**SEO PLAN**

Your Name: Erik Burnham

Company Name: MF Tasty

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

This is a SEO (Search Engine Optimization) plan for MF Tasty. There are eight different sections that are broken down into categories that will generate more prominent search engine results and will ultimately bring in more customers to the food establishment. If this plan is followed, the site owner will see an increase in customer volume and in turn create more profits. Also if the plan is followed the site owner will see higher rankings and returns on SERPs (Search Engine Results Pages).

# Market strategy and Target Audience

# The primary goal of the site is to inform the customers about the restaurant. It is giving a back story and also providing reasoning for the menu. The site is trying to get the users to come to the restaurant by providing them with the information of the site’s uniqueness.

The primary goal of the site should be identified by three factors: The logo, the hero image (or logo image) and the initial “About” section. This will give a user a quick visual clue of the sites overall goal and menu items. It will also let the user know quickly if they even want to try the restaurant out.

Fresh content is always a must in informing the users on these aspects. Feeds such as Twitter and Facebook can help remedy this. These can be placed in a “Social” section of the site and should be able to be viewed on the main page. This will give users the impression that the restaurant is up-to-date on its content. Updated images are also a must in the scope of content freshness.

The target market of the site is determined mostly by the location of the restaurant. Since the physical location is in the up-and -coming Williams St. neighborhood, this could be perceived as young adults that live in the area. Also since the mission statement of the restaurant relies heavily on the “foodie” aspect, this is also considered a demographic.

Competitors of MF Tasty are listed as follows:

La Jarochita: http://la-jarochita-portland.sites.tablehero.com/

Guero: <http://www.gueropdx.com/>

These were chosen since they are both food carts and have similar fare. Although they are in different areas of the city, they represent what is closest to MF Tasty’s dwelling.

# Site Design

A site redesign is necessary to aide in the SEO goals. The main aspect of the redesign would be to focus on an “About” section that is readily available to the clients. This can be placed in the top of the page as to grab the viewer’s attention. Other aspects will be focusing on social media feeds (in section V) and updating photos of menu items. These can also be placed in sections on the main page that will stand out to the viewer. Another aspect to focus on is the page design itself. The page is hard to figure out what the site is about at a first glance and using page sections instead of pop-up menus will add to the SEO by implementing the keywords into the main page. This will in turn improve rankings in the SERP and provide more “hits” on the page.

The site will also be optimized for mobile use. This can be tested through the Google console and media queries can be implemented to provide optimal viewing of all page sections on various devices.

# Keywords

Recommended Keywords for the site are as follows:

texmex foodcart, paella in portland oregon, Williams st. food cart, Southwestern food cart

Recommended meta descriptions for the site are as follows:

Welcome to mftasty.com – Southwestern food with Portland heart!

As far as a site map, there is none provided aside from the Nav section currently on the main page. This would be highly recommended as it can increase page listings in SEO. This can be created with the following link:

https://www.xml-sitemaps.com/

# Links

The inbound links will establish traffic from external sites and improve SEO ranking. Inbound links are as follows:

1. <https://www.reddit.com/r/PortlandFood/> This is chosen as it is a popular site that many web-savvy users are aware of.

2. <http://thephoenixsupperclub.blogspot.com/> This is chosen as it is the supper club that the restaurant’s owners originated from. It would be helpful if people are visiting from Phoenix and wanted to find this food cart in Portland.

3. <http://www.oregonlive.com/dining/index.ssf/2016/07/portlands_15_best_food_carts.html#0>

This is chosen if the cart gets reviewed and is in good standing.

The outbound links are as follows:

1. <https://www.pinterest.com/pin/273171533627496180/> This is a good social media site to link to provide pictures and pins that can be helpful for clients to discover the food cart. This is a specific link that would be good for the site to be a part to get reviewed. Similar links could also be used.

2. <https://www.yelp.com/biz/mf-tasty-portland>

This is a great social media site that users can review the cart and provide outside opinions of the food

3. <http://www.foodcartsportland.com/category/location/north-portland-location/n-williams/>

This links to the site of the actual food pod that the cart is located in

# Social Media Campaign

Social media is the norm nowadays and needs to be integrated with virtually most websites. The benefits are that most people using these sites already are familiar with their own respective interfaces and this in turn can provide more hits to your own site when implemented properly. The site already has three current accounts:

Facebook- <https://www.facebook.com/mftastypdx/>

Twitter- <https://twitter.com/mftasty/>

Instagram- <https://www.instagram.com/mftasty/>

These are the three biggest sites for social media so this is a good start for the campaign. Posts should be frequent enough to catch other user’s attention, but not too frequent as they may find this annoying and you can run the risk of being unfollowed. A good rule would be to post on these platforms once every day (to get your name out there). After that, you can scale back to every other day or every three days. This will keep your business fresh in the follower’s minds.

Another option would also be to look into other social media platforms. Pinterest was discussed in the last section. This uses “pins” to provide boards that users can use to create their own ideas. Pins for MF Tasty could include ingredients, pictures of food items, pictures of the cart itself and patrons enjoying the food at the cart.

# VII. Offline activities

Offline activities are also a way to get the restaurant’s name out there this can be in the form of promotions, contests, and other activities to make people aware of the establishment. A couple of ideas on this could be as follows:

Business punch cards that link to the site

Coupon campaign that will bring in customers

Business card drawing at the restaurant

All of these activities will bring in customers and make them aware of the business.

# VIII. Analytics

The metrics tools for the site should be as follows:

<https://www.google.com/webmasters/tools/>

<https://www.google.com/analytics/>

The metrics will be aligned to improve a better search result for [www.mftasty.com](http://www.mftasty.com). Although an analysis can’t be provided at the time due to ownership privileges of the site, the analytics will be configured to provide better bounce rates. This goes hand-in-hand with the redesign of the original site. If the viewers are leaving the site due to confusion or poor site design, this will help figure out who the users are that are doing that (in an analytical sense) and help cater to their needs.

Metrics should be reviewed at least once a week for the first few months. This can help provide the information and help target the site to provide better SEO

The evaluation period for the SEO efforts should be on a BI-monthly effort. This will give current implementations time to work and settle in. This is also a good frequency to evaluate if other changes need to be implemented.