

INITIAL RESEARCH PHASE:-

BASIC DETAILS:-

WEBSITE ORGANISATION: CALIFOODNIA

WEBSITE URL: <https://califoodnia.in/>

BUYERS PERSONA

GENDER : ALL GENDERS

AGE: 13+ (ALL AGE PEOPLE CAN VISIT)

LEVEL OF EDUCATION: DOES NOT APPLY

OTHER TOPICS OF USER'S INTEREST:

- CHEF PRACTICES
- CONTINENTAL FOOD
- YOUTUBE VLOGGING
- FOOD EXPERT
- FOOD COMPETITION PARTICIPANT
- SOCIAL MEDIA INFLUENCER
- HOMEMAKERS

WAYS TO DISCOVER THE WEBSITE:

1. SOCIAL MEDIA (INSTAGRAM AND FACEBOOK)
2. CHEF COMPETITIONS COMPETITIONS ARRANGED IN MUMBAI

SPECIFIC AREA OF USER:

MUMBAI, NAVI MUMBAI AND THANE TO BE SPECIFIC.
ALONG WITH THESE AREAS FROM TAMIL NADU, GUJARAT AND
RAJASTHAN AS WELL.

THE AREA WILL DOMINATE THE KEYWORD SEARCH AS MAXIMUM OF THE POPULATION THAT COMES TO THE WEBSITE IS FROM MUMBAI AND THE SITE OPERATES FROM MUMBAI DUE TO WHICH MORE THAN 50% OF THE USER TRAFFIC WILL USE THE WORD MUMBAI IN THEIR SEARCH QUERY.

WHAT ISSUES ARE THE USER TRYING TO SOLVE:

THERE ARE NO ISSUES BEING SOLVED HERE. THIS IS A WEBSITE WHERE MOST OF THE PEOPLE COME TO ENJOY THE ART OF CULINARY AND FOOD PREPARATION. THE SITE HAS A GALLERY AND A BLOG WHERE CALIIFOODNIA POSTS THE DIFFERENT LIFE HACKS USED IN THE KITCHEN AND RESTAURANTS.

OTHER INFORMATION THAT CAN BE SHARED:

DUE TO THE LOCKDOWN, THE WEBSITE IS UNABLE TO ARRANGE COMPETITIONS IN CULINARY SCHOOLS. CURRENTLY, THEY ARE FORCED TO ARRANGE THE COMPETITIONS ONLY ON ONLINE PLATFORM.

KEYWORD RESEARCH:-

FOOD BLOGGERS

food bloggers
food bloggers in mumbai
food bloggers india
food blog websites
food blog about us
food blog articles
food blog awards
starting a food blog

creating a food blog
food blog content
food blog content ideas

FOOD COMPETITIONS:

food competitions near me
food competitions ideas
competitions food and drink
cooking and food competitions

food blog competitions
food network baking competitions
cooking competitions food network
food and drink competitions

healthy food guide competitions
healthy food competitions
hottest food competitions

HEALTHY FOOD:

healthy food **for kids**

healthy food **quotes**

healthy food **list**

healthy food **recipes**

healthy food **at home**

a healthy food **chart**

healthy food **breakfast**

LONG TAIL KEYWORD RESEARCH:-

1. Is healthy food important?
2. can healthy food make you sick?
3. when did health food begin?
4. did you know healthy food facts?
5. does healthy food cost more?
6. does healthy food give you more energy?

OPPONENTS' DATA:

OPPONENTS WEBSITE:

<http://justagirlfromaamchimumbai.com/>

CATEGORY: FOOD BLOGGER (RANKED
BETTER THAN MY CLIENT'S WEBSITE)

- FOR A KEYWORD: "FOOD BLOGGERS IN MUMBAI" , MY CLIENT'S WEBSITE CURRENTLY RANKS BELOW THE OPPONENT'S WEBSITE.
- YES, THE OPPONENT'S HOMEPAGE TITLE IS OPTIMIZED ALONG WITH A BRAND LOGO. BUT THERE ARE NO " | " IN BETWEEN THE SUBJECTS IN TITLE.
- THE HEADINGS OF THE WEBSITE ARE POORLY OPTIMIZED AND THE HEADINGS ARE NOT APPROPRIATELY OPTIMIZED.
- THE CONTENT IS GOOD BUT CAN BE PRESENTED IN A BETTER WAY SO THAT MORE AND MORE PEOPLE FEEL LIKE READING THROUGH THE WEBSITE.
- YES, THERE ARE MANY GOOD BACKLINKS ALONG WITH INFOGRAPHICS AND VIDEO CAROUSEL WHICH ADDS TO THE USER EXPERIENCE OF THE WEBSITE.
- YES, THE SITE HAS VERIFIED DOMAIN AUTHORITY.