SEO Proposal – Karen Ramon

Client: *PepperMayo* – Women's Fashion Online International Store that features the latest clothing trends for women between ages 18-30

Goals

PepperMayo first goal is to drive more traffic to the site to help increase brand recognition as well as turn those visitors into buyers in order to boost sales. The aim is to increase traffic by 20% over 12 months in result of a 15% increase in revenue. The second goal is for PepperMayo to be a relevant page for the user's query. For example, when a user is searching for "Online Stores that sell party dresses", Peppermayo will help solve the user's problem and be the search users match. The third goal is for Peppermayo to be well optimized in order to show up in results. Search engines will understand the Peppermayo online site and know the value of the site in order to earn more trustworthy visibility.

Executive Summary

PepperMayo is not optimizing product pages based on the users search demand which is hurting search users from becoming buyers. For example, when searching keywords such as "Party Dresses", "Summer Clothing" or "Online Trendy Stores", PepperMayo is not showing up in any of those results. This is because PepperMayo is not using keywords relevant to the product in the page's title and product descriptions. Another issue is that there are zero customer reviews on the website for the amounts of products the store has. If users wanted feedback from another customer on the fitting or quality of the product there is no answer for them. Also, its product pages are very clustered, with a section including over 30 pages with a not upfront filter option. If a customer was primarily looking for "Daytime Dresses", the user will have to take extra time to scroll through the page to find the filter option instead of having a section/page with just daytime dresses. These issues can be affecting customers from becoming buyers. The problem PepperMayo is having, is going to be solved by including keywords relevant to the products title and description, by including testimonials and customer reviews, by including feature to be able to filter to through products by occasion, type, and style. Lastly, the client and I will need to understand what products/ pages in PepperMayo are important to rank in Google search results in order to increasing the popularity of the brand through links and citations from other sites such as fashion magazines and blogs.

Reporting/KPIs

One of PepperMayo's goals is to turn page visitors into customers in order to boost sales. Therefore, the macro conversion here is for customers to make a purchase but for this to occur we are going to focus on PepperMayo's micro conversions. By analyzing the user's micro conversions, PepperMayo will take note if a visitor can turn into a potential buyer. Peppermayo will do this by tracking if a visitor added a product to a wish list, if a visitor signed up for emails and promotions, and if a visitor shared a product through the social media links. Also, to have ongoing optimization efforts, PepperMayo will have to make sure that its landing pages are overall optimized and it will have to make sure that the content is showing up in search results for the queries that it is targeting. Through doing an audit and using Google Webmaster Tools, Peppermayo will see the queries that it is ranking for. Also, PepperMayo will be able to see if its content strategy is working by looking if the targeted queries are showing up on the report.

Keyword Research/ On-Page Optimization

Some long-tail queries identified as targets are "Trendy online stores", "Where can I buy Vintage looking tees" and "Trendy party dresses". Some ways PepperMayo will apply keyword research is by having the keywords be present on the page such as in titles, headings and in the meta data because we want to provide the users with what they are searching for and we want to have content that is going to bring value to what visitor is searching for. Therefore, Peppermayo will conduct keyword research to see how people search for products, to identify topics of interest to our target audience and to improve the way products are going to be marketed. We can organize the content the way people are searching for it by breaking out the dresses selection by occasion and style as well as using the same language that searchers are using. Another strategy we can use is by having keywords in the meta description in order to attract users to click on the result. When users search for "Velvet Party Dresses", Google will bold the keyword and users will be drawn on clicking that result.

Content Strategy

PepperMayo will use Google Keyword Planner in order to obtain a list of search volume keywords, to obtain a list of recommended relevant keywords and phrases and since it's an international site, to be able to filter by location and see trends overtime. For developing a content strategy for PepperMayo, we will explore keyword research in order to identify trends, to learn about that the users want, and to help PepperMayo get to know what its customer's needs are. So, when looking at the search trend data, Peppermayo will be able to see what keywords are leading in that topic. This will help form the content strategy by displaying the topics that are

peaking in interest in the homepage for example. This will also show the visitors that Peppermayo understands them and that Peppermayo is their search match.

Content Promotion/ Building Site Authority

We want to build content promotion by being featured/linked to by trustworthy and popular sites in order to be more valuable. One way that we can promote Peppermayo and help reach its SEO goals is by highlighting its vintage line since past trends are popular today. One way to do this is by reaching out to popular fashion bloggers such as *Weworewhat* and sending the blogger the latest product so she can feature it and link PepperMayo in a blog post or Instagram. Having a blogger posting pictures wearing PepperMayo's products is key because readers usually get inspiration for looks from bloggers, therefore those readers will link back to the PepperMayo site which results in driving more traffic to the site for purchase. Once, we have built a relationship with the bloggers, Peppermayo is going to continue to send them new products as trends change in order to remain fresh.

Technical Recommendations

Since PepperMayo in an online international site, it's important to be auditing the website regularly in order for its customers to have a good user experience. A second element to consider is that mobile search is very popular today, therefore it is necessary to audit how PepperMayo runs in a mobile device. Third, site speed is very important because users are impatient today so the site needs to load fast. When briefly auditing the site, I notice that the site could have more options when it comes to filtering the clothing sections. For example, instead having two navigation bars with same information, when clicking "Tops" the site can have a navigation with its selection of tops and on the side a refine by section that the user can filter by style, size etc.