EDEN'S TASTE

THE FOOD EXPERIENCE

DIGITAL MARKETING

presents

Lamprou Sofia
Moustaki Theodora
Panagiotou Argyro
Xafi Angeliki

Simple Relevant Transparent

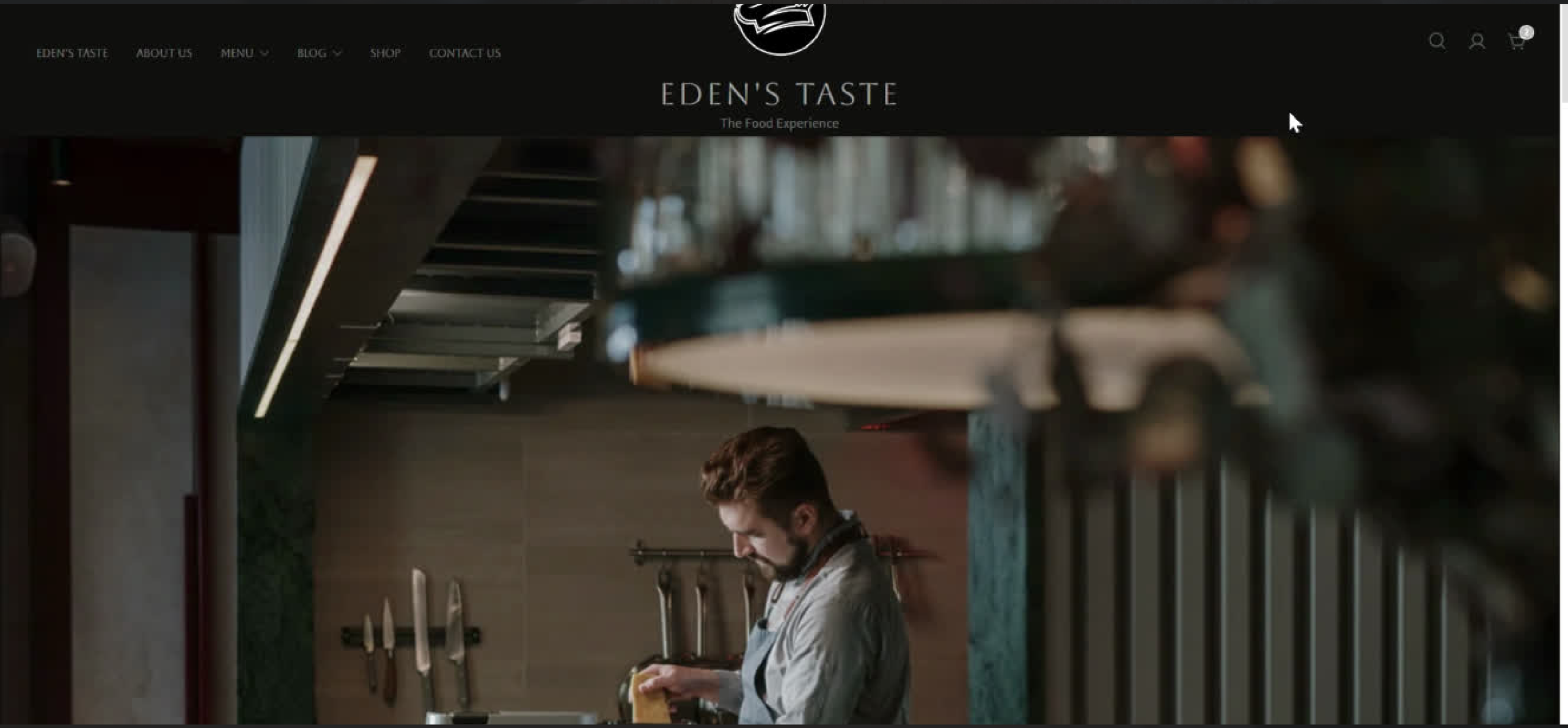
EDEN'S TASTE

The Food Experience

OUR LOGO

STRUCTURE– SITE MAP

OUR HOME PAGE



ON THE MENU

SEO STRATEGY PLAN

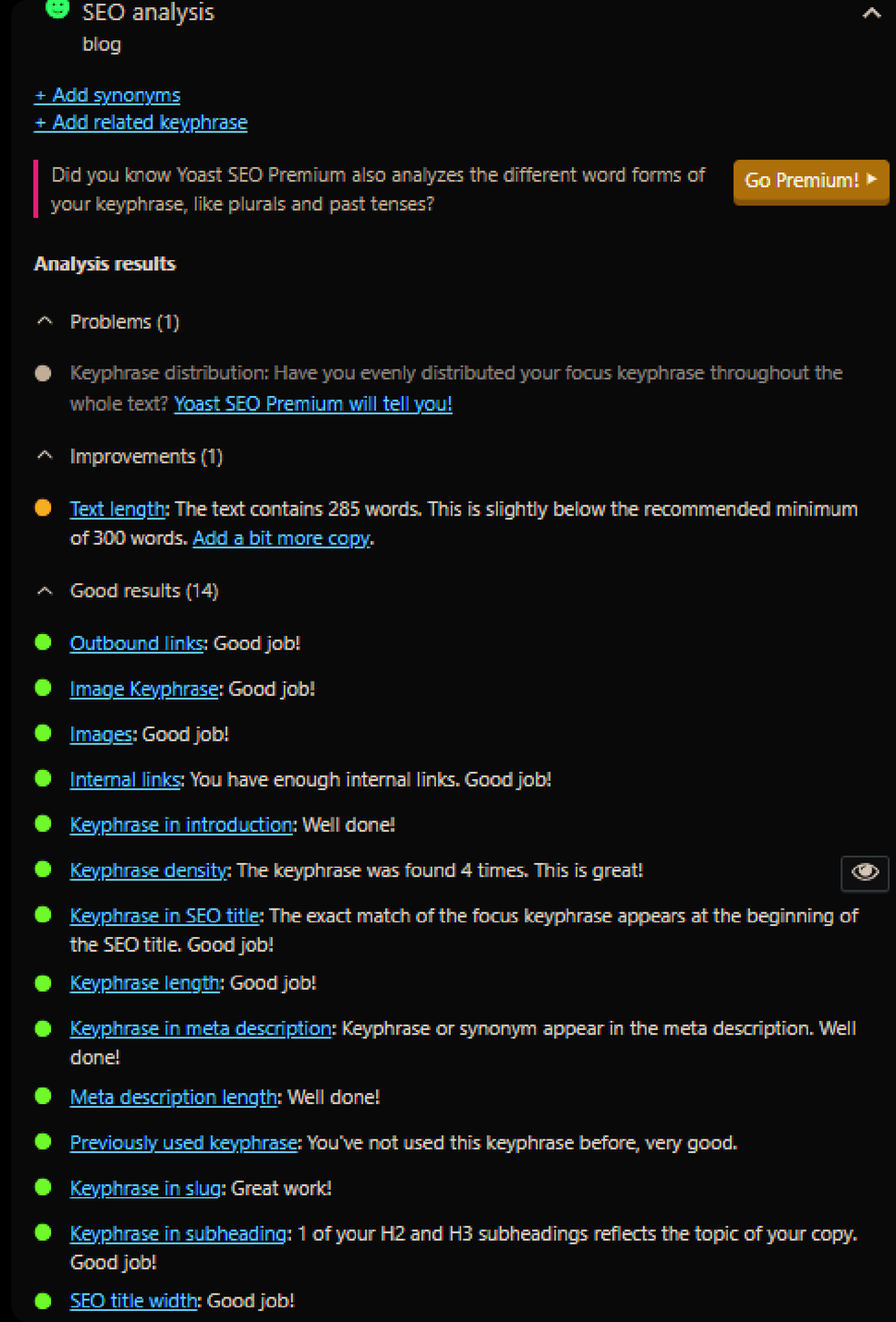
01 DEFINE OUR TARGET AUDIENCE

02 KEYWORD RESEARCH

03 DESIGN AND DEVELOP AN SEO–FRIENDLY WEBSITE

04 ON–PAGE SEO OPTIMIZATION

05 OFF–PAGE SEO STRATEGY



AUDIENCE SEGMENTATION

Blog

Cooking enthusiasts

Families seeking culinary diversity and family-friendly recipes

E-shop

Individuals following the Mediterranean diet for its health benefits

People seeking for organic, unique products and ideal for gifts

Restaurant & Menu

People who want to explore the Greek tradition and cuisine in their area

Citizens who seek for a new culinary experience

KEYWORD RESEARCH

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

The ingredients to success

Optimizing Online Visibility

Strategic Keyword Integration

LSI Keywords

COMPETITORS

US BASED

YOLENI'S

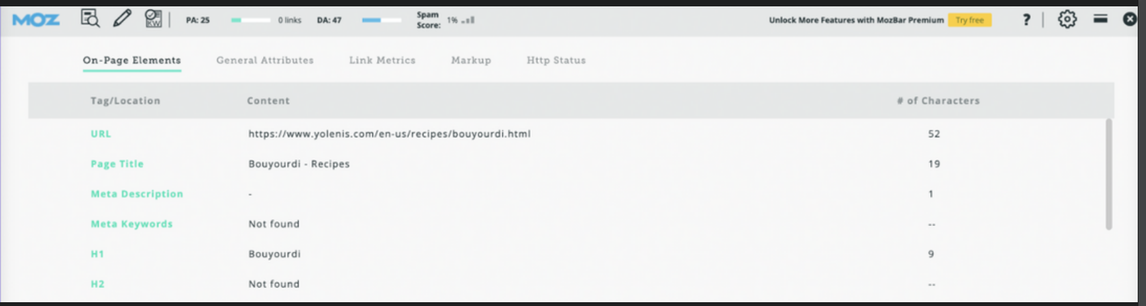
Explore Greek Flavors

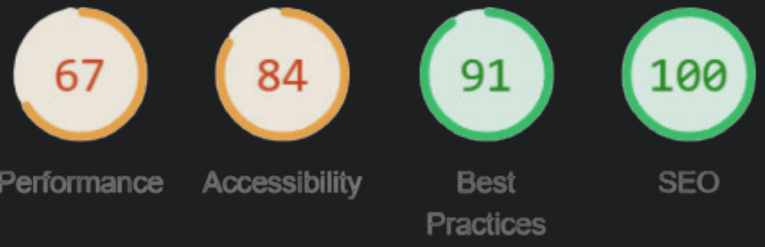
User-friendly website, global shipping.

Positive reviews

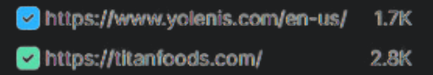
Limited physical presence

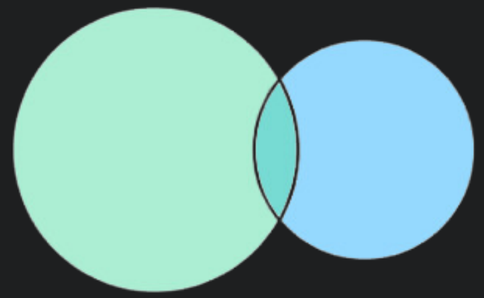
Intense competition in the online gourmet market, potential logistical challenges.





Keyword overlap





Diverse product selection, loyalty program.

Growing competition from online specialty stores, potential supply

No reviews

Limited international shipping.

Titan FOODS

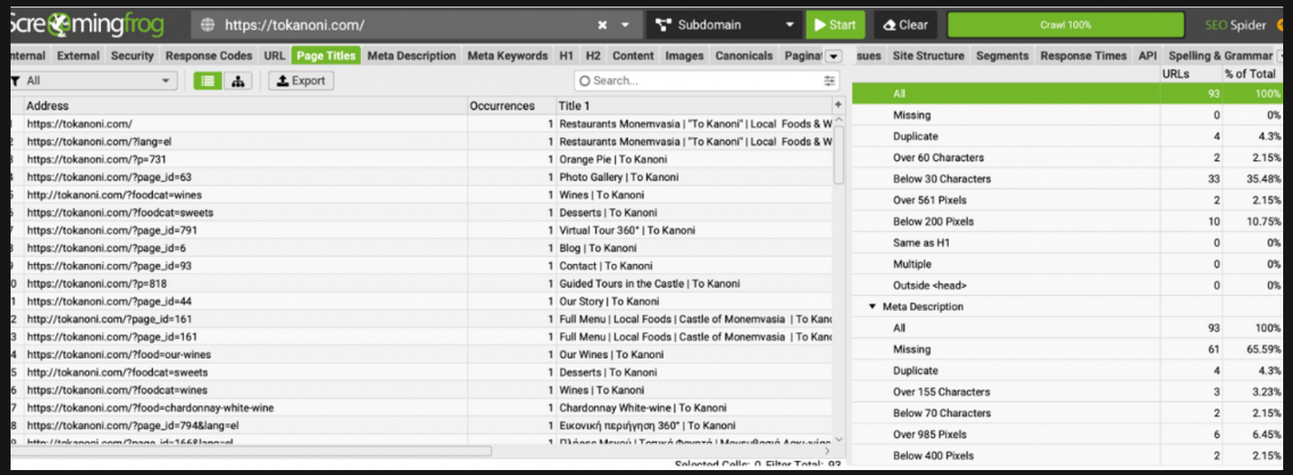
GR BASED

Expanded product range

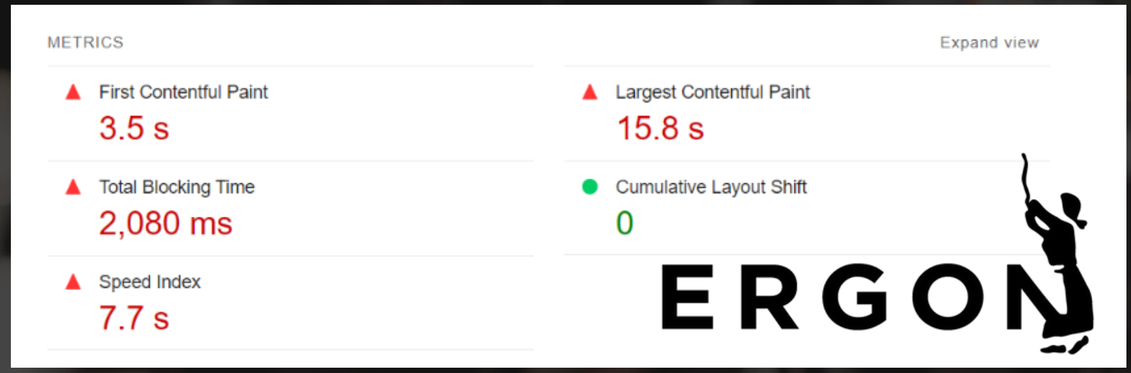
Focus on tradition

Old-fashioned

Potential impact of economic factors



TO KANONI
RESTAURANT



ERGON

Strong brand.

Positive reviews in all channels.

Limited international reach,

Potential language barriers.

DESIGN & IMPLEMENTATION

November 21, 2023

WINE PAIRINGS FOR GREEK CUISINE

In this exploration of flavors, we delve into the art of combining the vibrant tastes of Greece with the nuanced notes of red wines.

Performance	Accessibility	Best Practices	SEO
58	96	96	100

Yoast SEO

SEO | Readability | Schema | Social

Analysis results

Problems (1)

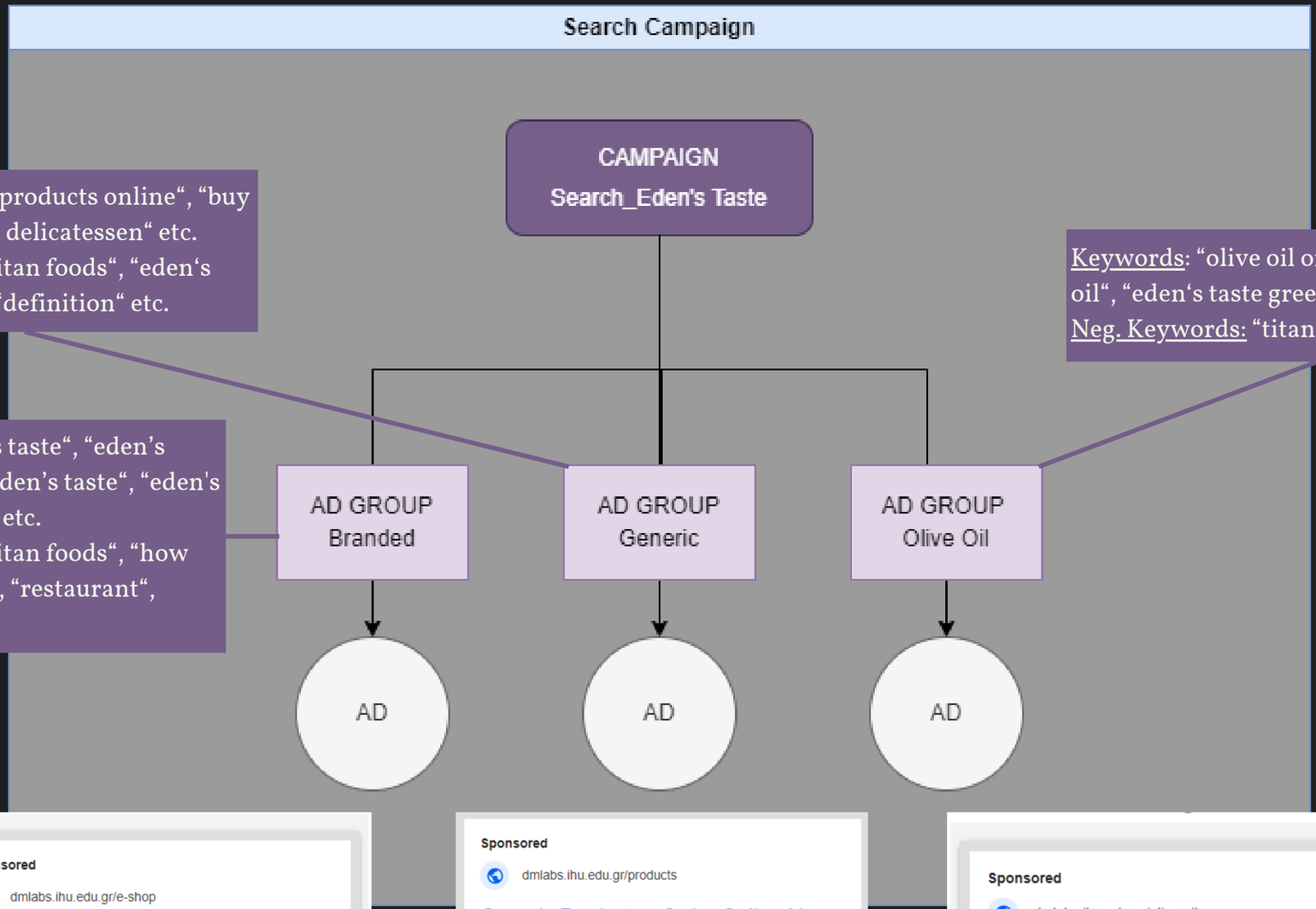
- Word complexity: Is your vocabulary suited for a larger audience? Yoast SEO Premium will tell you!

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!

First Contentful Paint 6.1 s	Largest Contentful Paint 6.5 s
Total Blocking Time 150 ms	Cumulative Layout Shift 0.005
Speed Index 8.4 s	

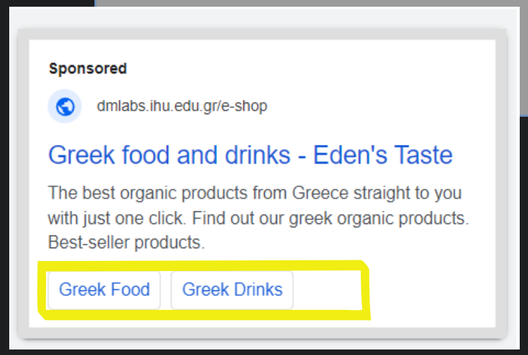
PPC STRATEGY

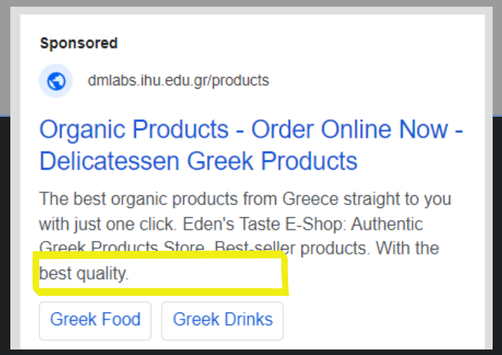


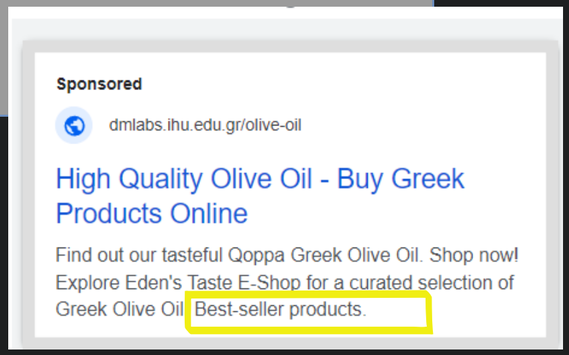
Keywords: “greek products online“, “buy greek feta“, “greek delicatessen“ etc.
Neg. Keywords: “titan foods“, “eden‘s taste“, “olive oil“, “definition“ etc.

Keywords: “eden’s taste“, “eden’s taste products“, “eden’s taste“, “eden's taste shop online“ etc.
Neg. Keywords: “titan foods“, “how to“, “information“, “restaurant“, “olive oil“ etc.

Keywords: “olive oil online“, “greek olive oil“, “eden‘s taste greek olive oil“ etc.
Neg. Keywords: “titan foods“, [eden‘s taste]



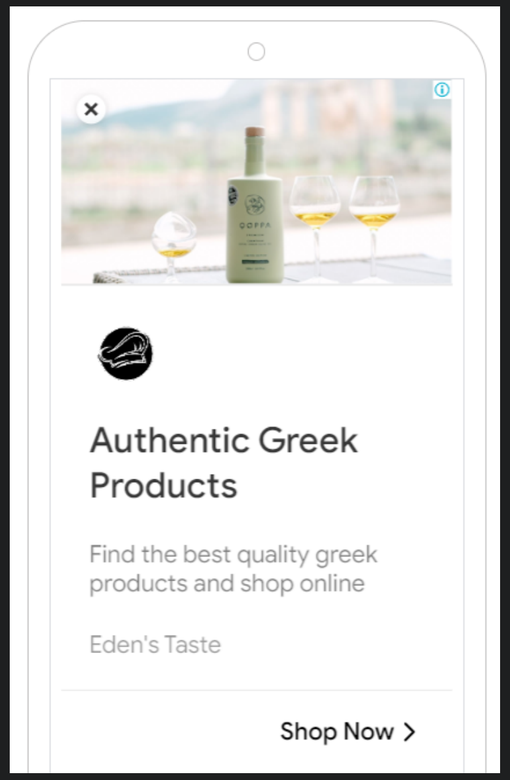


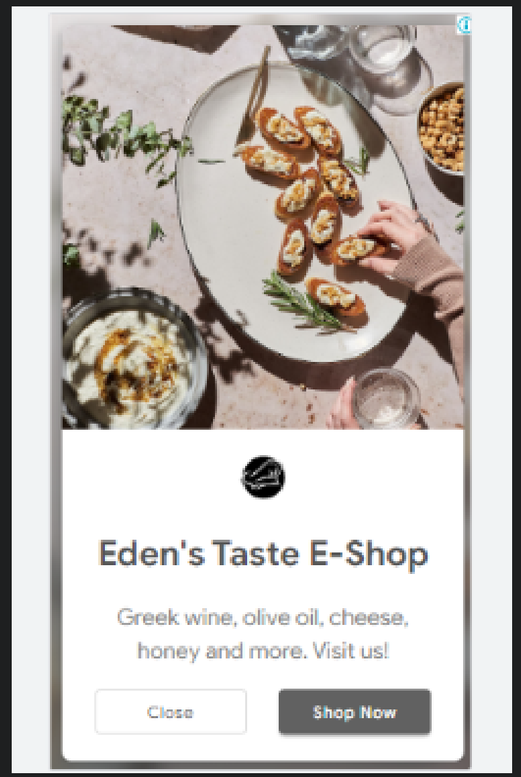


PPC STRATEGY

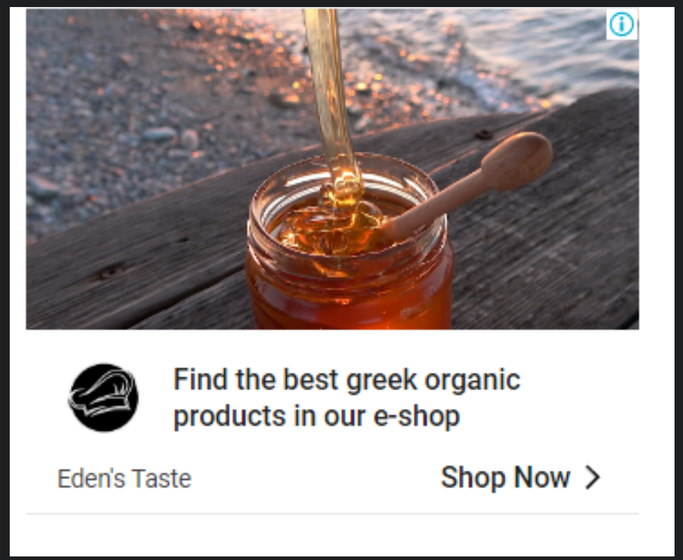
Display Network Campaign

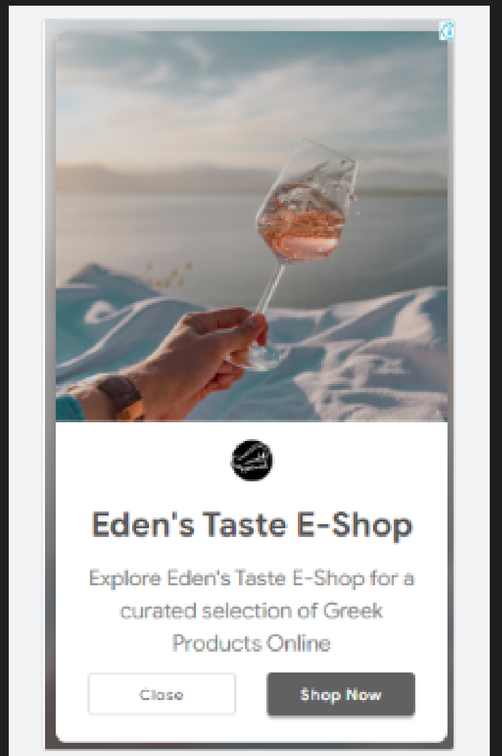
Remarketing



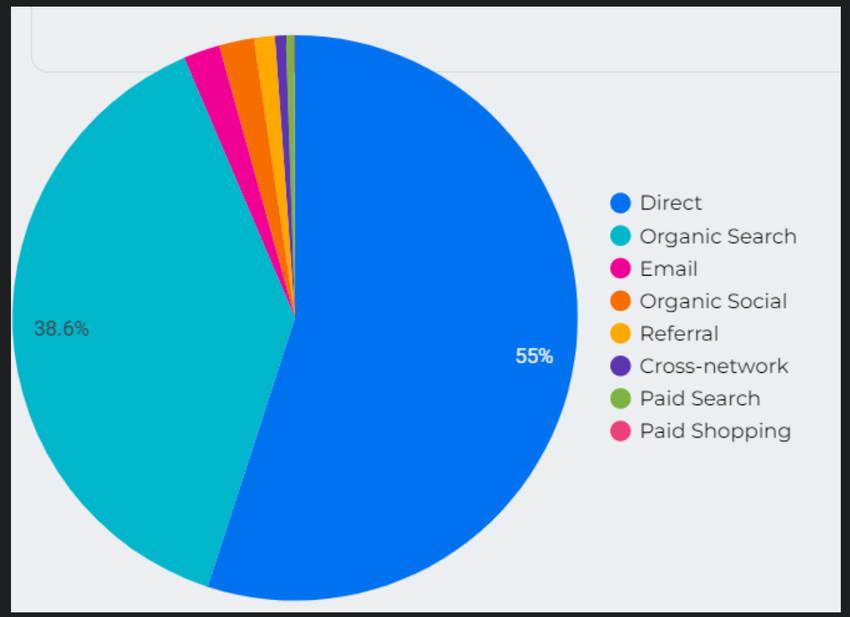


Custom audience: non - purchasers who had visited our e-shop within the previous 30 days.





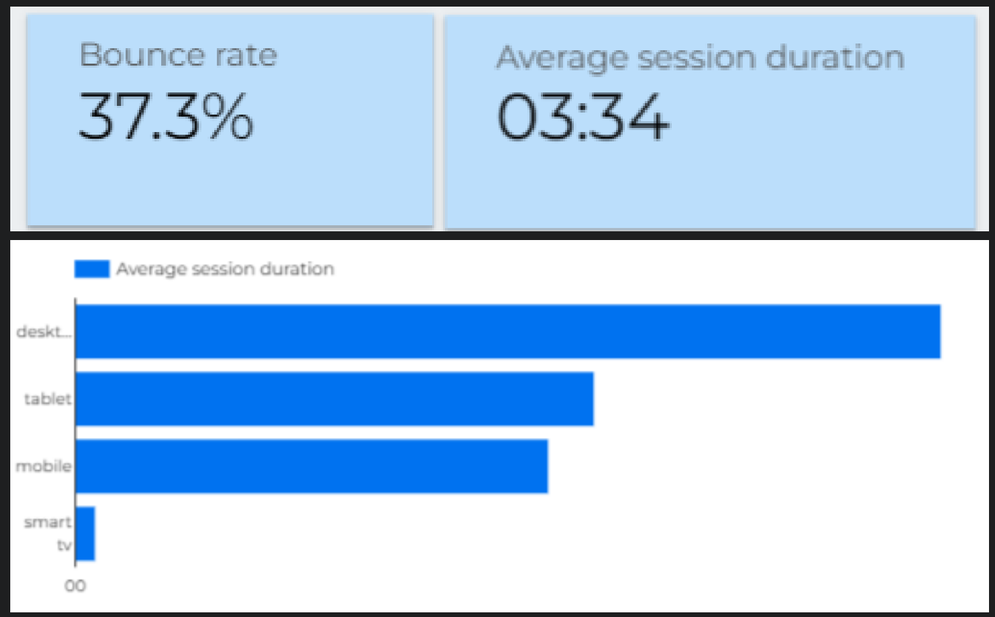
ANALYTICS REPORTS: KPIs



Active users/Channel

To identify sources of traffic

Direct (high brand awareness, familiarity with the brand)



Bounce rate & Avg. Session duration

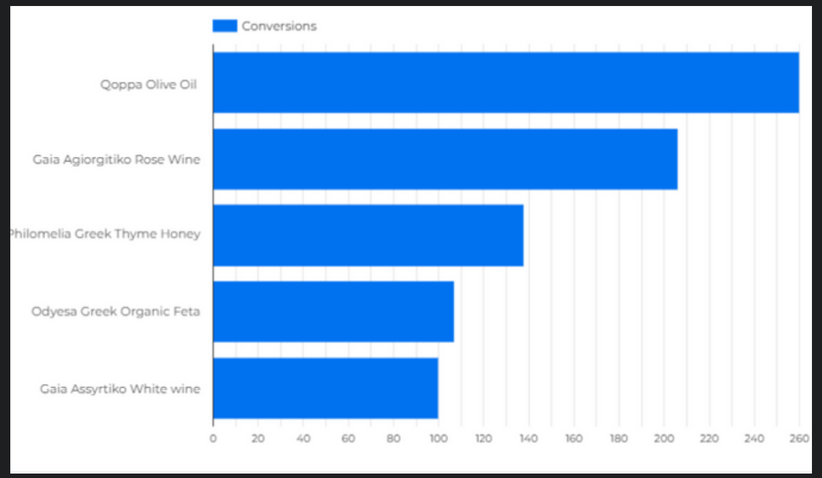
To examine user's experience

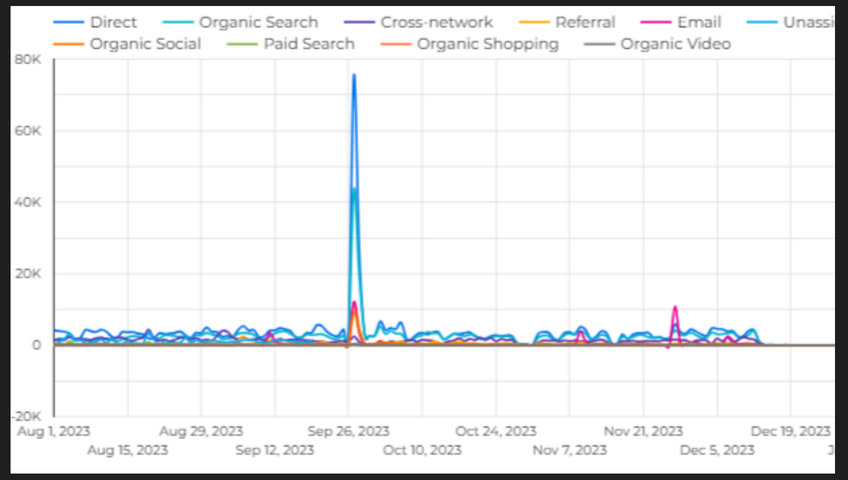
See pages with highest bounce rates (issues?)

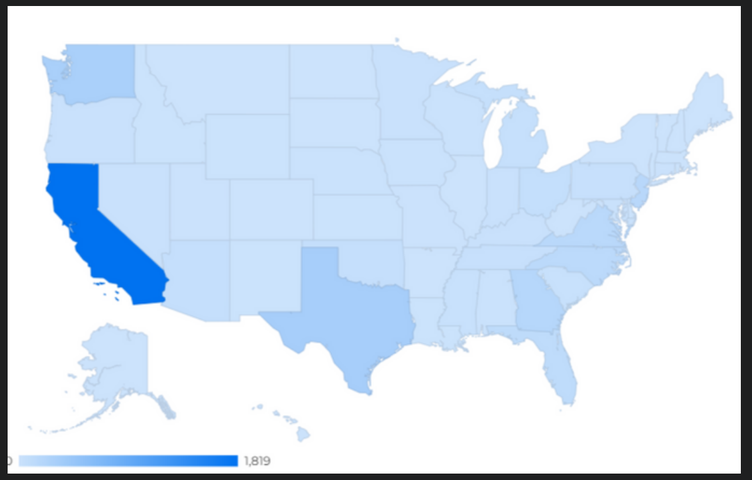
Duration per device

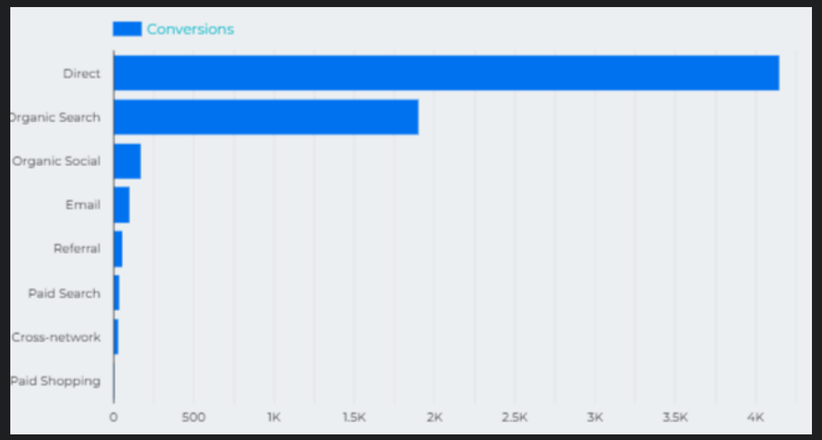
2x on desktop (responsiveness?)

ANALYTICS REPORTS: KPIs (cont.)



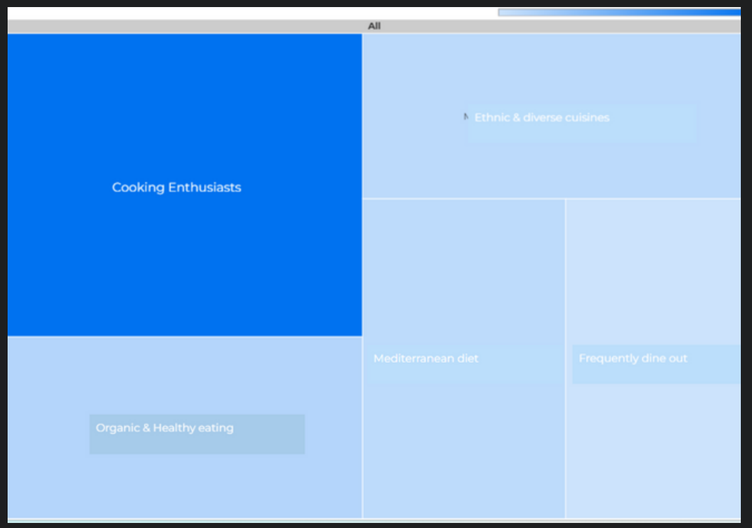






Conv. / product page, Conv./channel
Identify most profitable products & sources

Conversions/time
Peak when flash promotions
Peak in conv. of every channel
(mostly direct-> radio spot?)



Conv./state: most Greeks (local ads?)
Active users/interests: personalized content

ANALYTICS REPORTS: SEGMENTS' COMPARISON

	Νέος/Υπάρχων	new		established		(not set)			
	Περιοχή	Μετατροπές	Μέσα έσοδα από αγορές ανά χρήστη	Μετατροπές	Μέσα έσοδα από αγορές ανά χρήστη	Μετατροπές	Μέσα έσοδα από αγορές ανά χρήστη	Μετατροπές	Μέσα από ανά χ
	Σύνολα	**4.117** 63% του συνόλου	**1,41 $** Μέσος όρος -32,9%	**1.520** 23,26% του συνόλου	**6,72 $** Μέσος όρος +220,35%	**633** 9,69% του συνόλου	**2,28 $** Μέσος όρος +8,79%	**265** 4,06% του συνόλου	Μέσ
1	California	1.053	2,58 $	563	6,30 $	142	4,49 $	37	
2	New York	221	4,86 $	91	5,99 $	21	1,74 $	13	
3	Texas	241	3,76 $	41	2,61 $	44	5,70 $	8	
4	Washington	187	3,54 $	77	8,62 $	40	1,30 $	23	
5	Georgia	112	8,05 $	97	8,83 $	2	0,14 $	5	
6	Illinois	99	6,43 $	54	9,09 $	27	1,81 $	11	
7	New Jersey	133	3,66 $	23	26,65 $	10	0,00 $	24	
8	(not set)	140	0,00 $	15	0,00 $	27	0,00 $	0	
9	Virginia	107	1,62 $	49	3,47 $	5	0,00 $	5	
10	Ontario	99	0,01 $	30	0,00 $	24	0,00 $	2	

New-Returning users' conversions & Revenue/user, in different states

- Higher revenue from returners (building loyalty)
- Georgia: same revenue (quick adaptation to our platform, opportunity for up-selling)
- New Jersey: big existing users' revenue (local ads opportunity - higher spending patterns?)

	Προεπιλεγμένη ο... πρώτου χρήστη	↓ Νέοι χρήστες	Περίοδοι σύνδεσης από κοινωνικά δίκτυα	Ποσοστό αφοσίωσης	Περίοδοι σύνδεσης από κοινωνικά δίκτυα ανά χρήστη	Μέσος χρόνος αφοσίωσης
		86.890 100% του συνόλου	**81.379** 100% του συνόλου	**57,08%** Μέσος όρος 0%	**0,82** Μέσος όρος 0%	**1 λ. 35 δ.** Μέσος όρος 0%
1	Direct	36.711	40.717	54,34%	0,89	2 λ. 07 δ.
2	Cross-network	27.512	16.494	48,88%	0,57	37
3	Organic Search	20.255	20.405	68,98%	0,95	1 λ. 34 δ.
4	Referral	1.078	1.156	63,34%	0,92	2 λ. 13 δ.
5	Organic Social	552	878	72,8%	1,24	3 λ. 54 δ.
6	Email	492	1.251	71,94%	1,34	3 λ. 42 δ.
7	Paid Search	110	216	48,21%	1,06	46
8	Affiliates	86	92	70,77%	1,00	1 λ. 04 δ.
9	Paid Video	62	46	51,11%	0,81	7
10	Organic Video	23	24	53,33%	0,77	59

New users & Average Engagement time per Channel

- More new users through Organic Search: natural visibility on SE (good SEO, lower advertising costs)
- Paid Search avg. engagement time is low (problem with PPC strategy-keywords-landing page?)

USER INTERACTION FLOW AND CONVERSION FUNNEL ANALYSIS

Initial Engagement: 47,604 Sessions | 44,808 Page Views

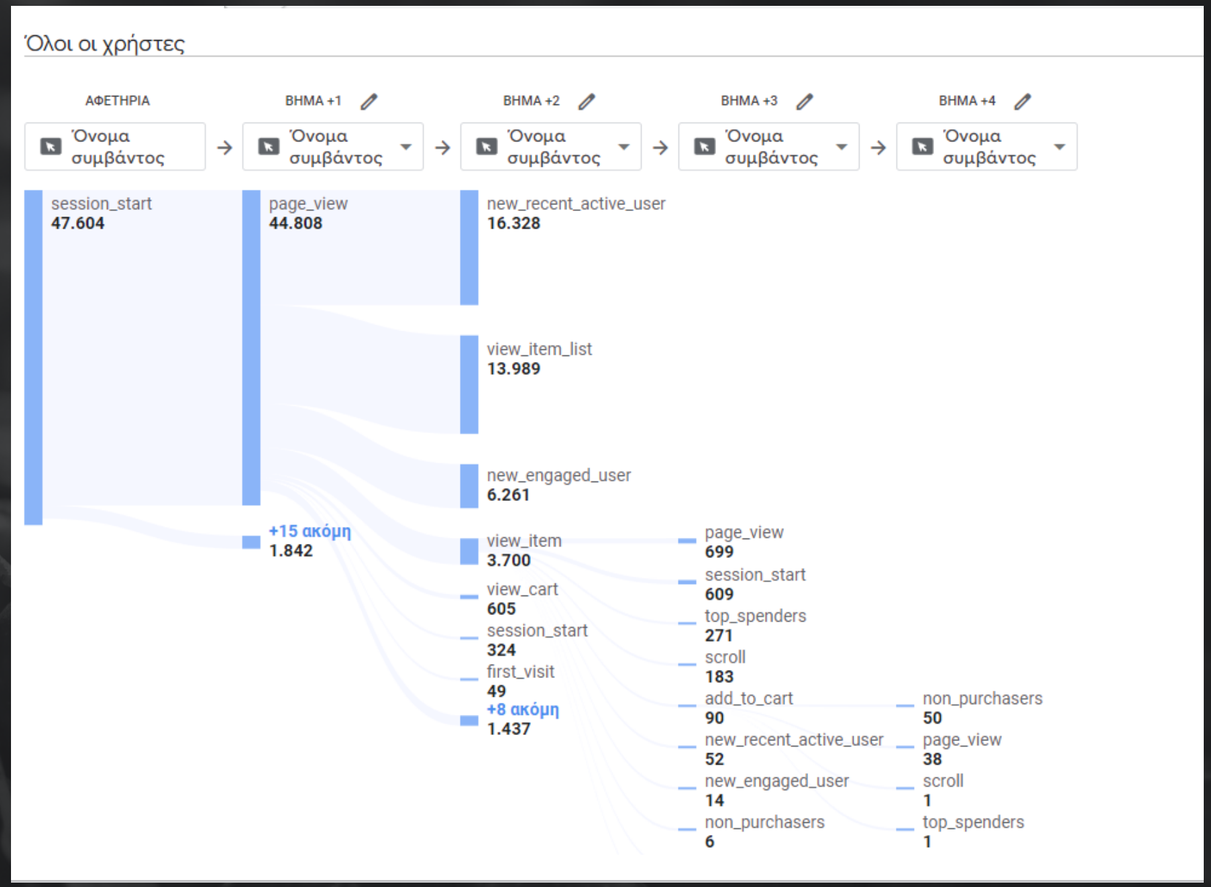
Customer Retention: 16,328 Return Visits

Interest Funnel:

- 13,989 Item List Views
- 6,261 Engaged Users
- 3,700 Product Details

Conversion Challenges:

- 605 Reached Cart
- 90 Added to Cart
- >50% don't purchase



MARKETING STRATEGY RECOMMENDATIONS

MULTI-STAGE

Our marketing efforts are tailored to each stage of the customer journey for maximum engagement and conversion.

EDEN'S TASTE

THE FOOD EXPERIENCE

THANK YOU FOR YOUR ATTENTION!