



Our SpecialTea
398 Earl Grey Ave.
Brooklyn, NY 11235

New Website for Our SpecialTea Company
Attention to Angela Tran, Director of Marketing

Thy Dao
Thy Dao Consulting Group
December 16, 2020

<https://ourspecialtea.us>

STATEMENT OF CONFIDENTIALITY

This business plan has been shared with the Recipient for purposes of review, examination, inspection, or contribution, while maintaining confidentiality. The Recipient shall only disclose the business proposal to persons within their organization on a need-to-know basis. This document and all materials are to be returned to Thy Dao Consulting Group after review.

EXECUTIVE SUMMARY

This document details a plan, by Thy Dao Consulting Group, for a website for the multi-brand tea subscription box and tea shop called Our SpecialTea. The mission of Our SpecialTea is to provide affordable, top-quality loose-leaf, packaged, and bottled teas in personalized subscription boxes, delivered directly to customers' doors, as well as offer all of their teas in an online shop for customers to purchase directly, without having to commit to a subscription. The website will serve as the users' primary ordering place, and it will attract customers and promote the products featured on the site, offering a subscription service as well as products. Subscription box services appeal to members' desire for convenient, personalized shopping, and the demand for this market has only increased with the appearance of the COVID-19 pandemic.

The primary target audience are young professionals and college students, with a general age range falling around 20-35. A 2016-17 Tea Fact Sheet from the Tea Association of the USA Inc. says 87% of millennials drink tea, which was taken into consideration when determining our target audience.

We will utilize keyword analysis and distribution, title tag modifiers, long-tail search terms, and optimize our metadata with actionable keywords to improve our rankings in search results and attract organic traffic. For our main advertising strategies, we will use search engine marketing (Google Ads) and social media platforms such as Instagram, Facebook, Snapchat, and TikTok. In order to secure the website, we will obtain a digital certificate (SSL certificate) from Verisign and install it on our server. The website will then have https instead of http in the URL, meaning that the website will have an encrypted connection with the server to protect customer data. These tactics, alongside the creation of a solid site hierarchy, wireframes, and mockups will contribute to a successful new website for Our SpecialTea.

COMPANY BACKGROUND

Our SpecialTea is a multi-brand tea subscription box service and online tea shop founded by Tara Lee in 2020, at the beginning of the COVID-19 pandemic. Their warehouse is based in Brooklyn, NY, but they offer their services and ship nationwide. The mission of Our SpecialTea is to provide affordable, top-quality loose-leaf,

packaged, and bottled teas in personalized subscription boxes, delivered directly to customers' doors, as well as offer all of their teas in an online shop for customers to purchase directly, without having to commit to a subscription. Their teas, whether ordered in a subscription box or from the online shop, are delivered straight to the customer's door. They are different from other online tea service companies, as they have a shop separate from their subscription service, offer iced, sparkling, and bottled tea selections in addition to hot tea blends, and they provide multiple tea brands rather than just their own. The founder, Tara Lee, created Our SpecialTea with the pandemic in mind: if a customer doesn't want to go out due to the pandemic or simply doesn't want to deal with the weather, they can still get their favorite teas straight to their door.

AUDIENCE USER DEMOGRAPHICS

The primary target audience is those who enjoy drinking tea, and specifically young professionals and college students. According to the Tea Association of the USA, more than one half of the American population drinks tea. The greatest concentrations of tea drinkers are located in the South and Northeast, and about 80% of all tea consumption in the U.S. is iced tea, which is why Our SpecialTea found it important to include iced tea in their selection.

A 2012 demographic survey from the Specialty Tea Institute revealed that 53.2% of American women and 48.6% of men drink tea. The age group with the largest percentage of tea drinkers is 30-39 at 23.1%. Percentages for the other age groups are: 19.4% (20-29), 17.5% (60+), 13.1% (40-49), 12.7% (50-59), 8.2% (13-19), 4.0% (6-12), and 2.0% (<2). We will be primarily targeting the second largest percentage of tea drinkers, which the 20-29 age group. We are also taking the age group with the largest percentage of tea drinkers in mind (30-39), so our target age group falls around 20-35. In addition, the 2016-17 Tea Fact Sheet from the Tea Association of the USA Inc. says 87% of millennials drink tea, which was taken into consideration when the audience users were determined.

USABILITY REQUIREMENTS

Users of the website will need, at the minimum, knowledge in technology use and access to online connectivity. Young professionals and college students are typically already very internet savvy. They likely use laptops, desktops, and mobile phones often, which is why we are proposing a new website for Our SpecialTea. We can assume that most young professionals and college students will have adequate internet connection speed at their workplaces, college campuses, and homes. We came to this conclusion because it is likely that many are working from home during the pandemic or have homework to do, so they have been forced to utilize technology and the internet to continue their work and learning. Google Chrome is likely the most popular browser among them, unless they are using mobile devices (then it would be Apple Safari).

The website will follow Web Content Accessibility Guidelines (WCAG) 2.0: it will provide text alternatives for any non-text content (such as using alt text for each image on the website); ensure adaptability by providing content that can be presented in different ways without losing information or structure (having meaningful sequence and simple, uncluttered layout); make it easier for users to see content (including separating foreground from background with appropriate color contrast); make all functionality available from a keyboard; and make text content readable and understandable (by adhering to WCAG 2.1's contrast ratio for text as well as graphics and user interface components).

KEYWORD ANALYSIS

These are the keywords we intend to optimize:

1. our specialtea
2. our specialtea subscription
3. our specialtea shop
4. tea bag online shop
5. simple loose leaf
6. buy tea powder online
7. tea subscription box
8. buy tea online
9. online tea shop

10. monthly tea box
11. monthly tea delivery
12. tea monthly subscription boxes

We selected to optimize keywords 1-6 because, despite having lower volume, they have *high relevance* and *low competition*. We chose the last six keywords (7-12) because, despite having high competition, they have *high volume* and *high relevance*. These keywords were selected with our customer personas in mind (see personas section later in the document) and by identifying topics they care about. We also considered each keyword's commercial intent, utilizing Google Keyword Planner to see how much advertisers are spending in AdWords for a single click from each keyword.

KEYWORD DISTRIBUTION

The website will have a total of 40 pages, including content pages. The keywords listed in the previous section will be distributed throughout each page, included within the titles, meta descriptions, and h1 tags.

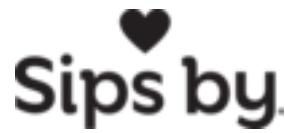
For example, the keywords used for the Tea Shop page are “our specialtea, our specialtea shop, simple loose leaf, online tea shop, buy tea online, [and] tea bag online shop.” You can see them in the title, which is “Tea Shop — Buy Tea Online at Our SpecialTea Shop | Our SpecialTea,” the meta description, which is “Buy tea online and explore simple loose leaf tea, tea bags, tea powders, and blends at Our SpecialTea shop! Our online tea shop has every tea you need in one place,” and the h1 tag, which is “Tea Shop — Buy Tea Online at Our SpecialTea Shop.” Keywords are distributed similarly on each page, and every single keyword was used throughout the website. As more people tend to arrive at other pages rather than the homepage of a website, this will ensure that each page can be found easily.

myproducts.com	keywords	URL	<title>	65 <meta-description>	156 <h1>
HOME	our specialtea, our specialty subscription, subscription tea box ourspecialtea.us		Our SpecialTea — Subscription Tea Boxes and Tea Shop Our	71 Experience your new favorite teas, delivered :	280 Our SpecialTea — Best Subscription Tea Box
main structure					
Get the Box	our specialtea, tea subscription box, monthly tea delivery	/tea-subscription-box/	Get the Box — Tea Subscription Box Our SpecialTea	51 Sign up for our monthly tea delivery and get a	80 Get the Box — Tea Subscription Box
Tea Shop	our specialtea, our specialtea shop, simple loose leaf, online te /tea-shop/		Tea Shop — Buy Tea Online at Our SpecialTea Shop Our Sp	66 Buy tea online and explore simple loose leaf!	98 Tea Shop — Buy Tea Online at Our Special
Brands	our specialtea, our specialtea shop, online tea shop, buy tea o /tea-shop/brands		Brands — Shop Our Variety of Tea Brands Our SpecialTea	57 Shop our variety of popular tea brands and g	84 Brands — Shop Our Variety of Tea Brands
Green Tea	our specialtea, our specialtea shop, tea bag on /tea-shop/green-tea/		Green Tea — Buy Green Tea Online Our SpecialTea	49 Shop our selection of green teas in tea bags,	82 Green Tea — Buy Green Tea Online
Jasmine	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/jasmine		Jasmine Tea — Buy Jasmine Tea Online Our SpecialTea	53 Shop jasmine tea in our online tea shop and	89 Jasmine Tea — Buy Jasmine Tea Online
Matcha	our specialtea, our specialtea shop, buy tea powder online, bu /tea-shop/green-tea/matcha		Matcha Tea — Buy Matcha Tea Online Our SpecialTea	51 Shop jasmine tea in our online tea shop and	89 Matcha Tea — Buy Matcha Tea Online
Sencha	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/sencha		Sencha Tea — Buy Sencha Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Sencha Tea — Buy Sencha Tea Online	
Kukicha	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/kukicha		Kukicha Tea — Buy Kukicha Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Kukicha Tea — Buy Kukicha Tea Online	
Gennmatcha	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/gennmatcha		Gennmatcha Tea — Buy Gennmatcha Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Gennmatcha Tea — Buy Gennmatcha Tea Onli	
Gyokuro	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/gyokuro		Gyokuro Tea — Buy Gyokuro Tea Online Our SpecialTea	53 Shop jasmine tea in our online tea shop and!	88 Gyokuro Tea — Buy Gyokuro Tea Online
Houjicha	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/houjicha		Houjicha Tea — Buy Houjicha Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Houjicha Tea — Buy Houjicha Tea Online	
Dragonwell	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/dragonwell		Dragonwell Tea — Buy Dragonwell Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Dragonwell Tea — Buy Dragonwell Tea Onli	
Bi Luu Chun	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/green-tea/bi-luu-chun		Bi Luu Chun Tea — Buy Bi Luu Chun Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Bi Luu Chun Tea — Buy Bi Luu Chun Tea C	
Black Tea	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/		Black Tea — Buy Black Tea Online Our SpecialTea	49 Shop our selection of black teas in tea bags (72 Black Tea — Buy Black Tea Online
Earl Grey	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/earl-grey		Earl Grey Tea — Buy Earl Grey Tea Online Our SpecialTea	57 Shop jasmine tea in our online tea shop and!	89 Earl Grey Tea — Buy Earl Grey Tea Online
Breakfast Blends	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/breakfast-blends		Breakfast Blends Tea — Buy Breakfast Blends Tea Online Our SpecialTea	Spec Shop jasmine tea in our online tea shop and get your! Breakfast Blends Tea — Buy Breakfast Blen	
Lapsang Souchong	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/lapsang-souchong		Lapsang Souchong Tea — Buy Lapsang Souchong Tea Online Our SpecialTea	(C Shop jasmine tea in our online tea shop and get your! Lapsang Souchong Tea — Buy Lapsang S	
Masala Chai	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/masala-chai		Masala Chai Tea — Buy Masala Chai Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Masala Chai Tea — Buy Masala Chai Tea O	
Assam	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/assam		Assam Tea — Buy Assam Tea Online Our SpecialTea	49 Shop jasmine tea in our online tea shop and!	89 Assam Tea — Buy Assam Tea Online
Darjeeling	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/black-tea/darjeeling		Darjeeling Tea — Buy Darjeeling Tea Online Our SpecialTea	59 Shop jasmine tea in our online tea shop and!	89 Darjeeling Tea — Buy Darjeeling Tea Online
Oolong Tea	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/oolong-tea/da-hong-pao		Oolong Tea — Buy Oolong Tea Online Our SpecialTea	Shop our selection of oolong teas in tea bags and sim Oolong Tea — Buy Oolong Tea Online	
Da Hong Pao	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/oolong-tea/ti-kwan-yin		Da Hong Pao Tea — Buy Da Hong Pao Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Da Hong Pao Tea — Buy Da Hong Pao Te	
Ti Kwan Yin	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/oolong-tea/fomosa		Ti Kwan Yin Tea — Buy Ti Kwan Yin Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Ti Kwan Yin Tea — Buy Ti Kwan Yin Tea Or	
Fomosa Oolong	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/oolong-tea/alishan		Fomosa Oolong Tea — Buy Fomosa Oolong Tea Online Our SpecialTea	Spec Shop jasmine tea in our online tea shop and get your! Fomosa Oolong Tea — Buy Fomosa Ool	
Alishan Oolong	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/herbal-tea		Alishan Oolong Tea — Buy Alishan Oolong Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Alishan Oolong Tea — Buy Alishan Oolong	
Herbal Tea	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/herbal-tea		Herbal Tea — Buy Herbal Tea Online Our SpecialTea	52 Shop our selection of herbal teas in tea bags	73 Herbal Tea — Buy Herbal Tea Online
Chamomile	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/chamomile		Chamomile Tea — Buy Chamomile Tea Online Our SpecialTea	57 Shop jasmine tea in our online tea shop and!	89 Chamomile Tea — Buy Chamomile Tea Onli
Peppermint	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/peppermint		Peppermint Tea — Buy Peppermint Tea Online Our SpecialTea	59 Shop jasmine tea in our online tea shop and!	89 Peppermint Tea — Buy Peppermint Tea Onli
Ginger	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/ginger		Ginger Tea — Buy Ginger Tea Online Our SpecialTea	51 Shop jasmine tea in our online tea shop and!	89 Ginger Tea — Buy Ginger Tea Online
Hibiscus	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/hibiscus		Hibiscus Tea — Buy Hibiscus Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Hibiscus Tea — Buy Hibiscus Tea Onli	
Roobios	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/herbal-tea/roobios		Roobios Tea — Buy Roobios Tea Online Our SpecialTea	Shop jasmine tea in our online tea shop and get your! Roobios Tea — Buy Roobios Tea Onli	
Bottled Tea	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/bottled-tea/bottled-tea		Bottled Tea — Buy Iced, Sparkling, and Bottled Tea Online Our Spec	74 Shop our selection of iced, sparkling, and bot	56 Bottled Tea — Buy Iced, Sparkling, and Bot
Green	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/bottled-tea/green		Bottled Green Tea — Buy Bottled Green Tea Online Our Spec	65 Shop jasmine tea in our online tea shop and!	89 Bottled Green Tea — Buy Bottled Green Te
Black	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/bottled-tea/black		Bottled Black Tea — Buy Bottled Black Tea Online Our Spec	65 Shop jasmine tea in our online tea shop and!	89 Bottled Black Tea — Buy Bottled Black Tea
Sparkling	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/bottled-tea/sparkling		Sparkling Iced Tea — Buy Sparkling Iced Tea Online Our Spec	67 Shop jasmine tea in our online tea shop and	89 Sparkling Iced Tea — Buy Sparkling Iced Te
Herbal	our specialtea, our specialtea shop, buy tea online, tea bag on /tea-shop/bottled-tea/herbal		Bottled Herbal Tea — Buy Bottled Herbal Tea Online Our Spec	70 Shop jasmine tea in our online tea shop and get your! Bottled Herbal Tea — Buy Bottled Herbal Te	
About	our specialtea, our specialty subscription, subscription tea box /about/		About — Why Our Tea is Special Our SpecialTea	48 Find out more about us and why our tea is sp	50 About — Why Our Tea is Special
Login	our specialtea, our specialty subscription, subscription tea box /account/		Account — Manage Your Subscription and Orders Our Spec	62 Manage your tea box subscription, orders, an	54 Account — Manage Your Subscription and
Cart	our specialtea, our specialty subscription, subscription tea box /cart/		Cart — Check Out Our SpecialTea	33 Complete your check out and get your month	52 Cart — Check Out

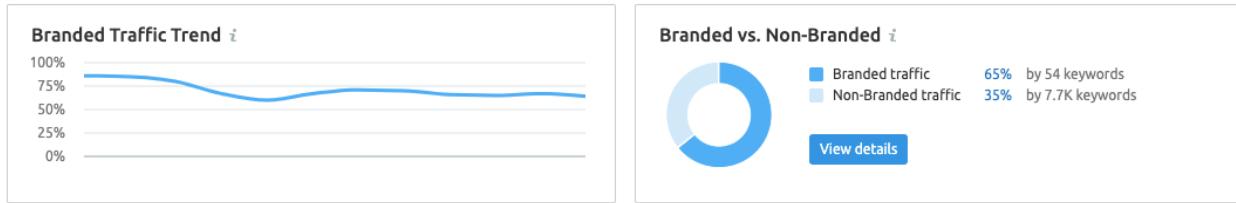
COMPETITION ANALYSIS

Our SpecialTea's largest competitors are Sips by, Republic of Tea, and Simple Loose Leaf. We utilized SEMrush to complete the competition analyses on the following three pages.

COMPETITION ANALYSIS 1: SIPS BY



BRANDING AND MARKETING



TRAFFIC / VISITOR ACTIVITY

Visits Nov 2020	Unique Visitors Nov 2020	Pages / Visit Nov 2020	Avg. Visit Duration Nov 2020	Bounce Rate Nov 2020
339.7K +6.41%	162.5K +9.03%	3.89 -3.5%	05:04 -2.25%	43.23% +2.26%

LINK POPULARITY

Top Pages

URL	Traffic %	Keywords
https://www.sipsby.com/	68.44	410
https://www.sipsby.com... -stress-anxiety	9.06	797
https://www.sipsby.com... ea-in-your-bath	3.42	365
https://www.sipsby.com... lemon-detox-tea	2.74	448
https://www.sipsby.com... -and-flu-season	1.57	181

[View all 908 pages](#)

KEYWORD DATA

Top Organic Keywords (7,771)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
sips tea	1	12,100	1.03	30.63
sips by	1	6,600	1.64	16.71
sipsby	1	4,400	2.46	11.14
tea shop	11	27,100	1.17	4.02
sips by tea	1	720	2.90	1.82

[View details](#)

Top Paid Keywords (45)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
sips tea	1	12,100	1.03	24.41
snarky tea	1	9,900	0.16	19.99
sips by	1	6,600	1.64	13.32
sipsby	1	4,400	2.46	8.85
sips tea	2	12,100	1.82	6.74

[View details](#)

COMPETITION ANALYSIS 2: REPUBLIC OF TEA



BRANDING AND MARKETING



TRAFFIC / VISITOR ACTIVITY

Visits Nov 2020	Unique Visitors Nov 2020	Pages / Visit Nov 2020	Avg. Visit Duration Nov 2020	Bounce Rate Nov 2020
522K -5.5%	355.1K +1.18%	5.95 +9.42%	08:05 +15.2%	49.19% -0.54%

LINK POPULARITY

Top Pages

URL	Traffic %	Keywords
https://www.republicoftea.com/	32.98	927
https://www.republicoftea.com/a-tea/c/matcha/	4.57	164
https://the.republicoftea.com/w-to-steep-tea/	2.97	292
https://www.republicoftea.com/olong-tea/c/36/	2.80	90
https://www.republicoftea.com/eaf-teas/c/145/	2.50	87

[View all 1.2K pages](#)

KEYWORD DATA

Top Organic Keywords (17,624)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
republic of tea	1	40,500	1.48	28.17
tea	4	301,000	2.37	3.66
herbal tea	3	27,100	1.80	2.12
matcha green tea	11	49,500	1.03	2.02
black tea	5	40,500	2.20	1.76

[View details](#)

Top Paid Keywords (265)

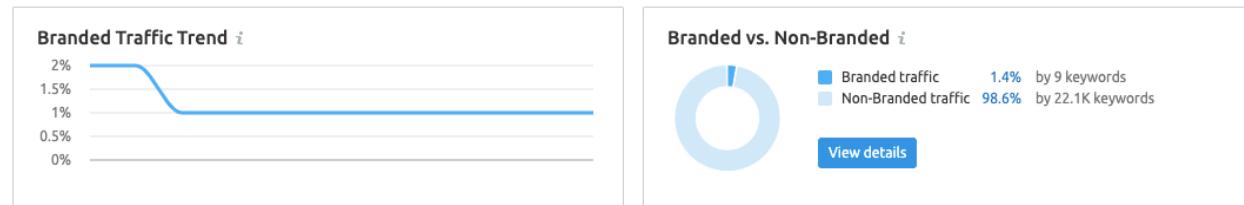
Keyword	Pos.	Volume	CPC (USD)	Traffic %
tea	3	301,000	2.50	22.74
tea house	1	49,500	1.61	19.52
republic of tea	1	40,500	1.48	15.97
republic of tea	1	40,500	1.48	15.97
butterfly pea flower	3	60,500	0.08	4.56

[View details](#)

COMPETITION ANALYSIS 3: SIMPLE LOOSE LEAF



BRANDING AND MARKETING



TRAFFIC / VISITOR ACTIVITY

Visits Nov 2020	Unique Visitors Nov 2020	Pages / Visit Nov 2020	Avg. Visit Duration Nov 2020	Bounce Rate Nov 2020
172.5K +18.51%	122.9K +19.71%	2.65 +2.01%	05:00 -13.79%	59.29% +2.18%

LINK POPULARITY

Top Pages

URL	Traffic %	Keywords
https://simplelooseleaf.com/oolong-for-a-cold/	5.39	316
https://simplelooseleaf.com/olong-milk-tea/	4.47	70
https://simplelooseleaf.com/rink-green-tea/	4.40	1,680
https://simplelooseleaf.com/earl-grey-tea-caffeine/	4.07	200
https://simplelooseleaf.com/leaves-expire/	2.94	223

[View all 411 pages](#)

KEYWORD DATA

Top Organic Keywords (22,129)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
oolong milk tea	1	5,400	0.75	3.06
tea for colds	1	3,600	8.26	2.04
earl grey caffeine	1	2,400	0.00	1.36
oolong tea benefits	3	12,100	0.15	1.31
earl grey tea caffeine	1	1,900	1.36	1.07

[View details](#)

Simple Loose Leaf had no paid keywords and no advertising data available.

USER PERSONAS



Name
Cassandra Barnes

Age
26

Highest Level of Education
Bachelor's degree (e.g. BA, B

Industry
Health Care

User Persona 1

Behavior

- Frequent tea drinker
- Drinks both iced and hot tea
- Has favorites but will try new things

Goals

- Get tea delivered to her door
- Get all tea needs in once place
- Get her favorite brand of iced tea
- Try some new tea blends

Background

Cassandra lives in Miami, Florida, and she works the front desk at a large primary care location in the next city over. Ever since graduating college, she hasn't had the best sleep schedule, as she's often staying up late watching Netflix shows or FaceTiming her friends. As a result, she struggles to wake up for her 9-5 and is in dire need of caffeine throughout the day. She used to be a coffee addict, but now she's switched to tea because she heard it's healthier, simpler, and less expensive. Cassandra drinks around four cups of tea a day: she drinks one bottle before her commute to work, two cups while at work, and another cup before she goes to bed (that last one being non-caffeinated, of course). Living in Florida, the weather is typically very warm, so she'll drink iced tea in the morning before her drive or take it to go while in the car. However, the office is very cold, so she'll drink hot tea while working. At night, she drinks whatever she's in the mood for (she can be pretty spontaneous). Even with the pandemic, she still has to work in person, as she works at a primary care location. However, she would prefer to avoid going to the grocery store right after work; after a long day of exposure to potentially infected individuals, she doesn't want to risk passing anything on to strangers at the store. With that being said, she has been interested in buying her tea online and having it delivered right to her door. She is looking to buy all of her tea needs in one place and would like to be able to get her favorite brand of iced tea (Guayaki Yerba Mate) and try some new blends of hot tea at the same time.



Name
Tanner Brown

Age
20

Highest Level of Education
Third Year College Student

User Persona 2

Behavior

- Drinks tea occasionally just to study and sleep
- Drinks a very wide variety of hot tea
- Only drinks his favorite brands of tea

Goals

- Get tea delivered to his apartment
- Get all of his tea needs in one place
- Buy all favorite tea brands online
- Be able to access a variety of tea

Background

Tanner is a third year college student at Earl Grey University in Seattle, Washington. He has been drinking tea since he was in high school to aid his sleep and studying. He drinks caffeinated tea, like green, black, and oolong tea, whenever he studies for difficult exams, and he drinks herbal teas, like chamomile and ginger, whenever he has trouble going to sleep. He only drinks tea occasionally, and he only drinks his favorite, tried and true brands. With the COVID-19 pandemic, he wants to avoid leaving his apartment at all costs, as he is immunocompromised and wants to self-quarantine. However, he needs to get his tea somehow, preferably by contactless delivery to his apartment. He is looking to find an online store that has all of his tea needs (his favorite brands *and* all of the different types of tea he drinks), but he doesn't want to have to subscribe to a service because he only drinks tea occasionally.

PROJECT MANAGEMENT METHODOLOGY

We will be using the Agile methodology to develop the project, because we want to encourage open communication between those in charge of marketing at Our SpecialTea and Thy Dao Consulting Group's web development team through frequent meetings, and Agile works well for an iterative design process, such as the production of a new website.

MOOD BOARD



SEARCH ENGINE OPTIMIZATION PLAN

In addition to keyword analysis and distribution (see earlier sections), we will be employing the following organic SEO strategies:

- Title Tag Modifiers

- All we need to do to use this technique is add “best” or the year (ex. 2020) on to our title tag, wherever it makes sense. In our case, we will be adding it to the homepage title tag so that it says “Our SpecialTea — Best Subscription Tea Boxes and Tea Shop.” You can miss out on a lot of traffic when you don’t use title tag modifiers. They provide value and help the page to rank better.
- Long-Tail Search
 - Successful SEO now depends on search queries or long-tail keywords. We will determine a list of long-tail keywords to implement. Long-tail search terms are what users who are ready to buy a product or engage your service type into Google.
- Optimize Metadata with Actionable Keywords
 - We will research our search queries and optimize our meta data with actionable key phrases. If our metadata is relevant and appeals to the theme of the website, it will improve our rankings in the search results and help us attract free organic traffic.

ONLINE MARKETING/ADVERTISING

We will utilize search engine marketing (Google Ads) and social media as our main advertising strategies. It is important to use Google Ads because it will bring us capabilities that will allow for a range of targeting (for example, the long-tail keywords mentioned in the previous section), harness intent, will allow us to maintain full control of our campaigns at all times, build brand awareness (even if potential customers don't click, they will see Our SpecialTea and what Our Specialtea offers), and Google simply has a massive reach that we can't ignore.

It is also essential that we use social media to advertise, as our primary target audience are young professionals and college students, both of which typically have active social media presences. We will determine what social media platforms we want to use and focus on establishing Our SpecialTea's brand through frequent updates, news, pictures and videos, and ensure that the website is linked and easily found on

each profile. Some platforms we may consider using include – but are not limited to – Facebook, Instagram, Twitter, Snapchat, and TikTok.

HOSTING

Our SpecialTea will use a dedicated server hosting plan, as it has the best performance and control. The site's speed will be faster, which is important, as we are expecting higher volumes of traffic, and security risks may be reduced. We will use Bluehost's Enhanced, dedicated hosting plan, which has 4 cores @ 2.5 GHz, 1TB (mirrored) storage, 8 GB RAM, 10 TB bandwidth, and 4 IP addresses. What kind of hosting would you need - shared, managed, dedicated? What company and plan will you use?

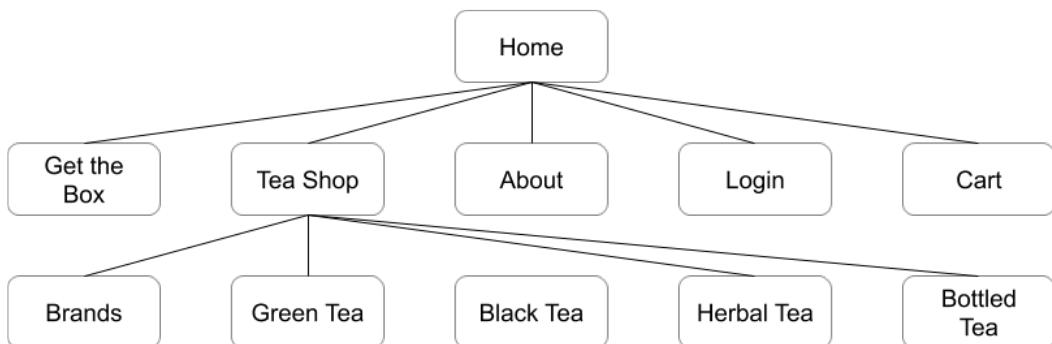
The website will use a shopping cart system. We will acquire a digital certificate from Verisign and install it on the server of our website's hosting company, which is Bluehost. The website will then have https instead of http in the URL, meaning that the website will have an encrypted connection with the server to protect customer data. Our SpecialTea, as they possess a merchant bank account, will work with PayPal to help with handling payments as well as a direct credit card payment company, Authorize.Net, providing a payment gateway. We will not use a content distribution network.

SECURITY

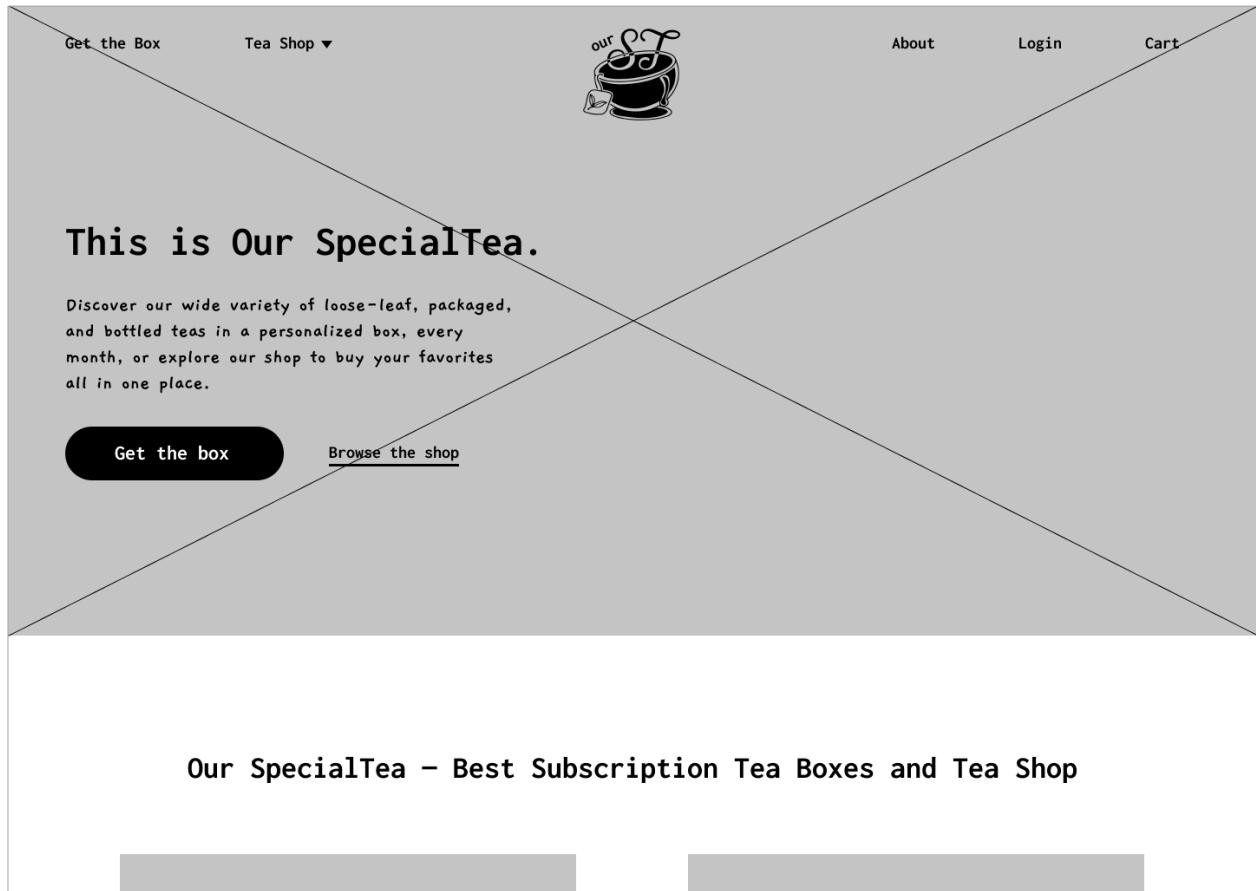
As mentioned above, we will obtain a digital certificate (SSL certificate) from Verisign and install it on our server. The website will then have https instead of http in the URL, meaning that the website will have an encrypted connection with the server to protect customer data.

WEBSITE STRUCTURE

NAVIGATION MAP



WIREFRAMES



The image shows a wireframe representation of a website's header and a product listing page. The header is at the top, featuring a light gray background with a dark gray navigation bar. The navigation items include "Get the Box", "Tea Shop ▾", a central logo depicting a teacup with steam and the word "our", "About", "Login", and "Cart". Below the header is a white main content area. In the center of this area is a section titled "Bottled Black Tea". Underneath this title are four product cards, each consisting of a gray square with a large black 'X' through it, followed by the product name and price. The products listed are: "Pure Leaf Unsweetened Black Tea" (\$2.50), "Gold Peak Sweet Tea" (\$2.50), "Sweet Leaf Sweet Tea" (\$2.50), and "Honest Organic Manga Mate Black Tea" (\$2.50).

Get the Box

Tea Shop ▾

our

About

Login

Cart

Bottled Black Tea

Pure Leaf Unsweetened Black Tea \$2.50

Gold Peak Sweet Tea \$2.50

Sweet Leaf Sweet Tea \$2.50

Honest Organic Manga Mate Black Tea \$2.50

MOCK-UPS

[Get the Box](#)[Tea Shop ▾](#)[About](#)[Login](#)[Cart](#)

This is Our SpecialTea.

Discover our wide variety of loose-leaf, packaged, and bottled teas in a personalized box, every month, or explore our shop to buy your favorites all in one place.

[Get the box](#)[Browse the shop](#)

Our SpecialTea – Best Subscription Tea Boxes and Tea Shop

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EcoFamilySF

[About](#)[Login](#)[Cart](#)

Bottled Black Tea

[Filter by](#)

Pure Leaf Unsweetened Black
Tea
\$2.50



Gold Peak Sweet Tea
\$2.50



Sweet Leaf Sweet Tea
\$2.50



Honest Organic Mango Mate
Black Tea
\$2.50