

# EDEN'S TASTE

THE FOOD EXPERIENCE

DIGITAL MARKETING

*presents*

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Simple      Relevant      Transparent



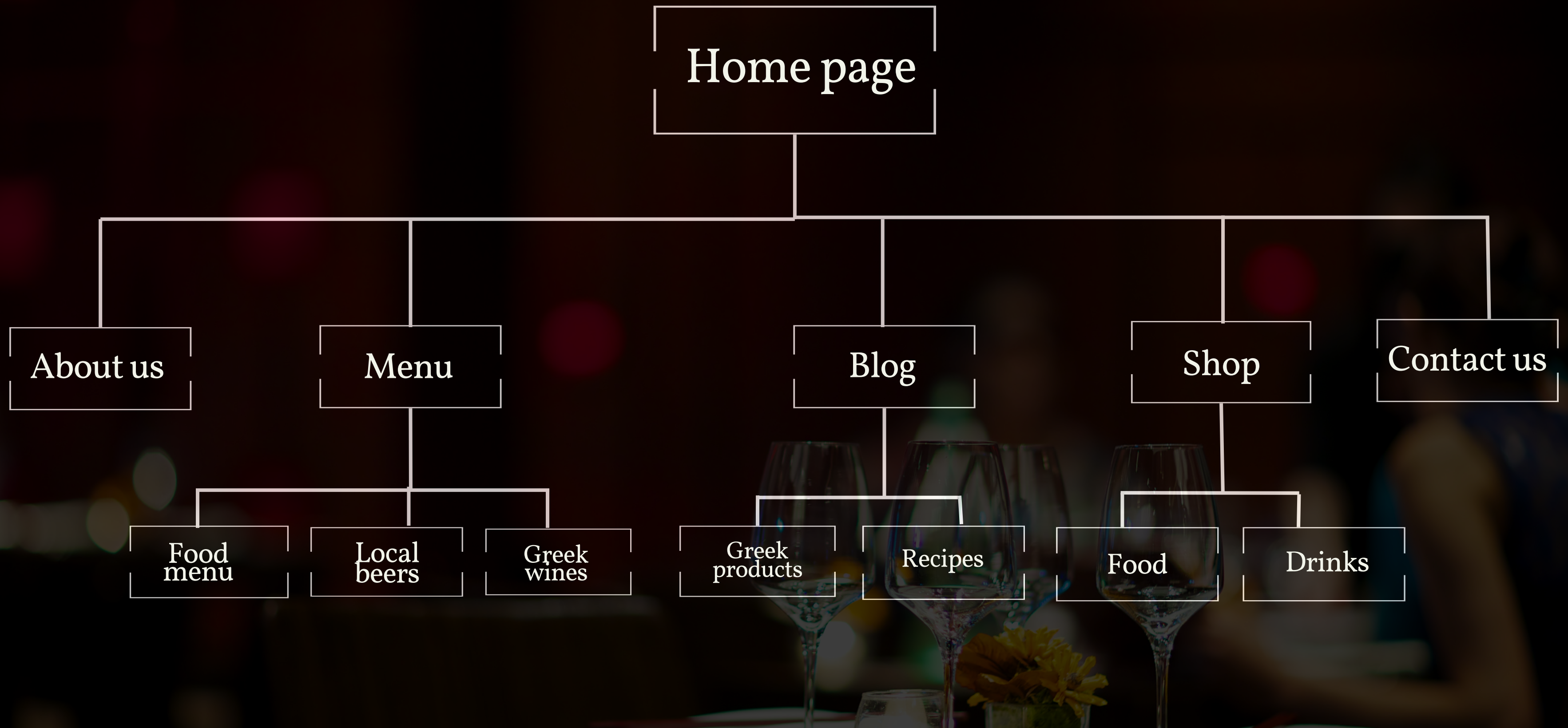
EDEN'S TASTE

The Food Experience

OUR LOGO



# STRUCTURE– SITE MAP



# OUR HOME PAGE



EDEN'S TASTE ABOUT US MENU  BLOG  SHOP CONTACT US



EDEN'S TASTE  
The Food Experience





# ON THE MENU



A close-up shot of a chef's hands using tweezers to place a garnish on a gourmet plate. The dish features a base of roasted vegetables and a drizzle of sauce. In the foreground, a small bowl of garnishes is visible.

gourmet plates



A close-up shot of a craft beer being poured into a glass. The beer is golden and has a thick head of foam. The glass is a tulip-shaped beer glass.

craft brews



A close-up shot of a man's face as he smells a wine glass. The background shows several large wooden wine barrels in a cellar.

wine & dish  
pairings



# 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

SEO analysis

blog

+ 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 (1)

●

Keyphrase distribution: Have you evenly distributed your focus keyphrase throughout the whole text? [Yoast SEO Premium will tell you!](#)

Improvements (1)

●

[Text length](#): The text contains 285 words. This is slightly below the recommended minimum of 300 words. [Add a bit more copy.](#)

Good results (14)

●

[Outbound links](#): Good job!

●

[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 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!

●

[Keyphrase in subheading](#): 1 of your H2 and H3 subheadings reflects the topic of your copy. Good job!

●

[SEO title width](#): Good job!



# 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





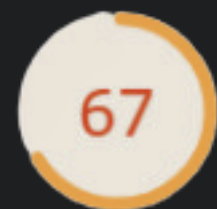
User-friendly website, global shipping.

Positive reviews

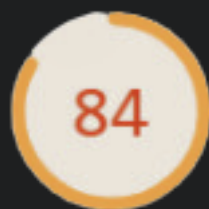
Limited physical presence

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

MOZ			PA: 25	0 links	DA: 47	Spam Score: 1% <small>url</small>	Unlock More Features with MozBar Premium <a href="#">Try free</a>	?	⚙	☰	✕
On-Page Elements			General Attributes		Link Metrics		Markup		Http Status		
Tag/Location	Content								# of Characters		
URL	https://www.yolenis.com/en-us/recipes/bouyourdi.html								52		
Page Title	Bouyourdi - Recipes								19		
Meta Description	-								1		
Meta Keywords	Not found								--		
H1	Bouyourdi								9		
H2	Not found								--		



Performance



Accessibility



Best Practices



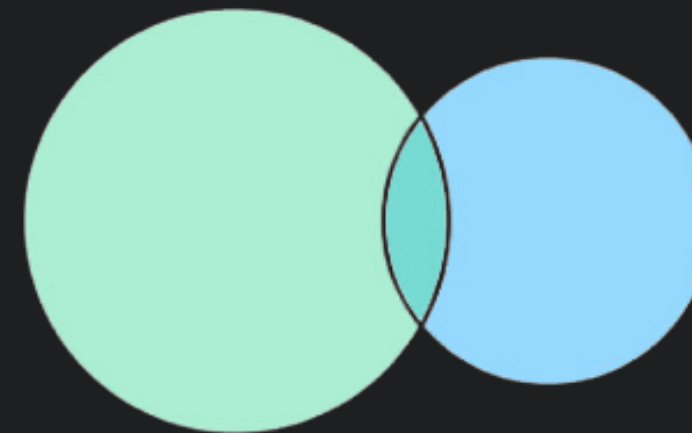
SEO

# COMPETITORS

US BASED

## Keyword overlap

✓ <https://www.yolenis.com/en-us/> 1.7K  
✓ <https://titanfoods.com/> 2.8K



Diverse product selection,  
loyalty program.

Growing competition from online specialty stores,  
potential supply

No reviews

Limited international shipping.









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.



58

Performance

96

Accessibility

96

Best Practices

100

SEO

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

Total Blocking Time

150 ms

Speed Index

8.4 s

Largest Contentful Paint

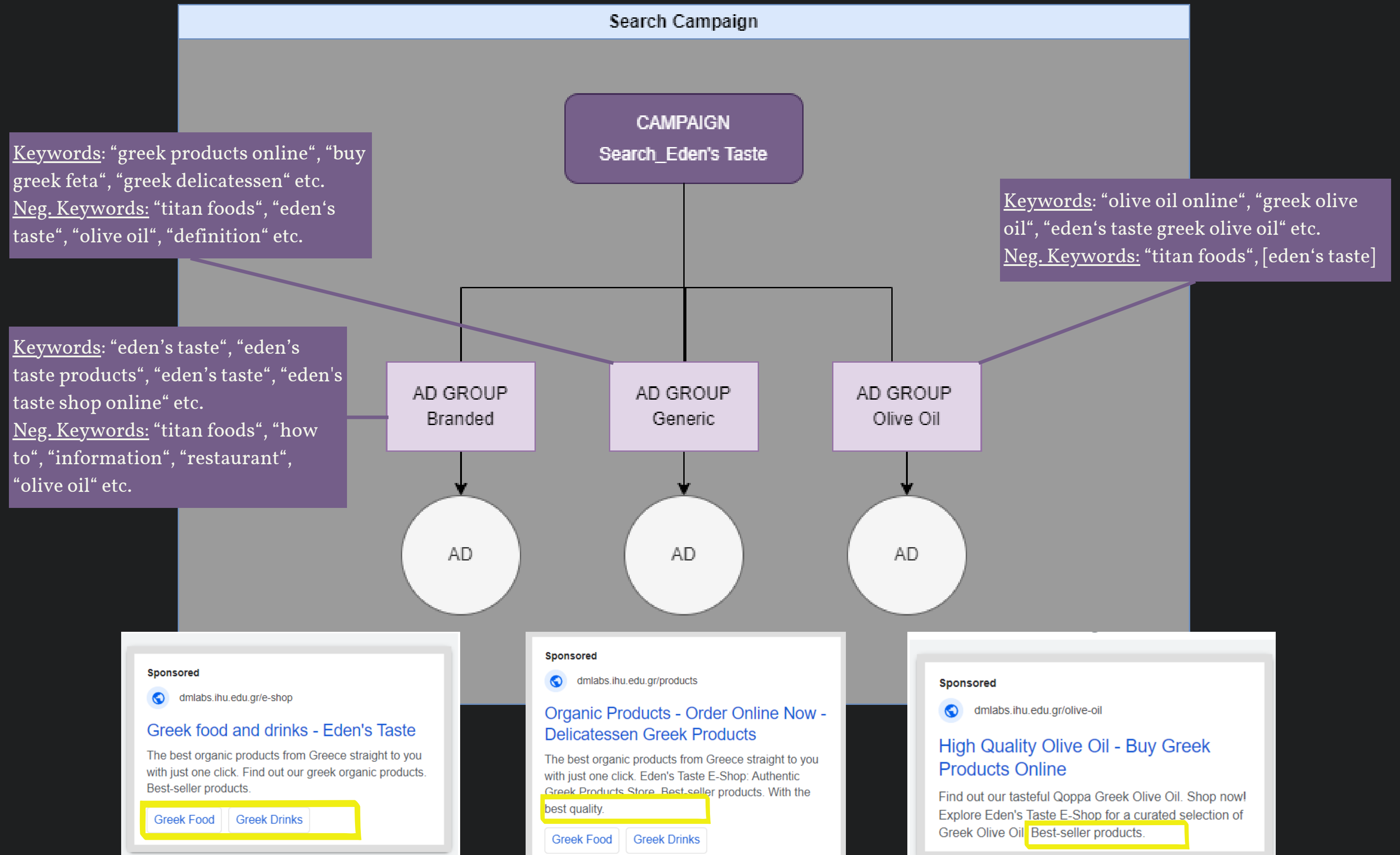
6.5 s

Cumulative Layout Shift

0.005




# PPC STRATEGY








# Display Network Campaign

## Remarketing







**Authentic Greek Products**


Find the best quality greek products and shop online

Eden's Taste

[Shop Now >](#)









**Eden's Taste E-Shop**


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

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

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

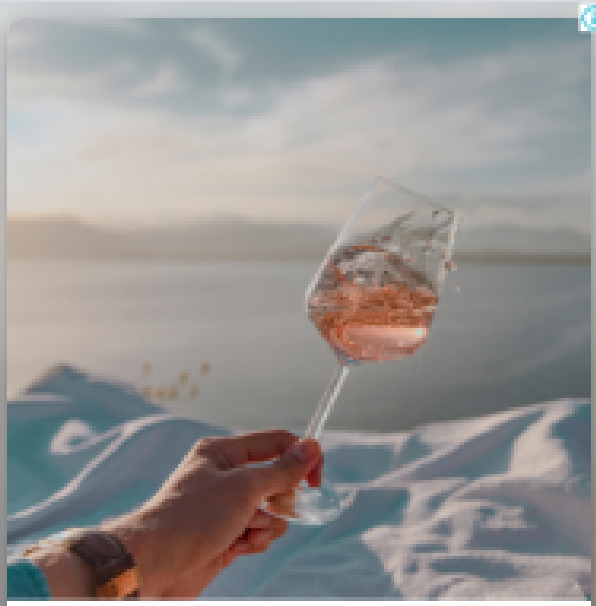








**Find the best greek organic products in our e-shop**

Eden's Taste [Shop Now >](#)





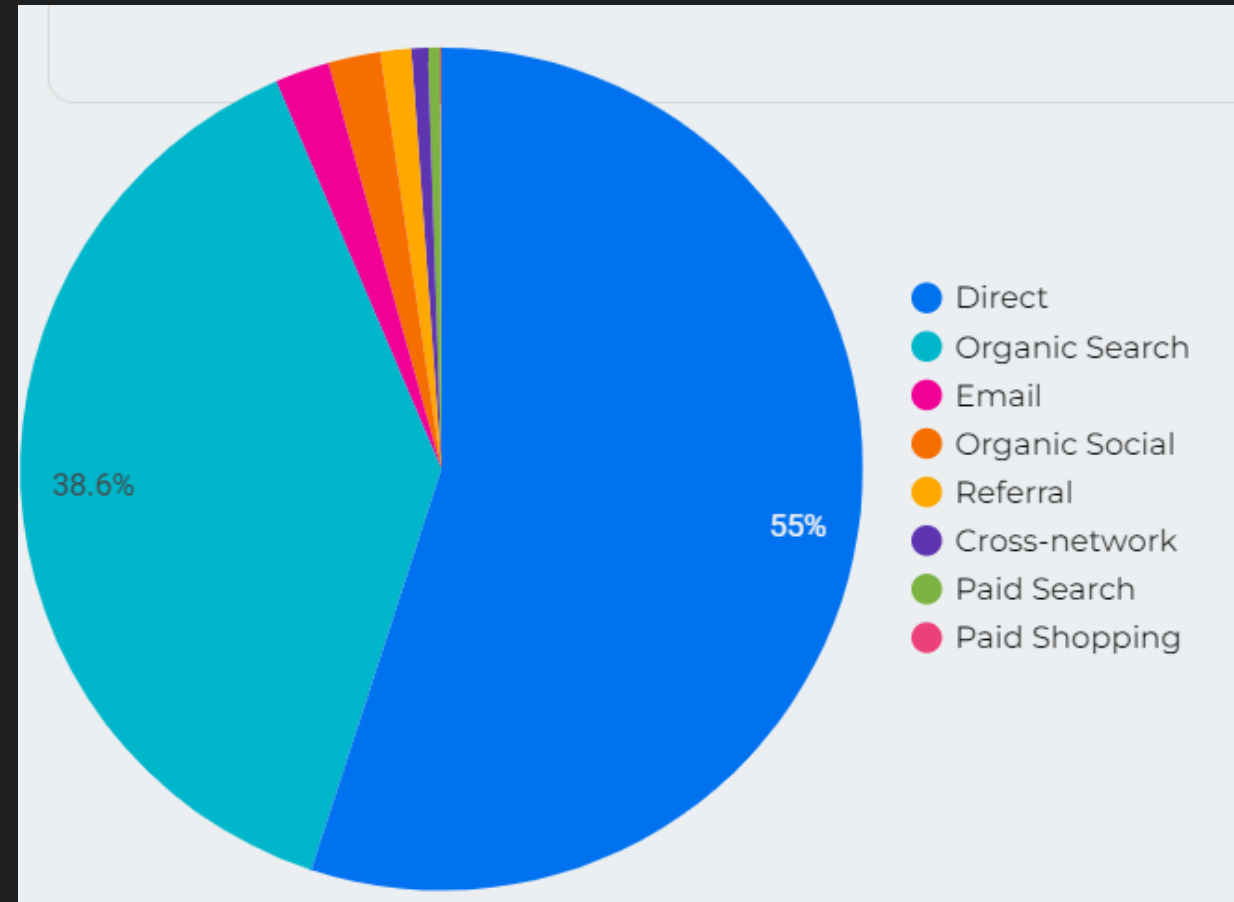


**Eden's Taste E-Shop**

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

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

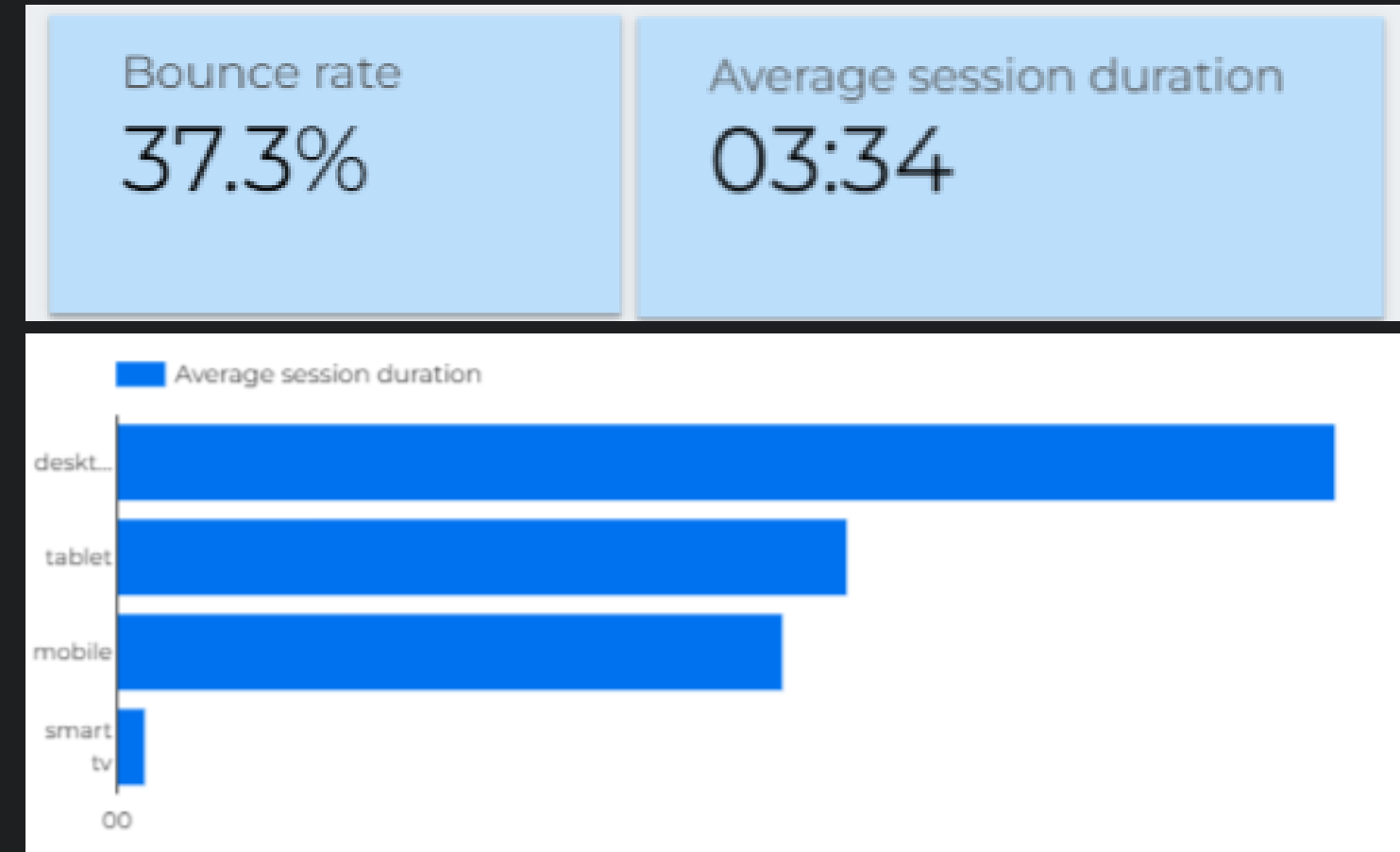
# ANALYTICS REPORTS: KPIs



## 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

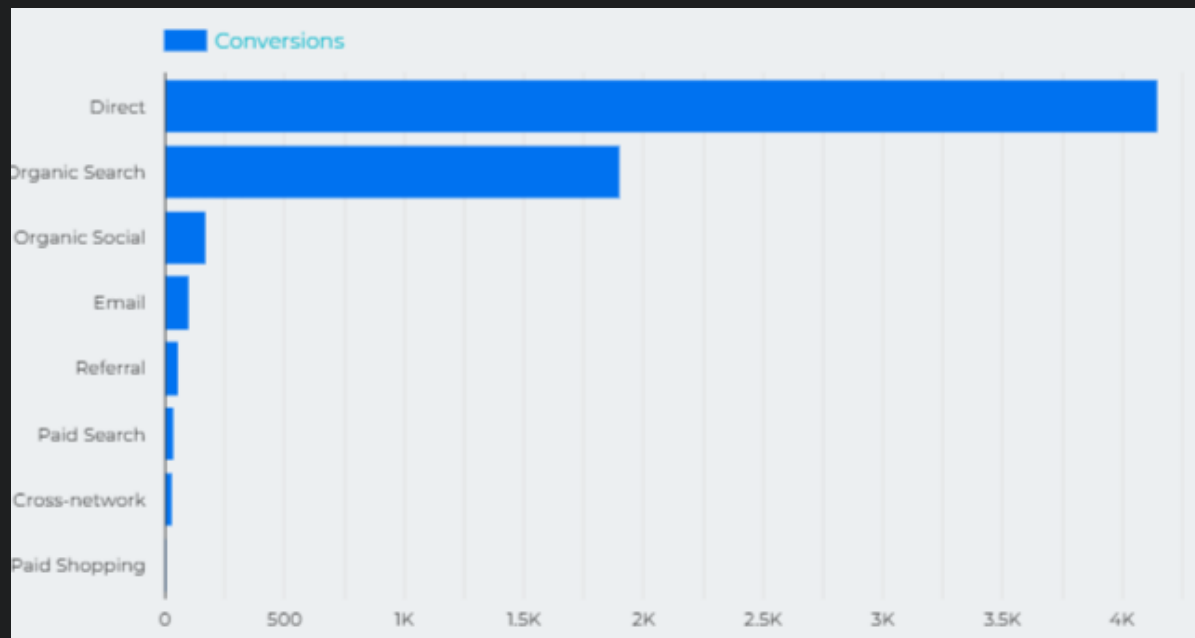
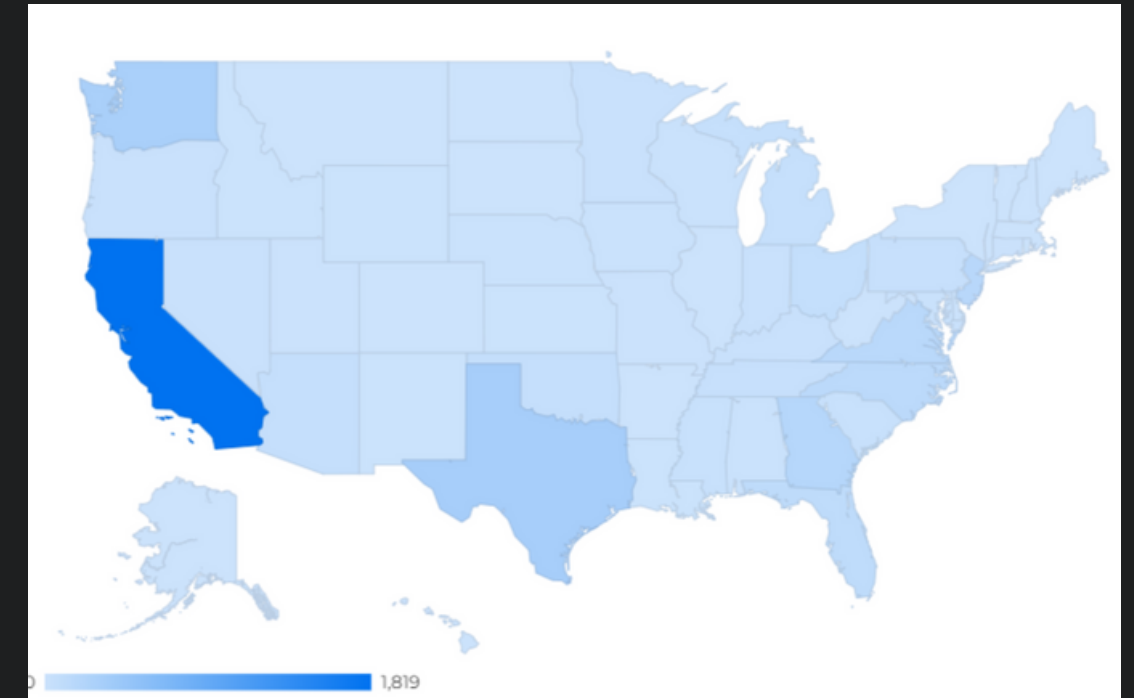
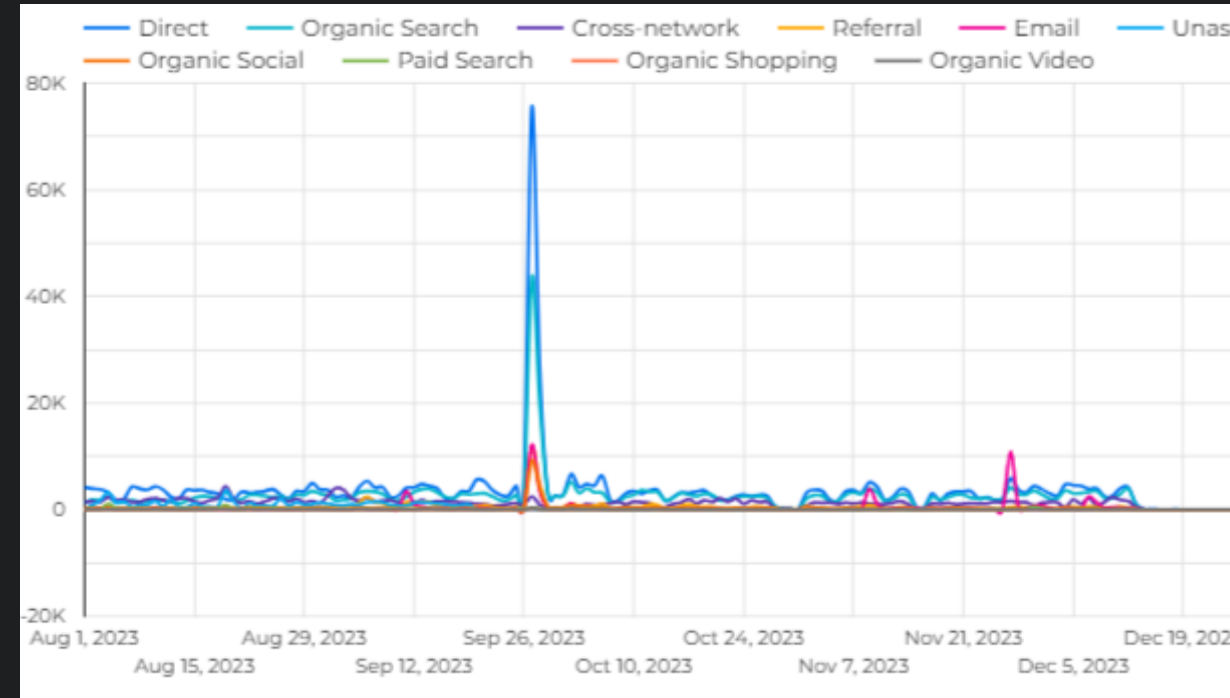
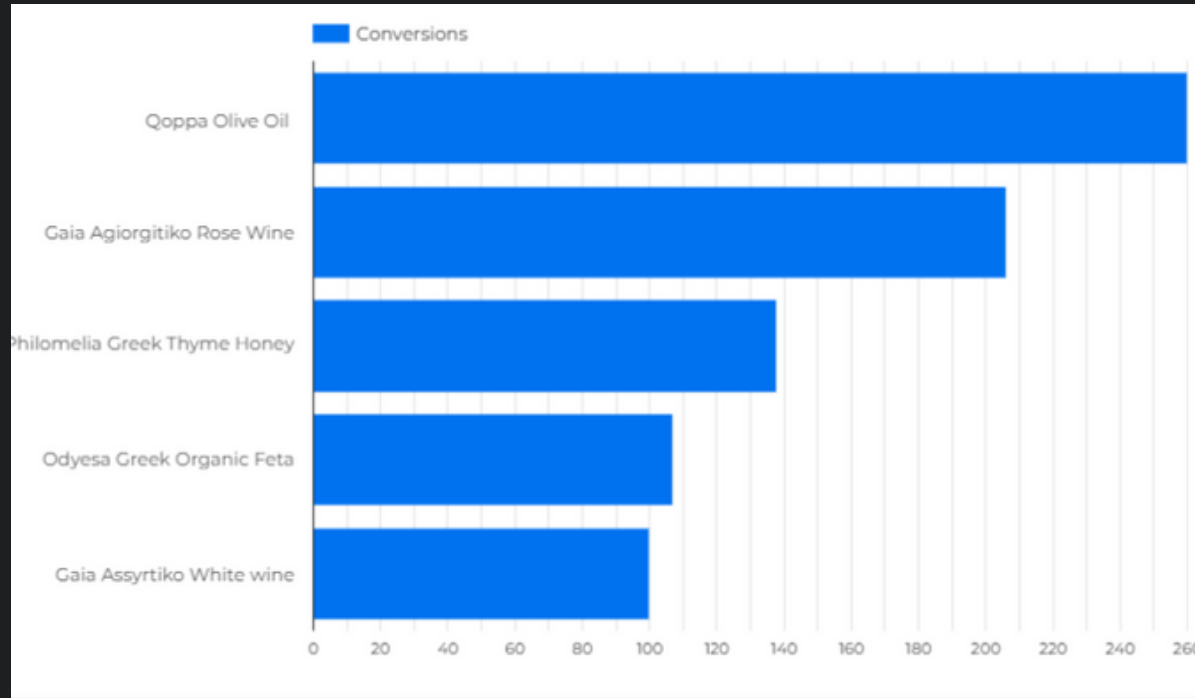
See pages with highest bounce rates (issues?)

## Duration per device

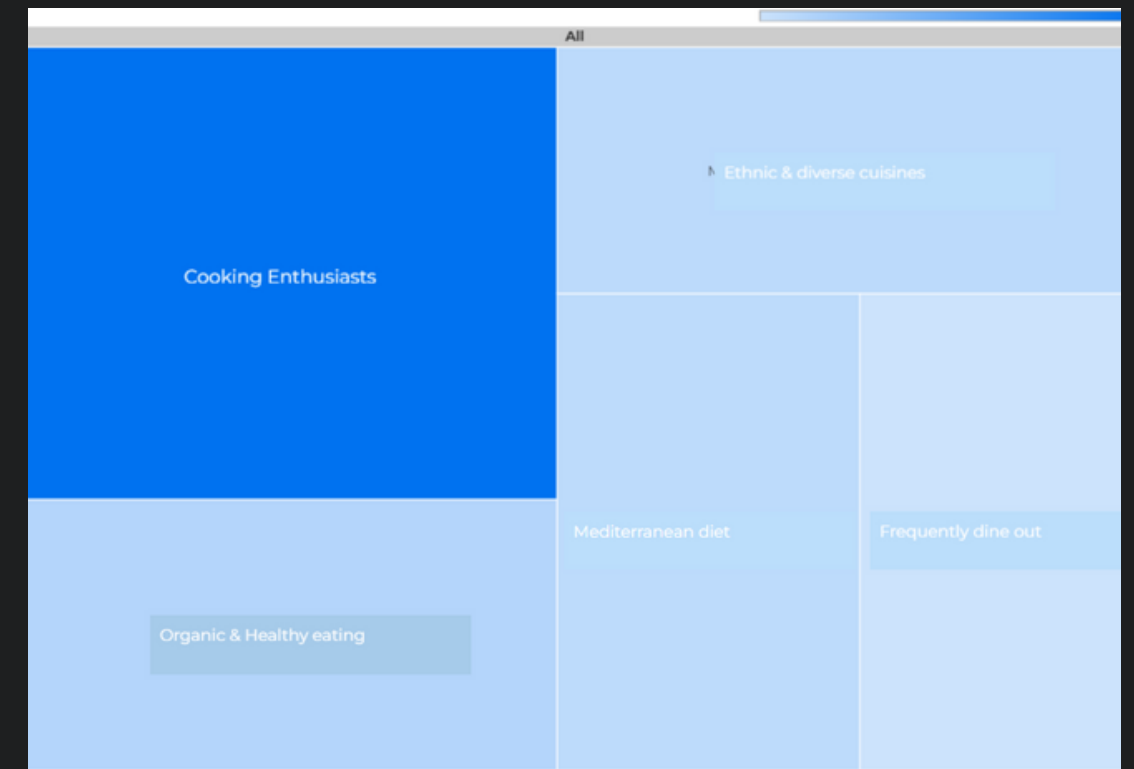
2x on desktop (responsiveness?)



# ANALYTICS REPORTS: KPIs (cont.)



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



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

**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 έσοδα από αγορές ανά χρήστη
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	2,28 \$ Μέσος όρος +8,79%
1 California	1.053	2,58 \$	563	6,30 \$	142	4,49 \$	37	4,49 \$
2 New York	221	4,86 \$	91	5,99 \$	21	1,74 \$	13	1,74 \$
3 Texas	241	3,76 \$	41	2,61 \$	44	5,70 \$	8	5,70 \$
4 Washington	187	3,54 \$	77	8,62 \$	40	1,30 \$	23	1,30 \$
5 Georgia	112	8,05 \$	97	8,83 \$	2	0,14 \$	5	0,14 \$
6 Illinois	99	6,43 \$	54	9,09 \$	27	1,81 \$	11	1,81 \$
7 New Jersey	133	3,66 \$	23	26,65 \$	10	0,00 \$	24	0,00 \$
8 (not set)	140	0,00 \$	15	0,00 \$	27	0,00 \$	0	0,00 \$
9 Virginia	107	1,62 \$	49	3,47 \$	5	0,00 \$	5	0,00 \$
10 Ontario	99	0,01 \$	30	0,00 \$	24	0,00 \$	2	0,00 \$

## 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

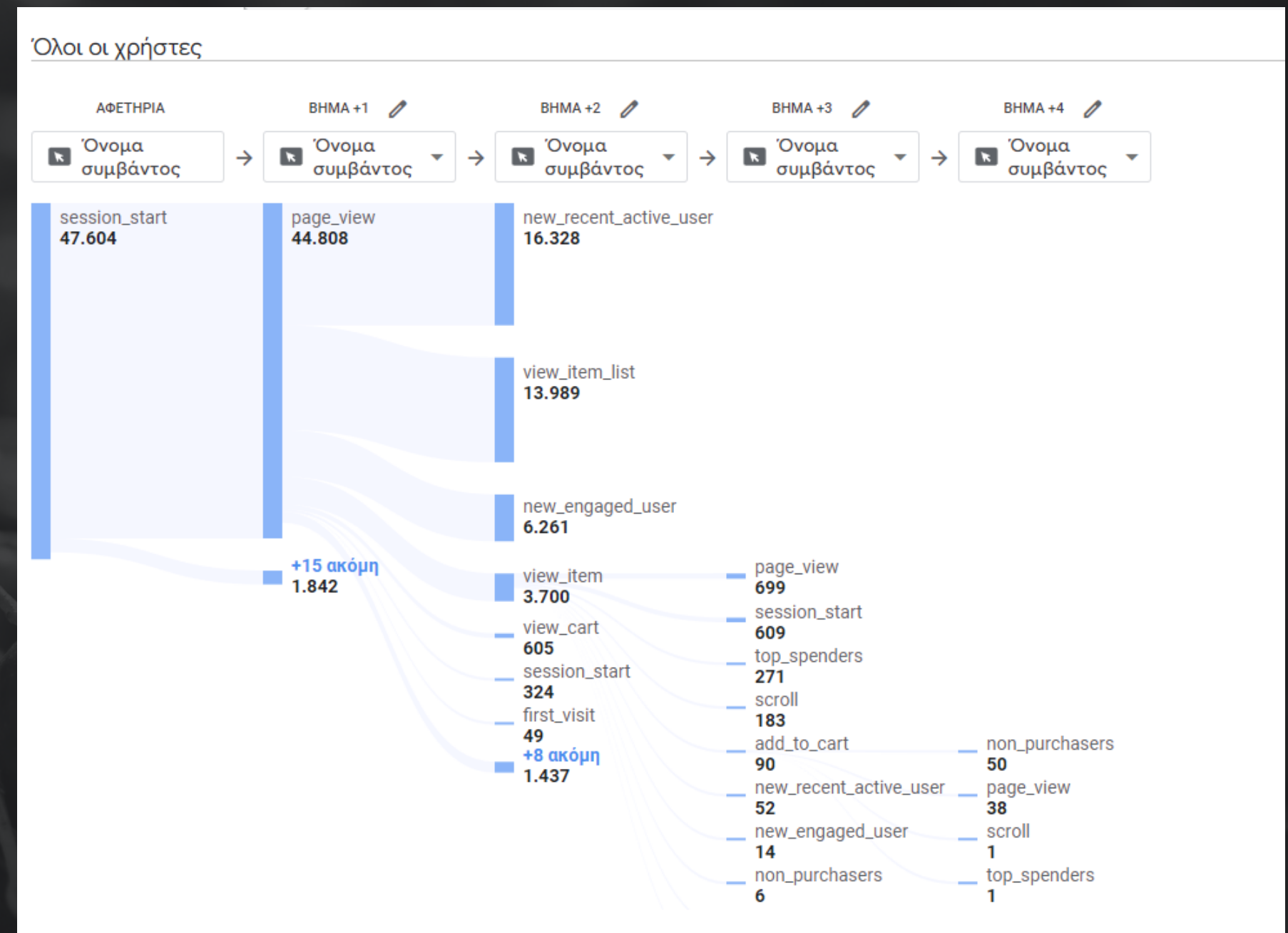
**Customer Retention:** 16,328 Return Visits

## 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.





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THE FOOD EXPERIENCE

THANK YOU FOR YOUR ATTENTION!