

# DIGITAL MARKETING COURSE

Professor Aikaterini Tzafilkou



## EDEN'S TASTE

Lamprou Sofia

Moustaki Theodora

Panagiotou Argyro

Xafi Angeliki

January 2024

## Contents

Contents.....	2
Part A .....	2
Design & Development of a WordPress CMS site .....	3
A.1 Description.....	3
A.2 Customer Segmentation.....	6
A.3 Keyword Research & Competitor Analysis.....	7
Keyword research .....	9
LSI Keywords .....	9
Part B.....	12
SEO Strategy Plan - Design & Implementation.....	12
Step 1 – Define our target audience.....	12
Step 2 - Keyword Research .....	13
Step 3 – Competitive Analysis.....	13
Step 3 – Design and develop an SEO–friendly website. ....	14
Step 4 – On-Page SEO optimization.....	14
Step 5 - Off-Page SEO Strategy .....	15
Practical examples of our SEO strategy on our e-shop website.....	15
Product Pages .....	16
Generic Landing Pages.....	17
Part C.....	20
Design & Development of PPC campaigns through Google Ads .....	20
SEARCH CAMPAIGN .....	20
AD GROUP LEVEL .....	22
Keywords on this ad group: .....	25
Branded Ad Group .....	29
Generic Ad Group .....	30
Olive Oil Ad Group .....	31
DISPLAY NETWORK CAMPAIGN .....	34

## Part A

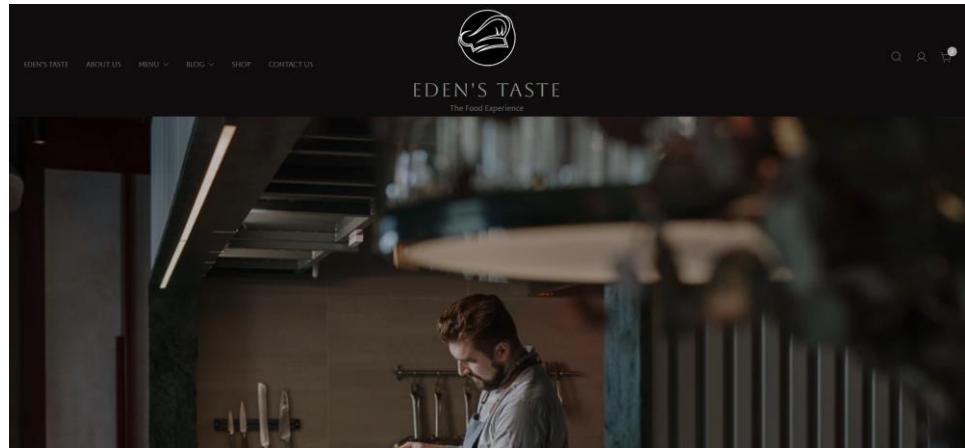
# Design & Development of a WordPress CMS site

## A.1 Description

Nestled in the heart of the United States, Eden's Taste stands as a culinary sanctuary, inviting patrons to embark on a gastronomic journey through the rich tapestry of Greek flavors and traditions. With an unwavering commitment to authenticity, Eden's Taste seamlessly blends the warmth of Greek hospitality with a diverse selection of high-quality products, creating an immersive experience that transcends borders.

At the core of Eden's Taste is a vibrant Greek restaurant, where skilled chefs artfully craft dishes that pay homage to the time-honored recipes of Greece. Rooted in authenticity, our establishment goes beyond showcasing our creations to embrace well-known Greek brands, creating a holistic experience for those seeking the finest tastes of Greece.

Our homepage serves as a comprehensive overview of our restaurant, providing visitors with a glimpse into the essence of our establishment. Through a thoughtfully designed layout and engaging content, we aim to encapsulate the unique aspects of our culinary offerings, ambiance, and overall dining experience.



### Navigation to our Story:

Visitors can delve deeper into the narrative behind our restaurant by navigating to the "Our Story" section. Here, they will discover the roots, inspirations, and milestones that have shaped our culinary journey.

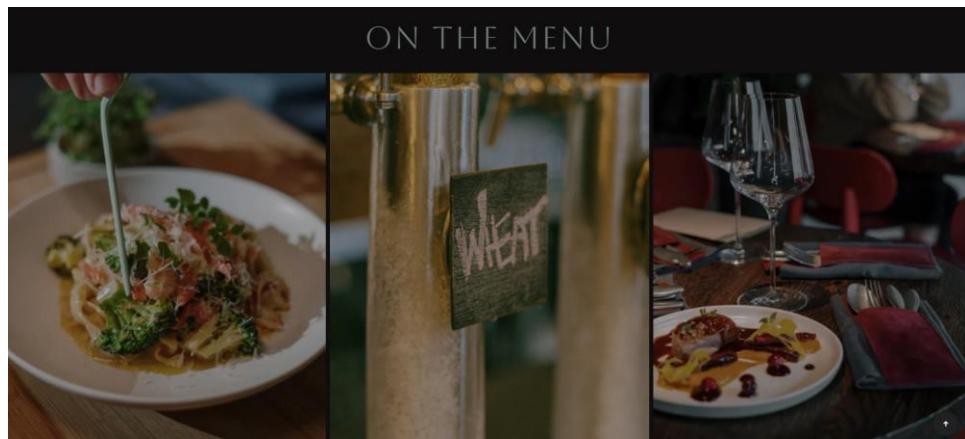


### Exploring our Blog:

For those seeking additional insights, culinary inspirations, and behind-the-scenes glimpses, our blog section offers a treasure trove of articles. From featured recipes to stories about our team and the culinary world, the blog provides a dynamic and informative space for exploration.

### Viewing our Menu:

The "Menu" section provides a tantalizing showcase of our culinary offerings. Visitors can peruse through a diverse array of dishes, gaining a preview of the delectable options available for their dining experience.



### Accessing our Eshop:

Our online store, accessible directly from the homepage, allows visitors to seamlessly transition to our eshop. Here, they can explore and purchase a curated selection of Greek products, including

olive oil, honey, wines, and more, bringing the flavors of our restaurant to their homes. The e-shop features a diverse array of offerings, including:

- *Greek Wines*

One of the most popular products on our site is Gaia Wines. The product line encompasses a variety of wines, featuring the crisp Gaia Assyrtiko White Wine and the elegant Gaia Agiorgitiko Rosé Wine. In terms of production, these wines reflect centuries-old Greek winemaking traditions, emphasizing a dedication to unique grape varieties. The taste profile is characterized by varied flavors that capture the essence of the Greek terroir.

- *Thyme Honey*

Harvested from thyme bushes, our Thyme Honey is a pure representation of Greece's natural bounty. With a meticulous extraction process, this golden elixir encapsulates the authentic sweetness and aromatic qualities of the Greek countryside.

- *Extra Virgin Oil*

Our Olive oil is the result of a careful cold-pressing method, preserving its genuine flavors. Sourced from olive varieties, this premium olive oil offers a range of tastes, from fruity to robust, ensuring a high-quality addition to culinary creations.

- *Feta Cheese*

Crafted from pure sheep's milk using traditional brining methods, our Feta Cheese boasts a creamy texture and rich, tangy flavor. Versatile in its applications, it adds a Mediterranean touch to a variety of dishes, reflecting a commitment to traditional cheese-making practices.

- *Craft Beers*

Our Craft Beers showcase the creativity of Greek brewers, offering a diverse selection from hop-forward pale ales to robust stouts. Representing the flourishing Greek craft beer scene, these brews present unique and innovative flavors for beer enthusiasts.



SHOP

GAIA WINES

FOOD

DRINKS (4)

FOOD (8)

GAIA AGIORGITIKO ROSE WINE

GAIA ASSYRTIKO WHITE WINE

ODYSEA GREEK ORGANIC FETA

PHILOMELIA GREEK THYME HONEY

QOPPA GREEK VIRGIN OLIVE OIL

\$36.00

\$36.00

\$18.00

\$14.00

\$30.00

Contacting us through various channels:



We've made it easy for visitors to reach out and connect with us. Whether through traditional communication channels such as phone or email, or via modern platforms like social media, our "Contact Us" section offers multiple avenues for engagement. This ensures that our guests can choose the mode of communication that best suits their preferences.

## A.2 Customer Segmentation

Dividing a market into distinct groups based on specific criteria is essential for targeted marketing. At Eden's Taste, we focus on Greek organic products and recipes. We've identified three key customer segments, each with unique characteristics and intentions when visiting our website.

Each segment represents a strategic focus area on our website, designed to meet specific customer needs and streamline their search for desired products or information.

### 1) Blog:

The 'Blog' segment caters to visitors passionate about Mediterranean cuisine, particularly those interested in exploring authentic Greek recipes and specialty ingredients. This group includes:

- Cooking enthusiasts who enjoy experimenting with traditional Greek products like feta, olive oil, and unique herbs.
- Families seeking to diversify their meals with family-friendly recipes and versatile products appealing to various tastes.

### 2) E-shop:

The 'E-shop' segment is tailored for users' intent on purchasing Greek products. Their interests align with:

- A preference for organic and healthy eating, favoring products with minimal processing and artificial additives.

- A desire for organic olive oils, Greek honey, and other health-focused items, including premium, artisanal Greek products ideal for gifts.
- Individuals following the Mediterranean diet for its health benefits, seeking unique and high-quality items like artisanal feta, organic olive oils, and Greek wine sets.

### 3) Restaurant (& Menu):

The 'Restaurant (& Menu)' segment targets people in the wider area, where Eden's Taste is located, looking for an authentic Greek dining experience. This segment encompasses:

- Consumers who appreciate diverse cuisines and are eager to explore traditional Greek products to enhance their culinary experiences.

## A.3 Keyword Research & Competitor Analysis

Competitor analysis is a critical process for any business seeking to understand its position in the market and make informed strategic decisions. By evaluating the strengths, weaknesses, opportunities, and threats of competitors, a company can gain valuable insights into industry trends, customer preferences, and potential areas for improvement. In the realm of our Greek restaurant and online platform, conducting a competitor analysis allows us to benchmark our performance against key players, both in the United States and Greece. This comprehensive examination aids in identifying competitive advantages, refining our offerings, and staying attuned to market dynamics. The insights derived from this analysis will inform our strategic planning, helping us to enhance our strengths, address weaknesses, and capitalize on opportunities, ultimately fostering growth and resilience in a competitive culinary landscape.

In undertaking our competitor analysis, we've strategically chosen two competitors from the United States and two from Greece to provide a comprehensive understanding of the global and local dynamics influencing our Greek restaurant and online platform. This dual geographical focus allows us to assess both international and regional market trends, consumer behaviors, and competitive strategies. The inclusion of U.S.-based competitors like **Yolenis** and **Titan Foods** helps us gauge our performance in a broader, potentially more competitive market, while Greek-based competitors **Ergon Agora** and **To Kanoni** offer insights into local tastes and preferences. By examining competitors in both contexts, we can tailor our strategies to resonate with diverse audiences, ensuring our restaurant and online platform are positioned effectively in both the global and local culinary landscapes. This approach enhances our ability to navigate challenges and capitalize on opportunities in a dynamic and multifaceted industry.

---

US BASED

---

**Yolenis (<https://www.yolenis.com/en-us/>):**

- *Strengths:* Extensive product range, user-friendly website, global shipping.
- *Weaknesses:* Limited physical presence, potential higher shipping costs.
- *Opportunities:* Expanding product offerings, strengthening international partnerships.
- *Threats:* Intense competition in the online gourmet market, potential logistical challenges.

**Titan Foods (<https://titanfoods.com/>)**

- *Strengths:* Long-established, diverse product selection, loyalty program.
  - *Weaknesses:* Online store interface could be more modern, limited international shipping.
  - *Opportunities:* Enhancing the online shopping experience, exploring new product categories.
  - *Threats:* Growing competition from online specialty stores, potential supply
- 

**GR BASED**

---

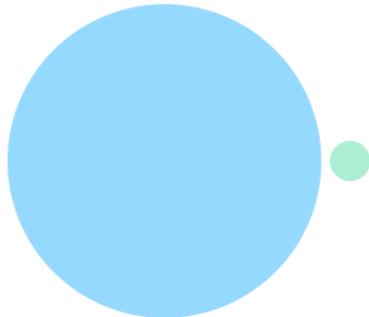
**To Kanoni (<https://tokanoni.com/?lang=el>)**

- *Strengths:* Focus on Greek culinary traditions, diverse product offerings.
- *Weaknesses:* Limited global presence, potential language barriers.
- *Opportunities:* Strengthening online marketing, expanding product range.
- *Threats:* Intense competition in the Greek market, potential impact of economic factors.

**Ergon Agora (<https://www.ergonfoods.com/ergon-agora-east>)**

- *Strengths:* Physical presence with stores, emphasis on premium quality, strong brand.
- *Weaknesses:* Limited international reach, potential language barriers.
- *Opportunities:* Expanding online presence, collaborating with international distributors.
- *Threats:* Competition from global gourmet brands, economic uncertainties in Greece.

## Keyword Overlap



✓ <https://house.ergonfoods.com/el/agora/> 387  
✓ <https://tokanoni.com/?lang=el> 7

## Keyword research

In our commitment to optimizing online visibility and ensuring that our culinary treasures reach discerning customers, we conducted a thorough keyword research specifically tailored to the U.S. market. By diving into keywords with high search volumes related to Greek cuisine, gourmet food, and culinary delights, we identified terms that resonate strongly with the preferences and interests of our American audience. This meticulous research not only guides the creation of content but also ensures that our website aligns seamlessly with the language and search behaviors of potential customers in the United States. By incorporating these strategically chosen keywords, we aim to enhance the discoverability of Eden's Taste and provide an enriching online experience for those seeking the finest Greek products and flavors. Here are some of the keywords with the highest volume that we used eventually to our site:

KEYWORD	TYPE	VOLUME	COMPETITION	AVG CPC
restaurants near me	LOCAL	30,400,000	Low	\$3.90
greek food near me	LOCAL	201,000	Low	\$3.20
Greek restaurant	LOCAL	201,000	Low	\$2.90
Greek restaurants near me	LOCAL	165,000	Low	\$2.80
feta greek	MID	135,000	High	\$0.50
extra virgin olive oil	LONG	1,000	medium	\$0.52

## LSI Keywords

Latent Semantic Indexing (LSI) keywords play a crucial role in enhancing the relevance and context of content, which is particularly significant for businesses like Eden's Taste. So based on our main keywords, to capture the broader meaning of our topic and create content that is more comprehensive and contextually relevant we ended up using some LSI keywords like:

- Mediterranean Cuisine
- Authentic Greek Recipes

- Gourmet Food Products
- Greek Culinary Traditions

With this method we help search engines better understand the overall context of your content.

## Pricing

In assessing the pricing strategies of Eden's Taste and its competitors, it's important to recognize the nuanced context of different marketplaces. Eden's Taste stands out for its competitive pricing, offering a balance that reflects the quality of its products.

Eden's Taste presents a compelling advantage in terms of pricing when compared to US-based competitors like Yolenis and Titan Foods. The cost-effectiveness of our offerings positions us as an attractive option for customers seeking high-quality Greek products at affordable prices.

Pricing in Greece inherently differs from the U.S., and as such, a direct comparison can be challenging due to diverse economic landscapes. While our prices may appear higher in the Greek market, it's crucial to consider the unique economic factors influencing pricing structures in each region.

Eden's Taste remains committed to delivering value to its customers by ensuring fair and competitive prices in the respective markets. Our approach seeks to balance affordability with the premium quality of our Greek culinary treasures, creating a compelling proposition for customers both in the U.S. and Greece.

## Reviews

Customer reviews play a pivotal role in shaping the reputation and trustworthiness of a business. In the context of our competitors, it's notable that Titan Foods has a presence on Google Reviews, while Yolenis does not.

### *Titan Foods (US-based) - Google Reviews:*

Titan Foods benefits from customer reviews on Google, which can significantly influence potential customers' perceptions. Positive reviews act as endorsements, contributing to a positive brand image and fostering trust among potential buyers.

## Titan Foods

4,6 ★★★★★ 1.740 αξιολογήσεις ⓘ :

Κατάστημα ντελικατέσεν



Tripadvisor

<https://www.tripadvisor.com.gr> > ... > Θεσσαλονίκη

⋮

### Εργον Αγορά, Θεσσαλονίκη - Κριτικές εστιατορίων

Το Εργον Αγορά έχει βαθμολογηθεί ανάλογα στις ακόλουθες κατηγορίες από τους ταξιδιώτες του Tripadvisor: Φαγητό: 4; Εξυπηρέτηση: 4; Αξία: 4; Ατμόσφαιρα: 4 ...

★★★★★ Αξιολόγηση: 4 · 1.023 αξιολογήσεις · Εύρος τιμών: €€ - €€€ ⓘ

### *Yolenis (US-based) - No Google Reviews:*

Yolenis, lacking Google Reviews, may miss out on an opportunity to showcase customer satisfaction and build trust through one of the most widely used review platforms. Positive reviews on Google can enhance online visibility and credibility so this is what we are going to do with our client.

Also, we will provide incentives for customers to leave reviews, such as discounts on future purchases or entry into a giveaway. This can motivate customers to take the time to share their feedback. We are going to ensure a strong presence on popular review platforms. While Google Reviews are valuable, also consider platforms like Trustpilot, Yelp, or industry-specific review sites relevant to our business.

Lastly, we plan to actively engage with reviews by responding promptly and professionally. This demonstrates attentiveness to customer feedback and a commitment to customer satisfaction. By implementing strategies to encourage and leverage customer reviews, Eden's Taste can enhance its online reputation, build trust, and create a positive feedback loop that attracts new customers.

### Common Trends and Considerations:

- All competitors emphasize the richness of Greek culinary traditions.
- Online presence and shipping options play a crucial role in reaching a broader audience.
- Opportunities lie in expanding product offerings, improving online interfaces, and exploring international markets.
- Threats include fierce competition within the gourmet and specialty food market and potential challenges related to global economic factors.

## Part B

### SEO Strategy Plan - Design & Implementation

Search Engine Optimization (SEO) is a fundamental digital marketing strategy focused on enhancing a website's visibility in search engine results. It involves optimizing various elements of a website — content, structure, and HTML code — to rank higher on search engines like Google.

In the e-commerce sector, SEO is not just about gaining more website traffic; it's about attracting the right traffic that converts into sales. When drafting our website's SEO structure, our goal was to achieve prominence in search engine results, with a particular focus on Google. This prominence is essential for directing targeted customers to our e-shop. SEO plays a pivotal role in boosting online visibility, building brand awareness, and enhancing user experience, all of which are vital for our customer's business's growth and profitability.

Our primary aim is to escalate organic traffic to our client's e-shop, Eden's Taste (<https://dmlabs.ihu.edu.gr/group4/>), by targeting audiences interested in Greek products within the US market. Our strategy includes optimizing the site for relevant keywords, ensuring a user-friendly shopping experience, and creating content that resonates with our audience.

Additionally, we aim to improve our product pages' rankings for specific Greek products, enhance our brand visibility and authority through quality content and backlinks, and ultimately, increase sales conversions and customer retention.

#### *How did we plan to achieve this?*

##### **Step 1 – Define our target audience.**

Eden's Taste is a Greek restaurant based in Florida, USA. It has a dedicated clientele, primarily consisting of the substantial Greek community in Florida, who prefer the restaurant for its tradition and quality. Additionally, Eden's Taste is a popular choice among people who value international, and specifically Mediterranean, cuisine. In a strategic expansion, the restaurant has recently launched an e-shop, featuring a selection of authentic Greek products used in their kitchen. These products are imported directly from Greece, sourced from small-businesses or local producers. Currently, the range of products is limited, as Eden's Taste e-shop is still navigating in the e-commerce realm.

The dual nature of the restaurant — a physical establishment and an online store — has proven to be a challenge in structuring our SEO strategy. Our objective is not to promote the physical restaurant primarily — which would typically involve focusing on Local SEO and keywords related to 'dining options' to boost in-store visits, reviews, and referrals. Instead, our primary aim is to increase traffic and sales for the e-shop. This SEO approach differs significantly, primarily because

our target audience now extends beyond Florida to encompass the entire United States, aligning with our shipping capabilities.

Given these factors, we have carefully defined our target audience. Our focus is broad, targeting all genders and ages, particularly those who are passionate about cooking and are fond of Mediterranean cuisine. This includes, but is not limited to, Greek communities scattered across the USA, as well as individuals already acquainted with Greek products.

## Step 2 - Keyword Research

Having gained an understanding of our target audience, we started a comprehensive keyword research process. Utilizing tools such as UberSuggest, Google Keyword Planner,

WordStream and SEMrush, we identified a range of relevant and high-potential keywords associated with Greek products. We segmented these into logical categories to target various customer interests and search intents. For Eden's Taste, our approach involved creating a list of thematic topics, which we then subdivided into specific product types — namely, food and drinks. This straightforward structure was chosen due to the e-shop's early stage, but also, it's constantly developing and altering its agreements with the producers.

At the core of our SEO strategy is understanding what our target audience is searching for online. It involves identifying the terms and phrases they use, their search volumes, and competition levels.

Moving forward, we gathered all the keywords into an [Excel](#) and started developing our keyword strategy. More specifically, we created a keyword strategy that includes a mix of short-tail and long-tail keywords, considering factors like search volume, competition, and relevance to the client's offerings.

## Step 3 – Competitive Analysis

The next step is to learn and evaluate 'what else is out there', by understanding the broader market and identifying key players within it. That's why we moved forward to conduct a Market Analysis and a Competitor Analysis and more specifically, we analyzed what our competitors do to their SEO, the best practices, their lack of some techniques and we implemented all of these to ensure the best results.

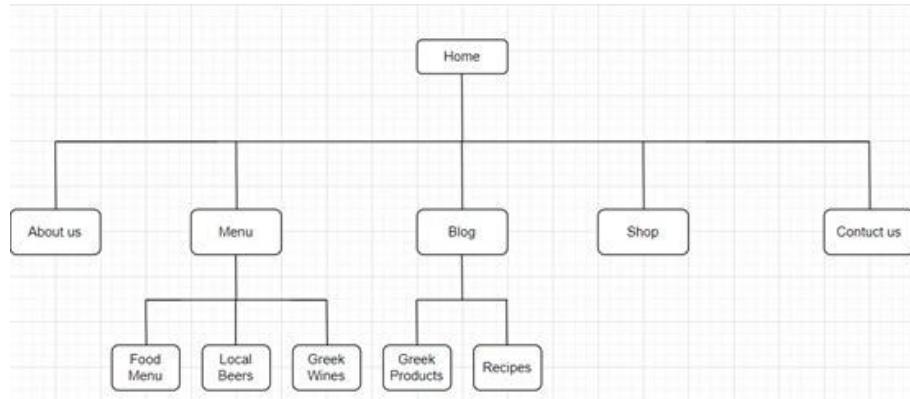
In more detail, we researched the market to understand the target audience's search behavior, preferences, and needs. Then, we analyzed the competitors' websites to identify their strengths, weaknesses, and SEO strategies.

We specifically targeted other e-commerce sites specializing in Greek products. Our analysis included an in-depth review of their site structures, their most popular products, and their keyword utilization strategies within their content. This helped us identify what's working for them so that we can adapt our SEO approach.

For a well-rounded perspective, we identified two major competitors of Eden's Taste in the US market and two in Greece in order to analyze them and take inspiration.

### Step 3 – Design and develop an SEO-friendly website.

First, we started by drafting the website structure. We planned a website structure that is logical, user-friendly, and conducive to SEO, with a focus on easy navigation and clear categorization.



Then we made sure to connect the e-shop with Google Analytics, Google Search Console and all the pixels on all the landing pages so we can run effective social media campaigns (and very importantly, Remarketing campaigns).

Furthermore, we put emphasis on mobile responsiveness and technical SEO. We ensured that the website design is mobile-friendly and adheres to technical SEO best practices, such as fast loading speeds, secure connections (HTTPS), and clean, crawlable code.

### Step 4 – On-Page SEO optimization

Our first task was to choose the appropriate keywords for our landing pages. Each landing page on our e-shop has one main, focus key phrase complemented by supplementary keywords – at this step we utilized the excel document and the keyword strategy we created on step 2. This process was crucial, especially in the early stages of creating and structuring a landing page, as the

primary keyword significantly influences the page's URL structure. We ensured the implementation of SEO-friendly URL structures, which prominently featured our target keywords.

The selection of keywords for each page was meticulously aligned with the page's content and the search queries we aimed to rank for. For instance, the olive oil product page prominently featured "Greek extra virgin olive oil" as its focus keyword, chosen for its relevance, search volume, and competitiveness (you can see the results below). During this stage, we placed significant emphasis on achieving high rankings using the Yoast SEO plugin on WordPress. We focused on creating high-quality, original, and engaging content that naturally incorporated the selected keywords.

Keyword	Search volume	Low range	High range	Competition
greek extra virgin olive oil	480	\$0.37	\$3.20	High

We also put a lot of emphasis on the Meta Tags and the Headings. More specifically, we optimized the meta descriptions, and headings (H1, H2, etc.) with the related keywords for each landing page. Headings, besides helping with the structure of our content, they also give search engines cues about the topic of each section. Lastly, they are important for user experience and accessibility.

For optimal on-page SEO, we used H1 tags for page titles with primary keywords and H2, H3 tags for subsections, incorporating secondary keywords and variations. Lastly, we ensured that all images on the site had the appropriate alt text, embedding relevant keywords to enhance SEO effectiveness.

## Step 5 - Off-Page SEO Strategy

As part of our comprehensive SEO approach, we developed a strategic plan aimed at acquiring high-quality backlinks from reputable websites. Recognizing the time-intensive nature of this process, we prioritized establishing a strong foundation of internal linking. We strategically placed 3-4 internal links on each landing page, using both the main and supplementary keywords as anchor text. These links connected various pages of our website, thereby enhancing the overall navigational structure and distributing page authority throughout the site. This method not only strengthens our internal link architecture but also lays the groundwork for future external link-building efforts.

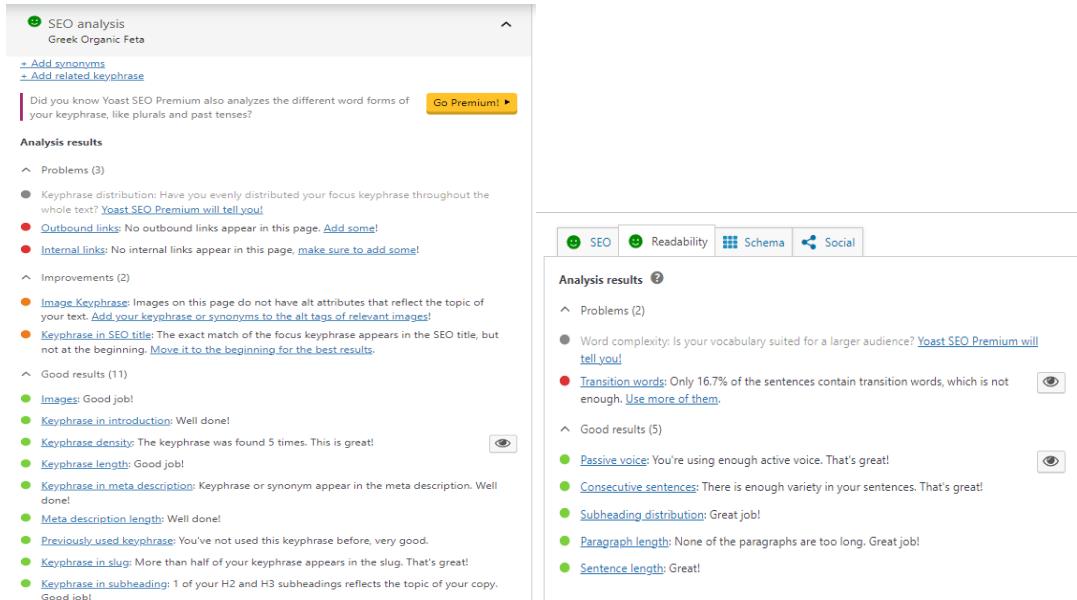
Practical examples of our SEO strategy on our e-shop website.

## Product Pages

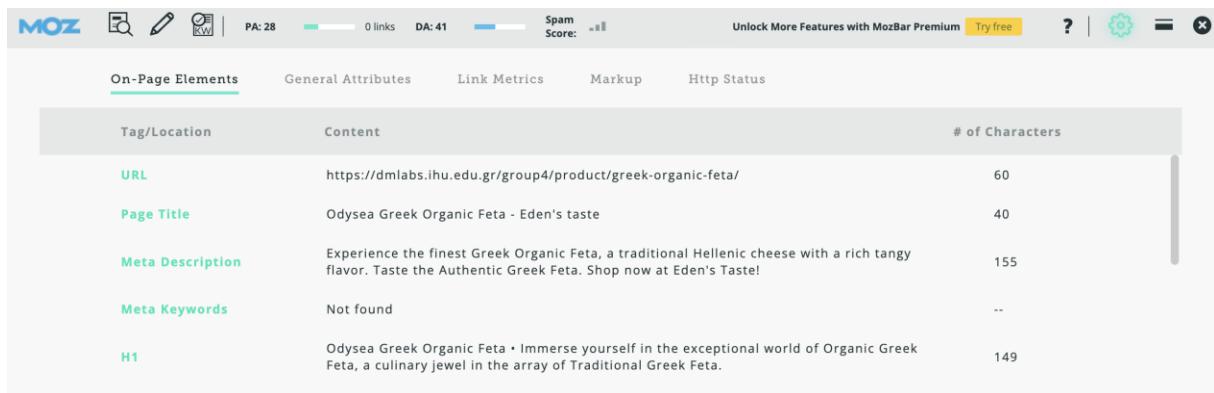
### [Gaia Assyrtiko White wine](#)

Tag/Location	Content	# of Characters
URL	https://dmlabs.ihu.edu.gr/group4/product/gaia-assyrtiko-white-wine/	67
Page Title	Gaia Assyrtiko White wine - Eden's taste	40
Meta Description	Gaia Assyrtiko White Wine, a symphony of tradition and innovation. Explore the essence of Greece in every sip. Shop and taste it now at Eden's taste.	148
Meta Keywords	Not found	--
H1	Gaia Assyrtiko White wine	25

## Odysea Greek Organic Feta



The image shows two side-by-side SEO analysis tools. The left tool is a premium version of Yoast SEO, showing analysis results for the keyword 'Greek Organic Feta'. It lists 3 problems (Keyphrase distribution, Outbound links, Internal links) and 11 improvements (Image Keyphrase, Keyphrase in SEO title, Good results for various categories like Images, Keyphrase in introduction, etc.). The right tool is a free version of a different SEO tool, showing analysis results for the same keyword. It lists 2 problems (Word complexity, Transition words) and 5 improvements (Passive voice, Consecutive sentences, Subheading distribution, Paragraph length, Sentence length). Both tools include a 'Go Premium' button.



The image shows the MozBar extension interface for the 'Odysea Greek Organic Feta' page. It displays On-Page Elements analysis with the following data:

Tag/Location	Content	# of Characters
URL	<a href="https://dmlabs.ihu.edu.gr/group4/product/greek-organic-feta/">https://dmlabs.ihu.edu.gr/group4/product/greek-organic-feta/</a>	60
Page Title	Odysea Greek Organic Feta - Eden's taste	40
Meta Description	Experience the finest Greek Organic Feta, a traditional Hellenic cheese with a rich tangy flavor. Taste the Authentic Greek Feta. Shop now at Eden's Taste!	155
Meta Keywords	Not found	--
H1	Odysea Greek Organic Feta • Immerse yourself in the exceptional world of Organic Greek Feta, a culinary jewel in the array of Traditional Greek Feta.	149

## Generic Landing Pages

### Wine Pairings for Greek Cuisine

SEO analysis  
wine

[+ Add synonyms](#) [+ Add related keyphrase](#)

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses? [Go Premium!](#)

**Analysis results**

- ^ **Problems (2)**
  - 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!](#)
- ^ **Good results (14)**
  - [Image Keyphrase:](#) Good job!
  - [Images:](#) Good job!
  - [Internal links:](#) You have enough internal links. Good job!
  - [Keyphrase in introduction:](#) Well done!
  - [Keyphrase density:](#) The keyphrase was found 11 times. This is great!
  - [Keyphrase in SEO title:](#) The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
  - [Keyphrase length:](#) Good job!
  - [Keyphrase in meta description:](#) Keyphrase or synonym appear in the meta description. Well done!
  - [Meta description length:](#) Well done!
  - [Previously used keyphrase:](#) You've not used this keyphrase before, very good.
  - [Keyphrase in slug:](#) Great work!
  - [Keyphrase in subheading:](#) 6 of your H2 and H3 subheadings reflect the topic of your copy. Good job!
  - [Text length:](#) The text contains 519 words. Good job!
  - [SEO title width:](#) Good job!

**Yoast SEO**

[SEO](#) [Readability](#) [Schema](#) [Social](#)

**Analysis results**

- ^ **Problems (1)**
  - Word complexity: Is your vocabulary suited for a larger audience? [Yoast SEO Premium will tell you!](#)
- ^ **Good results (6)**
  - [Passive voice:](#) You're using enough active voice. That's great!
  - [Consecutive sentences:](#) There is enough variety in your sentences. That's great!
  - [Subheading distribution:](#) Great job!
  - [Paragraph length:](#) None of the paragraphs are too long. Great job!
  - [Sentence length:](#) Great!
  - [Transition words:](#) Well done!

← → ⌂ ⌂ dmlabs.iuh.edu.gr/group4/2023/11/21/greek-wine-pairings/
MOZ
Unlock More Features with MozBar Premium [Try](#)

PA: 28
0 links
DA: 41
Spam Score:

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status	# of Characters
Tag/Location	Content				
URL	https://dmlabs.iuh.edu.gr/group4/2023/11/21/greek-wine-pairings/				64
Page Title	Wine Pairings for GREEK Cuisine - Eden's taste				46
Meta Description	We delve into the art of combining the vibrant tastes of Greece coupled with the nuanced notes of greek wine.				109
Meta Keywords	Not found				--
H1	Wine Pairings for GREEK Cuisine				31

## Menu

SEO analysis

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses? [Go Premium!](#)

**Analysis results**

Problems (4)

- 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!](#)
- Keyphrase in introduction:** Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)
- Text length:** The text contains 208 words. This is below the recommended minimum of 300 words. [Add more content.](#)

Good results (11)

- Image Keyphrase:** Good job!
- Images:** Good job!
- Internal links:** You have enough internal links. Good job!
- Keyphrase density:** The keyphrase was found 4 times. This is great!
- Keyphrase in SEO title:** The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
- Keyphrase length:** Good job!
- Keyphrase in meta description:** Keyphrase or synonym appear in the meta description. Well done!
- Meta description length:** Well done!
- Previously used keyphrase:** You've not used this keyphrase before, very good.
- Keyphrase in slug:** Great work!
- SEO title width:** Good job!

Yoast SEO

Analysis results

Problems (2)

- Word complexity: Is your vocabulary suited for a larger audience? [Yoast SEO Premium will tell you!](#)
- Transition words:** None of the sentences contain transition words. [Use some.](#)

Good results (5)

- Passive voice:** You're using enough active voice. That's great!
- Consecutive sentences:** There is enough variety in your sentences. That's great!
- Subheading distribution:** You are not using any subheadings, but your text is short enough and probably doesn't need them.
- Paragraph length:** None of the paragraphs are too long. Great job!
- Sentence length:** Great!

More specifically, as you can see in the provided screenshots from our site, our approach to SEO optimization is evident through meticulous attention to every detail on Yoast SEO. Starting with the selection of a highly relevant focus key phrase, we ensured that the content aligns seamlessly with user search intent, a crucial factor in enhancing visibility on search engine results pages (SERPs). Crafting an engaging SEO title that incorporates the focus keyphrase not only captures user attention but also reinforces the content's relevance to specific queries.

The meta description, thoughtfully written, serves as a concise summary with the focus keyphrase strategically integrated to signal alignment with search queries. Image alt attributes were optimized for accessibility and keyword relevance, contributing to a more comprehensive understanding by search engine algorithms. Internal and outbound links were strategically placed, enhancing the content's structure, user engagement, and credibility. Adhering to recommended text lengths and balancing keyphrase density ensures content provides value while maintaining readability. Incorporating the focus keyphrase into subheadings and crafting SEO-friendly URLs contributes to a well-structured and search engine-friendly presentation.

Achieving green status across these Yoast SEO elements reflects a holistic and strategic approach, ultimately boosting the website's visibility and accessibility in the online landscape.

## Part C

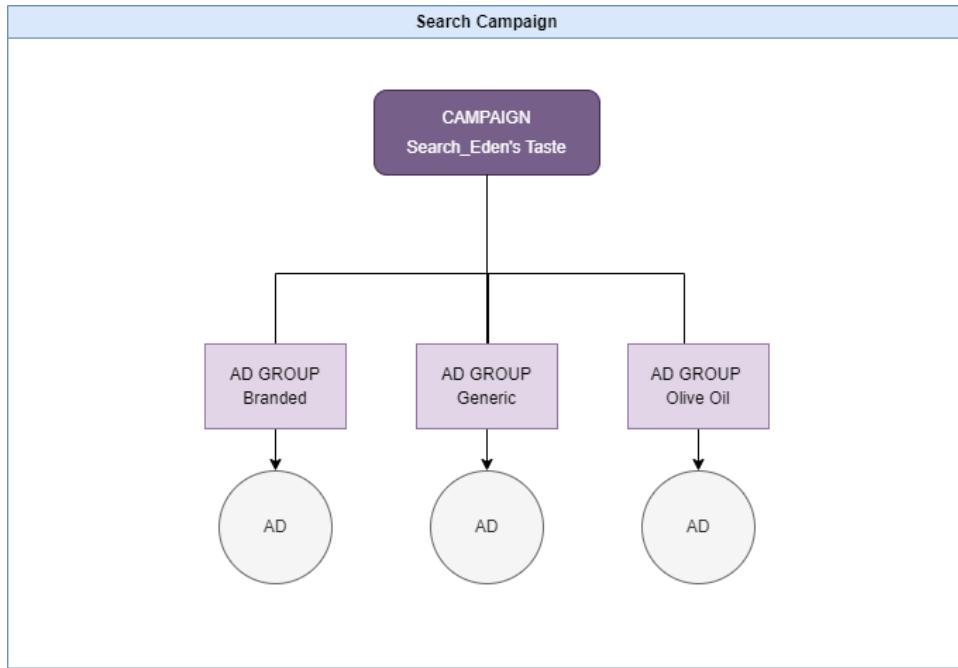
### Design & Development of PPC campaigns through Google Ads

#### SEARCH CAMPAIGN

We've carefully designed a campaign structure in our PPC strategy to promote our e-shop's Greek organic products, in line with our main objectives of raising online visibility and boosting sales. In order to satisfy different user intents, the campaign was strategically divided into three ad groups.

1. The **Branded Ad Group** understands the value of attracting consumers who are already aware of our brand, building brand loyalty, and making use of preexisting confidence.
2. Alternatively, the **Generic Ad Group** wants to capitalize on the variety and excellence of our products by reaching out to a wider audience that is looking for Greek organic products, not necessarily of a specific brand in mind.
3. Finally, the **Product-Specific Ad Group** focuses on promoting a specific product category of our E-Shop, emphasizing the uniqueness of our olive oil, to better meet the preferences of users with a more focused intent. More specific, Eden's Taste yet sells only Qoppa Olive Oil, but in the future plans to import other olive oil Greek brands.

This structured approach enables us to tailor our messaging and engagement strategies, thereby increasing the impact of our PPC campaign across different segments of our target audience. We will delve deeper into the planning of each ad group.



The screenshot shows the Google Ads interface for a search campaign named "Search\_Eden's Taste".

**Left Sidebar:** Shows the campaign structure with three ad groups: "Branded", "Generic", and "Olive Oil".

**Top Bar:** Displays the campaign name "Search\_Eden's Taste" and the date "14 Νοε 2023".

**Right Panel:**

- Overview:** Shows the campaign is active ("Ενεργοποιημένη") and selected ("Επιλεγόμενη").
- Targeting:** Set to "Σε εκκρεμότητα" (On Hold) with "Αναζήτηση" (Search) as the type.
- Ad Group Selection:** "Branded" is selected.
- Ad Group Targeting:** Shows targeting for "Branded", "Generic", and "Olive Oil" ad groups.
- Summary:** Shows the total number of ads and the date they were last modified.

During the creation of our Search Campaign, we proceeded to the next settings:

- Location targeting: USA. The Restaurant and business are based on the US, and the e-shop ships inside the country, so the audience that will see the ads should be in the States.

- Languages: We will add English and Greek, as some Greek people that live in US might search for products of their homeland in their mother language.
  - Duration: Our campaign will be an always-on campaign, to serve our business's ongoing goals. Thus, we didn't add an end date to our campaign. This is the reason we go with a daily budget, which we will optimize depending on the performance of our campaign.
  - Bidding Strategy: We opt for the "Maximize Conversions" goal. Since Eden's Taste is a new, small business and has not run any other campaigns in the past, we do not have the required data to set a Target CPA. We set the algorithm to optimize for the maximum conversions, and later when we have data, we might incorporate the tCPA bidding.
  - Audience: we included in the target audience some segments that might suit our potential customers, e.g. Affinities – Ecological lifestyle, Food & Restaurants, Cooking enthusiasts, Frequently Dine Out, Fine Dining Enthusiasts, Organic Food Enthusiasts, Vegetarian & Vegans | In-market: Food, Food Delivery & Take-Out, Grocery Delivery.
- 
- 

## AD GROUP LEVEL

For a number of strategic reasons, our PPC strategy must include a **Branded Ad Group**. Above all, it gives us a specific area to interact with people who are already aware of and interested in our brand. We guarantee prominent visibility when users actively search for information about our products, by placing bids on our own brand name as keywords. This strengthens trust and loyalty among our current customer base in addition to promoting brand recognition. Furthermore, the Branded ad group gives us authority over the story that revolves around our brand, guaranteeing that consumers learn accurate and interesting details about our Greek organic products straight from us. In a competitive market, this proactive engagement helps safeguard our brand equity and provides a useful channel for sharing promotions, special offers, and brand-related updates.

We have purposefully decided not to use keyword bidding on our competitors' branded names in our digital marketing strategy. This choice is the result of our dedication to moral business conduct and upholding a favorable reputation in our sector. Bidding on a competitor's brand, while potentially increasing our visibility, may be perceived as an attempt to divert traffic in a way that lacks transparency. Such actions may be viewed as deceptive or opportunistic since we value developing a solid and reliable relationship with our audience. In addition, maintaining long-term brand integrity requires adhering to industry standards and ethical bounds. We prioritize a sustainable and ethical approach to digital marketing by concentrating on our USPs, providing outstanding value, and establishing real connections with our audience. For this reason, we added negative keywords with our main competitors' brand names in the campaign level, in order not to

appear when a user searches for their brand. However, if competitors utilize such strategies against us, we understand the need to react suitably to safeguard the interests of our brand.

<input type="checkbox"/> Αρνητική λέξη-κλειδί	Προστέθηκε σε	Επίπεδο ↓
<input type="checkbox"/> "to kanoni"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "titan products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "yolenis"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "ergon foods"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "titan foods"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "ergon products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "yolenis products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "kanoni food"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "kanoni products"	Search_Eden's Taste	Καμπάνια

Keywords on this ad group:

eden's taste  
 eden's taste greek products  
 eden's taste online store  
 eden's taste organic product  
 eden's taste products  
 eden's taste shop  
 eden's taste shop online  
 eden's taste shop products  
 eden's taste usa  
 eden's taste usa online store  
 eden's taste greek organic products  
 eden's taste greek feta  
 eden's taste greek honey with thyme  
 eden's taste greek wines  
 eden's taste wine  
 eden's taste greek honey  
 edens taste greek products  
 edens taste greek products  
 edens taste online store  
 edens taste organic product  
 edens taste products  
 edens taste shop  
 edens taste shop online  
 edens taste shop product  
 edens taste usa  
 edens taste usa online store  
 edens taste greek organic products  
 edens taste greek feta  
 edens taste greek honey with thyme  
 edens taste greek wines  
 edens taste wine  
 edens taste greek honey

In order to achieve a balance between precision and reach, we combined phrase match and exact match for our branded keywords in the match type. Example: In order to capture variations that contain more words, we also include the phrase match "eden's taste" for the branded term [eden's taste]. We also included variations about the apostrophe in our brand name that a searcher might not type in the search terms.

In this case, we would incorporate the phrase match type to avoid appearing in any search related to competitors' brand names. Moreover, we would exclude keywords relative to our specific ad group for Olive Oil, in order not to create competition with our own ad group. Also, to focus on users with transactional intent, we will exclude informational terms prevents your ads from being shown for users seeking information rather than making a purchase. Finally, since our brand has double nature (both restaurant and e-shop), we will add as negative keywords terms relative to bookings and reservation.

<input type="checkbox"/> Αρνητική λέξη-κλειδί	Προστέθηκε σε	Επίπεδο ↓
<input type="checkbox"/> "to kanoni"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "titan products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "yolenis"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "ergon foods"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "titan foods"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "ergon products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "yolenis products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "kanoni food"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "kanoni products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "olive oil"	Search_Eden's Taste › Branded	Ομάδα διαφημίσεων
<input type="checkbox"/> "how to"	Search_Eden's Taste › Branded	Ομάδα διαφημίσεων
<input type="checkbox"/> "restaurant"	Search_Eden's Taste › Branded	Ομάδα διαφημίσεων
<input type="checkbox"/> "information"	Search_Eden's Taste › Branded	Ομάδα διαφημίσεων
<input type="checkbox"/> "booking"	Search_Eden's Taste › Branded	Ομάδα διαφημίσεων
<input type="checkbox"/> "reservation"	Search_Eden's Taste › Branded	Ομάδα διαφημίσεων

---

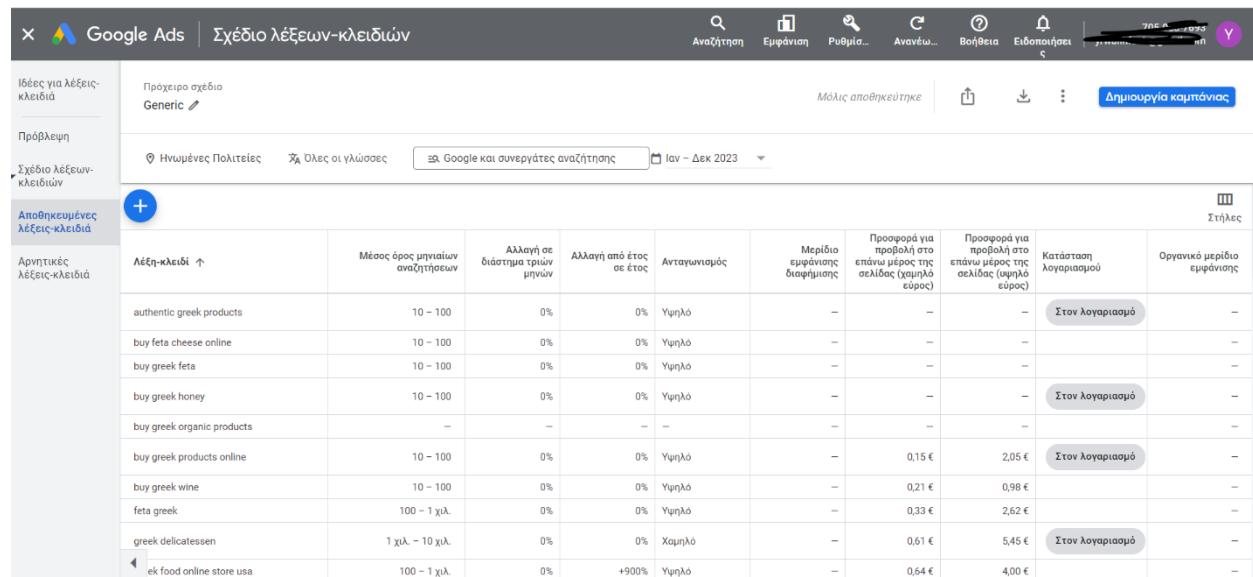
Our PPC strategy must include a **Generic Ad Group** with non-branded keywords for many strong reasons. By acting as a strategic pillar, this ad group enables us to reach more people than just those who are already familiar with our brand. Users searching with non-branded terms may have different intent levels, ranging from informational to transactional. The Generic ad group allows us to tailor our ad messaging to align with various user intents, providing a more personalized experience. Our objective here is to attract users searching for general Greek organic products.

When examining options or seeking information, users frequently start searches with general terms. With the support of the Generic ad group, we can reach a larger audience of prospective buyers who might be looking for Greek organic products in general rather than just our brand. This increases our user base and draws in customers at different points in the customer journey.

Gaining more exposure is essential to making our online store the preferred choice for Greek organic goods. Being visible in generic searches gives us a competitive advantage over other brands selling comparable goods. This is especially crucial for drawing in customers who are willing to try new things and might not have a strong preference for one brand over another.

### Keywords on this ad group:

We inserted a list of short, mid and long tail keywords to find the ones most appropriate for our campaign. Our thought was to include both mid tail and long tail keywords, with both low and high search volume. In this way, we would target generic searches that obviously would give us a higher CPC, but also specific searches that would be cheaper and would apply to searchers more aware of their needs.



Λέξη-κλειδί ↑	Μέσος όρος μηνιαίων αναζήτησεων	Αλλαγή σε διάστημα τριών μηνών	Αλλαγή από έτος σε έτος	Ανταγωνισμός	Μεριδιός εμφάνισης διαφήμισης	Προσφορά για προβολή στο επάνω μέρος της σελίδας (χωρίς εύρος)	Προσφορά για προβολή στο επάνω μέρος της σελίδας (μηχάνη εύρους)	Κατάσταση λογαριασμού	Οργανικό μεριδιό εμφάνισης
authentic greek products	10 - 100	0%	0%	Υψηλό	—	—	—	Στον λογαριασμό	—
buy feta cheese online	10 - 100	0%	0%	Υψηλό	—	—	—	Στον λογαριασμό	—
buy greek feta	10 - 100	0%	0%	Υψηλό	—	—	—	Στον λογαριασμό	—
buy greek honey	10 - 100	0%	0%	Υψηλό	—	—	—	Στον λογαριασμό	—
buy greek organic products	—	—	—	—	—	—	—	Στον λογαριασμό	—
buy greek products online	10 - 100	0%	0%	Υψηλό	—	0,15 €	2,05 €	Στον λογαριασμό	—
buy greek wine	10 - 100	0%	0%	Υψηλό	—	0,21 €	0,98 €	Στον λογαριασμό	—
feta greek	100 - 1 χιλ.	0%	0%	Υψηλό	—	0,33 €	2,62 €	Στον λογαριασμό	—
greek delicatessen	1 χιλ. - 10 χιλ.	0%	0%	Χαμηλό	—	0,61 €	5,45 €	Στον λογαριασμό	—
ek food online store usa	100 - 1 χιλ.	0%	+900%	Υψηλό	—	0,64 €	4,00 €	Στον λογαριασμό	—

By extracting the report in CSV, we identified the most efficient keywords for our strategy.

1/01/2023-31/12/2023					
Keyword	Avg. monthly searches	YoY change	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
authentic greek goods	-	-	-	-	-
best greek feta brands	-	-	-	-	-
best greek feta cheese	50	0%	97	0,33	2,75
buy feta cheese online	50	0%	100	-	-
buy greek feta	50	0%	100	-	-
buy greek honey	50	0%	100	-	-
buy greek organic products	-	-	-	-	-
buy greek products online	50	0%	100	0,15	2,05
buy greek wine	50	0%	100	0,21	0,98
feta greek	500	0%	96	0,33	2,62
greek delicatessen	5000	0%	4	0,61	5,45
greek food online store usa	500	900%	71	0,64	4
greek grocery online	500	0%	99	0,2	2,68
greek honey	5000	0%	100	0,16	1,38
greek honey with thyme	500	0%	100	0,11	0,5
greek market	5000	0%	12	1,29	4,4
greek market usa	-	-	-	-	-
greek organic grocery store	-	-	-	-	-
greek organic products	50	-100%	-	-	-
greek organic wine	50	0%	70	-	-
greek products	500	0%	97	0,23	3,06
greek products online	50	0%	95	0,16	1,55
greek products online shop	50	0%	0	-	-
greek products usa	50	0%	100	0,19	1,26
greek red wine	500	0%	100	0,21	2,19
greek white wine	500	0%	100	0,54	3,09
greek wines	5000	0%	87	0,2	1,79
greek wines online	50	0%	91	0,38	2,91
greek wines shop	-	-	-	-	-
greek wines store	-	-	-	-	-
mediterranean organics	50	900%	69	-	-
natural greek food shop	-	-	-	-	-
organic greek store	-	-	-	-	-
shop greek products	-	-	-	-	-
where can i buy greek honey	50	0%	100	-	-
where to buy greek honey	50	0%	100	0,2	1
authentic greek products	50	0%	67	-	-
order greek products online	50	0%	44	-	-
greek grocery store online	500	0%	99	0,2	2,68
greek grocery	5000	0%	20	0,44	3,06
greek food products	50	0%	99	0,56	1,4
buv greek honey	50	0%	100	-	-

It's crucial to include **negative keywords** to refine our targeting and prevent our ads from showing irrelevant or unrelated searches. To exclude searches specifically mentioning our brand, ensuring that our Generic Ad Group doesn't compete with our Branded Ad Group for brand-related queries, we would add as negative keywords terms including "eden's taste" in exact and phrase match. To prevent our ads from appearing when users search for specific competitors' brand names, focusing our efforts on attracting users genuinely interested in non-branded Greek organic products, we would also include competitors' brand names (negative keyword list on campaign level). Also, to filter out searches with an informational intent, focusing our ad spend on users who are more likely to make a purchase, we would add negative keywords that would regard definitions. We would also add keywords regarding Olive Oil, since we already have a dedicated ad for this product category.

<input type="checkbox"/> "yolenis"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> "ergon foods"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> "titan foods"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> "ergon products"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> "yolenis products"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> "kanoni food"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> "kanoni products"	<a href="#">Search_Eden's Taste</a>	Καμπάνια
<input type="checkbox"/> olive oil	<a href="#">Search_Eden's Taste</a> › Generic	Ομάδα διαφημίσεων
<input type="checkbox"/> "organic olive oil"	<a href="#">Search_Eden's Taste</a> › Generic	Ομάδα διαφημίσεων
<input type="checkbox"/> "greek olive oil"	<a href="#">Search_Eden's Taste</a> › Generic	Ομάδα διαφημίσεων
<input type="checkbox"/> "feta cheese definition"	<a href="#">Search_Eden's Taste</a> › Generic	Ομάδα διαφημίσεων
<input type="checkbox"/> "eden's taste"	<a href="#">Search_Eden's Taste</a> › Generic	Ομάδα διαφημίσεων
<input type="checkbox"/> [eden's taste]	<a href="#">Search_Eden's Taste</a> › Generic	Ομάδα διαφημίσεων

---

Creating a **product category-specific Ad Group** for our Olive Oil is a strategic move driven by the significant search potential identified for this specific product. We can customize our advertising strategy to the distinct features, advantages, and market demand associated with olive oil by classifying it into its own ad group. This targeted ad group makes it possible to target keywords, ad messaging, and landing page content more precisely, which guarantees that our olive oil products are presented in a way that appeals to users who are actively looking for this specific product. Our overall campaign effectiveness is increased by this strategic separation, which enables us to respond to the particular and highly sought-after search behavior we've observed by optimizing the visibility and impact of our olive oil offerings.

#### **Keywords on this ad group:**

Here, we have included keywords relevant to the Greek olive oil, also with some branded keywords. If someone is searching for "eden's taste olive oil", it indicates an intent related specifically to olive oil under our brand. Placing this keyword in the specific-product category Ad Group allows us to tailor ad messaging and landing pages more precisely to the user's intent for olive oil products.

1/01/2023 - 31/12/2023						
Keyword	Avg. monthly searches	YoY change	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	
authentic greek olive oil	500	900%	99	0,55	3,24	
best greek olive oil	500	0%	100	0,35	2,53	
buy greek oil	-	-	-	-	-	
cold pressed extra virgin olive oil	5000	900%	100	0,13	2,22	
eden's taste greek olive oil	-	-	-	-	-	
eden's taste coppa olive oil	-	-	-	-	-	
edens taste greek oil	-	-	-	-	-	
edens taste olive oil	-	-	-	-	-	
extra virgin olive oil	50000	0%	100	0,18	1,97	
greek extra virgin olive oil	500	0%	100	0,34	2,92	
greek olive oil	5000	0%	100	0,72	3,4	
greek olive oil online	50	0%	100	1,78	4,89	
greek olive oil shop	-	-	-	-	-	
greek virgin olive oil	50	0%	100	0,62	2,78	
organic greek olive oil	500	0%	100	0,6	4,96	
pure olive oil	5000	0%	100	0,48	2,64	
coppa greek olive oil	-	-	-	-	-	
coppa olive oil	50	0%	21	-	-	
shop greek olive oil	-	-	-	-	-	
virgin olive oil	5000	0%	100	0,06	1,91	

In this ad group, we would focus on **negative keywords** related to the size of products (e.g. "mini", "sample"), the packaging (e.g. "can", "bulk") and more generic terms (e.g. "cooking", "origin"), that would not match a searcher's intent to buy the product, as well as exact matches of our brand.

<input type="checkbox"/> Αρνητική λέξη-κλειδί	Προσέθηκε σε	Επίπεδο ↓
<input type="checkbox"/> "titan products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "yolenis"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "ergon foods"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "titan foods"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "ergon products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "yolenis products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "kanoni food"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "kanoni products"	Search_Eden's Taste	Καμπάνια
<input type="checkbox"/> "free"	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> "cooking"	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> "bulk"	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> "sample"	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> "can"	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> "origin"	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> [edens taste]	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων
<input type="checkbox"/> [eden's taste]	Search_Eden's Taste › Olive Oil	Ομάδα διαφημίσεων

## AD LEVEL

Inside every ad group, we will make an ad. Screenshots are provided below.

## Branded Ad Group

Figure 1: Keywords, ad strength, URL, display path

Figure 2: Headlines

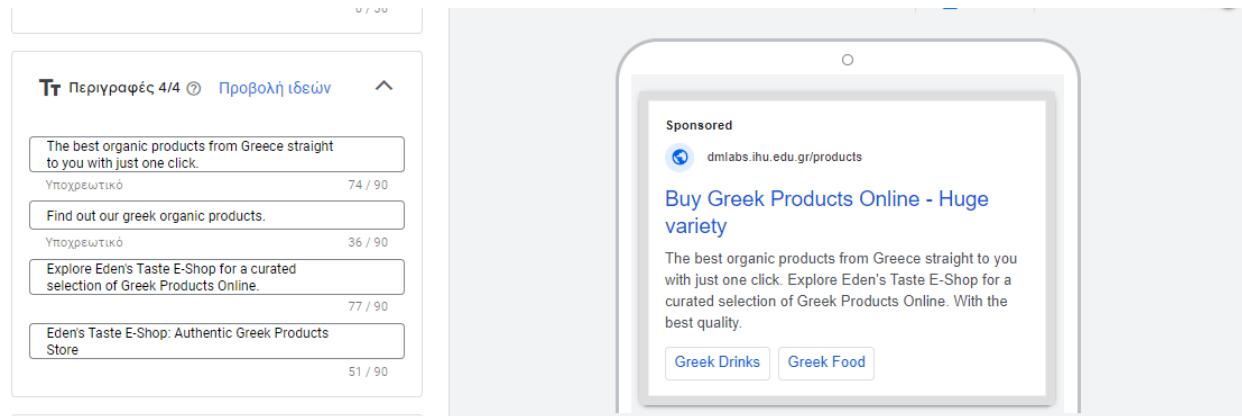


Figure 3: Descriptions

## Generic Ad Group

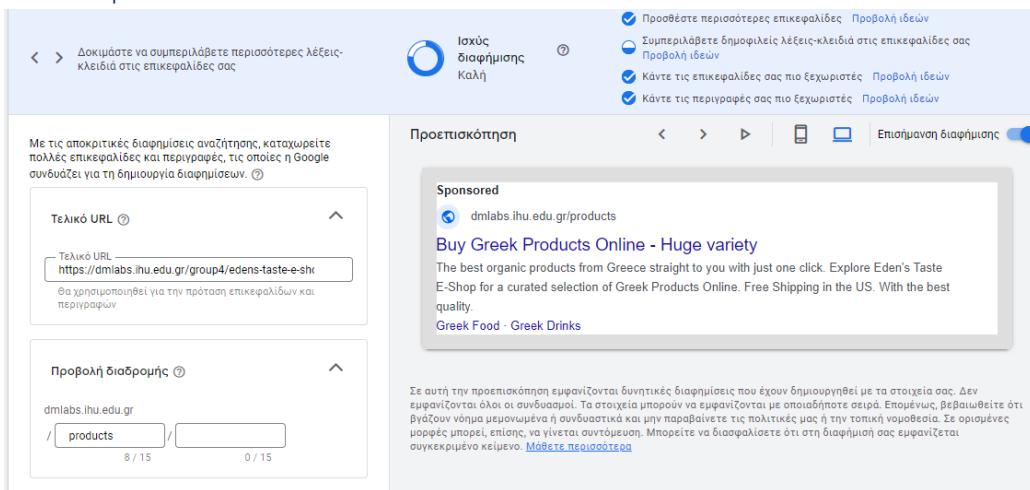


Figure 4: Keywords, URL, display path, ad strength

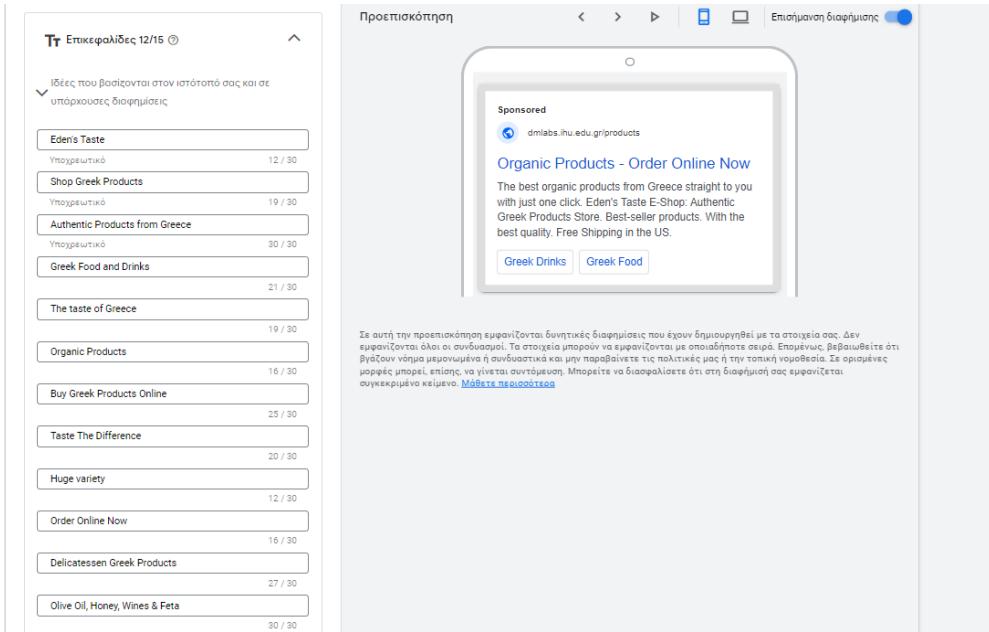


Figure 5: Headlines

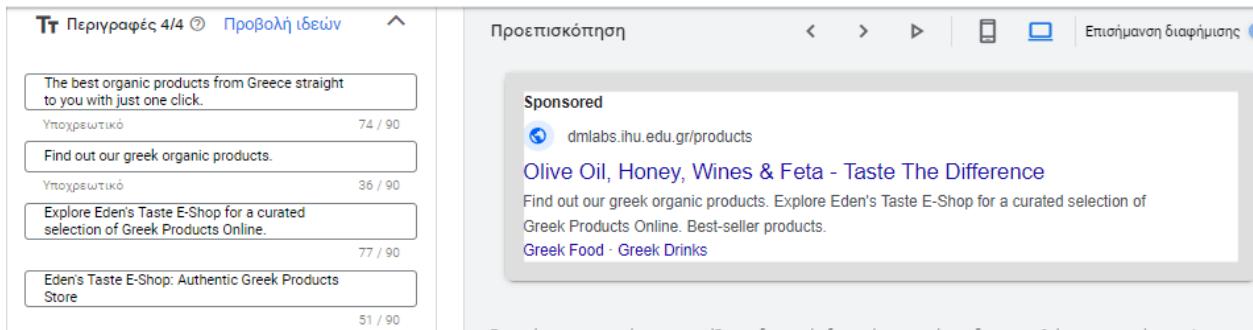


Figure 6: Descriptions & sitelinks (Greek Food & Greek Drink, redirecting to our e-shop's categories)

## Olive Oil Ad Group

Here, we have added as a URL the landing page of the Qoppa olive oil that we sell, in order to provide to the user a more personalized experience.

Disclaimer: If, however we had more olive oil products, we would add a subcategory in our e-shop that would include all the oils, and use that one as a landing page of the ad. In this case we would also remove the specific brand name from the ad assets.

Ομάδα διαφημίσεων: Olive Oil  
Search\_Eden's Taste

Λέξεις-κλειδιά: "extra virgin olive oil", "greek olive oil", "cold pressed extra virgin olive oil", "pure olive oil", "virgin olive oil", "best greek olive oil", "greek virgin olive oil", "greek extra virgin olive oil", "organic greek olive oil", "greek olive oil online" [↗ Εμφάνιση λιγότερων](#)

Δοκιμάστε να συμπεριλάβετε περισσότερες λέξεις-κλειδιά στις επικεφαλίδες σας

Ιανός  
διαφήμισης  
Καλή

Προσθέστε περισσότερες επικεφαλίδες [Προβολή ιδεών](#)  
Συμπεριλάβετε δημοφιλείς λέξεις-κλειδιά στις επικεφαλίδες σας [Προβολή ιδεών](#)  
Κάντε τις επικεφαλίδες σας πιο ξεχωριστές [Προβολή ιδεών](#)  
Κάντε τις περιγραφές σας πιο ξεχωριστές [Προβολή ιδεών](#)

Προεπισκόπηση

Τελικό URL <https://dmlabs.ihu.edu.gr/group4/product/greek-vir>  
Θα χρησιμοποιηθεί για την πρόταση επικεφαλίδων και περιγραφών

Προβολή διαδρομής [dmlabs.ihu.edu.gr](https://dmlabs.ihu.edu.gr/) / [olive-oil](https://dmlabs.ihu.edu.gr/olive-oil) /

**Sponsored**  
dmlabs.ihu.edu.gr/olive-oil  
**High Quality Olive Oil - Find here the Best Olive Oil**  
Explore Eden's Taste E-Shop for a curated selection of Greek Olive Oil. Eden's Taste E-Shop: Authentic Greek Products Online Store. Best-seller products.

Figure 7: Keywords, URL, display path, ad strength

Προεπισκόπηση

**Sponsored**  
dmlabs.ihu.edu.gr/olive-oil  
**Shop Greek Olive Oil - Eden's Taste**  
Find out our tasteful Ooppa Greek Olive Oil. Shop now! The best virgin olive oil from Greece straight to you with just one click. Visit us! Free Shipping in the US. With the best quality. Best-seller products.

Σε αυτή την προεπισκόπηση εμφανίζονται δυνητικές διαφημίσεις που έχουν δημιουργηθεί με τα στοιχεία σας. Δεν εμφανίζονται όλοι οι συνδυασμοί. Τα στοιχεία μπορούν να εμφανίζονται με οποιαδήποτε σειρά. Επομένως, βεβαιωθ γιάδουν νόημα μεμονωμένα ή συνδυαστικά και μην παραβάνετε τις πολιτικές μας ή την τοπική νομοθεσία. Σε ορισ μορφές μπορεί, επίσης, να γίνεται συντόμευση. Μπορείτε να διασφαλίσετε ότι στη διαφήμισή σας εμφανίζεται συγκεκριμένο κείμενο. [Μάθετε περισσότερα](#)

Eden's Taste  
Υποχρεωτικό 12 / 30  
Shop Greek Olive Oil  
Υποχρεωτικό 20 / 30  
Authentic Products from Greece  
Υποχρεωτικό 30 / 30  
The taste of Greece  
19 / 30  
Order Online Now  
16 / 30  
Organic Olive Oil  
17 / 30  
Buy Greek Products Online  
25 / 30  
Taste the difference  
20 / 30  
High Quality Olive Oil  
22 / 30  
Extra Virgin Greek Olive Oil  
28 / 30  
Find here the Best Olive Oil  
28 / 30  
The Olive Oil of your Dreams  
28 / 30  
Pure Olive Oil from Greece  
28 / 30

Figure 8: Headlines

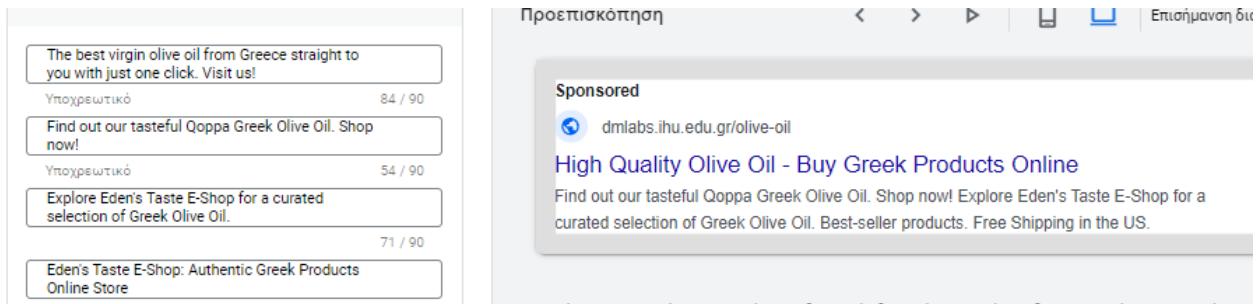


Figure 9: Descriptions

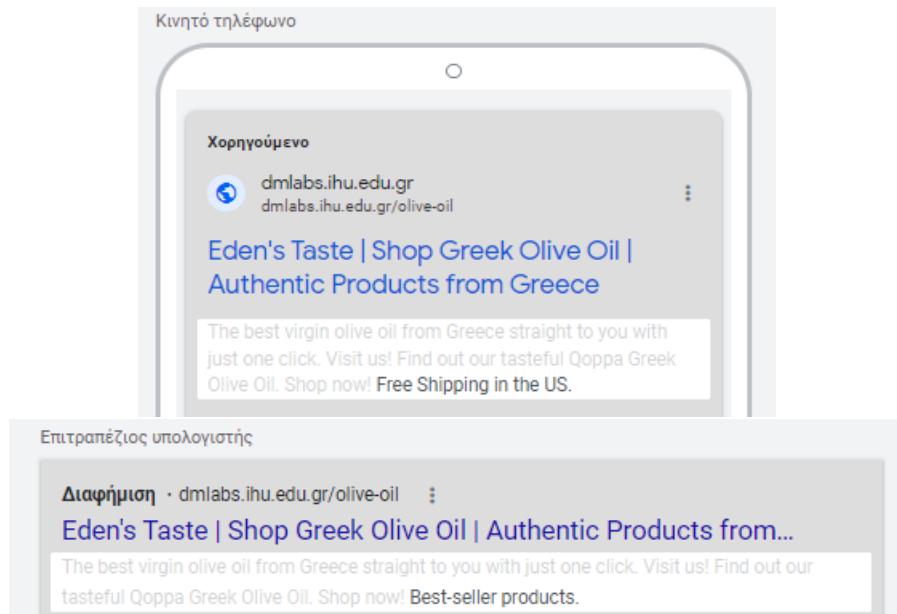


Figure 10: Callouts: Best-seller products, Free Shipping in the US & With the best quality

To improve the visibility and value proposition of our ads, we will carefully add **sitelink** and **callout extensions** to our PPC campaign. With sitelink extensions, users can quickly have a smoother experience by having direct access to particular pages of our e-shop's categories. These extensions make the experience more user-friendly while also increasing the relevancy of the ads. However, we have added them only in the Branded and Generic ad groups, because we want the Olive Oil ad group to be specific and focused on the landing page of the product. Furthermore, callout extensions highlight special features, like our free delivery. When combined, these extensions make for a more engaging and educational ad presence. They also give users who are actively looking for our products more reasons to click on our ads and give more background information about our company and products.



The screenshot shows a table of audience segments in Google Ads Audience Manager. The columns are: Στοιχείο (Audience), Προστέθηκε σε (Added to), Επίπεδο (Level), and Κατάσταση (Status). The table is divided into two sections: Σύνδεσμος ιστότοπου (Website link) and Αίτημα για προσφορά (Offer request). The 'Greek Drinks' audience is the primary focus, with several sub-segments listed under both sections.

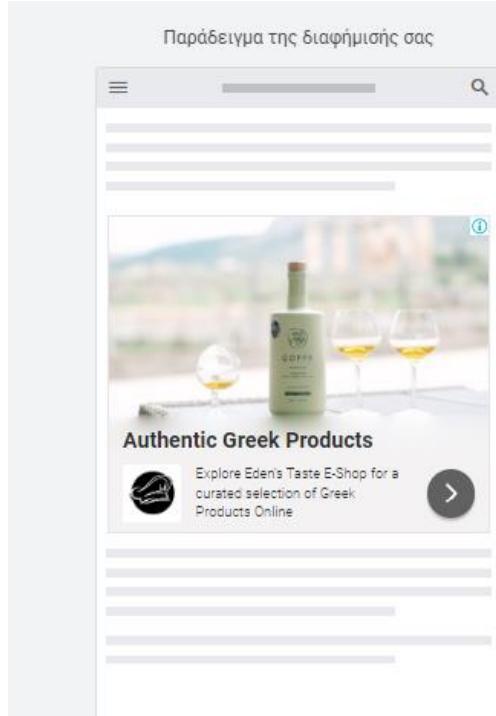
Στοιχείο	Προστέθηκε σε	Επίπεδο	Κατάσταση
<b>Σύνδεσμος ιστότοπου</b>			
<input type="checkbox"/> ● Greek Drinks	Search_Eden's Taste > Branded	Ομάδα διαφημίσεων	Κατάλληλη
<input type="checkbox"/> ● Greek Food	Search_Eden's Taste > Branded	Ομάδα διαφημίσεων	Κατάλληλη
<input type="checkbox"/> ● Greek Drinks	Search_Eden's Taste > Generic	Ομάδα διαφημίσεων	Κατάλληλη
<input type="checkbox"/> ● Greek Food	Search_Eden's Taste > Generic	Ομάδα διαφημίσεων	Κατάλληλη
<b>Αίτημα για προσφορά</b>			
<input type="checkbox"/> ● With the best quality	Search_Eden's Taste	Καμπάνια	Κατάλληλη
<input type="checkbox"/> ● Best-seller products	Search_Eden's Taste	Καμπάνια	Κατάλληλη
<input type="checkbox"/> ● Free Shipping in the US	Search_Eden's Taste	Καμπάνια	Κατάλληλη

## DISPLAY NETWORK CAMPAIGN

We decided to launch a Display Network campaign with a **remarketing-focused strategy** in order to take advantage of the excellent chance to reconnect with users who had previously visited our **Eden's Taste E-shop**. Understanding how important it is to follow up with interested parties, we used Google Ads Audience Manager to build a custom audience made up of people who had **visited our e-shop within the previous 30 days but hadn't made a purchase**. We can target our display advertisements to a group of people who are already familiar with our brand thanks to audience segmentation setting during the creation of the campaign (People that have interacted with your business>Website visitors> Eden's Taste Visitors - custom audience), which highlights the benefits of our Greek organic products and entices them to come back and finish their purchase journey. We will not add any other audience targeting on top of this audience (demographics, affinity), since Google itself does not encourage this practice, as it will limit the targeted users.

We will create 1 Ad Group with 4 different ads inside, which will include different visuals. This way, we will have the opportunity to identify the best performing creatives (A/B testing), that bring our e-shop visitors back to the continuation of their customer journey. Each ad will refer to a different product or theme, so as to distinguish the most compelling offer that we have. We also have included as a Call-to-Action button the “Shop Now” option, to prompt users to take the desired action.

Παράδειγμα της διαφήμισής σας



Παράδειγμα της διαφήμισής σας



Authentic Greek Products

Explore Eden's Taste E-Shop for a curated selection of Greek Products Online

Eden's Taste E-Shop

Shop now organic greek products straight from Greece and enjoy free shipping

[Close](#) [Shop Now](#)

Authentic Greek Products	24 / 30
Eden's Taste E-Shop	19 / 30
Shop Greek Products	19 / 30
Free Shipping in the US	23 / 30
Organic Greek Products	22 / 30

Εκτενής επικεφαλίδα ⓘ

Find the best greek organic products in our e-shop and enjoy free shipping in the US	84 / 90
--	---------

Περιγραφές ⓘ

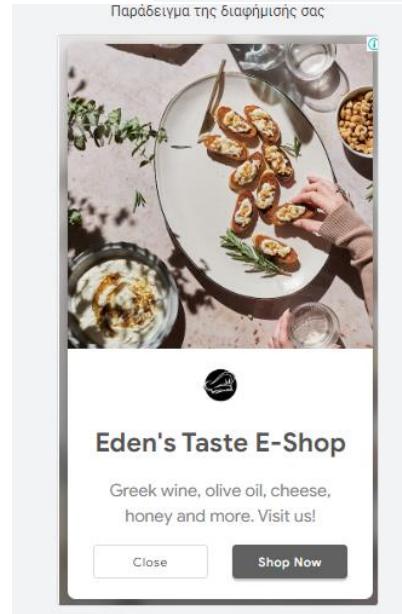
Προσθέτετε έως 5 περιγραφές

Προτεινόμενες περιγραφές Ιδέες

ⓘ Έχετε εισαγάγει τον μέγιστο οριθμό περιγραφών.

Explore Eden's Taste E-Shop for a curated selection of Gre	76 / 90
Find the best quality greek products and shop online.	53 / 90
Greek wine, olive oil, cheese, honey and more. Visit us!	56 / 90
Delicacies that will bring you closer to Greece, to make yo!	78 / 90
Shop now organic greek products straight form Greece an	76 / 90

Παράδειγμα της διαφήμισής σας

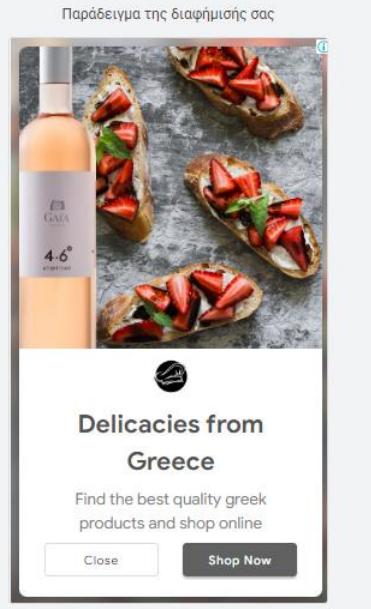


Eden's Taste E-Shop

Explore Eden's Taste E-Shop for a curated selection of Greek Products Online

Close Shop Now

Παράδειγμα της διαφήμισής σας



Delicacies from Greece

Find the best quality greek products and shop online

Close Shop Now

Παράδειγμα της διαφήμισής σας



Organic Products

Greek wine, olive oil, cheese, honey and more. Visit us!

CLOSE SHOP NOW