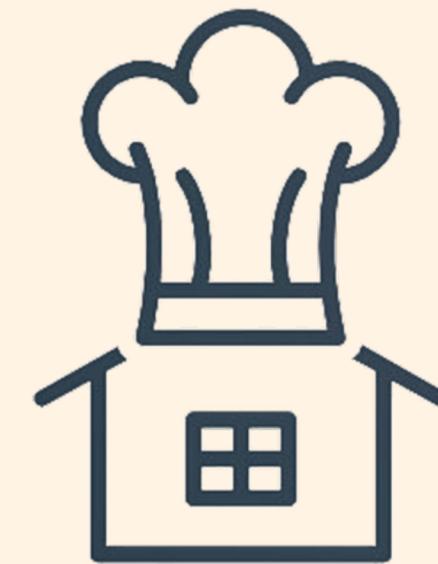


# Your Home, Our Chefs, Delicious Memories!!!!!!



## ChefAtHome

**Enjoy an organic meal cooked by a personal chef near you.**

-MRINAL MISHRA

# SEM Keyword Research



## List of Keywords for ChefAtHome

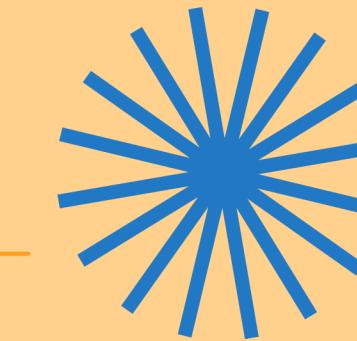
Keyword	Intent	Monthly Volume	Match Type	Paid Clicks (%)	Competitive Density	Difficulty (%)
personal chef near me	Transactional	9,800	Broad	18% (High)	0.32	22
private chef near me	Transactional	4,400	Broad	NIL	0.34	55
personal chefs near me	Transactional	3,100	Broad	12% (Medium-High)	0.34	40
private chef	Commercial	1,500	Phrase/Broad	11% (Medium-High)	0.25	27



ChefAtHome

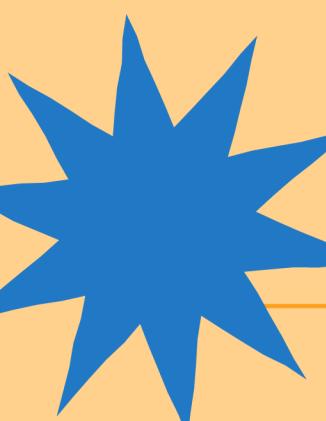


# SEM Keyword Research



## List of Keywords for ChefAtHome

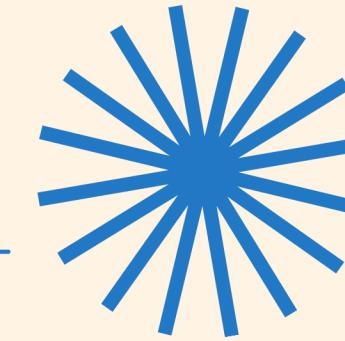
Keyword	Intent	Monthly Volume	Match Type	Paid Clicks (%)	Competitive Density	Difficulty (%)
private chefs near me	Transactional	1,300	Broad	NIL	0.34	25
chef near me	Transactional	1,300	Broad	NIL	0.23	24
hire a chef near me	Transactional	1,300	Phrase	NIL	0.42	19
private chef services near me	Transactional	440	Phrase	NIL	0.54	28



ChefAtHome



# SEM Keyword Research



## Reasons to choose these Keywords

### Search Intent (Transactional Keywords)

- High-value keywords with higher conversion rates make converting clicks into customers easier.

### Monthly Volume

- Higher monthly volume means more potential traffic.

### Match Type

- Broad keywords are likely to be highly flexible for capturing search queries.
- Phrase keywords target clear user intent while allowing for slight variations.

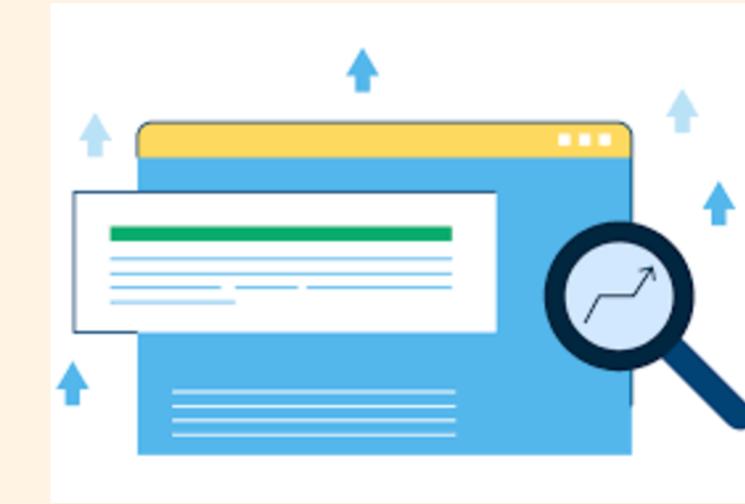
### Paid Click (%)

- High paid click % validates the keyword's effectiveness for driving traffic via paid campaigns.

### Difficulty (%)

- Lower the difficulty %, better the website ranking among competitors.

**Long-tail Keywords** are valuable for PPC campaigns; they generally are low in cost and have less keyword competition. Also, they are high-targeted and are relevant to voice search.



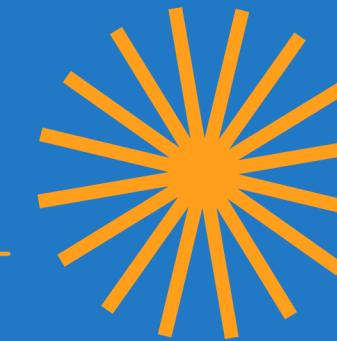
Implementing Keywords in Your SEM Campaign



ChefAtHome

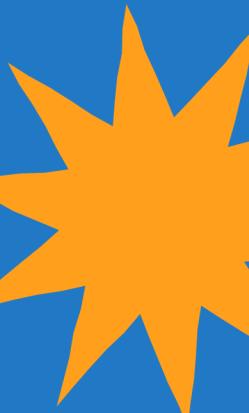


# SEM Keyword Research

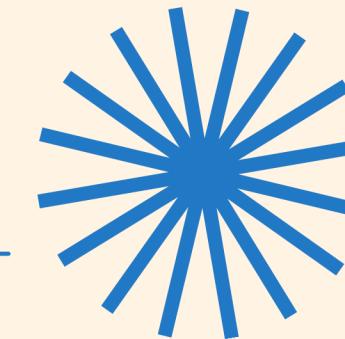


## List of Negative Keywords for ChefAtHome

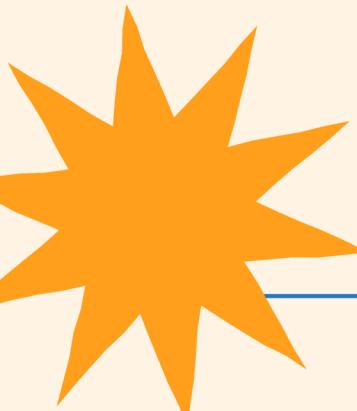
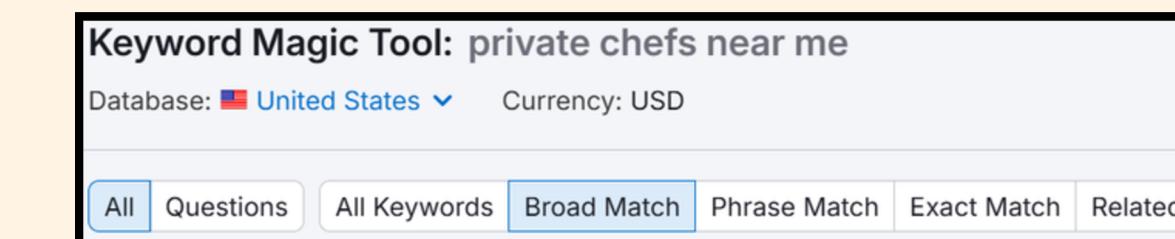
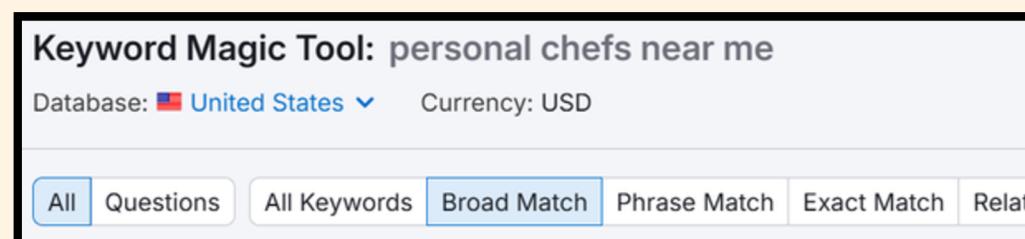
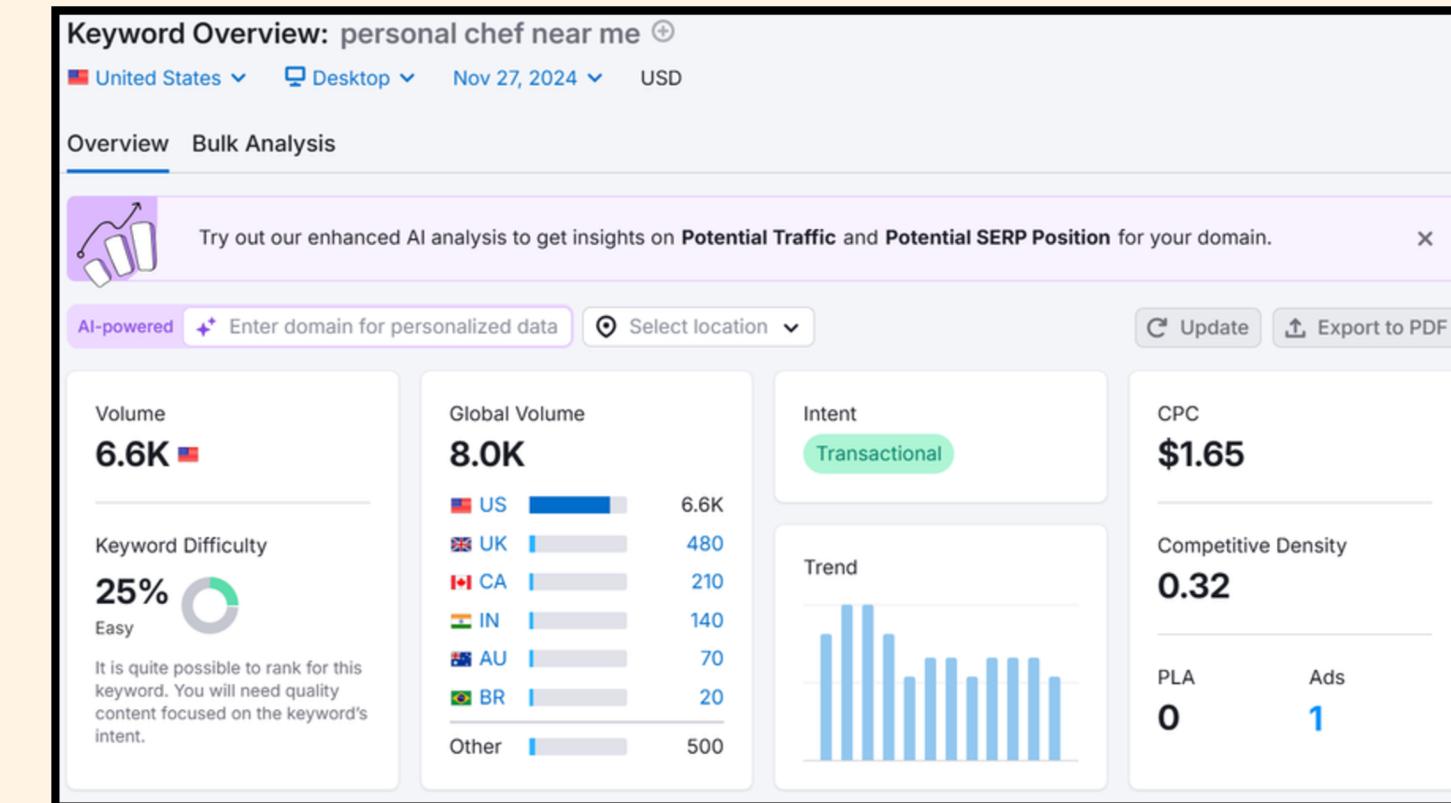
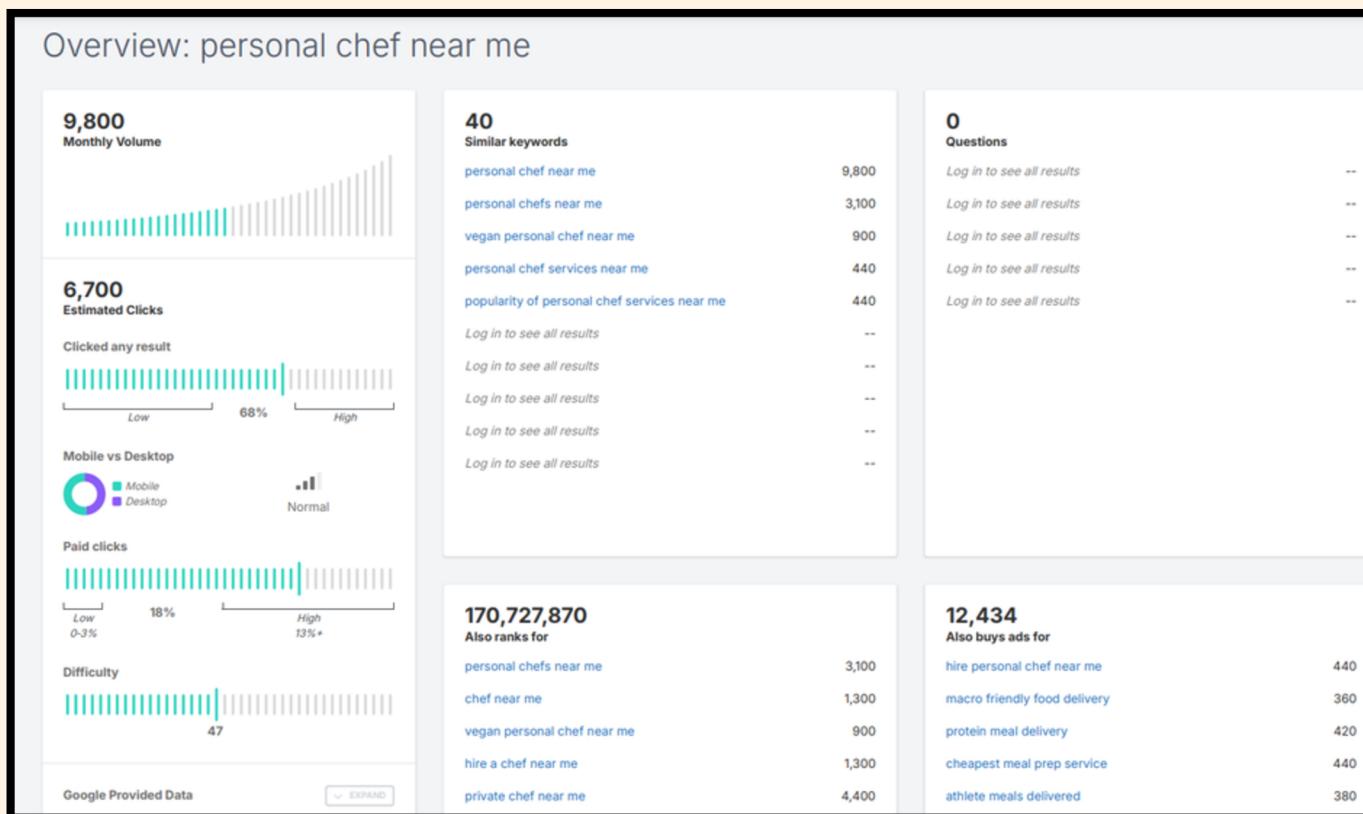
KEYWORD	MATCH TYPE	HOW TO SET IN GOOGLE ADS	EXPLANATION
chef jobs near me	Negative	-chef jobs near me	Our target audience does not include those looking for work as chefs.
restaurant chef	Negative	-restaurant chef	Users looking for chefs associated with restaurants are irrelevant because our company offers at-home chef services.
catering services near me	Negative	-catering services near me	Our service does not involve cooking for large events to concentrate on private chef experiences.
meal delivery services	Negative	-meal delivery services	This keyword may draw customers who are searching for prepackaged or ready-made meals, as opposed to our in-home chef services.
culinary schools near me	Negative	-culinary schools near me	Our target audience does not include anyone looking for chef training or culinary education.



# SEM Keyword Research



## Use of external tools: SpyFu & SEMRush



ChefAtHome





# Google search campaign

## Goal:

- **Conversion using Search:** We want to generate 275 new leads in the first quarter of 2025 using search ads to convert customers already in the process of hiring a private chef.

## Location

- New York, New York City.
- Target a radius around neighborhoods with high-income

## Network

- Includes Google Search Partners

## Language

- English

## Campaign Type

- Organize by keyword type (Generic) since the brand is unknown.

## Negative Match

- We instructed Google not to show our ads for people using the following keywords: chef jobs near me, restaurant chef, catering services near me, meal delivery services, culinary schools near me

## Audience

- **Market:** Professional Services, Food, Professional Event Planning, gift and events
- **Demographic info:** couple or single
- **Interest:** Food and restaurant, lifestyle and leisure, Beauty and Well-being.

Plus de paramètres

Zones géographiques  
New York, État de New York, États-Unis (ville)

Langues  
Anglais

Audiences  
En couple + 7 autre(s)

Réseaux  
Réseau de Recherche de Google et Partenaires du réseau de recherche et Réseau Display



# Google search campaign

## Ad Copies

- Headline: "Chef At Home | Organic Ingredients | Book Your Private Chef"
- Description: Book a stress-free, organic meal for you. Want to enjoy a gourmet restaurant experience at home? Book a private chef today

## Extensions :

### • Sublinks:

- Choose the Right Service
  - Private event? A One-Time Experience or Monthly? Compare and Find The Right One For You.
- Get Your Free First Consultation
  - Pick a Private Chef From our Large Catalogue and Learn More about What they Can do For You.

### • Structured snippets:

- Services: One-time dining experience, Monthly Chef Services, and Special Occasions.

### • Call outs:

- Market leaders, 3,000+ certified personal chefs near you, 100% organic ingredients for every meal,  
Customized menus of diverse cuisines

### • Budget

- **\$100 daily or \$8100 for 3 months** - (based on the goal 275 leads)

The screenshot shows the Google Ads interface for creating a new campaign. The main area is titled 'Créer une annonce pour générer des prospects pour votre entreprise'. It includes sections for 'URL finale' (final URL) set to 'https://www.organicchefathome.com/', 'Chemin à afficher' (display path) showing 'www.organicchefathome.com / Home / [ ]', and 'Formulaires pour prospects' (lead forms) with a note about adding one. On the right, there's a sidebar for 'Vos annonces' with various optimization tips like 'Ajoutez des titres' and 'Incluez des mots clés populaires'. Below the main form is a preview of the ad in a mobile device, showing a call-to-action 'Book a Call Now'. The bottom right shows a note about previewing assembled ads.

The screenshot shows the budget configuration section of the Google Ads interface. It starts with a heading 'Définir un budget personnalisé' and a note to 'Définissez votre budget quotidien moyen pour cette campagne'. A dropdown menu is set to 'dollar des États-Unis (USD \$US)' with a value of '100,00 \$US'. Below this, a table provides a weekly breakdown: 'Copy par semaine' is 23, 'Coût/conv.' is '\$0,43 \$US', and 'Coût hebdomadaire' is '\$700,00 \$US'.



# Google search campaign

Sponsored

organicchefathome.com  
https://www.organicchefathome.com ::

**Chef At Home| Organic Ingredients | Book a Personal Chef**  
<https://www.organicchefathome.com/>

Want to enjoy a gourmet restaurant experience at home? Book a private chef for a **stress-free, organic meal**. Market leaders. 3,000+ certified personal chefs near you. Customized menus. **Services:** One-time dining experience. Monthly Chef Services. Special Occasions.

**Choose the Right Service**  
Private Event? A One-Time Experience or Monthly?  
Compare and Find The Right One For You.

**Get Your Free First Consultation**  
Pick a Private Chef From our Large Catalogue and  
Learn More About What They Can Do For You.

chefabyssinia.com ::

**Home- Personal Chef & Caterer | New York | New Jersey**  
Fresh Never Less. We source a bulk of our ingredients from trusted local farms guaranteeing our clients fresh, organic and seasonal ingredients all year round.

Healthy Nourished Body ::

**Healthy Nourished Body | Personal & Home Chef Service ...**  
We specialize in healing chronic illnesses through food. This includes Vegan, Vegetarian, Paleo and Gluten-free cuisine that is tailored to your individual ...

3:54 google.com Sign in

Google

Private Chef Near Me

All Images News Shopping Maps Videos

Results for Manhattan, New York

Use precise location

Sponsored

organicchefathome.com  
https://www.organicchefathome.com ::

**Chef At Home - Book Private Chef**

Want to enjoy a gourmet restaurant experience at home? Book a private chef for a **stress-free, organic meal**.

**Choose the Right Service** >

**Get Your Free First Consultation** >

Annonce · organicchefathome.com/personal\_chef ::

**Chefathome | Chef At Home | Organic Ingredients**

Want to Enjoy a Gourmet Restaurant Experience at Home? Look for Our Personal. Book today for a stress-free, organic meal made just for you.

**Book a Call** **Learn About Our Services**



# Ad Display Strategy

## Goal:

- **Engagement:** We want to gain 3k\* new pageview for the first quarter of 2025 using ad display to follow those potential leads during their search for similar services. (based on Google ads' display ad estimate)

## Location

- New York, New York City.
- Target a radius around neighborhoods with high-income

## Campaign type:

- Performance Max: across all Google channels, including YouTube, Display, Search, Discover, Gmail, and Maps, maximizing visibility.

## Language

- English

## Audience

- **Audience Segments:** affinity, in-market and life events
- **Demographic:** Couple or single, 25-44 years, couple or single, high income of \$72k-\$150K.
- **Keywords:** personal chef, private chef near me, private chef
- **Interest:** Foodies, Diners by Meal, Professional Chefs, Cooking Enthusiast.

**Budget:** \$49/day for an average number of page views of 269 weekly for a quarterly budget of \$4410.

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ?

Edit targeted segments

Search Browse 5 selected Clear all

Try "foodies"

Affinity

Food & Dining

Show: Recent and ideas

Select all (21)

Foodies Based on your website

Diners by Meal Based on your website

Professional Chefs Based on your website

Cooking Enthusiasts Based on your website

Food & Dining > Frequently Dines Out

Diners by Meal

Food & Dining

Foodies

In-market: other

dollar des États-Unis (USD \$US) ▾ 49,00 \$US

Copy par semaine 269 Coût/conv. 1,30 \$US

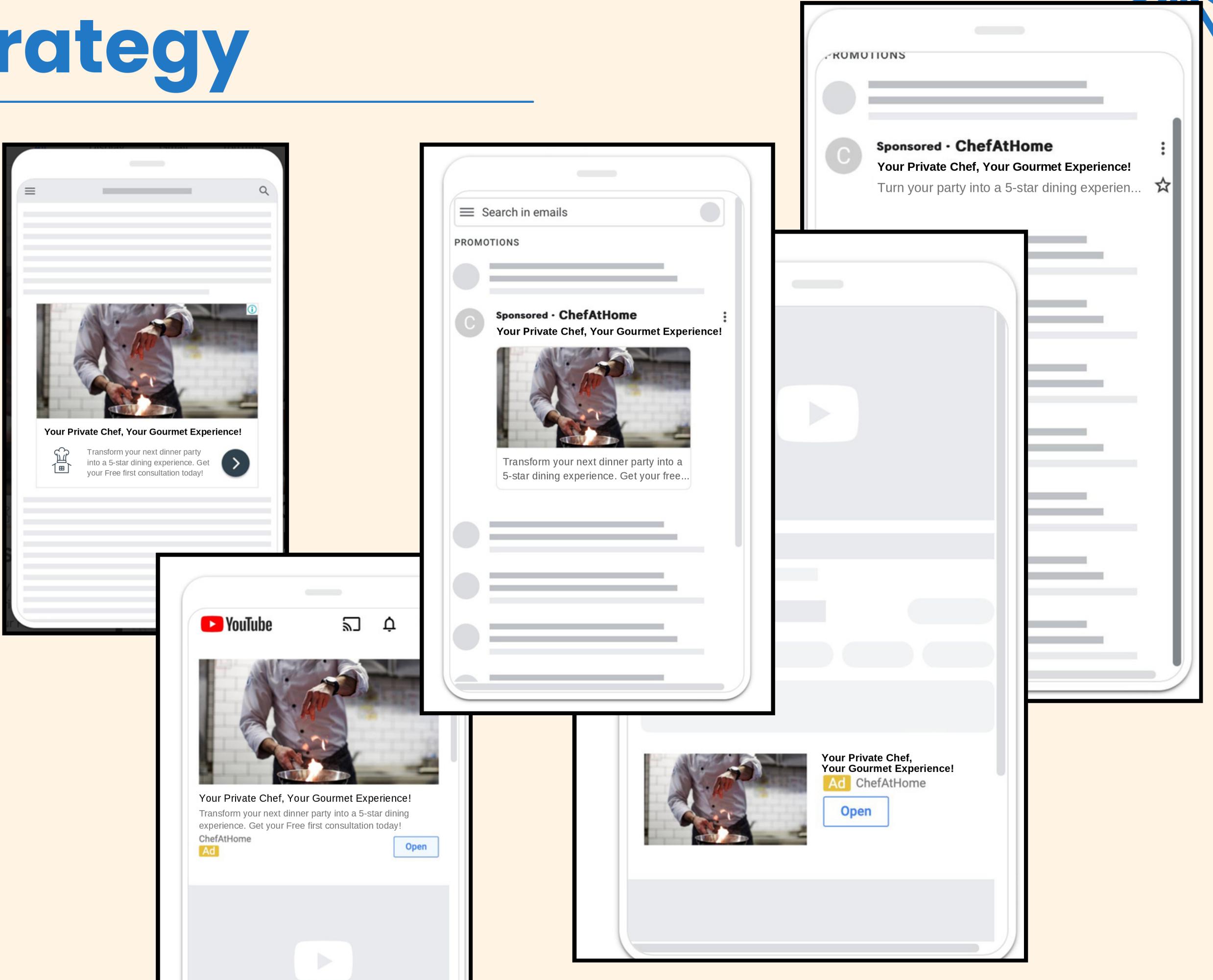
# Ad Display Strategy

## Ad Copies

- Headline: Your Private Chef, Your Gourmet Experience!
- Description: Transform your next dinner party into a 5-star dining experience.
- CTA: Book Your Chef Today

## Added information:

- A Promotion:
  - Get Your Free First Consultation



# Key Analyses to Optimize Digital Campaign

## Keyword and Search Query Analysis

- **What to Analyze:** Keywords driving traffic & search queries
- **Why:** Refine SEO and PPC strategies by focusing on high-performing keywords





# Thank You



ChefAtHome

Visit us at  
[www.organicchefathome.com](http://www.organicchefathome.com)

