

# TASTEFULLY YOURS BY JEFF WEBSITE MANAGEMENT & MARKETING PLAN

Prepared by Scopo Digital Solutions



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OUR SERVICES

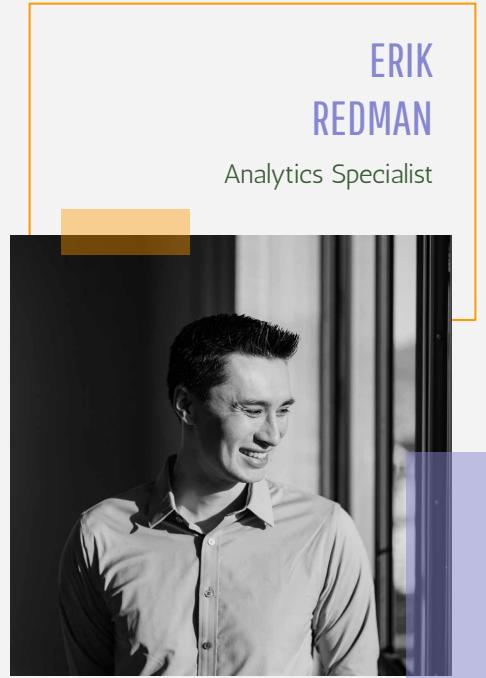
PACKAGE OPTIONS

AGREEMENT



ANGIE  
NGUYEN

Web Development &  
Artistic Director



ERIK  
REDMAN

Analytics Specialist



LAUREN  
KENNEDY

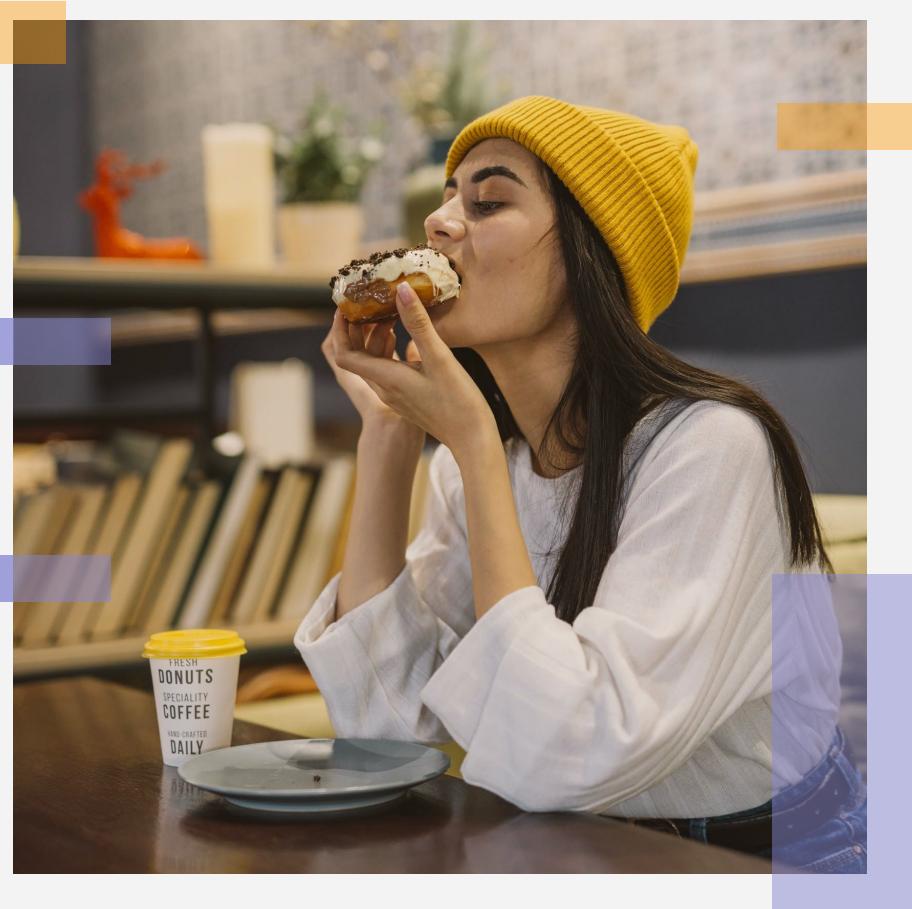
Marketing Manager

"There's Too Much Flavor  
in this Meal"

SAID NO FOODIE EVER

"There's Too Much Value  
in this Content"

SAID NO MARKETER EVER



# HOW DIGITAL MARKETING WORKS



# GETTING TO KNOW YOUR WEBSITE

A high performing website has a blend of several factors: **Website Development/Maintenance**, **Search Engine Optimization** and **Analytics** working together to produce quality marketing for small businesses. This can be compared to the food industry where a combination of delicious food, good service and a comfortable location makes a memorable experience at the community cafe.



## FOOD

What you are offering



## SERVICE

How is food being served

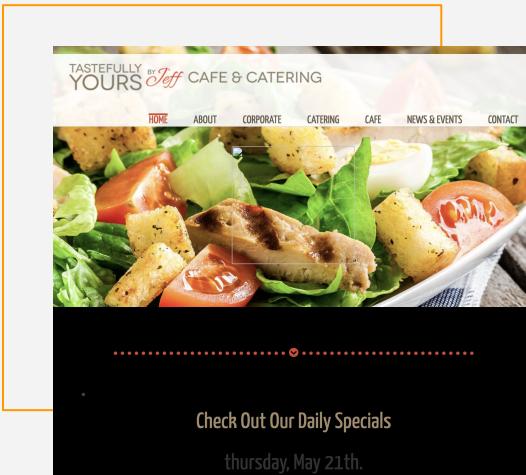


## LOCATION

Where things are being offered

# WEBSITE DEVELOPMENT

A really great website is like a meal made from scratch with fresh ingredients, whereas a template website is more like a frozen dinner



## General Info

Web URL: [tastefullyyoursbyjeff.com](http://tastefullyyoursbyjeff.com)

Domain Registrar: [www.godaddy.com](http://www.godaddy.com)

Hosting: Domain Control

Platform: Wordpress

Theme: Fusion Elastic 2016

## Digital Assets

Facebook: [www.facebook.com/TastefullyYoursByJeff](http://www.facebook.com/TastefullyYoursByJeff)

Instagram: [www.instagram.com/tastefullyyoursbyjeff](http://www.instagram.com/tastefullyyoursbyjeff)

Weddingwire: [www.weddingwire.ca/wedding-catering/](http://www.weddingwire.ca/wedding-catering/)

Access to [tastefullyyoursbyjeff.com](http://tastefullyyoursbyjeff.com) given by your web developer, Watershed 9, does not allow for viewing of the administrator dashboard. Instead an editor account was created for you. Only administrators can install, update and activate plugins and change themes on the WordPress site.

**Recommendation:** As the owner of the website, I would highly recommend asking your developer to make sure that you have administrator permissions.

# WEBSITE DEVELOPMENT



## Did you Know?

47% of users expect a web page to load **in two seconds or less.**

40% of users will wait **no more than three seconds** for a web page to render before abandoning the site.



**Content is King**  
... and your content is your food.

If your content is **tasty**, just the right amount, and **unique**, you are more likely to make that valuable positive impression.



# WEBSITE SPEED TEST SCORES

## MOBILE

Users will wait **no more than three seconds** for a web page to render before abandoning the site.

**Current Speed Index** = 10.2 seconds

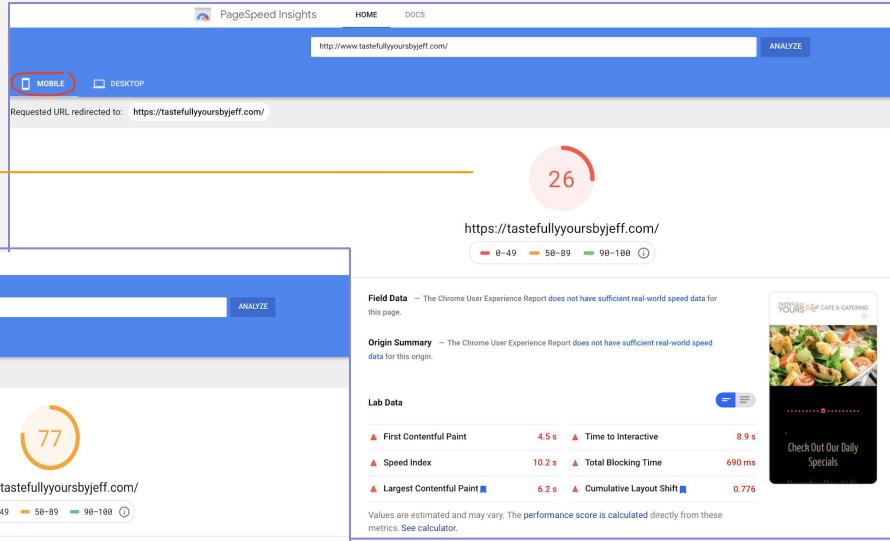
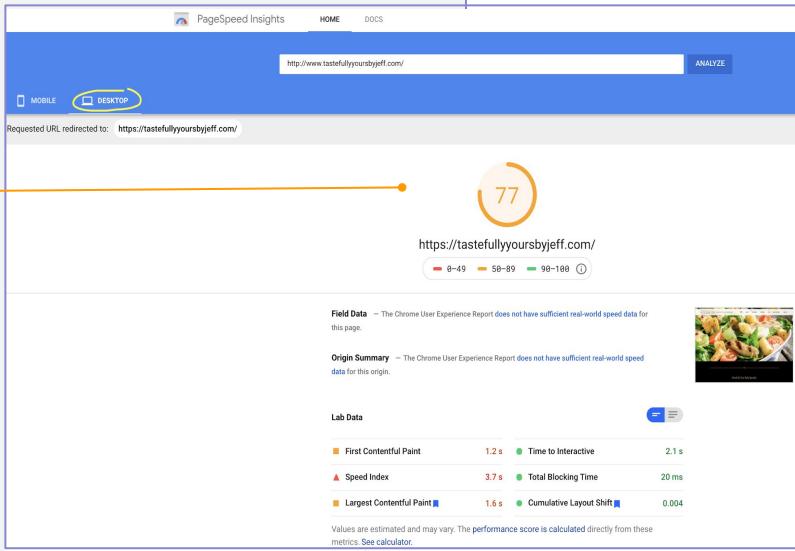
**Average Speed Index Score** = 50 - 89

**Great Speed Index Score** = 90 - 100



## DESKTOP

When it comes to performance, the user experience is very important. When searching online for answers, clients prefer websites that are fast, and easy to understand.



# WEBSITE SECURITY TESTING

 "It takes 20 years to build a reputation and few minutes of cyber-incident to ruin it."  
— Stephane Nappo

 **No Malware Found**  
Our scanner didn't detect any malware

 **Site is not Blacklisted**  
9 Blacklists checked

 <https://tastefullyyoursbyjeff.com/>

IP address: 162.223.226.136  
Hosting: Unknown  
Running on: Imunify360-Webshield 1.8 [More Details](#)

Minimal      Low      **Medium Security Risk**      High      Critical

Our automated scan did not detect malware on your site. If you still believe that your site has been hacked, [sign up](#) for a complete scan, manual audit, and guaranteed malware removal.

**TLS Recommendations**

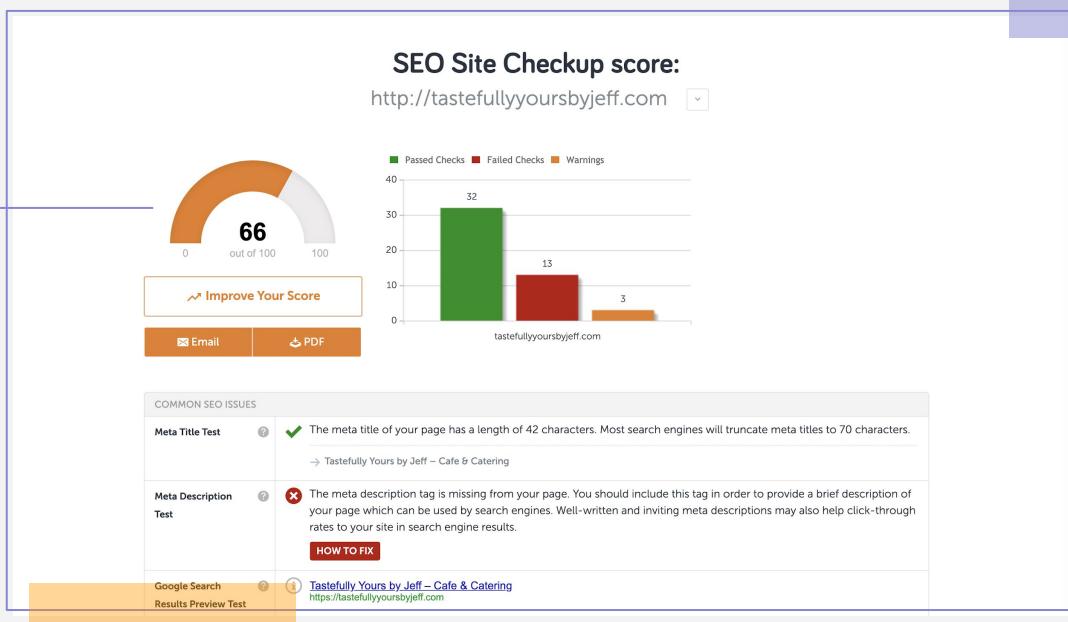
No redirect from HTTP to HTTPS found. You should [redirect](#) your website visitors to the HTTPS version to avoid the "Not Secure" browser warning.

# SEO SCORE - Mobile & Desktop



**"Google Only Loves you When Everyone Else Loves You First"**  
- Wendy Piersall

SEO is the ability for the public to find your website on a search engine like Google or Yahoo.



# SEO Working for You



SEO is like a cooking competition at a festival,  
and Google is the judge

Your customers are the voters,  
and your website is your booth

If your voters can't find your booth,  
you won't have a chance to rank in the competition

So how do you create the best "booth"?  
Keywords are how you draw people to your booth

Keywords should;  
Focus on your Audience  
Use the Right Ingredients  
Be Appetizing

About 1,650,000 results (0.87 seconds)

Showing results for **tastefully yours by jeff** menu  
Search instead for **tastefullyyoursbyjeff** menu

[tastefullyyoursbyjeff.com](http://tastefullyyoursbyjeff.com)

**Tastefully Yours by Jeff – Cafe & Catering**

May 21, 2020 - Home · About · Corporate · Breakfast Menu · Christmas Lunch Menu ·

Corporate Lunch Menu · Corporate BBQ, Catering, All Occasions Menu ...

You've visited this page 2 times. Last visit: 13/09/20

## Lunch Menu

HOMEMADE SOUP OF THE DAY  
-\$4. FRENCH FRIES ...

## Occasions Menu

Package #1, \$27.95. Your Choice  
of 2 of the following:.

## Breakfast Menu

TASTEFULLY YOURS BIG  
BREAKFAST – \$10 3 eggs/3 ...

[More results from tastefullyyoursbyjeff.com](#) »

## Corporate

Corporate Menus. What separates  
us from some other ...

## Contact

Contact Us. Your Name (required).  
Your Email (required).

## Tri fold menu 2017 outlined

Coloured peppers, tomato, onion,  
bacon, ham & cheese. \$8.50.

[www.facebook.com](http://www.facebook.com) › ... › Cafe

**Tastefully Yours by Jeff - Home | Facebook**

Tastefully Yours by Jeff - 19329 Enterprise Way # 102, Surrey, BC, Canada V3S 6J8 - Rated 5  
based on 12 Reviews \*I love this place, great food, great...

★★★★★ Rating: 5 - 12 votes



## Tastefully Yours By Jeff

[Website](#) [Directions](#) [Save](#) [Call](#)

4.5 ★★★★★ 52 Google reviews

\$ · Restaurant

Takeout

**Address:** 19329 Enterprise Way, Surrey, BC V3S 6J8

**Hours:** **Closes soon** · 2 p.m. · Opens 6 a.m. Fri. ·

**Menu:** [tastefullyyoursbyjeff.com](#)

**Phone:** (604) 534-2006

⚠ Hours or services may differ

Suggest an edit · Own this business?

**Know this place?** Share the latest info

# GOALS

SHORT TERM

GOAL 1

Resolve Main Web Page Errors, Speed Issues and Increase Security

GOAL 2

Streamline Web Content and Menu Centralization

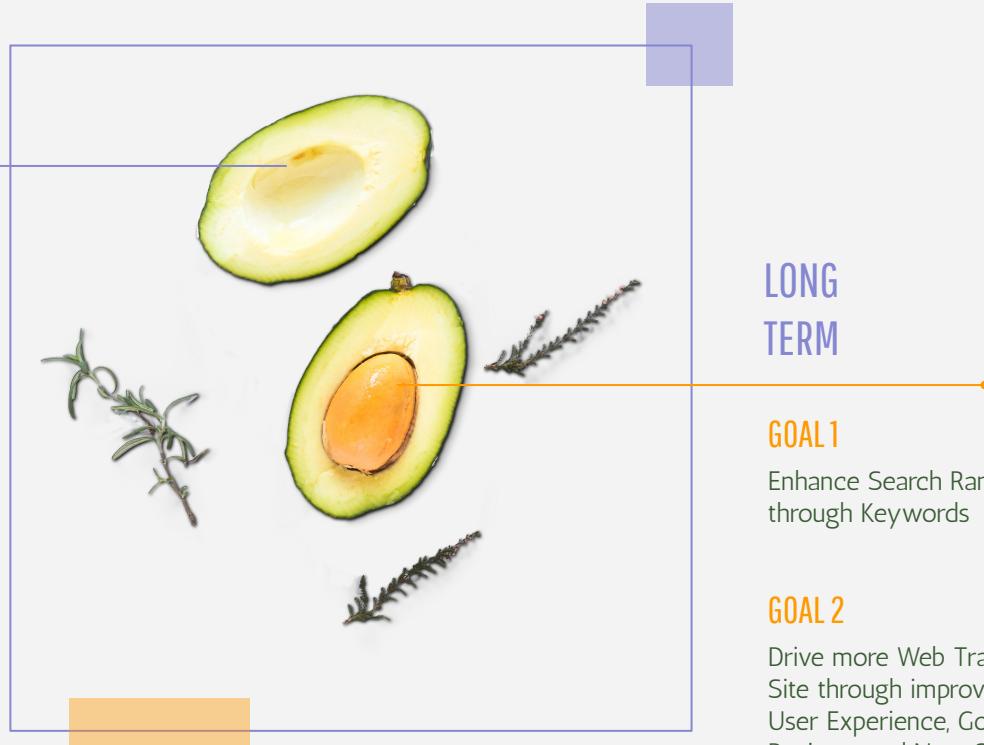
LONG TERM

GOAL 1

Enhance Search Rank through Keywords

GOAL 2

Drive more Web Traffic to Site through improved User Experience, Good Reviews and New Social Media Content



# #1 BUYER PERSONA



"I need a casual place where I can escape from the office and grab a great lunch"

## PROFILE

Name: Rick

Age: 27 years

Gender: Male

Location: Lives in Langley, BC

Job: Works nearby, Automotive Salesman

## WHAT HE IS LOOKING FOR



Enticed by a Friday burger special



Free Wifi, in case he has to work over lunch



Fast service and good prices



Quiet atmosphere

## MOST USED SOCIAL MEDIA



## PURCHASING BEHAVIOR



\$12



\$4



\$8

# HOW WE CAN HELP

Delivering a comprehensive customer experience is like delivering a good pizza...

It matters how it's made, how it's delivered, the quality of the packaging, and how quickly it was delivered.



## BRANDING

- Creating Brand Identity
- Building Brand Guidelines
- Launching Social Media Profiles
- Marketing Content Creation



## GOOGLE ANALYTICS

- Digital Analytic Audits
- Conversion Optimization
- Google Tag Manager
- Tracking and Reporting
- Data Interpretation



## SEARCH ENGINE OPTIMIZATION

- Complete SEO Analysis
- Competitor Research
- Targeted Keyword Research
- Backlink Analysis
- Technical SEO Implementation



## NEW CONTENT

- A session with Scopo Photography
- Platform Research
- Social Media Advertising
- Building Credibility &
- Improving Online Reputation

# SCOPO PHOTOGRAPHY



## Why Do Visuals Matter?

We process images 60,000 times faster than text.

90% of information transmitted to the brain is visual.

Why you Need Great Photography:  
Our average attention is 8 seconds...

This means you only have a moment to grab your customer's attention.



## Did you Know?

Combining images to information increases the recall value by up to 65%



# UPDATING CONTENT

**Why Does It Matter:** Taking Care of Third Party Food Sites is just as important as your caring for your website.



## ZOMATO

**What Scopo Can Help With:**  
Making Details Consistent  
No mention of Debit payment  
No images of food.  
Operation hours different from website



## MENU PIX

**What Scopo Can Help With:**  
Adding Location Photos  
No images of food.  
Operation hours different from website.



## FOOD DELIVERY + RESERVATIONS

**What Scopo Can Help With:**  
Create a presence on Skip The Dishes, UberEats, and OpenTable.

Yelp, Sirved, Z Menu, Restaurantji, Doordash, Food Yas are also websites that appear on the first 2 pages of a google search when looking for your menu

# PACKAGE OPTIONS



## Basic - \$200/ Month

- Platform + Plugin updates
- Security Maintenance
- Website Content Changes
- Menu Changes
- Emergency Work Rates:  
\$150/hour

Initial Here to Select Package



## Standard - \$300/Month

- Includes all Services in Basic Package
- A Photo Session with Scopo  
1-1.5 hour session for new online content  
30 dishes photographed
- 2 social media posts/month  
Out of Scope  
Work Rates \$100/hour

Initial Here to Select Package



## Pro - \$500/Month

- Includes all Services in Standard Package
- 1 hour of SEO/month
- Third Party Site Management;  
Zomato, Yelp, UberEats,  
DoorDash etc.
- Out of Scope  
Work Rates \$60/hour

Initial Here to Select Package



## Premium - \$799/Month

- Includes all Services in Pro Package
- 2 hours of SEO/month
- Website Management
- Conversion Optimization
- SEO 5 Keywords
- Out of Scope \$50/hour

Initial Here to Select Package



# THANKS

Does anyone have any questions?

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[scopo-digital.com](http://scopo-digital.com)