Let's Go by Diana Paez

SEO Project
Diana Paez, Lisa Benson, Rachel Lammer
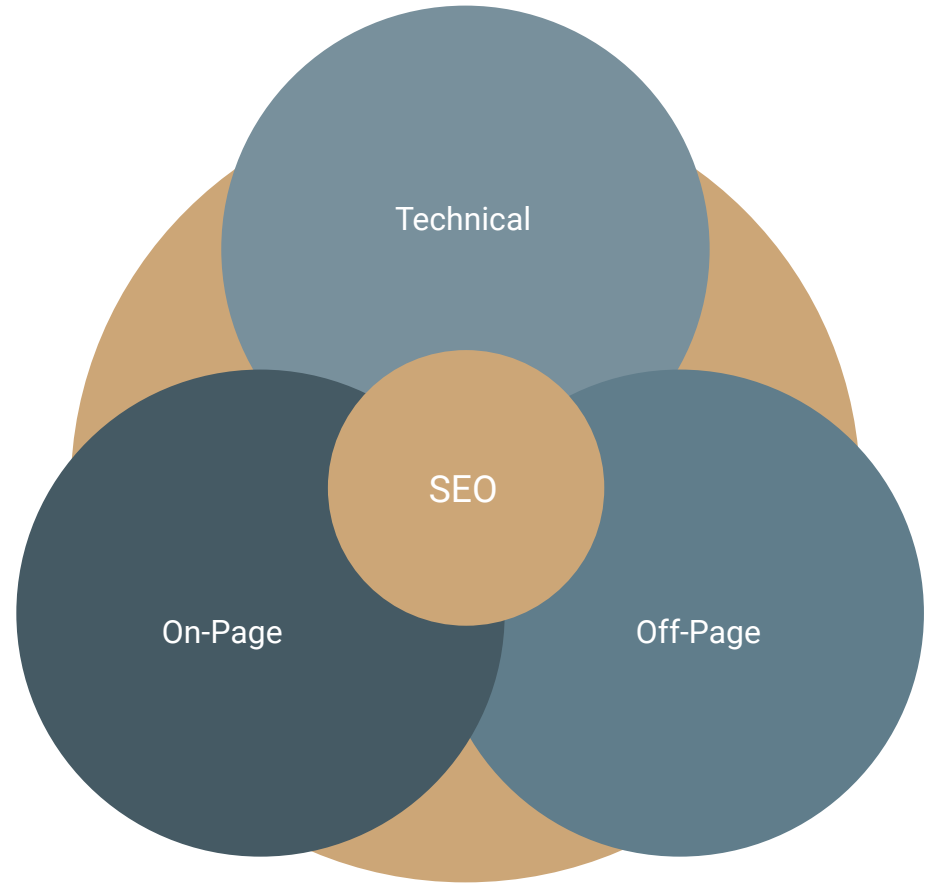
Objective: Relaunch and establish SEO basics for letsgobydianapaez.com

Strategy

Based on the time necessary to establish a web presence, we plan to target achievable goals in the technical and on-page SEO space while curating a presence that will attract quality backlinking from key partners.

Technical

SEO

On-Page

Off-Page

Technical SEO Audit/Review

New site utilizes Shopify and the SEO King plug-in to improve the SEO management process.

Due to low traffic volume, traditional SEO Audit processes are relatively uninformative.

Additionally, by moving from Drupal to Shopify, many metrics will be reset and unhelpful from the previous site.

Primary 'Cleanup' Goals

- Install SEO King app on Shopify store
- Create naming system for products, page titles, URL keys
- Specify structure for meta descriptions
- Populate meta tags and advanced schema

Maya Blouse
$40.00 $65.00
SALE

Let's Go Hangout Tee
$20.00 $40.00
SALE

Let's Go Travel Tee
$20.00 $40.00
SALE

Let's Go Donut Tee
$20.00 $40.00
SALE

To account for the lack of historical data on the performance of letsgobydianapaez.com, we instead utilized a buyer persona to think about who the intended audience is for baseline SEO

Persona: Emma Roberts

Bio

Emma is a young college student who cares about how she looks; her style represents her outgoing and unique personality. She cares about the planet a lot, which makes her buy quality clothing that will last over time or second-hand clothes that make her feel attractive.

Demographics

- Female
- 23 years old
- Single
- College student
- Urban

Identifiers

- Old fashion
- Vintage clothes
- Dreams of travelling
- Takes pictures of everything
- Unique design lover

On-Page SEO | Competitor Research

Fashion design is a highly competitive space with a lot of brands vying for attention, making organic positioning a key component of our SEO plan.

List of competitors:
- Pura Clothes - puraclothes.com
  - Based in Colombia, Slow fashion, ship worldwide, women clothes, basic style
- UrbanRock Clothes - urbanrock.com.co
  - Colombian brand, medium scale, women and kids, brick mortar shop and online store
- Bionica - bionica.co
  - Based in Colombia, small company, sustainable fashion, men and women clothes

On-Page SEO | Keyword Research

We used Google Keyword Planner to research and evaluate how basic keywords perform in Google Search.

In the evaluation, we compared how keywords performed, grouping by competition based on the CPC for the phrase. We don't intend to incorporate paid search ads at this time, but felt this would allow for thoughtful integration of organic and eventual paid search terms. The intended result is to drive highly targeted leads and customers to our site.

Keyword		Avg. Monthly Searches		Competition	
Designer clothing		10K-100K		High	
Keyword Ideas	Avg. Monthly Searches	Competition	Keyword Ideas	Avg. Monthly Searches	Competition
Moncler jacket	10K-100K	High	Ted Baker baby coat	10-100	Low
Dress design	1K-10K	High	Famous French fashion designer	100-1K	Low
Stone Island jacket	1K-10K	High	Warehouse stripe dress	10-100	Low
Moncler coat	10K-100K	High	Black Friday designer deals	100-1K	Low
Balmain jeans	10K-100K	High	Designer womens trouser suits	10-100	Low
Burberry jacket	10K-100K	High	Winter wear online for womens	10-100	Low
Gucci jacket	10K-100K	High	Most famous fashion designer	100-1K	Low
Gucci sweatshirt	10K-100K	High	Famous female fashion designers	100-1K	Low
Gloria Vanderbilt jeans	10K-100K	High	Michael B. Jordan suit	100-1K	Low

Keyword	Avg. Monthly Searches	Competition
Colombian Textile Industry	10-100	Low

Keyword Ideas	Avg. Monthly Searches	Competition
Colombian textiles	10-100	Medium

With low monthly search counts, these keywords are not likely to bring much traffic to a new site such as ours, however these are key to the story of the brand, so we want to keep them as foundational terms for the overall site.

Keyword	Avg. Monthly Searches	Competition
Colombian fashion	100-1K	Medium

Keyword Ideas	Avg. Monthly Searches	Competition
Colombian fashion brands	10-100	Low
Colombian fashion designer	10-100	Low
Colombia clothes online	10-100	High
Colombian men's fashion	10-100	High
Colombian clothing brands	10-100	High
Modern colombian clothing	10-100	High
Colombian style shorts	10-100	High
Colombian wedding dress designer	10-100	High

Keyword	Avg. Monthly Searches		Competition		
Slow fashion	1K-10K		High		
Keyword Ideas	Avg. Monthly Searches	Competition	Keyword Ideas	Avg. Monthly Searches	Competition
Slow fashion retailers	10-100	Medium	H&M slow fashion	10-100	Low
Slow fashion shops	10-100	High	The slow fashion movement	10-100	Low
Affordable slow fashion	10-100	High	Slow fast fashion	10-100	Low
Sustainable slow fashion	10-100	High	Fast fashion slow fashion	10-100	Low
Slow fashion clothing	10-100	High	Fast and slow fashion	10-100	Low
Slow fashion stores	10-100	High	Fashion slow	10-100	Low
Slow clothing	10-100	High	Slow fashion companies	10-100	Low
Men's slow fashion	10-100	High	Slow fashion movement	10-100	Low
Slow fashion online	10-100	High	Slow fashion october	10-100	Low

After conducting our keyword research, we selected 3 low competition phrases to rank highly for qualified leads, despite the current low search traffic. Since social media is key for the fashion industry, parallel to this SEO campaign, we would craft a campaign to raise awareness of these keywords, potentially increasing the search traffic for these phrases.

Keyword	Avg. Monthly Searches	Competition
South Texas slow fashion	0-10	---
Colombian fashion designer	10-100	Low
San Antonio colombian fashion	0-10	---

Off-Page SEO | Link-building Strategy

Combining Local SEO and community engagement to increase backlinking from high value contributors.

Micro-influencer strategy:
Micro-influencers are much more accessible and they will drive more traffic to our website at a much lower price. We can team up with discount codes, which is easily tracked

Events: Creating a launching or a showroom event will help us to attract links as people need to link back to our page to sign up

College Brand Ambassador: Since we have a young target, it will be easier to create special affiliate marketers to get a link back to our site

Budget

We intend to keep SEO spend low by:

- Select Shopify SEO app that provides key functionality at a moderate price
  - Target low competition keywords
  - Ensuring the pages are crawlable
  - Page is optimized for mobile, tablet & desktop

Current budget is $8/month for SEO King Shopify app

"No spend" improvements

- Optimize Content
  - Has a unique, fresh, high quality content
  - Natural Backlinks
  - A low number of high trust/high authority relevant links that perform well
  - Improve Page Speed & User Experience

July 2020

Summer Collection Launch

Visit letsgobydianapaez.com for more info!