**HOG AND HEN**

**SEO PLAN**

URL of Site: [www.hogandhen.wordpress.com](http://www.hogandhen.wordpress.com)

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# **Market strategy and Target Audience**

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| In this section of the plan, we will look at our primary goal for Hog and Hen Food Cart. In detail, we will look at how our goal for the food cart will align with our purpose for our site as well as what strategies we need to implement to acheive this goal on time. We will use the data we have gathered about our target market and competitors to plan our market strategy and target the right audience. In the sections to follow, we will give detailed recommendations on our market strategies and how we will implement them if you choose our service. |

**Goal**

The goal is to bring new and repeating visitors to the Hog and Hen website to check the current menu to come to the food cart often. It will be attained in a three-month time period where we will redesign the site, use social media platforms, create strong outbound links and track inbound links, use analytics to improve site’s SERP and therefore bring foot traffic to the business.

The primary goal of this food cart site is to inform the visitors about the food cart, Hog and Hen. The information includes where it is located, contact information, menu updates, and history about the cuisine and the business owner. The purpose of the site is to get the user to visit its site to see updated menu for the day (subscribe to social media outlets or email to receive information every day) and see any updated news related to its cuisine and participation of the food cart in the events/activities.

The purpose of the site is to inform. On the content sidebar, it will display twitter feed. In the content of home page, it will have menu for the each day and description for each. It will have Find us page where we will give visual linked google maps of the location. There will be written direction to the place from highway whether coming from South, North, East or West, hours, contact form or/and phone number. From what we have gathered you do not seem to struggle in finding customers, but if you are interested in retaining current customers and growing your business you can take orders online to be picked up only – it can have conditions like order the day of and/or pay in advance to prevent no show.

**Content**

We suggest adding content about the cuisine and your personal anecdote about opening the food cart. This information is static on the front page and does not need to be updated. Your personal anecdote will help build personal connections with your visitors and customers.

We would suggest to have a news/events page to include news related to the food cart and community events it is involved in (food, time, or money donation) or some event happening in its area. This content is updated at least once a week. In the home page, I would include the menu with details that needs to be kept fresh daily.

Follow is just an example and we would personalize to your story and add details to food dishes to make it feel yummy and show how it is a unique experience to have:

*Welcome to Hog and Hen Food Cart!*

*We serve traditional Acadian dishes. What is Acadian cuisine? It is an old country-class food served in one big pot with lots of warm bread. The Acadian people are from French-speaking area of Altantic Canada and from Lousiniana, where they become known as “Cajuns”. They have a very unique food history that evolved away from the France but it is different from the next door neighbor, Québec. The Breakfast, also called “déjeuner,” is traditionally the biggest meal of the day, followed by lunch called “dinér” and dinner called “souper.”*

*The most popular traditional dishes that you may have come across are Poutine Râpée, Pâté râpé, and Fricot – stew with fluffy dumpling. The Acadian Kitchen has pork and poultry as their main meat. The popular vegetables used in traditional cooking are potatoes, cabbages, turnips, beans, and peas. Most of the cooking is done by boiling or shimmering. Number one seasoning for Acadian dishes are summer savory that adds a unique flavor to the dishes.*

*We strive to re-create the flavors of French and Cajun cooking right here in Portland, Oregon. We also work with local farm, Organic River Farm, to bring you highest quality local meats and produce. Our menu includes two dishes at a time: one meaty and one vegetarian. Both options come in small or large sizes with a side of warm, buttery cornbread. We change our menu every week to give you an ever-changing, special experience of French and Cajun cuisine. So please check back with us every week to what is cooking in our kitchen.*

*What’s on the Menu today? (IT WOULD BE ON THE SIDE BAR – updated daily)*

*Creamy Chicken & Dumplings and Broccoli Cheese Soup!*

*We are open on weekdays from 11am to 3pm. Can’t wait to see you there. Your favorite dish is waiting!*

*Don’t forget to give us your feedback and tell us what you think!*

**Target Audience**

You know your customers best and we would love your input. From what we have gathered, the customers that are interested in your cuisine are likely to fall into one ore more following categories:

* Meat-eater (poultry and pork)
* Acadian/Cajun/French
* PSU students
* French/Acadian/Southern Community
* Works downtown
* Keller Auditorium Theater goers
* Tourist staying at downtown hotel

**Competitors**

In terms of being a food cart of Acadian Kitchen, this place doesn’t have competitors. In terms of its location and map, you have 5 other food carts that are competing with each other when you have potential customers “menu” shopping. This is where the offline activities/promotion will help the business (see Offline Activites section). There is also one place that serves similar cuisine: cajun and french but not Acadian, called The Cajun life. I would recommend that there be emphasize on Acadian cuisine, and this where your News Page will be important in educating your visitors about Acadian culture and cuisine and posting a little bit of its history on the home page to distinguish itself from A Cajun Life business.

The following are a list of company names and urls that are you competing with:

* Neighbor food cart competitors – There are 5 other food cart on its block. We think they all can be competitors when a person needs to choose where to eat:
  + The Couscous Factory (two urls: [http://the-couscous-factory-portland.sites.tablehero.com](http://the-couscous-factory-portland.sites.tablehero.com/) and [http://couscousfactory.weebly.com](http://couscousfactory.weebly.com/), Krua Bangkok (no website),
  + The Fusion Box (no website),
  + [The Portland Soup Company](http://www.portlandsoup.com/) (http://www.portlandsoup.com)
  + [Nong's Khao Man Gai](http://khaomangai.com/) (http://khaomangai.com)
* Food Cart with similar cuisine – [The Cajun Life](http://www.acajunlife.com/index.html) (<http://www.acajunlife.com/index.html)>. They have food cart, brick and mortar place and quick serve place with package product they sell.

# **Site Design**

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| In this section of the plan, we will walk through a recommended list of changes your website might need to undergo. The website these days need a secure format to avoid getting hacked and will list suggestions how to do this if your site is not secure. In addition, we will list steps we can take to ensure that your site will user-friendly and optimized for mobile devices (UI/UX) because we know how important your customers are to you and we want to make sure they get positive impression about your page at all times. |

**Redesign Recommendation**

The site will benefit from the following changes:

1. Change the URL from [www.hogandhen.wordpress.com](http://www.hogandhen.wordpress.com) to [www.hogandhen.com](http://www.hogandhen.com) domain, which is available.
2. Get rid of wordpress words to make it feel like food website and feel less like a blog.
3. The front page need to show images (slideshow) to attract customer attention.
4. Include alt text for all images. According to Seositecheckup.com, the single featured image in the site does not have alt text in the code which describes what the image is to search engines. It said, “Your webpage has 3 'img' tags and none of them contain the required 'alt' attribute.”
5. Get ride of archive and add sidebar to show menu.
6. Include social media icons on the top left and right side should have search space.
7. Add one more page but completely redesign the purpose of your current site. Use the image from you cart, which is beautifully done (on the top blue sign) as a logo on the front page. 
8. Keep the comments section but move it to sidebar below menu and feed.

**UI/UX**

Before the site goes live, we would do thorough manual testing as follows: I would first test on desktop. I would look at all major web browsers. For each web browsers, I would type in its url and see each page in its site. Click on the links to see if it works and see that the format looks as expected and note any differences. For all actions, I would see how long it takes a page to load and links to work. Then for each web browsers use all major search engines to search and click on the link to see loading time. I would test the format, functions (tabs), links and loading time for the mobile by checking the commonly used browser apps for apple and android users. Also checking the search engines and clicking on the link to see loading time.

After the site is live, we test the site using the Google tools mentioned:

Here is a link to the testing tool for mobile-friendly site: <https://search.google.com/search-console/mobile-friendly?utm_source=mft&utm_medium=redirect&utm_campaign=mft-redirect>. We can also test your site’s front page at <https://developers.google.com/webmasters/mobile-sites/> to see if it is mobile friendly. For site speeds, we will test using the following tool: <https://testmysite.thinkwithgoogle.com/>

**Security**

Great news! Your site is available in secure format (https://hogandhen.wordpress.com).

# **Keywords**

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| In this section of the plan, we will recommend keywords, phrases, meta descriptions and tags you can use in your HTML site map and this will help optimize your ranking in any of the major search engines. In order to get potential customers that have not heard about your food cart name but is carving for a cuisine only you can offer, the best way they will find is by searching the keywords that they are looking for and that you are their perfect match. Utilizing this tool that is taken for grant it will be your best friend. |

**Keywords and Phrases**

***Home page:*** Acadian Kitchen food cart in Portland Oregon; Cajun and French food Portland Oregon; cajun and french cusiune portland Oregon; southern cuisine.

***Find Us page:*** PSU; food near PSU or Portland State University; Downtown Portland Oregon, Hog and Hen location

***News Page:*** Acadian Cuisine; acadian history; cajun and french cuisine; cajun cuisine; french cuisine; southern cuisine. Events near PSU or Events near downtown.

**Meta Description and Tags**

\*\*\*One big note is that under Google My Business, the food cart description is fast food restaurant is not any ideal meta description as fast food would associate with food chain like Taco Bell, Mcdonald, Wendy, etc that is considered not healthy and not homemade/fresh. So it needs to change that to tailor to people interested in homemade and unique cuisine experience on the go. \*\*\*

***Home page*** will have images of the cuisine and the place (like a slideshow) and it will also include content about the place and its history and cuisine. On the side will be include updated menu for the day. One social media feed linked it, like twitter or facebook.

(Meta Tags: acaidan cuisine, menu, portland oregon)

***Find Us or Contact Us page*** will give the necessary information to customers about how to get to the place, link to google map, directions hours, contact form (and order for pickup form but it is not necessary)

(Meta Tags: Hen and hog location and hours portland, oregon)

***News page*** will include latest information about the cuisine (articles); events that are happening around downtown, especially ones the food cart might participate it. If you are not particiting in the event, like parade, but if it is happening walking distance from the cart, it might be worth mentioning it on the news page because if your visitors are participating in that event they can then stop by at your cart for something to eat.

(Meta Tags: acadian cusine, french, cajun, portland, oregon)

**Site Map**

You can find your <https://hogandhen.wordpress.com/sitemap.xml>. It does not incorporate any of the keywords mentioned above, which is a missed opportunity.

# **Links**

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| In this section of the plan, we will recommend strong incoming links to your site and outbound links you can have on your site. It is important to have other websites have your link to bring strong visitors that meet your target audience criteria and increase your traffic to your site. This can be done by reaching the right people and giving a valid and strong reason to include you in their website. In addition, it is also crucial to have links to other websites that will interest your customers and feels like you care about your customer relationship and would like them to become a recurring customer. |

**Inbound Links**

1. <https://www.internations.org/portland-expats/french> - this is a French community where people connect with Fellow French and would also be interested in hearing about Acadian/French/Cajun Cuisine.
2. <http://www.portland5.com/keller-auditorium/where-eat> - Keller Auditorium is very nearby and the food cart would benefit being listed in their “Where to eat” section.
3. <http://www.uplacehotel.com/aboutus-amenities/> - if this site offered nearby attraction or place to eat. It is very close and a good traffic of new customers.
4. [www.pdx.edu](http://www.pdx.edu) - PSU customers will be interested in going back to their site after checking menu.

It will also be good to get in touch with above sites and other bloggers to review your food and your service. We will also get in touch with food review sites, like Yelp members and invite them try out our food.

**Outbound Links**

1. <http://www.cooksinfo.com/acadian-food> - detailed information on the history of Acadian Cooking. Inspire people to eat.
2. <http://www.pdx.edu> - events, news – PSU has a nice review about the food cart and that means many of the repeating customers will be from PSU, so having this link can show owner cares and personalizes.
3. <http://pdxpipeline.com/monthly-event-list/> - events in downtown Portland or Portland Metro area. I think this will drive traffic to the site for those interested in what is going on nearby the food cart – something to do after they eat.
4. <http://www.afportland.org> - promotes French culture, which gives insight to the type of cuisine you are having.

You know your customer best. Feel free to mentions any site that you know your customers visit frequently.

# **Pay-Per-Click Ads (PPC)**

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| Pay-Per-Click is an ad campaign offered by Google and other search engine to help online retailers to market their products and services with ease and effectively. It is important to market based on keyword that your target audience will type when they want to have your type of cuisine. Each keyword, depending on its demand, are priced differently. In this section, we will look at rough draft of budget plan of what to expect if you choose to do ad campaign online. |

**Marketable Keywords**

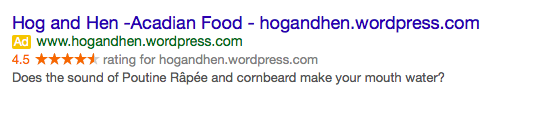
The keyword “Acadian Cuisine” because it is unique type of French and Cajun cuisine that will attract customers interested in unique cuisine experience or attract ones who miss home food.

The keyword “French and Cajun cuisine” that many are familiar with and is broad enough to attract more customers but with similar interest.

**PPC Budget**

At Ad words at Google you set how much you want to spend per day. Because this is a food cart, one people business, the marketing budget would be about $200 Because you are also getting good notice and reviews for Google My Business, Yelp, Portland food cart site, I would recommend starting low and increase and see if it is improving website performance along with business revenue using metric tools (Google Analytics). Acadian cuisine is a unique keyword and not used much so its actual bid price will be very low.

**Sample Ad Online**

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My landing page would be the front page of the website. We will not need special landing page for the ad above and we will only need it if we offer special price in a form of coupon. It is a great idea to use special landing page if I had special discount/deal that has a promo code.

## **Social Media Campaigns**

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| In this section of the plan, I will recommend social media site that your business should engage in on a daily basis to help market your food cart. Social media used to be a great way to reach young folks and still is, but all generations have caught up and see this as an effective way to communicate and use it is a tool to look for products and services through “word of mouth” online. In this plan, we will show you step by step (as recommendation) on how to engage with your customers online. |

**Social Media Platforms**

1. Twitter:
   1. You already have this social media. Awesome job at keeping it up-to-date!
   2. The link to Twitter is on the bottom right of the website. I think the right side is good but it should be brought to middle, right below title page.
   3. It should be updated once or twice a day, even though there are different menus for part of the week. You should update once or twice a day, only showing one menu at a time, commenting on when you run out of food if before closing time, and getting the visitors to check the site often. It helps to keep content up to date daily. You can also have twitter icon on top with other social media if your customers want to go directly there and comment or view older posts.
   4. Twitter only has the menu items of the beginning and ending week. It will benefit you to retweet what your customers are saying about your food and related topics that might interest your customers. Instagram updates should show.
   5. This social media platform fits in well because you need to give customer quick and updated information about your menu that constantly changes.
2. Facebook:
   1. It is not used and it is a must.
   2. It should be on the top right near the search.
   3. FB should be updated every day – replying to comments, connecting with regular customers, giving updates on when the food is out. Tweets from Twitter should show. Instagram pictures should show as well.
   4. The content on FB should be similar to website. It should give the necessary information along with engaging the customers and fan of the food. – Advertising, special deals, special events around the neighborhood, or events related to their cuisine – where they might participate or sponsor.
   5. This is a necessary platform because it is proven that majority of people spend most of their online time in FB and it is a great place to raise awareness of their products and services, and it is a friendly place for customers to ask questions or comment with ease (no need to login in to comment- if you are already a FB user).
3. Instagram/Snapchat:
   1. These social media platforms are great for posting pictures of food and daily tidbits to add to “My Story” that sticks around for 24 hours.
   2. Instagram would be right next to FB on top right near the search area. Snapchat Snapcode would be right under Twitter feed (See the link: http://www.wpbeginner.com/wp-tutorials/how-to-easily-add-snapchat-snapcode-in-wordpress/)
   3. You can introduce pictures of your new dishes or do selfie with regular customers every day. Also, you can look for “#hogandhen or @hogandhen\*” to see what others posted so you can like and share on all your social media platforms.
   4. Pictures of food and fun stuff to do with your food cart.
   5. From my personal traveling experience, I enjoyed taking photos of things, especially food and drinks I really liked, just so I can share with others and I would hashtag or @instagram them in my message. It is a lot like yelp except it is quick and easy. The snapchat is for very young people and Instagram is for people who are like me. I feel that the food cart should do both because it will attract different age group from PSU (undergrad and grad) which is nearby.

# **Offline activities**

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| In this section of the plan, we will recommend offline activities that will support the SEO efforts of the site. Online marketing can only do so much. We alson need to engage in activities that are not online, such as promotions/deals or calls-to-actions that can only increase your sale and might even help your customers become regular, online and offline. |

**Offline Activities**

Here is a list of recommended ideas for your offline activities:

* Punch card for every meal bought and get 11th one free because you will get regulars from colllege or offices. – This would be year round.
* 15% discount or free drink or free side dish if it is your birthday (show id) – year round.
* Special deal on the order during low sale season through Groupon or Living Social. It is very each to keep track because the customers pay in advance and you will need an app to scan the code.
* Participate in festival, like brewery events, etc.
* I would say lots of holidays or festivals that are related to Acadian culture should call for promotion on traditional dishes served during those celebrations.

**Measure your Offline Activities**

Unless you track how many free meals or drink given per day by tallies, it would be hard to track. Though tracking the likes on facebook page or looking at reviews and ratings can be watched using Google Analytics and Scoop.it tool to measure visitors and comments per day.

# **Analytics**

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| In this section, we will list data tools that will be used to insure the metrics are aligned to your SEO goals. We will suggest how often we should review the metrics and when we should re-evaluate our SEO efforts once our plan is effective. It is in our best interest to use these tools to make sure that the strategies we are applying are in fact effective and if it is not we should look at our strengths and drawbacks. After that, we can re-evaluate our plan and apply new strategies that will get us to our goal. |

**Metric Tools**

First one that is highly recommended is Google Analytics which measure the performance of the website and content that is engaging. It also helps identify your demographic and where your audience are coming from. Then I would recommend Google webmaster Tools that helps track the effectiveness of your keyword use for your marketing efforts. Because your business is uses twitter to communicate with your customers I would recommend the tool called Tweriod that would measure the effectiveness of your tweets and recommed best time to tweet. If the business plans to go to other social medial platforms, such as Facebook and Google plus I would recommend it would use Buffer tool instead of Tweriod for same purposes. If the business is using Google Analytics, then it would benefit from Scoop.it that measures your views, comments, shares and visitors per day to add to Google Analytics data.

Looking at each metrics, I would then ask myself what is the purpose of this tool and does this purpose help me achieve my goal. For example, Google Analytics will measure the performance of the website and how engaging is the content. This will give you insight into what changes you need to make to bring more visitors interested into your site for longer period of time which is one of our SEO main goals. We recommend to start with Google Analytics and then as we see fit use other tools.

**Review**

We would look at Google analyics everyday for first few weeks because they based on your engagement per day with the audience. You can learn new information everday. When we notice upward trend in engagement we will then look at data weekly for first few months. Then a bi-weekly reports are good way to keep track and we can adjust to daily or weekly need be.

My suggestions is to re-evaluate our plan in 3 months after SWOT analysis is applied. In SWOT analysis we will look at our strengths, weaknesses, opportunities and threats.

**CONCLUSION**

Thank you for taking your time to review this SEO Plan that you requested. The more input and information we can get from you the more personalized and on target this plan can be. Please don’t hesitate to contact us with more information or if you have any questions or concerns.