DIGITAL MARKETING

FOR THE ONLINE E-COMMERCE BUSINESS

cultfrenchbrands.com

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DIGITAL MARKETING
MSC IN E-BUSINESS AND DIGITAL MARKETING 2023-2024
INTERNATIONAL HELLENIC UNIVERSITY

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A. WEBSITE AND SEO DIGITAL MARKETING STRATEGY

BUSINESS DESCRIPTION

Our client, Cult French Brands LLC, is a newly established online business based in France. The company's mission is to become an international destination for the very best in French fashion, selling a curated selection of the most exclusive French brands.

Under our appointment, the aim is to create an internationally renowned website as a unique destination for international customers from all over the globe, to discover the "Hall of Fame" of cult French fashion brands. In the fashion stratosphere, cult is a synonym for cool, captivating and exclusive; from new, highly-sought-after brand launches to fashion staples, customers will experience a unique, enhanced and unforgettable online shopping experience, focused on their satisfaction. In order to **ensure exclusivity,** the online store will offer at all times only the most iconic French fashion brands that have already gained a cult status, as well as new, up-and-coming brands that should be under customer radar. Our client would like to include a curated selection of brands, such as the already acclaimed Sezane, Ba&sh, Maje, Sandro, Zadig & Voltaire and Isabel Marant.

Being the experts in digital marketing, us, the Digital Marketing Company, will **incorporate** state-of-the-art tools and strategies, and implement organic and paid marketing in order to raise brand customer awareness and conversions through the online shop created.

In order to capture attention, establish the business as a global destination and raise sales, **we aim to create a strong digital strategic plan, delivering a visible website that lands the top spot in the search engine results pages, implementing our SEO strategy to create a search-engine-optimized website, and developing powerful Paid-Per-Click campaigns through Google Ads.**

DIGITAL MARKETING STRATEGY

To ensure success, our digital marketing strategy has the following goals:

Resonance with the audience; our client identifies as its core audience, the contemporary woman who is empowered, expressing their own sense of self-worth through embracing their unique style. The unique brands they represent are a powerful tool in promoting self-confidence and expressing individuality.

- Easily identifiable Information supply and feedback; All content provided will be offered to deliver the criteria of attractiveness, ease, functionality and visibility.
- Showcase and give prominence to the company's brand name, mission and vision.
- Deliver brand awareness.

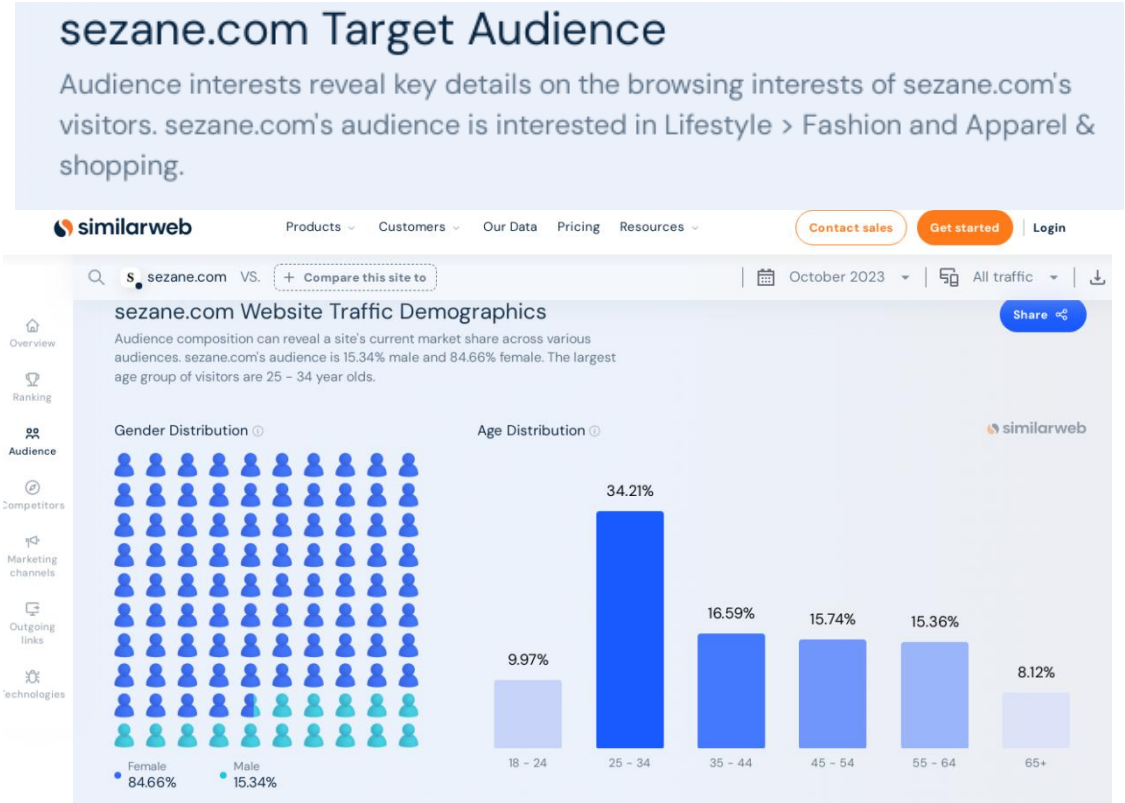
Offering an inspirational, organized website design with intuitive navigation, valuable, unique content that resonates, and top-notch customer service will be at the forefront of our digital marketing strategy.

CONSUMER SEGMENTATION

Prior to identifying the most suitable keywords to optimize our client's website pages, we have taken a deep dive into our client's niche by discussing with them, brainstorming, getting involved in relevant online communities for example on Reddit or on who/what/wear. Furthermore, we have identified the client's mission to raise awareness and sales through the website that will help us align with the customer intent and give us direction to our strategy.

Furthermore, as analyzed in the section below, after we manually enter our top 20+ keywords on Google, we discover who our true competitors are, i.e. the ones whose domains appear more frequently on the search results. By deploying the use of tools such as Similar Web, we are able to get information regarding their customer profiles that is similar across all competitors.

Performing the same researching for all our main competitors, we conclude that the characteristics of our target audience are as follows:



Target Audience and Consumer Segmentation. Tool used: Simlarweb.

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 (descending from higher to lower)

Fashion and Apparel, News & Media Publishers, Computers Electronics,

Top Categories of Topics (descending from higher to lower)

Fashion, Shopping, Clothing, Shop, Shoes

Top Traffic Sources (descending from higher to lower)

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

SEO STRATEGY PLAN

With the multifaceted endeavor of SEO, namely Search Engine Optimization, we aim to publish content that is so compelling that customers will be able to easily find it, read and share it. We shall incorporate the strategies and techniques that will help our client achieve top-tier search engine rankings ultimately elevating their online visibility, and attract organic traffic. Elevated search rankings will further bestow credibility and trustworthiness upon the brand, leading to reduced long-term acquisition costs.

Below we will delve into the intricate strategies, all working synergistically to help our client achieve the coveted higher search engine ranking.

1. KEYWORD RESEARCH

In order to please the search engine algorithm and rank on top of the search engine, we shall create content that includes the keywords our client's target audience is actively searching for. We have already identified our client's mission to globally promote and sell through their website their niche, the best cult French fashion brands, to empowered women. Hence, we shall create the most relevant web content imbued with specific, most-sought after keywords to facilitate the google algorithm prioritize the content on top of the search page, gaining the most visible spot.

It is of primary importance to note that the Google search algorithms are extremely intelligent; this means that our ultimate goal is to deliver an On-Page SEO with valuable keyword rich pages, rather than stuffing our client's pages with popular keywords.

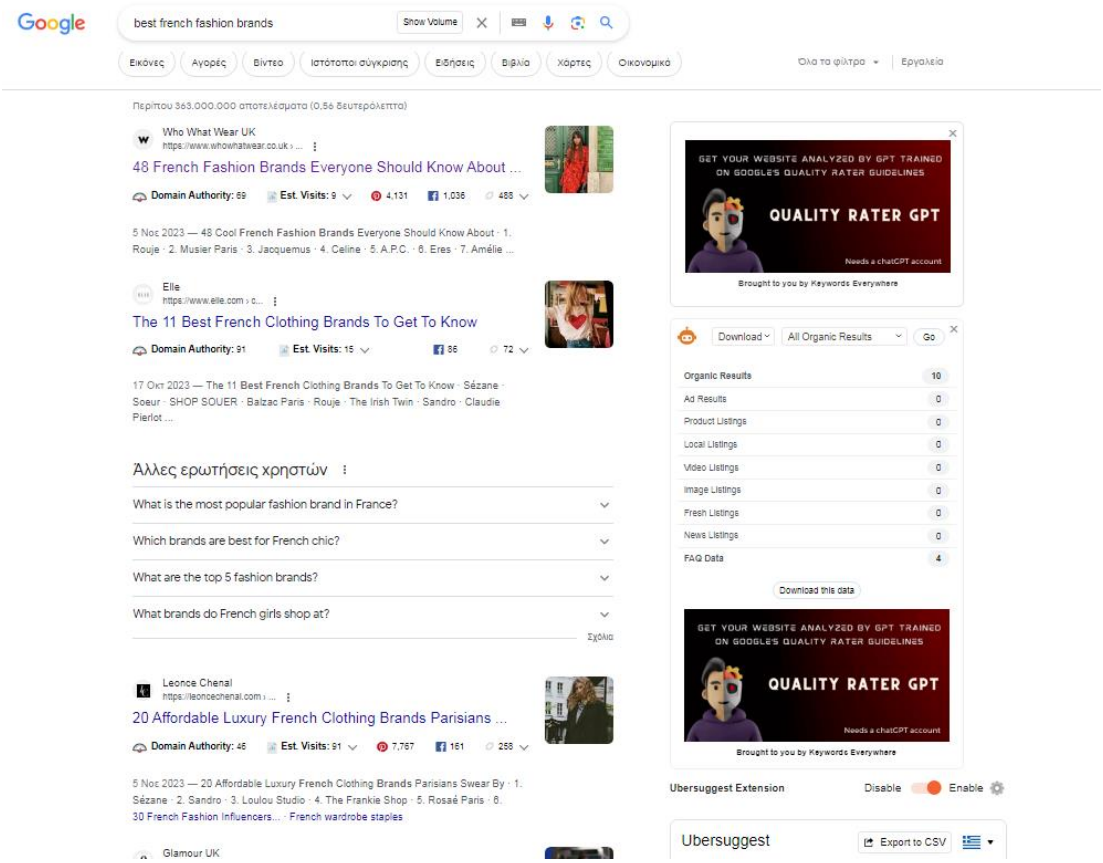
- **Choosing the domain name www.cultfrenchbrands.com**

By describing our offering, that is "cult French brands", we have already identified the first focus keywords that our audience will be searching for. Indeed, typing "cult French brands" in google search, we get a list of "the French brands that have gained cult status", including brands such as Sezane, Ba&sh, Maje, Sandro, Isabel Marant and others that "Parisians swear by". On the other hand, when typing "women's clothing", "women's fashion", "French women's' fashion", our search leads to more generalized results, including either French department stores with mass fashion such as "La Redoute", or French street style blogs. The keyword cult used in a digital context, has already been bestowed to the fashion and beauty savvy customer's conscience, due to the presence of a worldwide renowned online business, namely *Cult Beauty*, that, during the last years has become the number one destination for customers worldwide for one-of-a-kind beauty. It is therefore memorable. Our client wishes to create an online business that is a strong brand name, easy to recall, littered with keywords. Using brainstorming, we proceed to choose the domain name of our client's choice, www.cultfrenchbrands.com. Conducting simple domain name availability via domain generators such as www.godaddy.com we verify that the desired domain name is available, therefore, we proceed to its purchase.

- **Deciding on the list of cult French brands to promote through our website**

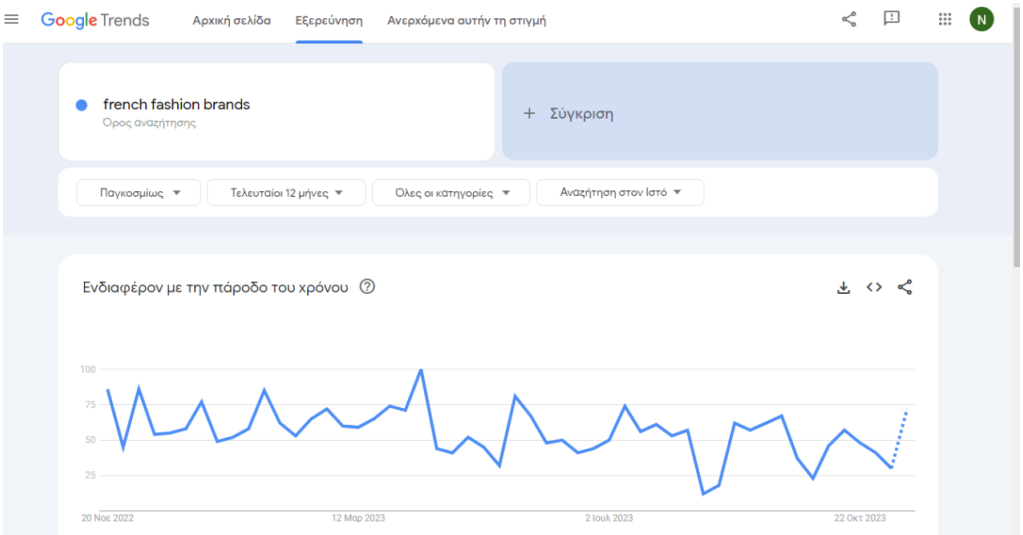
The plain desire to sell specific French brands is not enough; Instructed by our client, we conduct research into the specific field into their area of interest in order to identify the French brands that we will actually promote through the website. These are the ones that have high SEO rankings, align with the target audience and are most likely to appear in organic search when the target audience types in specific keywords to find cult French brands.

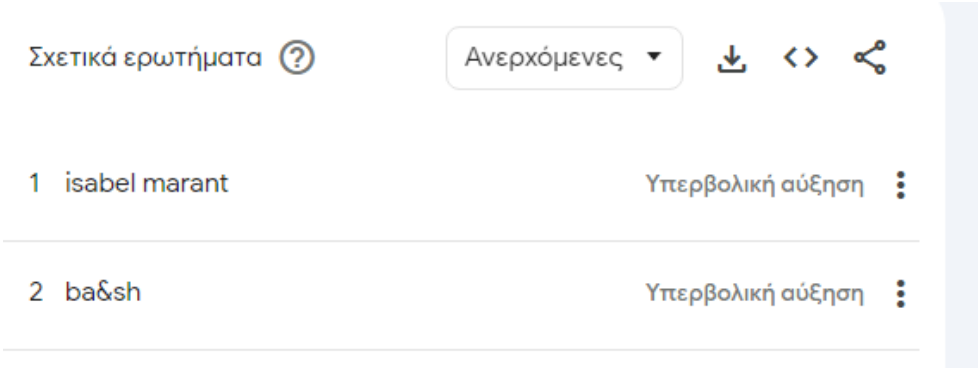
As described in the above section, with simple organic research in Google using keywords such as “cult French brands”, “best French fashion brands” etc., we identify the brands suggested when users search with relevant terms.



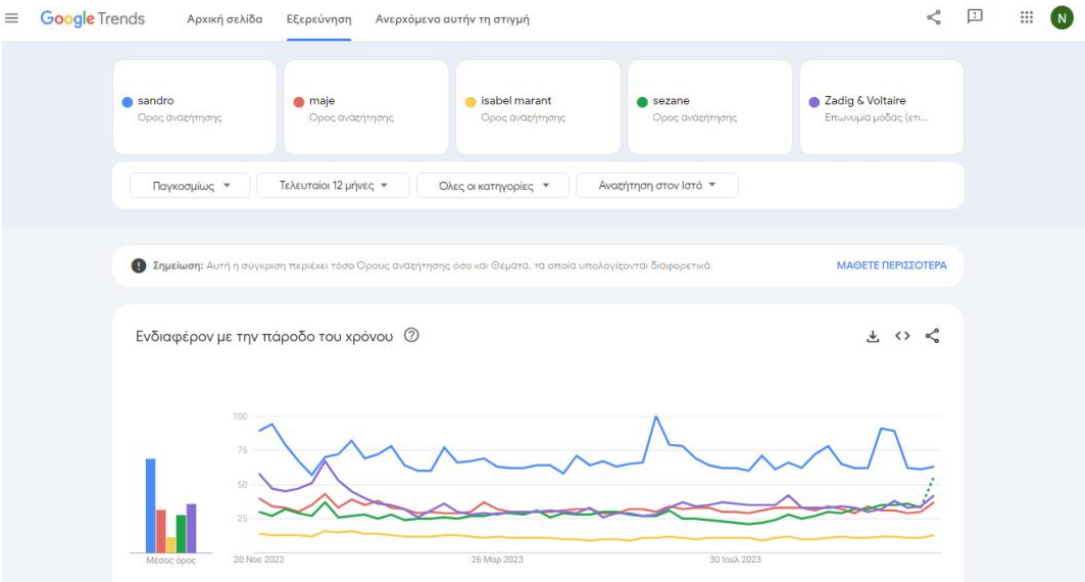
Organic search to identify the brands that resonate with our target audience.

We also employ the use of *Google Trends* in order to compare trends regarding these brands within different periods of time. For example, typing in the search term: “French fashion brands”, we discover the top French brands trending and also the fluctuation in users’ interest.





We also conduct comparison between the different French brands that we have organically found that appear on top of the search engine when typing in our relevant keyword (up to 5 comparisons every time).



Identifying the trending brands that resonate with our target audience. Tool used: Google Trends.

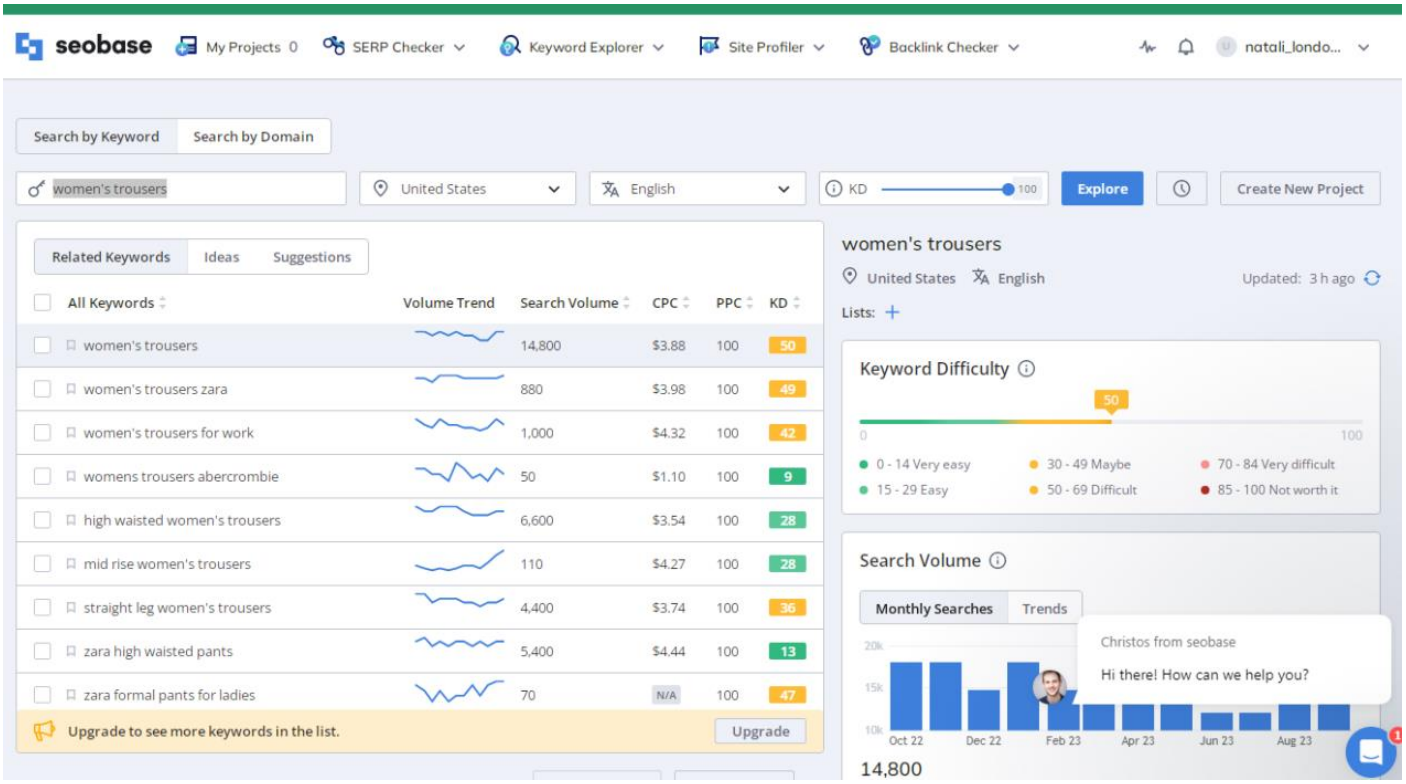
By repeating this procedure (and also using other keyword tools to identify which brands have the highest search keywords) we finally identify which brands have the greatest consumer interest and conclude with the top brands that shall initially be featured in our client's website.
These are:
Sezane, Ba&sh, Maje, Sandro, Zadig & Voltaire, Suncoo, Rouge Paris and Isabel Marant

- **Making a list of relevant topics and creating a list of focus keywords**

Next step is making a list of topics that are important to our client's business. These are related to the main topic that is "French fashion clothing" and are the ones that the target audience will be searching for on Google, so the ultimate aim will be to rank these higher on Google by breaking them down in keywords. Using them, we will also build the website's menu. To achieve this, we will both research on competitor's websites –SEO competitors may include both the brands featured in our client's website, as they also sell directly via own website, as well as online businesses that feature these or other similar brands. A list of these bucket topics for our client's business includes women's trousers, women's jackets, women's accessories and women's shoes. Brainstorming will further help us identify the list of focus keywords that define our client and distinguish who the competitors are.

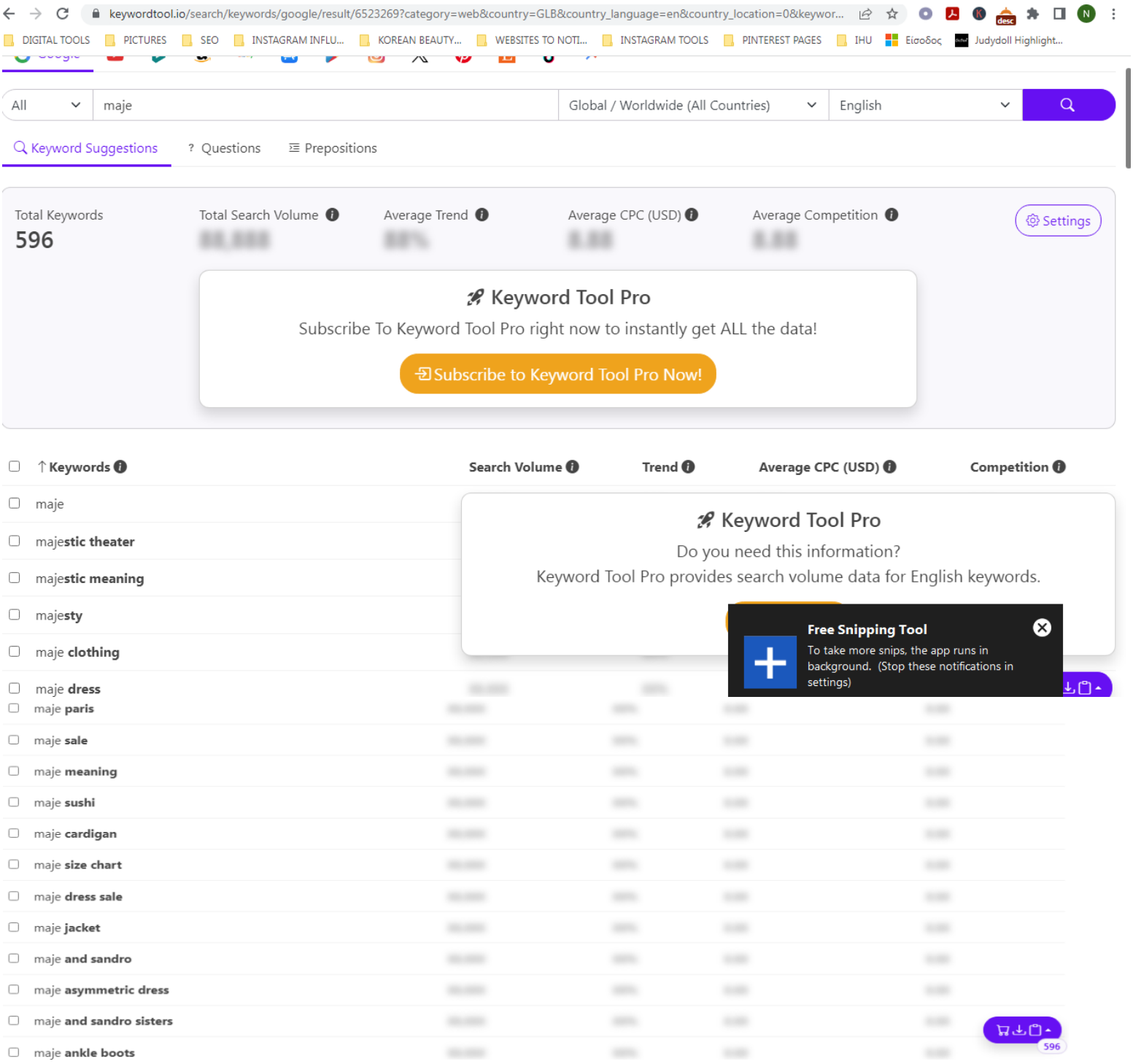
In order to further refine our search terms, we shall use keyword planning tools, such as *Seobase* and *keywordtool.io*. To fine-tune the keyword search, we try to find keywords that directly match the target audience's **search intent** by placing ourselves in the customers' position. For example, by typing in on keywordtool.io the term "French clothing brands", we get a list of relevant keywords, such as "affordable French clothing brands", "luxury French clothing brands" and "French clothing brands like Sezane". The latter implies that the brand Sezane is a high-volume search brand with increased popularity.

Also, typing in on the keyword tool one of our client's bucket topics, for example women's trousers, we may also further refine this category to find out which type of trousers our client's target audience searches for, helping us to create sub-topics. In the specific (sub-topic) search, we derive the conclusion that customers are mostly searching for high waisted trousers/pants and straight leg women's trousers.



Creating a list of focus keywords. Tool used: Seobase

Furthermore, typing in keywordtool.io the brands that our client plans to feature on their website, for example the French brand Maje, we get a list of keywords related, for example “Maje clothing”, “Maje dress”, “Maje Paris”, “Maje sale”, “Maje jacket”, “Maje and Sandro”, “Maje promo code”. “Maje sale” and “Maje promo code imply that there is a high search volume for sale clothing of the specific brand, as well as for relevant discount codes – which we shall incorporate on the website when designing our On-Page SEO. “Maje and Sandro” result implies that people who search for the French brand Maje are also searching for the French brand Sandro.

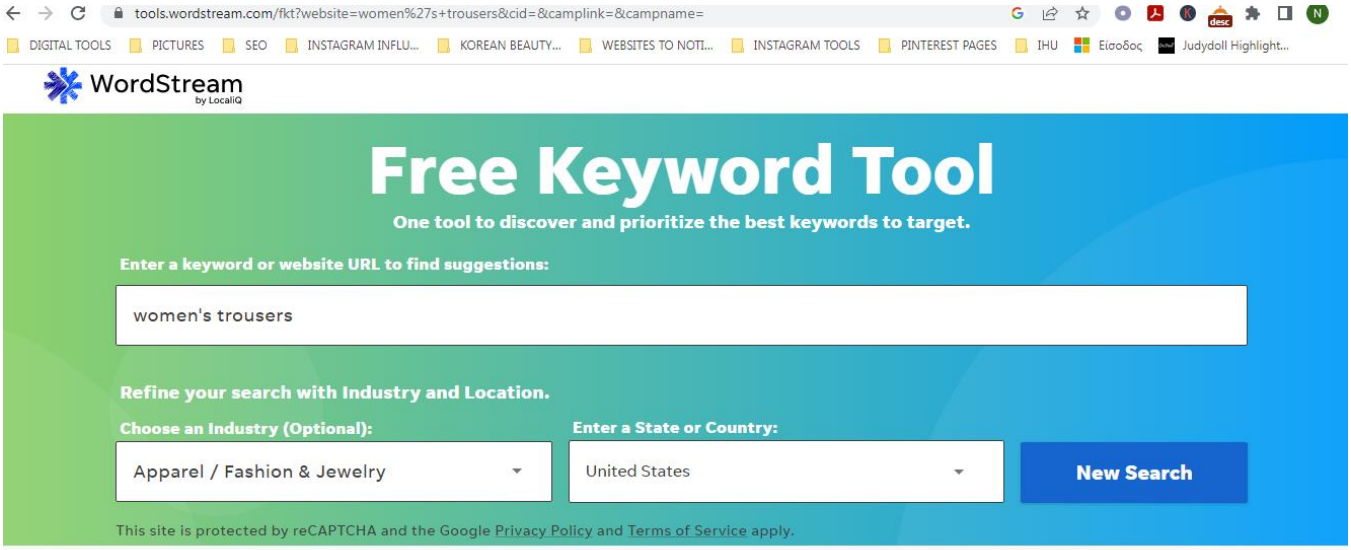


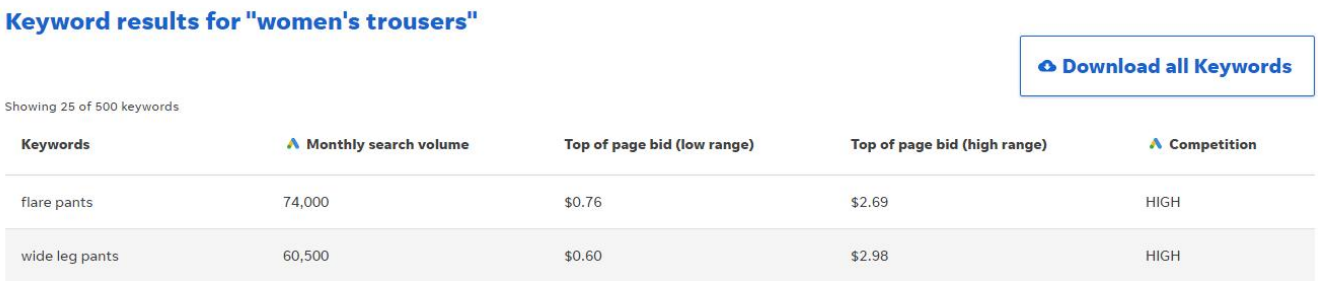
Using the brand name as a keyword to deliver other keyword suggestions. Tool Used: Keywordtool.io

- **Using Synonym, Related and LSI Keywords**

In order to optimize the client's webpage, we shall focus on the keywords that the target audience is searching. For example, when typing in on the keyword tool *wordstream.com* the keyword 'women's trousers' and refining our selection setting the USA as location, a list of relevant keywords is downloaded. While the term "women's trousers", does not appear on the top of the search results, keywords including the term "pants", a synonym for the word trousers that is used in the USA appear to have the highest search volume, almost double than keywords that include the term "trousers". This information gives valuable insights, for example, should we want our content to be targeted to the USA audience, we shall be using the term "pants" rather than the term "trousers". In order to find Keywords by Region, we shall deploy Google Trends or Google Keyword Planner to make our content relevant to our specific audience.

Conducting the search of this keyword in *wordstream.com*, the monthly search volume of keywords identifies the specific types of pants / trousers that are mostly searched for; for example, "flare pants", "wide leg pants" and "black leather pants".



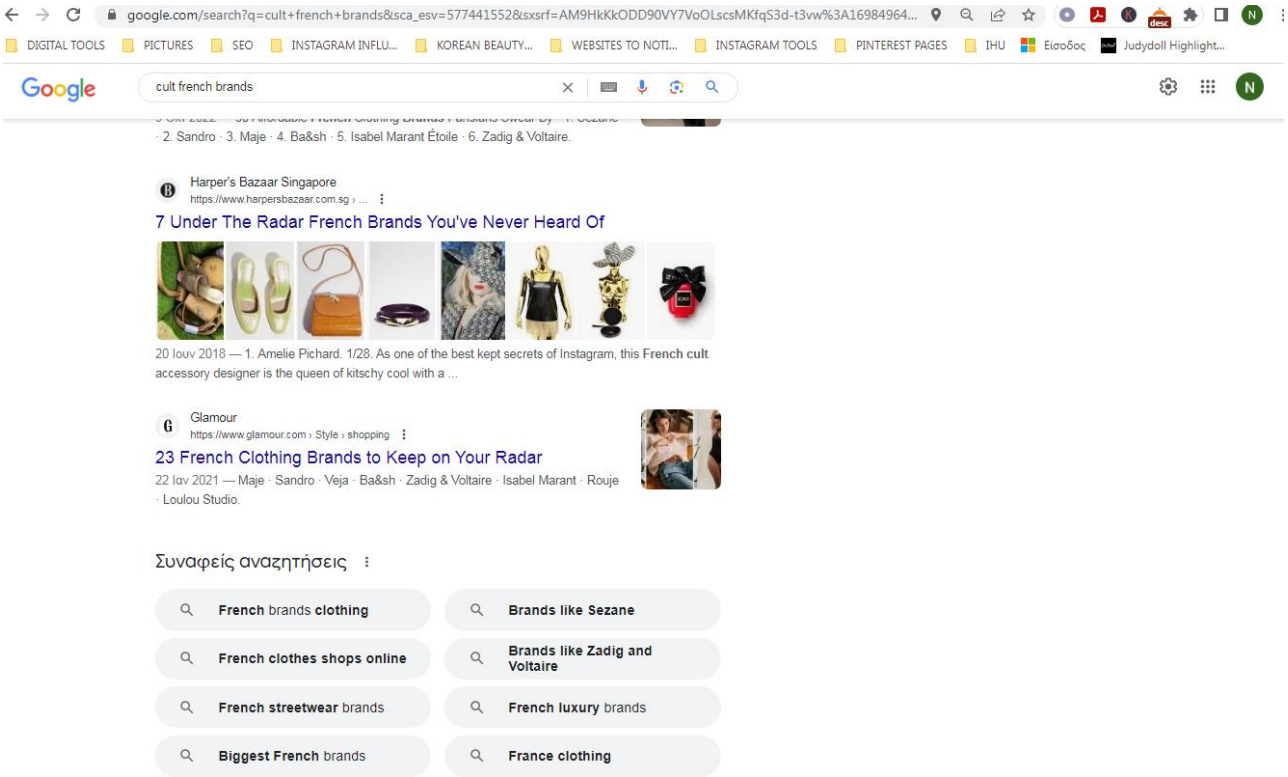


Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
flare pants	74,000	$0.76	$2.69	HIGH
wide leg pants	60,500	$0.60	$2.98	HIGH

palazzo pants	60,500	$0.28	$2.25	HIGH
pants suit for women	60,500	$0.31	$2.89	HIGH
wide leg trouser pants	60,500	$0.60	$2.98	HIGH
linen pants women	49,500	$0.83	$3.26	HIGH
black leather pants	33,100	$0.52	$3.86	HIGH
gaucho trousers	33,100	$0.34	$1.52	HIGH
wide leg trousers women	27,100	$0.90	$3.40	HIGH
capri pants	27,100	$0.48	$2.86	HIGH
black cargo pants women	27,100	$0.36	$3.00	HIGH
ladies wide leg trousers	27,100	$0.90	$3.40	HIGH

Finding Semantic / Related Keywords. Tool used: Wordstream.com

An alternative way is to find LSI (Latent Semantic Indexing) keywords for our topic of interest: this involves typing in on the Google search tab the keyword of our interest and then scroll down the page in order to find "Related searches", or, type our keyword into Google and discover the keywords featured in the auto-complete drop-down menu, For example, for conceptually related terms when our client's target audience searches for "Cult French brands", we type in on the google tab the aforementioned term, and then proceed to scroll down and find that people also search for "French brands clothing", "brands like Sezane", "brands like Zadig et Voltaire" and "French luxury brands", among others.



Finding LSI Keywords through Google Search.

- **Mid and Long-Tail Keywords**

As Google algorithms have become more and more complex, the focus has shifted more on natural speech patterns than inserting a popular keyword. This implies that it is crucial to find valuable, natural sounding keywords that are engaging and make contextual sense. Although one and two-word search terms are the most popular ones, they are also targeted by everybody, including our client's rivals, meaning that using only those will increase the competition between our client and a million other businesses. Relatively popular mid-tail keywords (2-3 keywords) and especially long-tail keywords (3-5+ words) are highly specific, lower competition. The long-tail keywords that are essentially integrated in a natural manner are the ones that will give our client's business the edge over its rivals. These are the ones that will essentially become the building blocks of our client's website, blogs and other resources. As our client's business is just starting on the web, it is evident that if we only target high-volume keywords like "trousers", "jeans" etc., it will take years for them to get discovered, as it is the top online businesses that most often take the top results.

To find the most valuable long-tail keywords, we need to focus on specificity and precision. When designing our On-Page SEO, we shall try to incorporate short phrases that will give the target audience valuable information when typing their search terms on Google. For example, location specific content or content that includes numbers – such as "10 Best French Clothing Brands" - will add a further dimension of refinement, reinforcing the focus keyword strategy and **leading to a higher conversion rate, as requested by our client. For example, using long-tail keywords such as "shop Ba&sh pink Sonya blazer" best aligns with the transactional Search Intent that we are targeting** and will most possibly convert better than only using keywords such as "blazer".

- **Keywords by Season**

In order to set our content strategy, we shall try to identify the trending keywords by season. For example, the keyword "Ba&sh mid-season sales" might start spiking in the months of October and November before Black Friday. We shall be using *Google Trends* to find seasonal keyword fluctuations but also to discover popular to-be keywords.

2. COMPETITOR ANALYSIS

In order to optimize our client's SEO, it is of primary importance to understand the content landscape of their industry. This technique of market research is worthy of the most commitment amongst other SEO techniques, as it helps get familiar with the target audience and identify their needs.

Our client plans to sell the most exclusive French fashion brands, including BA&SH, Maje, Sandro, Zadig et Voltaire, Isabel Marant. Before delving into the SEO competitor analysis, we shall identify who our client's SEO competitors really are; To do this, we shall manually enter our target keyword in Google, collect the results in a spreadsheet and identify which domains are ranking. We repeat this process again, entering our top keywords, and then calculate which domains rank higher, and more frequently.

Top SERP Competitors: With the above process, we identify our client's top SERP (Search Engine Results Page) competitors, i.e. the top organic competitors. For example, when we enter one of our targeted keywords in Google search, e.g. "French women clothing", we identify the online businesses that appear on the first google page. After repeating the process for our other top keywords, we identify our top SEO competitors.

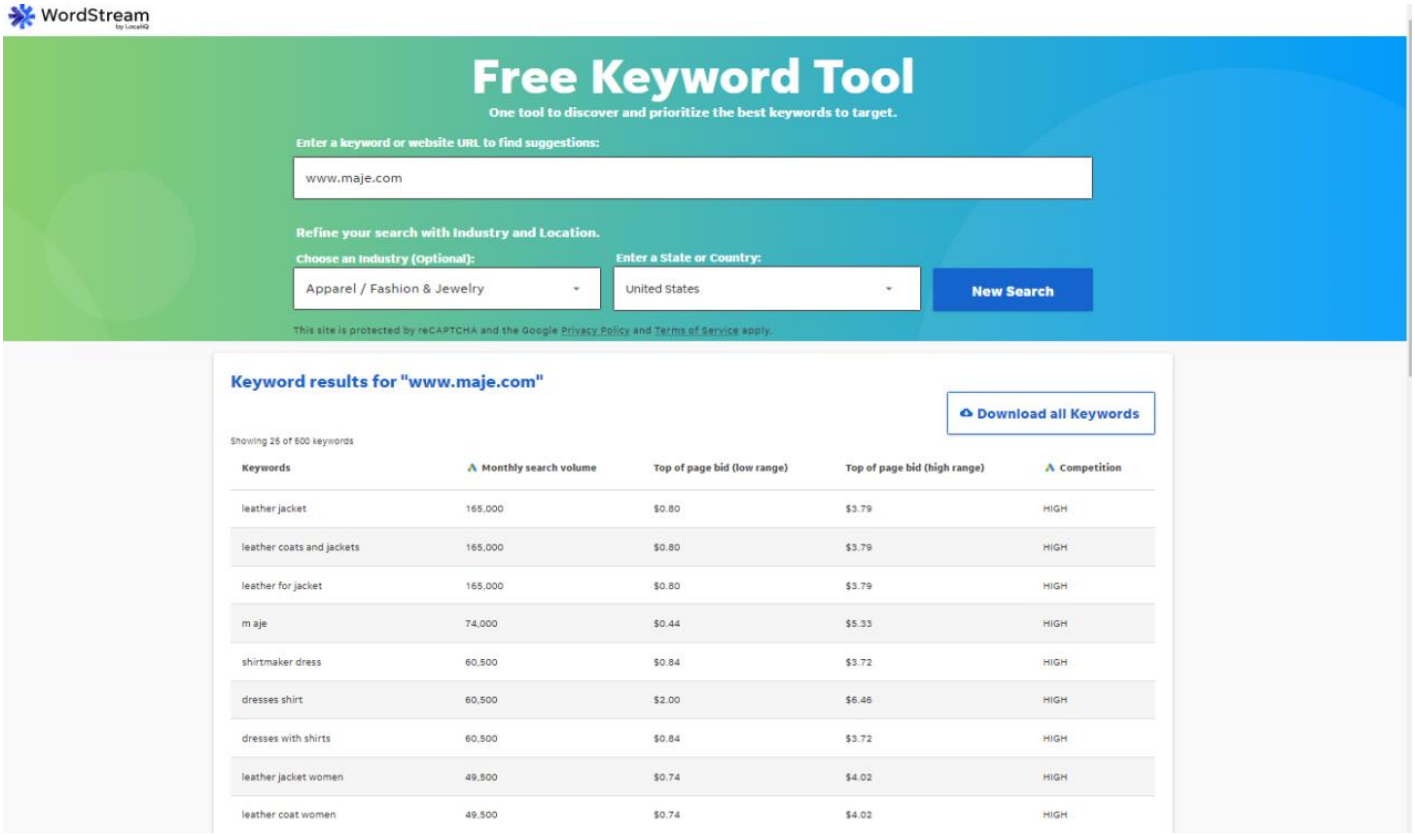
TOP SEO COMPETITORS
La Redoute (www.laredoute.com)
Maje (www.maje.com)
Sezane (www.sezane.com)
Suncoo (www.suncoo-paris.com)
Rue Madame (www.ruemadame.com)
Rouje Paris (www.rouje.com)
Farfetch (www.farfetch.com)

COMPETITOR KEYWORD ANALYSIS

- **Using wordstream.com/keywords**

Performing a simple keyword search on our competitors on the online keyword tool www.wordstream.com by simply typing there the competitor's website, we can identify the keywords that our client's competitors are targeting and ranking for. We shall combine this strategy by also identifying missed opportunities of our competitors, i.e. high-volume keywords that they are not ranking for. Apart from *Wordstream*, other free online tools we may use are *Google Keyword* Planner, *Keyword Surfer*, *Question DB* and *Moz*, or some paid versions, such as *Ahref* and *Semrush*.

For example, typing on the website of the business La Redoute, we get a list of keywords including “online clothing stores”, “women’s clothing”, “women’s clothing stores”. Although the monthly search volume of these keywords is very high, so is the top of page bid (high range). In comparison, when we type on the website of our competitor Maje, more keywords that include topic appear, for example, “leather jacket”, “leather coats and jackets” etc., with a high monthly search volume but with lesser top of page bid. These discoveries will influence our strategy when we develop our paid-per-click campaigns. Also, keywords with “medium” or “low competition” may dictate significant opportunities.

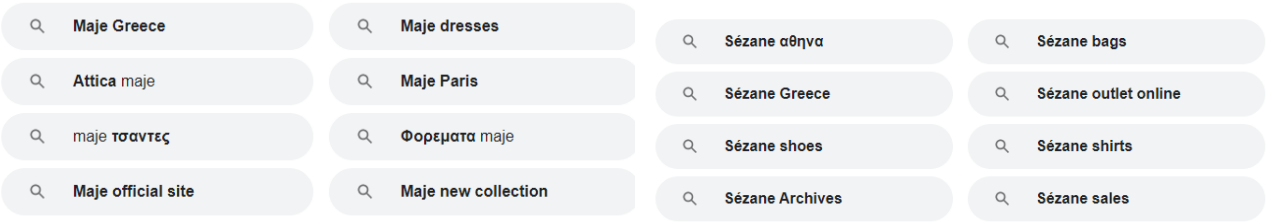


Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
leather jacket	165,000	$0.80	$3.79	HIGH
leather coats and jackets	165,000	$0.80	$3.79	HIGH
leather for jacket	165,000	$0.80	$3.79	HIGH
m aje	74,000	$0.44	$5.33	HIGH
shirtmaker dress	60,500	$0.84	$3.72	HIGH
dresses shirt	60,500	$2.00	$6.46	HIGH
dresses with shirts	60,500	$0.84	$3.72	HIGH
leather jacket women	49,500	$0.74	$4.02	HIGH
leather coat women	49,500	$0.74	$4.02	HIGH

Competitor Keyword Analysis. Tool used: Wordstream.com

- **Using *LSI* results**

We further reinforce the competitor keyword analysis by complementary research in Google, using Latent Semantic Analysis. Typing in Google search the brand names of all the main competitors of our client as established above, we get the following indicative results (we have conducted the same process for all of the competitors and results are more or less the same, referring to a specific topic i.e. category sold by the brands).



Competitor Keyword Analysis using LSI

- **Using *Google Trends***

Typing in our competitor "Maje"

Σχετικά Θέματα | Ανερχόμενες

1	Sandro - Θέμα	+1.000%
2	Farfetch - Θέμα	+850%
3	Max Mara - Θέμα	+700%
4	Liu Jo - Θέμα	+650%
5	Sandro Paris - Εταιρεία	+550%

Typing in our competitor "suncoo"

Σχετικά Θέματα | Ανερχόμενες

1	Outlet - Θέμα	Υπερβολική αύξηση
2	Pepe Jeans London - Εταιρεία	Υπερβολική αύξηση
3	Liu Jo - Θέμα	Υπερβολική αύξηση
4	Easy Clothes - Θέμα	Υπερβολική αύξηση
5	Pepe Jeans - Θέμα	Υπερβολική αύξηση

Σχετικά ερωτήματα | Ανερχόμενες

1	rouje	Υπερβολική αύξηση
2	ted baker	Υπερβολική αύξηση
3	sezanne	Υπερβολική αύξηση
4	opullence paris	Υπερβολική αύξηση
5	benetton	+400%

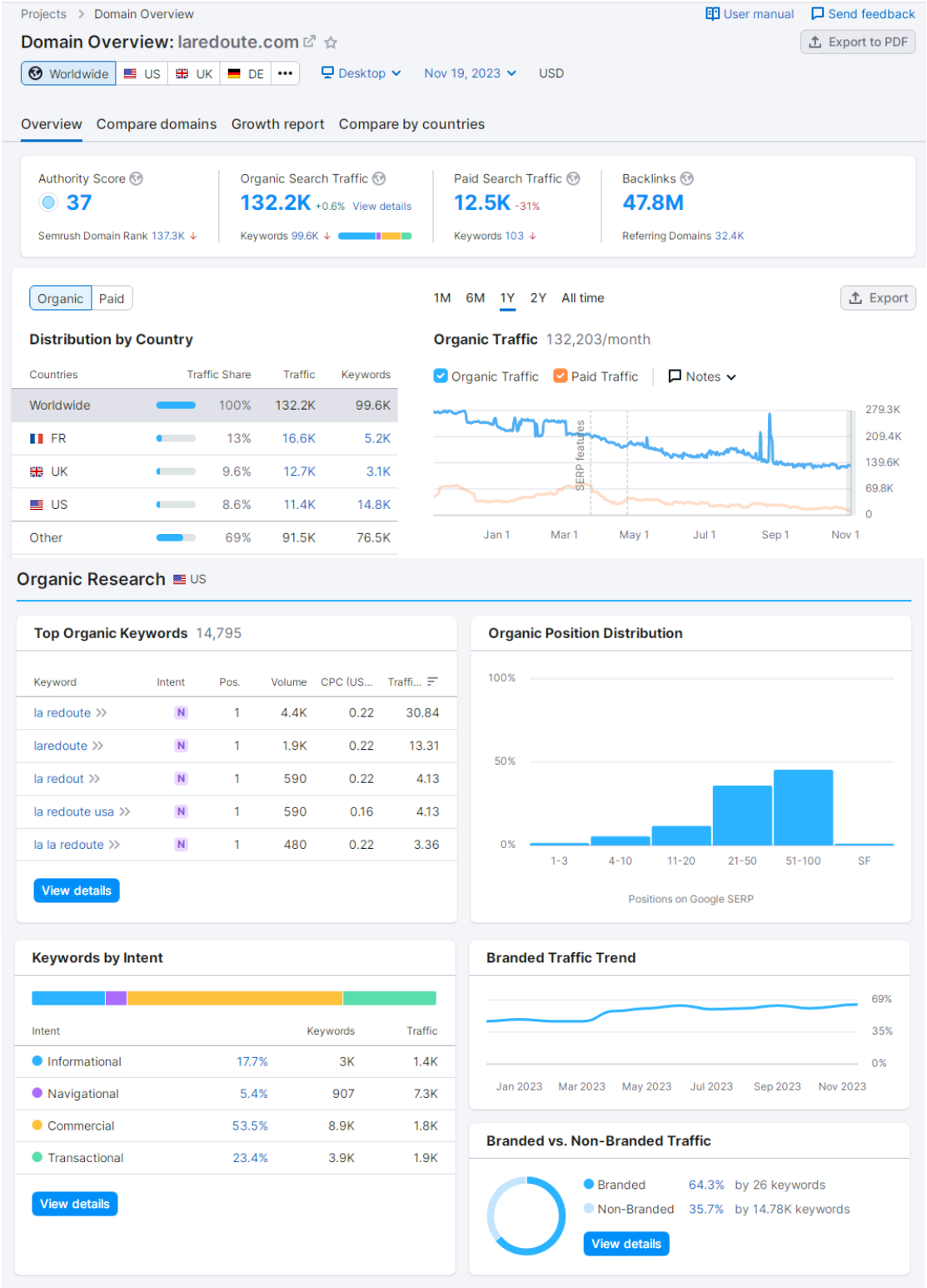
Competitor Keyword Analysis. Tool used: Google Trends.

Using the last 12 months as a filter and worldwide location, we discover that the target audience is also typing in other branded keywords and is also interested in the term outlet, i.e. interested in sales and discounted items.

COMPETITOR SEO PERFORMANCE ANALYSIS

Typing in our competitor "La Redoute"

- **Using *Semrush***



Main Organic Competitors 8,933

Competitor	Com. Level	Com. Keywords	SE Keywords
frenchstyle.co		98	4,834
maje.com.au		37	684
kiabi.com		50	4,348
promod.com		38	2,762
leoncechenal.com		133	31,574

Advertising Research US

Top Paid Keywords 2

Keyword	Pos.	Volume	CPC (US...	Traffi...
la redoute	1	4,400	0.22	69.83
laredoute	1	1,900	0.22	30.16

- **Using *Ubersuggest***

TOP SEO PAGES

TOP PAGES BY COUNTRY US / EN [40,415] FR / FR [65,968] GB / EN [52,183] DE / DE [48,573] **MORE**

SEO TITLE URL	EST. VISITS		BACKLINKS				
La Redoute | French fashion online, womenswear, menswear ... laredoute.com/	23,897	View All	2,447	View All	1,642	155	0
Ballet Pumps & Flats | Leather Flat Shoes laredoute.com/pplp/100/157878/499/cat-500.aspx	1,024	View All	1	View All	0	2	0
Bedding | French Bedding & King Size Bedding laredoute.com/pplp/100/75363/cat-75326.aspx	441	View All	0	View All	0	0	0
Plus Size Clothing | La Redoute Collection Plus laredoute.com/pplp/cat-141652.aspx	381	View All	0	View All	0	0	0
SEE U SOON laredoute.com/brnd/see-u-soon.aspx?brndid=see-u-soon	331	View All	0	View All	0	0	0

VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

SEO KEYWORDS

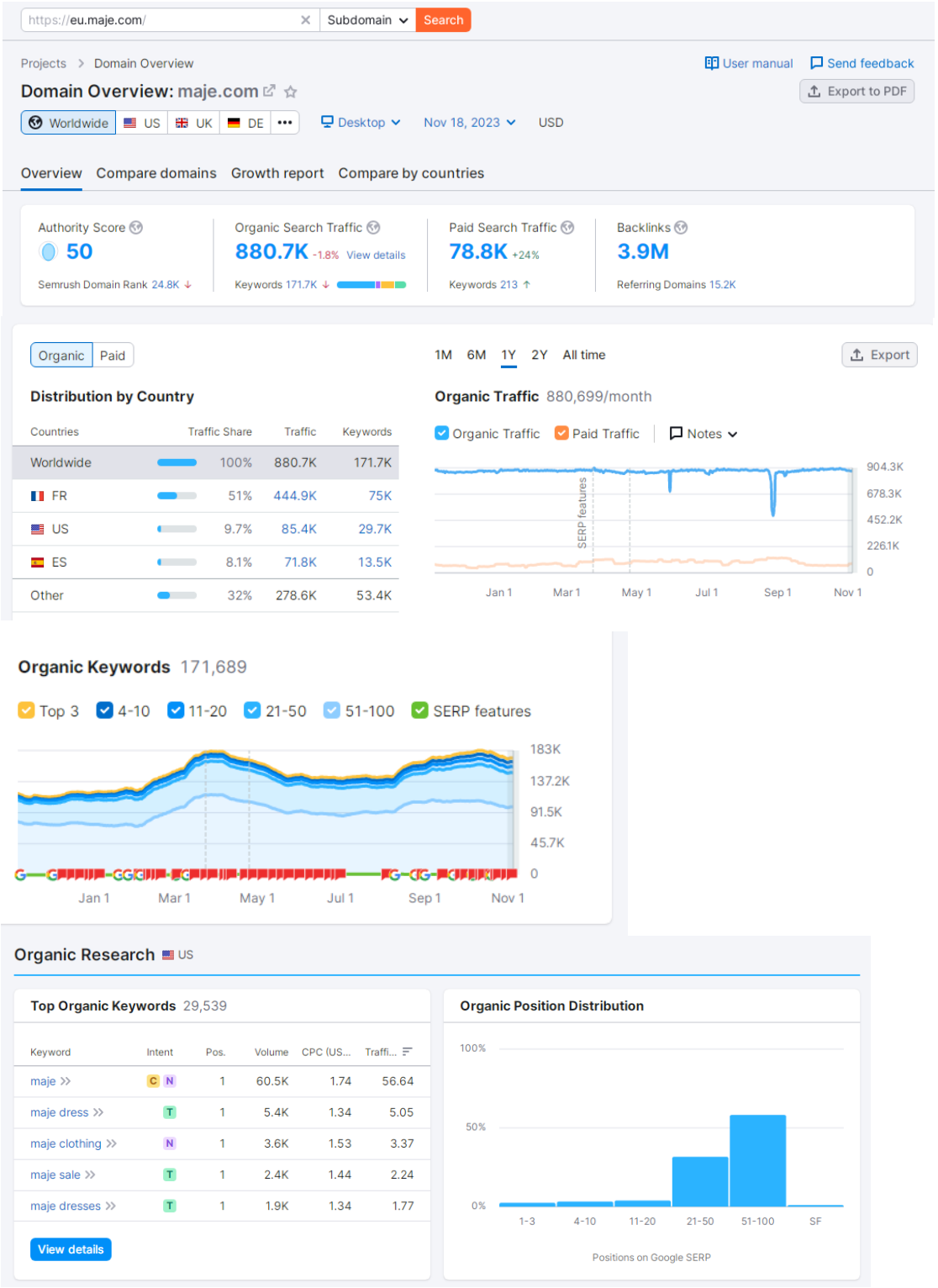
TOP KEYWORDS BY COUNTRY	US / EN [40,415]	FR / FR [65,968]	GB / EN [52,183]	DE / DE [48,573]	MORE
SEO KEYWORDS	VOLUME	POSITION	EST. VISITS		
laredoute	5,400	1	1,982		
clothing from france	5,400	1	1,735		
la redoute	5,400	1	1,726		
clothing france	5,400	1	1,674		
french clo	5,400	1	1,674		
france clothing	5,400	1	1,674		
french clothes	5,400	1	1,674		
french clothing	5,400	1	1,674		
ampm	90,500	6	501		

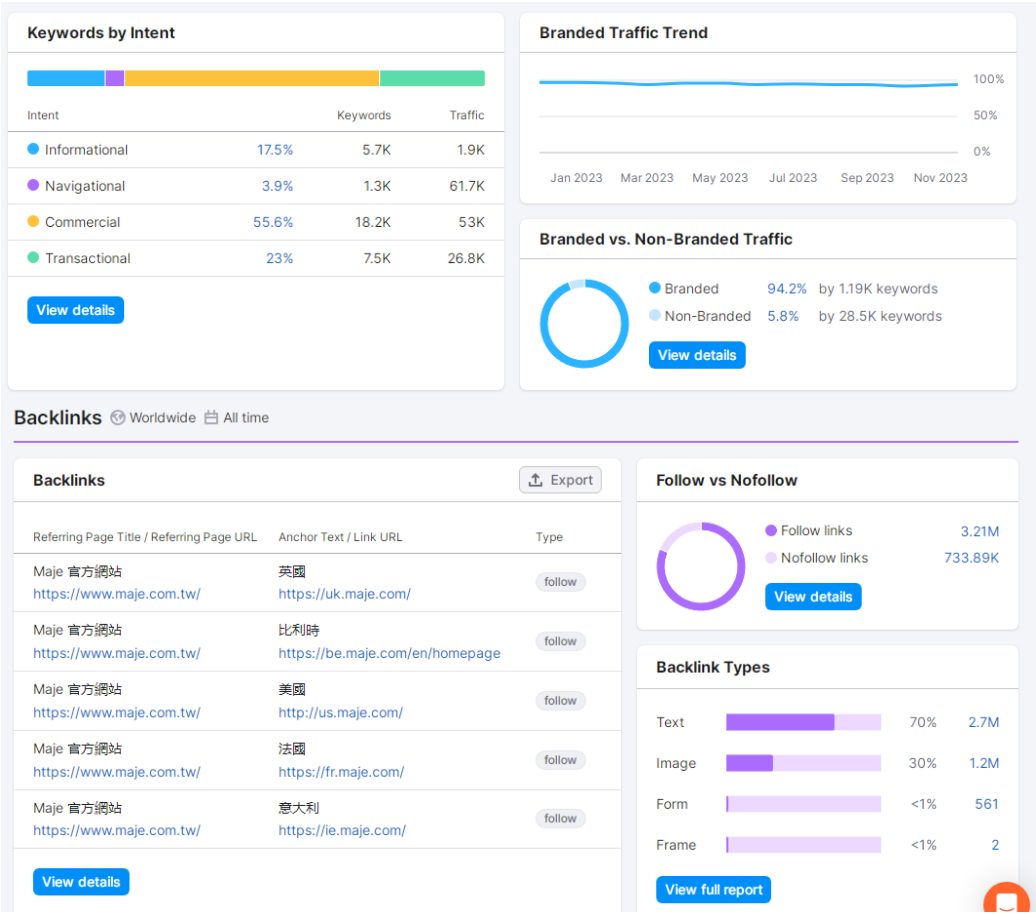
La Redoute SEO Analysis Results

- 132,000 monthly organic traffic vs 12,000 paid search traffic. In the last month organic traffic has increased by a small percentage, while paid traffic has decreased of 30%, possibly due to less paid keywords used.
- Content strategy is strong with more than 99,600 organic keywords and almost 48M backlinks.
- La Redoute is an internationally acclaimed e-commerce department store, featuring more than one shopping categories, including clothing, home department etc. It seems however that the clothing department is what drives growth for the company, as its main organic competitors are fashion and apparel related, with one of our main competitors, Maje.com featuring as La Redoute's main organic competitor as well (via *Semrush*).
- Most of the keywords used reflect a commercial and transactional intent (80%), including branded keywords and highly commercial intent keywords such as buy sale etc. Only 5% of keywords is targeted towards a navigational intent, implying that La Redoute has established a very strong brand presence in the e-commerce field.
- Top organic keywords are branded, always including the term La redoute, written however in various ways (wrong or right), e.g. La redout, implying that customers tend to write quickly especially when typing in a brand with a strong brand name, without paying special attention to typing in the words correctly. Other top organic keywords are location specific e.g. La redoute USA, taking into consideration that almost 10% of its traffic comes from the USA.
- La Redoute has taken advantage of the aforementioned fact in its paid advertising, with top paid keywords including La redoute and laredoute.
- Although La Redoute is a French e-commerce business, traffic distribution by country is equally divided between France, the USA, UK and other, mainly European countries, implying that there is a strong interest worldwide in French fashion.
- Top SEO pages for La Redoute include its homepage, and then shoes and plus womenswear.
- Top SEO keywords for La Redoute are location specific, topic specific, or branded ones.

Typing in our competitor "Maje"

- **Using *Semrush***



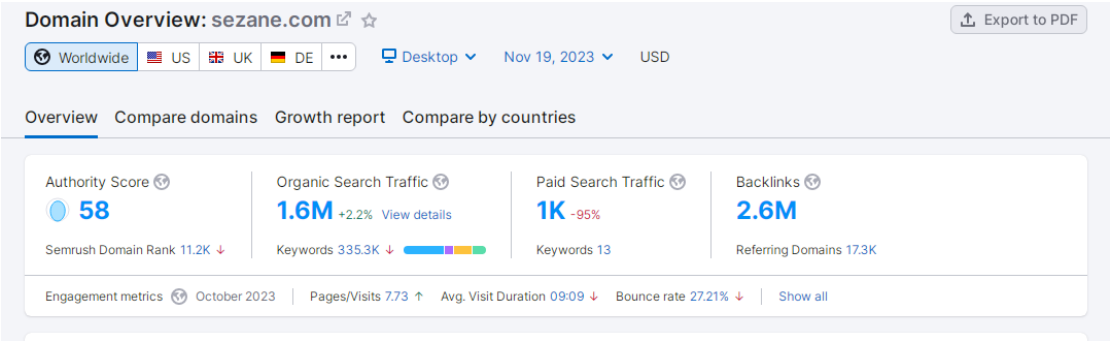


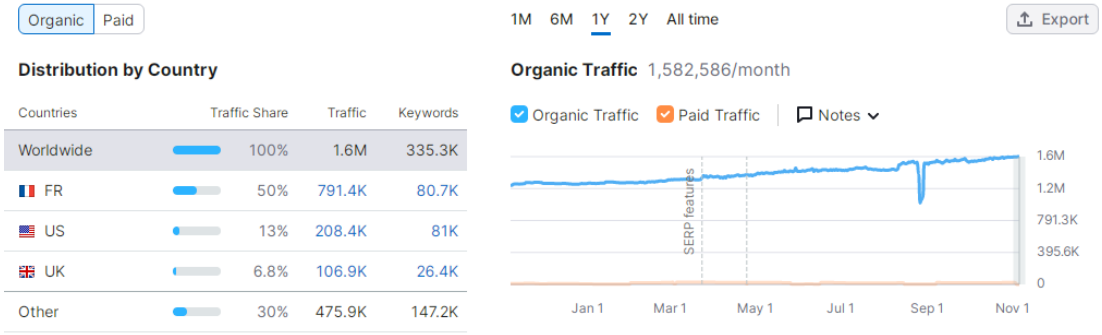
Maje SEO Analysis Results

- 880,700 monthly organic traffic vs 78,800 paid search traffic. However, in the last month organic traffic has declined by a small percentage while paid traffic has experienced a small increase.
- Top pages driving traffic in the last month are the ones regarding sales, dresses and coats and jackets, dictating that there are seasonal fluctuations.
- Content strategy is strong with more than 170,000 organic keywords and 3.9M backlinks. Top backlinks come from the brands websites in various locations (e.g. Europe, USA, Australia etc.).
- Most of the keywords used reflect a commercial and transactional intent, including branded keywords and highly commercial intent keywords such as “buy”, “sale” etc.

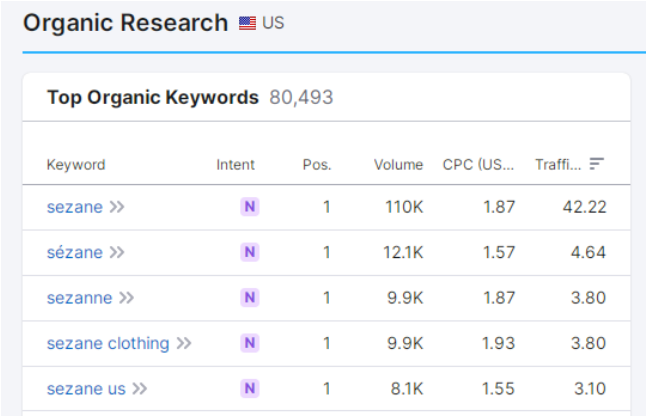
Typing in our competitor "Sezane"

- **Using *Semrush***

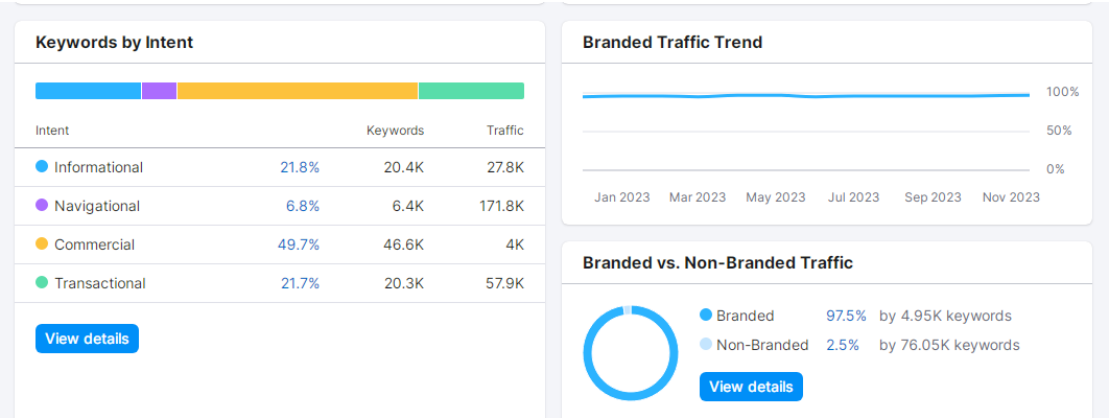




Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	1.6M	335.3K
FR	50%	791.4K	80.7K
US	13%	208.4K	81K
UK	6.8%	106.9K	26.4K
Other	30%	475.9K	147.2K



Keyword	Intent	Pos.	Volume	CPC (US...	Traffi...
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



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

Backlinks

Worldwide | All time

Backlinks

Export

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

Follow vs Nofollow

Follow links	2.61M
Nofollow links	29.96K

View details

Backlink Types

Text	23%	607.9K
Image	77%	2M
Form	<1%	65
Frame	<1%	2

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

- **Using *Ubersuggest***

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY | US / EN [17] | IE / EN [1,711] | 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

LOCATIONS US / EN [17] IE / EN [1,711] HR / HR [83] AU / EN [50] MORE

KEYWORDS		VOLUME	POSITION	EST. VISITS	SD	UPDATED
sézane stores sezane.com/eu	Search Results	720	25	2	50	1 month
sezane store sezane.com/eu	Search Results	720	10	1	55	1 month
sezane clothing store sezane.com/eu	Search Results	30	8	1	55	2 months
sézane store sezane.com/eu	Search Results	720	11	0	55	1 month
colmar coats sale sezane.com/eu	Search Results	30	45	0	51	3 months
colmar jacket sale sezane.com/eu	Search Results	30	45	0	48	3 months
colmar coat sale sezane.com/eu	Search Results	30	44	0	51	3 months
colmar shoes sezane.com/eu	Search Results	70	66	0	46	1 month
colmar jacket man sezane.com/eu	Search Results	90	48	0	59	2 months
sezane style sezane.com/eu	Search Results	50	21	0	71	Last

Βοήθεια

Sezane SEO Analysis Results

- Most significant observation deducted from the SEO analysis reports is that Sezane's main organic competitors are blogs and not e-commerce stores and a huge percentage of traffic (97%) is branded. With top organic keywords being branded (e.g. sezane, sezane clothing, sezane US), this implies that target audience led to the Sezane store knows the brand and has a commercial/transactional intent; the brand itself knows its target audience and uses keywords for such an intent (branded keywords eg. sezane clothing store). The brand also uses location specific keywords (French clothing, French clothes).
- 1,6M monthly organic traffic vs 1,000 paid search traffic. This implies that the brand has a very strong brand name, relying on organic search much more than paid advertising – while the paid search traffic to organic search traffic ratio for our other competitors La Redoute and Maje was roughly 1/10 percent, for Sezane it is 1/1000.
- Content strategy is very strong with more than 335,000 organic keywords and almost 2,6M backlinks.
- Sezane has a very strong external linking strategy, with, as noted above, about 2.6M backlinks, coming from authority blogs and linking either to the company's homepage or product pages. Most of the backlinks are of image type, followed by text type, meaning that the brand has developed a very strong strategy regarding its product categories.

Typing in our competitor "Suncoo"

- **Using *Semrush***

Projects > Domain Overview

User manual | Send feedback

Domain Overview: suncoo-paris.com

Export to PDF

Worldwide | US | UK | DE | ... Desktop Nov 19, 2023 USD

Overview | Compare domains | Growth report | Compare by countries

Authority Score	Organic Search Traffic	Paid Search Traffic	Backlinks
24	13.1K +7.5% View details	The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.	36.7K
Semrush Domain Rank 490.4K ↑	Keywords 5.3K ↓	Go to Position Tracking	Referring Domains 3.9K

Organic | Paid

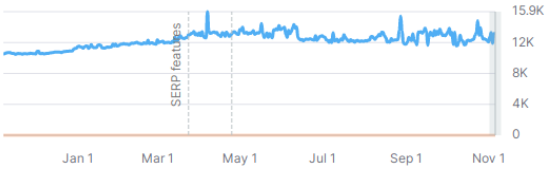
Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	13.1K	5.3K
US	18%	2.4K	1.5K
NL	11%	1.5K	230
BE	7.9%	1K	57
Other	63%	8.2K	3.5K

1M 6M 1Y 2Y All time Export

Organic Traffic 13,108/month

Organic Traffic | Paid Traffic | Notes



Organic Research US

Top Organic Keywords 1,457

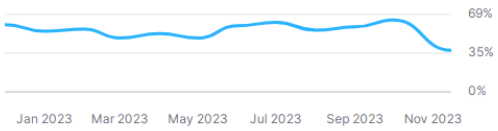
Keyword	Intent	Pos.	Volume	CPC (US...	Traffi...
viscose fabric	I	?	33.1K	0.05	30.86
suncoo	N	1	480	0.78	16.27
suncoo paris	N	1	260	1.58	8.81
suncoo clothing	N	1	140	2.1	4.74
suncoo dress	T	1	110	1.62	3.73

Keywords by Intent

Intent		Keywords	Traffic
Informational	40.5%	676	1.4K
Navigational	5%	84	787
Commercial	43.8%	732	69
Transactional	10.7%	179	110

View details

Branded Traffic Trend



Branded vs. Non-Branded Traffic

Branded 37.1% by 23 keywords

Non-Branded 62.9% by 1.49K keywords

View details

Main Organic Competitors 1,199

Competitor	Com. Level	Com. Keywords	SE Keywords
aprayon.com		58	679
yolke.co.uk		86	1,815
clevercare.info		22	376
baselevelfashion....		21	102
suncooparis-hk.c...		8	91

Suncoo SEO Analysis Results

- Most significant observation deducted from the SEO analysis reports of Suncoo is that keywords used reflect an informational intent to a 40% – in contrary to our aforementioned competitors. This observation, as well the fact that non-branded traffic (62.9%) vs branded traffic (37.1%) implies that audience reaching Suncoo's pages does not know the brand well, therefore Suncoo has focused on keywords with informational intent. Keywords with commercial intent are also prevalent here, but our aforementioned competitors had a stronger brand presence so that they did not focus their strategic efforts on keywords with navigational intent.
- Top organic keywords are branded or topic related.
- The brand has 36.700 backlinks with the referring pages being mainly authority blogs and backlink types being 93% pictures, reinforcing the power that visual media has.
- Backlinks are mostly of the follow-links type (36.28K as opposed to only 455 no follow links).
- Top anchors for these backlinks are women's fashion dresses, women's fashion clothes, women's fashion jumpsuits, women's fashion coats and women's fashion blouses.

Typing in our competitor "Rue Madame"

- **Using *Ubersuggest***

Traffic Overview : ruemadame.com

ORGANIC KEYWORDS	ORGANIC MONTHLY TRAFFIC	DOMAIN AUTHORITY	BACKLINKS
9,460 GOOD	11,210	28	4,199 NoFollow: 397

TOP SEO PAGES

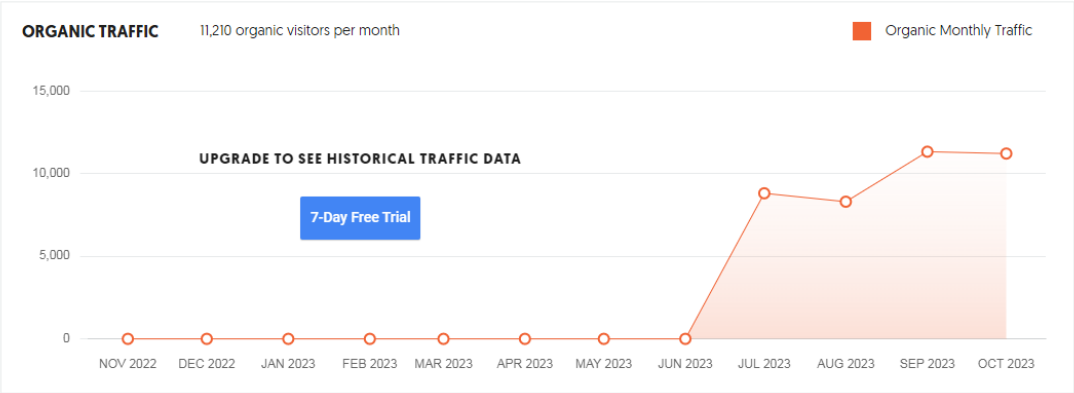
TOP PAGES BY COUNTRY: US / EN [1,259] | HK / EN [3,149] | GB / EN [1,471] | SG / EN [939] | MORE

SEO TITLE URL	EST. VISITS		BACKLINKS				
French Style Clothing | Parisian Fashion Concept Store – RUE ... ruemadame.com/	176	View All	494	View All	1,088	0	0
Sea New York | Sea NY Dress & Clothing ruemadame.com/collections/sea-ny	98	View All	24	View All	23	0	0
Manoush Womens Clothing | French brand online ruemadame.com/collections/manoush	81	View All	0	View All	0	0	0
MEDECINE DOUCE - BOUTIQUE PARISIENNE ruemadame.com/collections/medecine-douce	73	View All	0	View All	0	0	0
The Jacksons Tote Bag ruemadame.com/collections/the-jacksons	42	View All	5	View All	7,158	0	0

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY: US / EN [1,259] | HK / EN [3,149] | GB / EN [1,471] | SG / EN [939] | MORE

SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
rue madame paris	210	1	99
manoush usa	1,300	10	55
medecine douce	70	1	35
médecine douce	70	1	35
sea dress	2,900	35	28
octaevo	210	3	26
rue madame	90	1	26
sea nyc	5,400	30	21
hobbs london	4,400	30	18



Rue Madame SEO Analysis Results

- Rue Madame has a quite low domain authority ranking score – taking into consideration that the highest-ranking score is 100 – meaning that its ability to rank is not that strong. Although this score is calculated using multiple factors, it seems that the number of total links could be improved.
- Hyperlinks from other domains towards this website are 4,199, significantly lower than the ones of our client's other competitors.
- The organic monthly traffic considering organic keywords, is also quite low, 11,210 while the organic keywords used are 9,460, implying that this competitor could focus its efforts in improving its SEO organic keyword strategy.
- Organic traffic considerably increased in the beginning of summer and remained stable during the summer and autumn months.
- Its top SEO pages hail from the USA, GB and equally from HK and SG, taking under consideration that this online business is a French fashion business based in Singapore.
- Top SEO pages are collection specific, implying that the business is focusing in promoting some specific brands it features.
- Accordingly, top SEO keywords are product and brand specific and mostly non-branded, as this website is relatively new, implying that the business is focusing its SEO strategy in making its audience aware of its offerings.

3. SEARCH ENGINE OPTIMIZATION DESIGN

After we have analyzed our client's competitors' websites, we have derived valuable information such as keyword suggestions, keyword competition analysis that has helped us discover the key phrases and topics that are driving traffic to their website and keyword difficulty ranking; we are ready to proceed onto the next step of our SEO efforts. In order to create our keyword list, we have gathered a set of seed keywords (for example "women's jeans") and, via an iterative process, found our top keywords that are a list of closely related keywords.

Keyword research and competition analysis are essentially a part of the SEO process, and we are now ready to proceed to the next step. There are three distinct ways to increase traffic and visibility: On-page, Off-Page SEO and Technical SEO. Instructed by our client, we are going to focus on On-Page SEO and Technical SEO.

SEO is an ongoing process that can constantly be improved; therefore, we shall make a commitment to always adapt and be able to change. We will be using a Web Analytics tool such as *Google Analytics* right from the start, that will help us monitor metrics such as *Bounce Rate, Exit Pages* and *Conversion Rate*, and identify problems in order to constantly adapt our Digital Marketing Strategy.

Technical SEO

Under our appointment, our client has instructed us to deliver an attractive website that enhances the user experience. It is therefore an opportunity that we can employ best practices from the start of the design of the website in order to increase organic traffic.

Indexing our client's website is the most important part of the Search Engine process, as without it, there is no possibility for it to rank in any search result. Without this, we will not be able to site the website on Google.

NOTE: It is important to note that some elements of the technical SEO such as mobile responsiveness and website optimization maybe also be considered significant parts of the On-Page SEO, but they are closely intertwined as one influences the other, because their optimization delivers a better on-line experience for users.

- **Responsive website design:** Fashion shopping via mobiles is massive; *Syte* has found that 81% of fashion and apparel shoppers use their mobile phones for transactions; it is therefore an essential part of the browsing experience. Responsive web design – that means adaptable content no matter the access means - employing a variety of techniques and coding will create a seamless, intuitive experience and push our client's website up the search rankings. In order to achieve a responsive website design, we shall employ techniques such as fluid grids that involve our webpages being built with relative units so that content adapts.
- **Mobile Experience:** Focus on the mobile experience in order to stay ahead of the trending curve.
- **Bounce Rates:** Eliminate the likelihood of high bounce rates (i.e. users leaving our page soon after visiting) by enhancing the quality of user experience. In the case that high bounce rates are not due to the customer finding immediately what he was searching for – and hence leaving the page in order to proceed to buy, but on other significant factors that downgrade the user experience, such as slow loading speeds, pop ups or bad website design, we shall identify the weakness by implementing monitoring techniques such as AB testing. Tools such as *Google's PageSpeed Insights Tool* will allow us to check the website's speed at any time.

- **Quality user experience is interconnected with high loading speed**, which directly affects search rankings. In order to achieve high loading speed, we shall employ the following techniques:
  1. Find a good host for our website.
  2. Compress large images focusing on size, format and coding. Especially as original photos are large in size, they have to be kept small to match the dimensions of the page. The preferred format for the photos used will be JPEG or PNG rather than GIFS, as the latter features lower quality. We shall also ensure that all photos are connected to an active URL source.
  3. Compress large pages using tools such as *Gzip*, a tool that shrinks loading time up to 70%.
  4. Only use the http requests that are fit for our purpose, by including only the content necessary.
  5. Focus on achieving smooth redirects – with no unnecessary intermediary redirects - between internal links or between the different platforms used, for example between the website and the mobile phone.
  6. Use a WYSIWIG – also known as *'What you see is what you get'* editor, which will provide to us, the "Digital Marketing Company' a user-friendly interface that enables us to see how our page evolves while we are working at it. This kind of editor works much faster than coding our page from scratch and also as an added bonus, it will allow us to focus on the design that enhances the user experience, rather than on technicalities. We have already decided to use WordPress as a WYSIWIG editor, with as many included plugins as possible.
- To further reduce the possibility of a high bounce rate, we must also enhance the user experience by providing logical internal linking and arrangement within the website. We shall also provide a navigation map with, ideally, up to 75 links for our client's customers to smoothly navigate the website.
- We shall make important information such as product availability, pricing, shipping, payment, sales etc. visible and readily available.
- We shall refrain from using pop-ups.

- **XML sitemap:** As Google ranks pages and not just websites, we are going to design an XML sitemap for our client, for the pages on the website that we want Google to crawl, index and rank.
- **Efficient blog pagination navigation:** Instead of designing our blog with a previous/next structure that makes a webpage less authoritative the deeper it is in architecture (older posts), we shall design a numbered structure (1,2,3 etc.) that lets Google jump multiple pages in a time.
- **Language Meta-Tags and HREFLANG Tags:** This is a process to consider if, in the future, we include apart from our international website, local websites, such as in Germany, U.K. etc. The language meta-tags will help Google identify in which language a piece of content is written in and hence, index and rank local content, while the HREFLANG tags let Google identify in what other international versions our webpage exists.
- **Fixing and finding broken links:** Using an SEO audit tool like *Ahrefs* or free web-based tool like *Brokenlinkcheck*, we aim to identify and get rid of broken outgoing links from our website and broken backlinks leading to our website.
- **Chatbots:** Chatbots are tools that simulate human assistants and can significantly enhance the user experience, increase conversions, boost lead generation, improve our advertising efforts and help boost rankings. They maybe of the form of menu or button-based chatbots, voice chatbots, and can provide functions such as instant customer support and proactive

customer service, saving abandoned checkouts, redirect people who click on our ads directly to messenger promoting products and offers, integrate with social media channels, virtual artist, offering quizzes that gather information etc. Chatbots widely used in E-commerce include *Tidio, Chatfuel, ManyChat* and *Ada*, so we shall research into using one of them.

- **Customer Service Mechanisms:** We shall include customer service mechanisms such as *FAQ*, *Opening Hours, Business Details* etc. as they add value through meaningful content and by servicing the need for offline conversation. For example, FAQ pages may bring new visitors to the website via organic search and drive them quickly to related pages, while email helps pitch relevant web traffic, reducing bounce rates.
- **Call-to-Action Buttons:** They are a critical element in our SEO strategy as they will improve the overall performance of the website. We shall include CTAs such as *Shop Now,* Redeem Now, *View Product, Sign-Up, Payment Options* (for example PayPal), *Checkout*. *Social Media, Keep Shopping, Other Customers Also Viewed, Limited Time Offers, Get % Off, Shop the Collection, Stay Up-to-Date, Mystery Offer.* Quirky, inspirational, customized call-to-action buttons that raise emotions, the feeling of exclusivity and are direct, is the strategy we will go for. We shall test different colors, use captivating images, use urgency and provide clear button placement. Finally, we shall provide an easy check-out menu that requires taking easy, few steps till check-out.
- **Clear Menu, Services and Products**
- **Feedback:** We shall include product feedback and reviews as they are a valuable way to attract more customers. Increase visibility, hence improving our client's credibility, boosting our SEO ranking and subsequently leading to an increase in business sales.
- **Updated Copyright:** We shall update the copyright statement every year with attribution and license, as it will make the website appear new, relevant and positively reflect the brand.
- **We shall include all popular Social Media links.**

Off-Page SEO

Off-Page SEO Optimization is a vital component of SEO and involves external strategies taken outside of the website to improve search engine rankings. Although we shall not initially implement Off-Page SEO, it is important to design its strategy, as both On-Page and Off-Page SEO are techniques complementing each other. A good Off-Page SEO will help our client's website improve its ranking and bestow to it trustworthiness and credibility, as it heavily relies on the action of others. This, however, also implies that it gives us a lesser degree of control. Off-Page SEO techniques that we will implement include building backlinks and gaining exposure through various channels. Examples include influencer outreach, building quality backlinks (links that link back to our client's website), joining local listings, participating in forums, acquiring social mentions, paying attention to our social media, video marketing and fostering partnerships with authoritative websites. It is imperative that backlinks come from trusted, authority websites and that any 404 errors are promptly fixed. Relevance and authenticity are prime factors we need to consider; Google rates content that is relevant, so our focus will be shifted on building collaborations of high-quality relevant websites, for example, partnering with www.whowhatwear.com, an acclaimed insider fashion online magazine, to recommend and endorse our content.

On-Page SEO

On-Page SEO involves the elements within the website that we will optimize in order to help our content rank higher on the search engines. Our focus shall be shifted on creating high value content that is relevant and authentic, rather than stuffed with keywords, because, as said, Google algorithms are becoming more and more intelligent, firstly indexing and rewarding natural content that enhances the user experience. All the steps, techniques and actions we shall undertake will be structured and organized as they provide the backbone of our website, leading to increased traffic and more conversions, as requested by our client.

On-Page SEO elements fall into three main categories: Content Elements, HTML Elements that refer to the elements in the source code, and Site Architecture Elements.

The table below presents all the On-Page SEO elements we shall focus on based on their category, helping us to create a more structured approach:

Element Categories	**Type of Element**				
Content Elements	Keyword Research	Visual Content			
HTML Elements	Page Titles	Headers	Meta-Descriptions	Image Alt-Text	Structured Markup
Site Architecture	Page URLs	Internal Linking	Mobile Responsiveness	Site Speed	

Table: The element categories of On-Page SEO.

Below we will delve in our On-Page SEO optimization strategy:

KEYWORD RESEARCH

The keyword research and competitor analysis process as explicitly analyzed before is an ongoing, iterative process that constitutes a vital part of the On-Page SEO process. We shall focus on using a combination of short and long-tailed search terms incorporated in a naturally sounding manner, with a high degree of specificity, for example, incorporating location or numbers to distinguish us from competition.

OPTIMIZING TITLE TAGS (PAGE TITLES)

When conducting an online search for our niche, titles are the first that the target audience will see. They define the title of a webpage of our client and highly impact search rankings and we do have control over them, so it is imperative to make them catchy, specific and relevant.

- **Length:** Long title tags can be truncated by Google if exceeding a maximum Pixels limit, so we will keep their length between 50-60 characters with minimum of 30 characters as suggested by Google.
- **Keywords:** We shall place the most important keywords at the beginning of the title – never towards the end, and use the ones that are relevant to the audience's search query. Ideally, we shall use 1-2 keywords including the one of primary importance and combine them to make an appealing title. For example, instead of writing *Blazers for Women* and *Jackets for Women*, we shall write *Blazers and Jackets for Women*. Keywords will be inserted in a natural manner that resembles natural speech patterns.
- **Readability:** Great readability is also important, for example, we shall not use dashes or pipes. Our title tags will be carefully thought of and written primarily for potential users. In

order to give emphasis, we will mix upper and lowercase letters, for example, *Blazers and Jackets*.

- **Call-to-Action:** As our client has an online fashion shop, we need to include a relevant call-to-action button to activate the target audience. For example, Buy / Order / Discover Now.
- **Unique, engaging, informative title tags:** We shall only use each title tag once within our website, as more than one will confuse both Google and the target audience. In some of our blog posts, we shall employ the technique of using numbers within the title tag, for example, "10 Best Coats for Winter 2023", as it is unique and compelling. Titles that offer specific details such as location or are descriptive will also be included in our strategy. For example: "10 New French Brands for 2023", and "10 Best Affordable Coats for 2023". This degree of specificity will help us rank higher, as now, there will be fewer results in the search engine to compete with.
- **Title tags including brand name as part of the content:** Wherever possible, we shall include the brand name, for example "Best Dresses for Fall 2023 - Cult French Brands Blog".
- **Responsiveness:** We shall be checking title tag responsiveness and readability on different screens, including laptop, mobile phone and tablets.

CONTENT CREATION

As much important as it is finding one-word, two-word and long-tail keywords that might either be popular or present a significant opportunity, it is equally important to raise content around the SEO in a natural, organic manner in order to present valuable content.

- **Rich placement:** We shall carefully craft the keyword placement in a manner so that it sounds and flows naturally. Placing the most important keyword in the first paragraph is vital, as it will help Google easily categorize the content. In order to boost SEO, we shall place it within the first line or at least, within the first 100-200 words.
- **Keyword Number:** We shall stick to the general rule of using our primary keywords once every 100-150 words, without excessively repeating them or stuffing our text.
- **Sub-categories:** In order to optimize content and boost indexing, we shall split our bucket offerings into smaller categories. For example, our client's website offers Women's Accessories. We shall split this main category into subcategories such as Belts, and Bags. Although it is best to have more content, we shall limit ourselves to creating only the separate pages that are needed, in order to avoid repetition and keyword stuffing.
- **Keywords:** We shall use both short and long-tail keywords. The latter are short phrases that provide specificity, so they will help the target audience easily find answers to their search. As suggested by Google, we shall use long-tail keywords once within the title and sprinkled within the content. We shall also sprinkle Latent Semantic Keywords (LSI) keywords and. synonym keywords of the focus keywords, within the main body of our text. For example, if the focus keyword for an article is "trousers", we shall also use its popular variation that is "pants", as the target audience will find that it is closely related to their main search that was trousers. Some free keyword generators we may use include *LSIGraph*, *SEO PowerSuite Web Auditor*, *Google Keyword Planner* and *Ultimate Keyword Hunter*.
- **Sub-headings:** We shall keep subheadings brief.
- **Content Length:** We shall produce product descriptions of around 350-400 words and blog posts containing at least 300 words and ideally up to 1500 words, in order to optimize them for SEO.
- **Content Quality:** We shall dedicate ourselves to writing stimulating, high quality content that keeps the target audience engaged. High quality content is inextricably linked to the following:

- **Grammar and Logical Structure:** We shall ensure that content is grammatically correct with no typos or errors.
- **Powerful copywriting:** Create content that is practical, intellectually stimulating, captivating, entertaining – for example including video content, original and conveys a sense of purpose i.e. that is giving information regarding subjects that interest the target customers.

1. **Uniqueness:** The best technique in order to achieve this is to delve into our target audience's interests and research which of our competitors' relevant content engages and is shared the most, and then proceed to writing our own, authentic, original content in a passionate way that reflects our care for target customers. We shall always refrain from creating standard 'template' articles and then reproducing them within various contexts.
2. **Value:** We shall deliver valuable content via storytelling, by including a Blog section.
3. **Captivating Headlines:** We shall create strong headlines that intrigue potential customers to read the whole article by providing a concise summary, while also being catchy, inviting, and stimulating in order for the audience to engage and possibly share. Entertaining content is key, after all, our client's business is fashion related.
4. **New content:** We shall provide fresh, new content that is updated regularly in order to keep potential customers engaged.
   Grammarly, is a free writing AI assistance that we shall be using - always in combination with our own copywriting skills, as AI powered writing tools cannot always match words to the relevant context - that includes formatting suggestions related to grammar, writing sound, tone of conversation (based on whether we prefer a formal / informal / conversational / business-related tone etc.).

HEADERS (BODY TAGS)

- These refer to the HTML elements H1, H2 and so on, that refer to the main title and subtitles respectively. The H1 tag will help make the title the boldest and biggest element on the results pages, and the H2, H3 etc. titles still visible, yet smaller than the main title. Utilizing this straightforward technique, will help make content organized in a logical manner, and hence visible, more noticeable and bolder for the target audience, as well as help Google prioritize easier and quicker our most important content, leading to higher ranking.
- Before inserting the H1 tag, we shall limit the title to the suggested 70-character limit, as Google will only present this limit in the results page and cut off any characters extending beyond.

META-DESCRIPTIONS

The meta-description is the short description that appears beneath the title when typing in a search query on Google Search. It briefly describes what our post will be about and contains the most important keyword. When correctly used, it can significantly influence – together with the title - the target audience to click on a result leading to the e-commerce store, i.e. generate traffic. We shall incorporate the meta-description on our website by using a SEO plugin, such as *Yoast SEO*.

- **Length:** We shall keep the length of each meta-description around 155-170 characters, as Google truncates the ones that exceed this length.
- **Descriptions:** Within our unique descriptions, we shall highlight the most important information of the article that possible give the answer to the target audience's search queries.
- **Keywords:** We shall include focus keywords.

- **Call-to-Action:** We shall include call-to-action buttons such as “Discover Now” or” Shop Now” that will get the audience to click faster on to our website.

IMAGE OPTIMIZATION

Optimizing images is a vital technique of the On-Page SEO process, as it makes content more appealing, enhancing the user experience and helps Google identify images, making content more scannable. There are various ways we shall use in order to optimize images.

- **Content:** We shall include rich, visual content that ignites engagement, such as online video tutorials, How To's and engaging images.
- **Copyright:** We shall post only legal, non-copyrighted images: in any case that we use copyrighted images, we shall include citation of the source, as Google penalizes unauthorized content.
- **Authenticity:** Posting original image content: through our website, we shall showcase iconic French fashion brands. Using images that are User Generated or created by us and not provided by the brands themselves, is a great way to boost rankings.
- **Format:** Upload images in SEO friendly formats, such as JPGs, PNGs and GIFS as they download fast.
- **Using Image File Names and Img-Alt Text:** Google and potential audiences are discovering our content not only via text, but also through images. Best practices regarding image file names include the creation of relevant image file names for our images, using only letters, numbers, underscores and hyphens. So, we shall edit every image filename to match the potential search, for example, instead of the generic “Img_152_35678”, we shall replace it with “Sandro_black_satin_shirt”. Using Alt-Text for our images is a significant SEO boost, as it makes images more accessible to visitors; being descriptive, keeping the text short and incorporating keywords without overstuffing, are key best practices.

PAGE URLs

- We shall keep our page URLs easy and simple to understand for both the target audience and Google, as they showcase our website hierarchy between the domain, subdomain, directory and specific path. For example, a potential URL might be www.cultfrenchbrands/blog/news/135806-tutorial-how-to-wear-jeans that clearly indicates the domain (cultfrenchbrands.com), the sub-domain (blog), the directory (news) and the path to the specific blog article.
- We shall incorporate the most important 1-2 keywords into the page URL. For example, if the keyword is “Sandro” and “High-Waisted-Jeans”, the URL might be of the form: www.cultfrenchbrands.com/sandro-high-waisted-jeans

INTERNAL (STRUCTURAL) LINKING

We shall employ the technique of internal linking, an internal process that hyperlinks to other helpful pages within our website. Internal linking makes navigation easier, reduces bounce rate (fast exit) and delivers a smooth user experience. In this way, the target audience will remain for a longer time within the website, giving Google time to rate and index it, as it will recognize it as more valuable.

For example, we shall provide a hyperlink from an article that is titled “10 Best Jeans to wear in 2023” to another article within our website that is titled “How to wear High-Waisted Jeans”.

We shall deem the internal linking procedure as natural as possible. For example, one of our client offerings on the website is “Accessories”, which comprises the “parent service”. However, this parent service will be divided into different sub-categories, for example “Belts” and “Bags” that will have

their own separate page. By linking the parent service with its detailed pages, we shall deem the navigation process logical and natural.

EXTERNAL LINKING

External links are divided into *Inbound (Backlinks)* and *Outbound Links*; while the former direct the users towards our website, the latter do the opposite, i.e. they direct them towards external websites. Both deliver a high value, as Google appreciates valuable content being shared. However, we shall focus on the process of *Backlinking*, a significant aspect of SEO that requires dedicating time, as it is a unilateral process involving two different parts.

- **INBOUND LINKS (BACKLINKS):** These are the links that will provide the highest value for our client's website; Google rates high the content that is rich. Therefore, a blogger or an influencer writing a review for our client's products and providing a link to the website automatically bestows trust and authority to our client.
  - We shall focus therefore on building successful collaborations via ***manual outreach*** with relevant influencers with authority in the fashion field, and "pay" back their gesture of endorsement possibly with an exchange – for example, a few wardrobe items from the upcoming collection to showcase and wear for free or a free mention of them in our social media. Another way to conduct manual outreach is to collaborate with search directories and submit our content to them.
  - The best way of course to get a ranking boost from Google, is to earn our way up with ***"natural links"*** that come as unaffiliated from an outside source, without reciprocation. We shall employ the following authority tactics in order to get authority natural links:
    1. The most powerful, rewarding method is to build strong connections with influential blogs and valuable websites - with a lot of engaging followers - that are relevant to our niche (for example whowhatwear.com), and write guest posts for them in order to gain affiliation and endorsement.
    2. By becoming an authority on our field by creating niche-specific posts or offering highly sought after fashion items, authority websites and influencers will be naturally convinced to collaborate with us.
    3. Another technique we shall use is to monitor the backlinks of our rivals by using programs such as *Monitor Backlinks or* observe on their website or other resources which of their content is successful, and then either reach out to the source of the backlink to create similar backlinks for our posts, or recreate similar, high value content.
    4. Use broken link building: This is a time-consuming yet valuable method, when executed properly that involves taking advantage of broken links on the web and asking linkers to swap to a relevant, working page on our website. In order to find broken links with backlinks we shall employ tools such as *Ahref's Free* (or paid) *Backlink Checker* and, via their *Competing Domains* section using relevant keywords to our niche, find the dead links of our competitors. It is imperative to only focus on dead pages that have high quality backlinks. Next step is to create a suitable replacement page and then, outreach our replacement source (i.e. the author of the source article linking to our competitor's dead page), offering them to link to our high value working replacement page. This is a technique that benefits parties, us and the replacement source if correctly executed. **https://ahrefs.com/blog/broken-link-building/**
    5. Finally, we shall reach out to influential websites and blogs who create "roundups" of specific topics, for example "The best French brands that need to be on your Fashion Radar" and ask them to link our website posts or offerings with their content.
- **OUTBOUND LINKS:** We shall use outbound links that direct the audience to external websites. Although we would not ideally want our target audience to check potential

competitors' content, this technique may lead to potential future endorsements in the future.

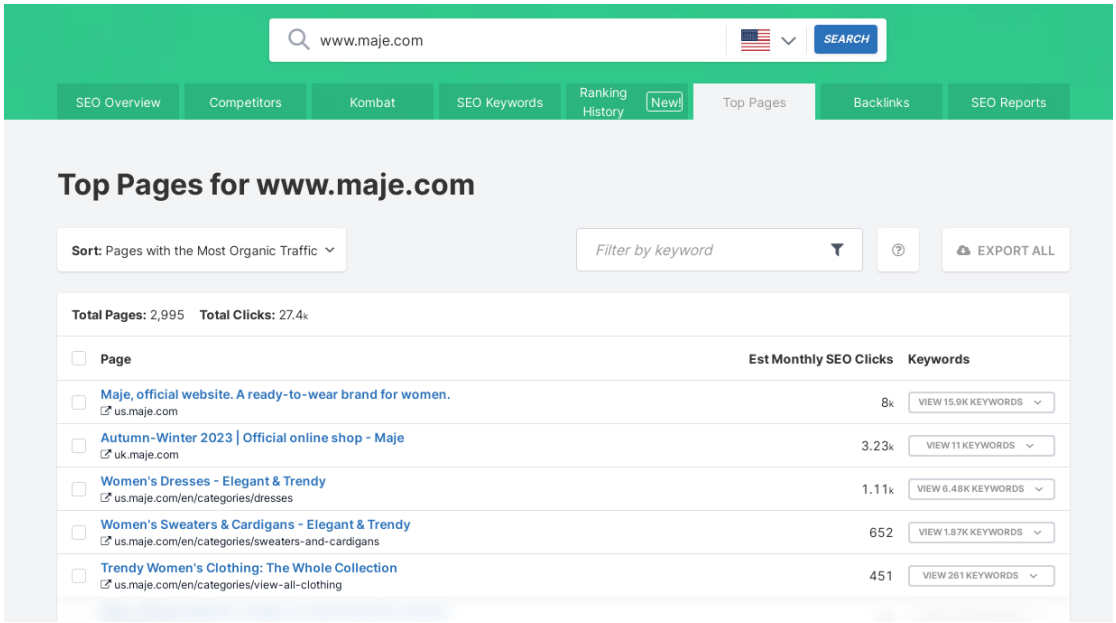
- We shall use 4 outbound links at maximum per post.
- We shall refrain from using outbound links that only lead to specific websites, as Google penalizes artificial or narrowly targeted outbound links.
- We shall however only refrain to using outbound link when they lead to valuable, relative content, as redirects increase bounce rates.
- We shall use the 'do-follow link variety' more than the 'non-follow variety', as the former is highly appreciated by Google as willingness to share valuable content.
- We shall refrain from using the 'non-follow variety' when creators of the link are not likely to notice. The non-follow links are the links that cannot be followed, and their general aim is to prevent spam content on our website, for example of a spammer leaving links on our client's website' reviews and comments section.

4. DESIGN & DEVELOPMENT OF THE WORDPRESS CMS SITE IMPLEMENTING THE SEO STRATEGY PLAN

List of Thematic Topics

We proceed with indicating a list of thematic topics for our client's website. Having previously conducted a competitor analysis, our competitors' prevalent topics, checked LSI keywords and related keywords and identified with the use of tools, the list of top pages for our competitors.

For example, regarding the use of tools, we have employed the use of Spyfu.com to check our competitors' top pages. E.g., for our competitor Maje we get the following results, that indicate that its top topics include "women's dresses" and "women's sweaters and cardigans".



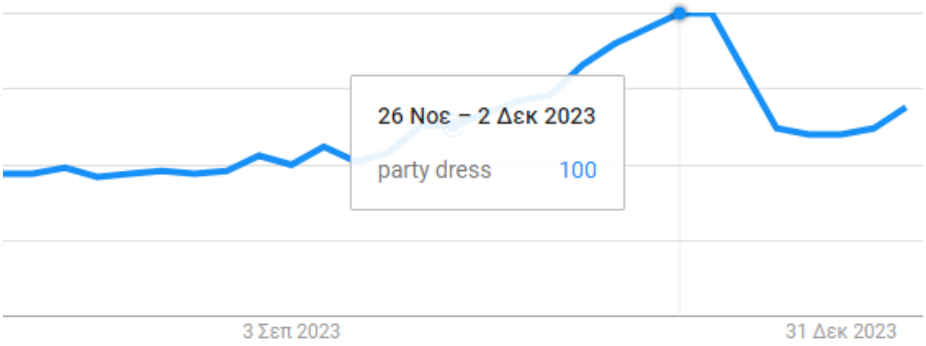
Indicating competitors' top pages and topics. Tool used: Spyfu

Respectively, we repeat the same process for the rest of the competitors:

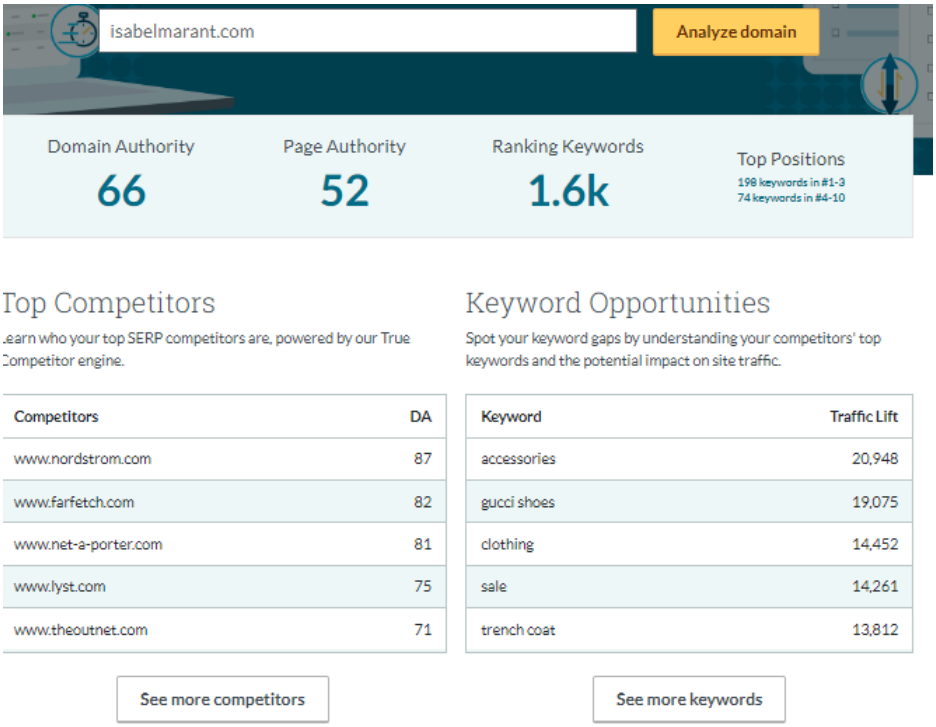
The pages with the most organic traffic are the ones that will also dictate the most prevalent topics of the competitors and are, the Homepage, "Footwear", "Dresses", Shirts & Blouses", "Bags", "Coats & Jackets".

Keyword Research and Selection

For our keyword research we began by delving into the psychographics of our target audience, to identify and understand their preferences and behavior. In this exploration we employed tools such as Google Keyword Planner, SEMrush and Ubersuggest, to find keywords that resonate with our audiences search intent. These tools helped us identify the keywords search volumes, the current market trends and the competitiveness of every keyword. Lastly, we used Google trends to further understand the seasonal popularity of certain keywords. For example, keywords including the word party, had an increasing search volume during the holidays.



Secondly, we conducted a competitor's keyword analysis. We analyzed our competitor's websites to understand their keyword strategy as explicitly analyzed in the Competitor Analysis section. During this process we used tools such as Ahrefs and Moz to identify the keywords that our competitors are ranking for. By doing so, we discovered the gaps and opportunities of the market of French fashion.



Keyword analysis for Isabel Marant. Tool used: Moz

Lastly, after conducting the aforementioned research we decided to center our strategy on long-tail keywords. These keywords are more specific and often show a clearer intent. This indicated that even if the search volume is low, the traffic that reaches our e-shop through these keywords is more likely to fall into the decision-making stage of the buying process and shows transactional intent. Further, long-tail keywords drive targeted traffic and improve engagement due to their specificity and relevance. In addition, when typing long-tail keywords, users have a specific product in mind. As a result, these keywords face less competition than the high-volume ones, that makes it easier for our e-shop to rank higher on search engines result pages.

The following table summarizes the results that we get when typing in keywords that could be used for a SEO optimized homepage and product pages, including results of monthly volume and competition.

Keyword	Monthly Volume	Competition
French women’s clothing	1,000	high
French fashion brands	4,400	high
Best French fashion brands	210	high
Best French clothing brands	210	high
Best French designers	50	low
French clothing brands online	50	high
French fashion brands online	50	high
French fashion designer brands	30	low
French luxury clothing brands	30	high
French luxury brands	1,000	low
French luxury fashion brands	30	low
Top French designer brands	30	high
Top French luxury brands	30	low
Sezane	135,000	medium
Sezane paris	1,600	low
Sezane paris france	40	low
Sezane dress	3,600	high
Sezane Levantine jumper	590	high
Sezane jeans	720	high
Sezane bag	2,400	high
Sezane max shirt	590	high
Sezane shirt	320	high
Sezane coat	720	high
Ba&sh	22,200	high
Ba sh	74,000	low
Ba&sh dress	2,400	high
Ba&sh jeans	90	high
Bash paris	2,900	high
Bash tops	480	high
Sandro Paris	14,800	high
Sandro paris sale	170	high
Sandro sale	3,600	high
Sandro handbags	1,900	high
Sandro jumper	1,600	high
Sandro blazer	880	high
Sandro jeans	590	high
Maje paris	2,400	high
Maje jeans	320	high
Maje dress	8,100	high
Maje dress sale	1,000	high
Maje sale	2,900	high
Isabel marant	49,900	high
Isabel marant coat	1,300	high

Isabel marant jacket	1,300	high
Isabel marant jeans	490	high

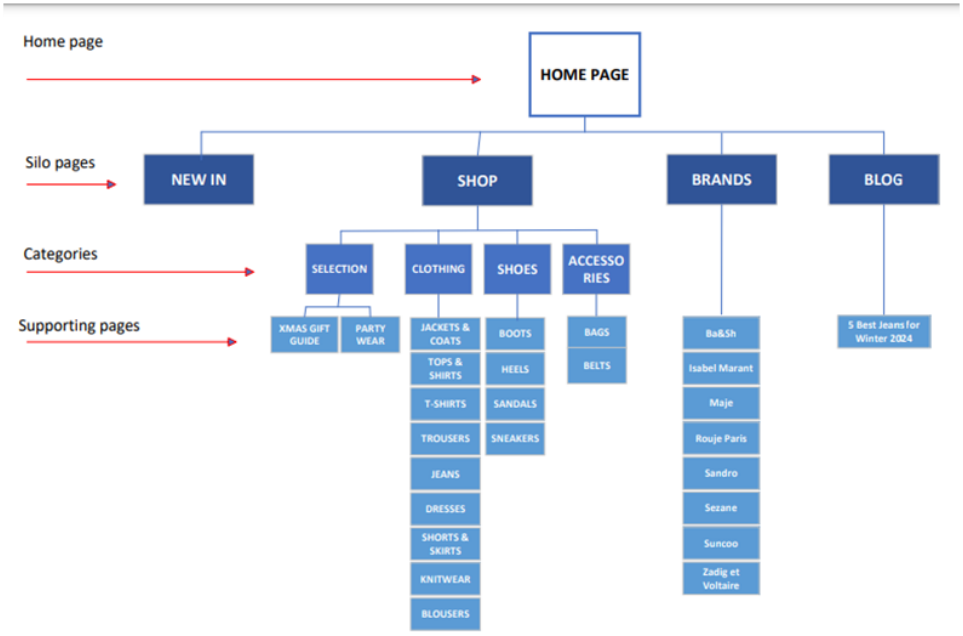
Creating a list of long-tail keywords. Tool used: Wordstream, Ubersuggest.

Therefore, having gained valuable insights regarding the list of thematic topics and top pages of our clients' competitors, we shall proceed in the next steps to construct our website's pages and categories. We shall also optimize the aforementioned list of high monthly-volume keywords to use in the homepage title tag, meta-description, heading tags and landing page content, as well as the product pages optimization.

TECHNICAL SEO: CRAWLING AND INDEXING

SILO STRUCTURE

Before we proceed to the page and content optimization of our website we created a Silo Structure. Silo Structure in SEO is a type of website architecture that establishes information hierarchy and helps users to navigate better. We created the silo structure for the home page as follows:



Silo structure is not the most optimal approach for building a website for ranking because it lacks visibility into the internal linking of the content, hindering search engines in crawling and indexing of the website. Additionally, this could result in a higher bounce rate, as users might return to search engine results pages (SERPs) in search of related content.

Nevertheless, silo structure can serve as a very beneficial initial step in optimizing website structure, offering a clear and organized layout for users to easily locate what they are searching for.

HTML SITEMAP

Both users and crawlers need to be able to find the high-value pages with ease, that's why we created the HTML Sitemap of our website. Having a clear, simple and easy to follow site structure will not just improve rankings, it can also improve site conversions.

HTML sitemap is a page that links to every user-accessible page of the website. Its intent is to improve the site usability by clarifying the data structure of the website. To create the HTML Sitemap of our website, we used the **Simple Sitemap plugin by David Gwyer**. It includes all the pages of the main menu and the posts of our website. We placed it in the "Support" section on the footer so that the

user can have access to all the links of the pages with just one click. We decided not to include the footer menu in our sitemap because we planned to add it in the bottom of every page of the website. This strategic placement ensures convenient access to essential information throughout the user's navigation on our site.

- NEW IN
- SHOP
  - SELECTION
    - Xmas Gift Guide
    - Party Wear
  - CLOTHING
    - Jackets & Coats
    - Tops & Shirts
    - T-shirts
    - Trousers
    - Jeans
    - Dresses
    - Shorts & Skirts
    - Knitwear
    - Blousers
  - SHOES
    - Boots
    - Heels
    - Sandals
    - Sneakers
  - ACCESSORIES
    - Bags
    - Belts
- BRANDS
  - Ba&Sh
  - Isabel Marant
  - Maje
  - Rouje Paris
  - Sandro
  - Sezane
  - Suncoo
  - Zadig et Voltaire
- BLOG

XML SITEMAP

Ranking in the search engines requires a website with flawless TECHNICAL SEO. This can be achieved with the use of a machine-readable sitemap that contains URLs along with metadata and it is called XML Sitemap. In comparison with Html sitemap, it is invisible to the user and it is used exclusively for search engine crawlers. For this purpose we used the **Yoast SEO plugin**.

XML Sitemap

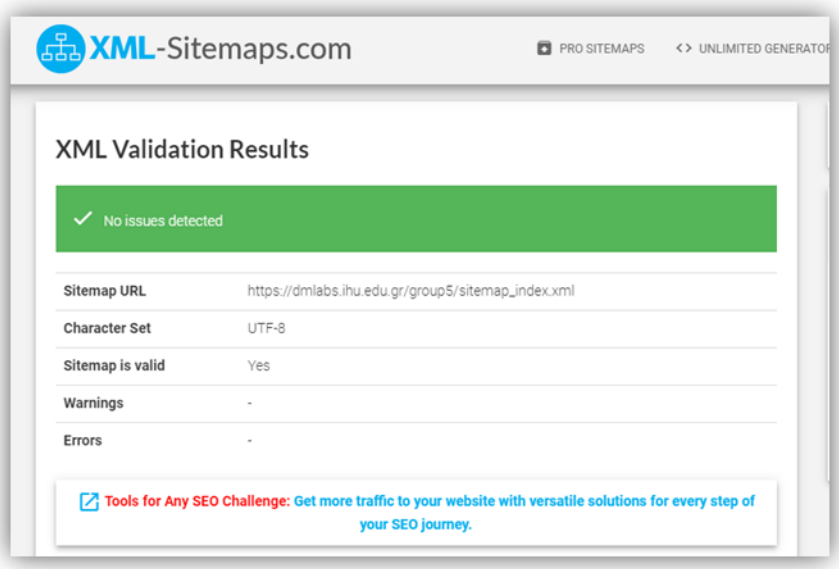
Generated by Yoast SEO, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 6 sitemaps.

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

After we created the XML sitemap we pasted the sitemap URL (https://dmlabs.ihu.edu.gr/group5/sitemap_index.xml) in **xml-sitemaps.com** to ensure that our XML Sitemap is valid.



Next step is to submit the URL to the **Google Search Console** in order our targeted pages to be ranked on the search engine results.

ON-PAGE SEO: PAGE AND CONTENT OPTIMIZATION

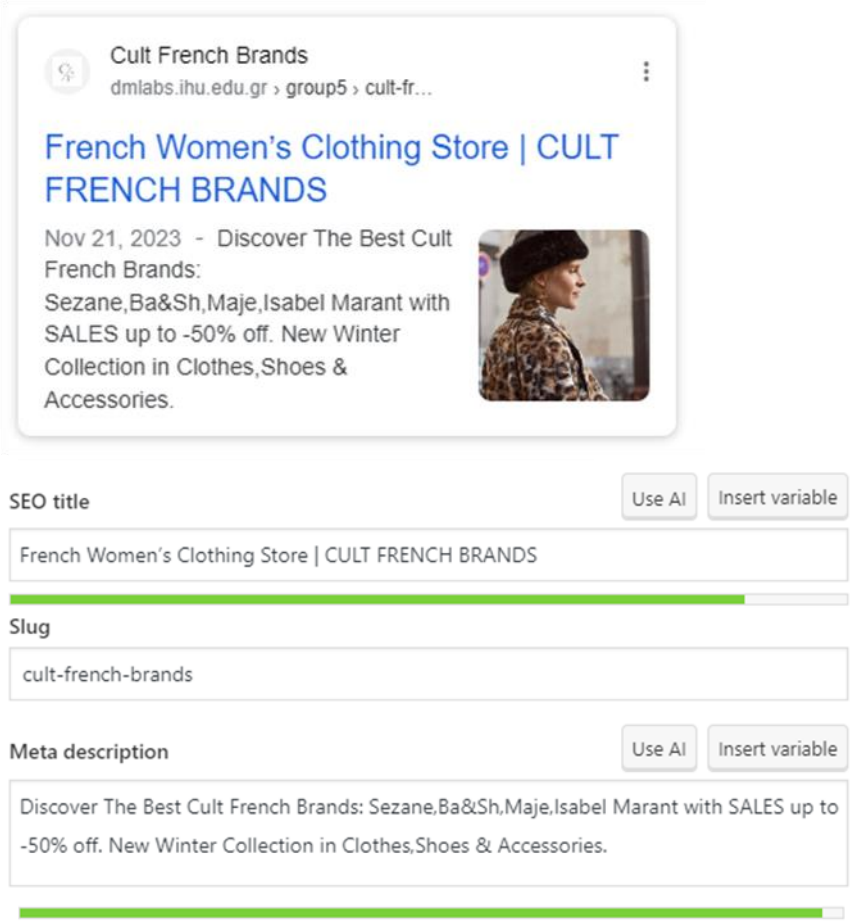
PAGE TITLE OPTIMIZATION

1. **TITLE TAG**

   The title tag of a web page is meant to be an accurate and concise description of a page's content as it is the first element that the audience sees**.** We added a catchy and relevant title of 50 characters that that it consists of the keyphrase “French Women’s Clothing Store” that describes the nature of the business, following by our brand name “CULT FRENCH BRANDS” with capital letters in order to give emphasis on it.

2. **META DESCRIPTION**

We started our Meta Description with the Call-To-Action element “Discover”, following by our brand name again and the top keywords of the most popular brands of our website: Sezane, Ba&Sh, Maje, Isabel Marant. After, we included “SALES” in capital letters as a way of attracting audience that searches for discount offers. Lastly, we mentioned the “New Winter Collection in Clothes, Shoes and Accessories” to inform about the range of our products. We made sure to not exceed the limit of 160 characters so that the description will appear whole in the search engines.



3. **FAVICON :** They are icons that visually represent a website and/or brand. It is placed next to the page title in Google’s mobile search results as well as browser’s bar, bookmarks and history and ideally it is the same as the logo of the business. It is considered important because it helps users quickly identify the website among various open tabs or on their bookmark list.

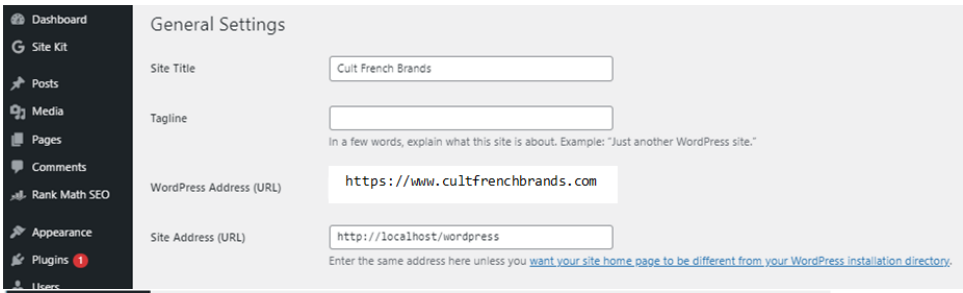
We used the webite logo as a favicon for two important reasons:

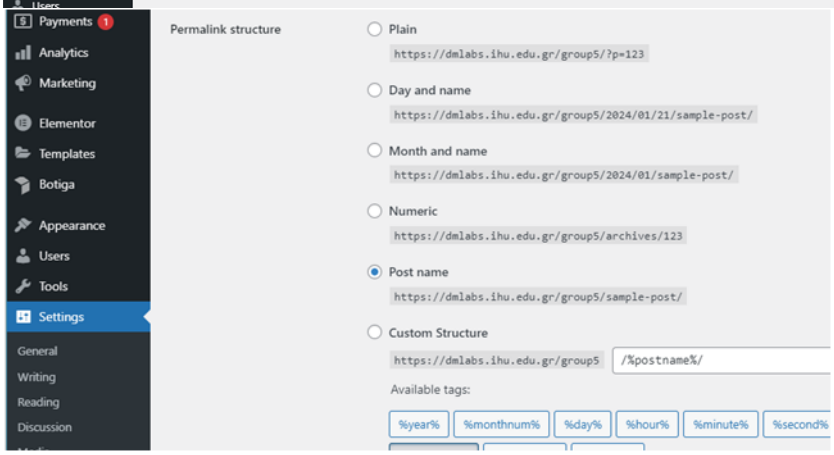
- Visual consistency keeps the business’ brand identity in consumer’s mind. The direct association of the logo with our brand contributes to **brand awareness.**
- Adding a favicon builds **credibility and trust** creating an image of professional, established and reliable business.

URL OPTIMIZATION

From the General Settings on the Wordpress Dashboard we set the URL Address of the website with the domain name: https://www.cultfrenchbrands.com

Next, we adjusted the Permalinks structure from "Plain" to "Post name" in order to clarify the website hierarchy between the domain, subdomain, directory and specific path. For example, the URL of the post "5 Best Jeans for winter 2024" is now *www.cultfrenchbrands/blog/ 5-best-jeans-for-winter-2024/* or the URL for the product "Long Sleeve Dress-SEZANE Harper" is *www.cultfrenchbrands/dresses/long-sleeve-dress-harper/*.



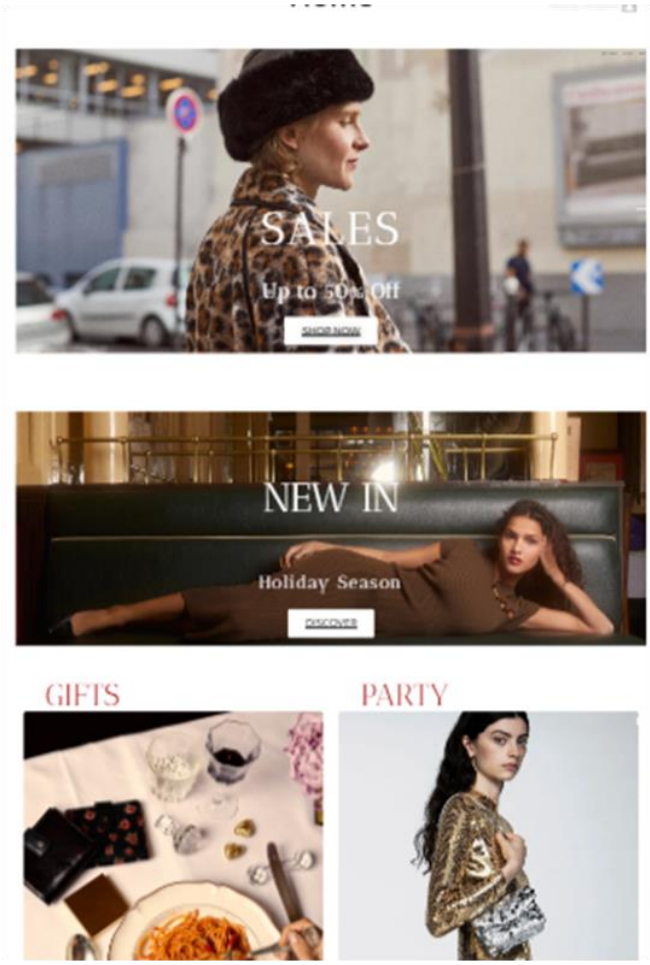


HOME PAGE OPTIMIZATION

The initial step in crafting our website's homepage is crucial, as it serves as the visitor's first impression. Within the fleeting moments when users enter our site, we aim to captivate their attention and entice them to explore further. Studies indicate that 55% of website visitors spend only 15 seconds on a site before deciding to stay or leave. To address this, we initiated the process by designing the main menu, its categories, and product listings, ensuring a seamless and user-friendly navigation experience. Additionally, we incorporated essential information in the footer section to enhance user trust and accessibility.

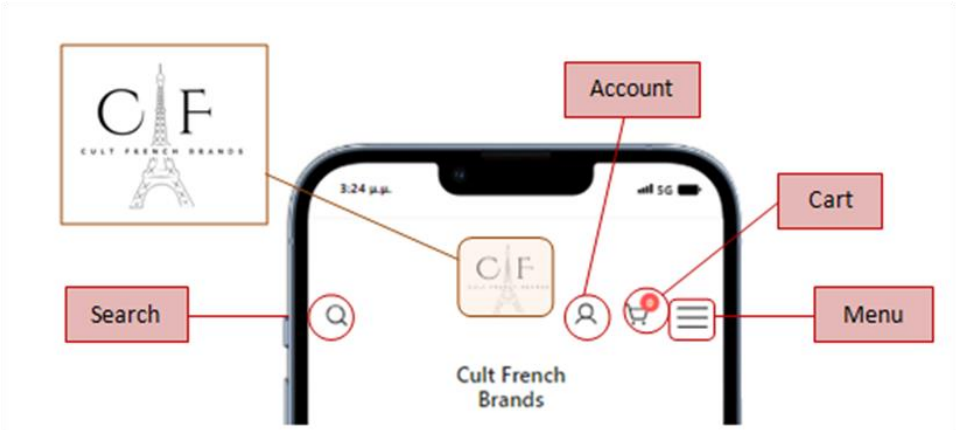
Moving forward, our focus shifted to the visual elements of the homepage. Prior to integrating images, a strategic plan was devised, centering around the upcoming Christmas holidays. The chosen themes for this time period encompassed four key aspects:

- **Sales Campaign**: Highlighting special promotions and enticing offers.
- **New Collection for the Holiday Season**: Showcasing the latest additions tailored for festive occasions.
- **Gifts for Your Loved Ones**: A selection of thoughtful and appealing gift options.
- **Party Wear Outfits**: Featuring stylish and celebratory attire suitable for various festivities.



By aligning our visual content with these strategic themes, we aim to resonate with our target audience and encourage prolonged engagement on the site. This deliberate approach ensures that our homepage not only captures attention but also provides a cohesive and inviting experience for visitors during the holiday season.

1. **HEADER**

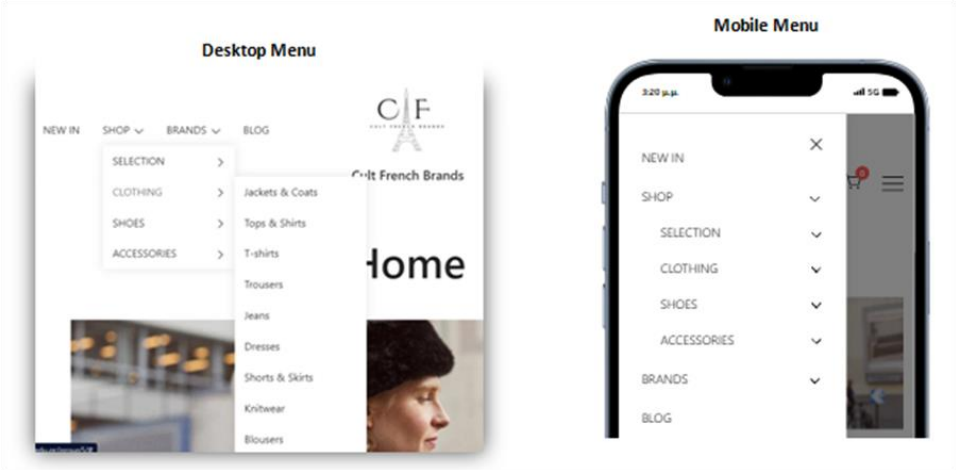


Logo: it is the brand identity of the website. Our logo consists of the two initials of the words Cult and French and the Eiffel tower. We came up with this idea as a way an individual can understand from the first impression that we are a commercial site representing French fashion. The logo is placed on the center and it also works as a link to the homepage. We optimized it by making it transparent with **Photopea** image editor in order to fit in every background.

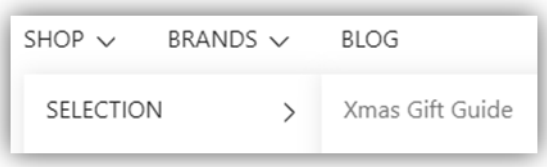
We also included a Search bar that works as a Customer Search Mechanism, an Account icon, a Cart and the hamburger menu on the mobile navigation.

Main Menu

The categorization of the products ensures that our desktop users can effortlessly navigate through the website, accessing a diverse range of products and seasonal offerings with ease. The mobile view is designed to maintain this intuitive navigation experience while adapting to the constraints and preferences of smaller screens.



On the images above you can see the visual difference of the main menu on the desktop and on mobile. For the desktop view, we formed a drop-down menu featuring 4 pages: New In, Shop, Brands, Blog. Within the 'Shop" page we included 4 categories of products: Selection, Clothing, Shoes, Accessories. The "Selection" category refers to products with a specific theme. To enhance the holiday spirit, we've introduced two subcategories: "Xmas Gift Guide" and "Party Wear."



Sales Campaign image: Our initial thought was to put it as "Hero image" but we didn't manage to find the way to do it, probably because of the limited flexibility that Wordpress themes provide. Hero section is the above-the-fold, pre-scroll area of the web page containing the element that presents the strong visual hook. We wanted part of it to be the background of the menu section, so that it instantly grabs the attention and allows for setting the quick visual, emotional, and informative connection with the users, engaging them to scroll to learn more.

Call-To-Action buttons: Shop now, Discover→ Encouraging user to take certain action

2. FOOTER

An informational footer is arguably as important as the header navigation. The footer of a website is vital for SEO as it supports internal linking, aiding search engine crawlers in navigating and indexing site content. It contributes to keyword relevance by incorporating relevant terms, while also

enhancing user experience by providing easy access to essential information. This area can be accessible in any website page, once the visitor reaches the bottom of the page.

Important features:

In the **pre-footer section** we highlight the most common customer quires regarding our website's online sales, that largely determine the purchase decision:

1. Free Delivery and Returns: Providing clarity on our commitment to free delivery and returns, we aim to enhance the overall shopping experience. This feature not only adds value to the customer's journey but also underscores our dedication to customer satisfaction.
2. Secure Payment: We prioritize the security of transactions by emphasizing our commitment to secure payment methods. This assurance is intended to boost the user's confidence, assuring them that their financial information is handled with the utmost care and integrity.
3. Customer Service Telephone Number: Recognizing the importance of prompt and accessible customer support, we prominently display our telephone number. This transparent approach ensures that customers have a direct line of communication, reinforcing our commitment to providing excellent customer service.

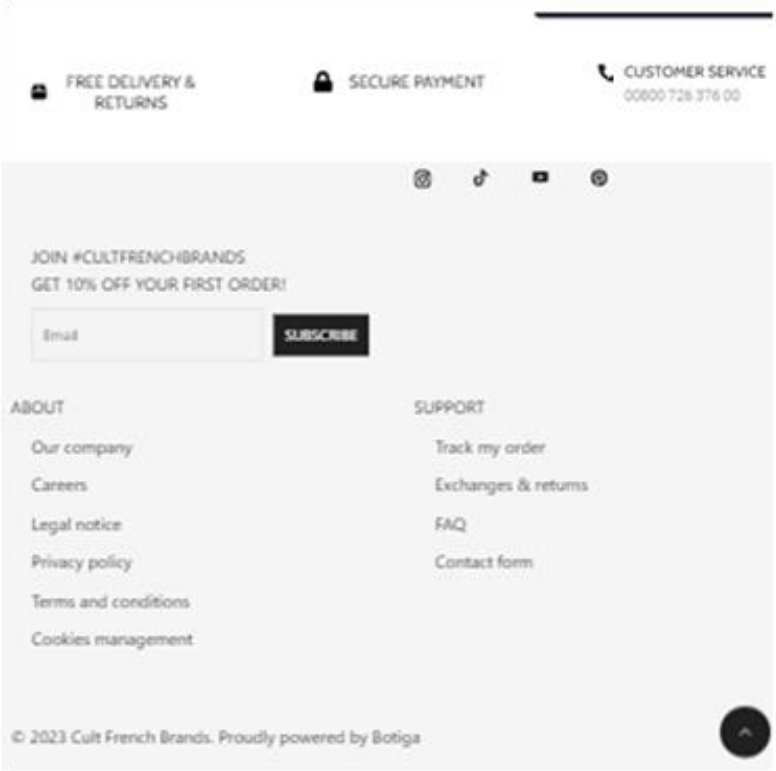
By strategically highlighting these features in the pre-footer section, our goal is to establish a foundation of trust with our users, alleviating common concerns and fostering a positive online shopping experience.

Valuable links:

- **ABOUT**
  Our Company: Delve into the story behind our brand, values, and mission.
  Careers: Discover exciting opportunities and join us on our journey.
  Legal Notice: Gain insights into the legal aspects and regulations governing our platform.
  Privacy Policy: Learn about our commitment to safeguarding your privacy and personal information.
  Terms and Conditions: Navigate through the terms that govern your interaction with our website.

  Cookies Management: Explore our approach to managing and utilizing cookies for an optimized user experience.

- **SUPPORT**
  Track My Order: Stay informed about the status and progress of your orders.
  Exchanges & Returns: Find guidance on hassle-free exchanges and returns, ensuring a seamless customer experience.
  FAQ: Access a comprehensive collection of frequently asked questions for quick answers to common queries.
  Contact Form: Reach out to us easily through our contact form for personalized assistance.
  Sitemap: Explore the structured layout of our website, aiding in efficient navigation and discovery.

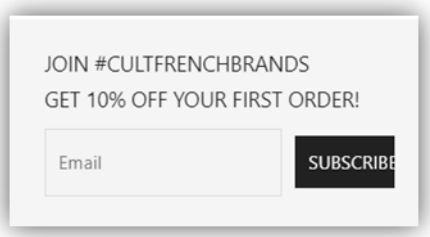


Social Media:

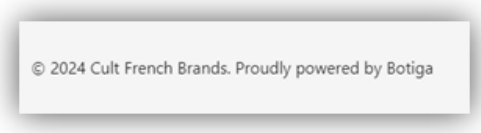
- website connection with social media platforms boosts website engagement because it helps on expanding reach, increasing website traffic.
- By joining our community users stay informed about new products and offers
- it increases brand quality and highlights reputation features close to the target audience

Newsletter with Discount offer, hashtag and "Subscribe" CTA button:

Adding a newsletter on our website is of high importance for email marketing. A sign-up discount for the first purchase could increase the chances of conversion by convincing even the reluctant customers around sharing private information, to subscribe in the newsletter list and foster company's customer loyalty.



Updated Copyright: for protection of content ownership and proof of safe, credible and up-to-date website



BODY TEXT OPTIMIZATION

Header Structure

We followed a comprehensive heading guide to optimize both audience visibility and prioritize content for search engines. By strategically employing HTML elements such as H1 to H6 within the body tags, our goal is to create an organized and user-friendly layout that ensures seamless navigation for our audience.

Header Hierarchy Breakdown:

- H1(Page Title): e.g. Home, Shop, New In, Brands, Blog
- H2(Home page categories): Sales, New In, Gifts, Party
- H3(Promotion & highlights): Up to 50% Off, Holiday Season
- H4(Important information): Free Delivery & Returns, Secure Payment, Customer Service
- H5(Footer Pages): Footer Pages e.g. About, Support, Newsletter

This hierarchical approach not only enhances the visual organization of our website but also aligns with SEO best practices, facilitating improved indexing and prioritization by search engines.

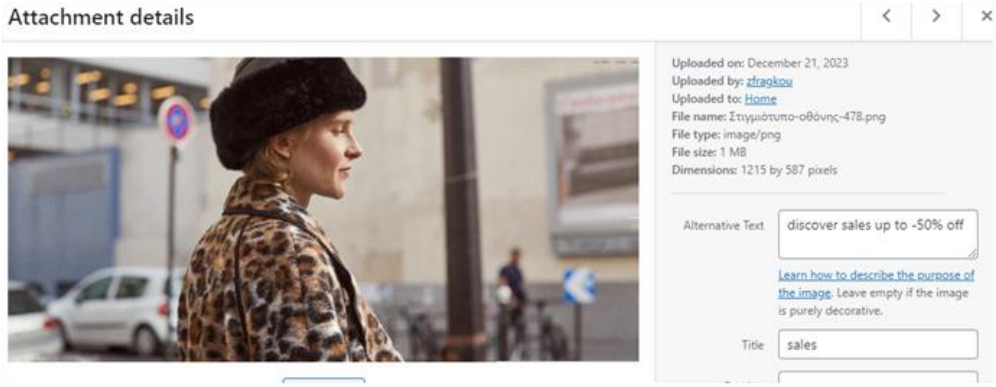
IMAGE OPTIMIZATION

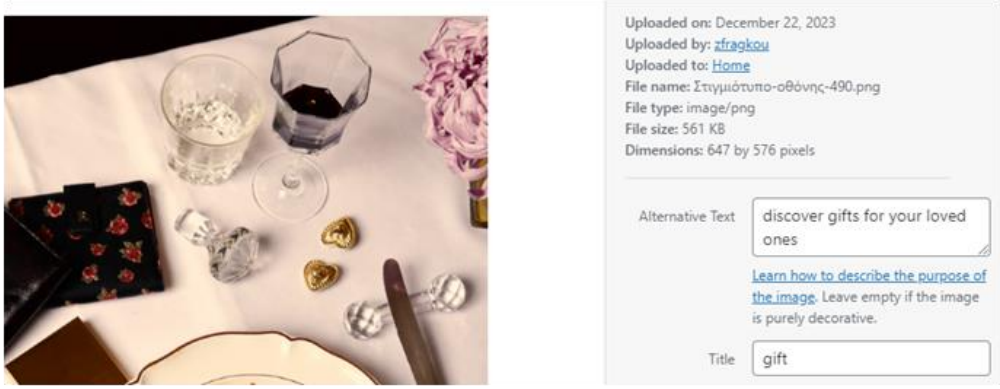
Format: The images we used are in PNG format as it provides small file sizes and lossless compression than JPG for preserving strong image quality.

Image Compression: We used **TinyPNG** to compress large images that could slow down the loading speed of the website, negatively impacting user experience and SEO rankings.

Descriptive filenames: We changed the image filenames from default names such as “IMG_3073.png” to more SEO-friendly ones with focus keywords like “maje-satin-black-shirt” making sure that we do not include the same keyphrase in multiple photos to avoid keyword stuffing.

Image Alt Text: We added alt-text in every home page’s image to provide both users and search engines a textual description of it and match the potential search. In the case of the home page, all the images we included have a functional purpose instead of an informative one, which means that they are used to link to another internal page. Therefore, there is no use of describing what we see in the picture. Instead of that, we mentioned the purpose of clicking on it.





PRODUCT PAGE OPTIMIZATION

Employing keywords for product pages optimization

The last step is to create our keywords. For keywords like "White Sezane Skinny Jeans" and "Shaping Cotton White Jeans," we started with high-volume, short-tail keywords like "white jeans." Then, we added specific attributes (brand, style, material) to create targeted, long-tail keywords with lower competition but higher relevance to our audience.

Some of the long tail keywords we used after this analysis were:

- White Sezane skinny fit jeans
- Shaping cotton white jeans
- 5 pocket design pants
- Slightly tapered straight cut
- Sezane high waisted white jeans

SEO Strategy implementation for optimizing our blog posts

In order to optimize our blog post “5 Best Jeans for Winter 2024”, our first step, after we identified relevant keywords, was to strategically integrate them into our blog post. This included placing them

in our headings and subheadings, and within our text, ensuring they matched with our content. We tried to include as many keywords as possible without making the text too stuffed with keywords, because the latter might lead to Search Engines Penalties and Poor User Experience.

A very important aspect of the creation of our blog post was the content quality and relevance. We crafted our content to be informative, engaging and valuable to the reader by focusing on the latest winter fashion trends and the features of each jean style. This approach aims to enhance user engagement and the time spent on our page.

5 Best Jeans for Winter 2024

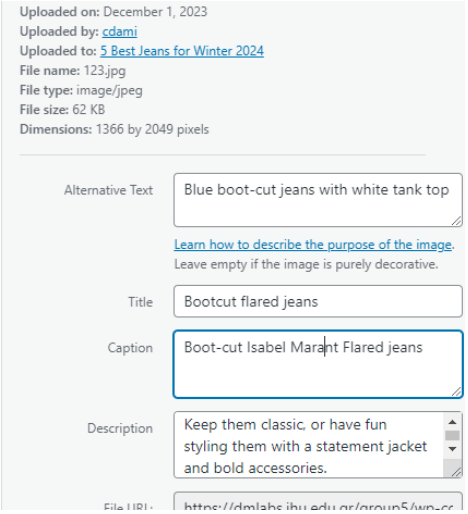
Discover the 5 best jeans for winter 2024. Jeans have been an essential piece for every woman's wardrobe for decades. You can wear them for every occasion, dress them up or down, and wear them with sneakers or heels. You can always go right with wearing jeans. Below, you can find the top 5 jeans for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

In addition, we implemented an internal linking strategy, connecting our blog post with our product pages.

Next, to ensure that our blog post was user experience mobile-friendly and had a fast-loading time, we used high-quality images and videos, including alt texts with our targeted audience.



Lastly, we optimized the Meta description to be compelling. We started with a call-to-action phrase starting with “discover” and we included key long-tail keywords. The URL was kept brief and keyword rich.

Slug

5-best-jeans-for-winter-2024

Meta description

Use AI | Insert variable

Discover the 5 best jeans for winter 2023! Find the latest trends and buy now the trendiest jeans for the upcoming year.

SEO Strategy Implementation for optimizing the product listing

In order to optimize our product listing, the first step was to create the product title. We created Keyword-Rich Titles that included relevant keywords. The title consists of a keyword, the name of the brand and the name of the product. These types of titles boost search engine visibility and relevance.

Black Long Dress-Isabel Marant NADELA

~~$350.00~~ **$320.00**

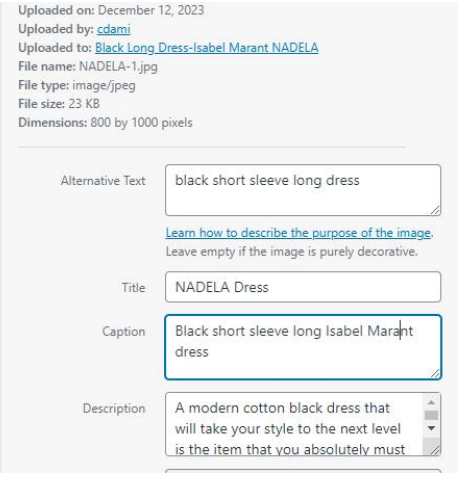
Our next step was to create a quality product description. We wrote the description to be both SEO optimized but at the same time we focused on providing our customers with information about the product. Our text included relevant keywords regarding the products, highlighting their key features.

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.

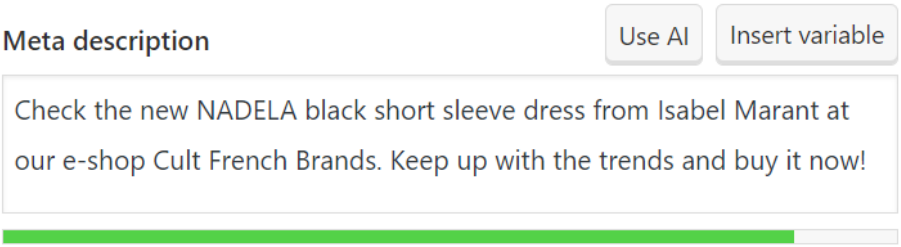
When worn, the dress gives a curvy and attractive appearance thanks to the pleated detailing on the front of the dress. The sexy front split not only adds to the beauty of this piece but also makes it comfortable. You can wear it to your favourite city place and dance for the entire night. In addition, 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 collection in a short amount of time. You should not wait any longer; go out and purchase your Nadela Isabel Marant dress right away!

Moreover, we made sure that all product images were high-quality photos and all of them contained informative and descriptive, keyword-focused alt texts to improve SEO and accessibility.



Furthermore, a very crucial part of this process was to craft an engaging Meta-description that included target keywords and call to action words to encourage click-throughs from search engines. We also optimized the URL to be SEO-friendly, containing keywords for each product.



Lastly, we internally and externally linked our products with relevant content within our website and other websites, such as related products, blog posts and YouTube videos to enhance customer experience.

Bellow 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

Don't forget to check our blog page to learn everything about the latest trends and receive styling tips every weekend!

PERFORMANCE MONITOR WITH THE YOAST SEO PLUGIN

After we uploaded our blog posts and product listing, we employed YoastSEO plugin to analyze the SEO performance and readability of every page.

After we uploaded the Harper Dress these were all the problems the YoastSEO plugin indicated:

Analysis results

Problems (5)

- Keyphrase distribution: Have you evenly distributed your focus keyphrase throughout the whole text? Yoast SEO Premium will tell you!
- Outbound links: No outbound links appear in this page. Add some!
- Internal links: No internal links appear in this page, make sure to add some!
- Keyphrase length: No focus keyphrase was set for this page. Set a keyphrase in order to calculate your SEO score.
- Meta description length: No meta description has been specified. Search engines will display copy from the page instead. Make sure to write one!

Improvements (2)

- Image Keyphrase: Images on this page do not have alt attributes that reflect the topic of your text. Add your keyphrase or synonyms to the alt tags of relevant images!
- Text length: The text contains 252 words. This is slightly below the recommended minimum of 300 words. Add a bit more copy.

Good results (2)

- Images: Good job!
- SEO title width: Good job!

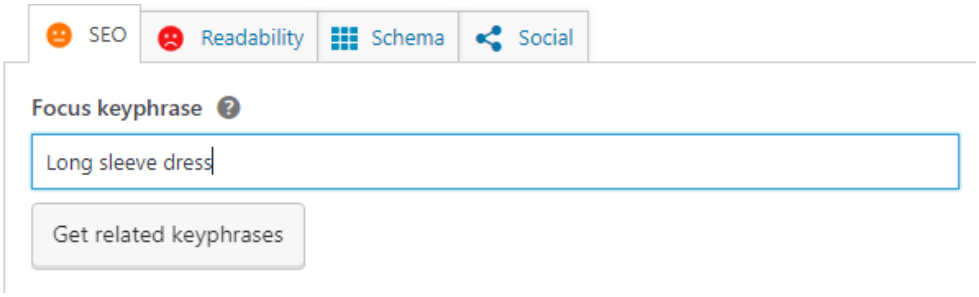
1. To fix the linking problem we included some links to other blog posts:

Find below 3 boots to style your midi dresses.

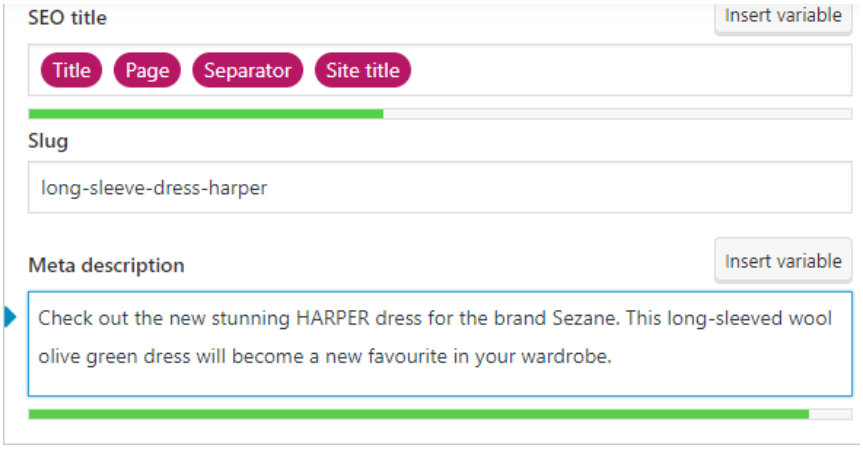
Wear These 3 Boots With Your Midi Dress

I'm not going to lie; boots & midi dresses might be one of my favorite combinations! It can seem unlikely at first that you can wear boots with a midi dress but I promise you, YOU CAN. If you had told me ten years ago that I would fall in love with the "midi" length ... Continue reading

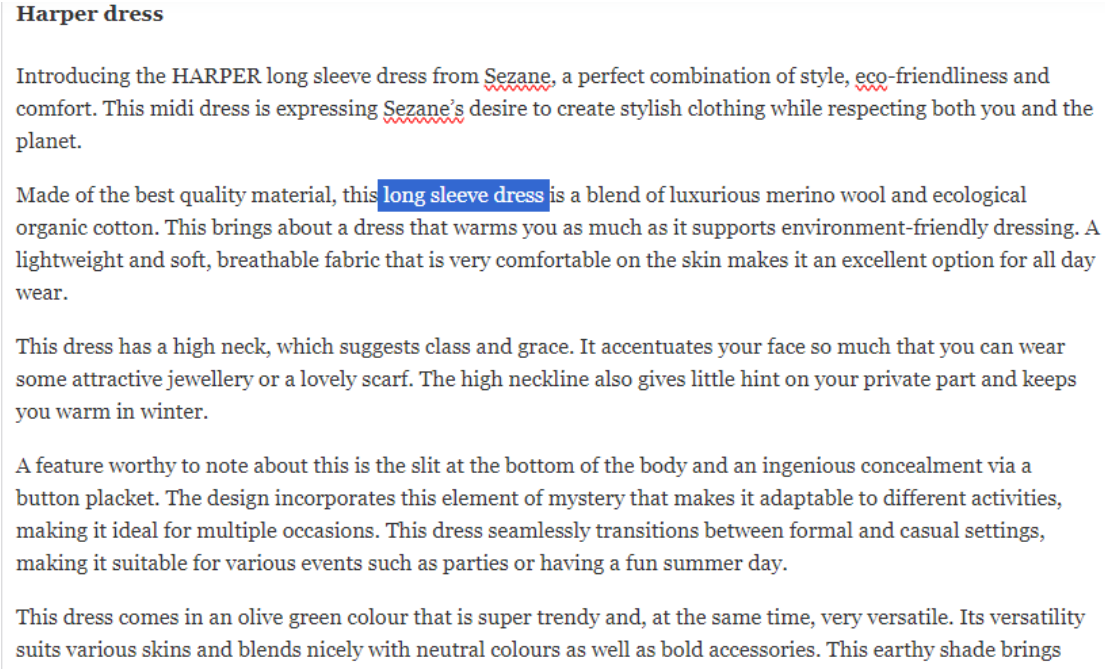
2. Next, we set a focus keyword for our product page:



3. Next step was to create the meta description:



4. We wrote a 300-hundred-word description:



Harper dress

Introducing the HARPER long sleeve dress from Sezane, a perfect combination of style, eco-friendliness and comfort. This midi dress is expressing Sezane's desire to create stylish clothing while respecting both you and the planet.

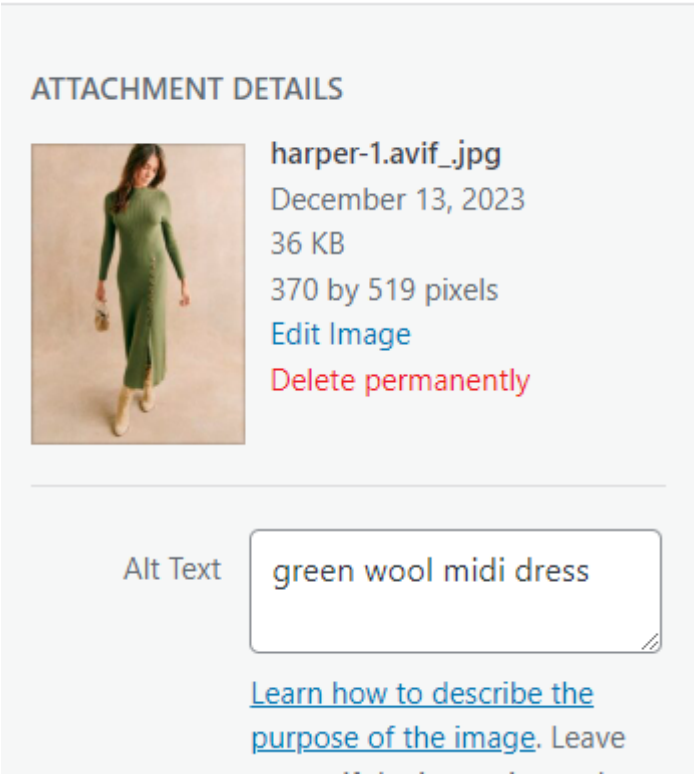
Made of the best quality material, this long sleeve dress is a blend of luxurious merino wool and ecological organic cotton. This brings about a dress that warms you as much as it supports environment-friendly dressing. A lightweight and soft, breathable fabric that is very comfortable on the skin makes it an excellent option for all day wear.

This dress has a high neck, which suggests class and grace. It accentuates your face so much that you can wear some attractive jewellery or a lovely scarf. The high neckline also gives little hint on your private part and keeps you warm in winter.

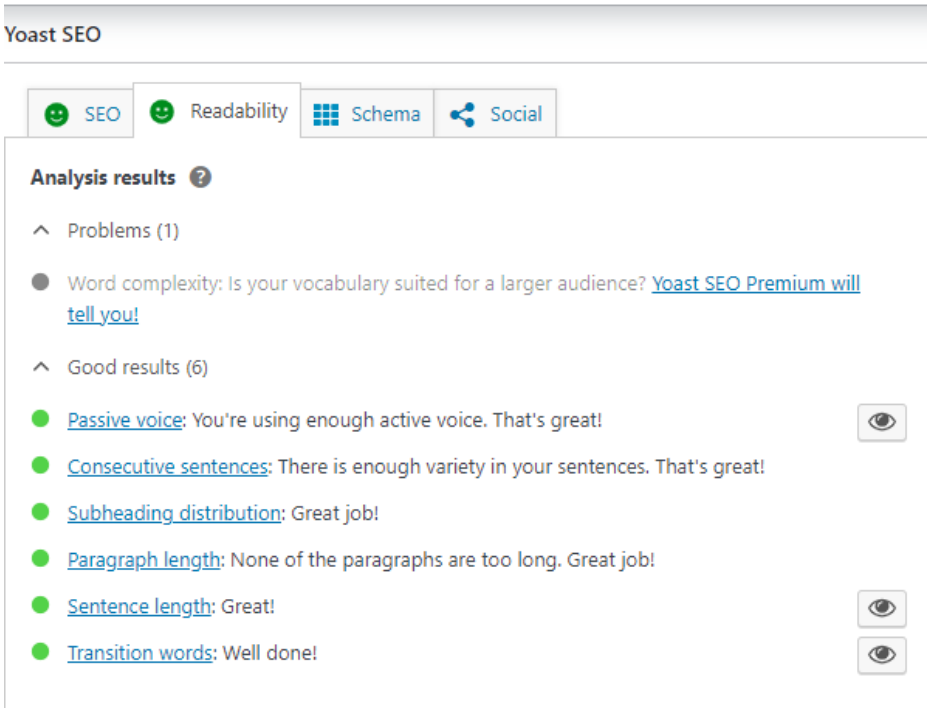
A feature worthy to note about this is the slit at the bottom of the body and an ingenious concealment via a button placket. The design incorporates this element of mystery that makes it adaptable to different activities, making it ideal for multiple occasions. This dress seamlessly transitions between formal and casual settings, making it suitable for various events such as parties or having a fun summer day.

This dress comes in an olive green colour that is super trendy and, at the same time, very versatile. Its versatility suits various skins and blends nicely with neutral colours as well as bold accessories. This earthy shade brings

5. The last step was to include alt text in all of our images:



After we fixed all the aforementioned problems, the results were as follows:



This was the procedure we followed to get a green mark to both SEO and Readability for all our blog posts and product pages.

		Name	SKU	Stock	Price	Categories	Tags		Date				
		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
		Long sleeve dress- Sezane HARPER	9	In stock (6)	~~$165.00~~ $150.00	-, Dresses, Sezane	–		Published 2023/12/13 at 8:47 am			0	0
		Black Long Dress-Isabel Marant NADELA	10	In stock (5)	~~$350.00~~ $320.00	Dresses, Isabel Marant	–		Published 2023/12/12 at 2:56 pm			0	0

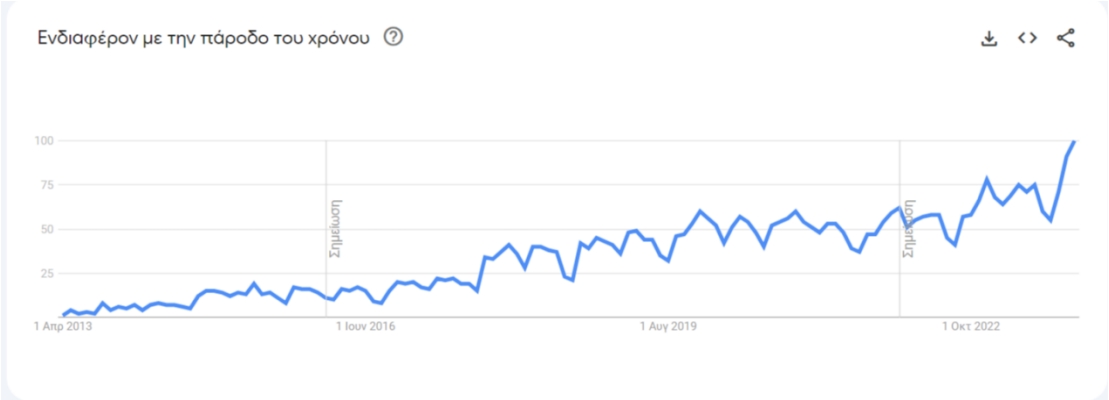
B. DESIGN & DEVELOPMENT OF PPC CAMPAIGNS THROUGH GOOGLE ADS

Definition of what a PPC Campaign is

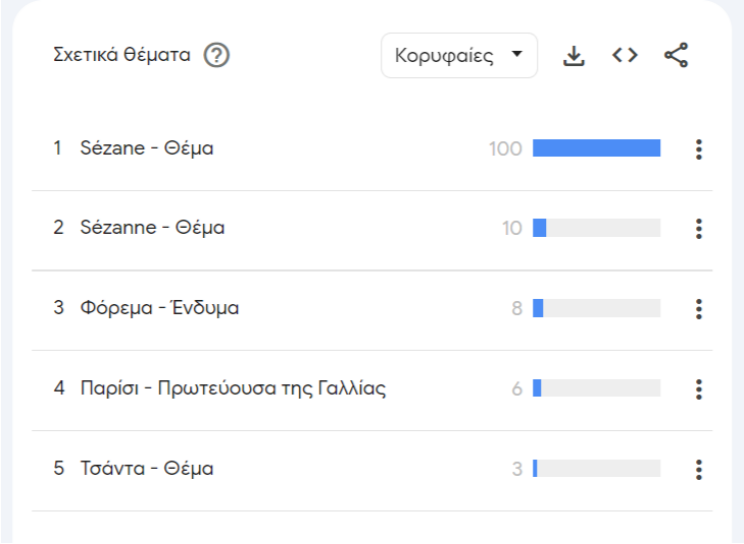
In the dynamic world of digital marketing, PPC (Pay per Click) campaigns through Google Ads are identified as an measurable strategy that helps businesses to drive traffic, sales and achieve significant business goals. PPC or Pay per Click is an online advertising model where advertisers pay only each time their ads are clicked. It's a cost effective method and can bring your business actual traffic to your website or to your landing pages.

Our client is Cult French Brands LLC, an online business based in France and focused on selective exclusive French brands. The brand that will focus and will promote our PPC campaign is the well-known brand Sezane. Sezane, is a brand inspired by Paris and it has been created for 10 years now, giving to the fashion world quality, creative and unique pieces for every woman.

Through the Google trends platform we can investigate for our client the rise of the Sezane brand worldwide for the last 10 years now. The diagram represents the further development of the Sezane at the fashion & apparel industry and the major increase of the brand awareness and the traffic that has.



To continue with, there is a crucial impact of the Sezane brand on the fashion industry, and more specifically there are many searches for dresses and bags that indicates that these pieces are the most well known and favorable for the Sezane's audience.These information assist us to understand better the preferences of the audience and what products we should include to our PPC campaign based on the search terms.

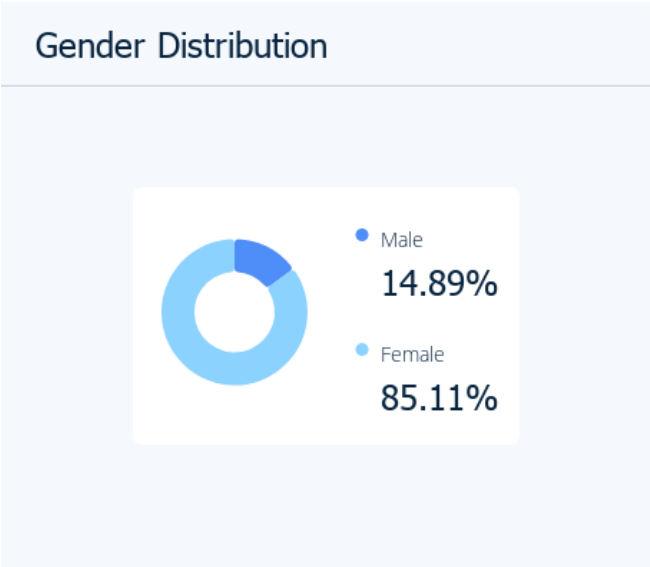


Definition of the Sezane's audience

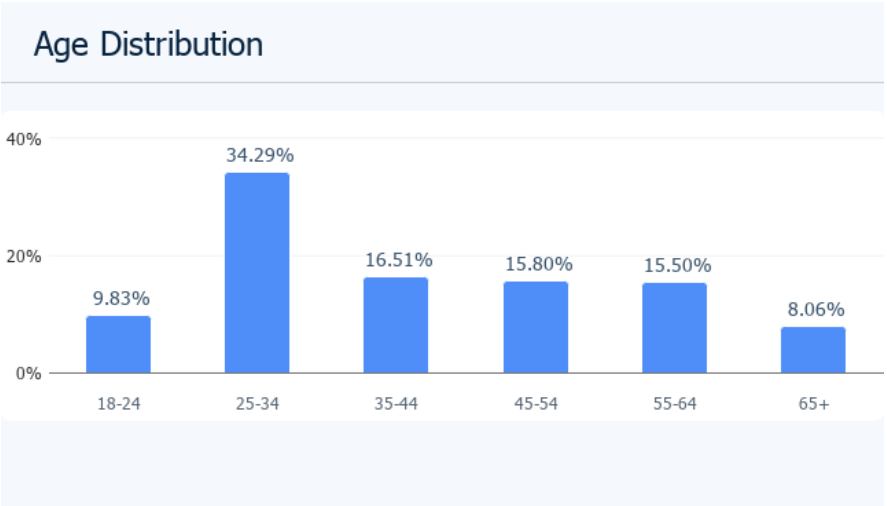
Understanding of Sezane's audience is a fundamental step in creating an effective PPC campaign.For a more precise campaign it is significant to have a depth investigation on the specific needs and preferences that the target audience might have.

Sezane's audience consisted of individuals who are not merely consumers of the fashion industry but enthusiasts personalities that appreciate and seek for a unique style, quality and exclusivity. Sezane seems to attract more sophisticated and cultivated types of clients.

First, it is important to identify the demographic characteristics of sezane's audience:
Gender: While Sezane offers clothing & accessories for both women and men, it seems that the brand attracts a more female audience due to the Similar Web tool that reaches up to 85%.This happened because it was given more emphasis to women's fashion.

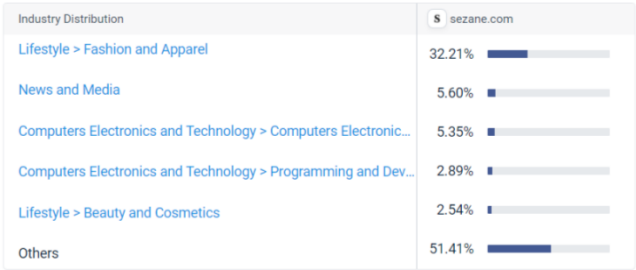


Age Range: Sézane's audience seems to be divided into all age groups. However, it seems that the largest audience is concentrated in the younger and middle ages. According to the data from Similar web, the majority of the audience seems to be between 25-44 years old where individuals are more fashion conscious and have disposable income.



Second, except for the demographic characteristics it is crucial to analyze the interests and the lifestyle that the target audience has adopted.

Lifestyle and Interests: Sezane's audience is characterized by a more sophisticated lifestyle that are interested in fashion, apparel, clothing, beauty and online shopping. Target audience of Sezane contains individuals that are seeking for an unique experience through the timeless and high quality pieces. Furthermore, except from the fascination for value pieces, interests may extend to sustainability, ethical practices and a strong desire to discover a meaningful story behind every product.

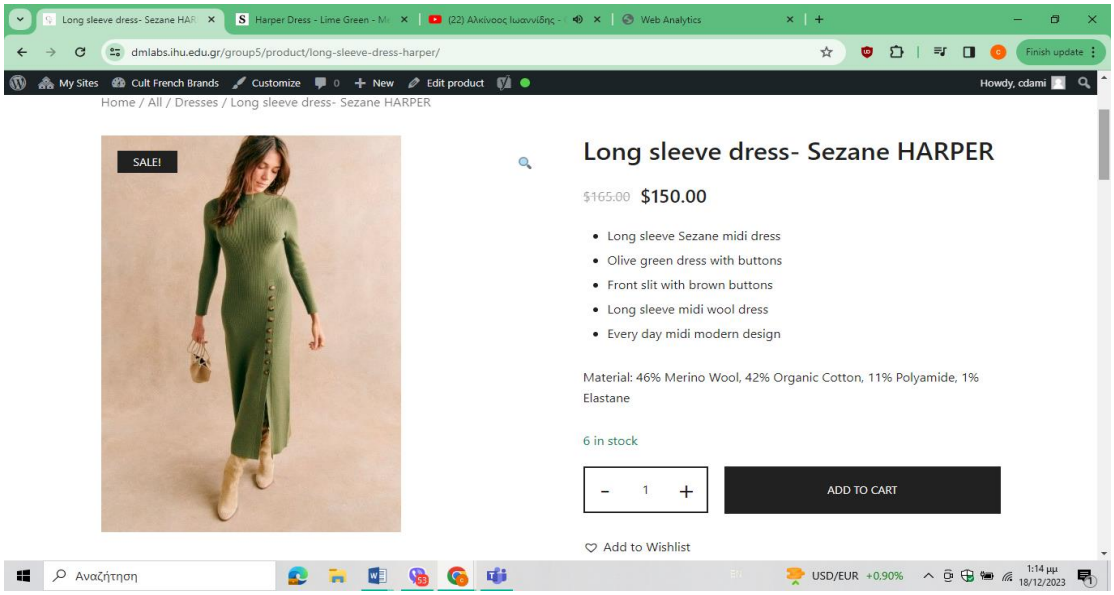


Industry Distribution	sezane.com
Lifestyle > Fashion and Apparel	32.21%
News and Media	5.60%
Computers Electronics and Technology > Computers Electronic...	5.35%
Computers Electronics and Technology > Programming and Dev...	2.89%
Lifestyle > Beauty and Cosmetics	2.54%
Others	51.41%

Product Selection

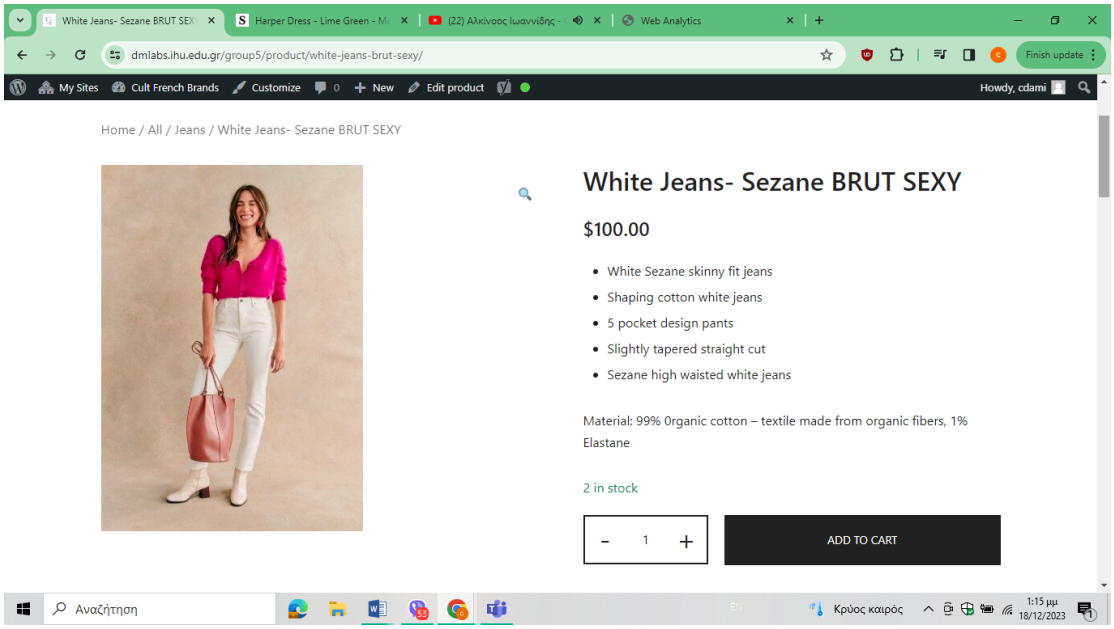
More specifically, as a Digital Marketing Agency are going to establish an advertising strategy for the PPC campaign through Google Ads and will include 3 of the most symantec products of the Sezane brand. First product is Harper dress, the second is brut sexy jeans and last but not least the farrow bag.

Harper dress: The Harper dress seems to be a signature product for Sezane's brand, because it represents the unique and elegant style of French culture.It follows the sustainable practices of the brand as it is manufactured by 42% organic cotton. Another main feature that highlights the Harper dress is the oversized line as well as the minimal pattern which is one of the most timeless and chic patterns that has been created in the fashion industry. Appeals to those that are searching for trendy and stylish pieces for everyday looks.

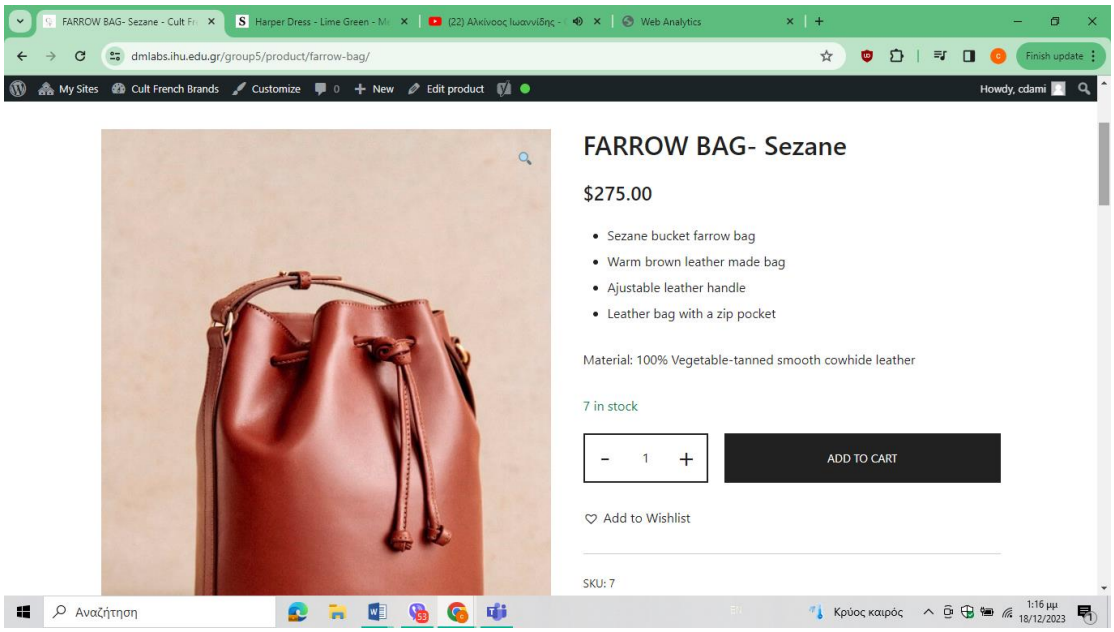


Brut Sexy jeans: Jeans nowadays are a wardrobe staple that every woman needs to have. The Brut sexy suggests a unique and fashionable twist and can be marketed for casual or more polished

looks.Even if it is a simple pair of jeans, this product can peak the feminine side of a woman with its fit and emphasize every woman's curves. Moreover, it is also a sustainable denim option that has 99% organic cotton like most of the products in their collection.



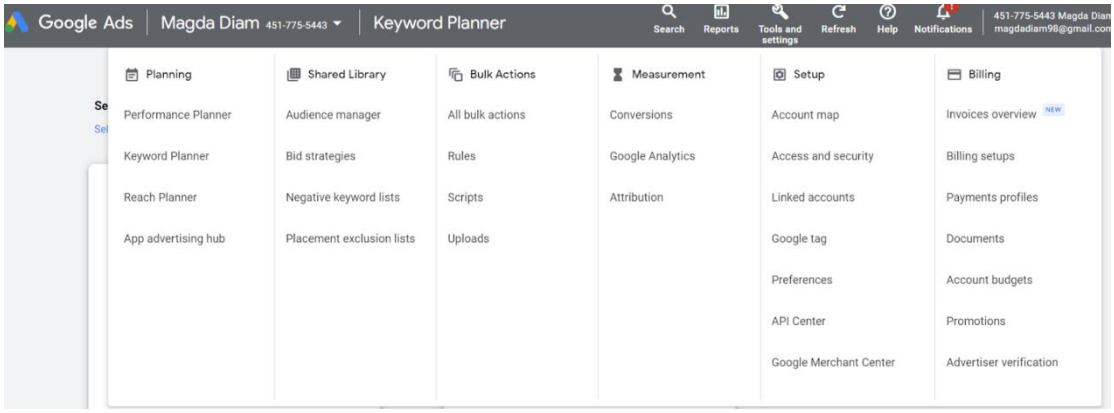
Farrow bag: Bags are a key accessory for every woman because they complete their looks and offer an absolute ensemble. Especially, It is crucial to mention that farrow bag is an iconic bucket bag that was from the first pieces that were designed from Sezane. It has leather details and a minimalist pattern that give timeless and high quality features to the product.



Keyword Research

Conducting extensive keyword research is a critical component for a successful PPC campaign. It consists of several terms and phrases that potential customers use when they are searching for a product or a service. The main purpose is to implement a campaign using these keywords, optimizing the ad campaigns and lead to targeted sales. In this research, our Digital marketing agency will going to conduct an in depth keyword analysis through Keyword Planner for these three products: Harper dress, Brut sexy jeans and farrow bag.

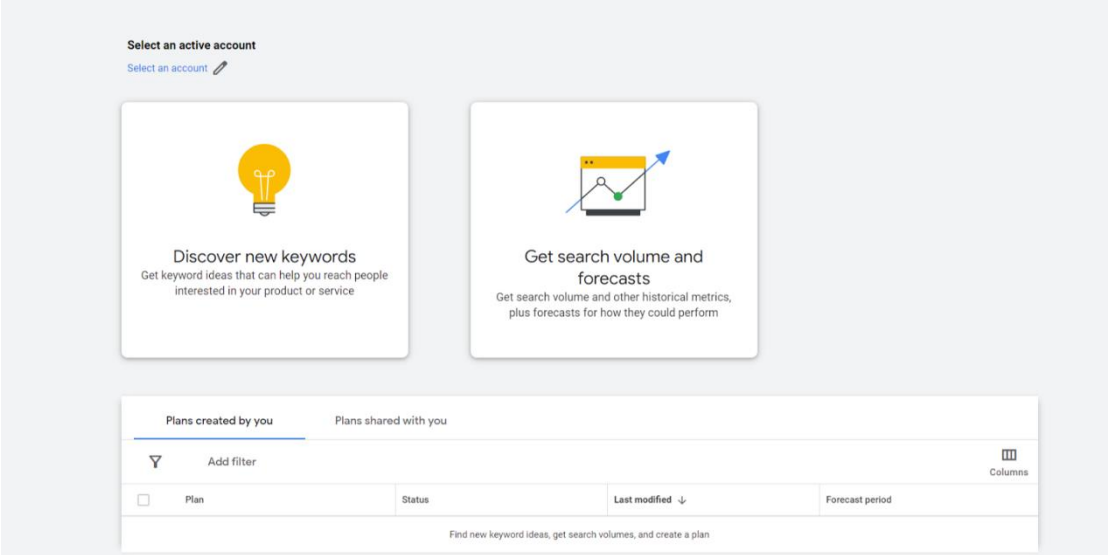
Starting with an account at Google Ads, it needs to find and open the tools of Google Keyword Planner. In the main menu, there is a button tools & settings, after clicking it we can find in the planning section the keyword planner.



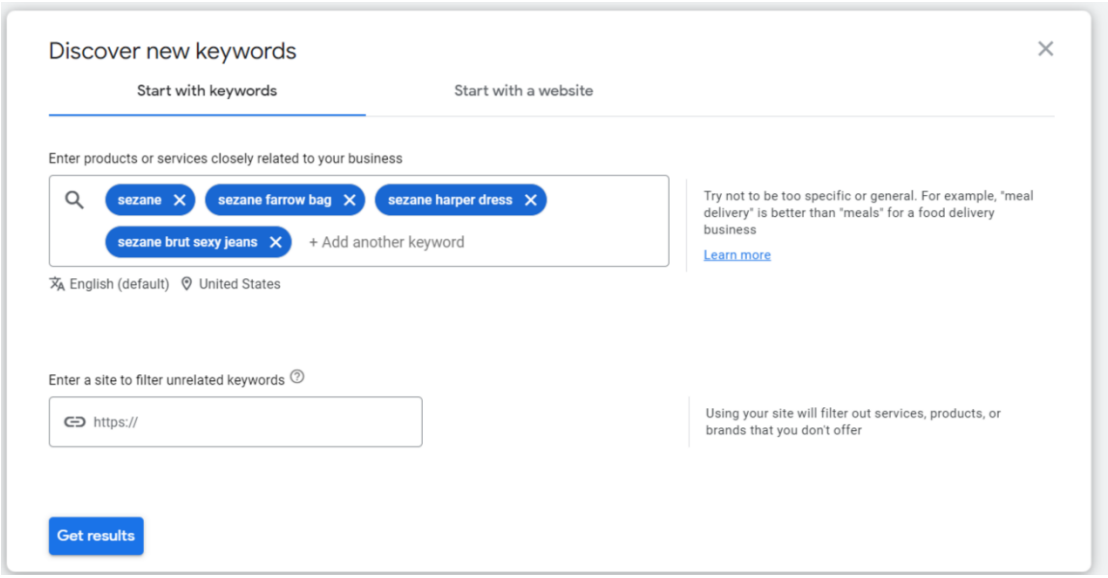
After clicking this, we are at the dashboard of the keyword planner and as it appears in the image we have two options.

The first option is the discovery of new keywords that can assist to reach people that are interested in our main brand and specifically to our 3 products.

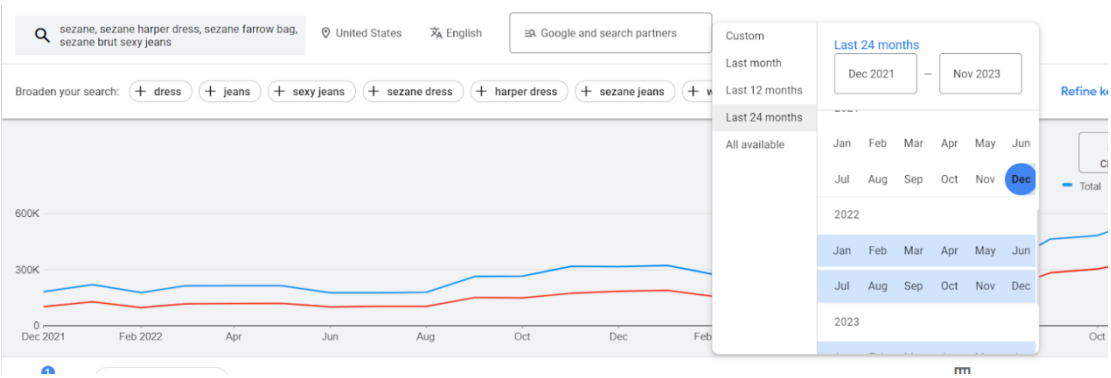
The second option is to get search volume and forecasts due to historical metrics for our keywords.



The next step is to click on get search volume and forecast and write all the keywords that we are interested in. For example, our brand and the 3 main products, harper dress, farrow bag and brut sexy jeans.



After this, we need to click the button to get results so the metrics will appear. It is important to mention that the results are referring to the last 24 months because it's a long term period that will help us to better identify the changes and the progress. The region that we are conducting the keyword research for is the United States. Furthermore, we should mention that the option of Google and Google Partners help to identify the searches from all the search engines.



Defining exactly what each metric means can help us to understand better the usage of each keyword.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
sezane	135,000	+49%	+83%	Medium	–	€1.61	€4.84
sezane farrow bag	260	-46%	+24%	High	–	–	–
sezane harper dress	110	+1,080%	+∞	High	–	–	–
sezane brut sexy jeans	170	+50%	+1,100%	High	–	–	–

Average monthly searches: The average number of times people search for a keyword and similar terms based on the 24 month range in the United States. This information shows how popular your keywords are during different times of the year. This range is averaged over a 24-month period.

- Three month change: Shows a three month change in search trends by comparing the latest month's data, with the data from two months prior. For example, if the latest month is July, the July data would be compared to May to show change in search volume over three months.

- YoY: Compares the monthly search volume of the latest month with the same month the previous year.
- Competition: Shows how competitive ad placement is for a keyword, specific to the location and Search Network targeting options that you've selected. The level of competition—low, medium, or high— is determined by the number of advertisers bidding on each keyword relative to all keywords across Google. If we don't have enough data, you'll see a dash (-).
- Ad impression share: It refers to the number of impressions you've received divided by the total number of searches for the location and network you're targeting that matched the keyword exactly in the last calendar month. This metric can help you identify potential opportunities this keyword has to get impressions and clicks. If we don't have enough data, you'll see a dash (-).
- Top of page bid (low range): It shows the lower range of what advertisers have historically paid for a keyword's top of page bid, based on your location and Search Network settings. The average CPC of your keywords may vary.
- Top of page bid (high range): It shows the higher range of what advertisers have historically paid for a keyword's top of page bid, based on your location and Search Network settings. The average CPC of your keywords may vary.

Branded Keywords

Defining branded keywords is a crucial part for the creation of a PPC campaign and in this case for Sezane's products. The exact branded keywords are Sezane harper dress, Sezane farrow bag and Sezane brut sexy jeans. The previous branded keywords mention the brand name within the search term.

Including the brand "Sezane" in the branded key phrases identifies that the user's searches refer to the specific brand. Moreover, there is a way to focus on the audience that is already familiar with the brand or for new users that search for this brand.

Non branded keywords

Defining non-branded keywords it's also very important for a PPC campaign because it helps to further investigate and find new target audiences. These keywords referred to a broader audience who might be interested in a product category or a style but not in a specific brand. Via the Keyword Planner we have focused on these keywords that define a specific style, product type or category.

elegant women's dresses	9,900	-18%	-18%	High	–	€0.56	€2.25
fashionable denim jeans	170	-18%	+27%	High	–	€0.94	€4.45
stylish high waisted jeans	20	0%	-75%	High	–	–	–
trendy women's purses	390	-18%	0%	High	–	€1.11	€4.35
quality leather handbags	590	0%	+23%	High	–	€1.64	€4.18

Long Tail keywords

Discovering long tail keywords through Google Keyword Planner is very helpful for the PPC strategy because it is a way to approach more specific keywords that users may use for their searches. Except for this, long tail keywords have more limited volume so it is a chance to find the gap at the market and use these keywords for our brand "Sezane".

2	Keyword	Currency	Avg. monthly searches	Three month change	YoY change	Competition
3	sezane petite	EUR	50	22%	450%	High
4	sezane on sale	EUR	40	40%	133%	High
5	sezane farrow bag review	EUR	70	0%	80%	High
6	sezane brut jeans review	EUR	70	-35%	57%	High
7	sezane style	EUR	50	29%	200%	High
8	best sezane pieces	EUR	50	-36%	80%	Medium
9	bobo choses sezane	EUR	10	0%	-100%	Unknown
10	lookbook sezane	EUR	10	0%	∞	Low
11	sezane blogger	EUR	20	0%	200%	Low
12	sezane cashmere jumper	EUR	10	100%	100%	High
13	sezane ceremony collection	EUR	10	-100%	0%	Unknown
14	sezane eau de parfum	EUR	10	100%	100%	High
15	sezane eau de toilette	EUR	10	-50%	0%	High
16	sezane homewear	EUR	10	∞	∞	Low
17	sezane st tropez	EUR	10	-100%	0%	Unknown
18	sezane try on	EUR	90	27%	100%	Low

Seasonal Keywords

Seasonal keywords are specific search terms that are referring to a particular time due the year. For example, some terms include the words fall, winter, autumn or summer to define the season. Seasonal keywords also help to align with specific seasonal trends, holidays or events during the year. Including seasonal keywords to a PPC campaign can enhance relevance and attract a target audience that connects with a current cultural or environmental content.

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
sezane summer	30	+300%	+300%	Medium	–	–
sezane fall	20	-29%	+150%	High	–	–
sezane summer collection	20	0%	+∞	High	–	–
sezane fall collection	10	-67%	0%	Medium	–	–
sezane summer sale	10	-50%	+∞	Low	–	–
sezane winter	10	+300%	+300%	High	–	–
sezane winter collection	10	+200%	0%	High	–	–
sezane winter sale	10	+∞	0%	High	–	–

Synonyms and Latest Semantic Indexing (LSI Keywords)

Keywords that are referred to as synonyms and variations share a semantic connection with the main terms, allowing advertisers to broaden the reach of their ads. As a result, advertisers can capture a lot of variations of user search queries.

United States | All languages | Google and search partners | Dec 2021 – Nov 2023

Dec 2021 Feb 2022 Apr Jun Aug Oct Dec Feb 2023 Apr Jun Aug

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
sezane accessories	20	+150%	+400%	Medium	–	–	–
sezane bag	1,600	+24%	+177%	High	–	€1.23	€4.39
sezane clothes	9,900	-18%	+83%	High	–	€1.50	€5.07
sezane denim	390	0%	-19%	High	–	€1.50	€2.88
sezane dress	2,900	-19%	+81%	High	–	€1.78	€5.50
sezane jean	10	-50%	0%	High	–	–	–
sezane trousers	210	+50%	+129%	High	–	–	–

A keyword research plan involves a variety of keywords. It is significant to define branded and non-

branded keywords, including long tail and seasonal keywords, using Google Ads Keyword Planner. The above type of keywords define a successful PPC strategy, optimizing the reach and the engagement of Sezane's brand.

Negative Keywords

Negative keywords are specific terms of phrases that you designate to prevent your ads from being triggered by certain search queries. By using negative keywords, you can refine your targeting and ensure that your ads are shown to the most relevant audience.

Some potential negative keywords for Sezane are the above:

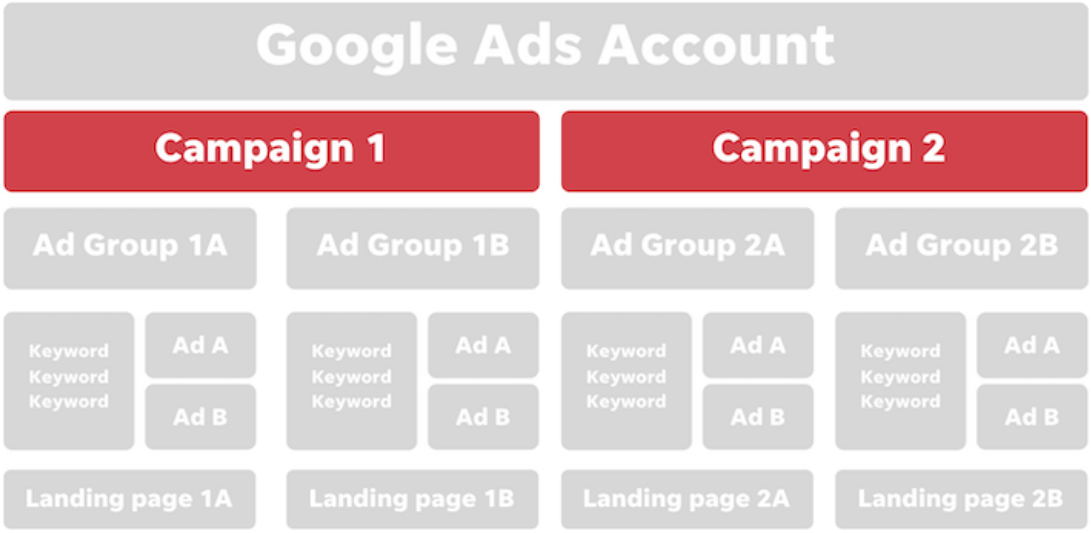
- Free: prevents your ads from showing for users searching for free Sezane products, which might not align with the brand's positioning.
- Used: Excludes searches for used Sezane items, indicating that the user might be interested in pre-owned or second-hand products.
- Replica: Prevents ads from showing for users searching for Sezane replica products, as the brand focuses on authenticity and quality.
- Cheap: Prevents ads from showing for users searching for cheap Sezane products, emphasizing the brand's commitment to quality.

Search Campaign

Based on the keyword research that has been completed, the next step is to create a Search campaign and to set up the main goal as sales.

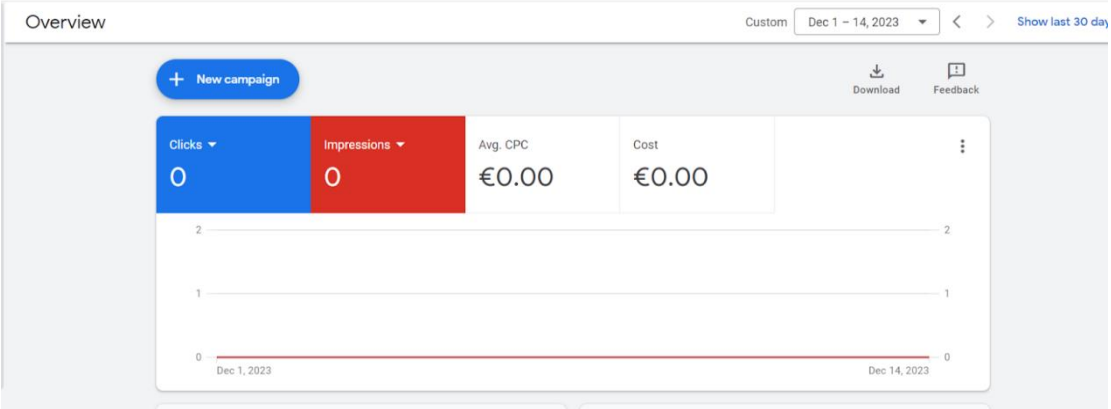
The levels of Google Ads

One main characteristic of the Google ads campaigns is that they are structured in a hierarchical manner with three main levels.First level is the campaign in which advertisers define the overarching goal of the campaign. Second level is the ad group that are subdivisions within a campaign, each with a specific focus. Third level is ads where created and tailored to the specific audience targeted by the campaign and ad group.

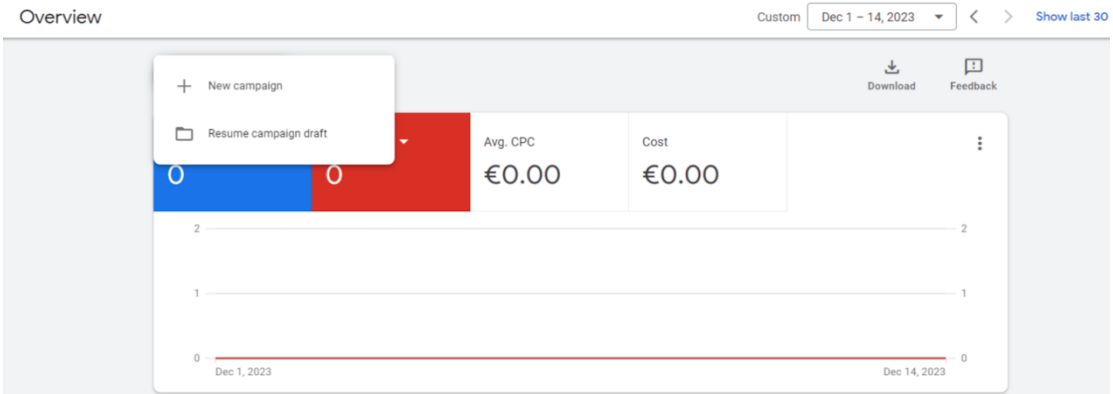


https://www.wordstream.com/blog/ws/2022/05/10/google-ads-account-structure

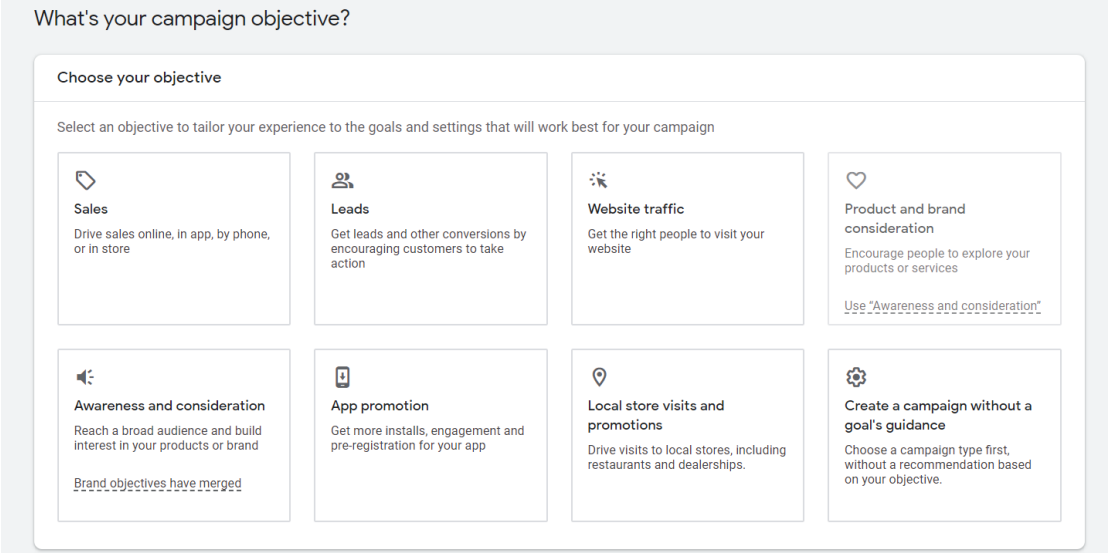
The first step is to select the account that we want to run ads on and then a dashboard appears on our screen. We click on the button “new campaign” to begin with the process.



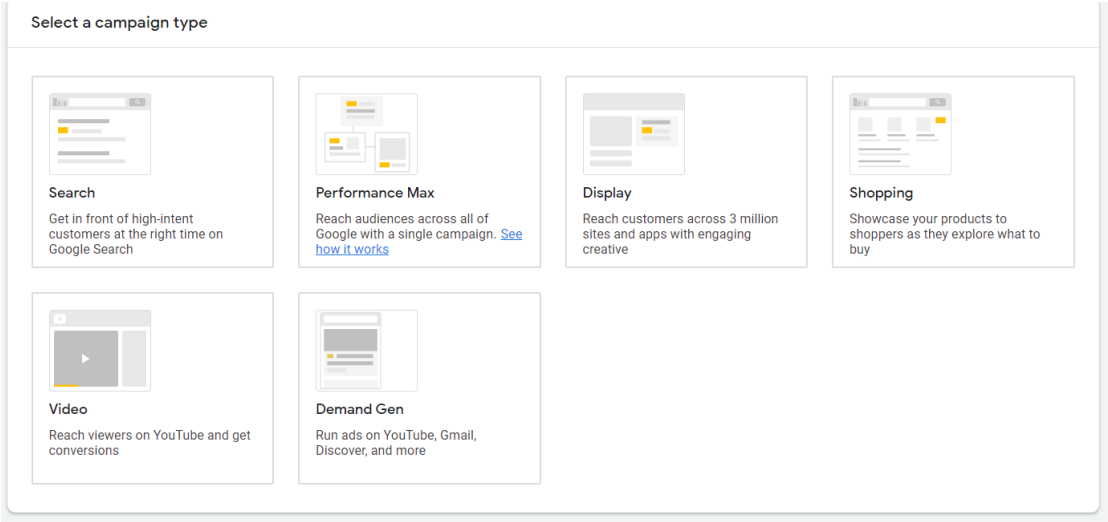
After this, we have 2 options. The first one is to create from the beginning a new campaign or to continue with a draft one. In our case, we choose to create a new one.



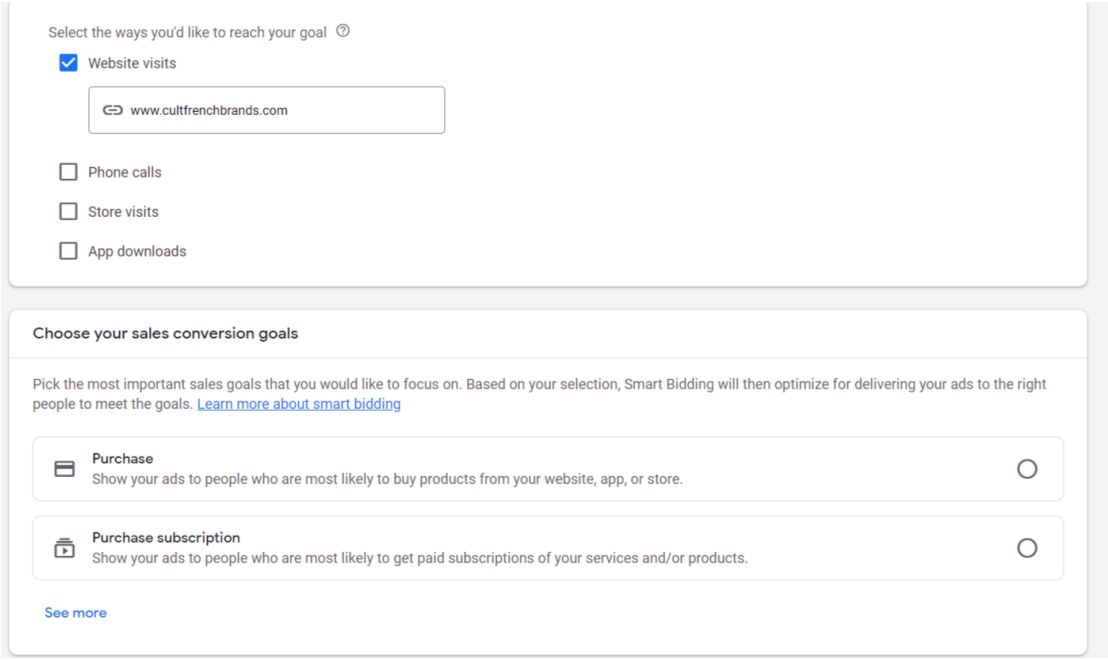
Then there is a very important step inside the process where we should choose the objective of our campaign. Selecting sales can help us to drive sales online and to reach the appropriate audience that will convert with the ad.



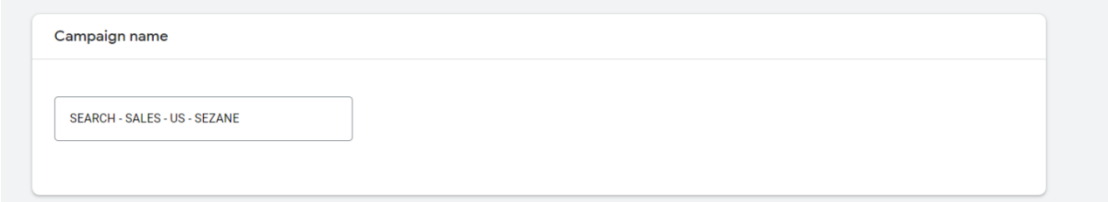
Then, we should select a campaign type due to what we want to achieve and how we want our ad to appear to the users. There are many types of audience that other includes only copy, images or video. Choosing search will give us the advantage to appear in front of high-intent customers at the right time on Google Search.



It is significant to select the way that we are going to reach our goal. In our case, we will choose website visits because the purpose is to promote our website and to bring sales. However, if a business has a goal to increase phone calls, app downloads or store visits can choose the equivalent goal.

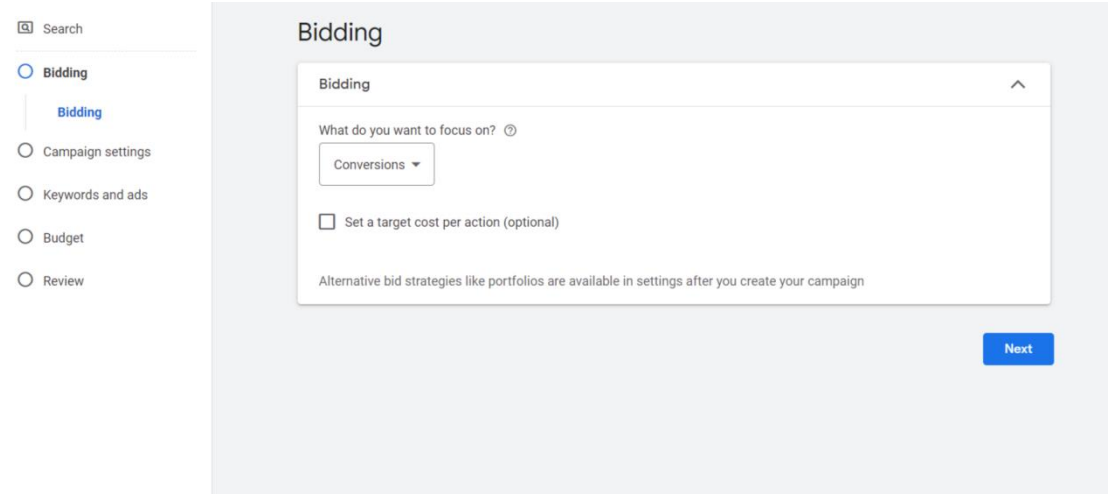


Before continuing to the main part of the creation of the campaign, we should define the name of the campaign. There is no specific way that we can give a name to our campaign but it is important to identify some semantic characteristics of the campaign from its title. In our case, the term “Search” identifies the type of the campaign, the term “Sales” is referring to the objective of the campaign and the term “US” is the country that the campaign will target, that is the United States. Last “Sezane” in the name of the campaign is referring to the brand that will advertise.

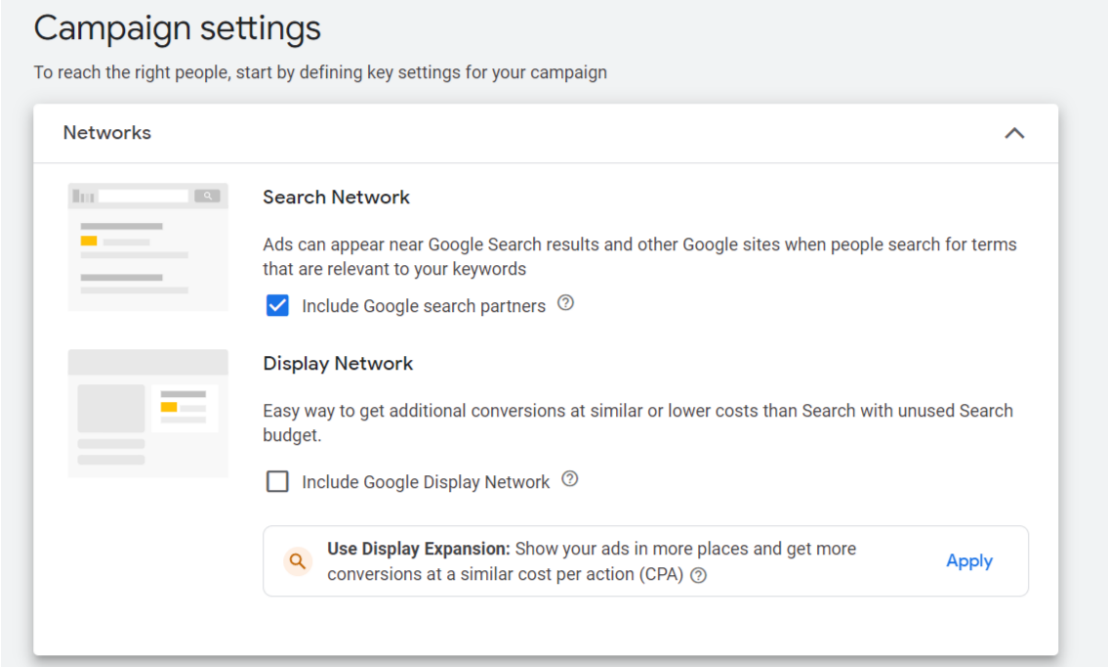


The main part of conducting a Search Campaign includes some parts that need to be completed. Bidding refers to the process by which advertisers set the maximum amount they are willing to pay

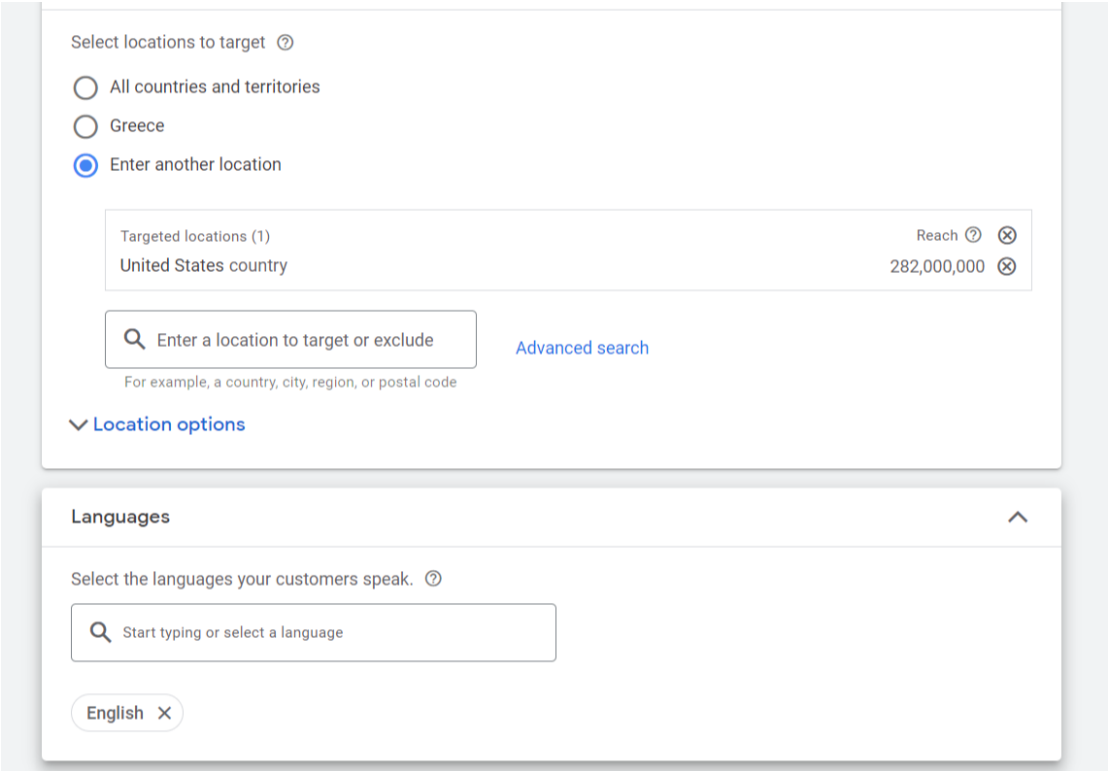
for a click on their ad or for a specific conversion action. In our campaign because it is the first for our brand we are going to continue with choosing conversions as the focus goal. Generally, if a brand has historical data and metrics it's suggested to set a target cost per action. Target Cost Per Action (Target CPA) is a bidding strategy in Google Ads where advertisers set a specific cost they are willing to pay for a conversion. A conversion could be any action that holds value for the advertiser, such as a sale, lead, or other predefined goal.



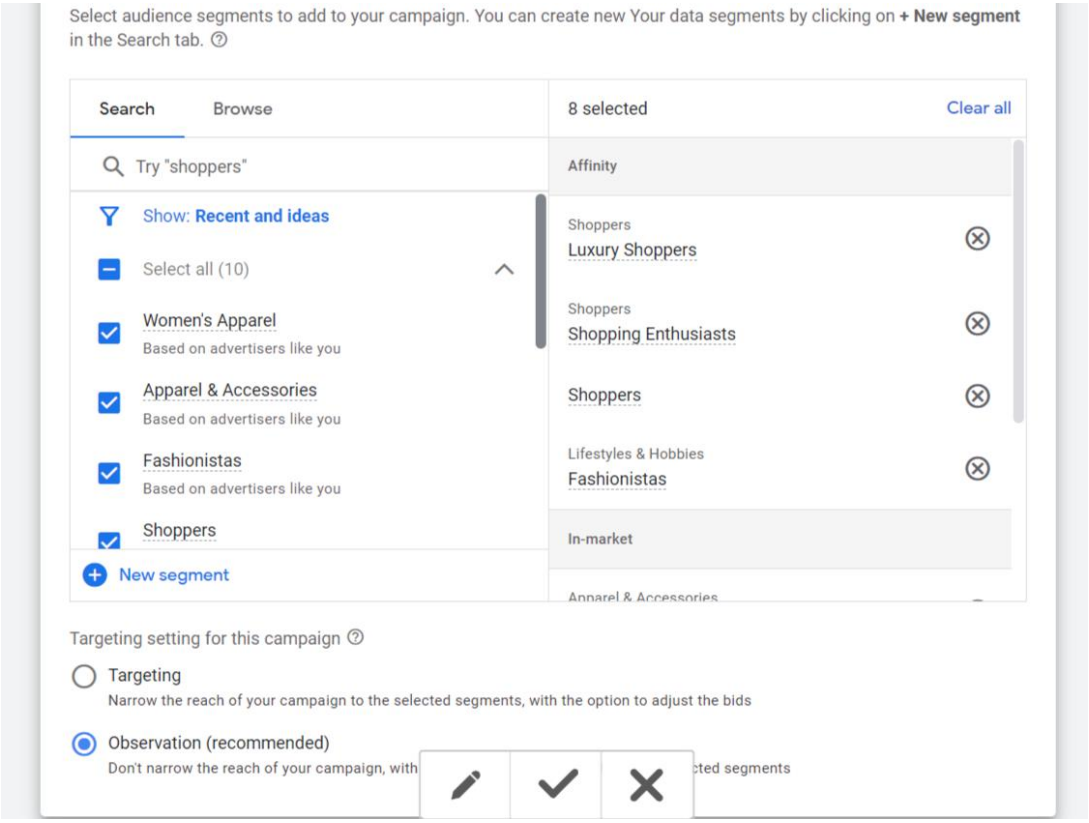
At the ad group level an advanced option is to not tick the option for display ads because it is another campaign that we can create and define more specific goals through it.



The definition of the location and the languages that people use is crucial so the ad can target the audience that we want to convert. The targeted location is the United States and the language is English so we can target a high amount of users.



Choosing audience segments for our campaign is an important step because we can define the interests or the behavior of our target audience. For our campaign selecting Women's Apparel, Luxury shoppers or Fashionistas are some of the segments that we will focus on.



Keywords Match Types

The ad level of the campaign includes the keywords and the ad copy. It is crucial to identify the different keyword matches in Google Ads. There are 3 different match types that each one is serving a specific purpose.
The exact match offers the most control but might limit the potential reach. The syntax of exact match includes [] and the word. For example, the keyword [Sezane] is shown only when the search query precisely matches the specified keyword or a close variant.
The phrase match allows for more flexibility while maintaining some specificity in the search queries that trigger your ads. The syntax of the phrase match includes " " and the word. For instance, the keyword "Sezane jeans" is triggered when the search query contains the specified keyword in the exact order, but it may include additional words before or after the keyword.
Broad match provides the broadest reach, allowing your ads to appear for a wide range of related searches. The syntax of the broad match includes only the keyword such as Sezane bags. The ads at the broad match are displayed for a wide range or related searches, including synonyms, singular or plural forms, misspellings and variations Google deems relevant.

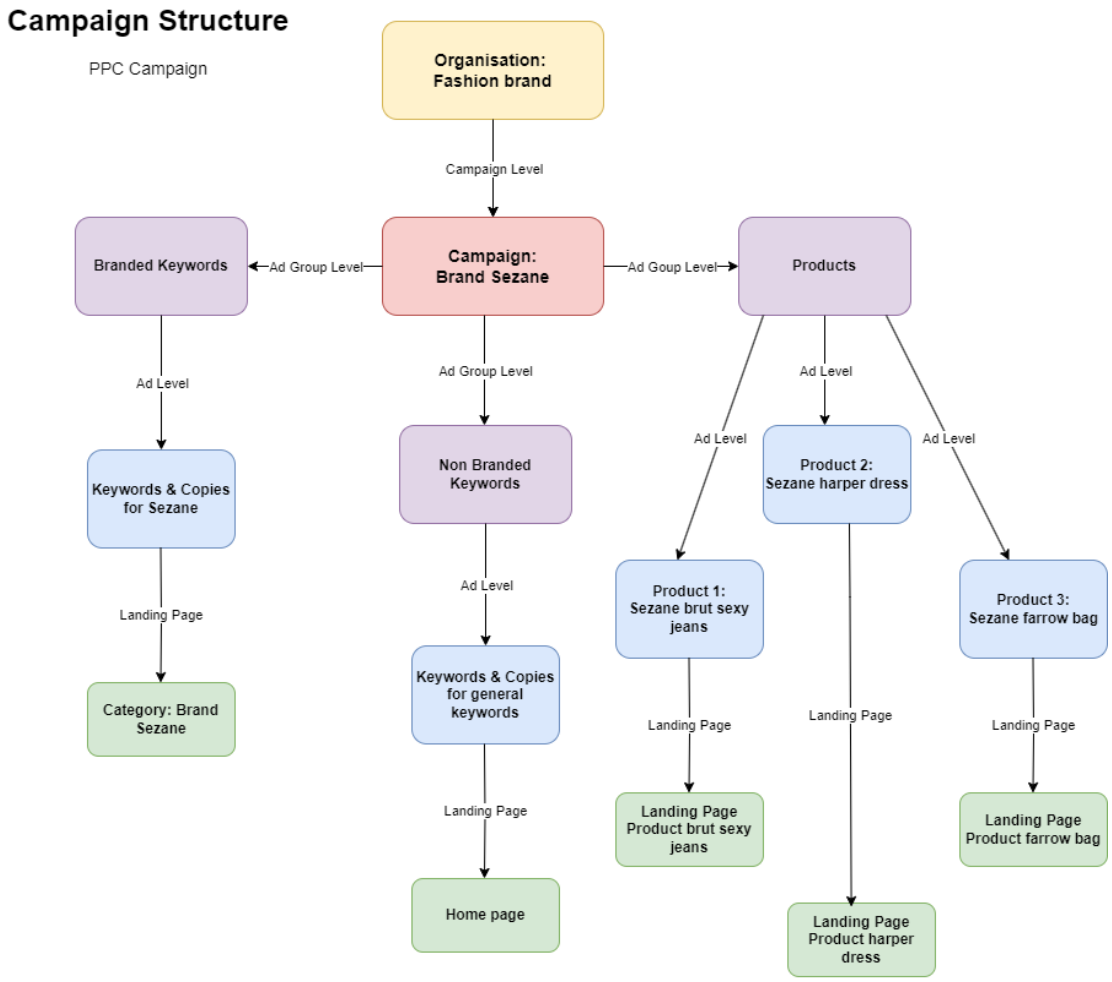
Ad rank

Another aspect that should be discussed and has an important role is the ad ranking. The ad rank in Google ads determines the position of your ad on the search results page and is affected by the combination of three aspects: max bid, quality score and the ad format.

The first component is the Max CPC bid that is referring to the maximum amount that an advertiser is willing to pay for a click on their ad.
The second important metric that defines the ad rank is the quality score based on the relevance and the quality of the keywords, the copies of the ads and the landing pages. It is measured from 1 to 10 , with 10 being the highest score an advertiser can have.
The last component that is considered to be significant for the ad ranking is the ad format. Ad extensions, sitelinks, callouts, location details provide more details to users and make the ad more attractive.

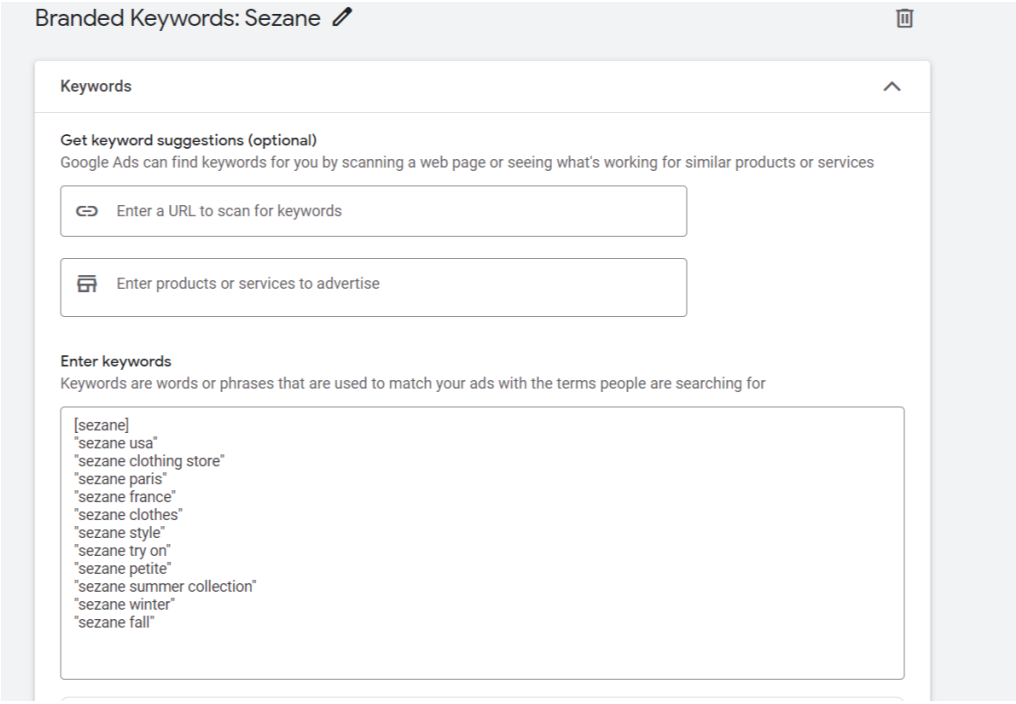
Campaign Structure

Creating an effective campaign structure in Google Ads involves organizing your ads, keywords, and targeting settings in a way that aligns with your marketing goals and the structure of your business. Below is a recommended campaign structure for a Sezane search campaign:

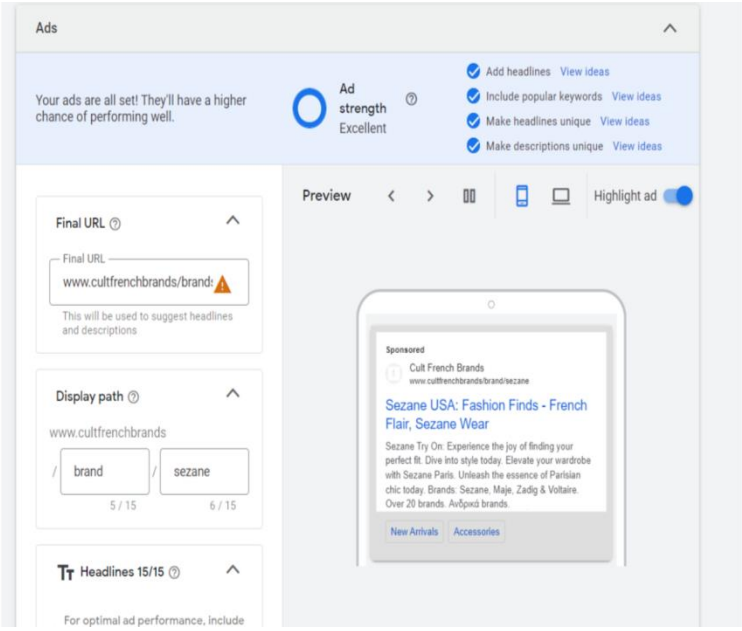


Branded Keywords (1st Ad Group)

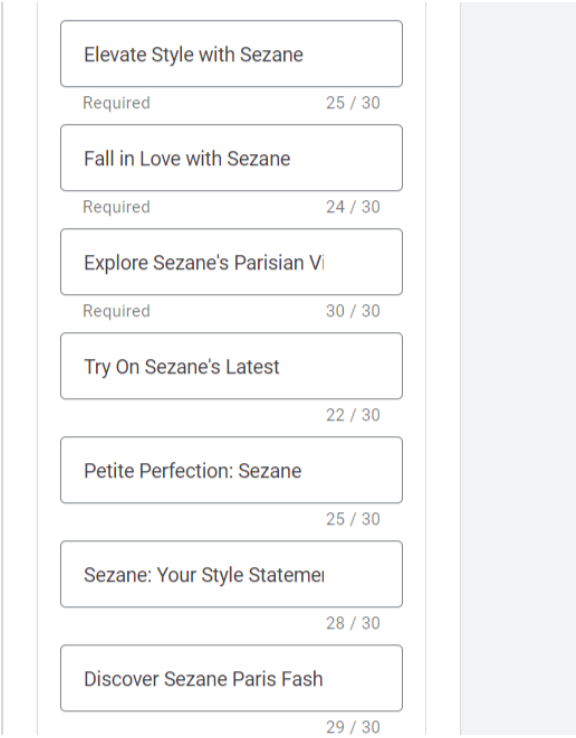
In the ad level it is crucial to define the keywords of the selected ad group. The first ad group is related to branded keywords. For the branded ad group we have chosen keywords such as Sezane, Sezane france, Sezane clothes and generally phrases that all include the brand Sezane as a keyword. For precise matches we include exact match keywords like [Sezane] and for more flexibility we add more phrase match keywords such as “Sezane France”.



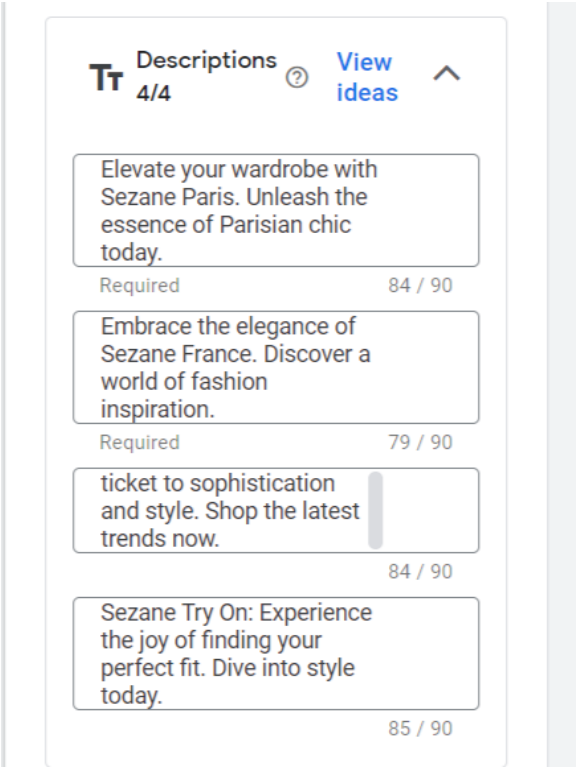
At the ad level of Google Ads campaign, several crucial elements should be carefully crafted to maximize effectiveness and engagement. Adding a clean and relevant URL is essential, providing a reflection of the destination page. Path fields offer an opportunity to add additional information without altering the actual URL, contributing to a more user-friendly experience.Completing the display path of Google Ads with brand Sezane reinforces brand recognition, builds trust by ensuring authenticity, enhances relevance for users seeking Sezane-related content, and maintains consistency for a cohesive brand presence. Furthermore, it is significant to ensure that the final URL leads to a relevant and optimized landing page.



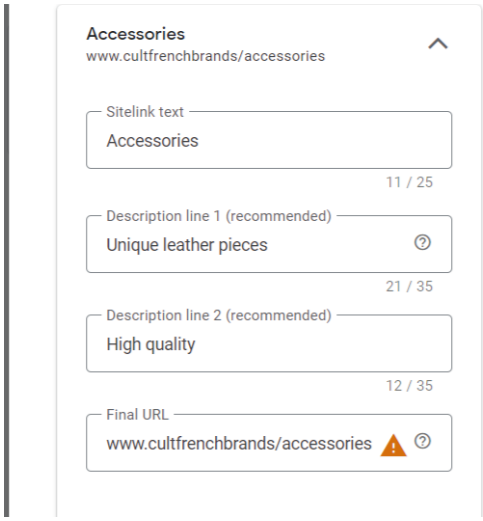
Crafting compelling headlines is paramount for grabbing attention, especially in the first headline where keywords should be strategically utilized for relevance. Using variations is essential to identify high-performing headlines that resonate with the target audience.

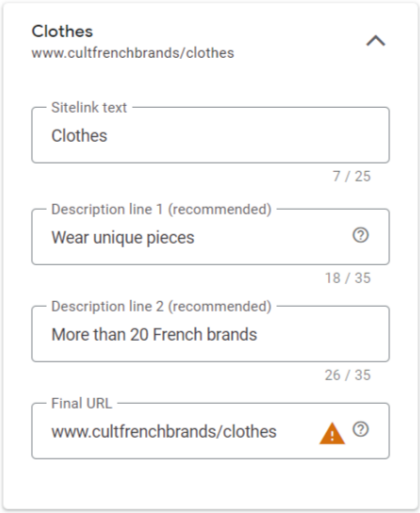


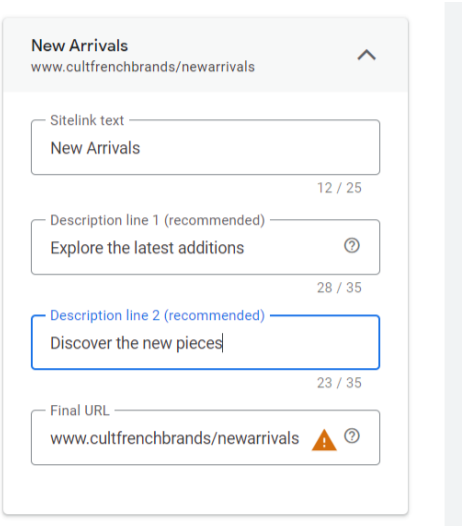
Concise and persuasive descriptions play a vital role in highlighting key selling points. Including a call-to-action (CTA) such as shop now, visit us and many others encourages user interaction and can significantly impact campaign success.



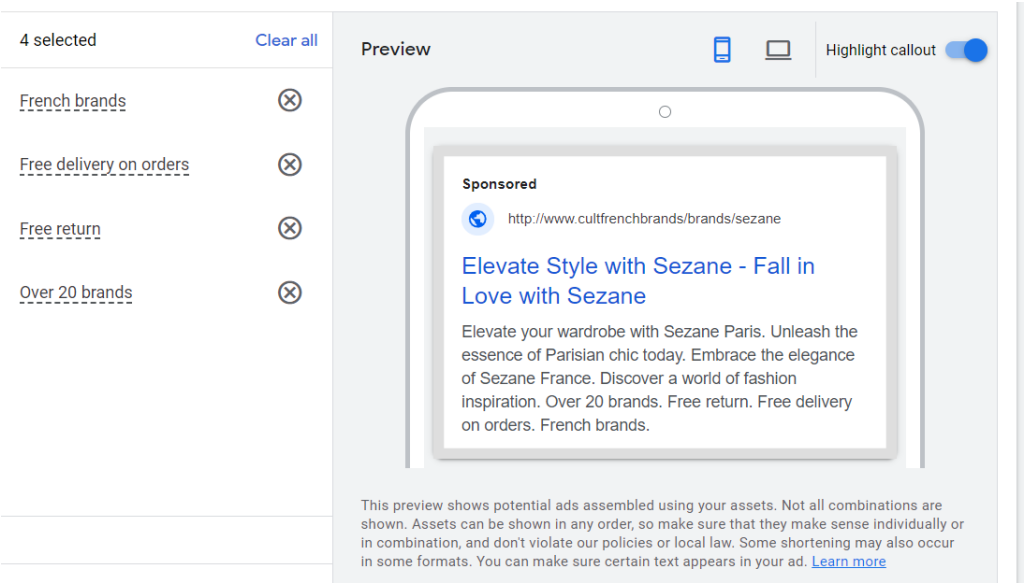
Leveraging ad extensions is a strategic approach to offer additional information to users. Sitelink extensions provide direct links to specific pages. The pages that we prefer to use for the sitelink extensions are the new arrivals, accessories and clothes page to indicate the variety of the products and also to inform about the new collection that has arrived. Callout extensions highlight key benefits. Structured snippet extensions can effectively showcase product categories or features, adding depth to the overall ad presentation.





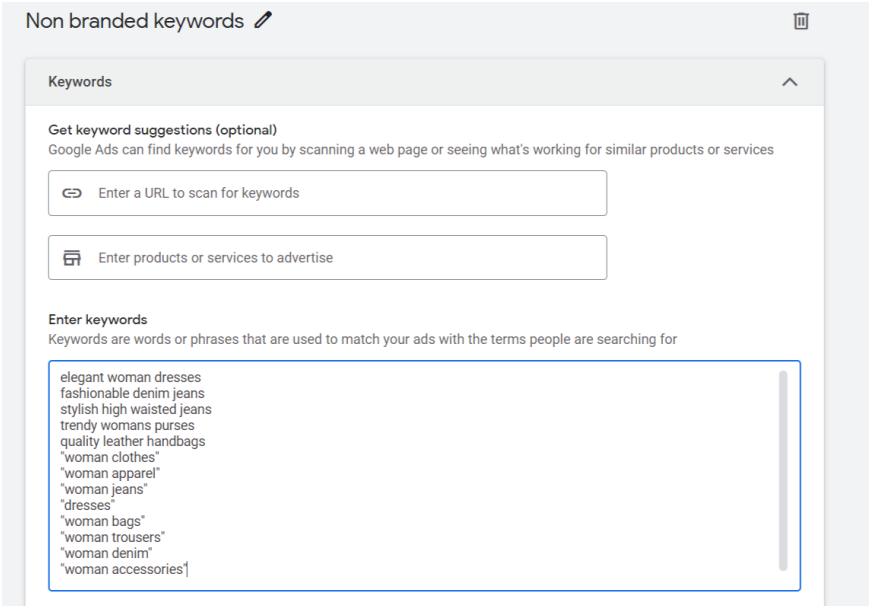


Callout extensions in Google Ads are valuable tools to enhance the visibility and appeal of your ad and also highlight the key benefits of a brand. In our case, we have chosen to highlight the free delivery on all orders, the free return and also the variety of the brands.



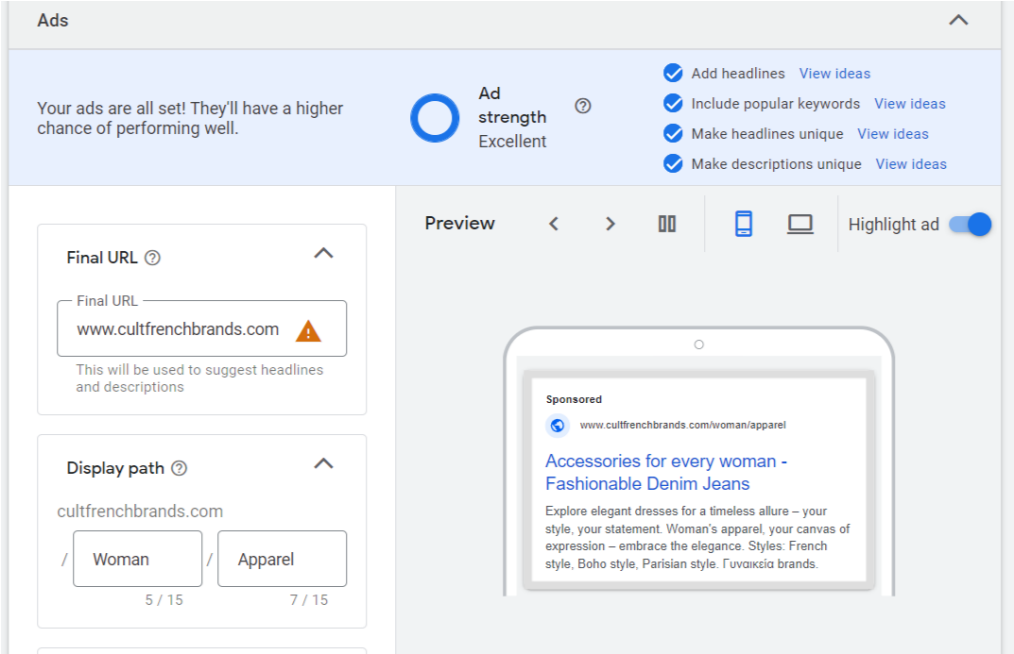
Non-branded keywords (2nd Ad Group)

The second ad group is referring to non-branded keywords. Non-branded keywords refer to search terms or phrases that do not explicitly include a specific brand name. These are general keywords that users enter into search engines when looking for products without specifying a particular brand. For the non-branded ad group, we have chosen long tail keywords that do not contain the brand Sezane and other keywords that indicate the type of the product such as dress, jeans, trousers etc. It is crucial to define that long-tail keywords are valuable in digital marketing and SEO strategies because they help businesses reach a more niche audience and connect with users who have a clearer idea of what they are looking for. Although they may have lower search volume, long-tail keywords can result in higher conversion rates as they attract users with more specific needs or preferences. Employing both phrase and exact match in Google Ads enables us to achieve a balance between precision targeting for specific searches and flexibility to capture a broader yet relevant audience, ensuring efficient budget allocation and comprehensive coverage.

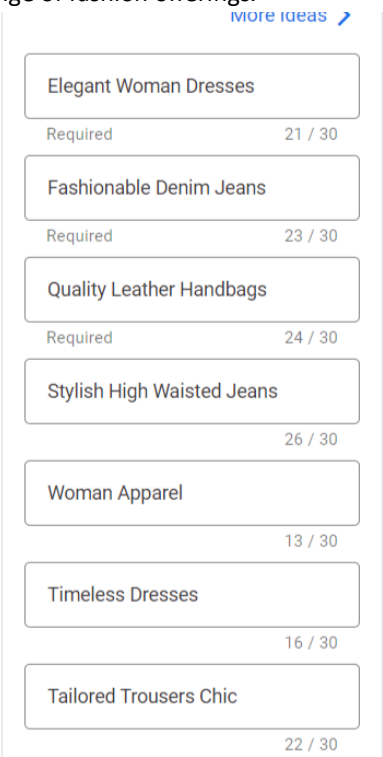


The next step is to add a clean and relevant URL, providing a reflection of the destination page. The display path is a part of the ad's URL that appears beneath the ad copy. It is an opportunity to provide

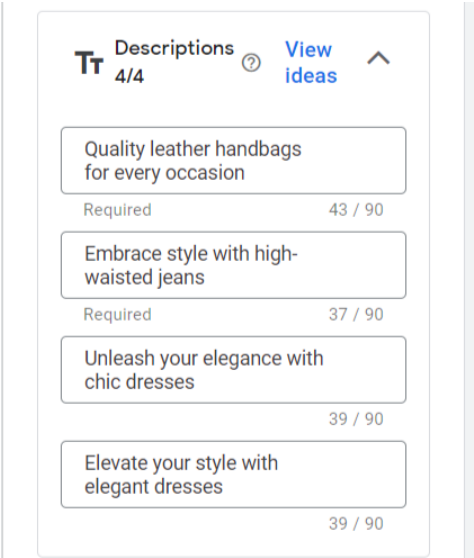
users with a clearer idea of where they will land after clicking the ad. Completing the display path with "woman apparel" helps enhance the relevance of the ad and gives users a better understanding of the content on the landing page.



The aim is to attract potential customers by emphasizing the appeal, quality, and uniqueness of the clothing and accessories offered. Each headline is crafted to be concise, engaging, and focused on encouraging users to explore the diverse fashion options available. The goal is to communicate a sense of style, trendiness, and individuality, enticing users to click on the ads and discover the wide range of fashion offerings.



Google Ads descriptions involve understanding your audience, emphasizing unique selling points, crafting concise and clear messages, incorporating keywords naturally, and maintaining a sense of urgency, all while aligning with brand personality and campaign objectives for optimal engagement and results.



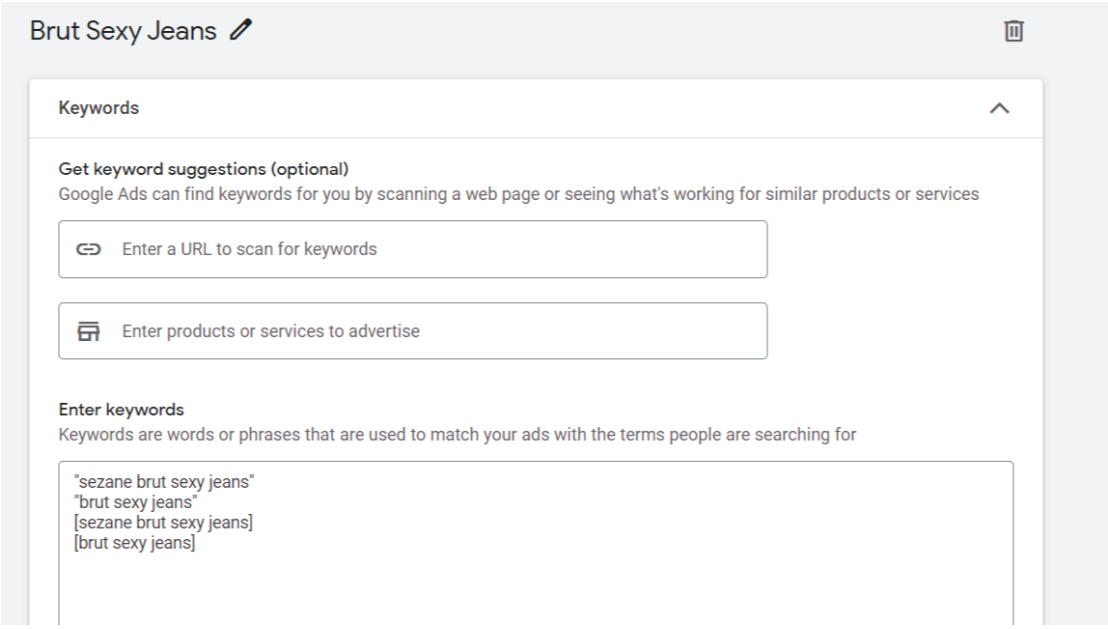
Implemented standardized callout and site extension methodologies from previous ad groups to establish a uniform brand identity on Google Ads. This approach ensures a streamlined and polished user journey, enhancing the visibility of essential features.

Products (3rd Ad Group)

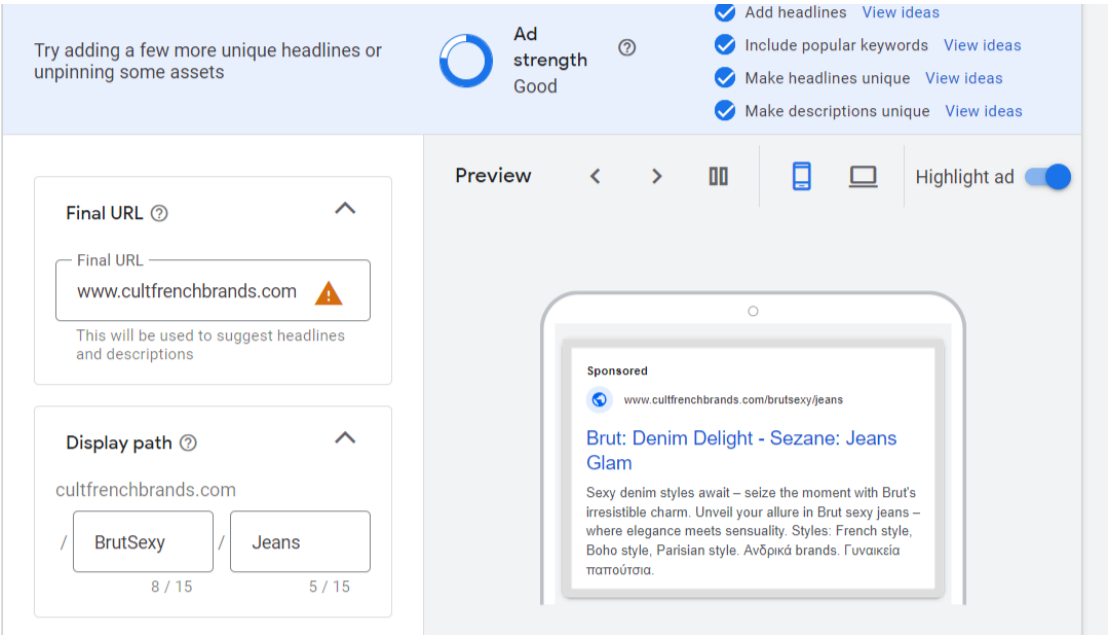
The 3rd ad group is a product-center ad group and it has been designed to highlight the key products, drive targeted traffic and ultimately boost sales. The ad group centers around three key products which are Harper dress, Brut Sexy jeans, and Farrow bag, carefully chosen for their significance and popularity in Sezane's product lineup.Moreover, by aligning with user preferences and utilizing a variety of keyword match types, this ad group contributes to Sezane's overall PPC success.

Product 1: Brut Sexy jeans

The first ad is referring to the first product of the campaign that is Brut Sexy Jeans.The keywords for this ad are containing the name of the product.The match type keyword [brut sexy jeans] triggers ads when users search for the exact keyword or close variants with the same meaning. Ideal for precise targeting.The match type keyword “Brut Sexy Jeans” triggers ads when users search for the specified keyword along with other words, maintaining the exact order. Provides a balance between specificity and reach.It is important to define that the Brut Sexy jeans as a product offers a unique and fashionable twist to the wardrobe staple. This sustainable denim option, made with 99% organic cotton, provides a blend of casual and polished looks. Its fit accentuates curves, appealing to the feminine side.



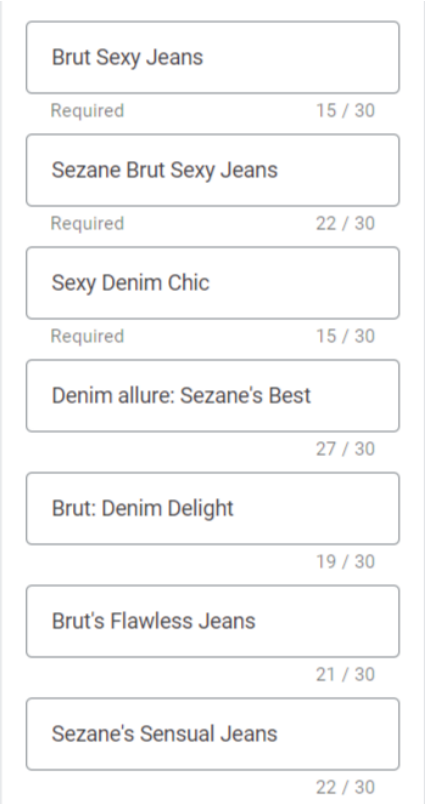
The final URL represents the actual landing page where users will be directed when clicking the ad.In this case, the final URL will be the landing page of the product Brut Sexy Jeans. The display path is the visible part of the URL in the ad, providing users with a clear indication of the page they will reach. In this case, it's designed to be concise and relevant to the advertised product, "Brut Sexy Jeans."



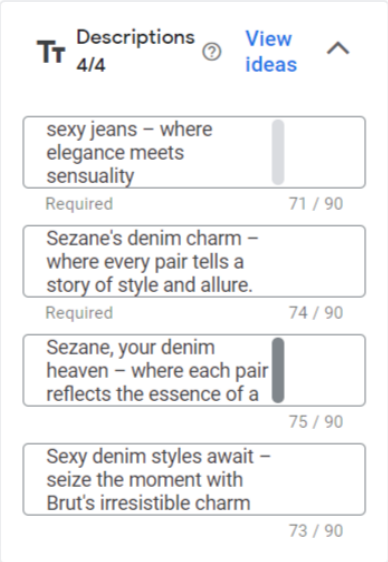
The next step is to define the headlines for the exact product, Brut Sexy Jeans. The goal is to create attention-grabbing headlines that entice users to click on the ad and explore the "Brut Sexy Jeans" product. The key features that we should take into consideration for both the headlines and the description are:

- Emphasizing the key features and highlights of "Brut Sexy Jeans." This could include details about the fit, style, and any unique design elements.
- Indicate the quality of the denim used and any special materials incorporated into the jeans. For instance, it is made from 99% organic cotton that is a very crucial characteristic for those that are searching for more sustainable and best quality clothes.

- Position "Brut Sexy Jeans" as a fashion statement. Describe how these jeans are not just clothing items but an expression of style and individuality.
- Highlight the versatility of the jeans. Describe how they can be dressed up or down for various occasions, making them a versatile and essential wardrobe piece.
- Address the comfort level and fit of the jeans. It is important to communicate to potential customers the comfort of Brut Sexy Jeans.
- Mention in the description the sustainable practices that the brand Sezane uses. Many consumers value eco-friendly and sustainable fashion.
- A compelling call-to-action encourages users to take the next step and to lead them to the conversion. For example, "Discover Your Perfect Fit Today" or "Shop Limited Edition Denim Now."
- The incorporation of relevant keywords within the description to enhance visibility and align with user search intent.
- Ensure that the description aligns with Google Ads policies and guidelines. Avoid any language that could lead to ad disapproval.

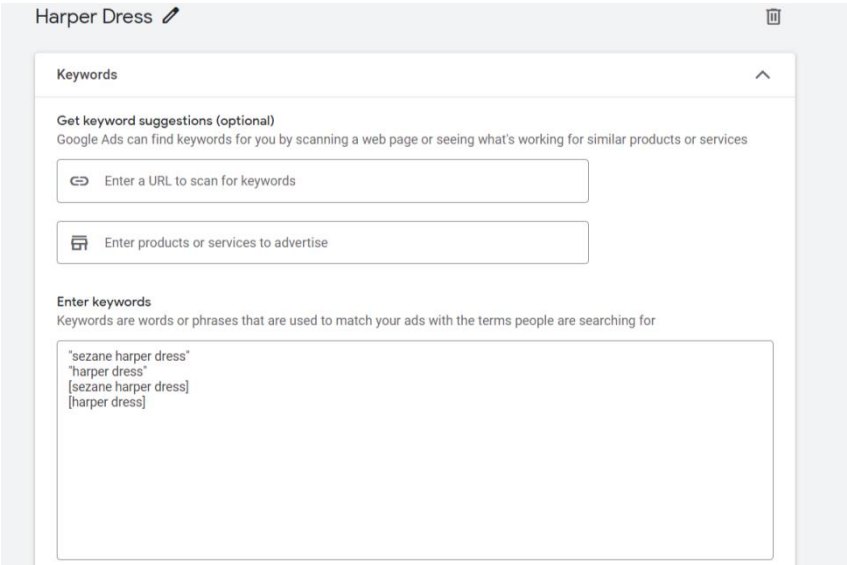


The description is an opportunity to provide additional information about "Brut Sexy Jeans" and convince users to click through to learn more or make a purchase. The usage of different descriptions is a way to test and to help us identify the most effective messaging.

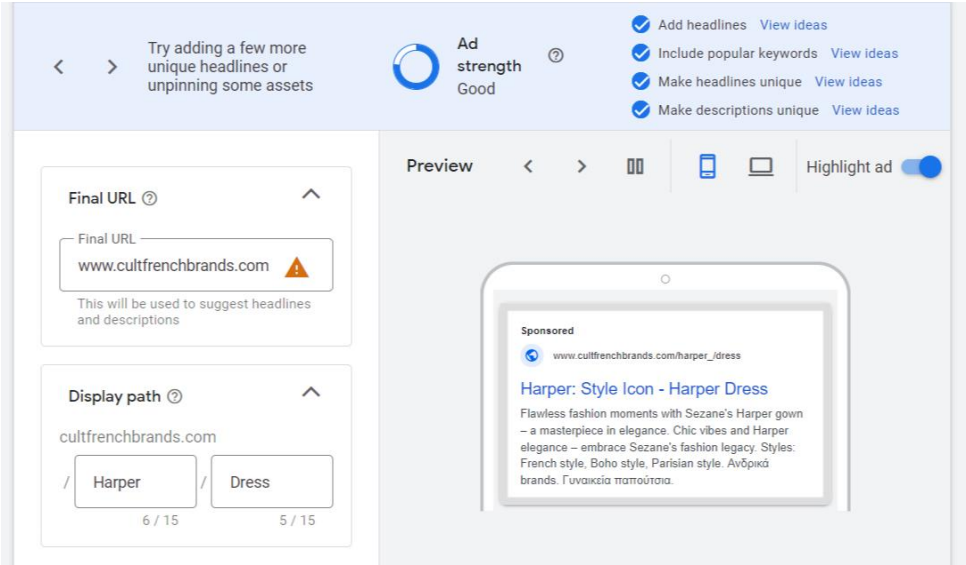


Product 2: Harper Dress

The second ad is referring to the second product of the campaign that is the Harper Dress. The keywords for this ad are containing the name of the product. The exact match type [Harper Dress] ensures that the ad appears only when someone searches for the exact term or close variations. It offers precise targeting and control over when your ad is triggered. With the phrase match type, the ad will be shown when someone searches for the phrase "Harper Dress" or a close variation of it. It provides a balance between specificity and a broader reach, as it includes additional words before or after the keyword. The Harper Dress by Sezane is a piece that embodies timeless elegance and Parisian chic. Crafted with meticulous attention to detail and inspired by the essence of French fashion, the Harper Dress has become a signature item in Sezane's collection.



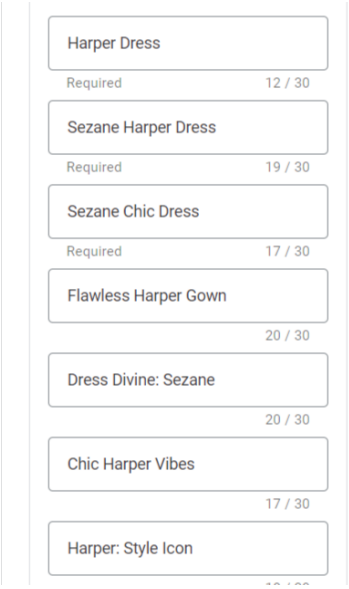
The final URL directs users to the specific landing page for the Harper Dress on the Cult French Brands website, while the display path provides a concise and readable representation of the page's location within the site hierarchy. This ensures that users have a seamless experience from clicking the ad to exploring the product.

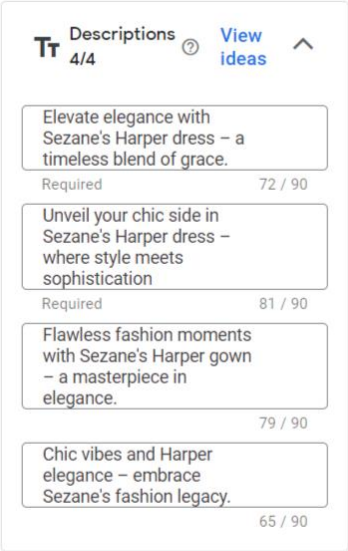


The next section is containing completing the headlines and the description for the ad for Harper Dress. Creating impactful headlines and descriptions for the Harper Dress Google Ads involves a careful blend of creativity, brand essence, and a compelling call-to-action.

The process includes:

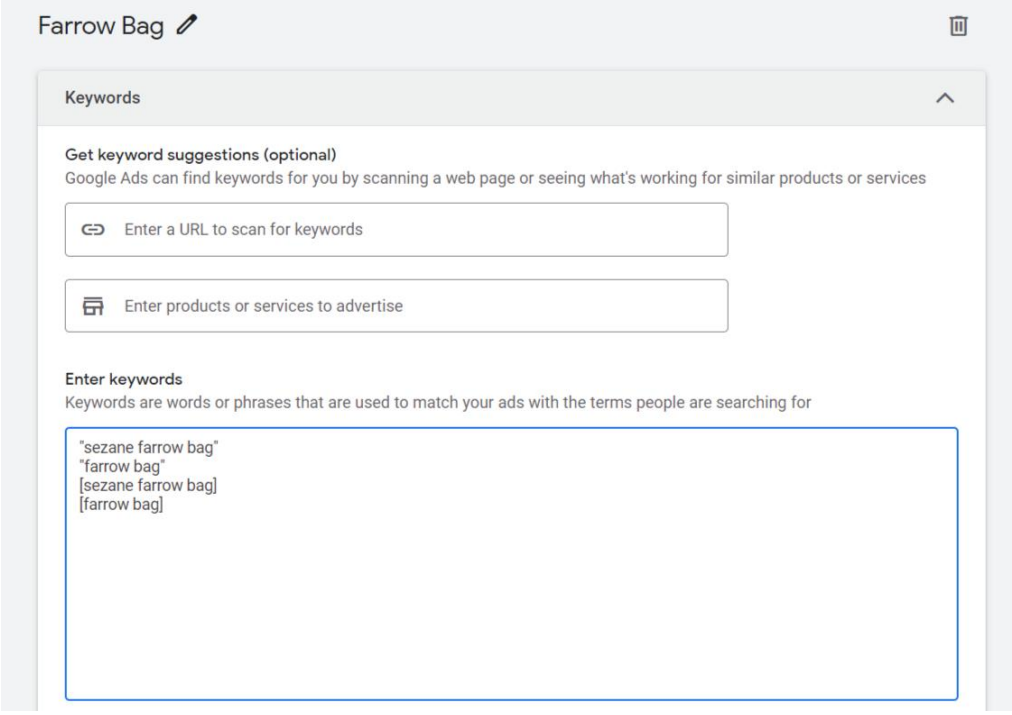
- Ensuring that the headlines and descriptions align with Sezane's brand values and the unique selling points of the Harper Dress.
- Communicating the key features and benefits of the Harper Dress, emphasizing its timeless elegance and Parisian influence.
- Weaving a narrative that resonates with the target audience, evoking emotions and a desire to explore more.
- Encouraging users to take action, whether it's exploring the collection, making a purchase, or discovering more about Sezane.
- Making sure that the headlines and descriptions are relevant to user queries and align with the search intent.





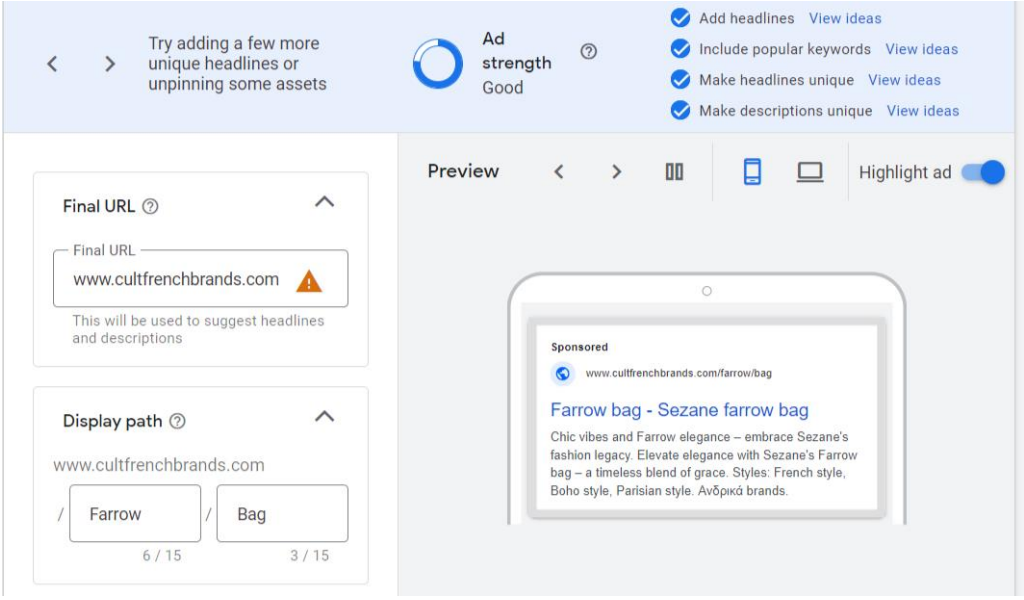
Product 3: Farrow bag

The last ad is referring to the third product of the campaign that is the Farrow Bag. The keywords for this ad are containing the name of the product. In Google Ads, the choice between exact match and phrase match for the keyword "Farrow Bag" can significantly impact the reach and relevance of the ad. On one hand, with the exact match [Farrow Bag], ads will only be triggered when users search for the exact keyword or very close variations. On the other hand, with the phrase match “Farrow Bag” ads will be triggered when users search for this phrase or variations that include this phrase. The Farrow Bag is a signature accessory from Sezane that represents the timeless elegance and functionality. Tailored for individuals seeking a blend of sophistication and practicality, is a cornerstone of Sezane's collection.



The final URL ensures that users are directed straight to the Farrow Bag's landing page where they can find detailed information about the product and a variety of purchasing options. The display path “Farrow/Bag” provides a clear and concise representation of the product's name and category. It appears in the ad as part of the website URL, contributing to the overall relevancy and transparency for users. This structure helps communicate to potential customers that they will be taken to a page

specifically related to bags and, more specifically, the Farrow Bag. This approach enhances the user experience by ensuring that the destination aligns with the customers expectations, enhancing the potential for increased engagement and conversions.



To this part it is crucial to complete the headlines and descriptions section. These headlines and descriptions are crafted to capture attention, highlight the key features of the Farrow Bag, and encourage clicks and engagement. There are some points that are crucial to identify during the process:

- Ensuring that the headlines and descriptions resonate with Sezane's brand values, maintaining consistency across all touchpoints.
- Communicating the distinctive features and allure of the Farrow Bag, emphasizing its iconic design, quality craftsmanship, and timeless appeal.
- Encouraging users to take meaningful actions, whether it's exploring the Farrow Bag collection, making a purchase, or engaging further with Sezane.
- Ensuring that the headlines and descriptions align seamlessly with user queries, maintaining relevance and enhancing the overall user experience.

Farrow bag

Required 10 / 30

Sezane farrow bag

Required 17 / 30

Sezane Chic Bag

Required 15 / 30

Bag Divine: Sezane

18 / 30

Chic Farrow Vibes

17 / 30

Farrow Trendy Tote

18 / 30

Elegance in Every Stitch

24 / 30

Descriptions 4/4 View ideas

Elevate elegance with Sezane's Farrow bag – a timeless blend of grace

Required 69 / 90

Unveil your chic side with Sezane's Farrow bag – where style meets sophistication.

Required 82 / 90

Chic vibes and Farrow elegance – embrace Sezane's fashion legacy.

65 / 90

Fashion icon: Sezane's Farrow bag – a masterpiece in timeless allure

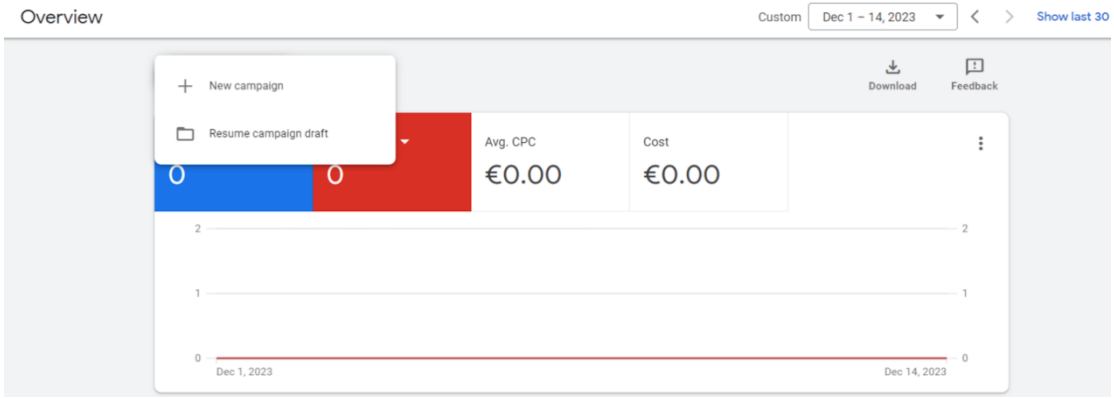
68 / 90

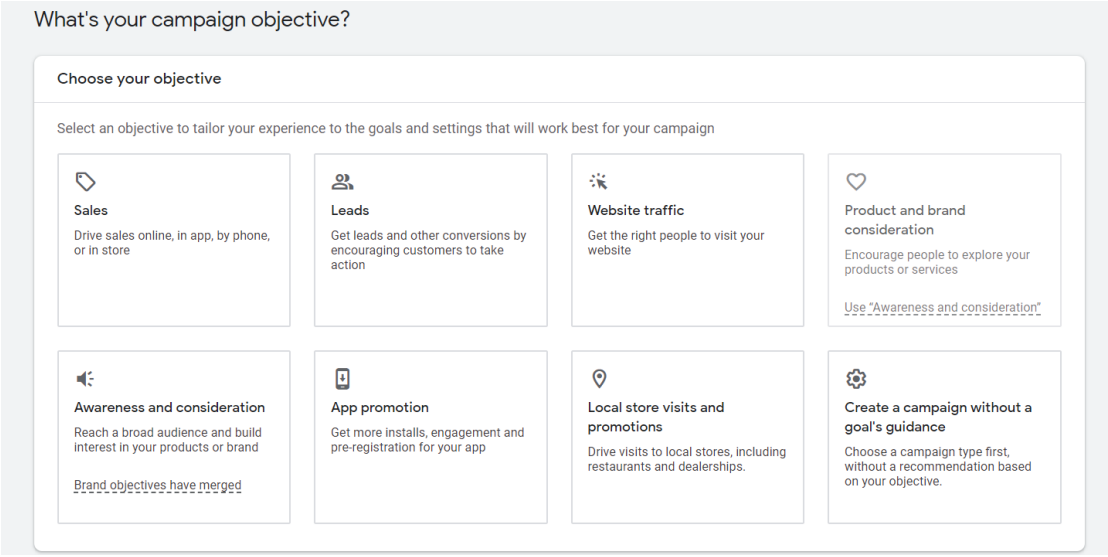
Display Network Campaign

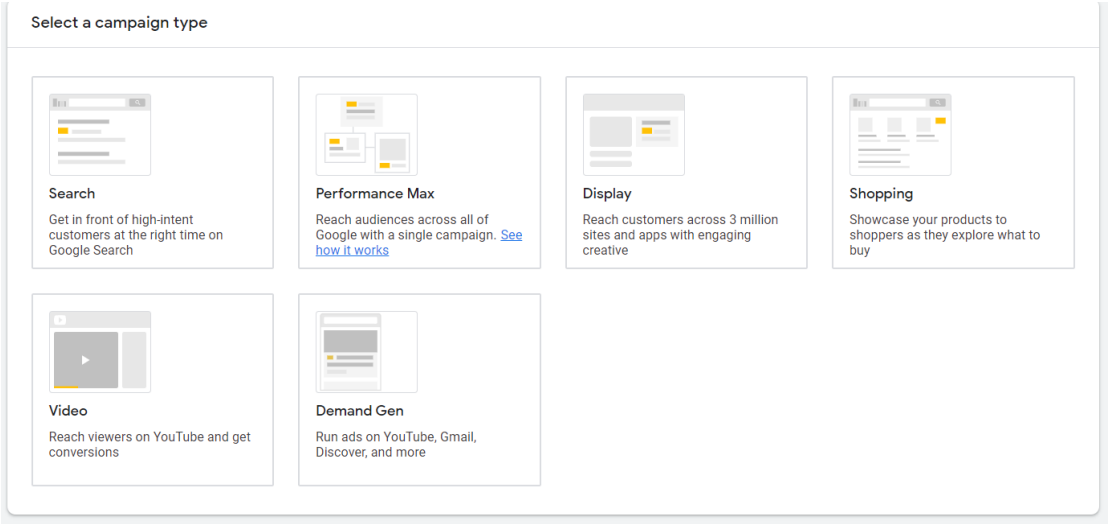
A Display Network Campaign in Google Ads is an advertising strategy that involves showcasing visual ads, such as images and videos, across a vast network of websites, apps, and other online platforms. Unlike Search campaigns that appear in response to specific search queries, Display campaigns focus on visually engaging users as they browse various online content. Moreover, display campaigns are particularly effective for brand awareness, influencing consideration, and driving visual impact. They are suitable for businesses looking to create a visual presence and engage audiences beyond the confines of search engine results.

For the creation of the Display Network campaign the steps are the above:

- Click on the "+ Campaign" button in Google Ads.
- Choose "Sales" as the campaign goal to align with the objective of driving sales for Sezane products.
- Select "Display" as the campaign type.



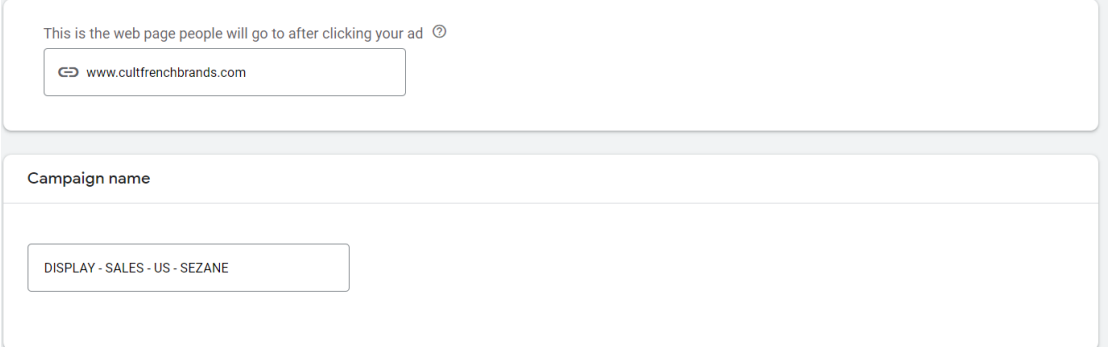




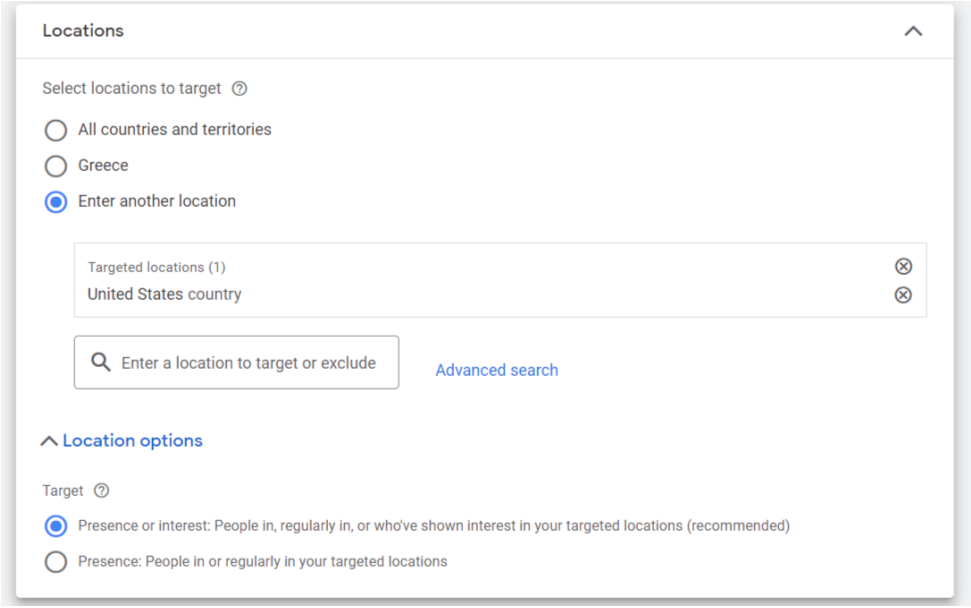
The name of the campaign is DISPLAY - SALES - US - SEZANE.

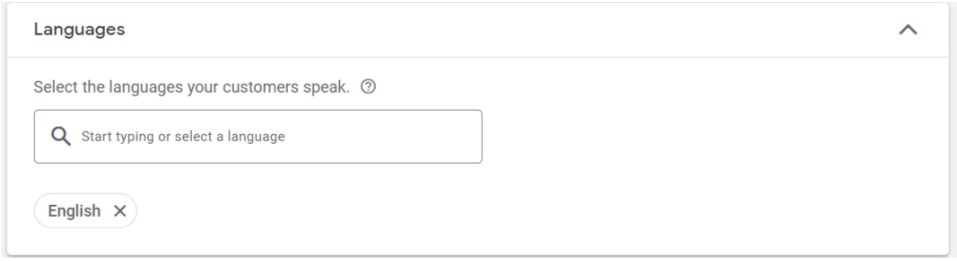
- DISPLAY indicates the campaign type, emphasizing visual content.
- SALES underscores the primary goal, focusing on conversions and revenue.
- US designates the targeted geographical location.

- SEZANE is the brand being promoted.

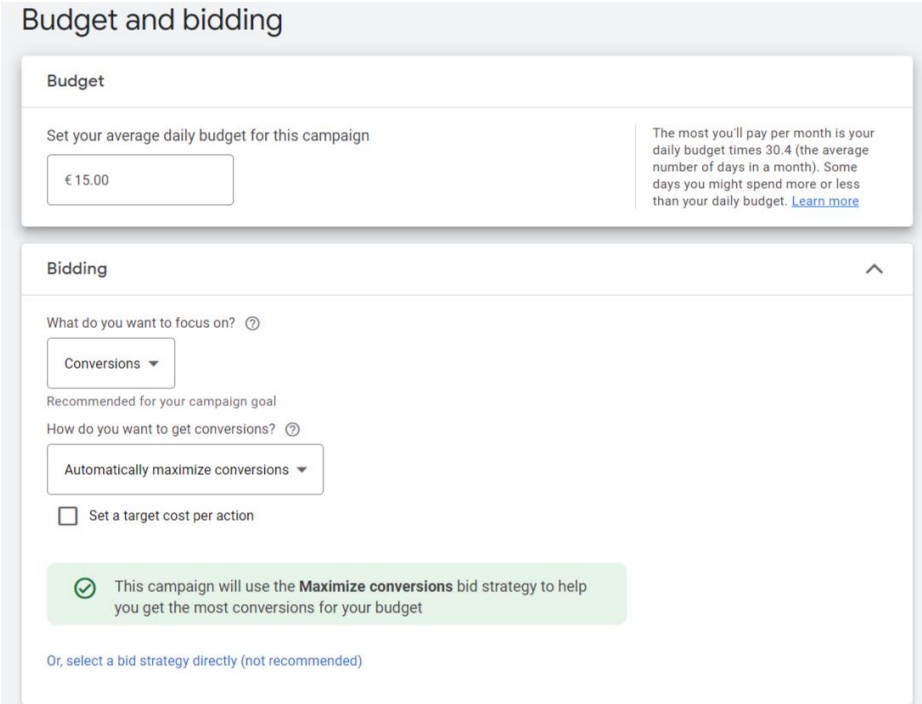


Continuing to the ad group level, it is crucial to define the targeting options such as the locations and the preferable language. Regarding the choice of the location, the decision to target the USA is based on the market relevance and potential customer base in this region. As a prominent market for fashion and lifestyle products, the USA offers a vast audience interested in premium and exclusive brands like Sezane. As the primary language we have set the English language that aligns with the linguistic preferences of the majority of the US population. English is the dominant language in online interactions and commerce, ensuring effective communication with the target audience.





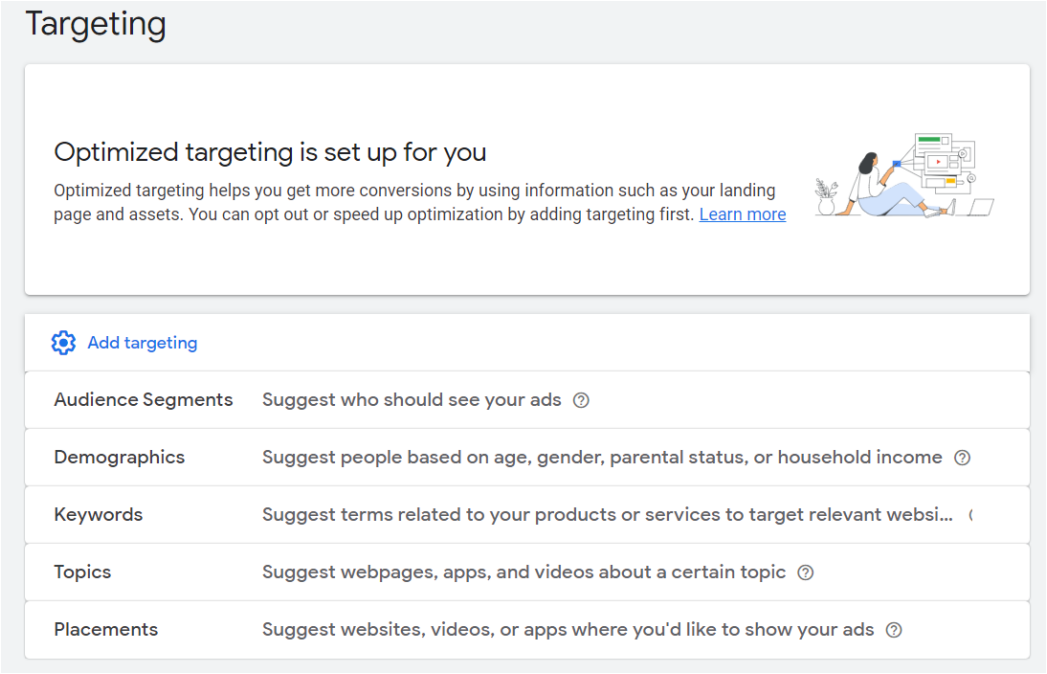
The next step for the display network campaign is to define the budget options. A daily budget of 15 euros is allocated, reflecting a prudent investment for a Display campaign targeting the USA. The choice of the "Conversions" bidding strategy aligns with the overarching objective of driving sales, optimizing for actions that lead to valuable conversions.



For the Display Network Campaign, the following targeting options play a pivotal role in reaching the right audience effectively:

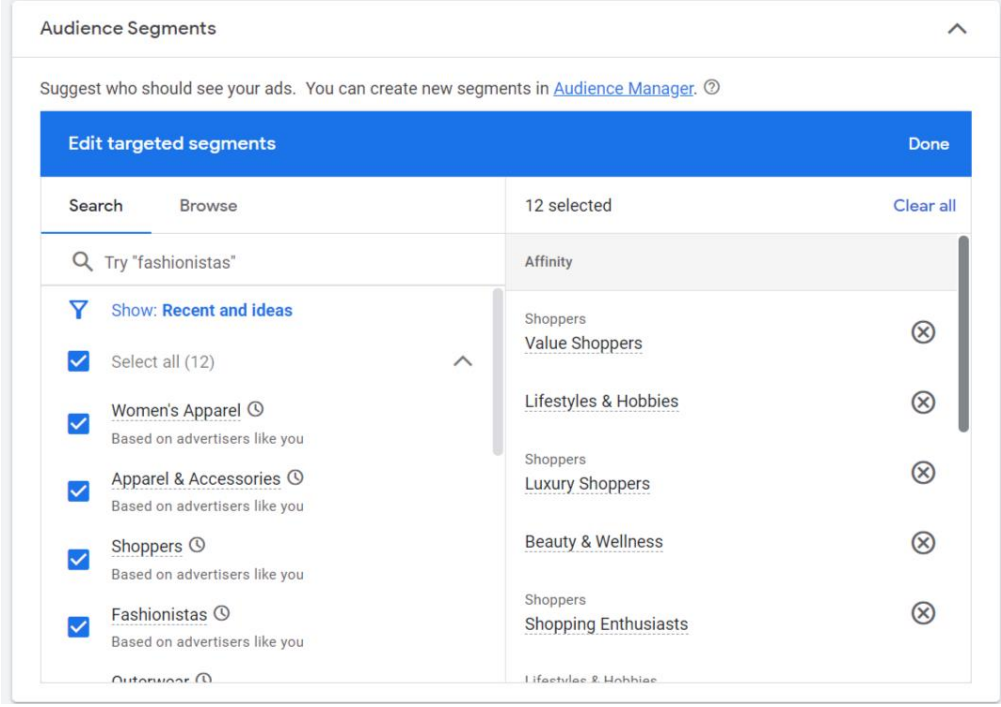
- Audience Segments: Leveraging audience segments involves targeting users based on their online behavior, interests, and demographics. Google Ads provides predefined segments like affinity and in-market audiences, allowing advertisers to reach users with specific interests or purchase intentions. The audience segments are important because can enable advertisers to connect with users who are more likely to be interested in Sezane's products based on their online activities and preferences.
- Demographics: Targeting based on demographics involves tailoring ads to specific age groups, genders, and other demographic characteristics. This allows Sezane to customize content to resonate with the preferences of different demographic segments within the target audience. Furthermore, demographic targeting ensures that ad content is relevant to distinct audience segments, optimizing engagement and conversion rates.
- Keywords: While keywords are typically associated with search campaigns, they also play a role in Display Campaigns. Advertisers can select keywords related to the products or themes of Sezane to display ads on websites and apps that match those keywords. Keyword targeting ensures that ads appear on platforms where content is relevant to the selected keywords, increasing the likelihood of capturing the audience's interest.
- Topics: Targeting by topics involves selecting specific themes or categories related to Sezane's products. Google Ads then displays ads on websites and apps that fall under these chosen topics.

- Placements: Placements refer to selecting specific websites, apps, or placements within the Google Display Network where Sezane's ads will be displayed.



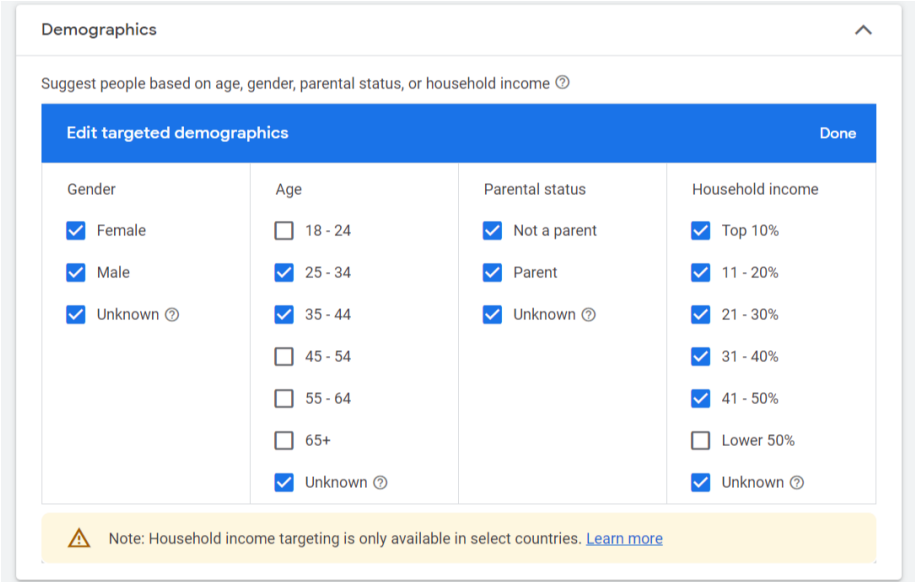
For Sezane's Display Campaign, the targeted options have been strategically selected to align with the brand's product categories and themes.

- Targeting the "Fashion" category allows Sezane to showcase its diverse range of clothing products. Ads will be displayed on websites and apps related to general fashion topics, attracting users interested in broader fashion trends.
- The "Clothes" option provides a more specific focus on Sezane's apparel offerings. Ads will be shown on platforms where users engage with content specifically related to clothing, ensuring relevance to individuals seeking clothing items.
- Targeting "Accessories" broadens the campaign to include Sezane's accessory line. Ads will be displayed on websites and apps featuring content related to accessories, reaching users interested in items such as jewelry, scarves, and other fashion accessories.
- The "Bags" option focuses on Sezane's collection of bags. Ads will appear on platforms where users explore content related to bags, purses, and related accessories, capturing the attention of those specifically interested in fashionable bags.
- Targeting "Gifts" enables Sezane to reach users looking for unique and stylish gift options. Ads will be displayed on websites and apps associated with gift ideas, appealing to individuals seeking special and fashionable gifts for themselves or others.



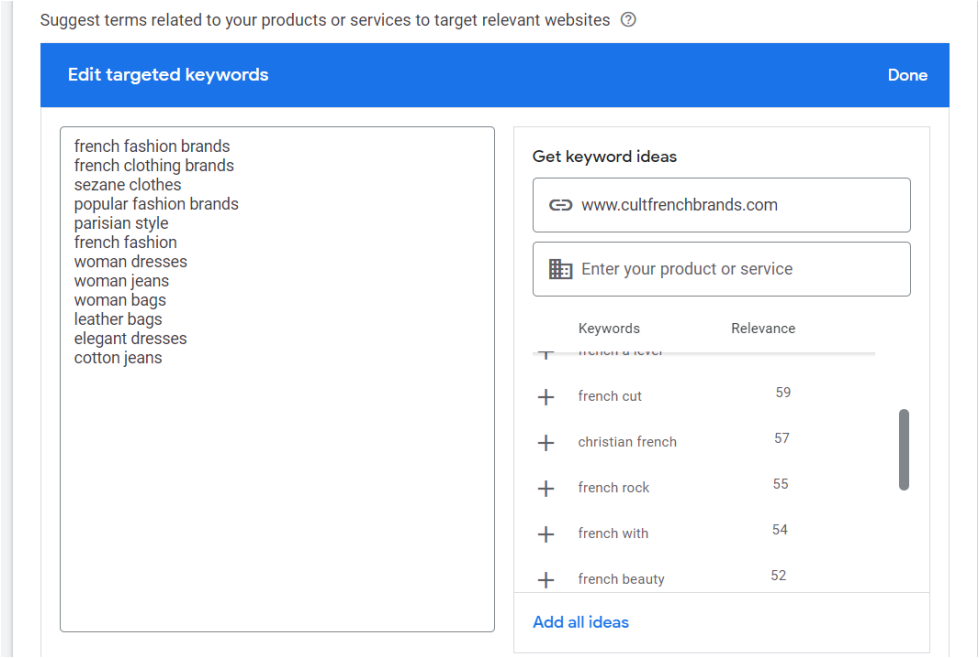
The demographic characteristics for Sezane's Display Campaign on Google Ads are strategically focused on specific age groups and household income levels to ensure alignment with the brand's known customer base and the nature of its premium products.

- Age Groups (25-44): Sezane has identified that a significant portion of its customer base falls within the age range of 25 to 44. These individuals are likely to be more fashion-conscious, have disposable income, and are interested in premium, stylish products. By targeting this age group, Sezane aims to reach individuals at a stage in life where they are more likely to invest in quality fashion items.
- Household Income (Not Lower Than 50%): Sezane's products are positioned as premium, reflecting a commitment to quality and unique design. To ensure that the advertising reaches individuals who can afford and appreciate premium products, the household income targeting is set not to be lower than 50%.

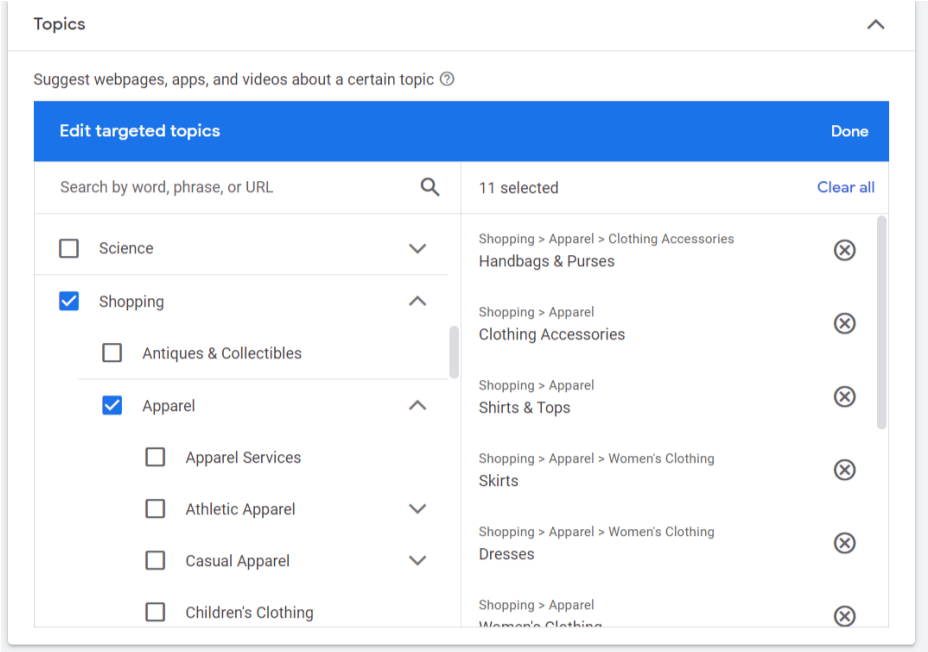


While keywords are typically associated with search campaigns, they also play a role in Display Campaigns. We can select keywords related to the products or themes of Sezane to display ads on websites and apps that match those keywords. It is important to define that more general keywords

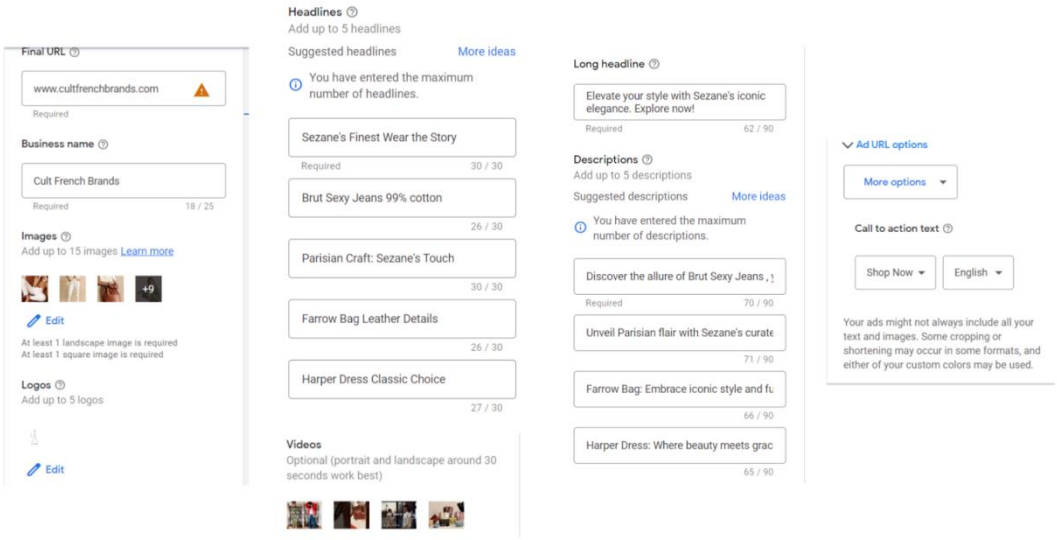
are more helpful for a Display Campaign due to the nature of the Display Network and the objectives associated with this type of campaign.



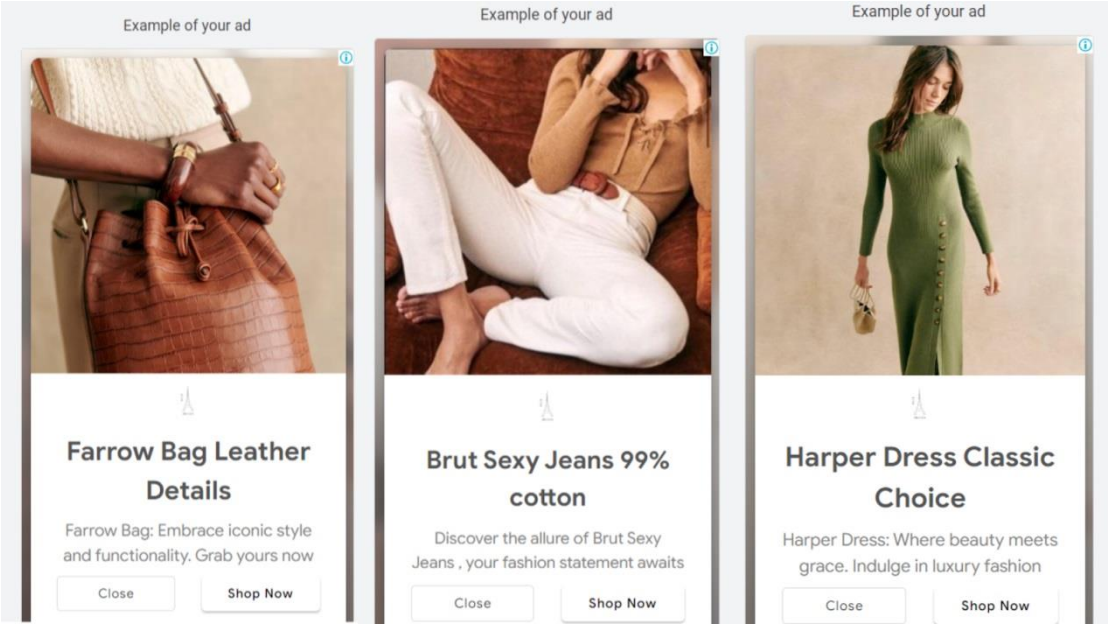
Selecting topics for Sezane's Display Campaign involves choosing categories or themes that align with the brand's products and resonate with the target audience. In this context, the chosen topics include "clothing" and "shopping."



In the ad level, it is useful to define the exact headlines and descriptions. Developing concise and attention-grabbing headlines and descriptions that resonate with the target audience ensure that the brand is aligned with the chosen topics and highlight the unique selling propositions of Sezane's products. The next step is to choose high-quality images and videos that showcase Sezane's products in an appealing light. Visuals should align with the brand's aesthetic and evoke emotions. Ensure that images are clear, well-lit, and visually compelling. Last, the primary call to action for a Display Network Campaign focused on driving sales is "Shop Now." Place this CTA prominently within the ad creative to prompt users to take immediate action. Consider using contrasting colors to make the CTA button stand out.



In the preview of the Display Ads for Sezane, a meticulous approach has been taken to align the creative elements with Sezane's brand identity and campaign objectives. The following key aspects are notable above:



PPC Strategy Plan

This PPC strategy plan outlines the comprehensive approach for Sezane's digital advertising, encompassing both Search and Display campaigns. The goal is to drive targeted traffic, boost brand visibility, and increase sales for Sezane's premium French fashion products.

1. Objective:

The primary goal is to drive online sales for Sezane products and the secondary goal is to enhance brand awareness and engagement.

2. Campaign Structure:

For the search campaign we have created ad groups for branded, non-branded and products based ad groups. To the branded ad group we utilize keywords like “Sezane” and phrases that include the brand name inside. For the non-branded ad group we target industry related keywords to reach a broader audience. Last, for the product ad group we have included as the keywords the names of the 3 products. It is important to note that we have excluded terms like “free” and “replica” to ensure the relevance. For the Display Network Campaign we utilize audience segments, demographics, keywords, topics, and placements, focus on interests related to fashion, clothing, accessories, bags, and gifts.

3. Audience Segmentation:

For the Search Campaign we have focused on existing Sezane customers using branded keywords. Also, we have tried to target potential customers with non-branded keywords. For the Display Network Campaign, segment audiences based on interests, demographics, and online behavior. We have created tailor ads for users interested in fashion, clothing, and accessories.

4. Keyword Research:

For the Search Campaign we had to perform an in-depth keyword analysis using Google Keyword Planner. Emphasize keywords related to Sezane products like "Harper Dress" and "Farrow Bag” and “Brut Sexy Jeans”. For the Display Network Campaign we have leverage broad and general keywords for increased impressions.

5. Ad Copy Development:

For the Search Campaign we have crafted compelling headlines and descriptions highlighting product uniqueness. Emphasize quality, elegance, and French inspiration in ad copy.
For the Display Network Campaign we have designed visually appealing ads with high-quality images and videos. Moreover, we have Included clear calls-to-action such as "Shop Now" to drive conversions.

6. Ad Extensions:

For the Search Campaign we have Implemented sitelink extensions for direct page links.
Furthermore, we have used callout extensions to showcase key product features. For the Display Network Campaign, we have Incorporate responsive display ads for adaptability.

7. Budget Allocation:

For the Search Campaign we have set a competitive budget to ensure visibility for branded and non-branded searches. For the Display Network Campaign we have allocated a reasonable daily budget for broader reach and brand exposure. Prioritize the Display campaign for impressions and brand visibility.

8. Performance Metrics:

For the Search Campaign the most important metrics to monitor is click-through rate (CTR), conversion rate, and average cost per click (CPC). For the Display Network Campaign, it is helpful to track impressions, clicks, and click through rate.

9. Testing and Optimization:

For both of the campaigns a very crucial step is the continuous A/B Testing. For instance, the test of variations of the ad copy, the headlines and visuals for both campaigns.

10. Reporting and Analysis:

For both of the campaigns after a period of time is crucial to generate regular reports to assess campaign performance. Based on these reports we have to make data-driven decisions for ongoing improvement.

11. Compliance with Policies:

For both of the campaigns, ensure all ads comply with Google Ads policies to avoid disapproval. Regularly review and update ad content for relevance.

In conclusion, this PPC strategy plan offers a comprehensive roadmap for Sezane to navigate the dynamic landscape of digital advertising. By implementing these strategic initiatives, Sezane can leverage the strengths of both Search and Display campaigns to establish a compelling online presence, resonate with its target audience, and achieve meaningful results.