



# DIGITAL MARKETING PLAN & WEB ANALYTICS

FOR THE ONLINE E-COMMERCE BUSINESS

[www.cultfrenchbrands.com](http://www.cultfrenchbrands.com)

**THE DIGITAL MARKETING COMPANY**

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MSC IN E-BUSINESS AND DIGITAL MARKETING 2023  
INTERNATIONAL HELLENIC UNIVERSITY

# Digital Marketing Strategy Plan

## 01 Business Description

Newly established e-commerce fashion business based in France

## 02 Client's Mission

Become an internationally renowned website as a unique destination for cult French fashion brands

## 03 Digital Marketing Strategy Goals

- Resonance with target audience
- Identifiable information
- Showcase brand name, mission & vision
- Brand Awareness & Conversions

## 04 Plan Strategy

- Deliver a visible website that lands the top spot in SERPs
- Implement SEO strategy for SEO-optimized website
- Develop powerful PPC campaigns through Google Ads

# SEO Report & Behavioral Web Analytics Report

## 01 Mission Objectives

Collect, measure, analyze, visualize & interpret web data in order to conduct On-Site and Off-Site optimization



**Visit Website**



**Collect Data**



**Analyze**



**Insights**

## 02 Top Priorities

- Create more valuable content
- Enhance UX
- Rank higher through SE optimization
- Improve conversions
- Increase Organic Reach
- Discover new business opportunities

## 03 Tasks Breakdown

- Competitor SEO & Performance Testing
- Website SEO & Performance Testing
- Behavioral Web Analytics Report



# Target Audience & Consumer Segmentation

## Demographic

Women: ~ 85%, Age range: 25-34 (~35%), 35-44 (~16%)

## Geographic Location

USA: ~ 20-40%, France ~ 20-30%, U.K. ~8-15%,  
Germany ~ 5%, Spain ~5%, others ~15-23%

## Top Categories of Interests



Fashion and Apparel, News & Media Publishers, Computers  
Electronics

## Top Categories of Topics



Fashion, Shopping, Clothing, Shop, Shoes

## Top Traffic Sources



Direct, Organic Search, Social, Paid Search,  
Display, Mail, Referrals

FINDING SEO COMPETITORS NAMES &  
CHARACTERISTICS



GOOGLE SEARCH ENGINE



SIMILAR WEB



Delving into the client's niche

- Brainstorming
- Online Communities (e.g. whowhatwear.com, Reddit)
- Aligning client's mission with search intent with manual Google Search to discover competitors and most sought-after french fashion brands
- Deploying tools to discover the profile of target audience

# SEO STRATEGY PLAN

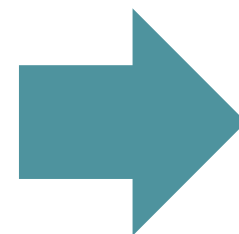
- **Aim:** publish compelling content easily detectable, readable, sharable
- **Goal:** top-tier search engine rankings for online visibility, organic traffic, credibility & trustworthiness., reduced long-term acquisition costs.

- Keyword research: delivering On-Page SEO with valuable keywords actively searched by target audience

01

## **French Fashion Brands selection:**

high SEO rankings, audience alignment, appearing in Organic Search



**Sezane, Ba&sh, Maje, Sandro, Zadig & Voltaire, Suncoo, Rouge Paris, Isabel Marant**



02

**List of relevant topics and focus keywords:** for main topic “**French fashion clothing**” that target audience will search on Google

**AIM:** rank them higher on Google by breaking them down in keywords.

Use to build the website’s menu.

 **Keyword Tool**

 **seobase**

- **Research SEO competitor’s websites** , identify bucket topics (women’s trousers, women’s jackets)
- **Brainstorming** to identify focus keywords unique for client
- **Deploy keyword planning tools**

Fine-tuning: match target audience’s search intent by placing ourselves in the customers’ position. E.g. type “French clothing brands”, find relevant keywords, e.g. “affordable French clothing brands”, “luxury French clothing brands” and “French clothing brands like Sezane” and discover subtopics



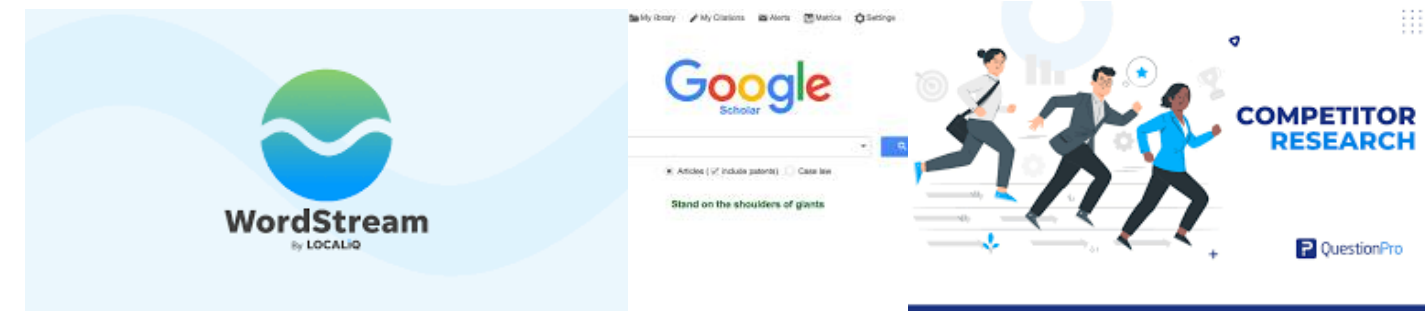
# SEO STRATEGY PLAN

- Keyword research  
(Cont'd)

03

## High Value Synonym, Related, LSI keywords:

- **Tools:** High volume related & synonym keywords to use in **topics, sub-topics, content**. Insights for geographically targeted content (e.g. USA-pants, Europe-trousers).
- **Organic search:** LSI keywords, “**related searches**” & keywords featured in auto-complete drop-down google search menu.
- **Competitor content analysis:** **keywords mostly featured in competitors’ content**, gap opportunities.



04

## Long-Tail & Mid-Tail Keywords: Edge over rivals

- **Goal:** Find keywords aligning with natural speech
- **Short -tail:** Raised competition
- **Long-Tail (3-5 words) keywords:** Highly specific, lower competition **building blocks for website, blogs, reinforce the focus keyword strategy**
- Highly specific keywords “shop Ba&sh pink Sonya blazer” aligns with Transactional Search Intent that will lead to conversion

05

## Keywords by Season:

Seasonal keyword fluctuations, discover **popular to-be keywords to align campaigns**

Example: “Sandro mid-season sales” spikes in October



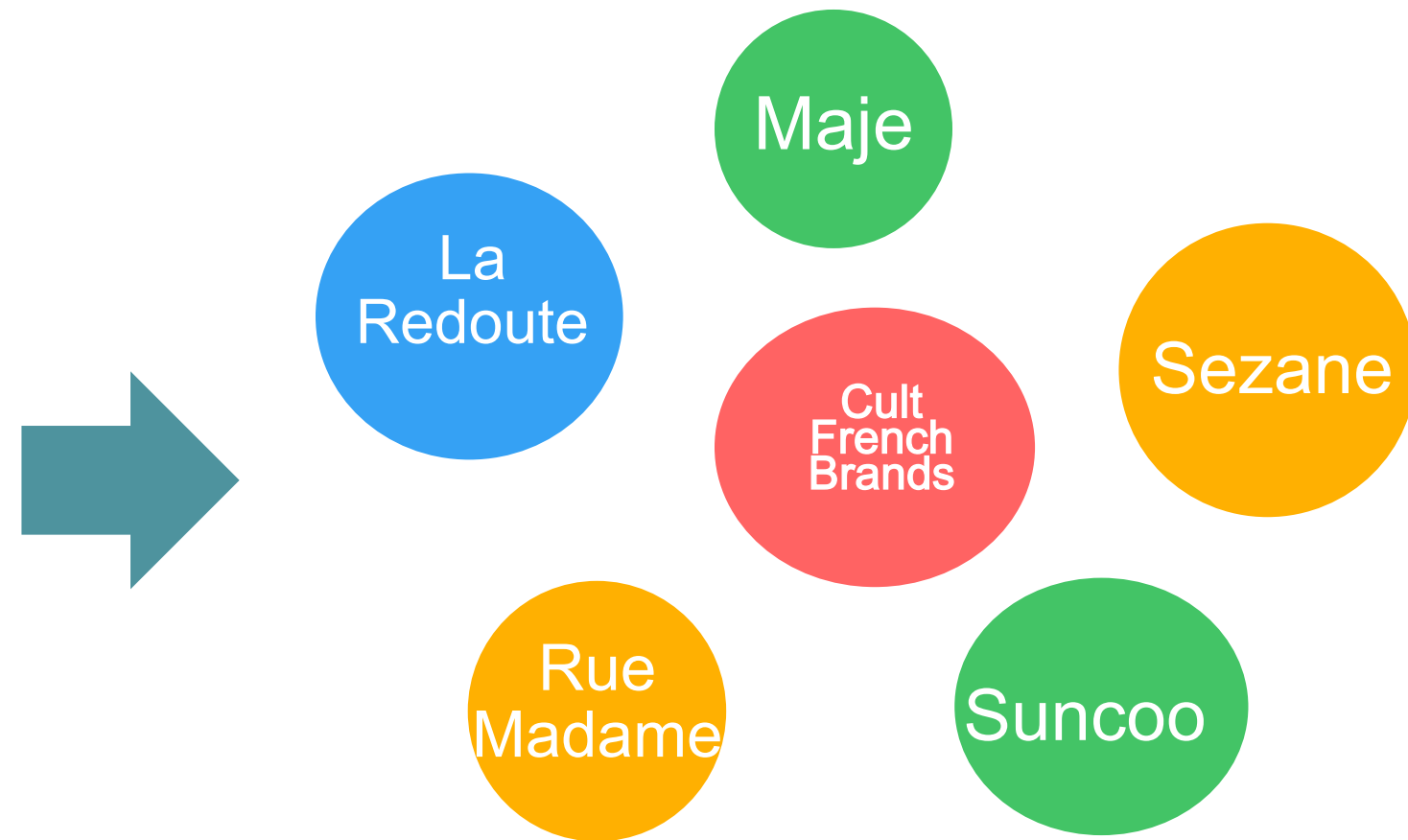
# SEO STRATEGY PLAN

- Competitor Analysis

01

## Identify Top SEO Competitors:

Process: Identify domains ranking on top of Google search engine (SERP) by entering top keywords, repeating & evaluating



02

## Competitor Keyword Analysis:

- **Tool-Based:** Type competitors' keywords for **ranking keywords** and **missing opportunities** Eg. typing "maje", high-volume keywords e.g. "leather jacket", "maje coat", dictate medium & low competition keywords for PPC
- **Organic search using LSI results**
- **Google trends:** **trending topics & discover keywords**



Συναφείς αναζητήσεις :

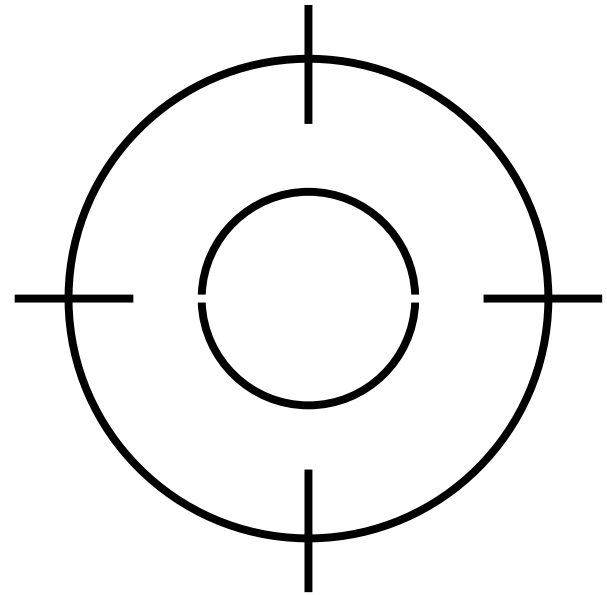
🔍 Maje official site	🔍 Sandro
🔍 Attica maje	🔍 Maje dresses
🔍 Maje Greece	🔍 MAJE new collection
🔍 maje τσάντες	🔍 Maje sales



# Competitor SEO Performance Analysis

## GOAL

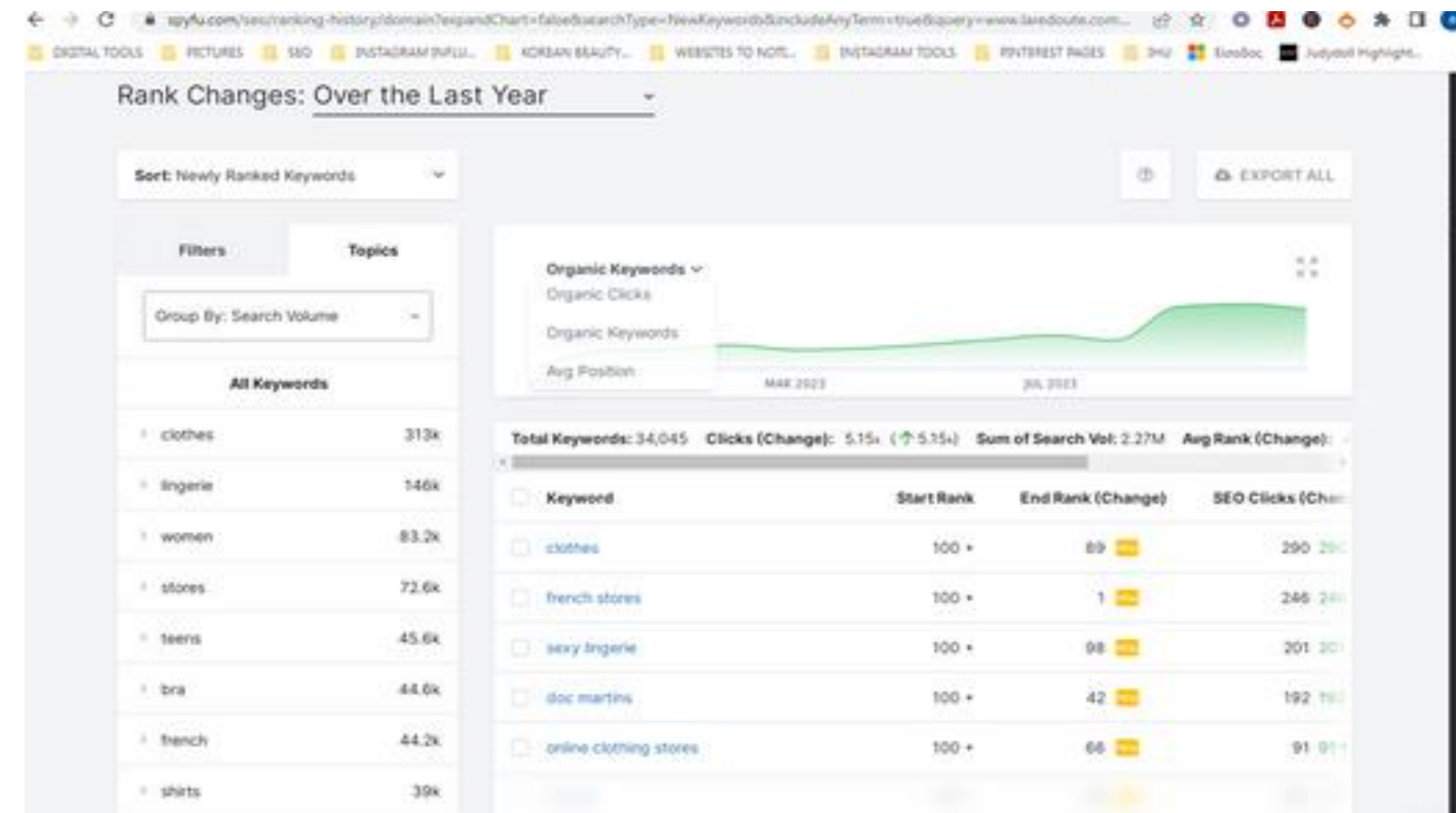
Identify our client's top SEO competitors, how they work, understand where own brand stands, and identify positive attributes to enhance own strategy



## 01 Competitor Keyword Performance Analysis

Process: Identify **keywords that competitors rank for** and monitor the ones we also wish to target, **on standard basis** (monthly / weekly).

Not ranking for keywords that competitors rank for, gives valuable **insights on their competitiveness and the focus of own strategy**, also keyword rank changes, newly ranking keywords, branded / unbranded.



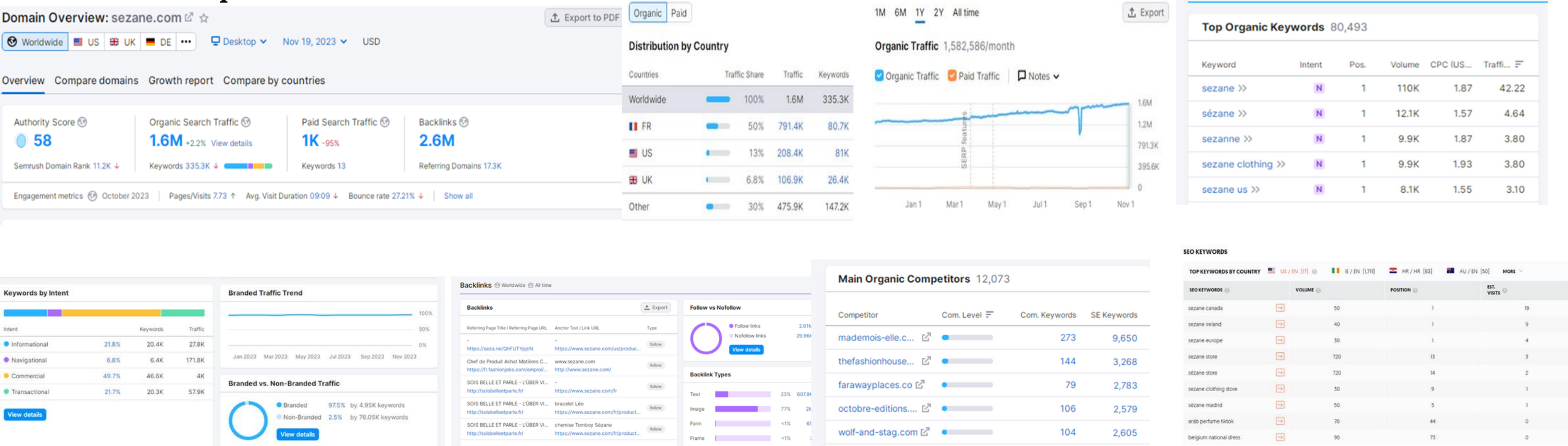


# Competitor SEO Performance Analysis(Cont'd)

02 **Tool Driven Monitoring: Identify competitor strengths & weakness to enhance own business strategy**  
Insights: Authority score, Organic search traffic, Paid Search traffic, Backlinks, Keyword Country Distribution, Top Organic Keywords, Keywords by Search Intent, Branded Traffic, Organic Competitors, Top SEO pages, Page Changes



## Brand Competitor: Sezane



Keywords by Intent

Intent	Keywords	Traffic
Informational	21.8%	20.4K
Navigational	6.8%	6.4K
Commercial	49.7%	46.6K
Transactional	21.7%	20.3K

View details

Branded Traffic Trend

100%

50%

0%

Jan 2023

Mar 2023

May 2023

Jul 2023

Sep 2023

Nov 2023

Branded vs. Non-Branded Traffic

Branded 97.5% by 4.95K keywords

Non-Branded 2.5% by 76.05K keywords

View details

Backlinks

Worldwide

All time

Export

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
-	-	follow
https://seza.ne/QhFUTYpjN	https://www.sezane.com/us/produ...	follow
Chief de Produit Achat Matières C...	www.sezane.com	follow
https://fr.fashionjobs.com/emploi/...	http://www.sezane.com/	follow
SOIS BELLE ET PARLE - L'ÜBER VI...	https://www.sezane.com/fr	follow
http://soisbelleetparle.fr/		follow
SOIS BELLE ET PARLE - L'ÜBER VI...	bracelet Léo	follow
http://soisbelleetparle.fr/	https://www.sezane.com/fr/product...	follow
SOIS BELLE ET PARLE - L'ÜBER VI...	chemise Tomboy Sézane	follow
http://soisbelleetparle.fr/	https://www.sezane.com/fr/product...	follow

Follow vs Nofollow

2.61M

29.96%

View details

Backlink Types

Text	23%	607.9K
Image	77%	2M
Form	<1%	6K
Frame	<1%	1K

Main Organic Competitors 12,073

Competitor	Com. Level	Com. Keywords	SE Keywords
mademois-elle.c...		273	9,650
thefashionhouse...		144	3,268
farawayplaces.co		79	2,783
octobre-editions...		106	2,579
wolf-and-stag.com		104	2,605

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY

US / EN [17]

IE / EN [171]

HR / HR [83]

AU / EN [50]

MORE

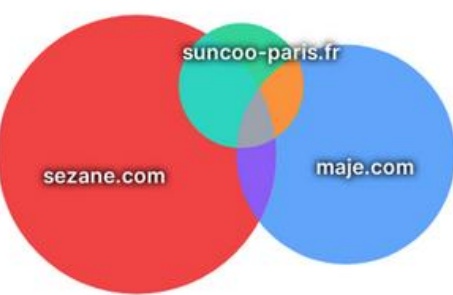
SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
sezane canada	50	1	19
sezane ireland	40	1	9
sezane europe	30	1	4
sezane store	720	13	3
sézane store	720	14	2
sezane clothing store	30	9	1
sézane madrid	50	5	1
arab perfume tiktok	70	44	0
belgium national dress	90	73	0



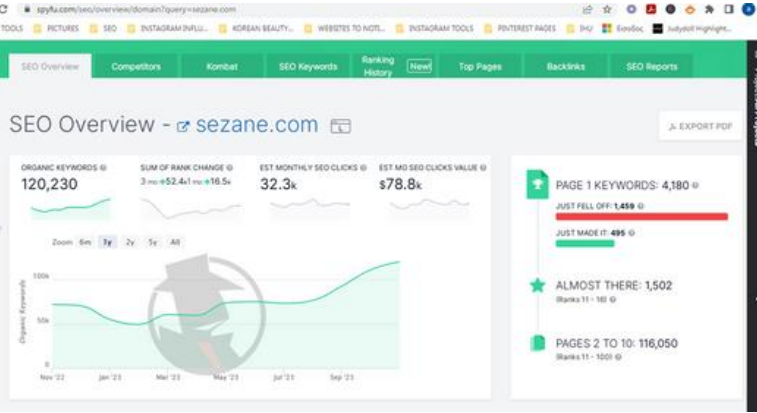
# Competitor SEO Performance Analysis(Cont'd)

## 02 Tool Driven Monitoring

### Brand Competitor: Sezane



Shared keywords that competitors rank/bid for



Most Valuable Keywords			Newly Ranked Keywords		
Keyword	SEO Clicks	Volume	Keyword	Rank (Change)	SEO Clicks
sezane	6.7k	40.9k	pastel green	96	32
sezane us	1.1k	6.6k	taschen	102	16
shoes	690	346k	pink purple	19	16
alterations near me	510	222k	asos dresses	57	12
sezane clothing	320	1.9k	clarks wallabees	81	12

Keyword Click Gains			Keyword Click Losses		
Keyword	Rank (Change)	SEO Clicks	Keyword	Rank (Change)	SEO Clicks
sezane	1.1↑	6.7 3.3↑	belt	96 91↓	100 1.6↓
sezane clothing	1.1↑	320 160↑	erina	64 62↓	12 348↓
sezane nyc	1.5↑	165 137↑	shoes	93 30↓	690 310↓

### Site Health Audit - Brand Competitor: Maje

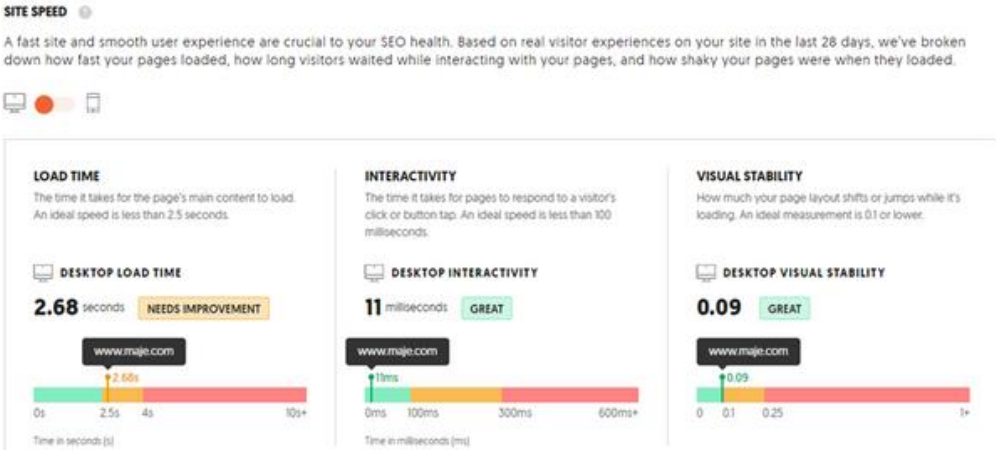
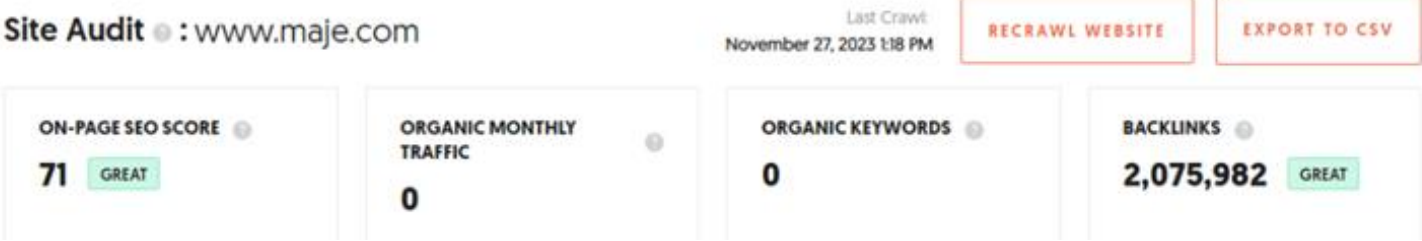
US Ubersuggest

CONSULTING PLANS & PRICING Sign in

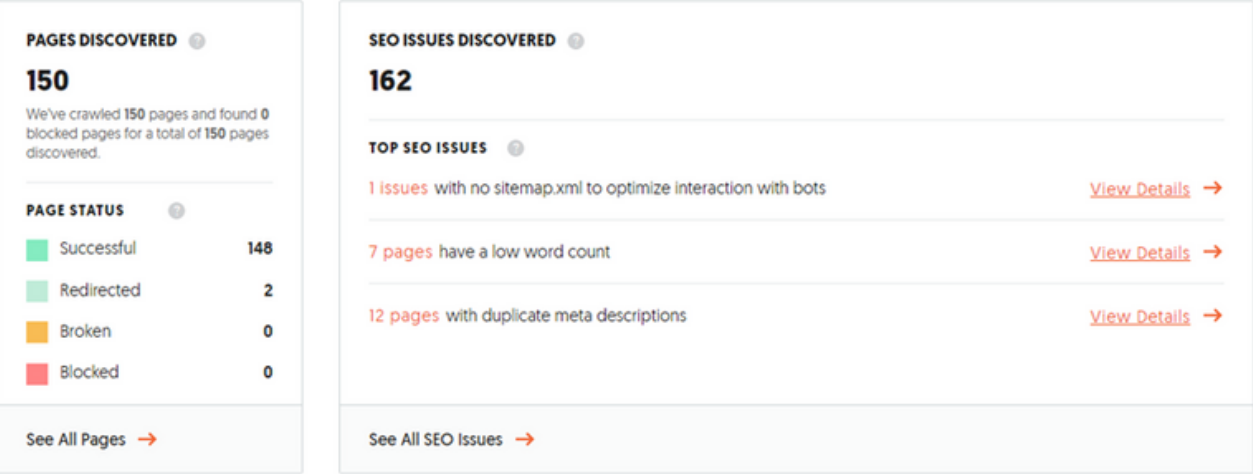
Discover the SEO issues affecting your site or page URL

www.maje.com Domain SEARCH

Using Ubersuggest's Free Version With 1 Search Try Our Free Trial for 150+ Daily Searches START FREE TRIAL



SEO ISSUES DISCOVERED	DIFFICULTY
1 issues with no sitemap.xml to optimize interaction with bots <a href="#">What is this and how do I fix it?</a> <a href="#">View Details</a> →	Moderate
7 pages have a low word count <a href="#">What is this and how do I fix it?</a> <a href="#">View Details</a> →	Moderate
12 pages with duplicate meta descriptions <a href="#">What is this and how do I fix it?</a> <a href="#">View Details</a> →	Moderate
15 pages with duplicate <title> tags <a href="#">What is this and how do I fix it?</a> <a href="#">View Details</a> →	Moderate
7 pages with no <title> tag <a href="#">What is this and how do I fix it?</a> <a href="#">View Details</a> →	Easy



# Competitor SEO Performance Analysis(Cont'd)

03

## HTML Elements On Page SEO Competitor Analysis: Content at the centre of attention

View rendered HTML version of competitor pages' content like search engine robots do, identify issues with page indexing and use them for own advantage to improve client's SEO

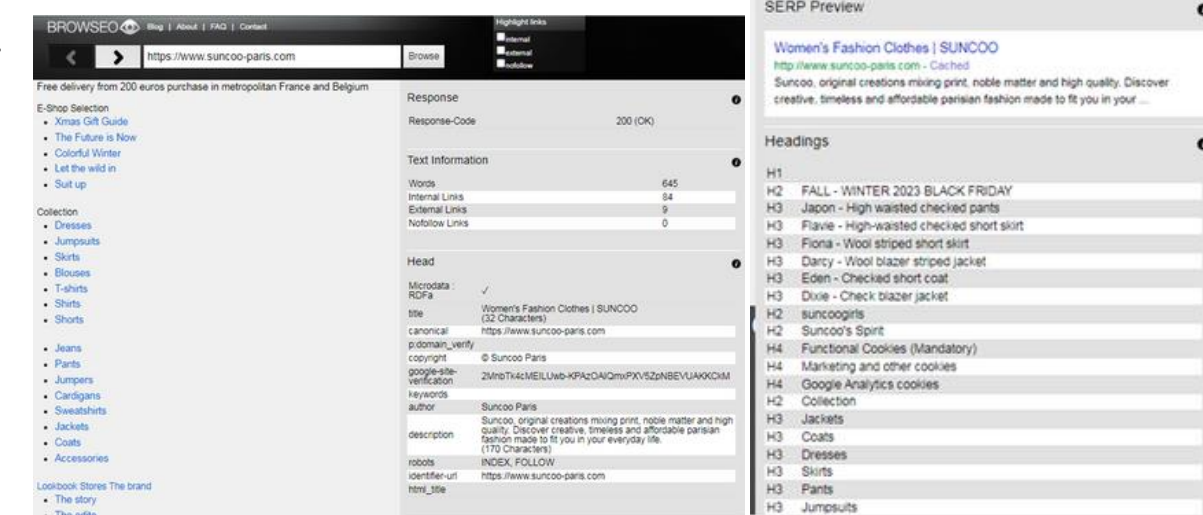
Insights: Structure, Titles & Link Distribution

Meta-Titles, Meta-Descriptions, Keyword & Topic Identification & Placement, Length, Headings, HTML content (e.g., call-to-action button "Newsletter Subscription", Trending Topics, Useful Info Visibility

NOTE: Established competitors may use security service to protect from online attacks, blocking any user trying to access its information via tools, with a 403 (forbidden) response-code appearing.

BROWSEO

## Brand Competitor: Suncoo



04

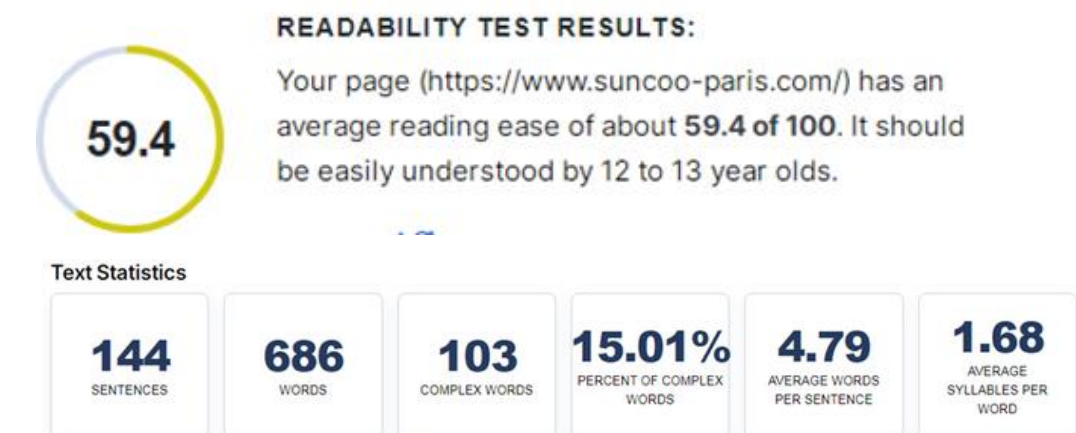
## Competitor' Websites Readability Scores

View Readability Score for competitor website / pages / text. Scores based on Flesh Kincaid Reading Ease 0-100 scale, with high scores implying that the text is easier to read. Target: >65/100

Insights:

- Fine-tune writing content while creating it.
- Identify specific issues that lead to poor readability scores, e.g.. large number of words per sentence, complex words etc.
- Avoid being technical, be concise, organize content structure in bullets.
- Reflect a readability of about 8th grade to reach a general audience.

## Brand Competitor: Suncoo





# Competitor SEO Performance Analysis(Cont'd)

## *Tool-driven monitoring insights*

- *Top organic keywords for established competitors are branded & topic related*
- *Established competitors: Transactional & commercial intent keywords (buy, shop, sales)*
- *Top organic keywords for emerging competitors have also informational intent & authority blogs backlinks*
- *Backlinks are images & text*
- *Top SEO pages= womenswear, home pages, shoes*
- *Top SEO pages are season & sales influenced*
- *Focus on content, organic keywords & backlinks*
- *Traffic in French Fashion brands driven from France, USA, Europe (U.K., Germany, Spain, Scandi countries)*
- *Multiple geographic websites for competitors to increase backlinks*
- *Established competitors focus on backlinks from authority blogs*
- *Top SEO issues regard missing headings, missing / duplicate title tags, none or duplicate meta-description, short / long title tags, lack of sitemap, low word count, redirects and poorly formatted URL for SEO.*
- *Focus should be on both Mobile and Web Experience*
- *Almost 90% of traffic is organic*

# SEO STRATEGY PLAN

- SEO OPTIMIZATION DESIGN - WEBSITE & PAGES DEVELOPMENT

←  
**TECHNICAL SEO**

↓  
**OFF-PAGE SEO**

→  
**ON-PAGE SEO**

## TECHNICAL SEO

**Goal: Deliver attractive website to enhance UX**

**Focus: Best Practices from the start**

Website indexing  
Responsive website design  
Mobile experience  
Eliminate high bounce rates  
due to bad UX  
XML sitemap

Fix broken links  
Chatbots  
Customer search mechanisms  
(e.g. FAQs)  
Call-to-Action Buttons (e.g. Shop  
Now)

Clear menu, services, products  
Feedback  
Copyright  
Social Media Links  
XML sitemap  
Language Meta-Tags

## ON-PAGE SEO

### GOAL

**Website elements  
optimization to rank  
higher in SE**

### PROCESS



**Deploy structured and  
organized techniques**

### FOCUS

**Creating high value,  
original content**



Element Categories	Element Type	
Content Elements	<div> <b>Keyword Research</b> <ul style="list-style-type: none"> <li>• Short &amp; long tail keywords</li> <li>• Natural Sounding</li> <li>• Specificity</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>• Natural &amp; Organic</li> <li>• Keyword: placement : Place most important in 1st line / first 100-words of 1st paragraph, Short &amp; long-tail, LSI and synonym keywords within content</li> <li>• Keyword No: Once every 100-150 words / No repetition or stuffing</li> <li>• Brief sub-headings</li> <li>• Length: 350-400 words for product descriptions, up to 1500 for blog posts</li> <li>• High Quality, Captivating, Engaging: Grammar &amp; Logical Structure, powerful copywriting (uniqueness, value, captivating headlines, new content).</li> </ul> </div> <div> <b>Visual Content</b> </div>	
HTML Elements	<div> <b>Page Titles: 1st Audience sees</b> <ul style="list-style-type: none"> <li>• Catchy, relevant, specific</li> <li>• Length: 50-60 characters</li> <li>• Keywords: 1-2 at beginning of title</li> <li>• Call-to-action button: Buy / Shop Now</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>• Informative: Title tags only once within website <ul style="list-style-type: none"> <li>• Brand name</li> </ul> </li> <li>• Rensposiveness &amp; readability check</li> </ul> </div>	<div> <b>Headers (BODY TAGS): HTML elements H1, H2, ... H6</b> <p>Goal: Organize content for audience visibility for audience &amp; Google prioritizing</p> </div> <div> <b>META-DESCRITPIONS: Short description beneath title tag</b> <ul style="list-style-type: none"> <li>• Length: 155-170 characters</li> <li>• Description: Unique, highlight info, answer to queries <ul style="list-style-type: none"> <li>• Keywords: Include focus keywords</li> </ul> </li> <li>• Call-to-action buttons (buy now, discover etc.)</li> </ul> </div>
Site Architecture	<div> <b>Image Optimization: For UX &amp; Google identification</b> <ul style="list-style-type: none"> <li>• Rich, visual content (How To’s, tutorials) <ul style="list-style-type: none"> <li>• Legal copyright</li> <li>• Authenticity &amp; UGC</li> </ul> </li> <li>• SEO-friendly format (PNG, JPEG) <ul style="list-style-type: none"> <li>• Img-ALT text</li> </ul> </li> </ul> </div> <div> <b>PAGE URLS</b> <ul style="list-style-type: none"> <li>• Clear domain, subdomain, directory, path, 1-2 keywords</li> </ul> <p><a href="http://www.cultfrenchbrands/blog/news/135806-tutorial-how-to-wear-jeans">www.cultfrenchbrands/blog/news/135806-tutorial-how-to-wear-jeans</a></p> <p>www.cultfrenchbrands.com/sandro-high-waisted-jeans</p> </div>	<div> <b>External Linking: INBOUND/BACKLINKS VS OUTBOUND</b> </div> <div> <b>INBOUND/BACKLINKS: HIGHEST VALUE FOR WEBSITE</b> <p>Goal : Increase No. of backlinks as Google appreciates valuable content shared</p> <p><b>Techniques:</b></p> <ol style="list-style-type: none"> <li>1.Affiliated Manual Outreach</li> <li>2.(Unaffiliated) Natural Links – strong connections / become niche authority / manual outreach to link provides / broken link building / manual outreach to blogs with roundups</li> </ol> <p><b>INTERNAL (STRUCTURAL LINKING)</b></p> <p>Goal: Hyperlink to internal pages to improve navigation, reduce bounce rates, enhance UX, Natural &amp; logical between parent and detailed pages</p> <p>Useful: E.g. “10 Best Jeans to wear in 2023” hyperlink to “How to wear High-Waisted Jeans”.</p> </div>



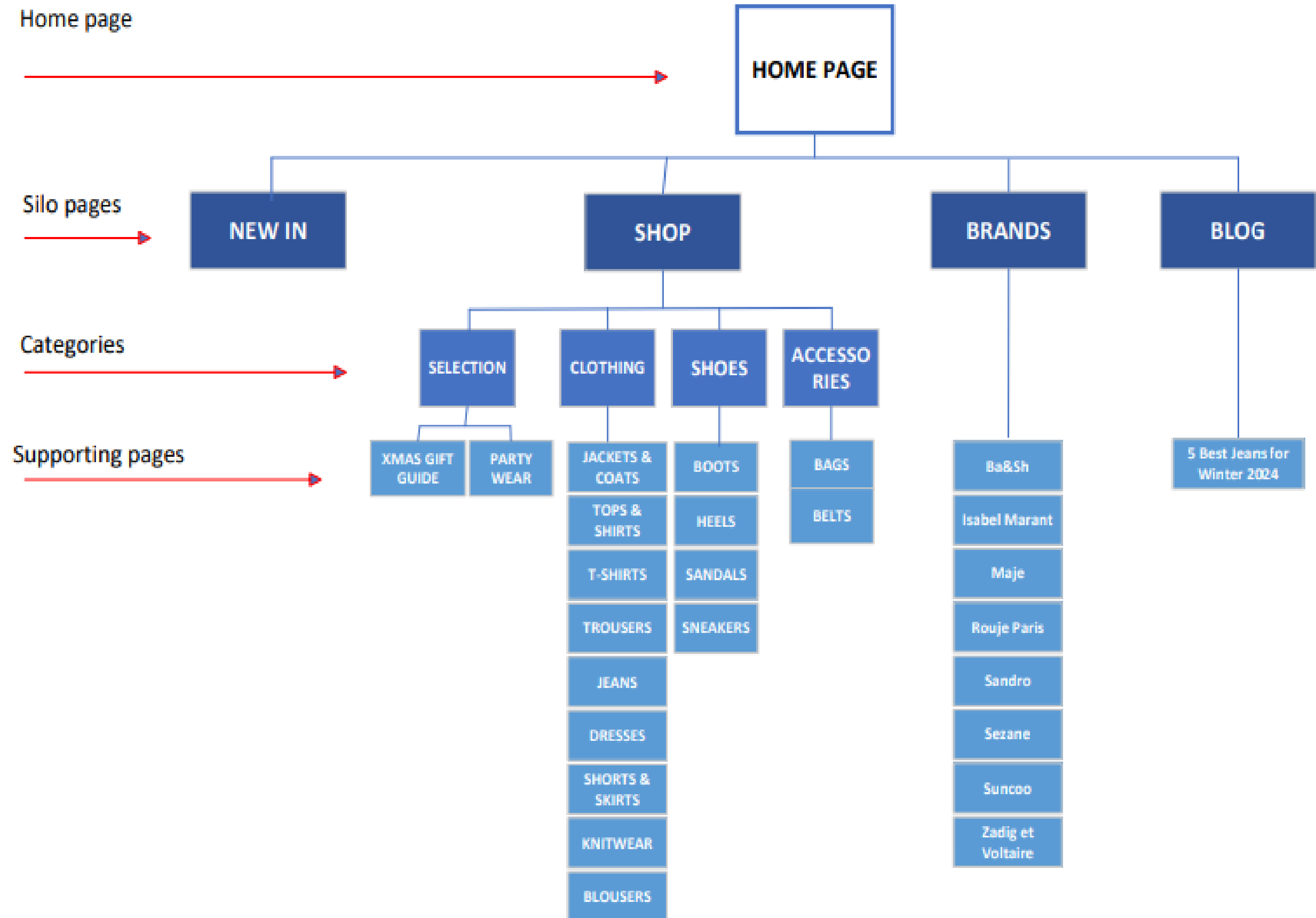
# Website Design & SEO Strategy Implementation



# Technical SEO: Crawling & Indexing

## SILO STRUCTURE

Optimizes website structure, offering a clear and organized layout for users to easily locate what they are searching for.



# Technical SEO: Crawling & Indexing

## HTML SITEMAP

Tool: Simple Sitemap plugin

### Sitemap

#### Pages

- [Home](#)
- [NEW IN](#)
- [SHOP](#)
- [CLOTHING](#)
  - [Jeans](#)
  - [Trousers](#)
  - [Dresses](#)
  - [Shorts & Skirts](#)
  - [Jackets & Coats](#)
  - [Tops & Shirts](#)
  - [Knitwear](#)
  - [T-shirts](#)
- [SHOES](#)
  - [Heels](#)
  - [Boots](#)
  - [Sneakers](#)
  - [Sandals](#)
- [ACCESSORIES](#)
  - [Belts](#)
  - [Bags](#)
- [BRANDS](#)
  - [Maje](#)
  - [Isabel Marant](#)
  - [Sezane](#)
  - [Zadig et Voltaire](#)
  - [Suncoo](#)

#### Posts

- [5 Best Jeans for Winter 2024](#)

## XML SITEMAP

Tool: Yoast SEO plugin

### XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap Index file contains 6 sitemaps.

Sitemap	Last Modified
<a href="https://dmlabs.ihu.edu.gr/group5/post-sitemap.xml">https://dmlabs.ihu.edu.gr/group5/post-sitemap.xml</a>	2023-12-20 08:35 +00:00
<a href="https://dmlabs.ihu.edu.gr/group5/page-sitemap.xml">https://dmlabs.ihu.edu.gr/group5/page-sitemap.xml</a>	2024-01-16 12:12 +00:00
<a href="https://dmlabs.ihu.edu.gr/group5/product-sitemap.xml">https://dmlabs.ihu.edu.gr/group5/product-sitemap.xml</a>	2023-12-17 10:19 +00:00
<a href="https://dmlabs.ihu.edu.gr/group5/category-sitemap.xml">https://dmlabs.ihu.edu.gr/group5/category-sitemap.xml</a>	2023-12-20 08:35 +00:00
<a href="https://dmlabs.ihu.edu.gr/group5/product_cat-sitemap.xml">https://dmlabs.ihu.edu.gr/group5/product_cat-sitemap.xml</a>	2023-12-17 10:19 +00:00
<a href="https://dmlabs.ihu.edu.gr/group5/author-sitemap.xml">https://dmlabs.ihu.edu.gr/group5/author-sitemap.xml</a>	2023-12-21 23:01 +00:00

### XML-Sitemaps.com

PRO SITEMAPS <> UNLIMITED GENERATOR

#### XML Validation Results

✓ No issues detected

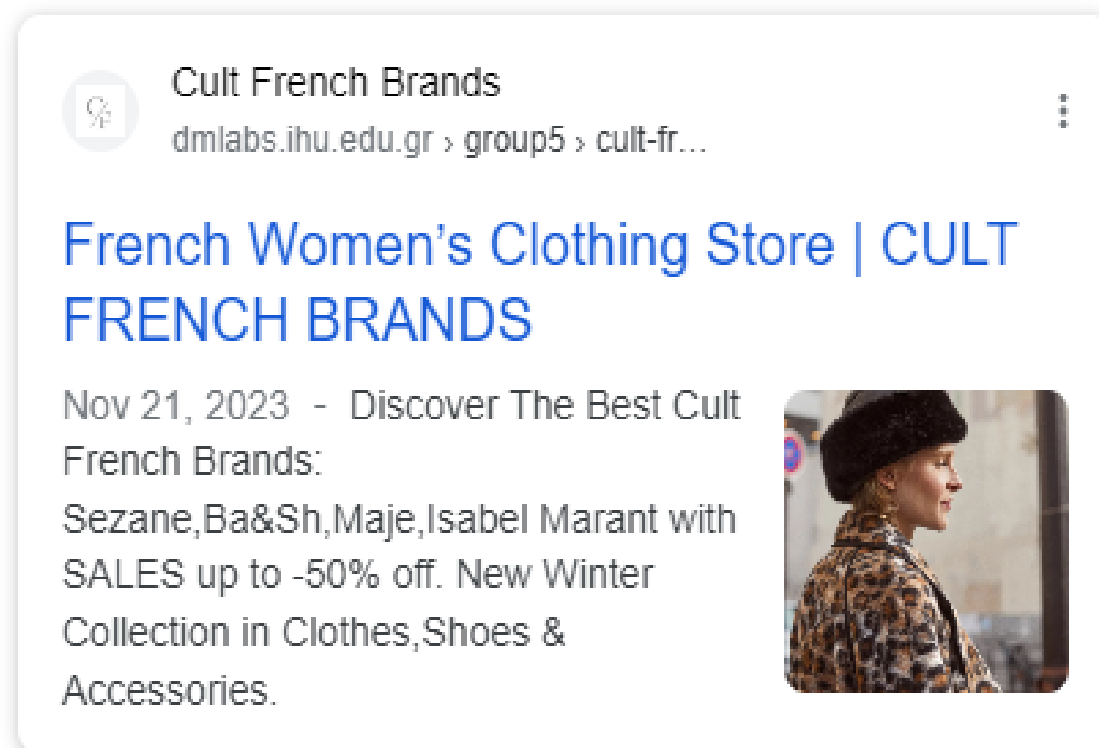
Sitemap URL	<a href="https://dmlabs.ihu.edu.gr/group5/sitemap_index.xml">https://dmlabs.ihu.edu.gr/group5/sitemap_index.xml</a>
Character Set	UTF-8
Sitemap is valid	Yes
Warnings	-
Errors	-

[Tools for Any SEO Challenge](#): Get more traffic to your website with versatile solutions for every step of your SEO journey.

# On-Page SEO: Page & Content Optimization

## META TAGS

- **META TITLE:** Keywords + Brand Name
- **META DESCRIPTION:** Keywords (Best Cult French Brands, Sezane, Ba&Sh, Maje, Isabel Marant) + Call-to-actions (Discover)



## URL

URL Address: <https://www.cultfrenchbrands.com>

## PERMALINKS

Structure: domain name/ sub-domain/ directory/ specific path

e.g. "Long Sleeve Dress-SEZANE Harper"

→ [www.cultfrenchbrands.com/dresses/long-sleeve-dress-harper/](https://www.cultfrenchbrands.com/dresses/long-sleeve-dress-harper/)

**FAVICON:** Visual consistency , Brand Recognition



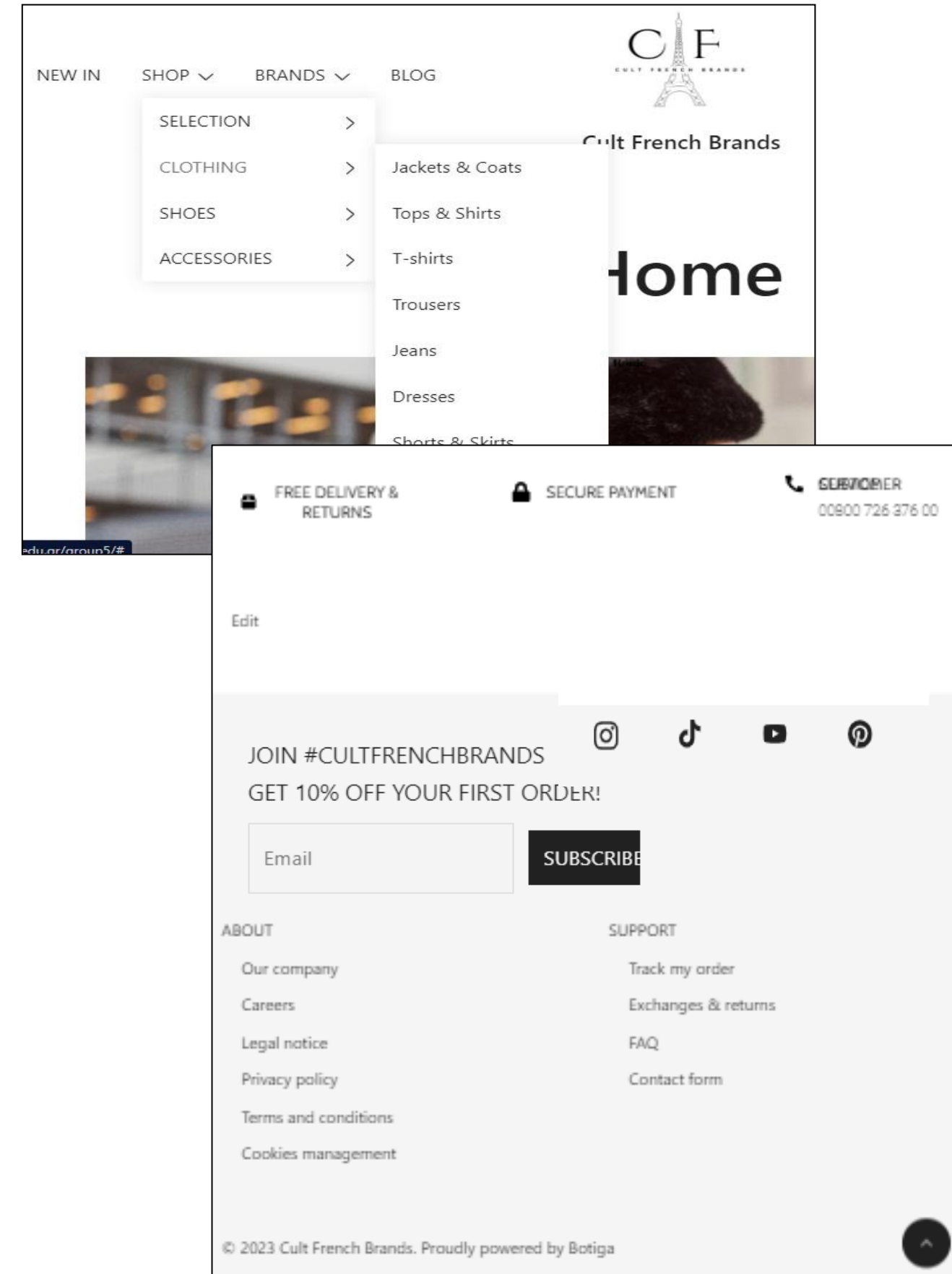
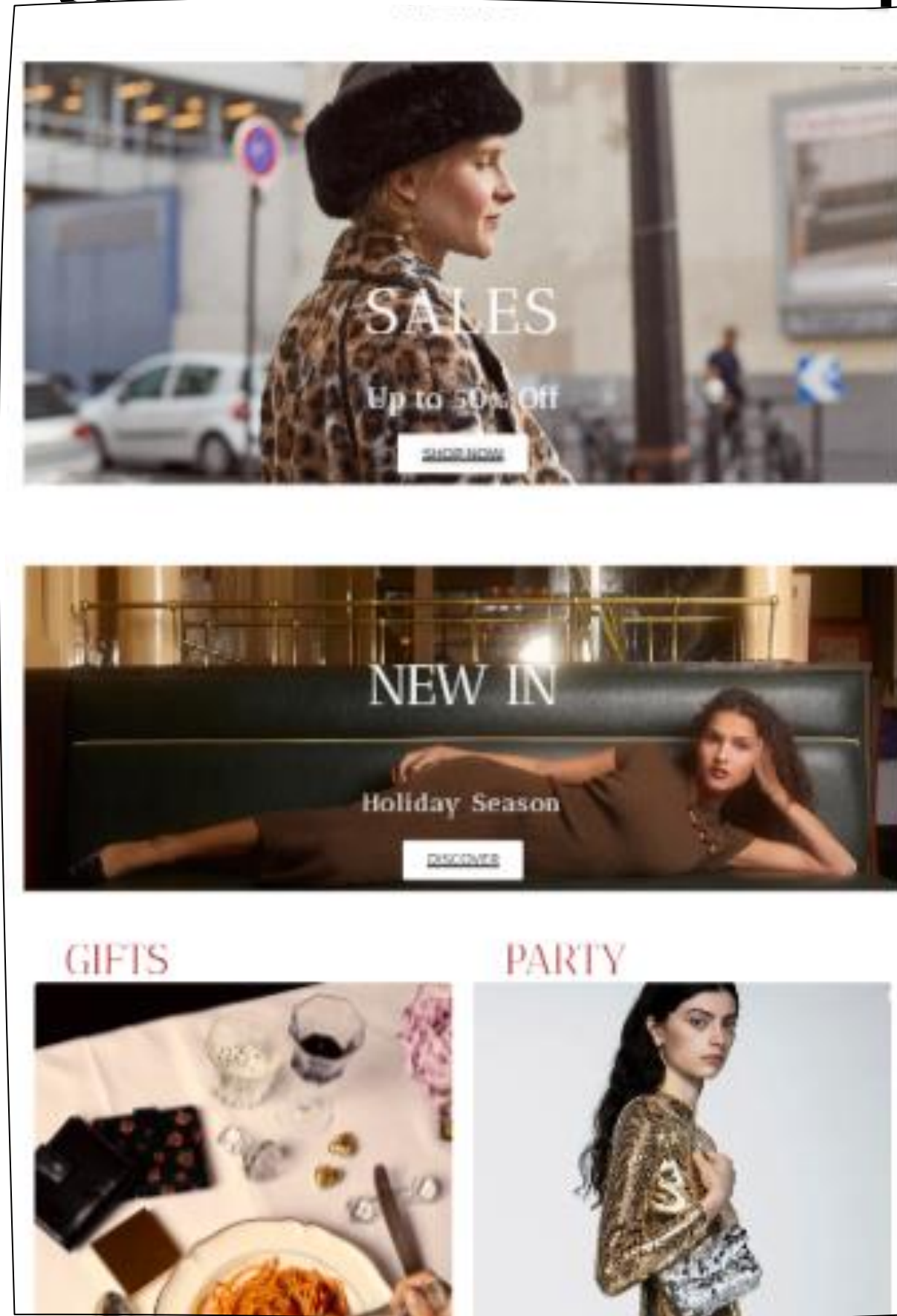


# On-Page SEO: Page & Content Optimization

## HOME PAGE

### HEADERS

- H1: Page Title (Home, Shop, New In etc)
- H2: Image Hyperlinks (Sales, New In, Gifts, Party)
- H3: Up to 50% Off, Holiday Season
- H4: Free Delivery & Returns, Secure Payment, Customer Service
- H5: Footer Pages (About, Support, Newsletter)



# On-Page SEO: Page & Content Optimization

## VISUAL ELEMENTS

- **Long-tail & mid-tail keywords**
- **Brief Subheadings**
- **Trending Topics:** Sales, New In for holiday season, Gifts
- **Call-to-action buttons:** SHOP NOW, DISCOVER, SUBSCRIBE
- **Useful Info Visibility :**Free Delivery & Returns, Secure Payment, Customer Service, ABOUT, SUPPORT
- **Customer Search Mechanisms:** FAQ, Search bar, Sitemap
- **Social Sharing:** higher website traffic & brand awareness
- **Newsletter with Discount offer**
- **Updated Copyright**

## IMAGE OPTIMIZATION

- **PNG Format:** smaller file sizes
- **Compressed Images (TinyPNG):** for faster loading times
- **Logo Background Removed** for adaptability-versatility
- **Descriptive filenames:** e.g. “maje-satin-black-shirt”
- **Image Alt Text:** textual description of the image
- **Grid System** for clean page design & aligned images



Uploaded on: December 22, 2023  
Uploaded by: [zfragkou](#)  
Uploaded to: [Home](#)  
File name: Στιγμιότυπο-οθόνης-490.png  
File type: image/png  
File size: 561 KB  
Dimensions: 647 by 576 pixels

---

Alternative Text   
[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title





# Optimizing Product Listing and Blog Posts



# Keyword Research

- **Tools:** WordStream and Google Keyword Planner-> organize our keywords  
Google trends -> further understand the seasonal popularity of certain keywords
- **Competitor's keyword analysis:** we used tools like Moz to identify the keywords that our competitors were ranking for
- **Long and mid tail keywords like:** Black Short Sleeve Dress or Black Long Dress
- Align keywords with the brand identity and the interests of our target audience.

## Black Long Dress-Isabel Marant NADELA

~~\$350.00~~ \$320.00

- Isabel Marant long dress
- Black short sleeve dress
- Front slit at hem
- Elegant with a bodycon fit
- Classic black Isabel Marant dress
- Drapped front with short sleeves

# Blog Post Optimization



***Goal:** Create a high-quality, informative and engaging content that resonates with the audience*

1. Title

2. Headers

3. Keywords

5 Best Jeans for Winter 2024

keywords like  
high-waisted  
wide leg jeans

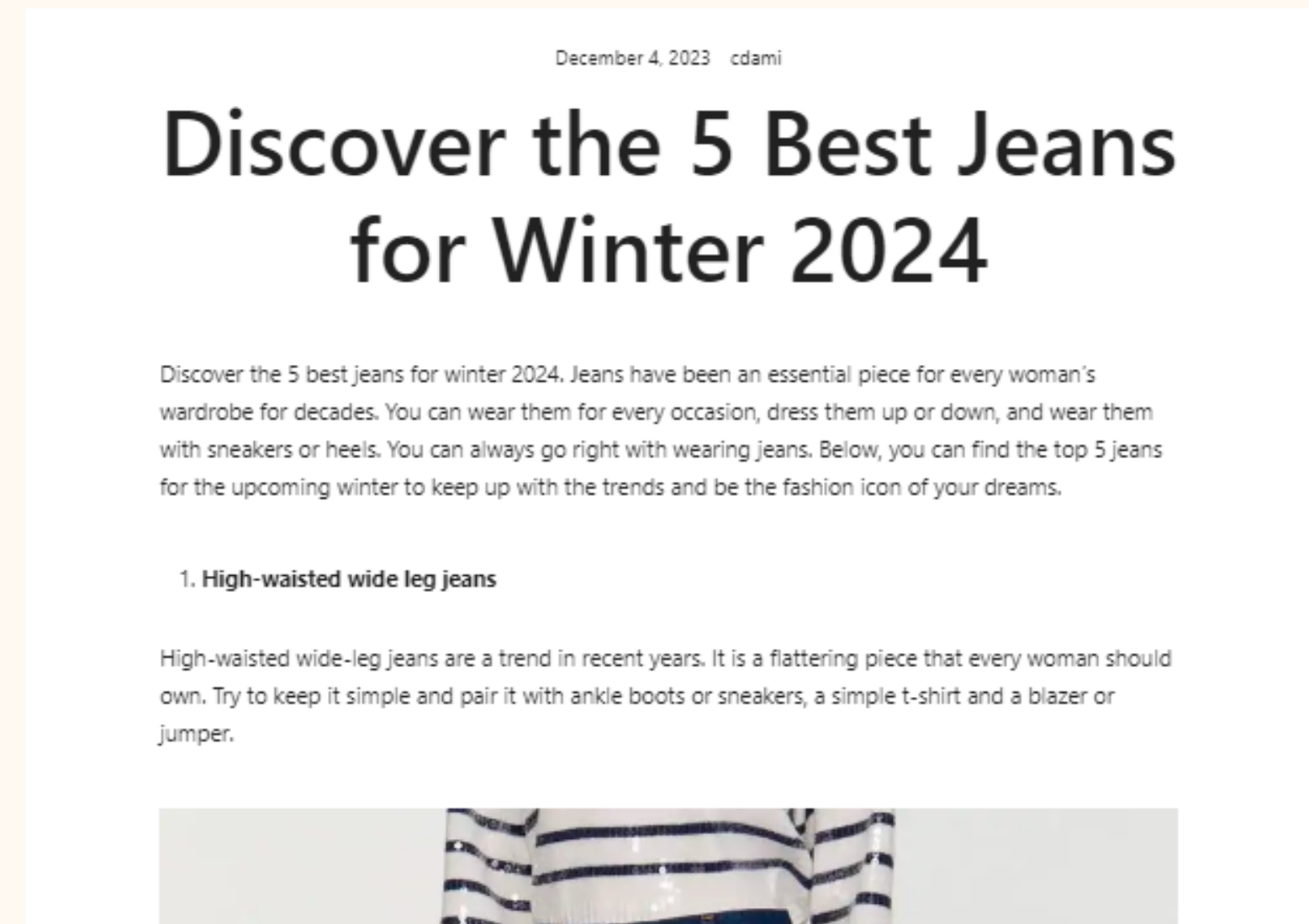
4. Meta  
description

call to action,  
unique, informative  
meta description.

5. Photos

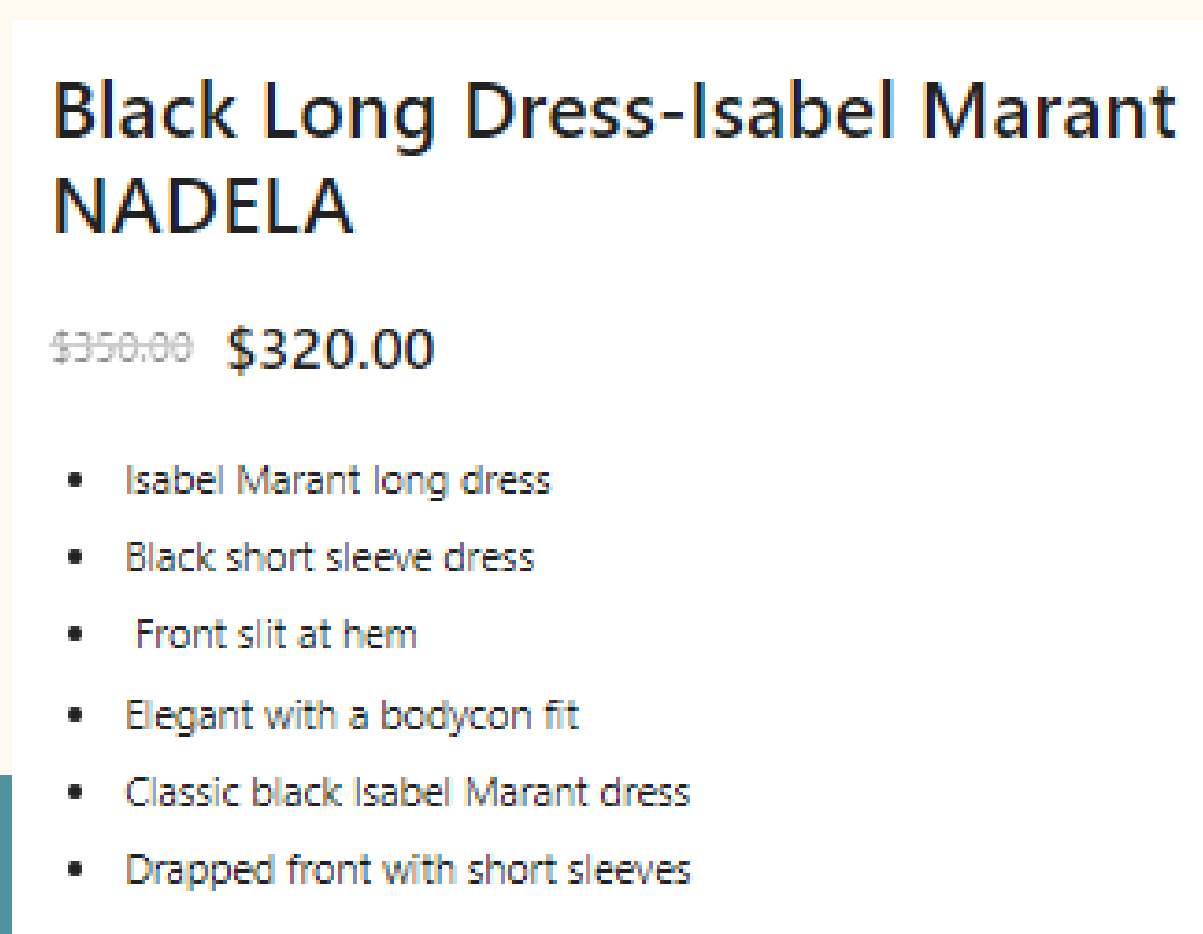
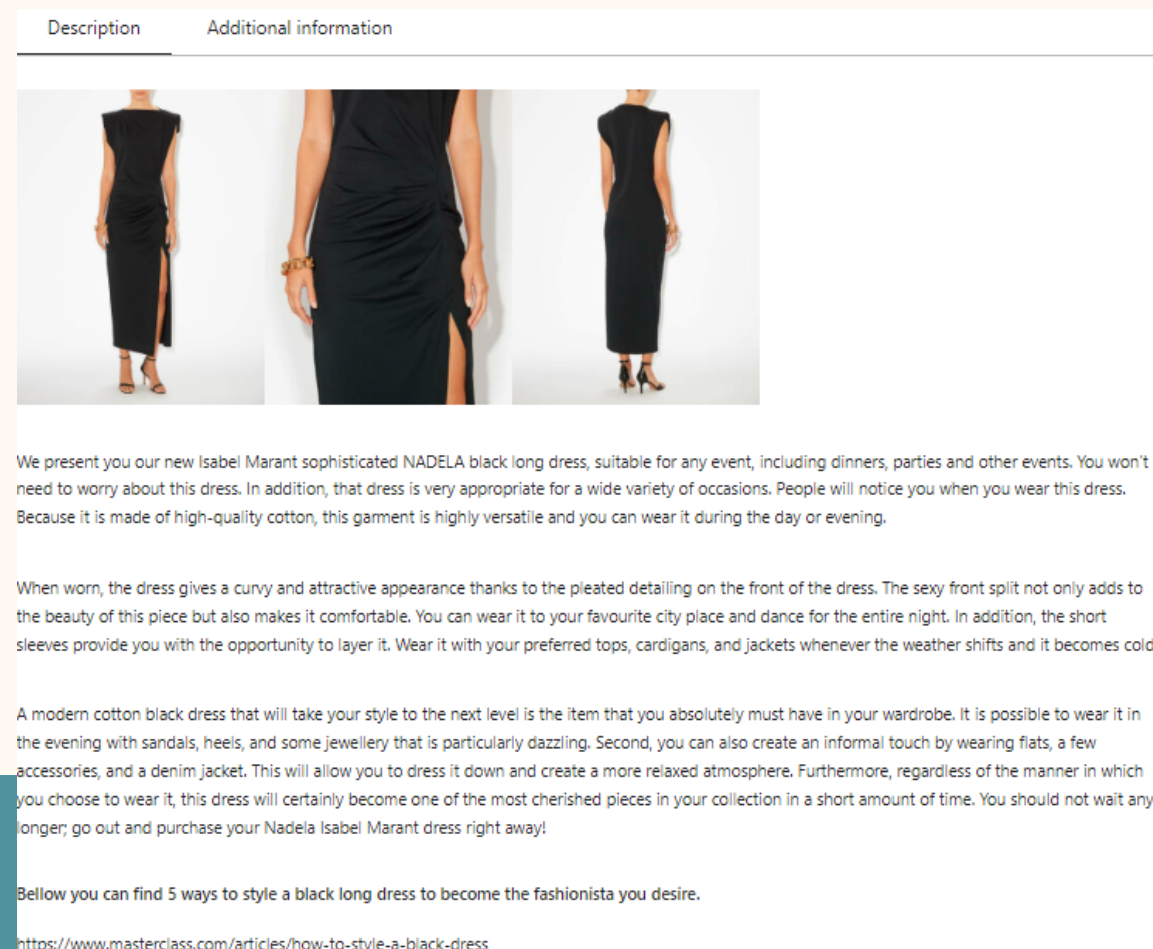
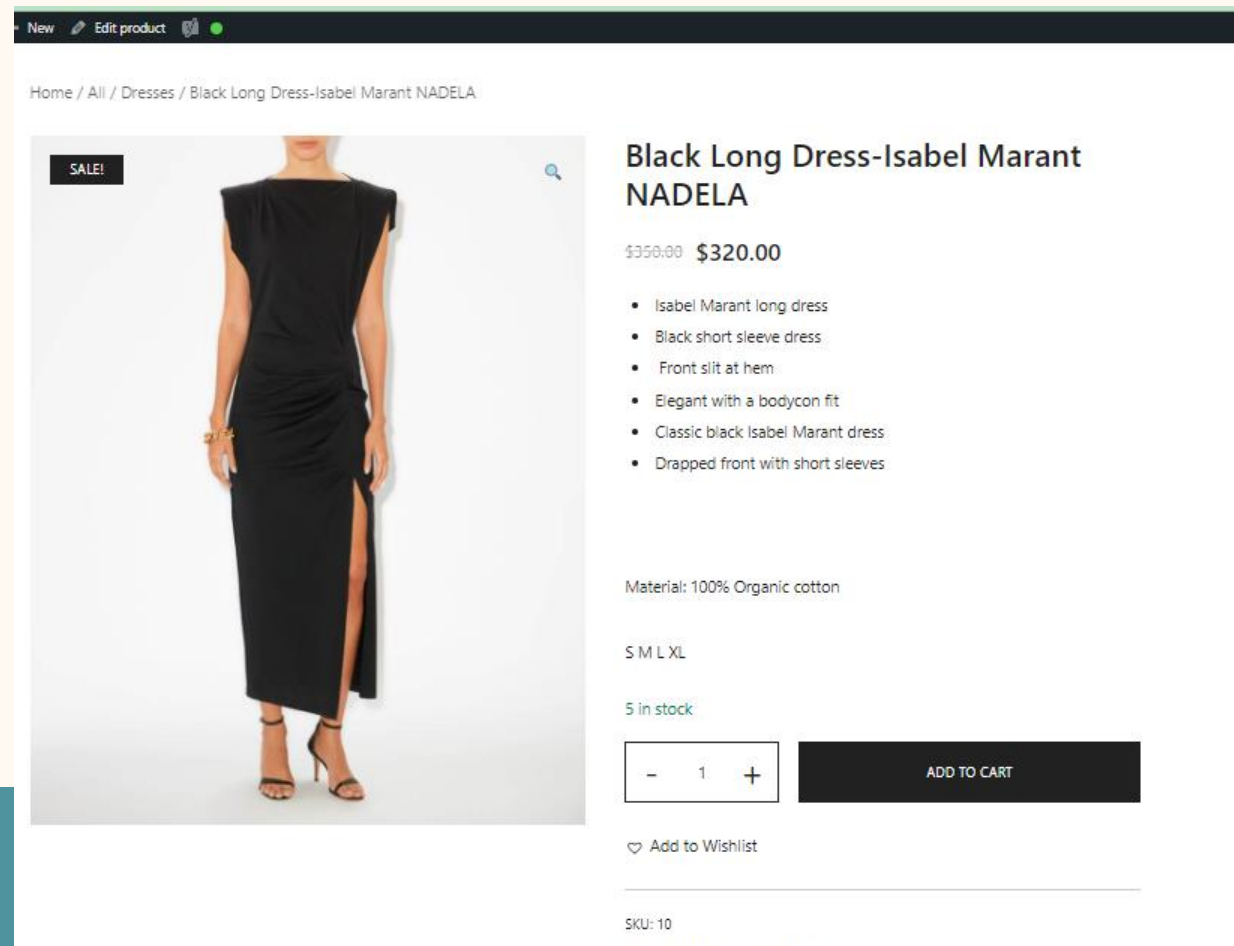
high- quality  
photos that  
include alt-texts

6. Links





# On-page SEO for Product Listings



## Title

Black Long Dress-  
Isabel Marant  
NADELA

## Short Description

A list of long-tail keywords like Classic Black Isabel Marant Dress, and the materials

## Description

A 300-400 words description of the product, that includes keywords.

## Meta Description

Call to action phrases, including also keywords.




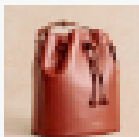
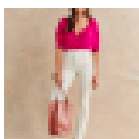
**Goal:** Optimize products for both search engines and user experience

# Fixing SEO and readability issues with Yoast SEO plugin



- After we uploaded our blog posts and products , we monitored our SEO performance and Readability with Yoast Seo Plugin




Our goal: fix all the problems and get a green mark to both SEO and Readability

<input type="checkbox"/>	Title	Author	Categories	Tags		Date				
<input type="checkbox"/>	5 Best Jeans for Winter 2024	cdami	Uncategorized	—	—	Published 2023/12/04 at 11:23 am			0	1
<input type="checkbox"/>	 Name	SKU	Stock	Price	Categories	Tags	★	Date		
<input type="checkbox"/>	 FARROW BAG- Sezane	7	In stock (7)	\$275.00	-, Bags, Sezane	—	☆	Published 2023/12/13 at 10:30 am		
<input type="checkbox"/>	 White Jeans- Sezane BRUT SEXY	8	In stock (2)	\$100.00	-, Jeans, Sezane	—	☆	Published 2023/12/13 at 9:30 am		



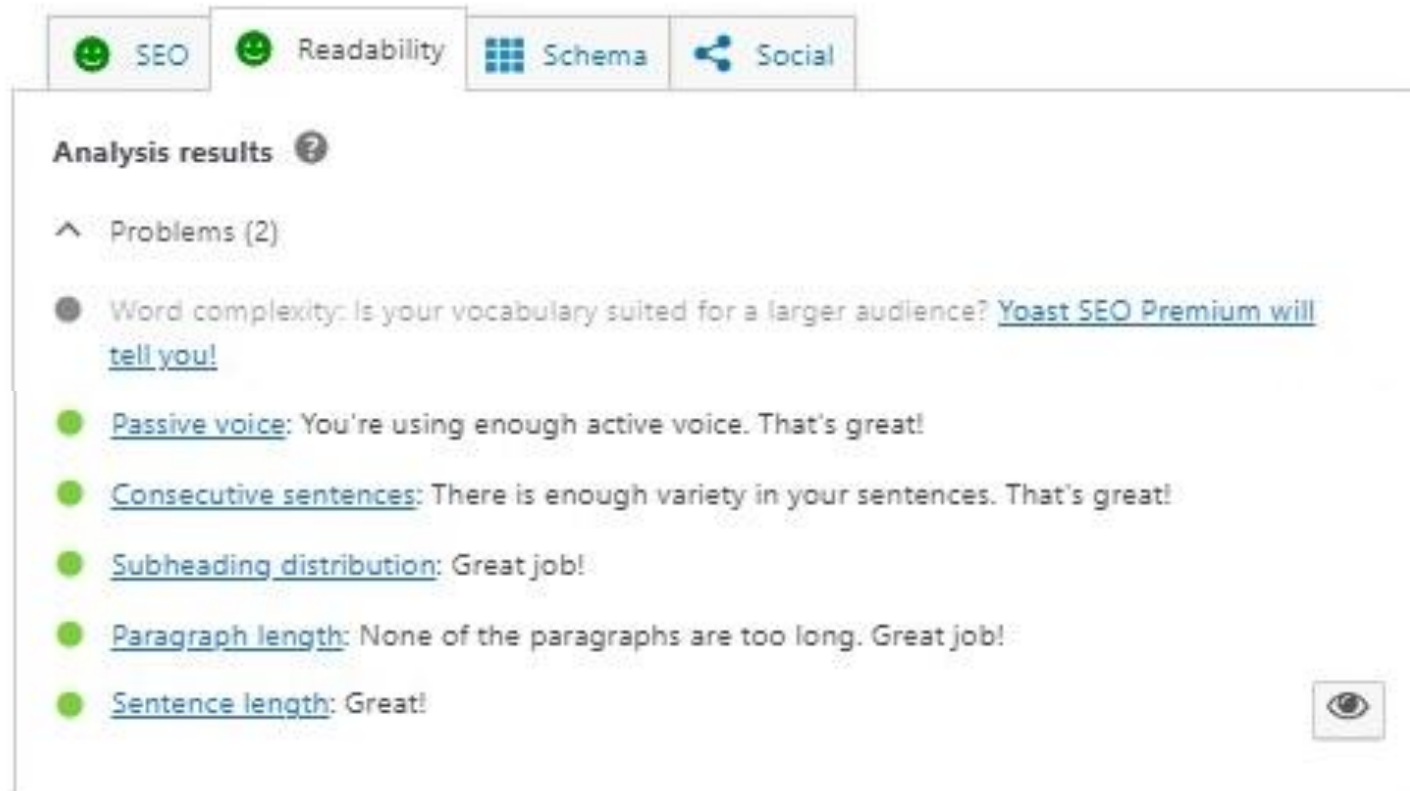


# SEO & Performance Testing



# Content SEO Readability

- **Subheadings:** clear, structured layout
- **Short paragraphs & sentences** not over 20 words
- **Transition words:** further, moreover, also etc.
- **Active voice:** direct engagement with the user, natural tone
- No repetitive words
- Reader-friendly experience is priority



**Product page:** “White Jeans – Sezane Brut Sexy”

**Tool:** Yoast SEO plugin



Sezane Brut sexy jeans

Find out why everyone talks about Sezane's BRUT SEXY White Jeans. These jeans are the embodiment of style, environmentally responsible production process, and perfect fit. These iconic jeans are made of organic, eco-friendly cotton, which is good-looking and comfortable and leads to a better future.

Sezane demonstrates its commitment to eco-friendly fashion choices by crafting it from eco-friendly and certified organic cotton. New raw canvas fabric fits like a hand in a glove to each curve and every contour of your body.

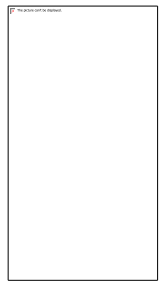
The BRUT SEXY jeans from Sezane have a 5-pocket high-waist design with retro vibes, yet they offer stylish functionality. Further, it is going to well accentuate your figure with its unique design with a high waist, resulting in a comfortable but flattering fit. Many styles look great on different types of bodies.

The straight cut has a slight taper, just enough for an easy yet smart look without sacrificing movement. Moreover, these white jeans are suitable for any occasion, whether it's a night out or running errands in



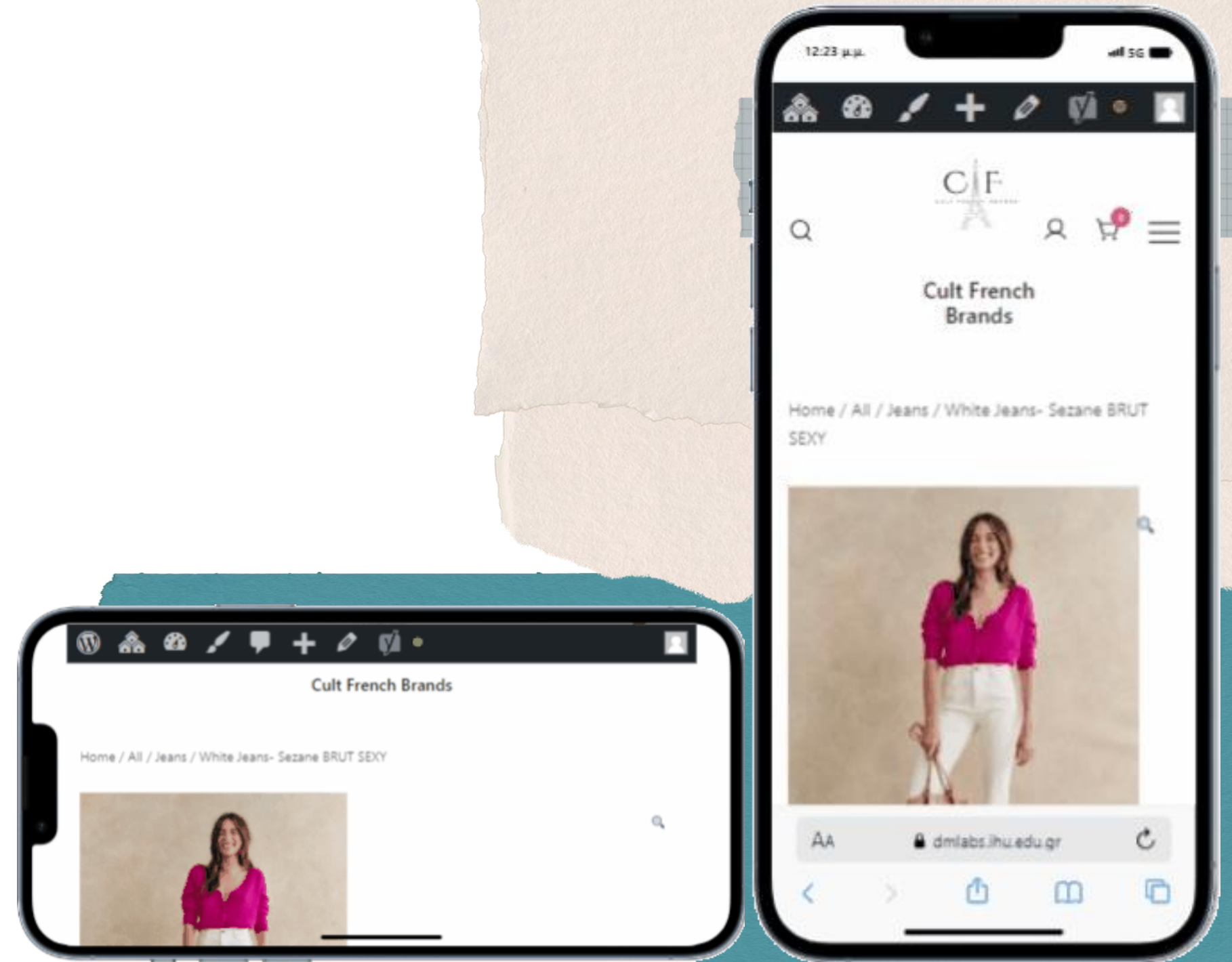
# Responsiveness & Mobile Friendliness

- **Mobile-friendly website**
- **Compatible Theme:** Botiga



Goal: seamless website functionality across diverse screen sizes and devices.

**Tool:** “Mobile Simulator-Responsive Testing” extension on Google Chrome





# Website Technical Issues Testing

Tool



“Lighthouse”  
Chrome extension

## PERFORMANCE

▲ Minimize main-thread work — 8.1 s

Script Parsing & Compilation 1,926 ms

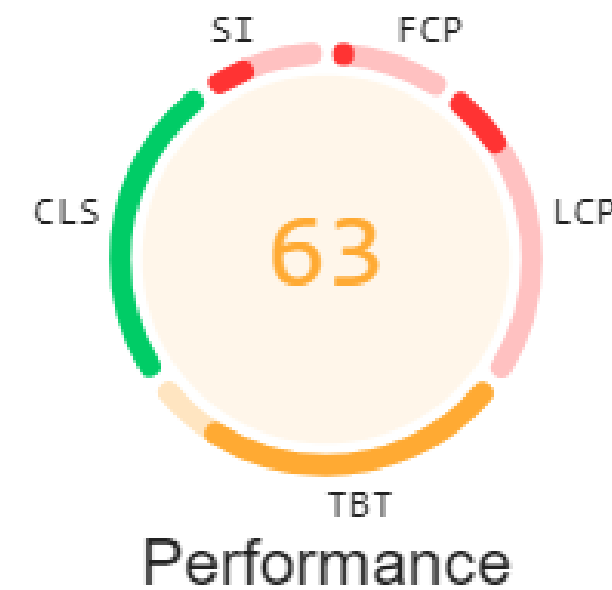
Script Evaluation 1,508 ms

- optimize third-party JavaScript
- debounce input handlers
- use web workers

▲ Reduce JavaScript execution time — 3.3 s

To stop running the whole code before it's needed:

- Implement code splitting
- Minify and compress code
- Remove unused code
- Reduce network trips by caching code with the PRPL pattern



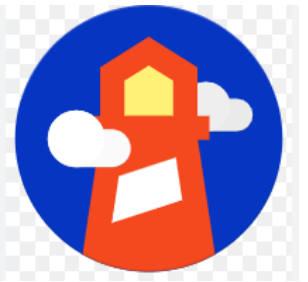
Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49    ■ 50–89    ● 90–100

### METRICS

▲ First Contentful Paint 4.4 s	▲ Largest Contentful Paint 5.0 s
■ Total Blocking Time 250 ms	● Cumulative Layout Shift 0
▲ Speed Index 6.1 s	

# Website Technical Issues Testing



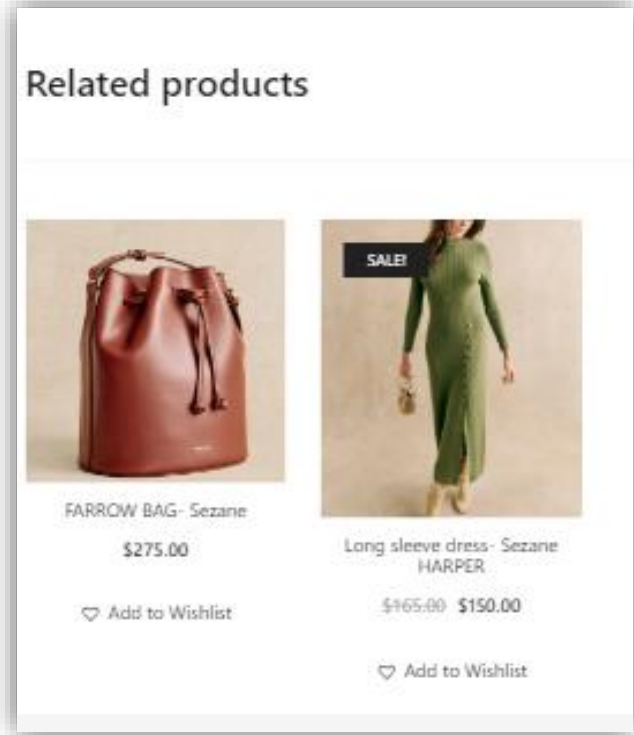
## PERFORMANCE

▲ Defer offscreen images — Potential savings of 44 KiB

• **Lazy Load plugin:** it is used to only load the images when user scrolls down

▲ Largest Contentful Paint element — 5,050 ms

- Background removal (tool: **Photopea**) & size reduction (250x250px)
- Images Compression (tool: **ShortPixel Plugin**)



## ACCESSIBILITY



100% Properly designed for people with disabilities

Phase	% of LCP
TTFB	13%
Load Delay	23%
Load Time	51%
Render Delay	13%

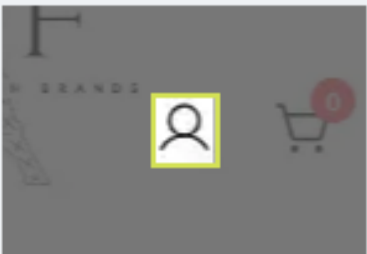

# Website Technical Issues Testing



SEO

99

Tap targets are not sized appropriately — 94% appropriately sized tap targets

Tap Target	Size	Overlapping Target
 <code>&lt;a class="header-item wc-account-link"</code>	<code>div.bhfb-row &gt; div.bhfb-column &gt; div.bhfb-builder-item &gt; a.header-item</code> 24x26	 <code>Cult French Brands &lt;a href="https://dm labs.ihu.edu.gr/"</code>

## •Change of the Tap Target dimensions

Adjust Account, Cart & Search icons from 24x26 px to Minimum icon size: 48x48 px

```
<svg width="48" height="48" fill="none" xmlns="http://www.w3.org/2000/svg">...</svg> == $0
```

## •Adjustment of margin

Use “margin” property to increase the spacing at 8px between tap targets that were too close like cart and account

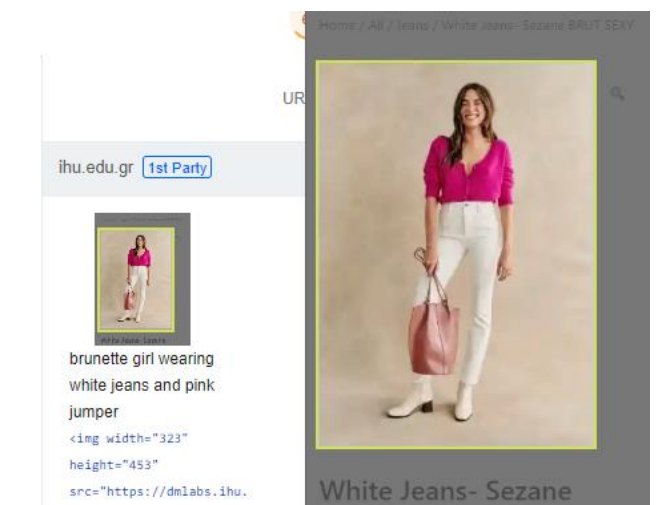
## BEST PRACTICES

Serves images with low resolution

91

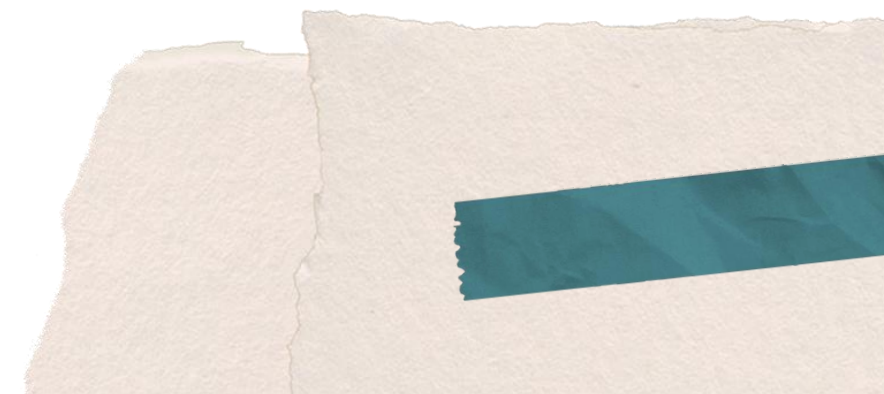
Increase Wordpress’ default JPEG compression limit with **ImageMagick** or alter the sharpness of resized image with **WPcode**

In this way we manage to keep balance between image quality and website speed.





# PPC Campaign



# PPC Campaign

## The goals of a PPC Campaign

- Elevating Digital Presence of CultFrenchBrands
- Driving Traffic, Sales, and Brand Recognition

## The primary brand of the campaign: Sezane

- Highlighting Sezane as the primary brand for the PPC campaign.
- Utilizing Google Trends data to showcase Sezane's global rise for the last 10 years.

## Sezane's Target Audience

- Demographic characteristics:  
**Gender** emphasis on women  
**Age range** focus on 25-44.
- Interests and lifestyle: clothing, fashion, apparel, electronics, beauty & cosmetics

## Signature Products

### Harper Dress

- Signature product for Sezane's brand
- Represents the unique and elegant style of French culture
- Sustainable practices of the brand as it is manufactured by 42% organic cotton

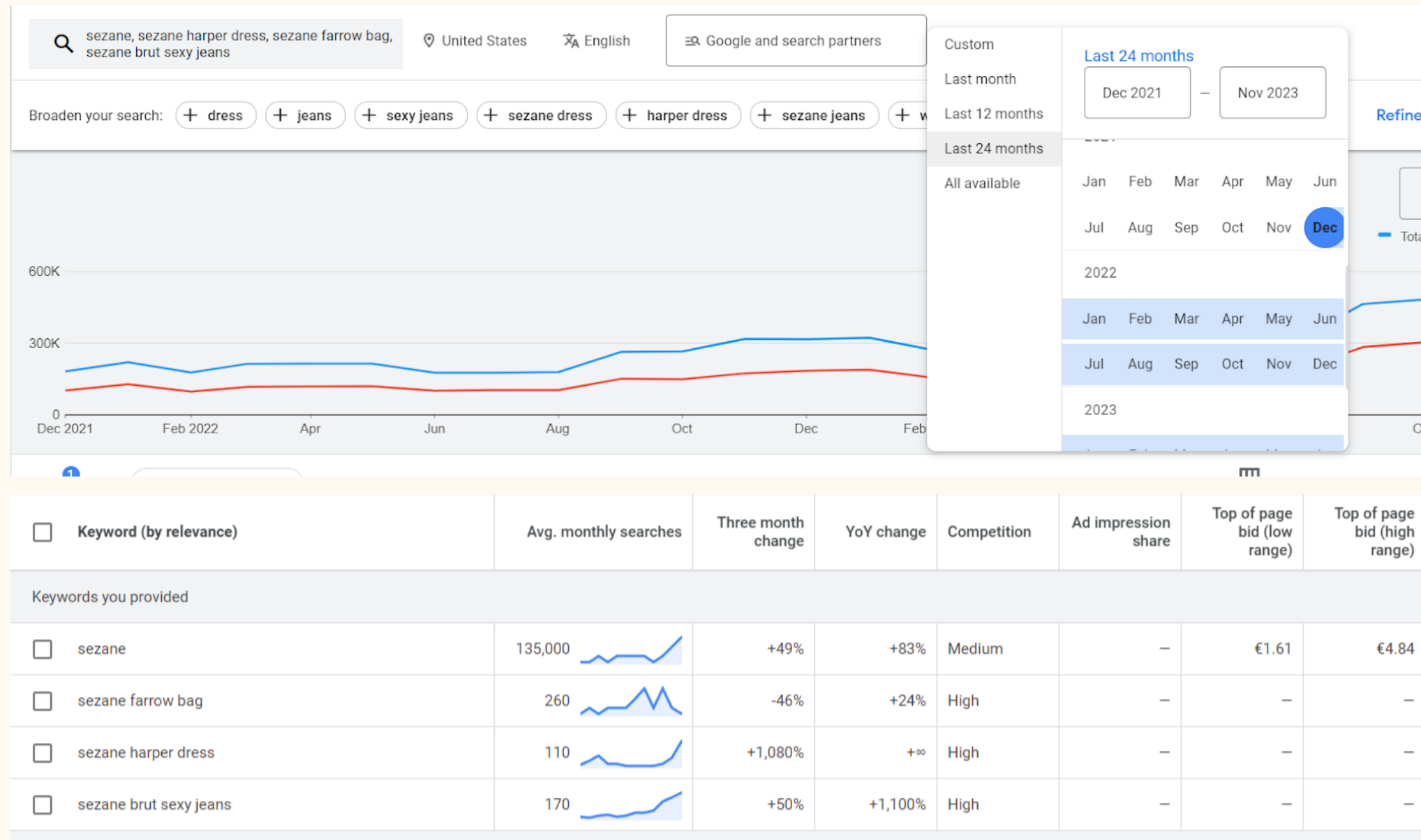
### Brut Sexy Jeans

- Jeans are a wardrobe staple for every woman
- Suitable for everyday casual looks
- 90% organic cotton

### Farrow bag

- An iconic bucket bag that was from the first pieces that were designed from Sezane.
- Timeless and high quality features
- Key accessory for every look

# Keyword Research – Google Keyword Planner



## Results for our 3 products

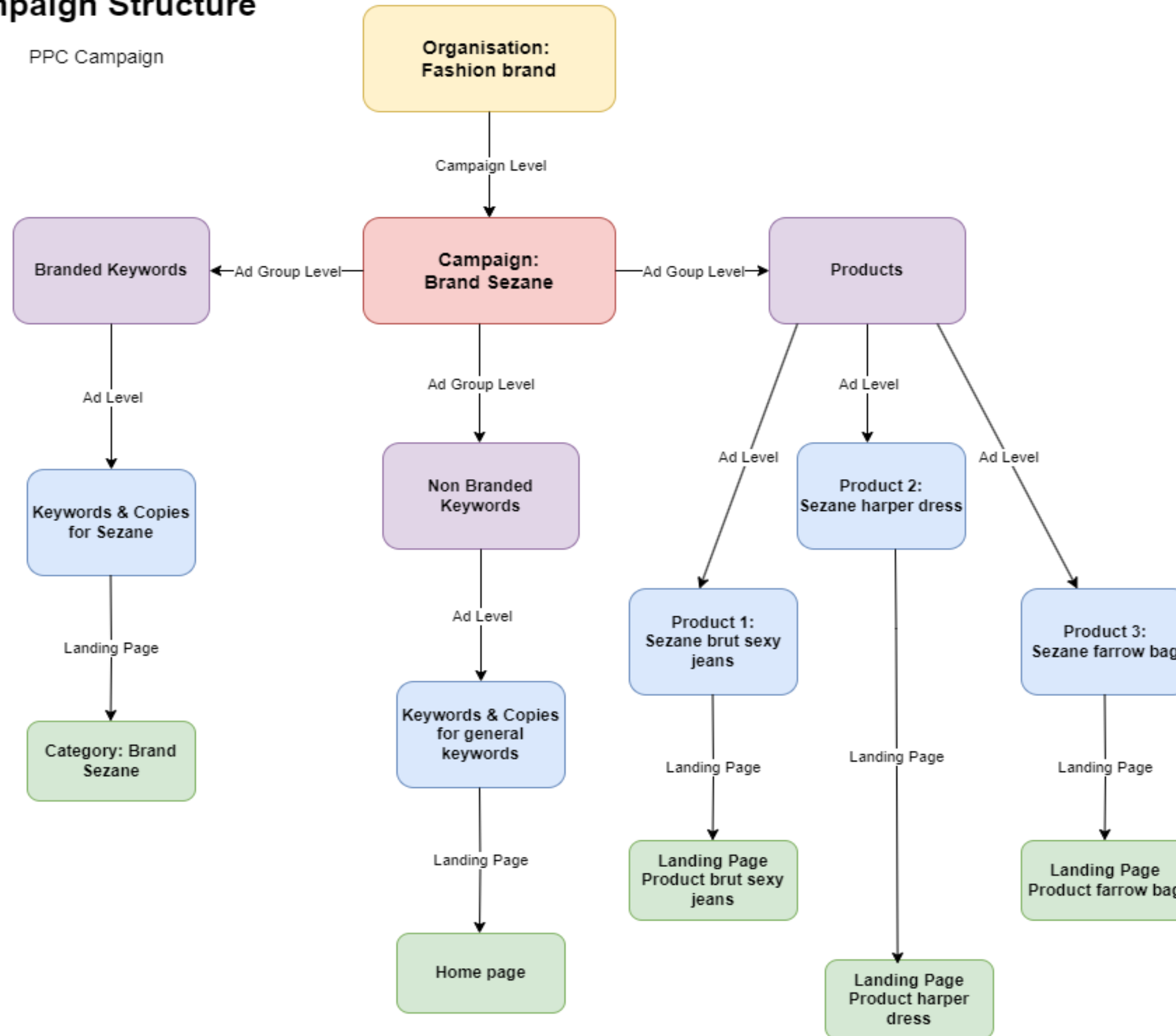
- Research for the last 24 months
- Google & Google Partners
- Country: USA
- Language: English
- Branded keywords: sezane, sezane paris, sezane clothing
- Non Branded Keywords: dresses, trousers, denim, jeans
- Long Tail keywords: sezane petite, sezane try on, elegant woman dresses, fashionable denim jeans
- Seasonal Keywords: sezane summer collection, sezane fall, sezane winter
- Synonyms and Latest Semantic Indexing (LSI Keywords): sezane accessories, sezane trousers
- Negative Keywords: free, cheap, used



# Search Campaign Structure

## Campaign Structure

PPC Campaign




## Levels of Google Ads


1. Campaign Level
2. Ad Group Level
3. Ad Level

## Ad Ranking

1. Max CPC
2. Quality Score
3. Ad Format


# Search Campaign – Ad Groups


Branded Keywords: Sezane 

Keywords 

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


 Enter a URL to scan for keywords


 Enter products or services to advertise

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for


[sezane]  
"sezane usa"  
"sezane clothing store"  
"sezane paris"  
"sezane france"  
"sezane clothes"  
"sezane style"  
"sezane try on"  
"sezane petite"  
"sezane summer collection"  
"sezane winter"  
"sezane fall"


Non branded keywords 

Keywords 

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


 Enter a URL to scan for keywords


 Enter products or services to advertise

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for


elegant woman dresses  
fashionable denim jeans  
stylish high waisted jeans  
trendy womans purses  
quality leather handbags  
"woman clothes"  
"woman apparel"  
"woman jeans"  
"dresses"  
"woman bags"  
"woman trousers"  
"woman denim"  
"woman accessories"


Brut Sexy Jeans 

Keywords 

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


 Enter a URL to scan for keywords


 Enter products or services to advertise

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for


"sezane brut sexy jeans"  
"brut sexy jeans"  
[sezane brut sexy jeans]  
[brut sexy jeans]


Harper Dress 

Keywords 

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


 Enter a URL to scan for keywords


 Enter products or services to advertise

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for


"sezane harper dress"  
"harper dress"  
[sezane harper dress]  
[harper dress]


Farrow Bag 

Keywords 

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 Enter a URL to scan for keywords

 Enter products or services to advertise

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

"sezane farrow bag"  
"farrow bag"  
[sezane farrow bag]  
[farrow bag]

# Display Network Campaign

## Campaign level

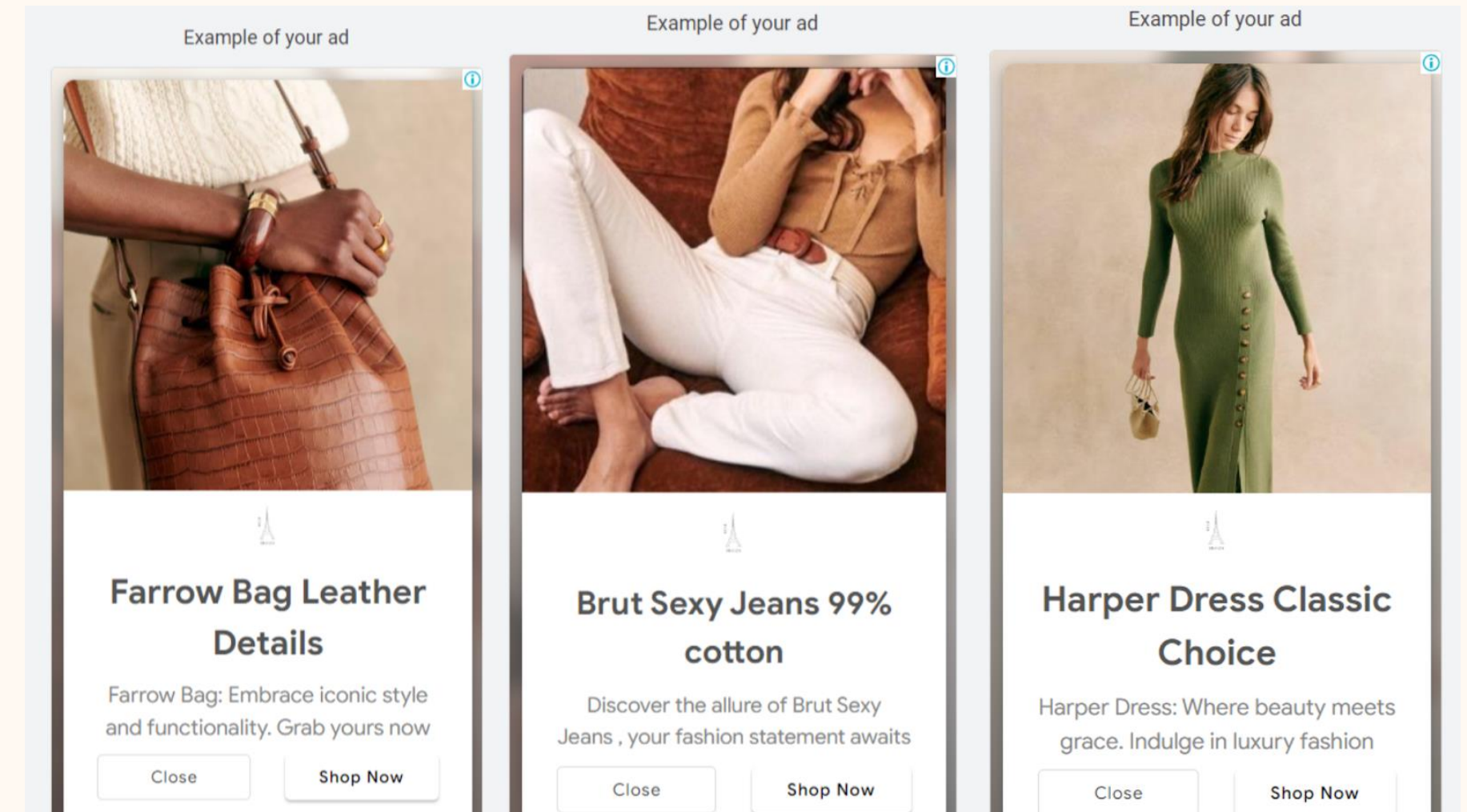
- Goal: Sales
- Name of the campaign: DISPLAY - SALES - US – SEZANE

## Ad Group Level

- Targeting options: Location & Language
- Budget & Bidding
- Targeting: demographics, keywords, topics

## Ad Level

- Headlines & descriptions
- High quality images and videos
- CTA Shop Now



Preview of the campaign



# PPC Strategy Plan

- **Objective:** Online Sales & Brand Awareness and Engagement
- **Campaign Structure:** Branded, Non branded keywords, Our 3 Products
- **Audience Segmentation:** Interests, demographics and online behavior
- **Keyword Research:** General and also keywords related to our products
- **Ad Copies:** Compelling headlines & descriptions and high quality images & videos
- **Ad Extensions:** Sitelinks that direct to exact landing pages
- **Performance Metrics:** CTR, CPC, Conversion Rate
- **Test and optimization:** A/B testing & try different copies
- **Compliance with Policies:** Review and update ad content for relevance



# Google Analytics



# Google Analytics Reports

## **Acquisition Report:**

Reveals the ways in which visitors find and land to our website

## **Engagement Report:**

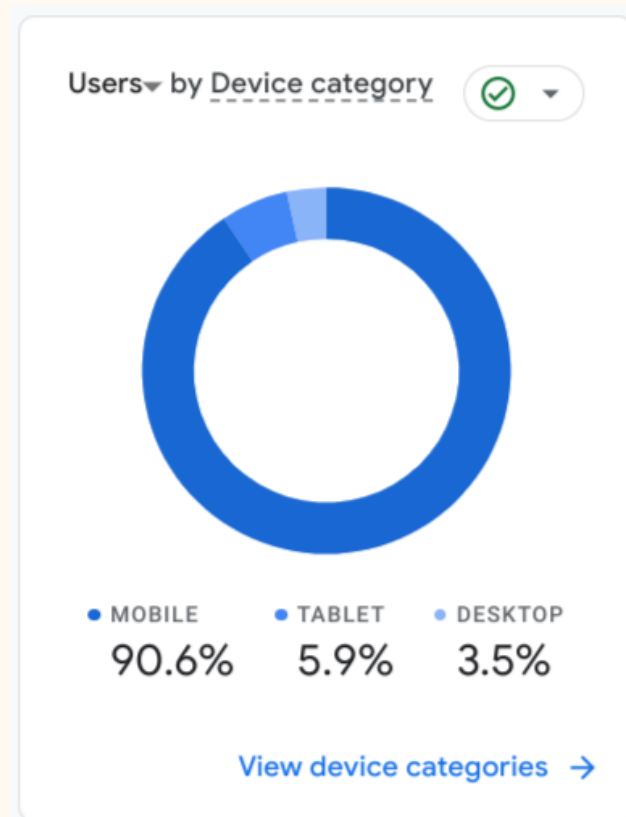
Provides a deep insight on how users interact with our website

## **Demographics Report:**

Provides insights into the characteristics of the visitors



# User Segmentation

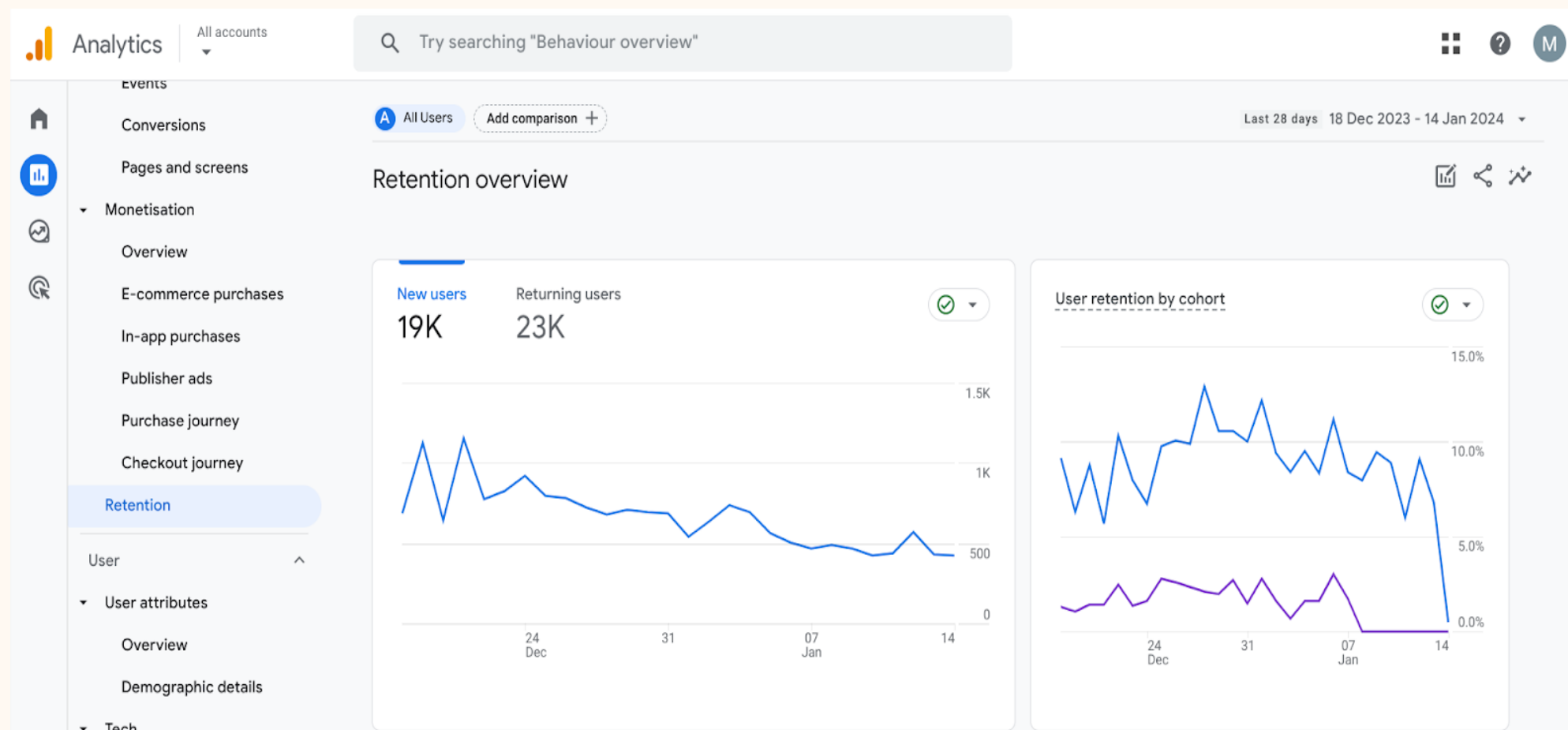


The majority of users 90.6% prefers to navigate with mobile phones and this indicates:

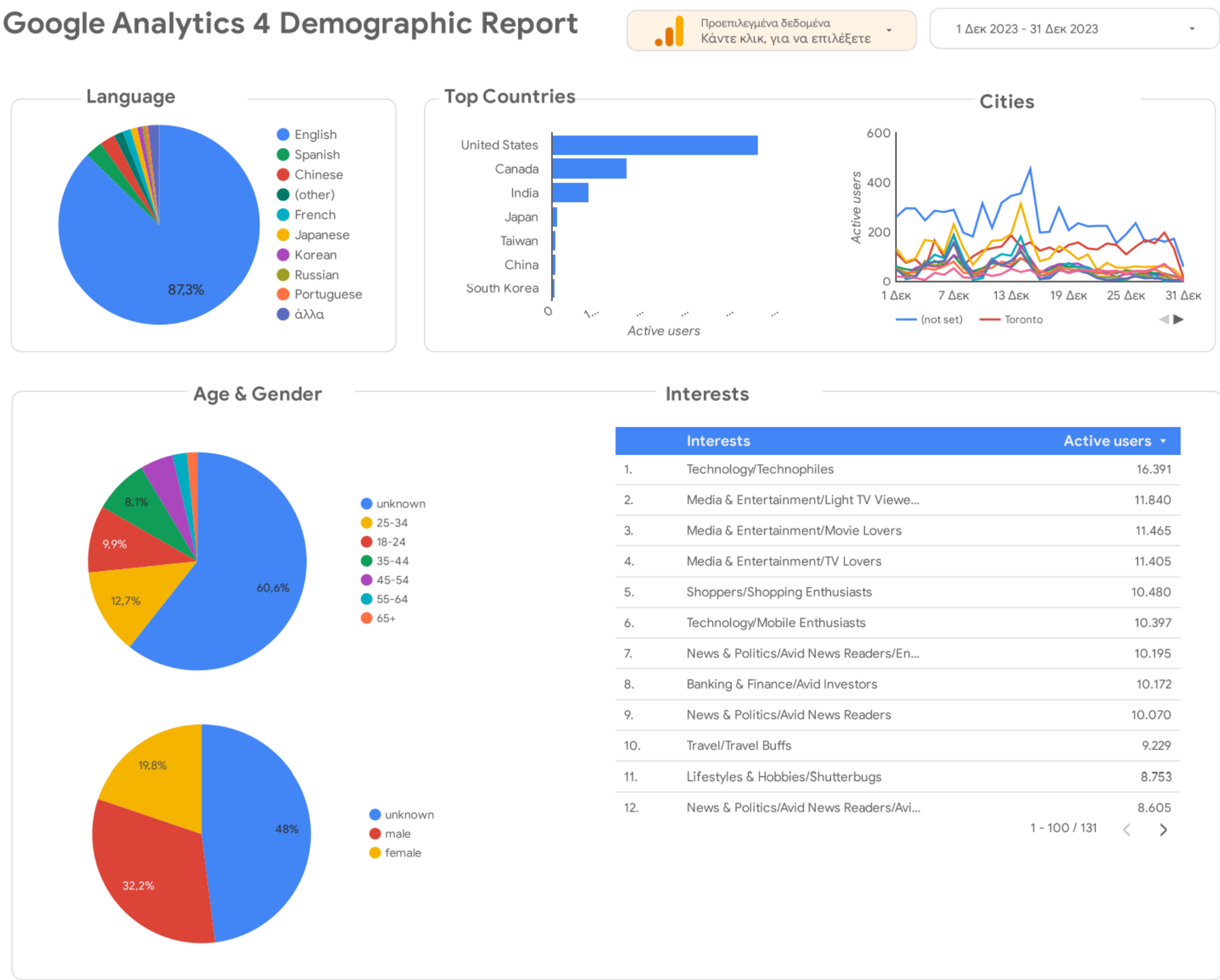
- our website should follow all the mobile responsiveness policies
- users can navigate to it smoothly.

The high number 19K of new users indicates that our website is successfully attracting new visitors. These visitors may come from various channels such as organic or paid traffic, social media or referral sources. Furthermore, the presence of a significant number of returning users 23K is very important too and indicates that

- users come back after they visit once our website.
- have a positive user experience
- they are attracted from our engaging content and from our valuable products.



# Looker Studio Demographics Report



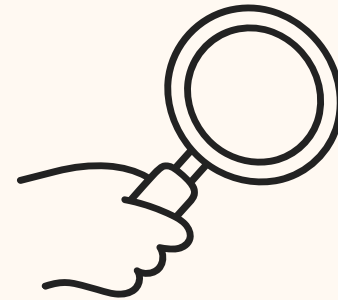
- **Language:** English 87.3% This indicates a significant preference for content and communication in English among our users.
- **Top Countries:** United States, Canada and India. This indicates that there is a universal interest in French products or a cultural affinity for French brands in these countries.
- **Cities:** Toronto, New York and Chicago. These cities are major urban centers known for their diverse populations and often have a strong interest in fashion and lifestyle.
- **Age Distribution:** 12.7% in the 25-34 age group. 9.9% are between 18-24 years old. The combined percentage of 25-34 and 18-24 age groups (22.6%) indicates a significant appeal to a younger audience. This might showcase that our content or products align well with the interests and trends that resonate with younger demographics. Last, are the individuals between 35-45 years old that may have a more established career and financial stability compared to younger age groups.
- **Gender:** The gender distribution of 19.8% female and 32.2% male. There was a seasonal period when the most active users were male, which indicates a surge in shopping activity during the holiday season.
- **Interests:** The interests of the active users are mainly distributed to technologies, shopping, hobbies, traveling, lifestyle, and news, revealing a diverse range of preferences and behaviors.

# Customer Journey

- *The path a customer takes from initial awareness to final decision or purchase, including all touchpoints.*
- *Is essential for optimizing marketing, enhancing customer experience, and making data-driven decisions for business success.*

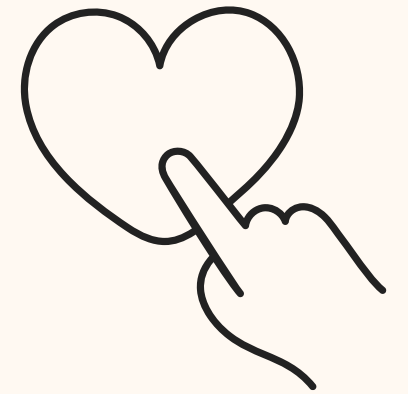
## 1. Awareness stage

*How customers discovered our brand or product through various channels*



## 2. Consideration stage

*Customers explore options, research, and compare products or services before a potential purchase.*



## 3. Decision stage

*Customers make a final choice and decide to purchase a specific product or service*



## 4. Post purchase

*Customers evaluate their buying experience, receive support, and may engage with the brand*





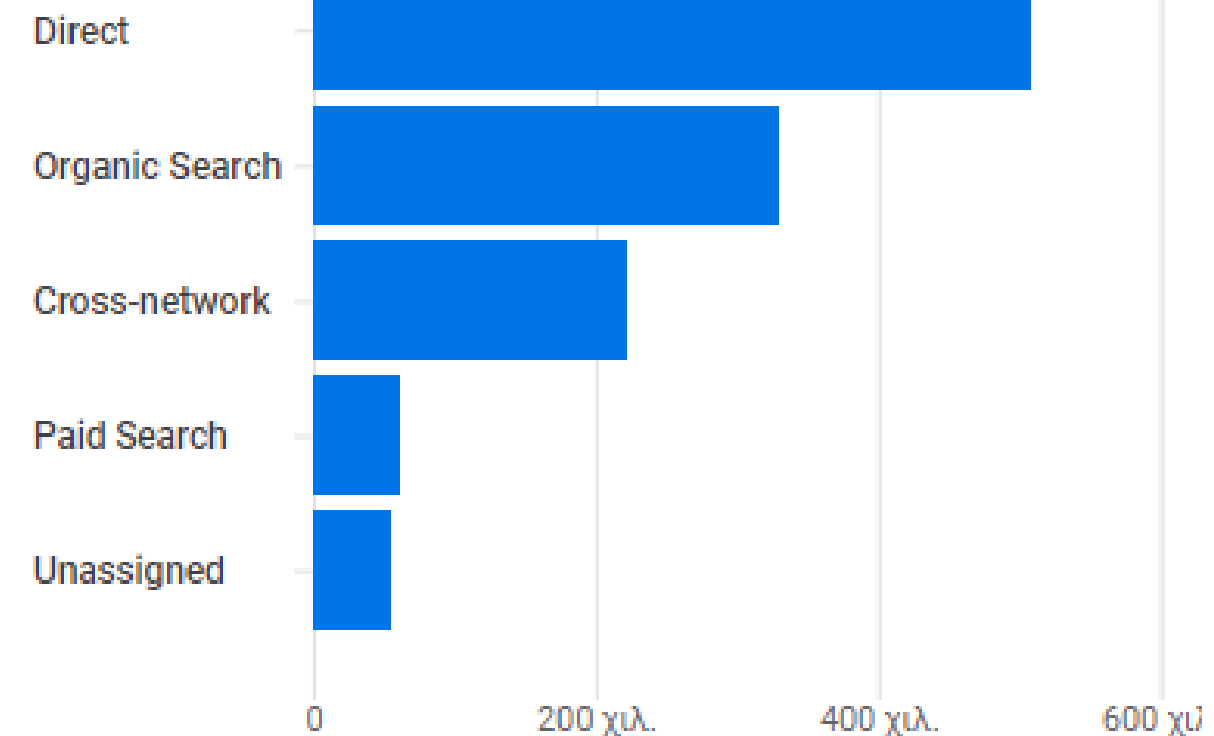
# Awareness

*The most important ways users came to our e-shop were Direct, Cross-network and Organic Search.*

## Pain Points

- **Channel Imbalance:** Direct traffic dominates
  - Boost SEO and advertising and expand our social media outreach
- **Paid Advertising Underperformance**
  - reevaluate our targeted audience
  - A/B testing

Περίοδοι σύνδεσης ανά Προεπιλεγμένη ομάδα καναλιών περιόδου λειτουργίας



# Consideration

*How users navigated through our website*

## Pain Points

- **Apparel Page:** Users spend time, without clicking on specific products
  - craft clear categories
- **Home Page:** Users are returning to our home page -> navigational problems
  - simplify the menu categories
  - clear search function

Προβολές κατά

Τίτλος σελίδας και κατηγορία οθόνης

ΤΙΤΛΟΣ ΣΕΛΙΔΑΣ ΚΑΙ ΚΑΤΗΓΟΡΙΑ...

ΠΡΟΒΟΛΕΣ

Apparel   Google Merch Shop	15 χιλ.
Shopping Cart	11 χιλ.
Stationery   Google Merch Shop	9,8 χιλ.
Men's / Unisex   Apparel   Google Me...	9,6 χιλ.
Home	8,8 χιλ.
Drinkware   Lifestyle   Google Merch...	7,2 χιλ.
New   Google Merch Shop	5,7 χιλ.

Προβολή σελίδων και οθονών →

# Decision

*The checkout process for our e-commerce shop cultfrenchfashion.com, broken down into stages*

## Pain Points

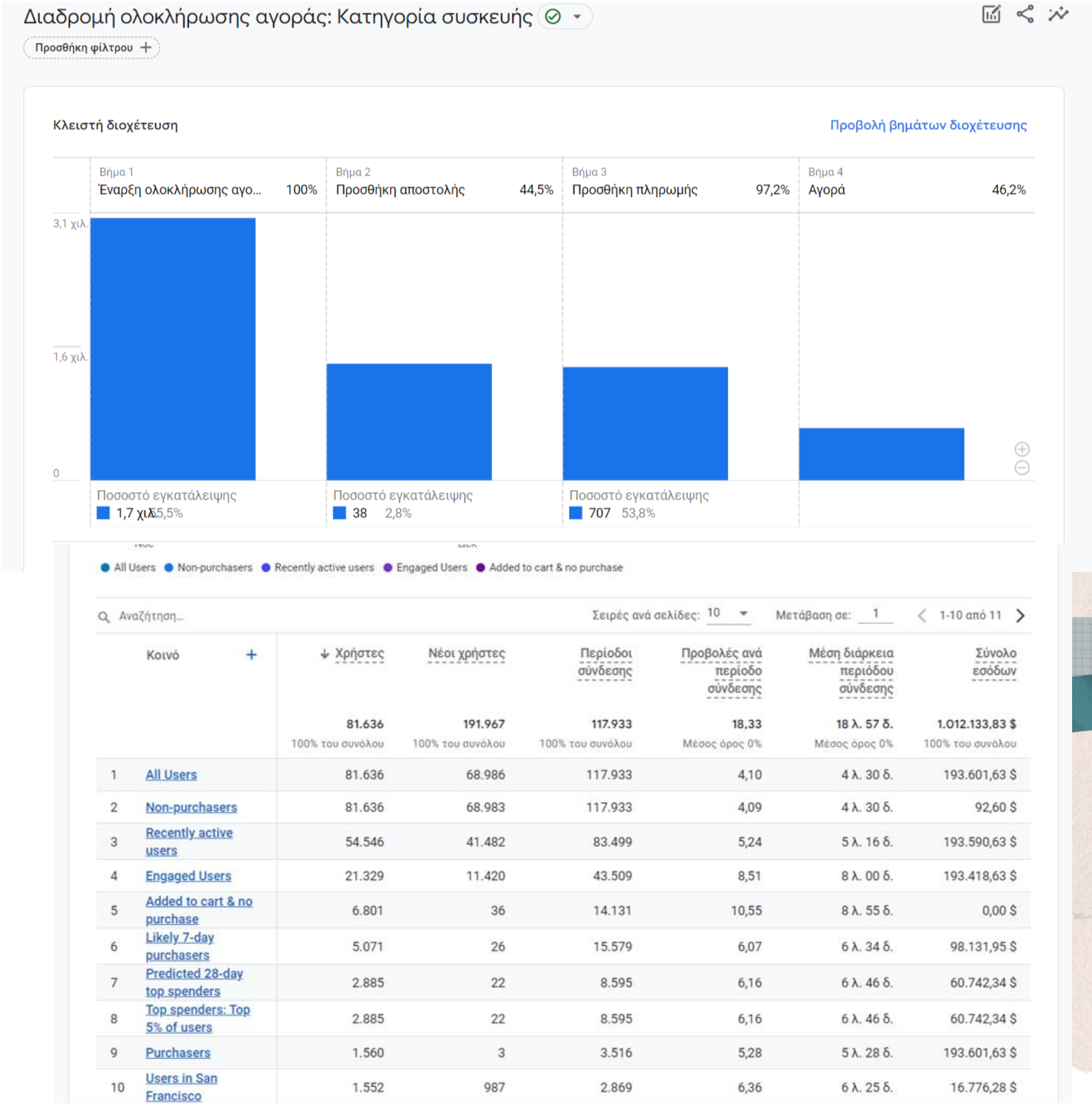
- **Complicated Initial Checkout Process**
  - simplify the checkout process -> by reducing the number of fields
- **Payment Methods Variety**
  - we added PayPal and Klarna options
- **Final Price Transparency:** additional taxes, fees and shipping costs before confirmation
  - clear cost breakdown as early as possible

# Post Purchase

*All the users of our website categorized*

## Pain Points

- **Lack of many top spenders**
  - enhancing customer loyalty, VIP loyalty programs
- **Non Purchasers vs Purchasers**
  - enhance product descriptions
  - increase the visibility of customer reviews





# THANK YOU

Find us on:

[www.cultfrenchbrands.com](http://www.cultfrenchbrands.com)