

# MAR649: SEO Strategy Summary Report

**Student:** Mrinal

**Business Name:** Chef At Home

**About Chef at Home:** A private chef service dedicated to providing exceptional dining experiences right in the comfort of people's own homes. Our Chefs will bring their team and ingredients, cook up a fancy meal, and even handle the cleanup afterward. All customers must do is relax and enjoy a gourmet dining experience in the comfort of their own home.

**Primary Target:** A Millennial professional in their late 20s to early 40s, living in metropolitan areas, balancing a busy career and an active social life. They enjoy good food but don't always have the time or skills to cook gourmet meals. When they have free time, they prefer relaxing or spending it with friends and family rather than cooking and cleaning. They seek out services that enhance their lifestyle, particularly those that offer convenience, luxury, and healthy options.

**Website Name:** OrganicChefAtHome

**Domain:** [[www.OrganicChefAtHome.com/](http://www.OrganicChefAtHome.com/)]

**Purpose:** Central online presence which provides customers with a seamless experience to learn about our products/services, make purchases, and engage with the brand.

## CAH Website's Key Features:

- **Chef catalogues** with advanced filtering options.
- **Responsive design:** Optimized for mobile, tablet, and desktop users.
- **User-friendly interface:** Easy navigation with clearly defined categories.
- **Content:** Blog for updates and tips.
- **Customer engagement:** Booking form, user accounts for booking tracking and contact, newsletter subscription, and social media integration.

## CAH Keywords Research

- **Transactional Intent Keywords:** High-value keywords enhance conversion rates, making lead conversion easier.
- **Search Volume:** Higher search volume increases potential traffic to our business.
- **Keyword Difficulty (KD%):** We focused on keywords with lower KD% (between 15-29%) to make our website's ranking easier; this is a key metric in keyword selection.
- **Cost Per Click (CPC):** Keywords with higher CPC are more likely to convert into our customers.
- **Long-tail Keywords:** These keywords are more specific and less competitive, allowing ChefAtHome to target niche markets effectively.
- **Keywords** Relevant to our Content.

## CAH On-Site Strategies

- **Home Page:** High-quality Visuals, CTA button, Customer reviews.
- **SEO Optimized Content:** Keyword's use in Meta & Header tag, Internal Linking.
- **Outbound:** website links
- **Conversion Optimization:** Contact form, Email Subscription
- **Analytics & Performance Tracking**

## CAH Key Off-Site Strategies

- **QR Code Placement** at Farmer Markets, Local Takeaways, and Salons
- **Email Outreach** to Content Creators and **Google My Business (GMB)** listing
- **Social Media** Marketing & Influencer outreach
- **Building a Reddit community** around personal chefs and organic food
- **Guest Blogging, Local award listing & Cross Promotions**

## CAH Technical Strategies, Social Media

- Ensure the website is **easy to crawl**
- **Optimise page speed** and built **responsive** website **UI**
- Keeping the **site secure with SSL** & follow a **logical hierarchical structure**
- Perform **quarterly checks for duplicate content**
- **Maintaining sitemaps** to enhance user experience