



DIGITAL MARKETING PLAN & WEB ANALYTICS

FOR THE ONLINE E-COMMERCE BUSINESS

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

03 Digital Marketing Strategy Goals

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

02 Client's Mission

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

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



Insights

Visit Website

Collect Data

Analyze

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

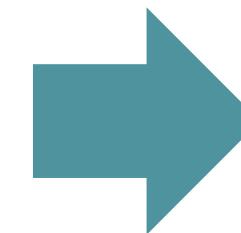
SEO STRATEGY PLAN

- 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



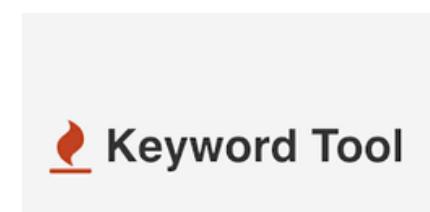
Sezane, Ba&sh, Maje, Sandro, Zadig & Voltaire, Suncoo, Rouge Paris, Isabel Marant



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.



- **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

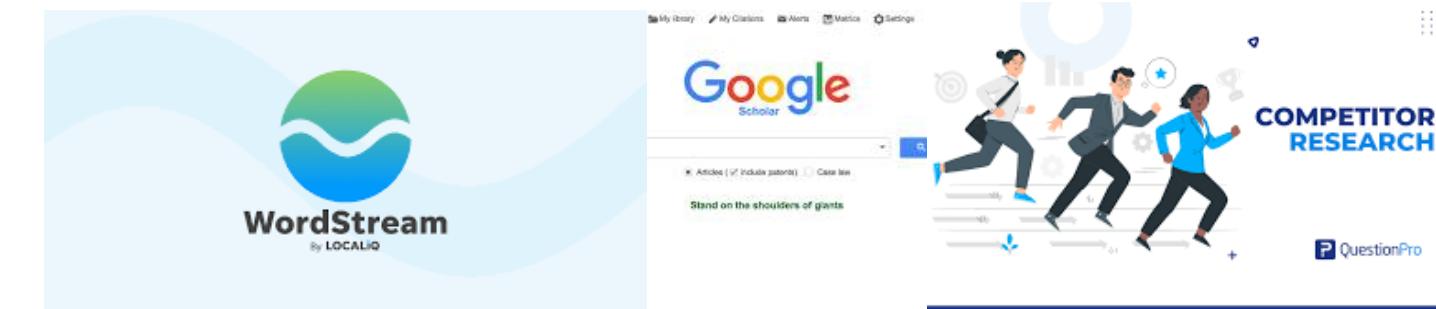
SEO STRATEGY PLAN

- 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



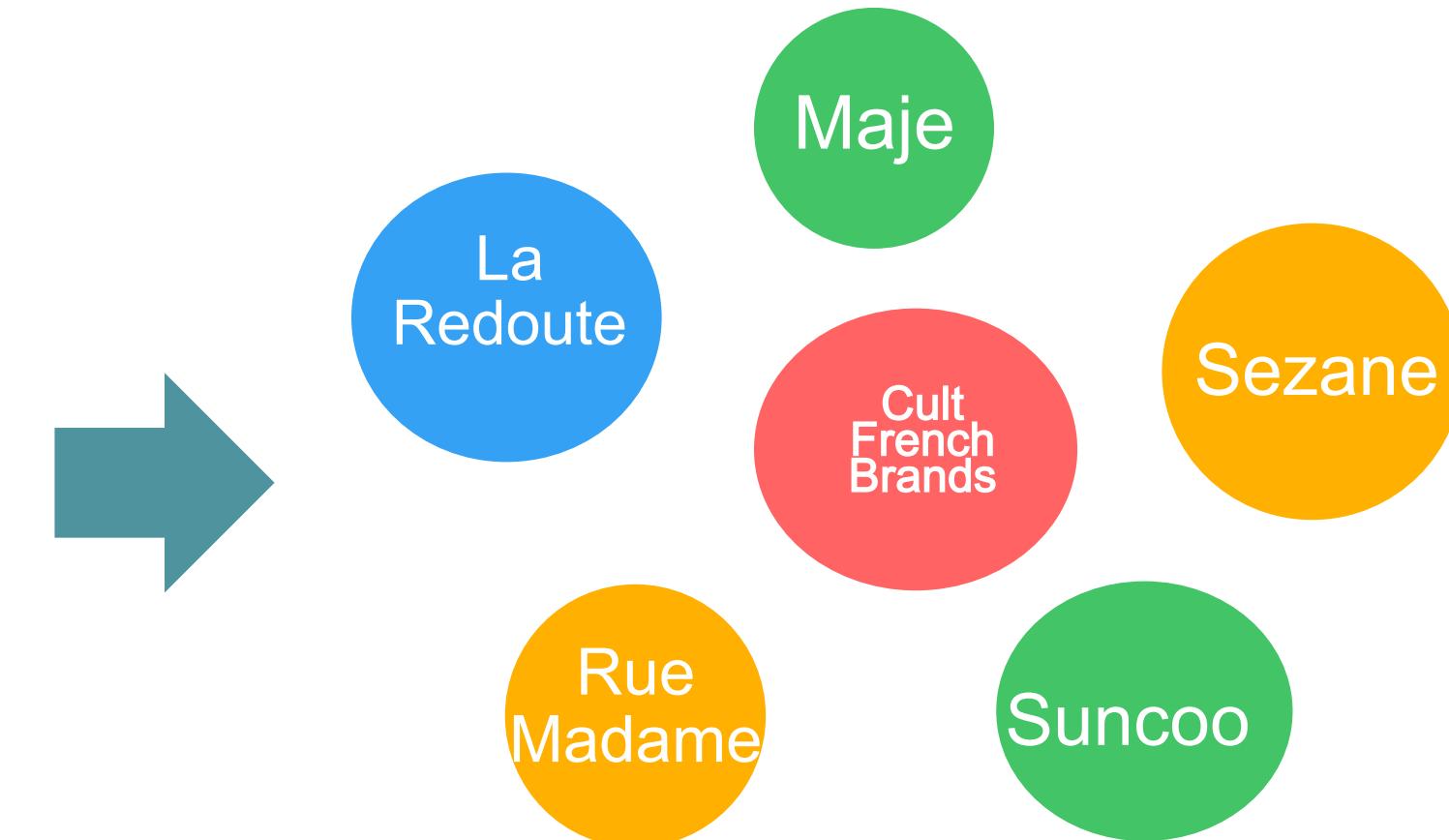
SEO STRATEGY PLAN

• Competitor Analysis

01

Identify Top SEO Competitors:

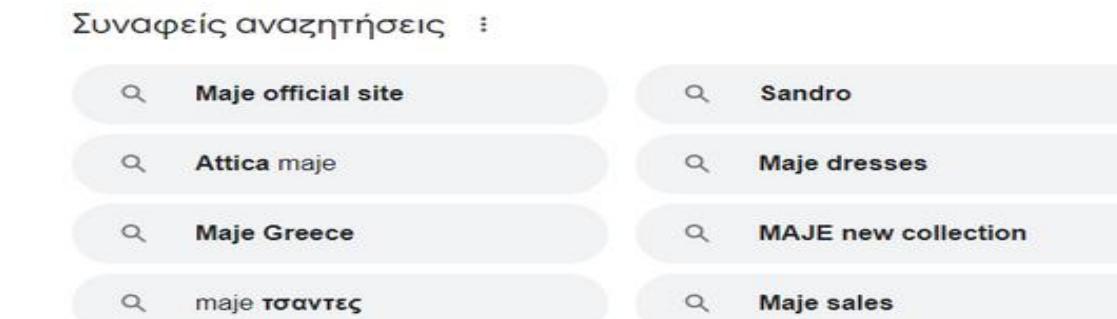
Process: Identify domains ranking on top of Google search engine (SERP) by entering top keywords, repeating & evaluating



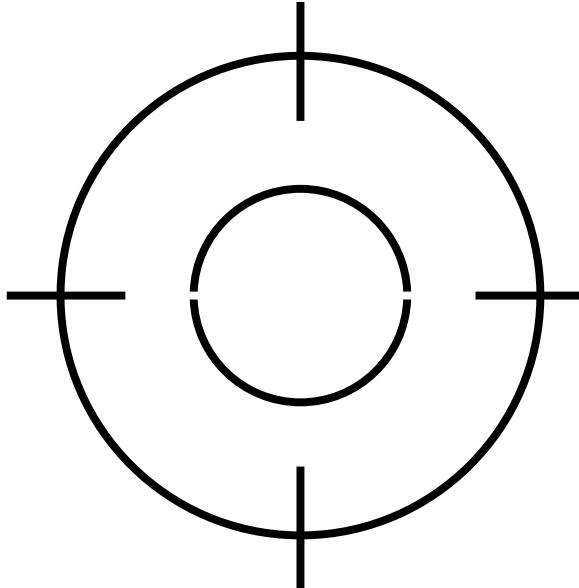
02

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**



Competitor SEO Performance Analysis



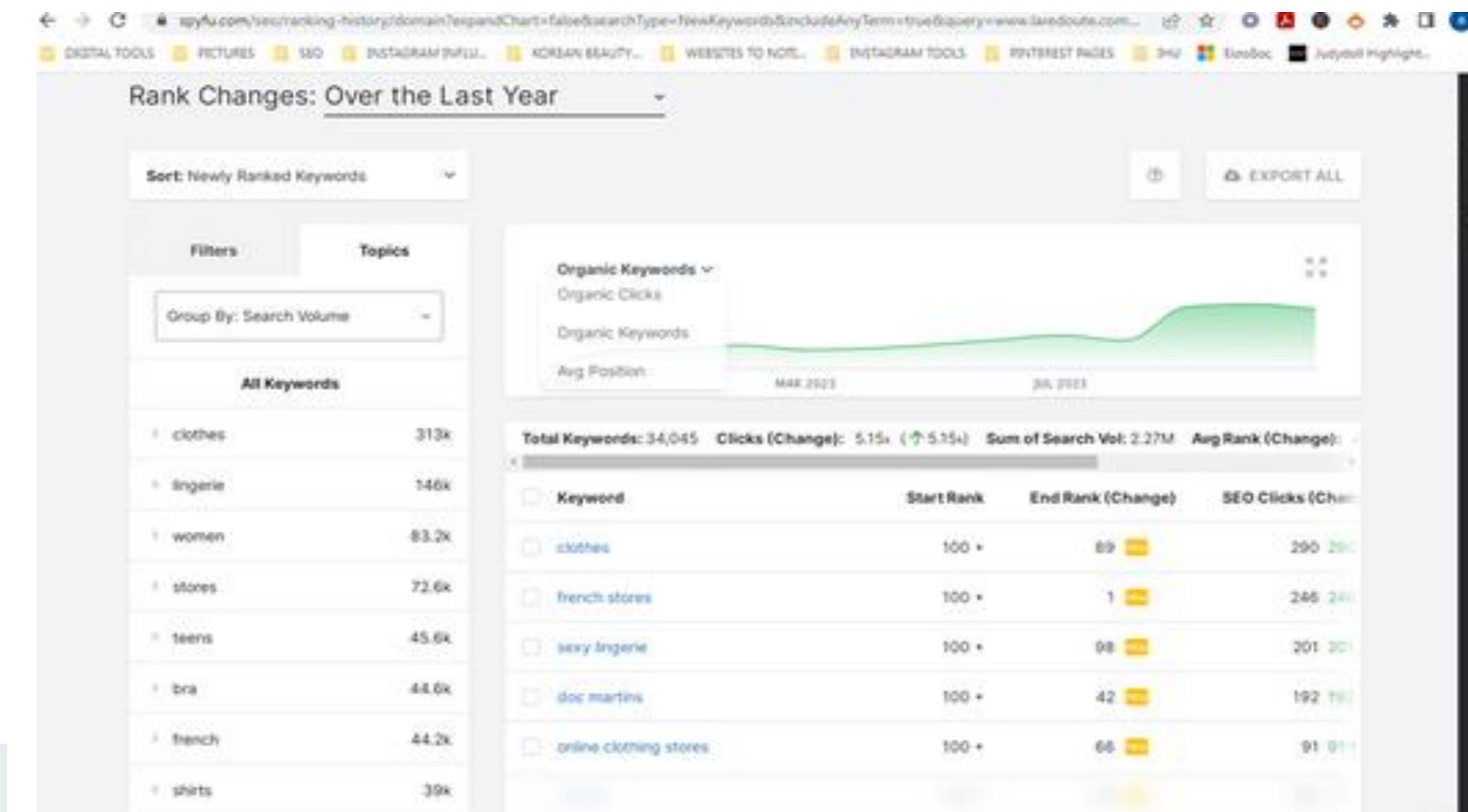
GOAL

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).

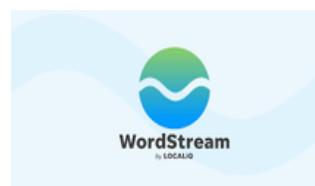
Not ranking for keywords that competitors rank for, gives valuable **insights on their competitiveness and the focus of own strategy**, also keyword rank changes, newly ranking keywords, branded / unbranded.



SpyFu

SEMRUSH

Ubersuggest



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

Domain Overview: [sezane.com](#)

Worldwide Nov 19, 2023

Overview Compare domains Growth report Compare by countries

Authority Score 58	Organic Search Traffic 1.6M +2.2% View details	Paid Search Traffic 1K -95% View details	Backlinks 2.6M
Semrush Domain Rank 11.2K	Keywords 335.3K	Keywords 13	Referring Domains 17.3K
Engagement metrics October 2023 Pages/Visits 7.73 Avg. Visit Duration 09:09 Bounce rate 27.21% Show all			

Export to PDF

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	1.6M	335.3K
FR	50%	791.4K	80.7K
US	13%	208.4K	81K
UK	6.8%	106.9K	26.4K
Other	30%	475.9K	147.2K

1M 6M 1Y 2Y All time

Organic Traffic 1,582,586/month

Organic Traffic Paid Traffic

Organic Research

Top Organic Keywords 80,493

Keyword	Intent	Pos.	Volume	CPC (US...)	Traffic...
sezane >>	N	1	110K	1.87	42.22
sézane >>	N	1	12.1K	1.57	4.64
sezanne >>	N	1	9.9K	1.87	3.80
sezane clothing >>	N	1	9.9K	1.93	3.80
sezane us >>	N	1	8.1K	1.55	3.10

Keywords by Intent

Intent	Keywords	Traffic	
Informational	21.8%	20.4K	27.8K
Navigational	6.8%	6.4K	171.8K
Commercial	49.7%	46.6K	4K
Transactional	21.7%	20.3K	57.9K

[View details](#)

Branded Traffic Trend

Branded vs. Non-Branded Traffic

[View details](#)

Backlinks Worldwide All time

Backlinks Referring Page Title / Referring Page URL Anchor Text / Link URL Type

https://sezane.com/produ...	https://www.sezane.com/us/produ...	follow
https://fr.fashionjobs.com/emploi/...	http://www.sezane.com/	follow
http://soisbelleetparle.fr/	https://www.sezane.com/fr/	follow
http://soisbelleetparle.fr/	bracelet Léo	follow
http://soisbelleetparle.fr/	chemise Tomboy Sézane	follow

Follow vs Nofollow Follow links 2.61K Nofollow links 29.96K [View details](#)

Backlink Types

Text	23%	607.9K
Image	77%	2K
Form	<1%	61
Frame	<1%	1

Main Organic Competitors 12,073

Competitor	Com. Level	Com. Keywords	SE Keywords
mademoiselle.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	

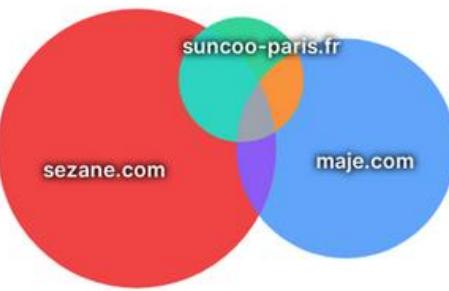
TOP KEYWORDS BY COUNTRY [17] [1,711] [83] [50]

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
sezane madrid	50	5	1
arab perfume tiktok	70	44	0
belgium national dress	90	75	0

Competitor SEO Performance Analysis(Cont'd)

02 Tool Driven Monitoring

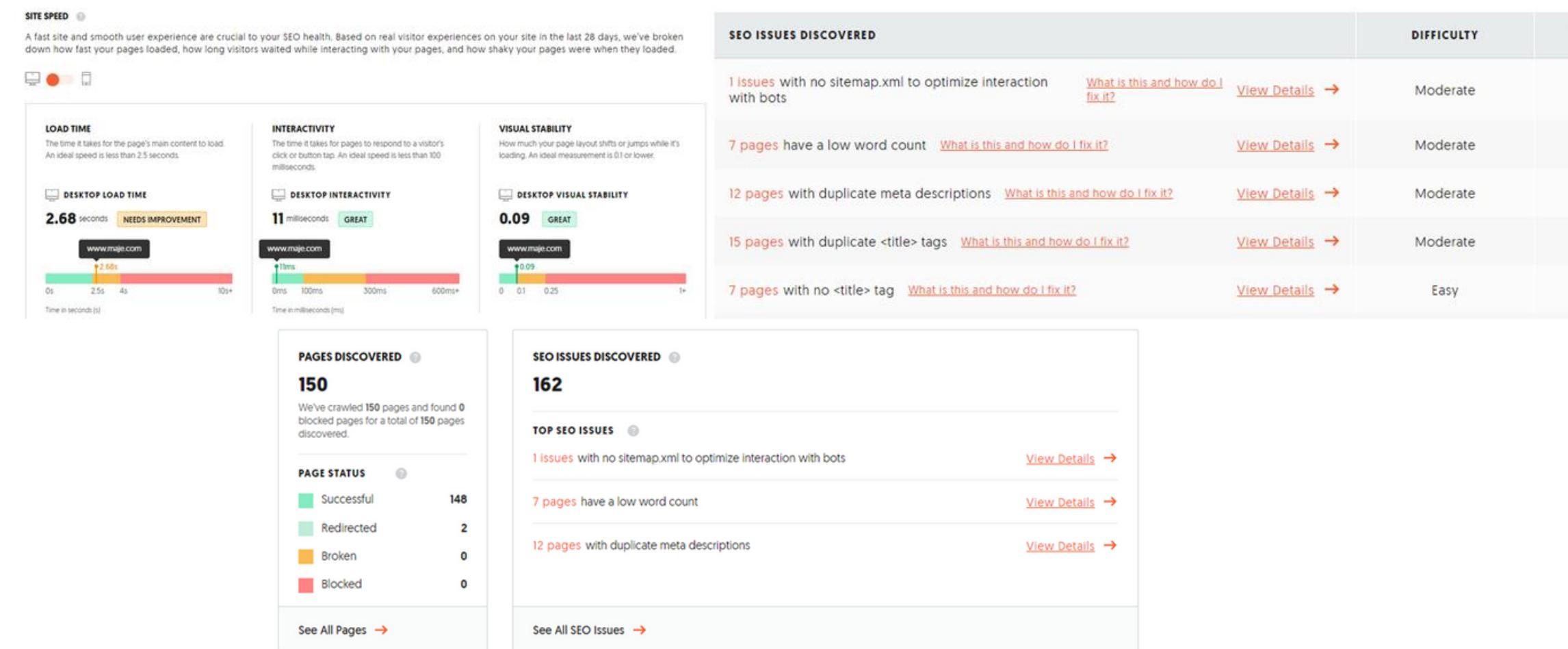
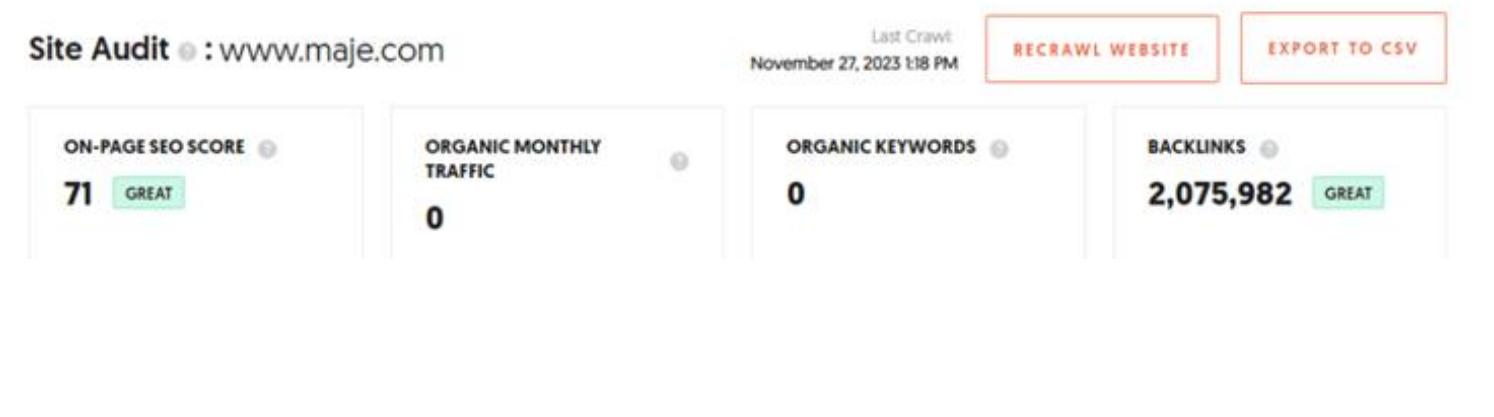
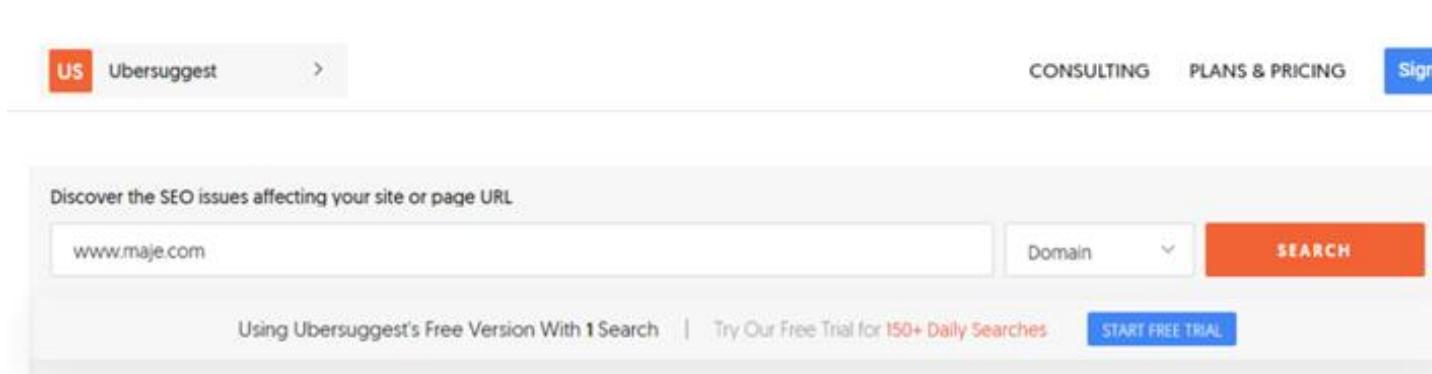
Brand Competitor: Sezane



Shared keywords that competitors rank/bid for



Site Health Audit - Brand Competitor: Majé



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.

S suncoo-paris.com
https://www.suncoo-paris.com

SUNCOO: Women's Fashion Clothes

Suncoo, original creations mixing print, noble matter and high quality. Discover creative, timeless and affordable parisian fashion made to fit you in your ...

Brand Competitor: Suncoo

The BROWSEO interface displays the following analysis for the Suncoo website:

- Free delivery from 200 euros purchase in metropolitan France and Belgium.**
- Response:** Response-Code: 200 (OK)
- Text Information:** Words: 645, Internal Links: 84, External Links: 9, Nofollow Links: 0
- Head:** Microdata: RDFa, title: Women's Fashion Clothes | SUNCOO (32 characters), canonical: https://www.suncoo-paris.com, copyright: © Suncoo Paris, google-site-verification: 2lmt744MEILWb-KPAzOAIqmPxV5ZnBEVUAKK0M, keywords: Suncoo Paris, description: Suncoo, original creations mixing print, noble matter and high quality. Discover creative, timeless and affordable parisian fashion made to fit you in your everyday life (170 characters), robots: INDEX, FOLLOW, identifier-url: https://www.suncoo-paris.com, html_title: Suncoo Paris
- Headings:** H1: FALL - WINTER 2023 BLACK FRIDAY, H2: Japon - High-waisted checked pants, H3: Flavia - High-waisted checked short skirt, H3: Fiona - Wool striped short skirt, H3: Darcy - Wool blazer striped jacket, H3: Eden - Checked short coat, H3: Dixie - Check blazer jacket, H2: suncoogirls, H2: Suncoo's Spirit, H4: Functional Cookies (Mandatory), H4: Marketing and other cookies, H4: Google Analytics cookies, H2: Collection, H3: Jackets, H3: Coats, H3: Dresses, H3: Skirts, H3: Pants, H3: Jumpsuits
- SERP Preview:** Women's Fashion Clothes | 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

READABILITY TEST RESULTS:

Your page (<https://www.suncoo-paris.com/>) has an average reading ease of about 59.4 of 100. It should be easily understood by 12 to 13 year olds.



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

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)

Focus: Best Practices from the start

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

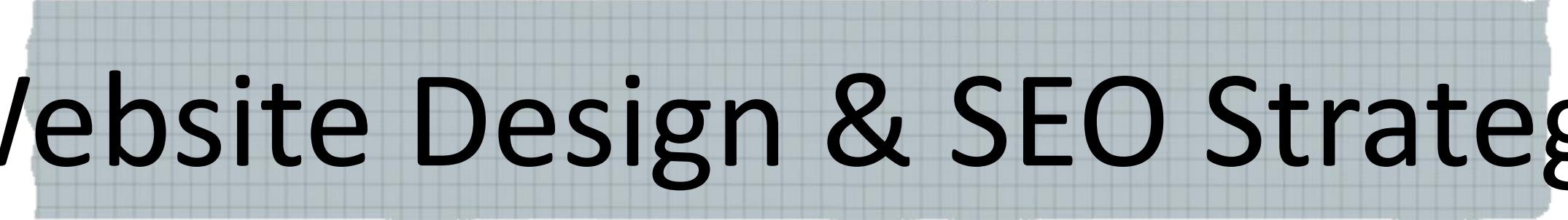
ON-PAGE SEO

GOAL
Website elements
optimization to rank
higher in SE

PROCESS
Deploy structured and
organized techniques

FOCUS
Creating high value,
original content

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



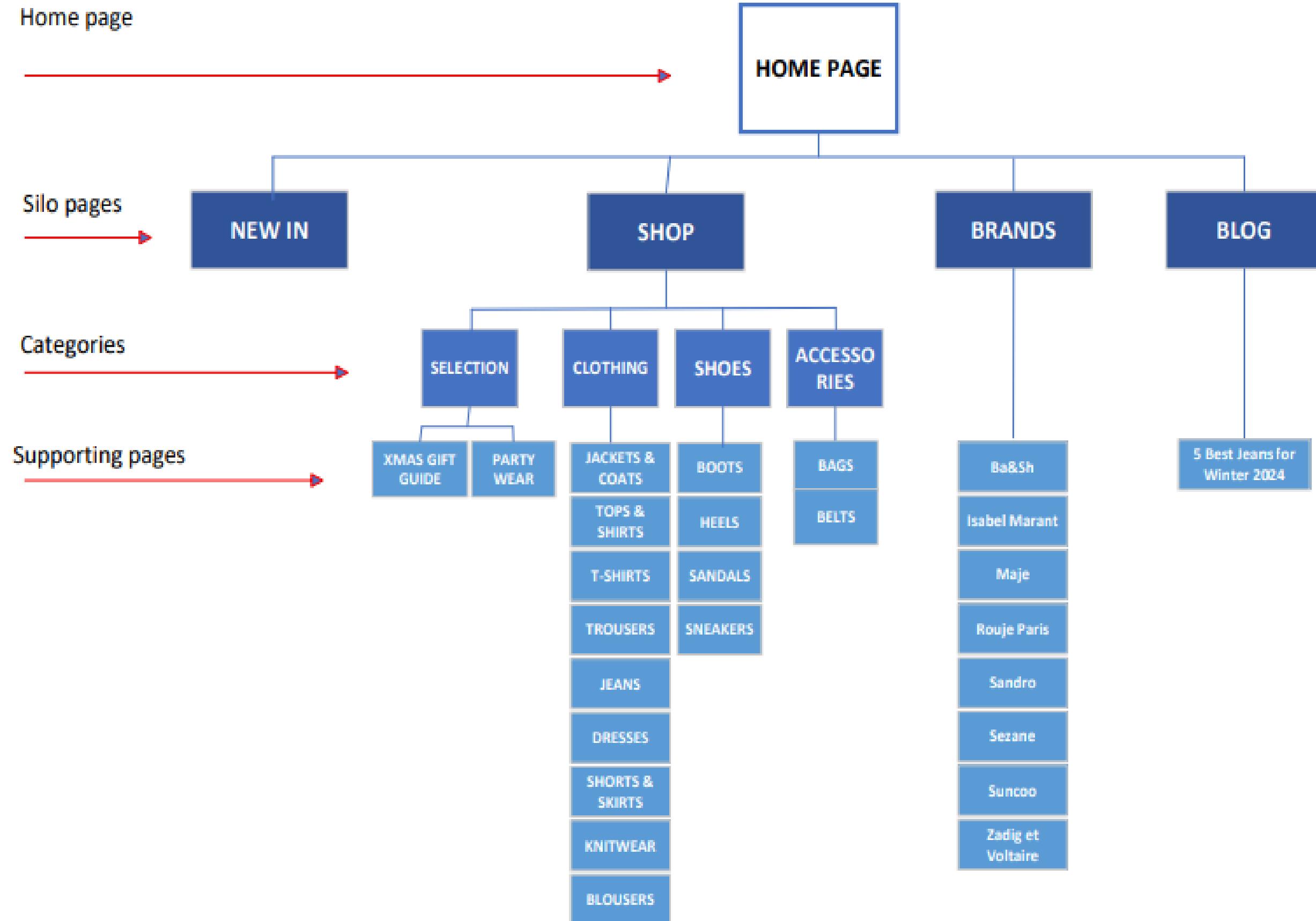
Website Design & SEO Strategy

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

SUPPORT

Track my order

Exchanges & returns

FAQ

Contact form

Sitemap



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](#).

This XML Sitemap Index file contains 6 sitemaps.

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

 **XML-Sitemaps.com** PRO SITEMAPS UNLIMITED GENERATOR

XML Validation Results

✓ No issues detected

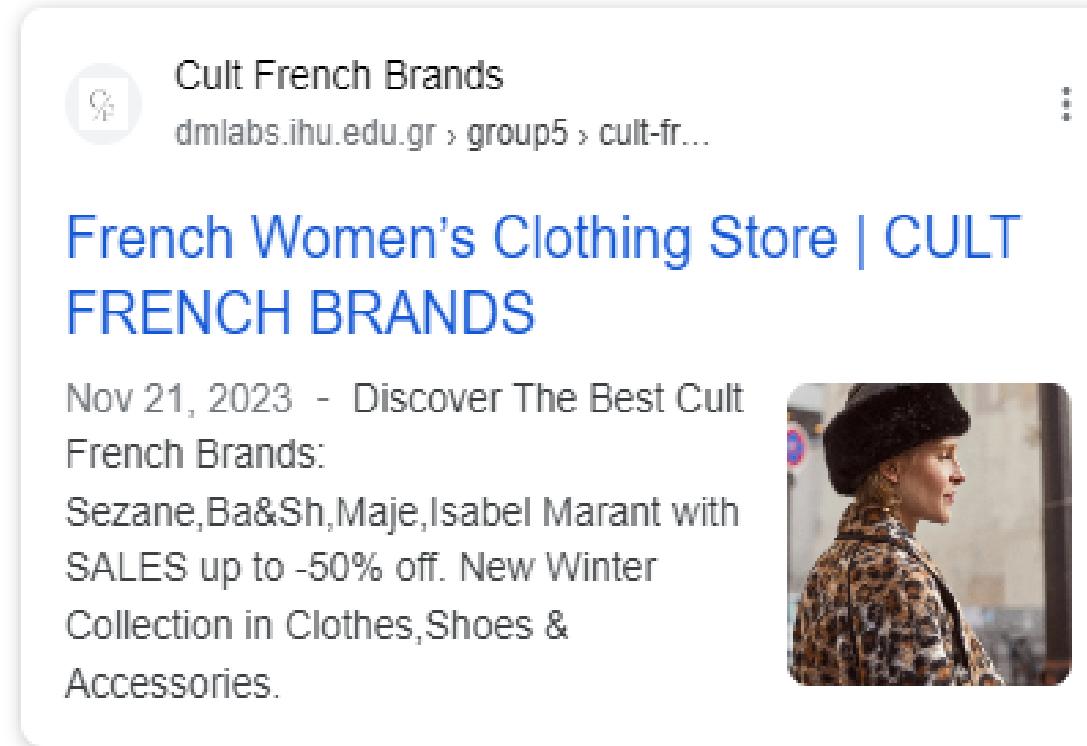
Sitemap URL	https://dmlabs.iuh.edu.gr/group5/sitemap_index.xml
Character Set	UTF-8
Sitemap is valid	Yes
Warnings	-
Errors	-

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/dresses/long-sleeve-dress-harper/

FAVICON: Visual consistency , Brand Recognition

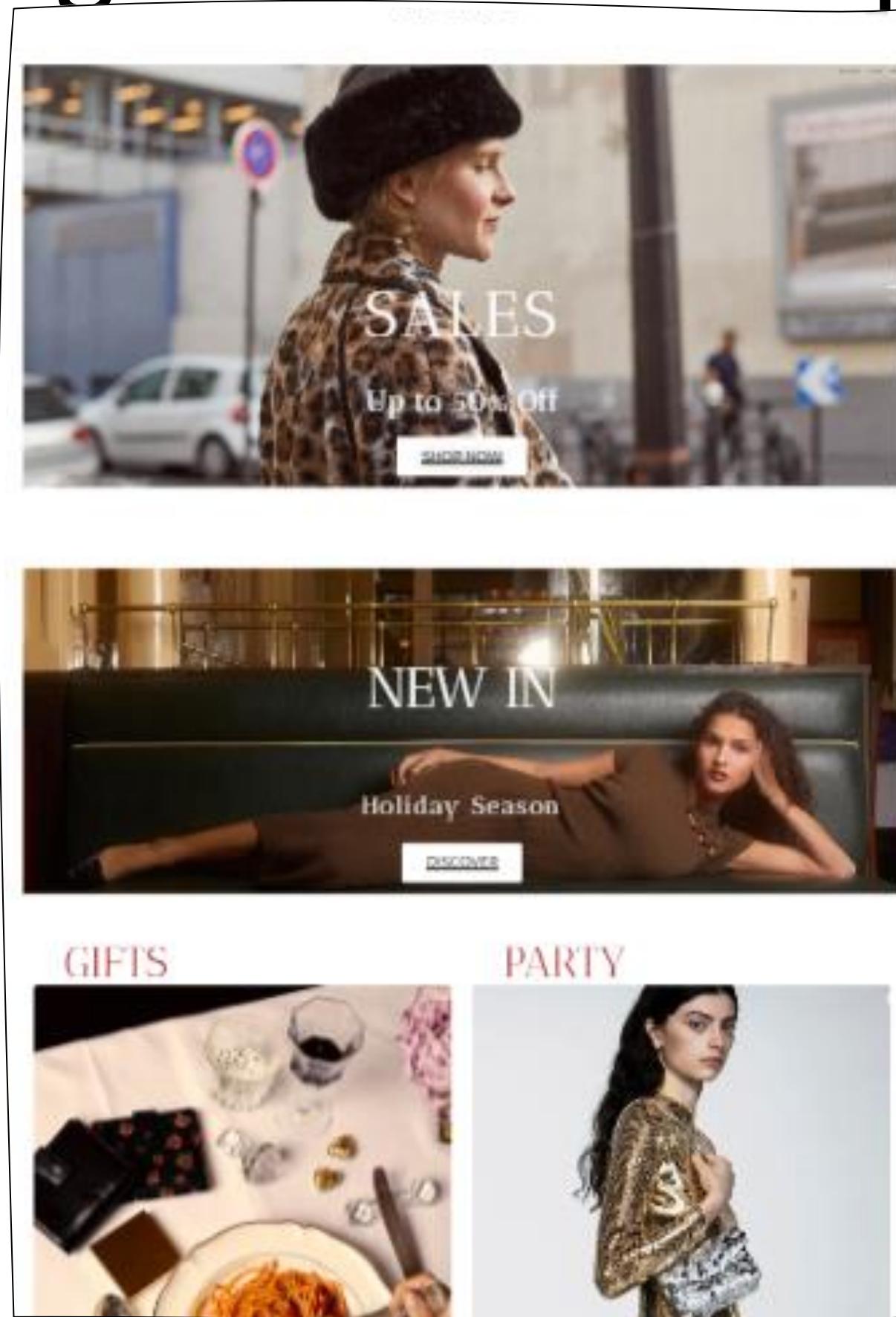


On-Page SEO: Page & Content Optimization

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)



CULT FRENCH BRANDS

NEW IN SHOP ▾ BRANDS ▾ BLOG

- SELECTION >
- CLOTHING > Jackets & Coats
- SHOES > Tops & Shirts
- ACCESSORIES > T-shirts
- Trousers
- Jeans
- Dresses
- Shorts & Skirts

FREE DELIVERY & RETURNS SECURE PAYMENT SUBSCRIBE 00800 726 376 00

Join #CULTFRENCHBRANDS
Get 10% off your first order!

Email SUBSCRIBE

ABOUT

- Our company
- Careers
- Legal notice
- Privacy policy
- Terms and conditions
- Cookies management

SUPPORT

- Track my order
- Exchanges & returns
- FAQ
- Contact form

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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: discover gifts for your loved ones
[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.
Title: gift

Optimizing Product Listing and Blog Posts

Keyword Research

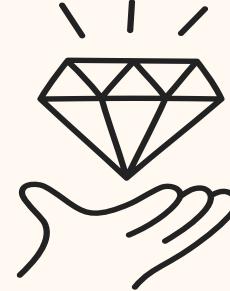
- **Tools:** WordStream and Google KeywordPlanner-> organize our keywords
Google trends ->further understand the seasonal popularity of certain keywords
- **Competitor's keyword analysis:** we used tools like Moz to identify the keywords that our competitors were ranking for
- **Long and mid tail keywords 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](#)
- [Draped front with short sleeves](#)

Blog Post Optimization



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

1. Title

5 Best Jeans for Winter 2024

4. Meta description

call to action,
unique, informative
meta description.

2. Headers

5. Photos

high- quality
photos that
include alt-texts

3. Keywords

keywords like
high-waisted
wide leg jeans

6. Links

December 4, 2023 cdami

Discover the 5 Best Jeans for Winter 2024

Discover the 5 best jeans for winter 2024. Jeans have been an essential piece for every woman's wardrobe for decades. You can wear them for every occasion, dress them up or down, and wear them with sneakers or heels. You can always go right with wearing jeans. Below, you can find the top 5 jeans for the upcoming winter to keep up with the trends and be the fashion icon of your dreams.

1. High-waisted wide leg jeans

High-waisted wide-leg jeans are a trend in recent years. It is a flattering piece that every woman should own. Try to keep it simple and pair it with ankle boots or sneakers, a simple t-shirt and a blazer or jumper.



On-page SEO for Product Listings

Home / All / Dresses / Black Long Dress-Isabel Marant NADELA

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

Material: 100% Organic cotton

S M L XL

5 in stock

- 1 + ADD TO CART

♡ Add to Wishlist

SKU: 10

CATEGORIES: D

Description Additional information



We present you our new Isabel Marant sophisticated NADELA black long dress, suitable for any event, including dinners, parties and other events. You won't need to worry about this dress. In addition, that dress is very appropriate for a wide variety of occasions. People will notice you when you wear this dress. Because it is made of high-quality cotton, this garment is highly versatile and you can wear it during the day or evening.

When worn, the dress gives a curvy and attractive appearance thanks to the pleated detailing on the front of the dress. The sexy front split not only adds to the beauty of this piece but also makes it comfortable. You can wear it to your favourite city place and dance for the entire night. In addition, the short sleeves provide you with the opportunity to layer it. Wear it with your preferred tops, cardigans, and jackets whenever the weather shifts and it becomes cold.

A modern cotton black dress that will take your style to the next level is the item that you absolutely must have in your wardrobe. It is possible to wear it in the evening with sandals, heels, and some jewellery that is particularly dazzling. Second, you can also create an informal touch by wearing flats, a few accessories, and a denim jacket. This will allow you to dress it down and create a more relaxed atmosphere. Furthermore, regardless of the manner in which you choose to wear it, this dress will certainly become one of the most cherished pieces in your collection in a short amount of time. You should not wait any longer; go out and purchase your Nadela Isabel Marant dress right away!

Below you can find 5 ways to style a black long dress to become the fashionista you desire.

<https://www.masterclass.com/articles/how-to-style-a-black-dress>

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**

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

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

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



The screenshot shows the Yoast SEO analysis interface. At the top, there are four tabs: SEO, Readability, Schema, and Social. The Readability tab is selected. Below the tabs, the title 'Analysis results' is followed by a 'Problems (2)' section. The first problem is 'Word complexity: Is your vocabulary suited for a larger audience? [Yoast SEO Premium will tell you!](#)' with a green circular icon. The second problem is 'Passive voice: You're using enough active voice. That's great!' with a green circular icon. The next section is 'Consecutive sentences: There is enough variety in your sentences. That's great!' with a green circular icon. The following section is 'Subheading distribution: Great job!' with a green circular icon. The final section is 'Paragraph length: None of the paragraphs are too long. Great job!' with a green circular icon. At the bottom right of the analysis box is a small eye icon.

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

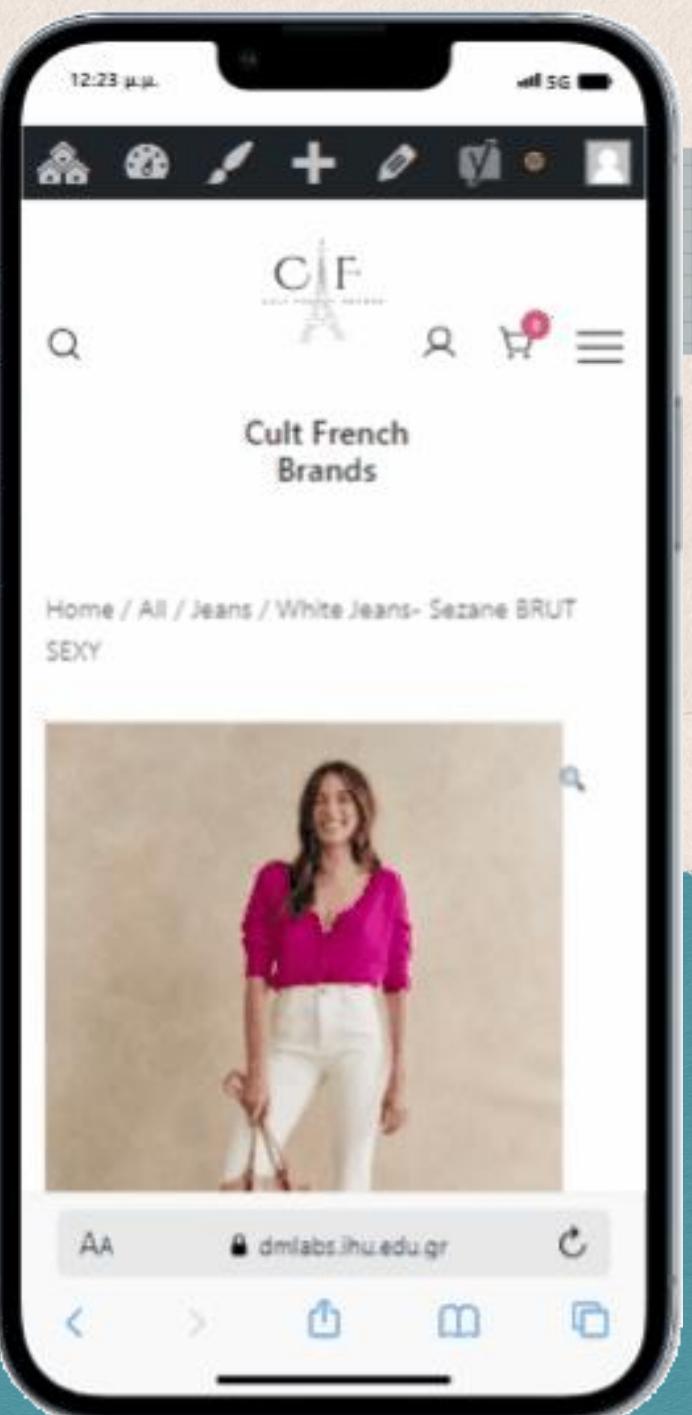
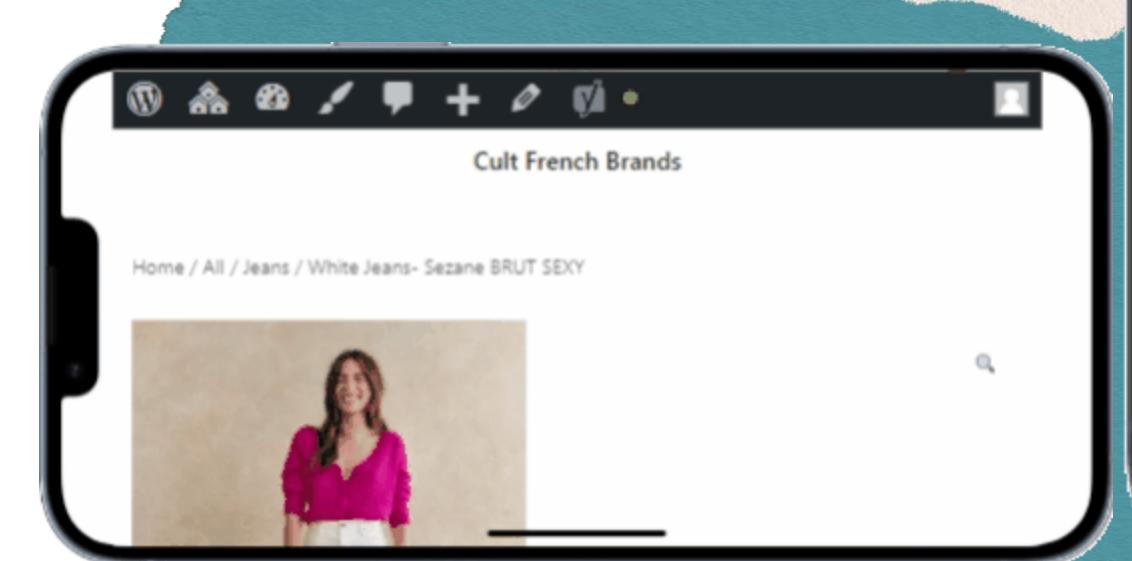
Responsiveness & Mobile Friendliness

- **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





“Lighthouse”

Chrome extension

Website Technical Issues Testing

PERFORMANCE

⚠ Minimize main-thread work — 8.1 s

Script Parsing & Compilation 1,926 ms

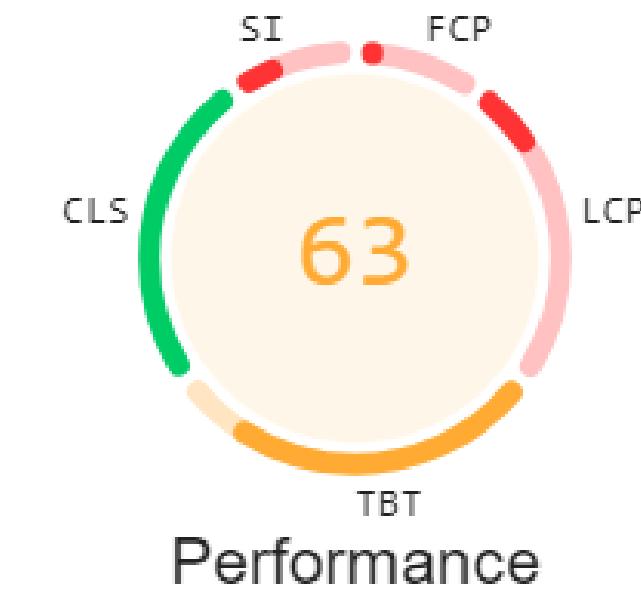
Script Evaluation 1,508 ms

- 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

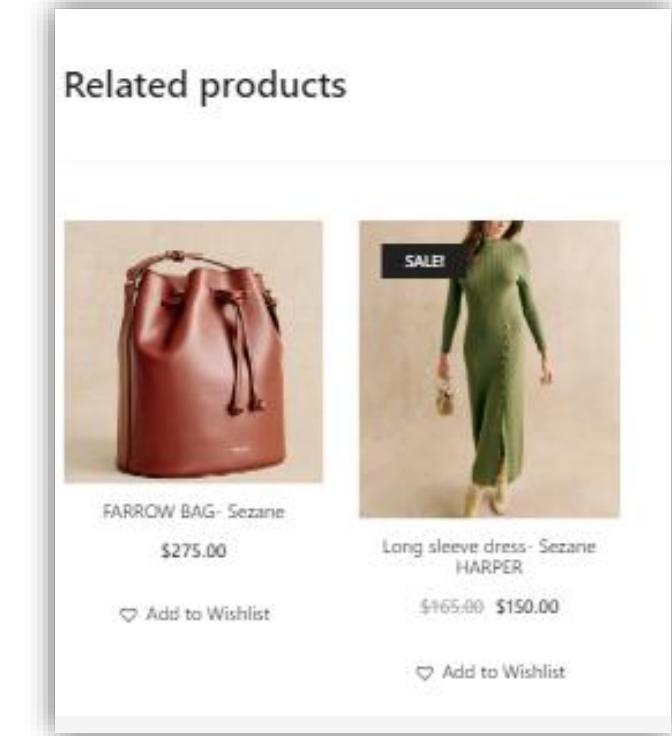
- **Lazy Load plugin:** it is used to only load the images when user scrolls down

▲ Largest Contentful Paint element — 5,050 ms

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



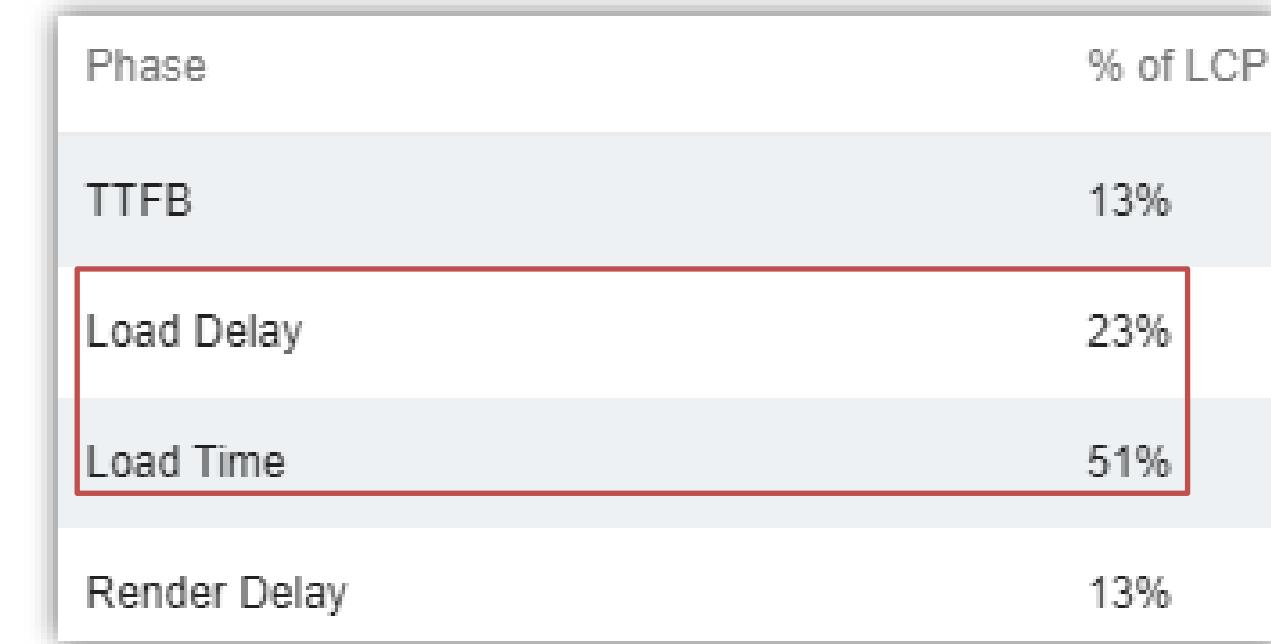
Cult French Brands
 sizes="(max-width: 250px) 100%, 250px" data-cs="1" data-kind="parent"/>
content/uploads/sites/12/2023/12/cropp... sizes="(max-width: 250px) 100%, 250px" data-cs="1" data-kind="parent"/>



ACCESSIBILITY



100% Properly designed for people with disabilities



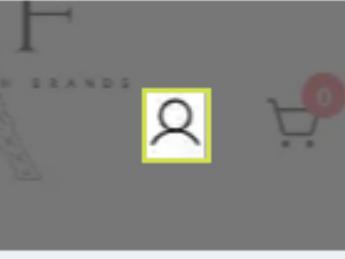
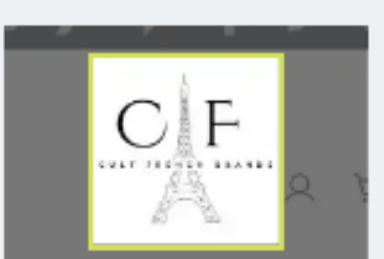
Website Technical Issues Testing



SEO

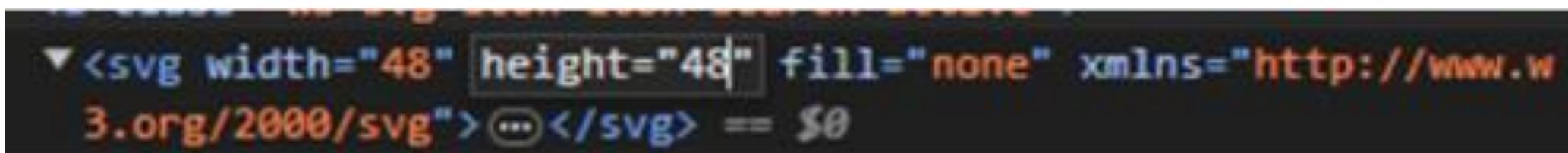


- Tap targets are not sized appropriately — 94% appropriately sized tap targets

Tap Target	Size	Overlapping Target
 <code><a class="header-item wc-account-link"</code>	24x26	 <code>Cult French Brands <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



•Adjustment of margin

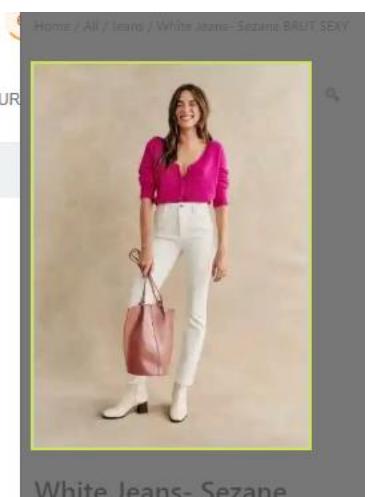
Use “margin” property to increase the spacing at 8px between tap targets that were too close like cart and account

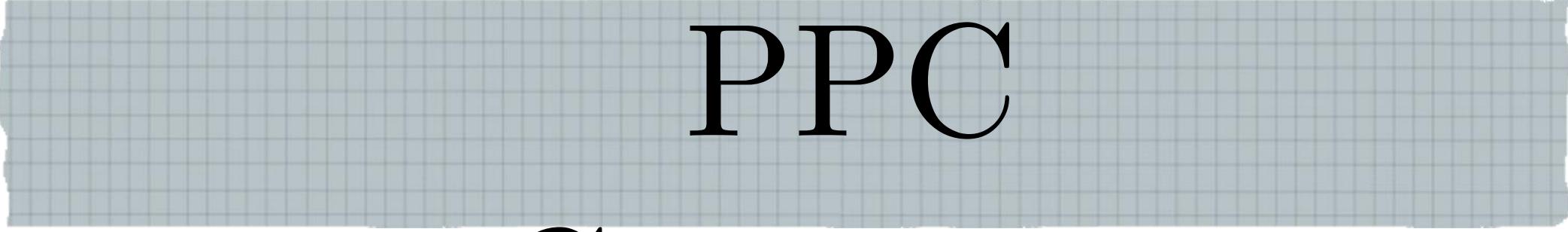
BEST PRACTICES

- ▲ Serves images with low resolution

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

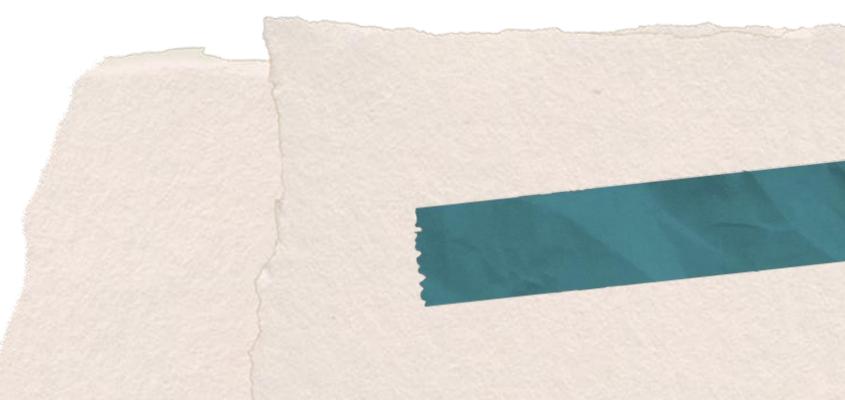
In this way we manage to keep balance between image quality and website speed.





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

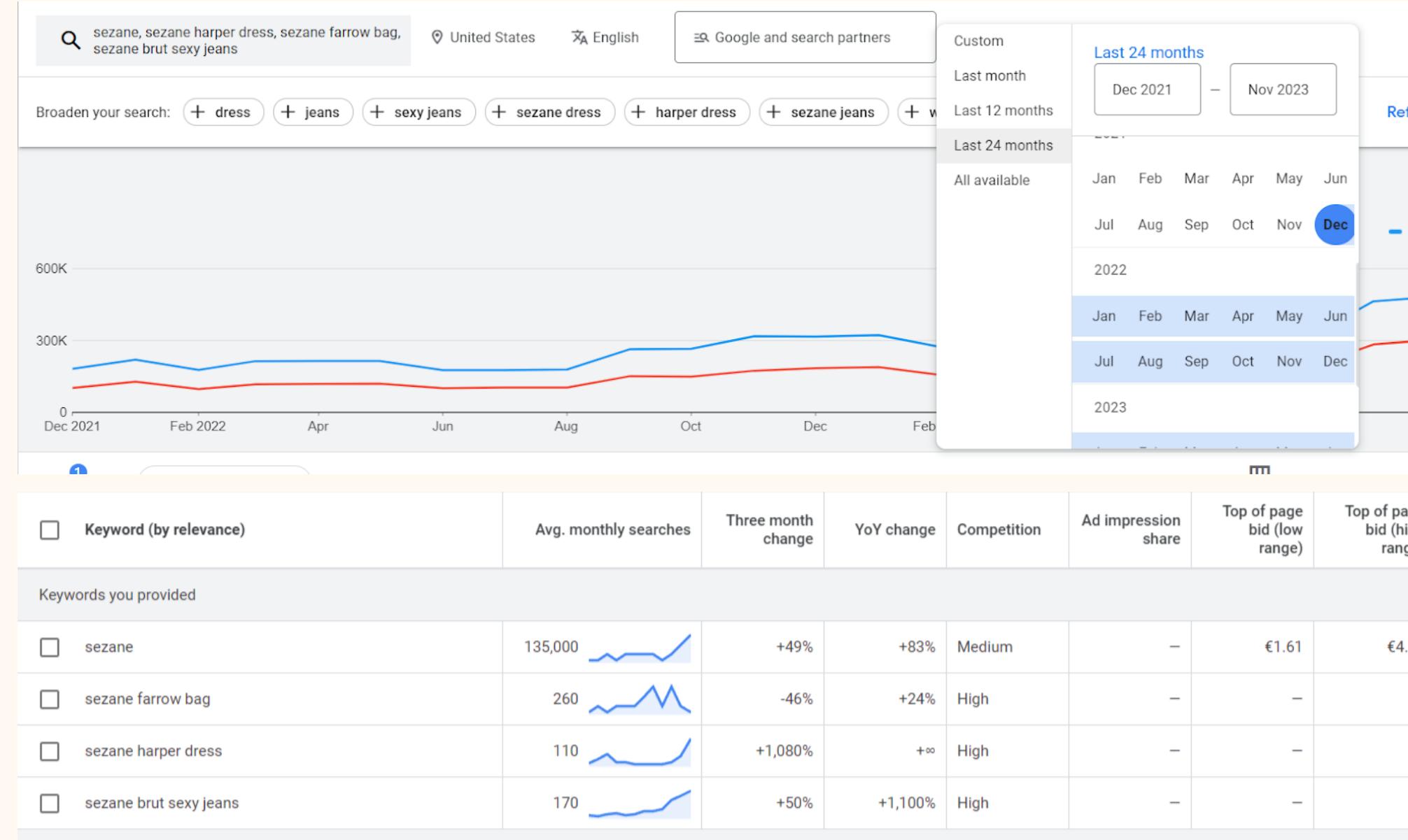
Brut Sexy Jeans

- 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



- 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

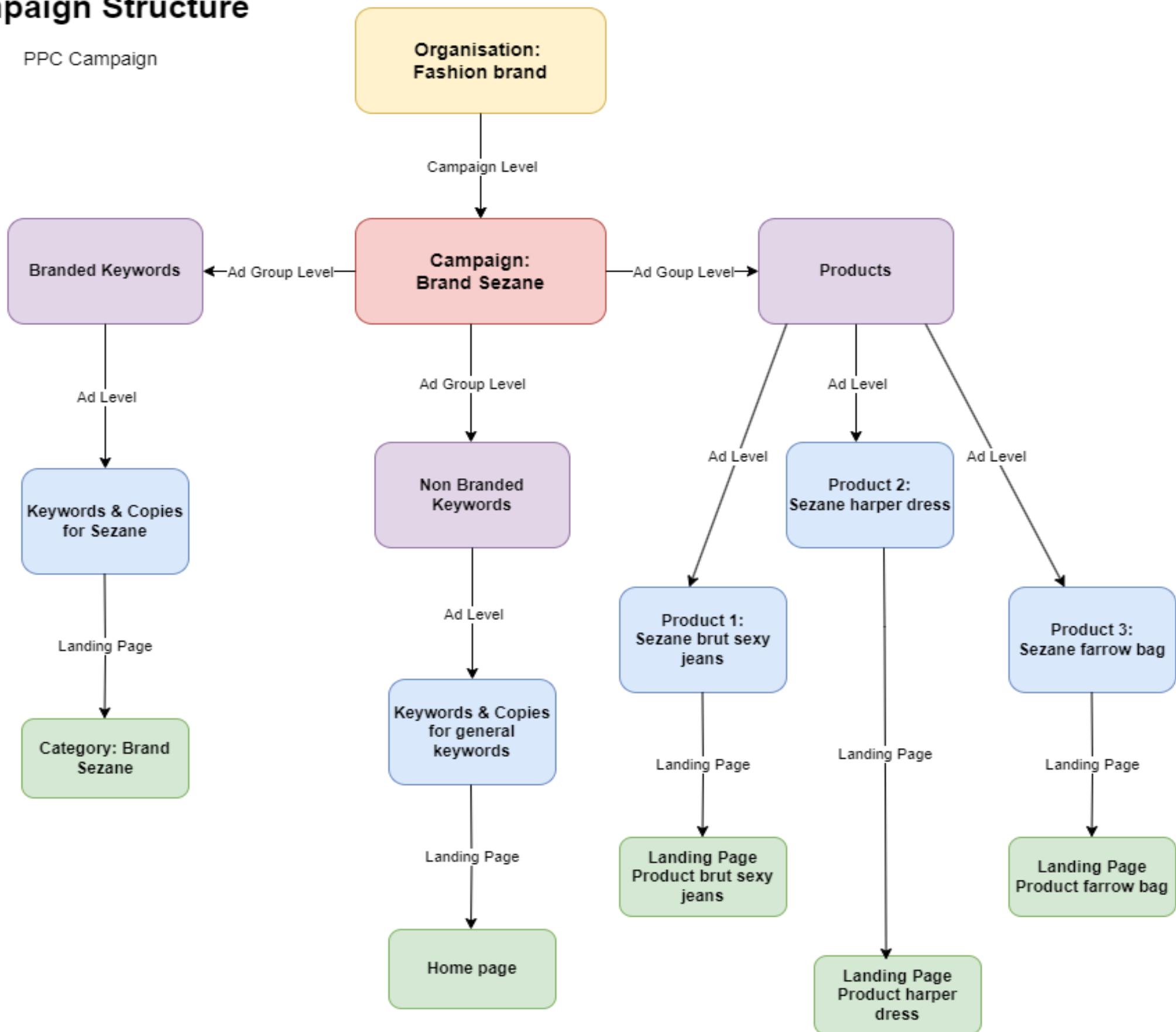
Results for our 3 products

- Research for the last 24 months
- Google & Google Partners
- Country: USA
- Language: English

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

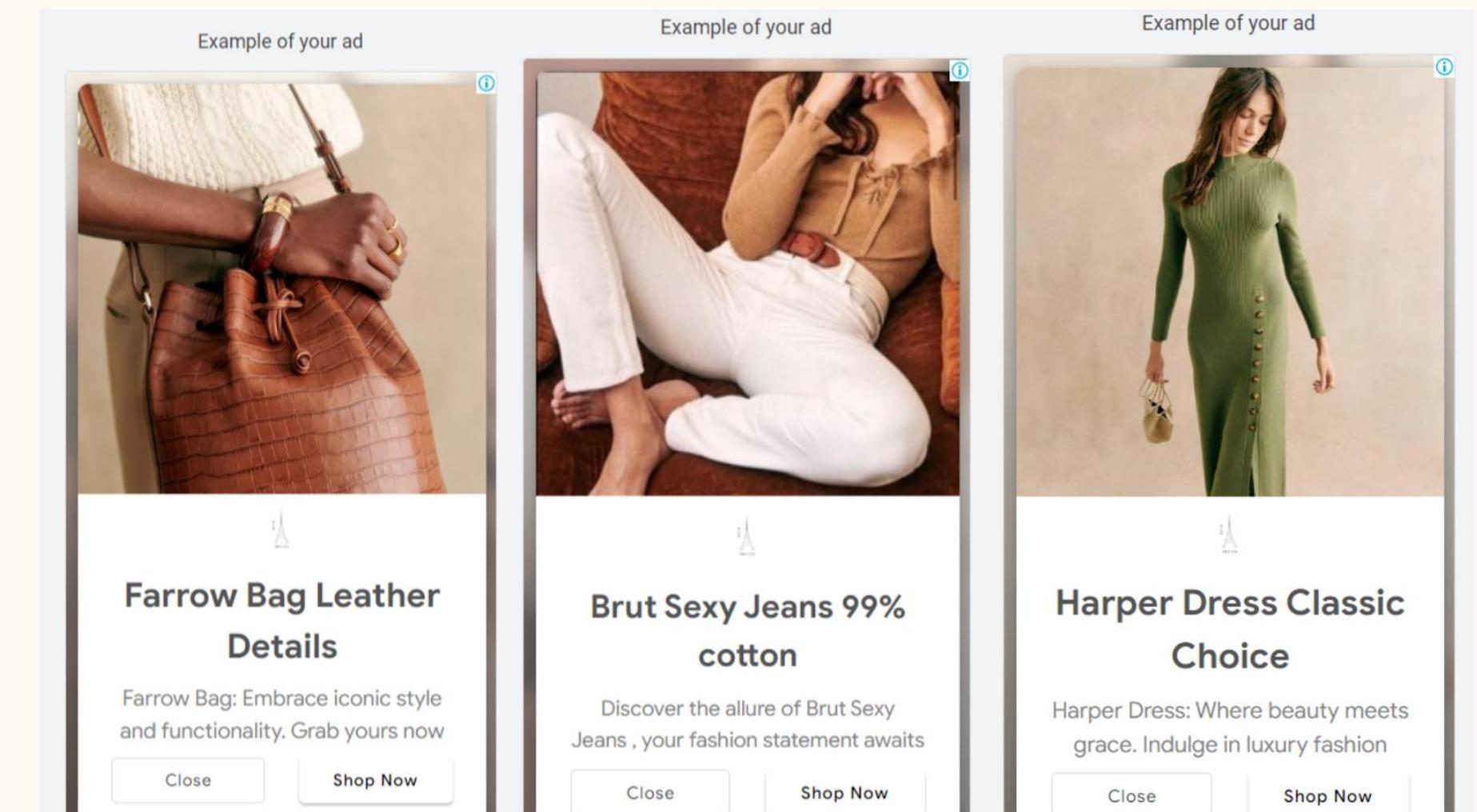
- Goal: Sales
- Name of the campaign: DISPLAY - SALES - US - SEZANE

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

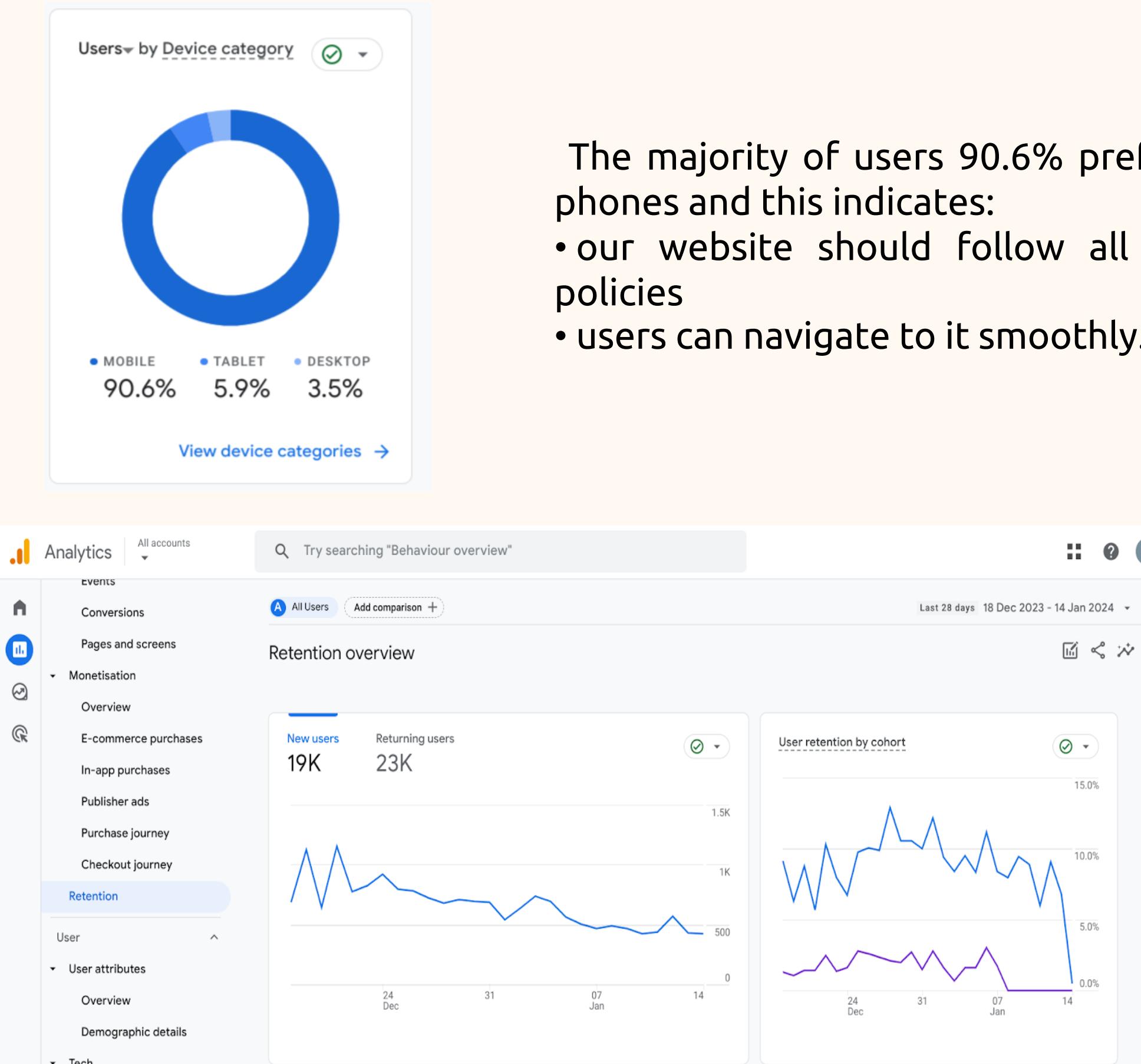
Google Analytics Reports

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



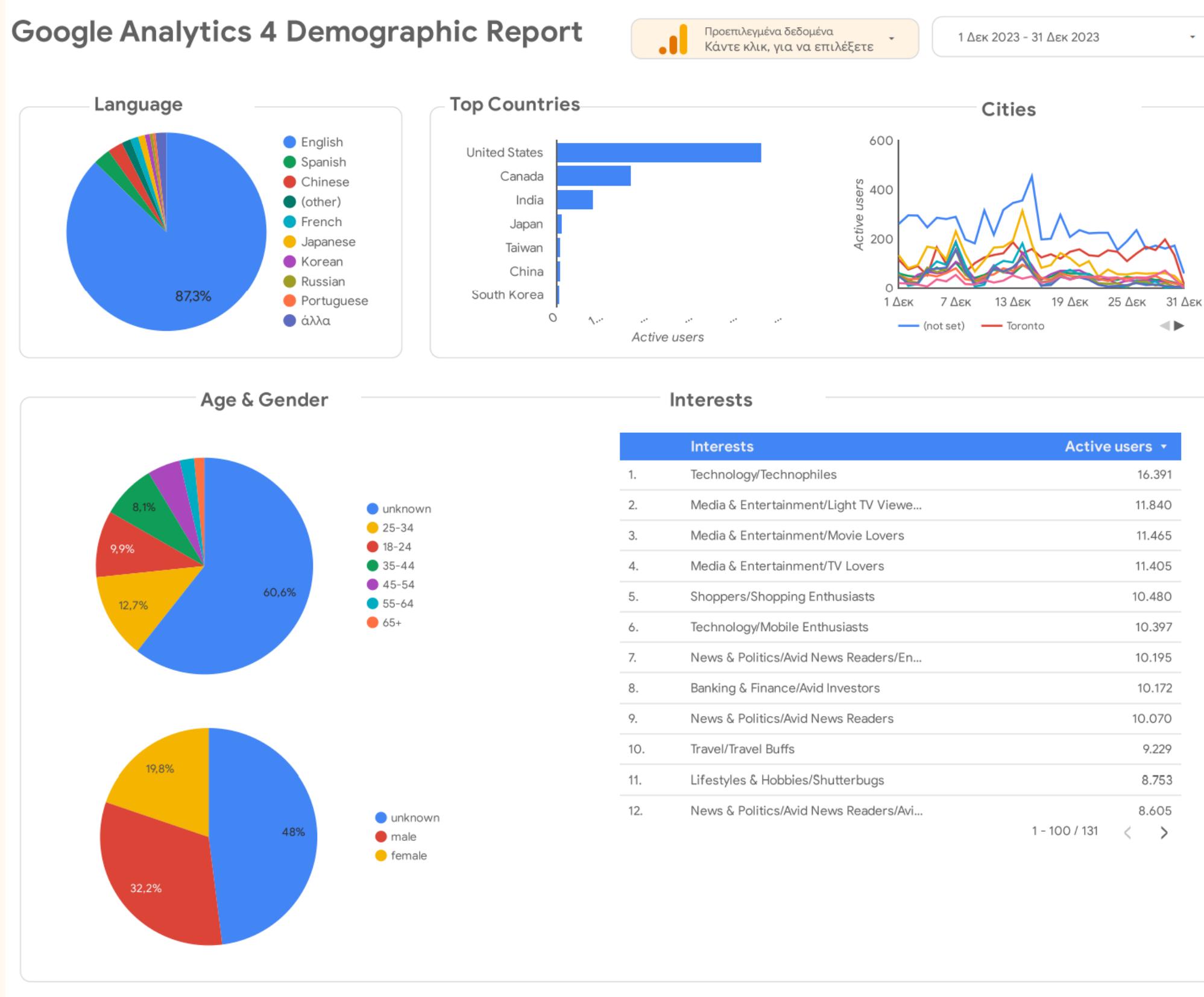
The majority of users 90.6% prefers to navigate with mobile phones and this indicates:

- 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



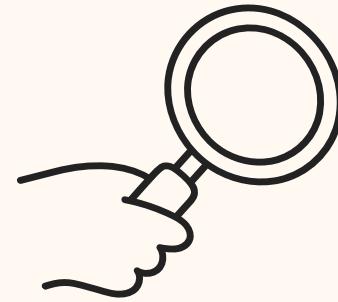
- **Language:** English 87.3% This indicates a significant preference for content and communication in English among our users.
- **Top Countries:** United States, Canada and India. This indicates that there is a universal interest in French products or a cultural affinity for French brands in these 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.*

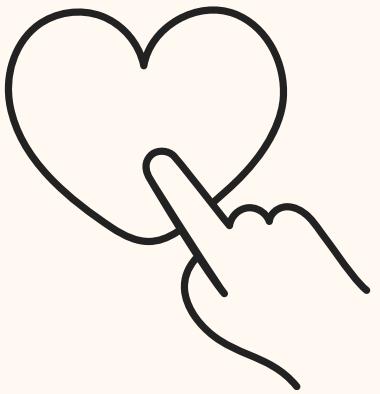
1. Awareness stage

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.



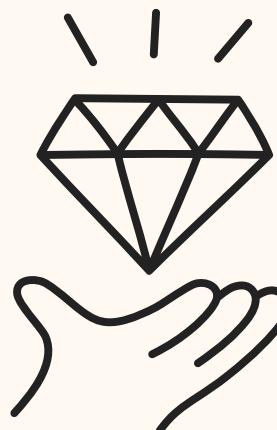
3. Decision stage

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



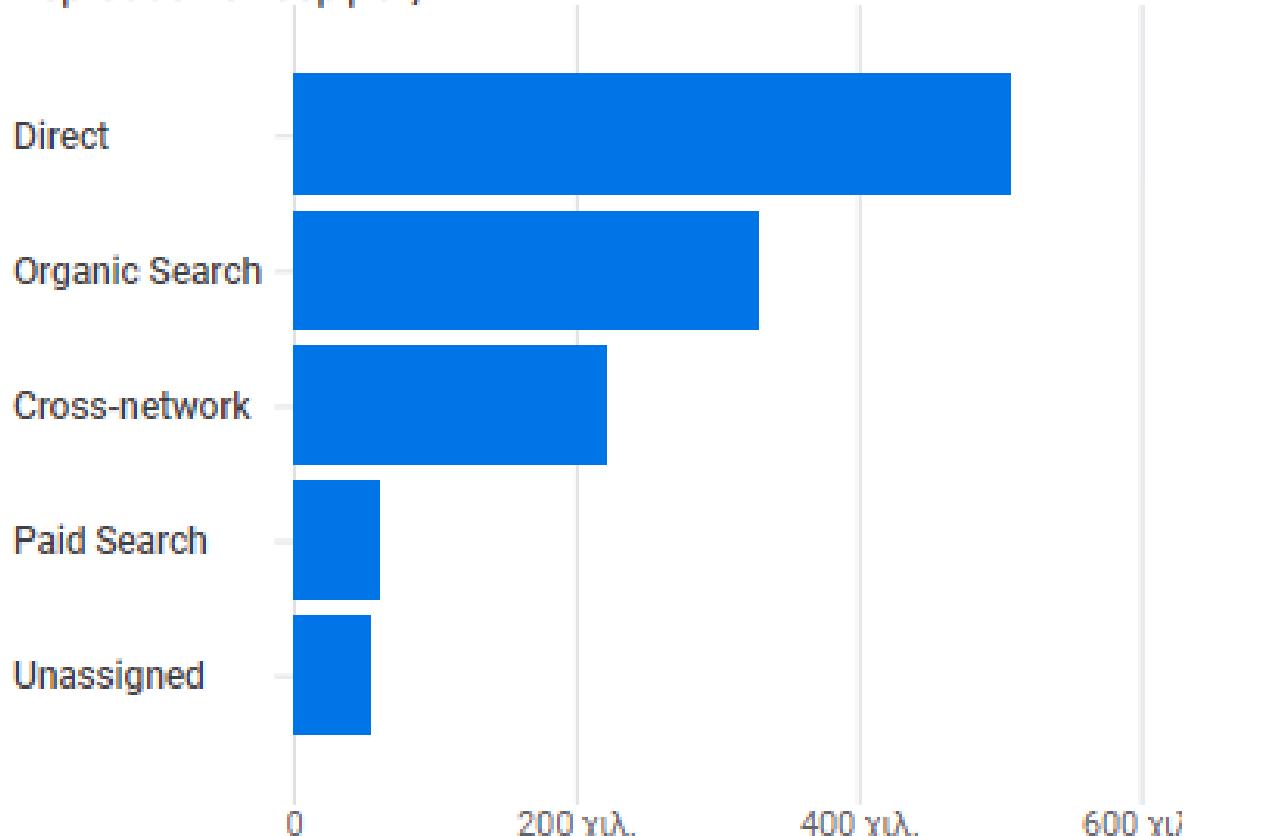
Awareness

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...

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

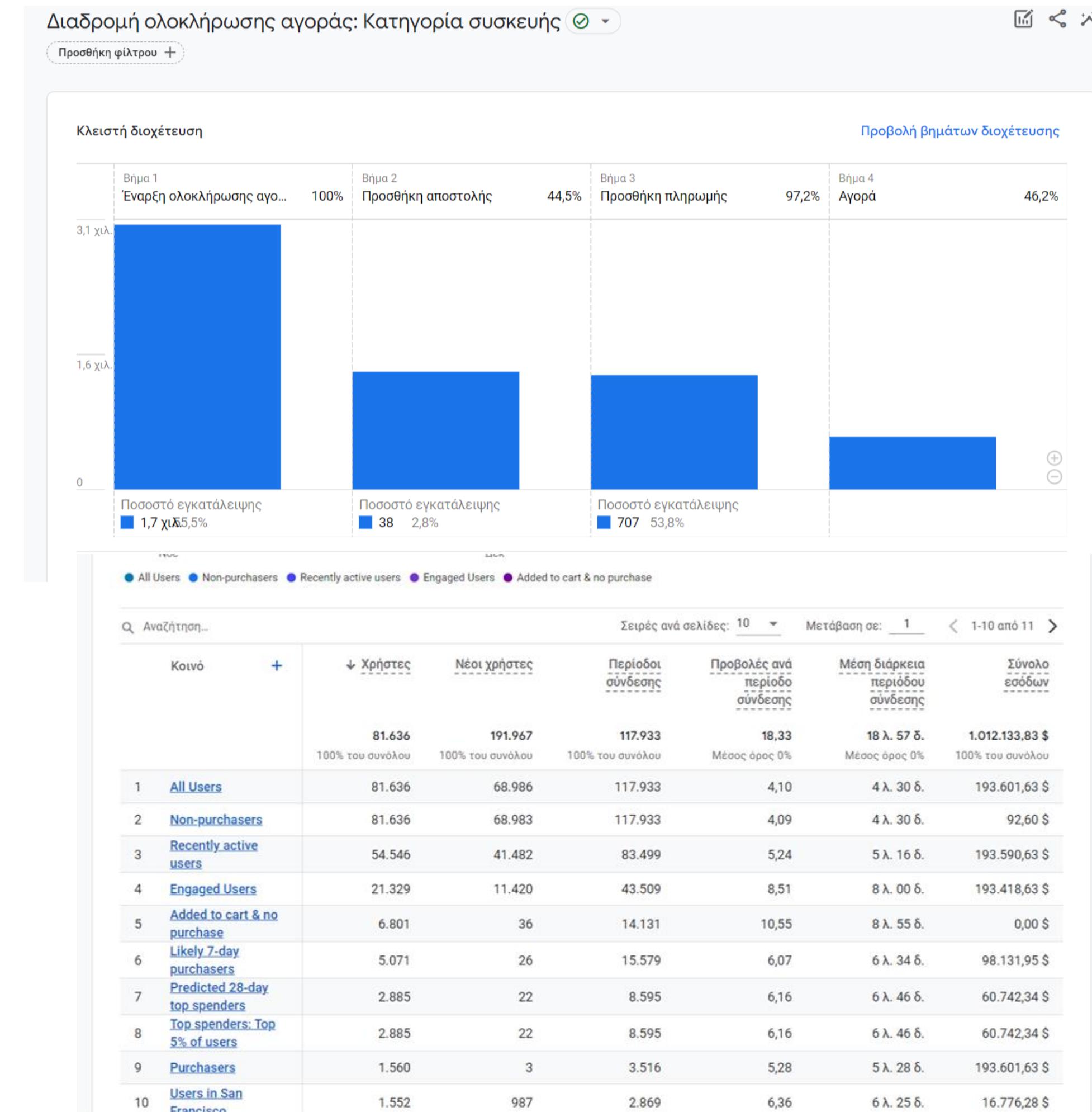
-simplify the checkout process -> by reducing the number of fields

➤ 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