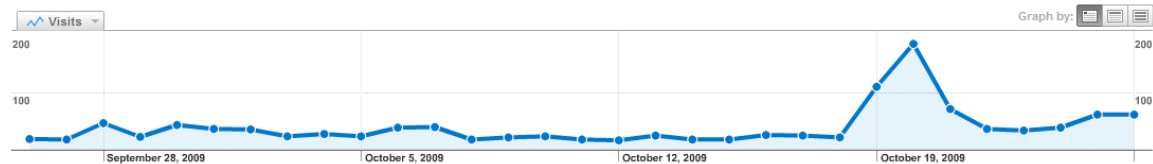
Average time on site, down to 13% from 2.28 to 2.09, this could be because the new navigation allows for speedier access to the information users are seeking, but is a trend to keep an eye on none the less. Analysing this drop alongside *top exit pages*, however, shows that users are mostly exiting from the 'final destination' pages, such as actual recipes, that one would expect, they are not leaving early because they cannot find the content. In addition, the *average time on site* has seen a 73% increase for core, London based users 3.42, though it remains an area to work on.
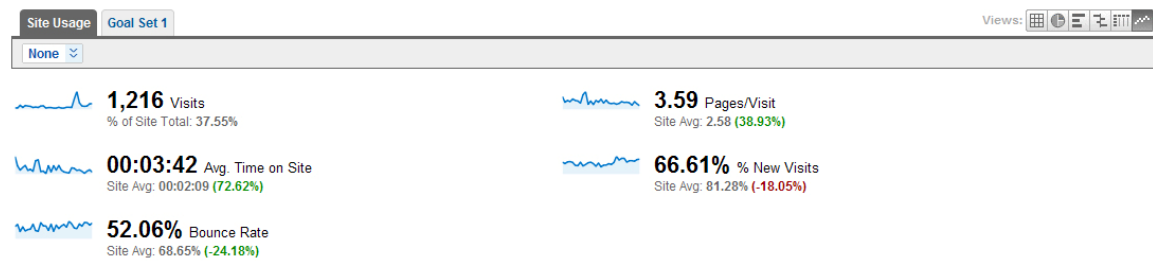
City Detail:
London

Graph by:

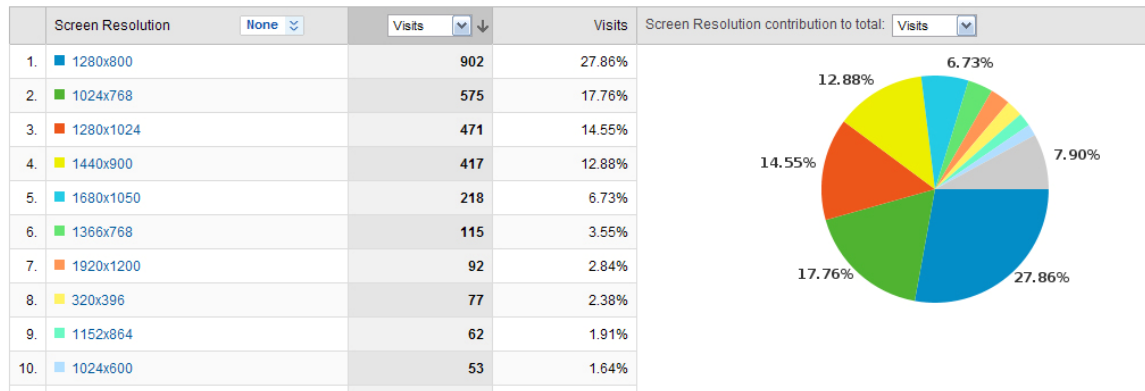200   200

100   100

September 28, 2009   October 5, 2009   October 12, 2009   October 19, 2009

This city sent 1,216 visits

Site Usage   Goal Set 1   Views:

None ▼

1,216 Visits
% of Site Total: 37.55%

3.59 Pages/Visit
Site Avg: 2.58 **(38.93%)**

00:03:42 Avg. Time on Site
Site Avg: 00:02:09 **(72.62%)**

66.61% % New Visits
Site Avg: 81.28% **(-18.05%)**

52.06% Bounce Rate
Site Avg: 68.65% **(-24.18%)**
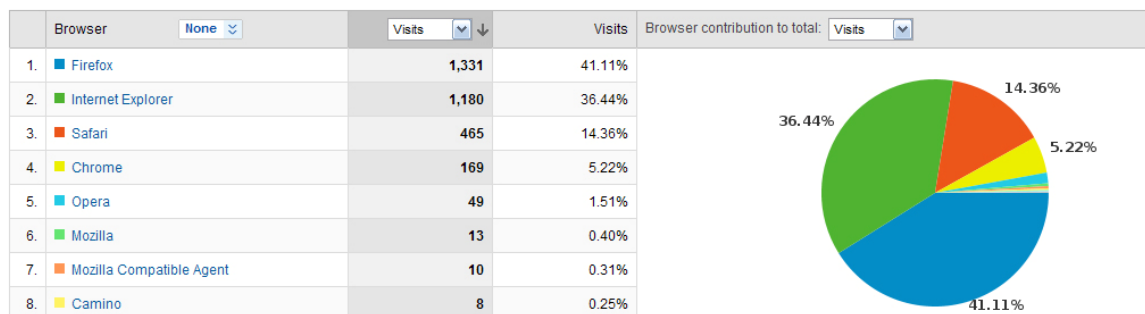
Visitors come mostly from the UK (57%), with the US next on the list (25%) but visitors have come from as far as Australia, Rwanda and Mauritius. Londoners make up 38% of users, with a *bounce rate* of only 52%, a higher than average *time on site* (3.42) and higher than average *pages per visit* (3.59) indicating that the targeting of a London based core user group is an accurate one.

3,238 visits used 69 screen resolutions

	Screen Resolution	None	Visits		Visits
1.	■ 1280x800		902		27.86%
2.	■ 1024x768		575		17.76%
3.	■ 1280x1024		471		14.55%
4.	■ 1440x900		417		12.88%
5.	■ 1680x1050		218		6.73%
6.	■ 1366x768		115		3.55%
7.	■ 1920x1200		92		2.84%
8.	■ 320x396		77		2.38%
9.	■ 1152x864		62		1.91%
10.	■ 1024x600		53		1.64%

Screen Resolution contribution to total: Visits

Pie chart: 6.73%, 12.88%, 14.55%, 17.76%, 27.86%, 7.90%

3,238 visits used 13 browsers

	Browser	None	Visits		Visits
1.	■ Firefox		1,331		41.11%
2.	■ Internet Explorer		1,180		36.44%
3.	■ Safari		465		14.36%
4.	■ Chrome		169		5.22%
5.	■ Opera		49		1.51%
6.	■ Mozilla		13		0.40%
7.	■ Mozilla Compatible Agent		10		0.31%
8.	■ Camino		8		0.25%

Browser contribution to total: Visits
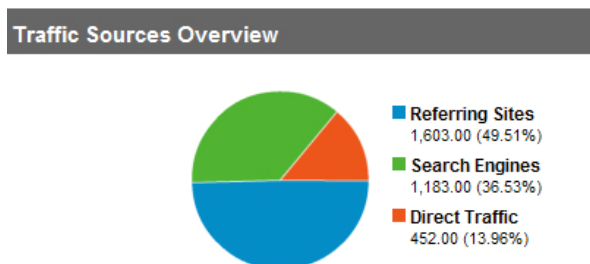

Pie chart: 14.36%, 36.44%, 5.22%, 41.11%

It is interesting also to note that the *top 10 screen resolutions* are almost all above 1024x768 (the size the site is designed for) confirming that 800x600 is a virtually obsolete resolution, just scraping in at number 30 with a single user. The iphone *screen resolution* 320x396 has achieved top 10 status, demonstrating that more and more users are accessing the site on the move*.

Firefox just beats IE as browser of choice, although the usage is reasonably balanced.

* The site has been tested and works well on the iphone, there is a small navigation spill but this doesn't detract from the overall visual strength and functionality of the site.

Traffic

Traffic Sources Overview

- ■ Referring Sites 1,603.00 (49.51%)
- ■ Search Engines 1,183.00 (36.53%)
- ■ Direct Traffic 452.00 (13.96%)

Traffic sources are quite well balanced, with 86% of traffic coming from search engines and referring sites, this is a good figure, meaning that Google and other search engines are finding the site and ranking it high enough on searches to be found by users.
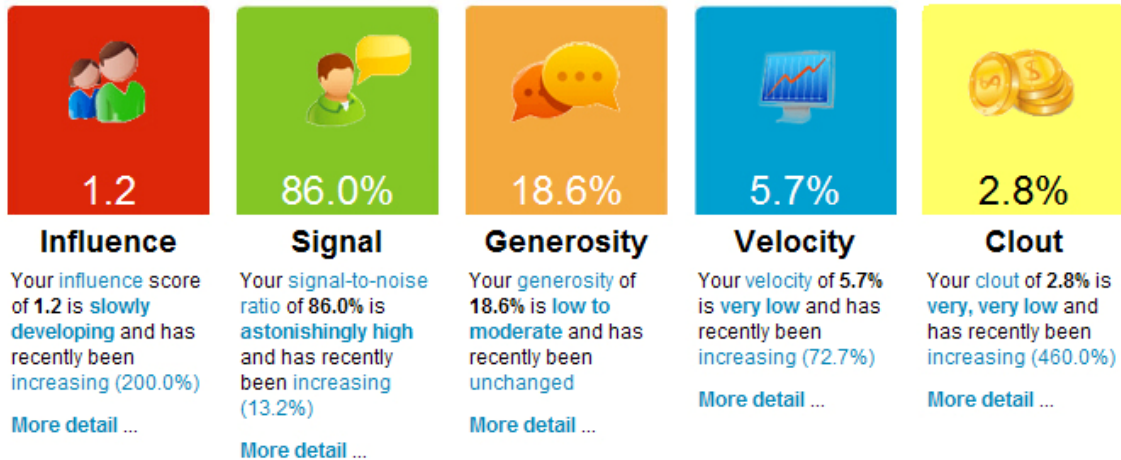
Having the blog online for so many months, gathering links and page ratings, has made all the difference to the current visibility of the website.

Referring sites are a good mixture of social networks (Twitter, Facebook) and foodie blogs/websites showing that the site is spreading well within the social and foodie community, this is essential if it is to be a success.

Twitter Anaylsis

Ralph Wilson, from wilsonweb.com, recommends using Twitalyzer (www.twitalyzer.com) *"...which measures five fundamental aspects of a person's or company's use of Twitter: influence, signal, generosity, velocity, and clout."*

Twitalyzer Analysis of @urbanfoodie_net

Influence	Signal	Generosity	Velocity	Clout
1.2	86.0%	18.6%	5.7%	2.8%
Your influence score of **1.2** is slowly developing and has recently been increasing (200.0%)	Your signal-to-noise ratio of **86.0%** is astonishingly high and has recently been increasing (13.2%)	Your generosity of **18.6%** is low to moderate and has recently been unchanged	Your velocity of **5.7%** is very low and has recently been increasing (72.7%)	Your clout of **2.8%** is very, very low and has recently been increasing (460.0%)
More detail ...	More detail ...	More detail ...	More detail ...	More detail ...

Influence
- Your relative reach in Twitter, measured by the number of followers you have
- Your relative authority, measured by the number of times you are "retweeted"
- Your relative generosity, measured by the number of times you "retweet" others
- Your relative clout, measured by the number of times you are referenced by others
- Your relative velocity, measured by the number of updates you publish over 7 day period

Urbanfoodie's influence is growing slowly but steadily, recommendations for further growth are to find more friends and followers, which I am working on.

Signal
The Twitalyzer has observed that people tend to gravitate towards *strangers* who are passing along information. Our **signal-to-noise ratio** is a measure of the tendency for people to pass information, as opposed to anecdote. By our definition, "signal" will be counted for *any update* that includes at least one of the following elements:

- References to other people (defined by the use of "@" followed by text)
- Links to URLs you can visit (defined by the use of "http://" followed by text)
- Hashtags you can explore and participate with (defined by the use of "#" followed by text)
- Retweets of other people, passing along information (defined by the use of "rt", "r/t/", "retweet" or "via")

Urbanfoodie's signal is very high, there are no recommendations for change here.

Generosity

We believe that Twitter is a lot like life, only in fewer characters, and that being generous with others is extremely admirable. In Twitter, we think of generosity as one's willingness to pass along ideas and call attention to those ideas we think are great. Our measure of generosity is one's propensity to "retweet" someone else, thusly creating awareness of their work and ideas among your own followers. Specifically, our measure of generosity is based on the ratio of retweets you pass along to all updates you publish.

Urbanfoodie's generosity is low to moderate, recommendations are to increase retweets to improve this.

Velocity

Your velocity is simply the rate at which you contribute to Twitter. Since the Twitter Search APIs limit us to 1,500 records, at least for the time being, you are judged against a theoretical maximum of 1,500 updates per week.

Urbafoodie's velocity is very low, recommendation is to increase (interesting) tweeting.

Clout

Our definition of clout is simply the number of references to you divided by the total number of possible references (as governed by the Twitter Search APIs).

Urbanfoodie's clout is very, very low but improving (up 460% in 3 months).

From this analysis we can conclude that Urbanfoodie's Twitter strategy is heading in the right direction, with more active involvement needed in the future.

Content & Keywords

As previously asserted, it is very difficult to create a keyword list when dealing with recipes as searches are usually based on ingredients or chef names. The *keyword search* results attest to this, 551 *keywords* for 1,183 *visits*, all of which reference either the site name (which Urban Foodie already appears as #1 in a Google search) or a recipe name/ingredient(s)/chef.

Search sent 1,183 total visits via 551 keywords

Show: total | paid | non-paid

| Site Usage | Goal Set 1 |

Visits	Pages/Visit	Avg. Time on Site	% New Visits
1,183	**2.54**	**00:02:31**	**80.05%**
% of Site Total: 36.53%	Site Avg: 2.58 (-1.52%)	Site Avg: 00:02:09 (17.59%)	Site Avg: 81.28% (-1.52%)

	Keyword	None	Visits ↓	Pages/Visit	Avg. Time on Site
1.	perfect soft boiled egg		175	1.41	00:00:57
2.	urban foodie		122	5.92	00:07:09
3.	soft boiled egg		47	1.15	00:00:21
4.	http://www.urbanfoodie.net/		38	6.84	00:14:36
5.	the perfect soft boiled egg		19	2.79	00:05:47
6.	snowflake biscuits		18	9.33	00:15:12
7.	sausage and butter bean casserole		15	1.13	00:00:07
8.	perfect soft boiled eggs		14	1.07	00:00:21
9.	interesting food facts		9	3.22	00:05:17
10.	prawn and courgette curry		9	1.44	00:01:40
11.	urbanfoodie		8	3.25	00:00:51
12.	leon cookbook recipes		7	1.00	00:00:00
13.	smoked mackerel pasta		7	1.00	00:00:00
14.	cabbage bacon potatoes		6	2.33	00:02:11
15.	easy pear tart		6	1.00	00:00:00
16.	foodie		6	7.50	00:03:01

This shows that as well as establishing a keyword list the best keyword plan for my site is to continue with keyword rich content. These keywords almost all link to the blog rather than to the recipe db, indicating that I need to create more links to the more extensive recipe section from other websites in order to improve its search engine visibility.

There is little visibility as yet in keywords for the new sections (in season, reviews, baby foodie). However, the recipes section still manages to be the third most popular area of the site, after the home page and blog.

The search engine visibility needs to be further improved, both by keyword listings but also through adwords and natural links from other websites.

According to Google webmaster tools the site is appearing in the following searches:

#	%	Query	Position	#	%	Query
		Impressions : Your site appeared in these searches				**Clickthrough** : Users clicked on your site in these se
1	24%	soft boiled egg	5	1	40%	perfect soft boiled egg
2	8%	eaton mess	12	2	23%	urban foodie
3	7%	perfect soft boiled egg	3	3	4%	the perfect soft boiled egg
4	3%	leon cookbook	8	4	4%	soft boiled egg
5	3%	leek and potato soup delia	7	5	3%	prawn and courgette curry
6	2%	nigel slater sausage casserole	7	6	2%	perfect soft boiled eggs
7	2%	interesting food facts	7	7	2%	urbanfoodie
8	2%	smoked mackerel pasta	5	8	2%	witches brew halloween punch
9	1%	foodie	9	9	1%	sausage and butter bean casserole
10	1%	urban foodie	1	10	1%	halloween witches brew
11	1%	the perfect boiled egg	8	11	1%	sausage butter bean casserole
12	1%	raspberry pavlova	14	12	1%	cabbage bacon potatoes
13	1%	butter bean casserole	9	13	<1%	bacon and leek tagliatelle
14	1%	delia leek and potato soup	9	14	<1%	interesting food facts
15	1%	perfect soft boiled eggs	5	15	<1%	madhur jaffrey prawn and courgette curry
16	1%	emni restaurant	6	16	<1%	perfect soft boil egg
17	1%	english onion soup	8	17	<1%	urban foodies
18	1%	halloween witches brew	8	18	<1%	easy weekday recipes
19	1%	the londonist	7	19	<1%	lunch ideas in london
20	<1%	delia smith leek and potato soup	7	20	<1%	leon gobi
21	<1%	the perfect soft boiled egg	4	21	<1%	sausage and butterbean casserole
22	<1%	soft boil egg	7	22	<1%	the urban foodie
23	<1%	delia boiled egg	7	23	<1%	easy pear tart
24	<1%	leek and potato soup delia smith	7	24	<1%	quick supper meals
25	<1%	omlette	13	25	<1%	foodie

N.B. **%** = The percentage of the top 100 queries represented by each query. For example, if the top 100 queries represent 1,000 user searches, and those users searched for **cheeseburger recipe** 270 times, that query would represent 27% of the total number of searches for the top 100 queries.

Google webmaster tools

Benchmarking

So far the site is performing below averagely when compared to other cooking & recipe sites of a similar size. Its *visits*, *pageviews* and *bounce rate* are all significantly lower than average, which could be to do with its newness in the market.

However, its *new visits* and *average time on site* are a bit higher than average, indicating that it is attracting visitors and keeping some of them more interested than on competing websites. More work needs to be done to improve bounce rates and page views.

Benchmarking

Comparing: **Cooking & Recipes sites of similar size** ⑦ Open category list

Sep 26, 2009 - Oct 26, 2009 ▾

-•- Benchmark -■- Your site
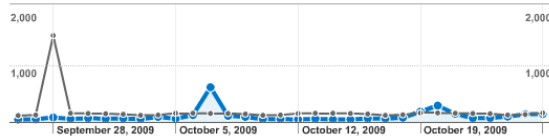
3,238 Visits
Benchmark: 5,903 (-45.15%)
Also see the All Traffic Sources report for additional analysis of this metric.

68.65% Bounce Rate
Benchmark: 54.13% (+26.83%)
Also see the Top Landing Pages report for additional analysis of this metric.

8,366 Pageviews
Benchmark: 17,239 (-51.47%)
Also see the Content by Title report for additional analysis of this metric.

00:02:09 Avg. Time on Site
Benchmark: 00:01:58 (+9.09%)
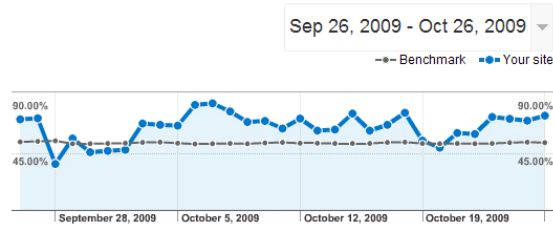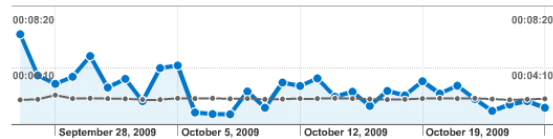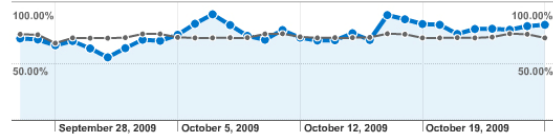Also see the Length of Visit report for additional analysis of this metric.

2.58 Pages/Visit
Benchmark: 2.92 (-11.53%)
Also see the Depth of Visit report for additional analysis of this metric.

81.28% New Visits
Benchmark: 72.65% (+11.88%)
Also see the Visitor Loyalty report for additional analysis of this metric.

Future Development

1. Business

Phase 2 – Jan 10 – March 10

The Shop

As discussed in the earlier *business* section the online shop requires further attention.

Options for the shop include:

1. An online marketplace where producers are responsible for setting their own postage charges, buyer pays each producer individually.
   a. www.etsy.com
2. An online marketplace where producers are responsible for setting their own postage charges, buyer pays shop (with multiple postage fees).
   a. www.bigbarn.co.uk
   b. www.notonthehighstreet.com
3. A drop ship shop where the postage is shop-wide, the buyer pays only one postage charge.
   a. www.realfooddirect.co.uk
   b. www.thelocalfoodcompany.co.uk
   c. www.foodforkent.co.uk

Option 1
Pros: feels more like a direct personal contact with producer, easier administration of shop.
Cons: more steps and more expensive for buyer with multiple producer purchase (min P&P on each transaction).

Option 2
Pros: feels more like a direct personal contact with producer, slightly more involved administration of shop, but still minimal.
Cons: more expensive for buyer with multiple producer purchase (min P&P on each transaction).

Option 3
Pros: easy single transaction, cheaper for user.
Cons: more back end admin, including responsibility for any problems.

The shop will be set out into different shop-type sections:

- Bakery
- Butchers
- Dairy
- Deli Counter
- Fishmongers
- General Store
- Gift Shop
- Green Grocers
- Off License
- Pie Shop
- Sweet Shop/Chocolaterie

I chose this type of sectioning, rather than straight *Meat*, *Bread* etc. type of categorisation to add a bit of character, I have seen it used on other shops (e.g.

www.localfoodshop.co.uk) so it is not so unusual that it will throw users off. However, there is a lack of continuity in its usage elsewhere – e.g. *deli* is mixed in with *meat* – which I have sought to avoid, keeping a continuity of naming which should in fact improve the user experience.

The actual section names were arrived at through a comparison of other online market place section titles. I then went on to add each of the main products sold by my selected producers to a) ensure that they all fit into a section and b) to inform the sub sections. These categories, where one would expect to find a particular product, were then tested against the expectations of 5 different users across the breadth of my expected user group and tweaked where needed.

<div align="right">Appendix F</div>

Provenance is a vital aspect of the products, users will be buying on the basis of this provenance, confirming that products are local, organic (where appropriate), but most importantly made with care, attention and love. It will be important to include a lot of this information, and also to offer a whole section devoted to info on the producers.

Links to other products will need to include a) similar products b) other products from this producer (especially if there is an individual postage cost involved).

From my initial development of the shop I was able to put all of these basic structures in place in Zencart, but the shop still felt rather clunky, not a smooth user experience. In addition there are a lot of accounting and other business processes to work out and for this I think it wise, as I explained earlier, to get some advice and financial assistance.

Once the shop is set up I will also link in the ingredients in the recipes to products in the shop.

Selective Specialist Advertising

By Phase 2 (Jan-Feb 2010) visitor stats should have reached a high enough point where it will be sensible to approach an advert reseller. All Recipes UK use Adzone (www.ad2onegroup.com), I will also talk to Casale Media (casalemedia.com) and Adbrite (www.adbrite.com).

The home page and inner page templates will need to be slightly restructured to accommodate advertisements, ads will be included in the most sympathetic way possible so as to not interfere with the overall site feel.

2. Commodity

Phase 3 - March 10 – June 10

The Recipe Finder

The new and improved recipe finder will include a meal planner and shopping list facility.

<div align="right">Appendix H</div>

This new recipe finder will require a developer, funded either by a grant, myself or developed by my partner who is currently finding out if he can do it for *his* MA thesis project. The original plan proved to be far more ambitious than I could manage without help, which is why I am currently using the ready-made Joomla plugin.

Podcasts

Podcasts had been in the plan from before the site launch, I planned to add them to each recipe so that you could download and listen on an MP3 player while you cooked (thus avoiding sticky fingers on the laptop or having to print out a recipe).

I purchased a microphone and started to get to grips with Audacity. Time has been the only constraint that has hampered the launch of the podcasts, I need to launch with a significant number to have an impact.

I anticipate having more time in *phase 3*.

A second kind of podcast, this time a real time cookery 'radio show' with music and chat as well as a recipe, was also planned (music would be possible by purchasing a Limited Online Exploitation Licence (LOEL) which is £120 a year). Unfortunately, all though a few initial recordings were made my co-host has pulled out. I will resurrect the project once I have found another co-host.

3. Firmness

Phase 3 - March 10 – June 10

iPhone App

Create an iPhone app to find recipes on the move and a source it section to *find your nearest* (e.g. chorizo, independent wine shop).

Research currently started, I have downloaded and am using other food apps, further research and a developer required.

4. Delight

Phase 1 – now

I will continue to add in more recipe images and also to produce Urban Foodie business cards and flyers for general use.

Conclusion

The Urban Foodie project, that started many moons ago as a small acorn of an idea has now grown into a tree, a young tree with much more growing to do but one that is firmly rooted and has, I believe, a good chance of success.

The past two years have been an invaluable time, an opportunity to explore all aspects of web design, from accessibility, to content production, to visual design and web technologies. I have absorbed and tried to incorporate the best of them into Urban Foodie, I hope that I have succeeded.

I think that the single most important lesson I have learnt is to be realistic in planning. My early over-ambitions in the shape of the shop threatened to undermine the whole website. I was spending too much time developing this online business at the expense of the rest of the site, I was neglecting the love for the money…

Now that the main site is launched I can turn my attentions to this whole new area of the project, meaning that both areas will, at the end of the day, be given the time and attention that they need.

Of course a website is never finished and so the main future development for Urban Foodie is, and remains, that the future should always be developing.