

# EDEN'S TASTE

THE FOOD EXPERIENCE

DIGITAL MARKETING

*presents*

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Simple

Relevant

Transparent

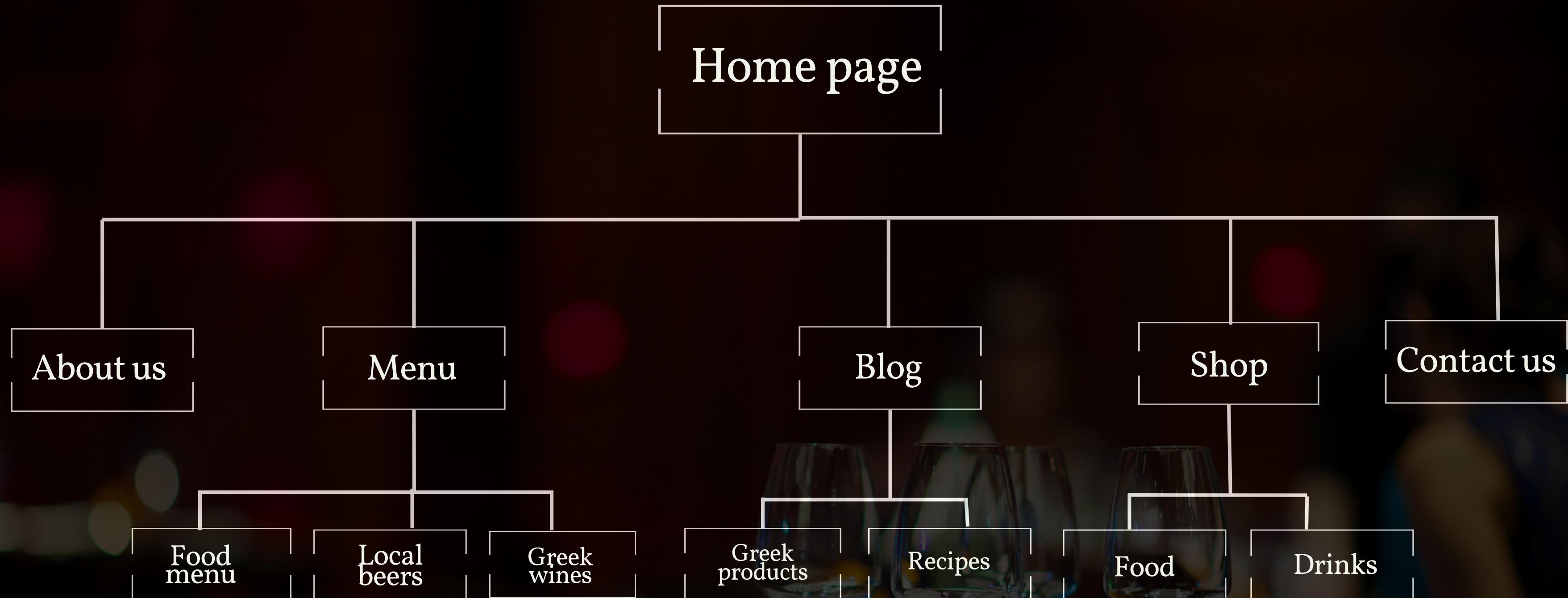
# OUR LOGO



EDEN'S TASTE  
The Food Experience



# 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



# 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

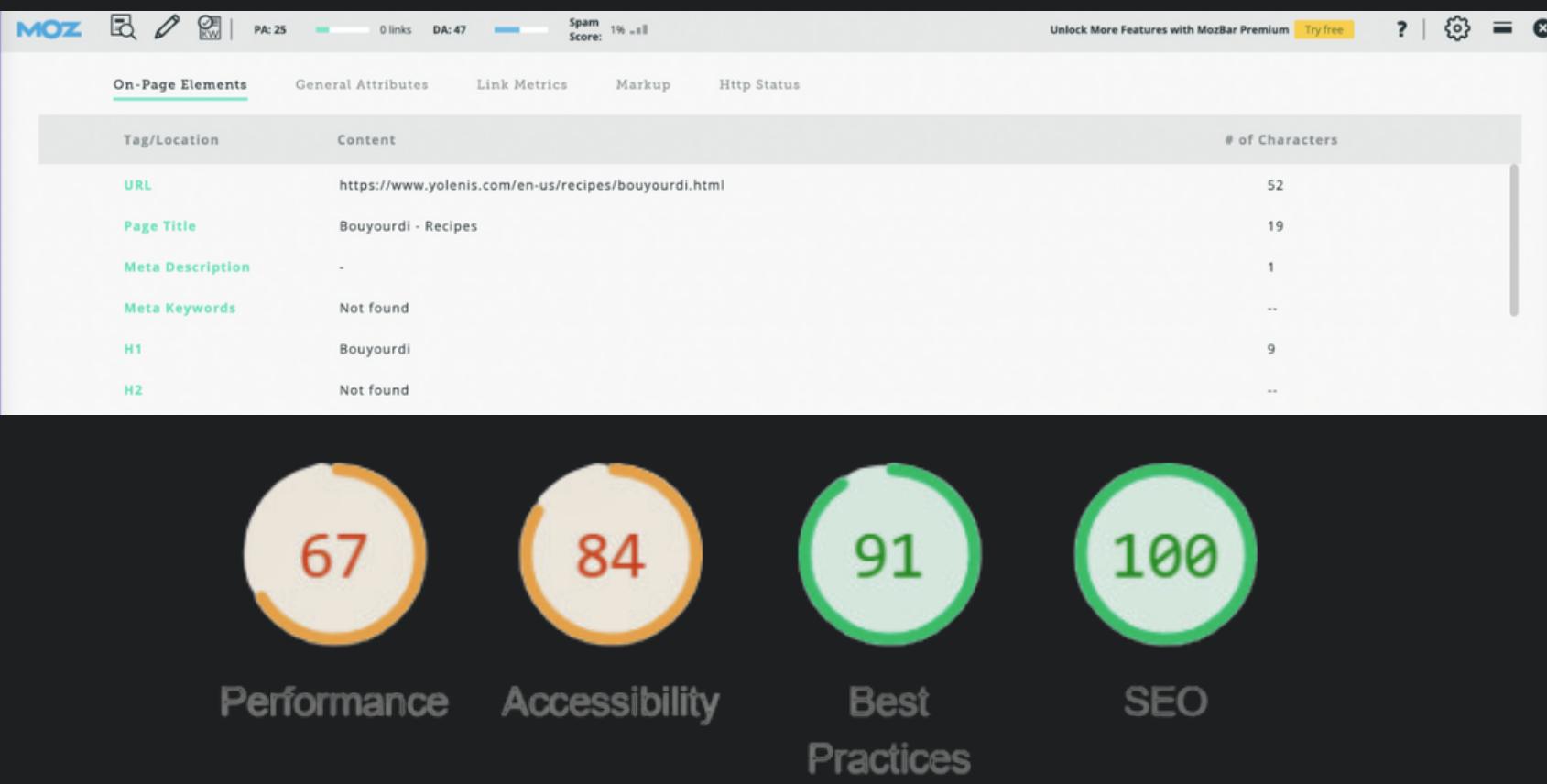


User-friendly website, global shipping.

Positive reviews

Limited physical presence

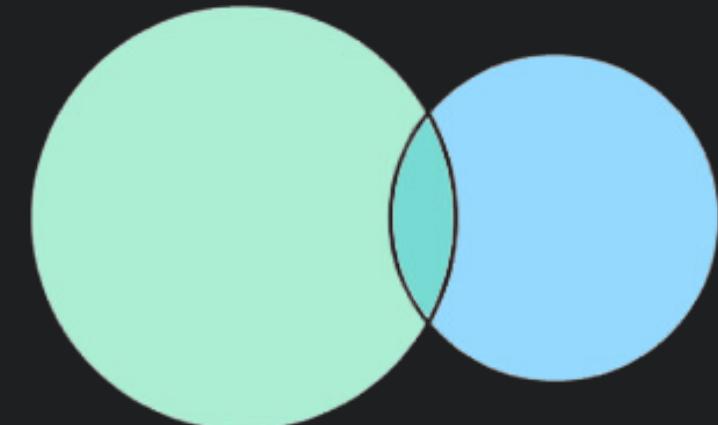
Intense competition in the online gourmet market, potential logistical challenges.



## 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.



Expanded product range

Focus on tradition

Old-fashioned

Potential impact of economic factors

Scanning frog https://tokanoni.com/ Subdomain Start Clear Crawl 100% SEO Spider

Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Issues Site Structure Segments Response Times API Spelling & Grammar

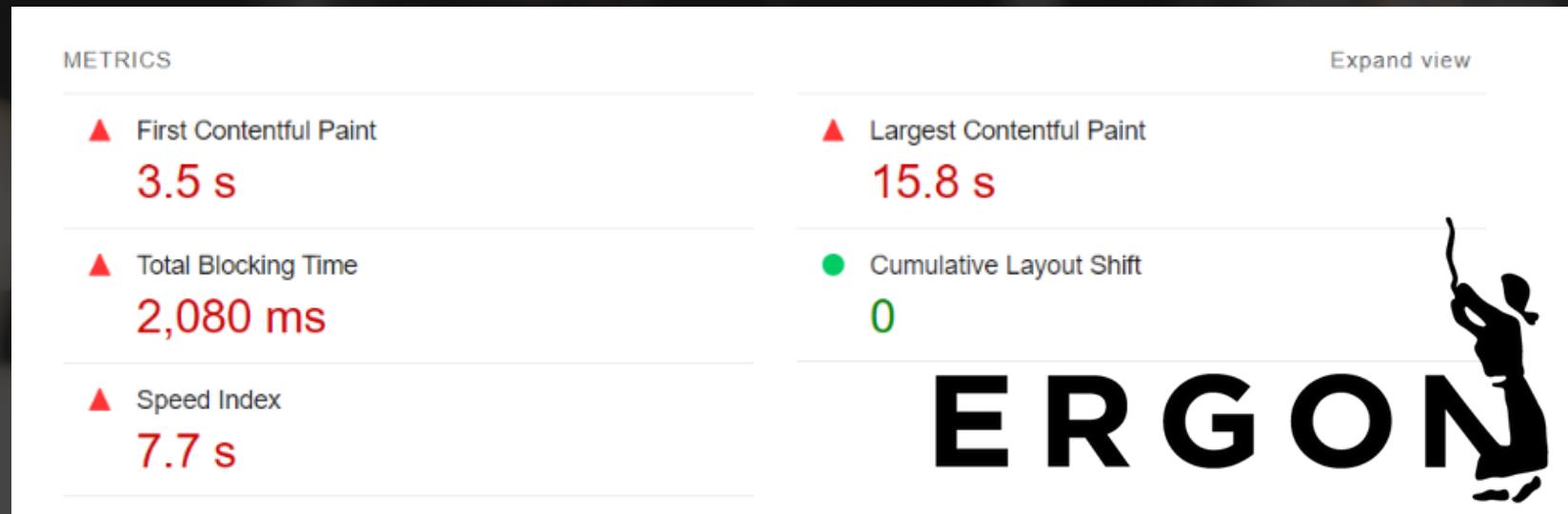
Address Occurrences Title 1

https://tokanoni.com/	1	Restaurants Monemvasia   "To Kanoni"   Local Foods & Wines
https://tokanoni.com/?lang=el	1	Restaurants Monemvasia   "To Kanoni"   Local Foods & Wines
https://tokanoni.com/?p=731	1	Orange Pie   To Kanoni
https://tokanoni.com/?page_id=63	1	Photo Gallery   To Kanoni
http://tokanoni.com/?foodcat=wines	1	Wines   To Kanoni
https://tokanoni.com/?foodcat=sweets	1	Desserts   To Kanoni
https://tokanoni.com/?page_id=791	1	Virtual Tour 360°   To Kanoni
https://tokanoni.com/?page_id=6	1	Blog   To Kanoni
https://tokanoni.com/?page_id=93	1	Contact   To Kanoni
https://tokanoni.com/?p=818	1	Guided Tours in the Castle   To Kanoni
https://tokanoni.com/?page_id=44	1	Our Story   To Kanoni
http://tokanoni.com/?page_id=161	1	Full Menu   Local Foods   Castle of Monemvasia   To Kanoni
https://tokanoni.com/?page_id=161	1	Full Menu   Local Foods   Castle of Monemvasia   To Kanoni
https://tokanoni.com/?food=our-wines	1	Our Wines   To Kanoni
http://tokanoni.com/?foodcat=sweets	1	Desserts   To Kanoni
https://tokanoni.com/?foodcat=wines	1	Wines   To Kanoni
https://tokanoni.com/?food=chardonnay-white-wine	1	Chardonnay White-wine   To Kanoni
https://tokanoni.com/?page_id=794&lang=el	1	Ευκοινή περιήγηση 360°   To Kanoni
http://tokanoni.com/?page_id=1668&lang=el	1	Πάλαιο Μενού   Τοπικά θηρακά   Μονεμβασιά Αρκαδίας

Selected Cells: 0 Filter Total: 02



TO KANONI  
RESTAURANT



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



### 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

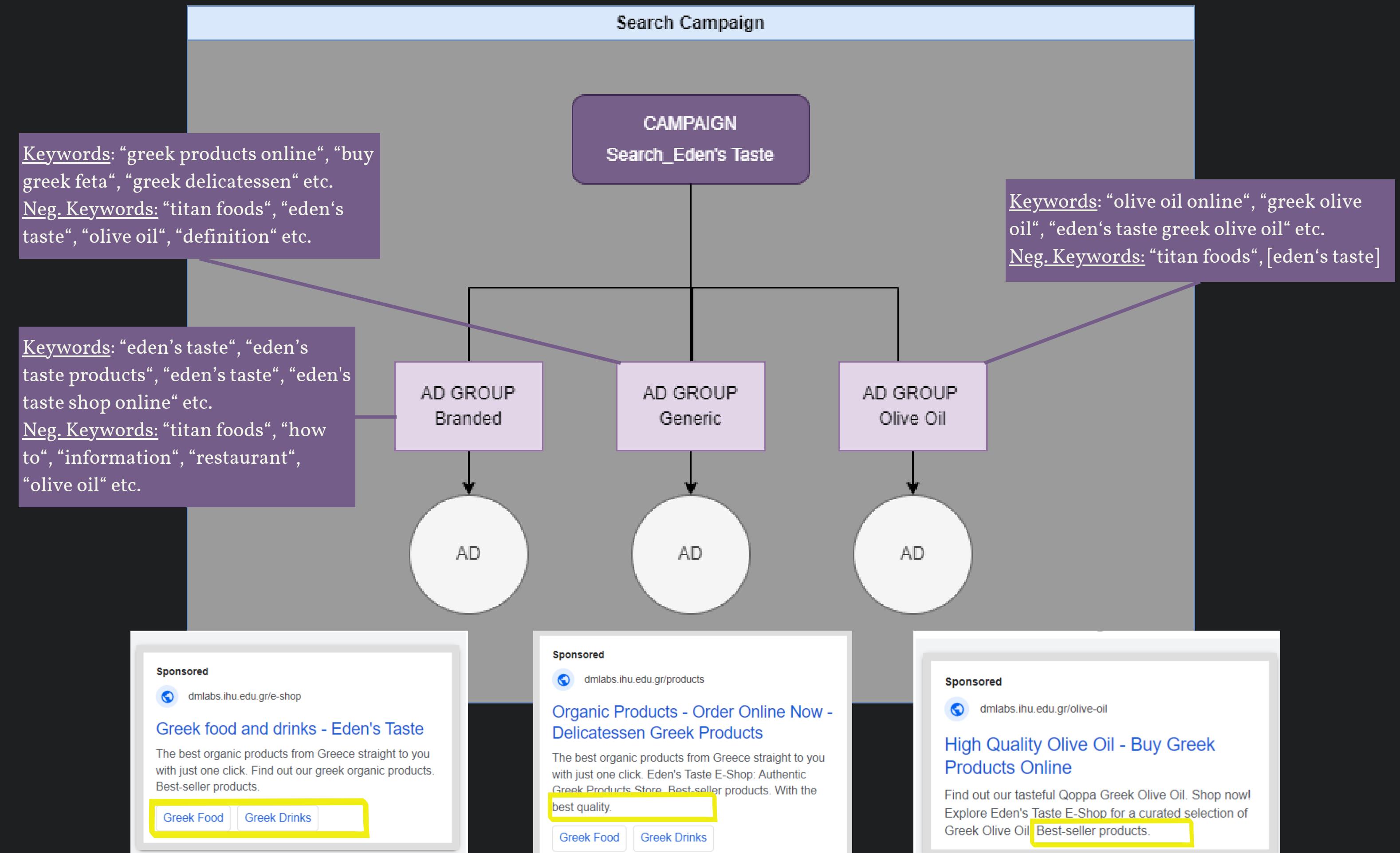
Largest Contentful Paint

6.5 s

Cumulative Layout Shift

0.005

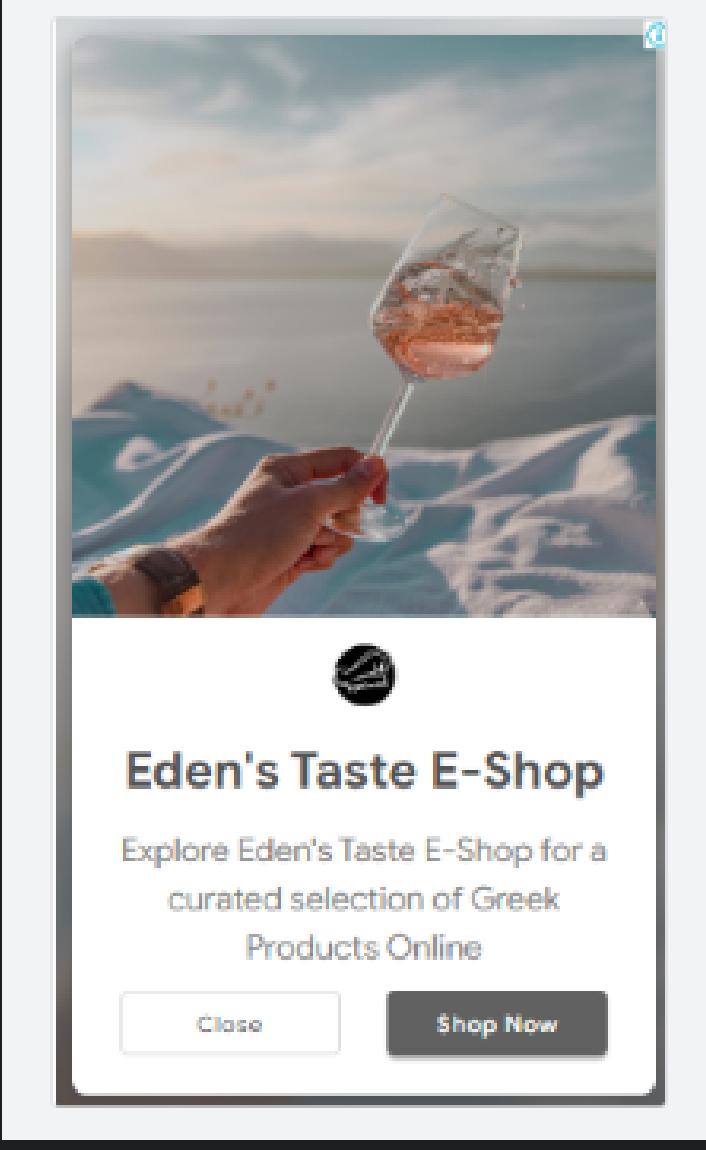
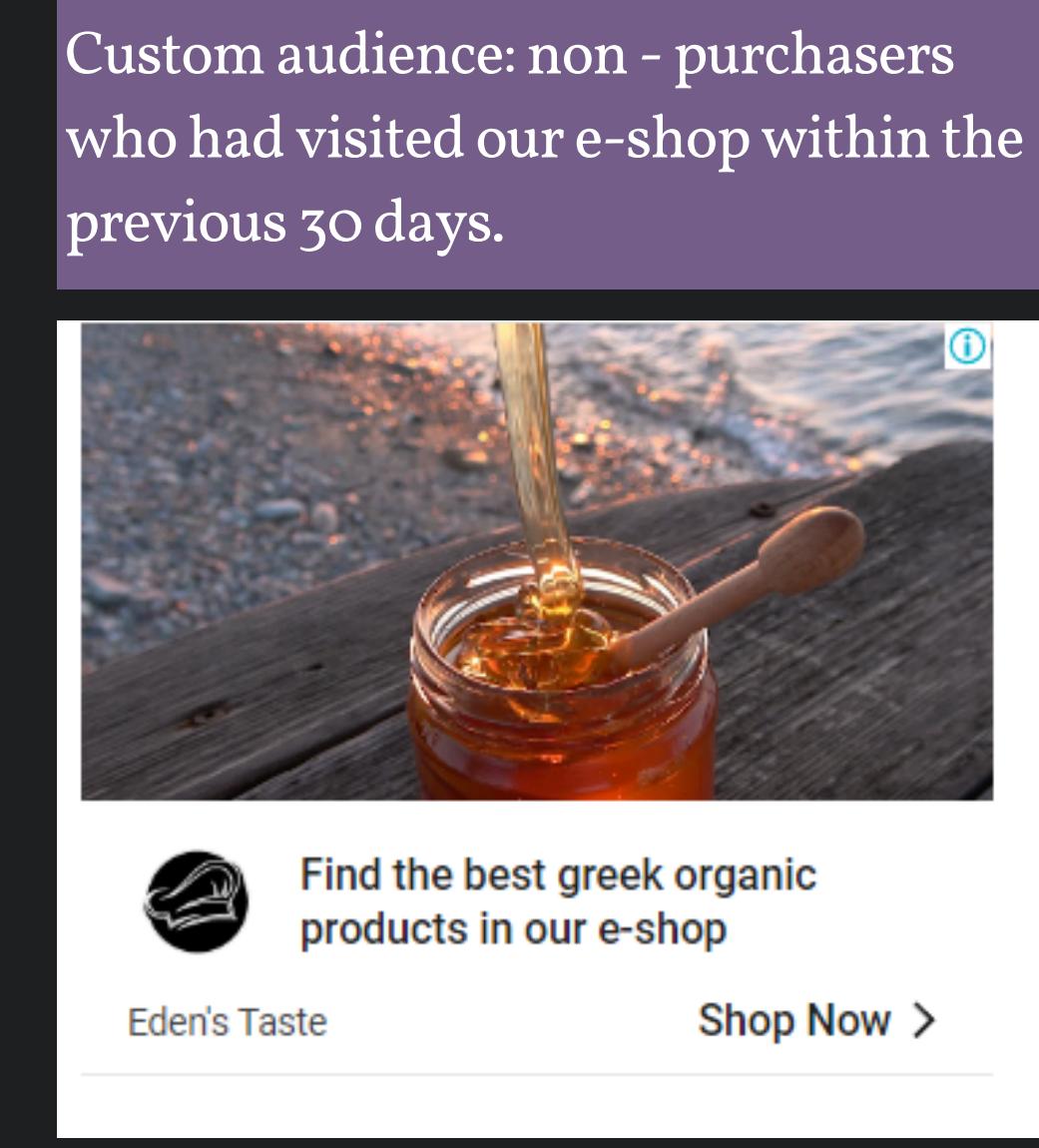
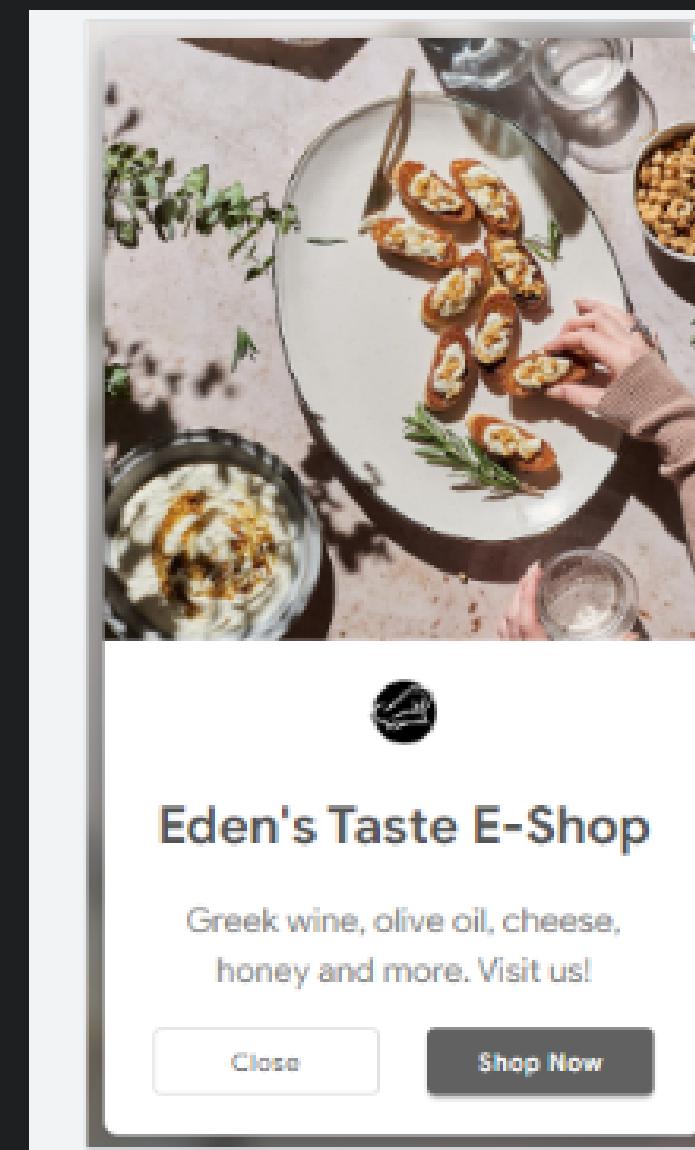
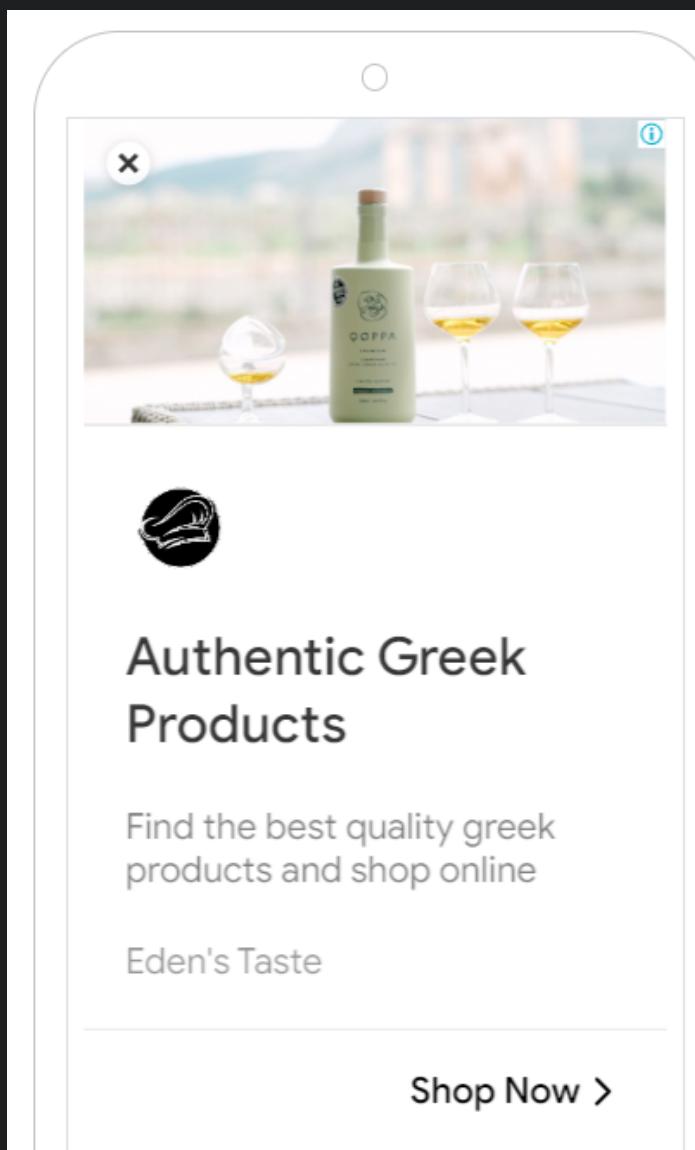
# PPC STRATEGY



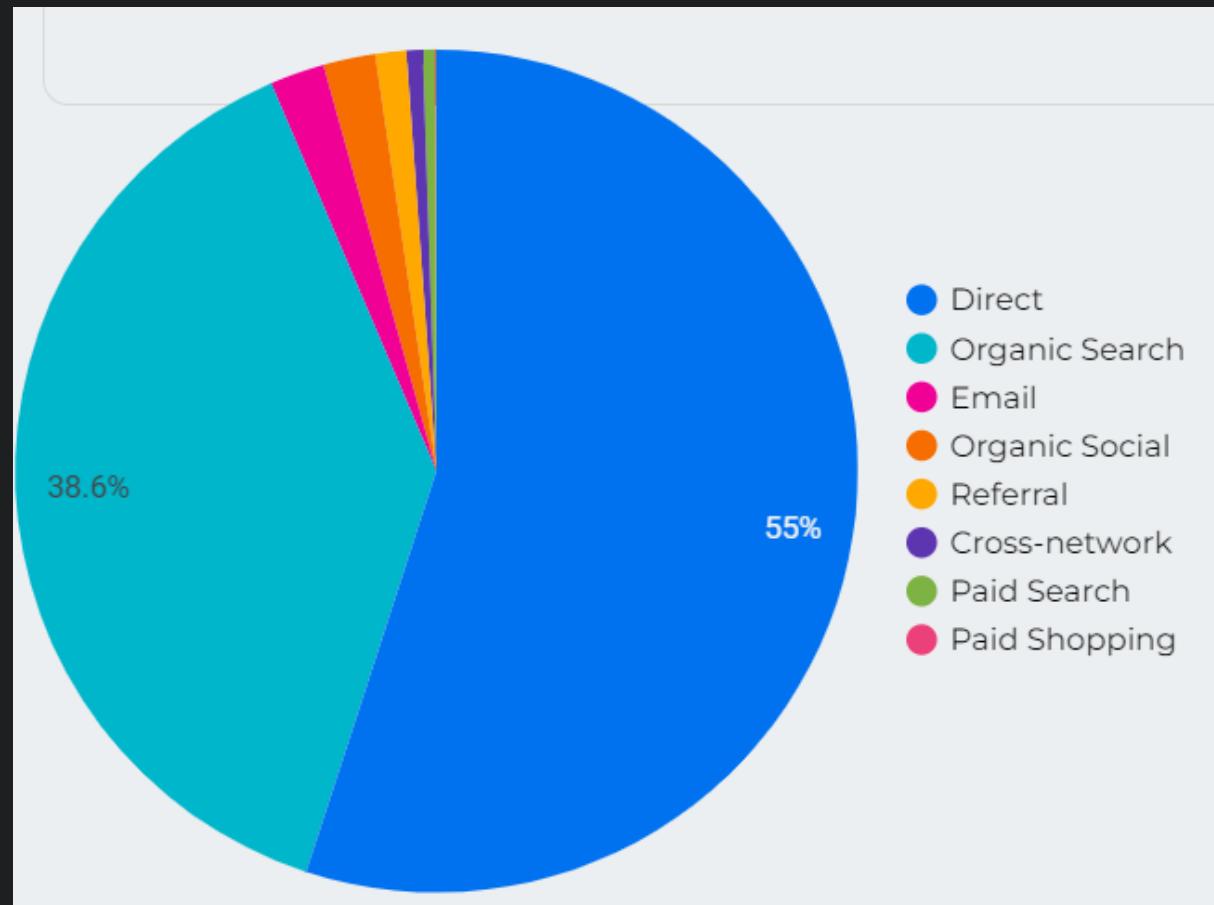
# PPC STRATEGY

# Display Network Campaign

## Remarketing



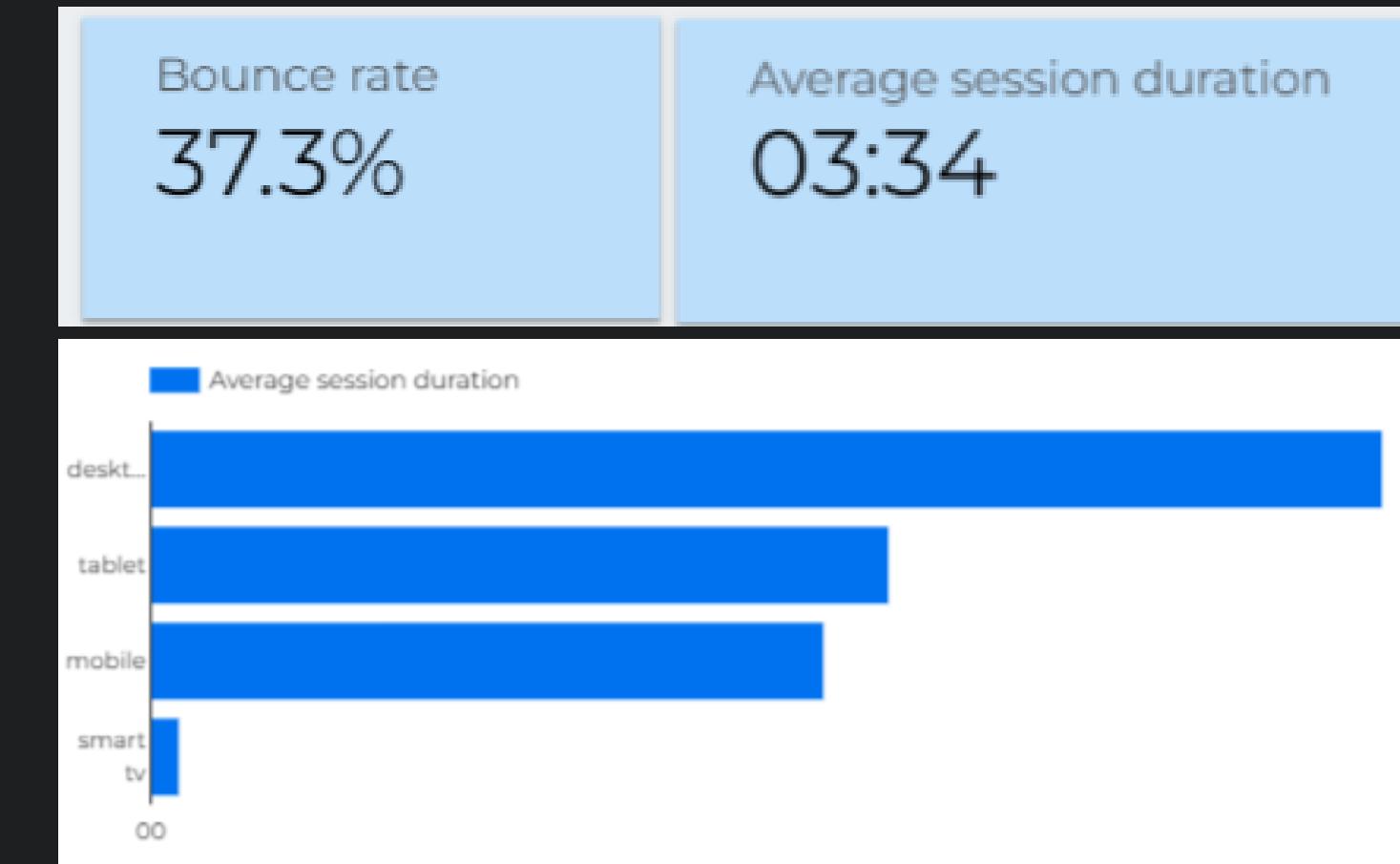
# ANALYTICS REPORTS: KPIs



## Active users/Channel

To identify sources of traffic

Direct (high brand awareness, familiarity with the brand)



## Bounce rate & Avg. Session duration

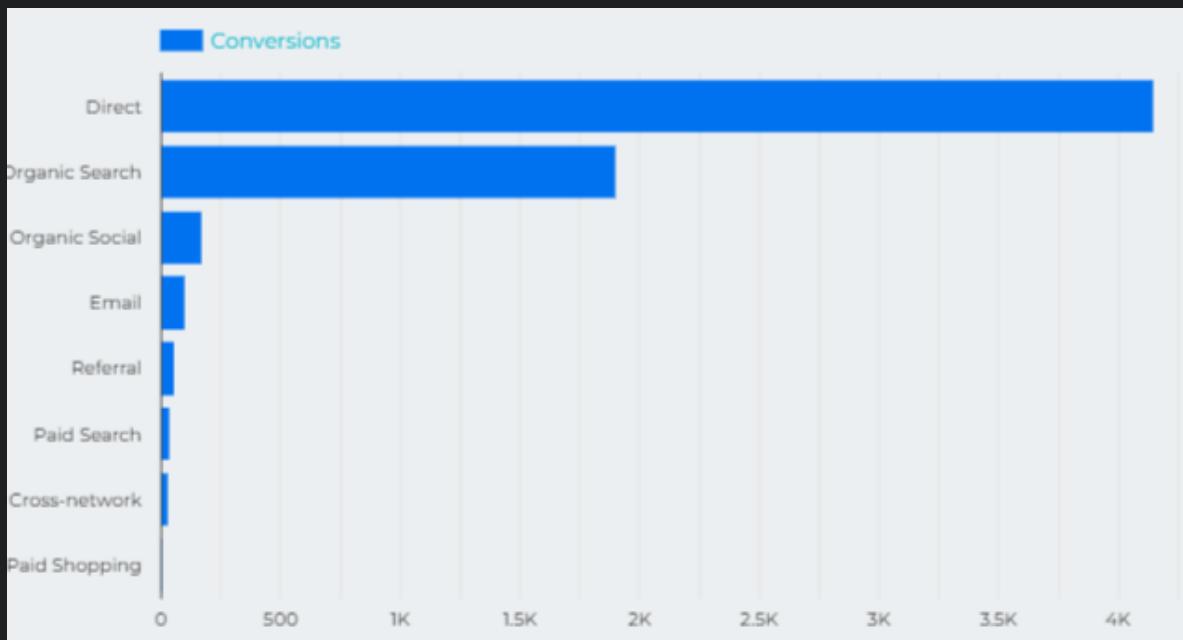
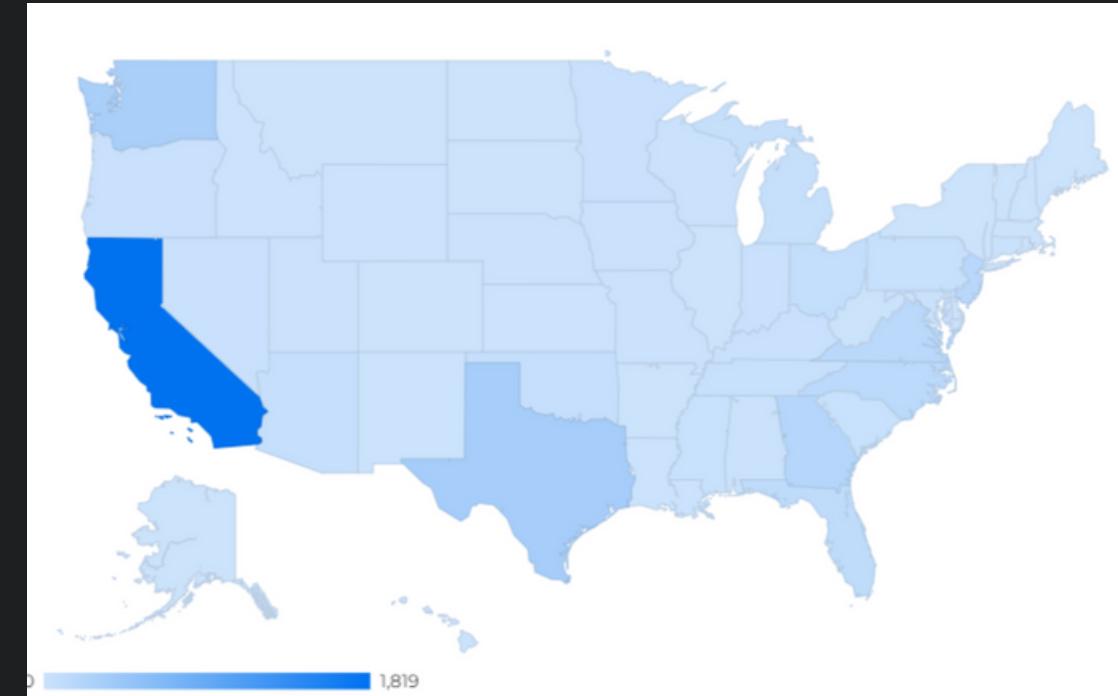
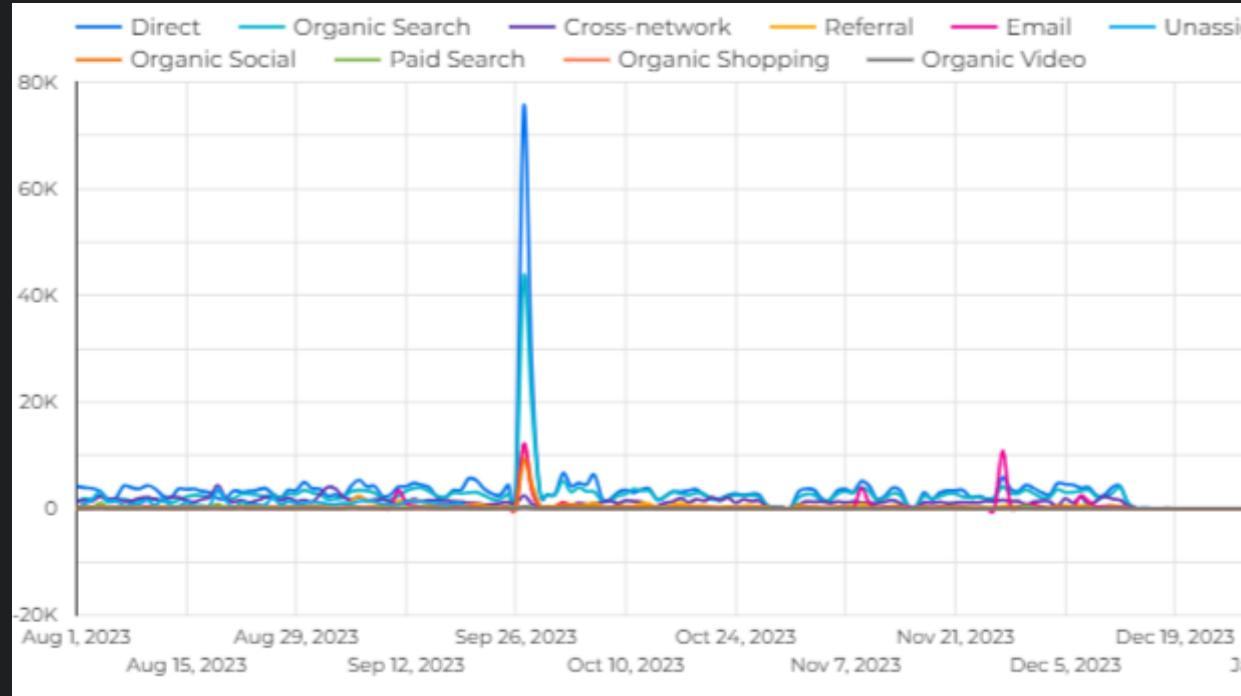
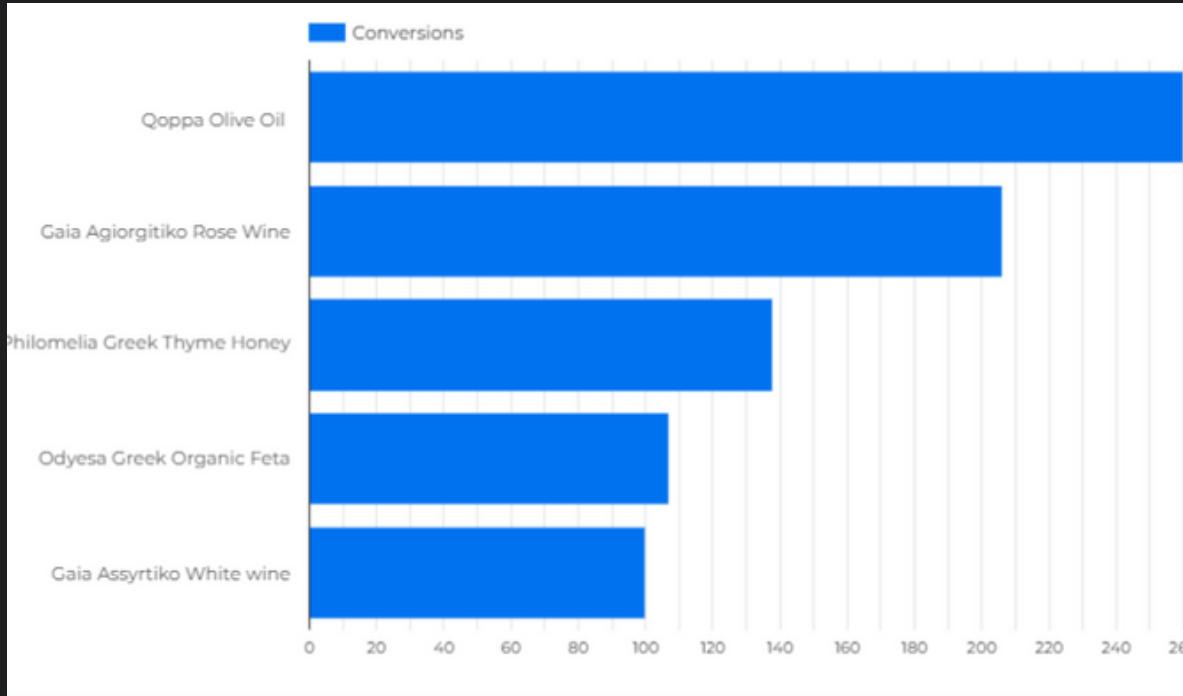
To examine user's experience

See pages with highest bounce rates (issues?)

## Duration per device

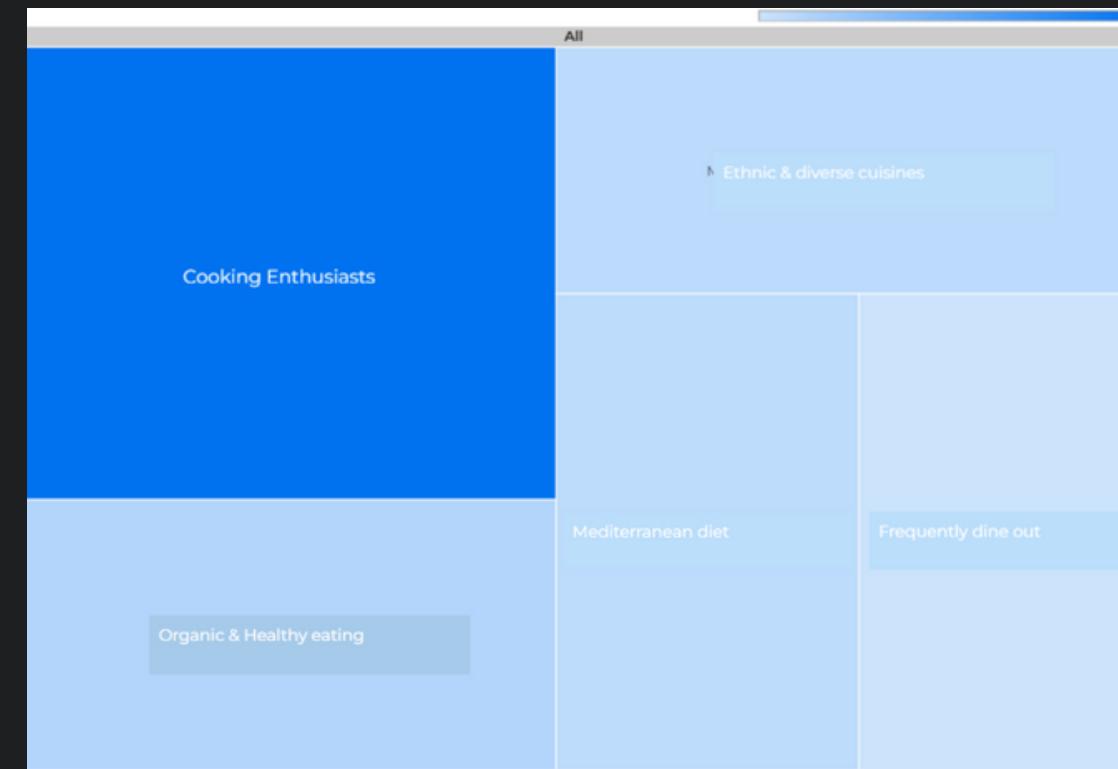
2x on desktop (responsiveness?)

# 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	Περιοχή	Μετατροπές	Μέσα έσοδα από αγορές ανά χρήστη	Περιοχή	Μετατροπές	Μέσα έσοδα από αγορές ανά χρήστη
Σύνολο		4.117 63% του συνόλου	1.41\$ Μέσος όρος -32,9%	1.520 23,26% του συνόλου	6,72\$ Μέσος όρος +220,35%	633 9,59% του συνόλου	2,28 \$ Μέσος όρος +8,79%	265 4,06% του συνόλου	3,20\$ Μέσος όρος 0%
1 California		1.053	2,58 \$	563	6,30 \$	142	4,49 \$	37	3,20 \$
2 New York		221	4,86 \$	91	5,99 \$	21	1,74 \$	13	3,20 \$
3 Texas		241	3,76 \$	41	2,61 \$	44	5,70 \$	8	3,20 \$
4 Washington		187	3,54 \$	77	8,62 \$	40	1,30 \$	23	3,20 \$
5 Georgia		112	0,05 \$	97	8,83 \$	2	0,14 \$	5	3,20 \$
6 Illinois		99	6,43 \$	54	9,09 \$	27	1,81 \$	11	3,20 \$
7 New Jersey		133	3,66 \$	23	26,65 \$	10	0,00 \$	24	3,20 \$
8 (not set)		140	0,00 \$	15	0,00 \$	27	0,00 \$	0	3,20 \$
9 Virginia		107	1,62 \$	49	3,47 \$	5	0,00 \$	5	3,20 \$
10 Ontario		99	0,01 \$	30	0,00 \$	24	0,00 \$	2	3,20 \$

## 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	Περίοδος σύνδεσης από κοινωνικά δίκτυα	Ποσοστό αφοσιωσης	Περίοδος σύνδεσης από κοινωνικά δίκτυα ανά χρήστη	Μέσος χρόνος αφοσιωσης
	86.890 100% του συνόλου	81.379 100% του συνόλου	57,08%	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	45
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

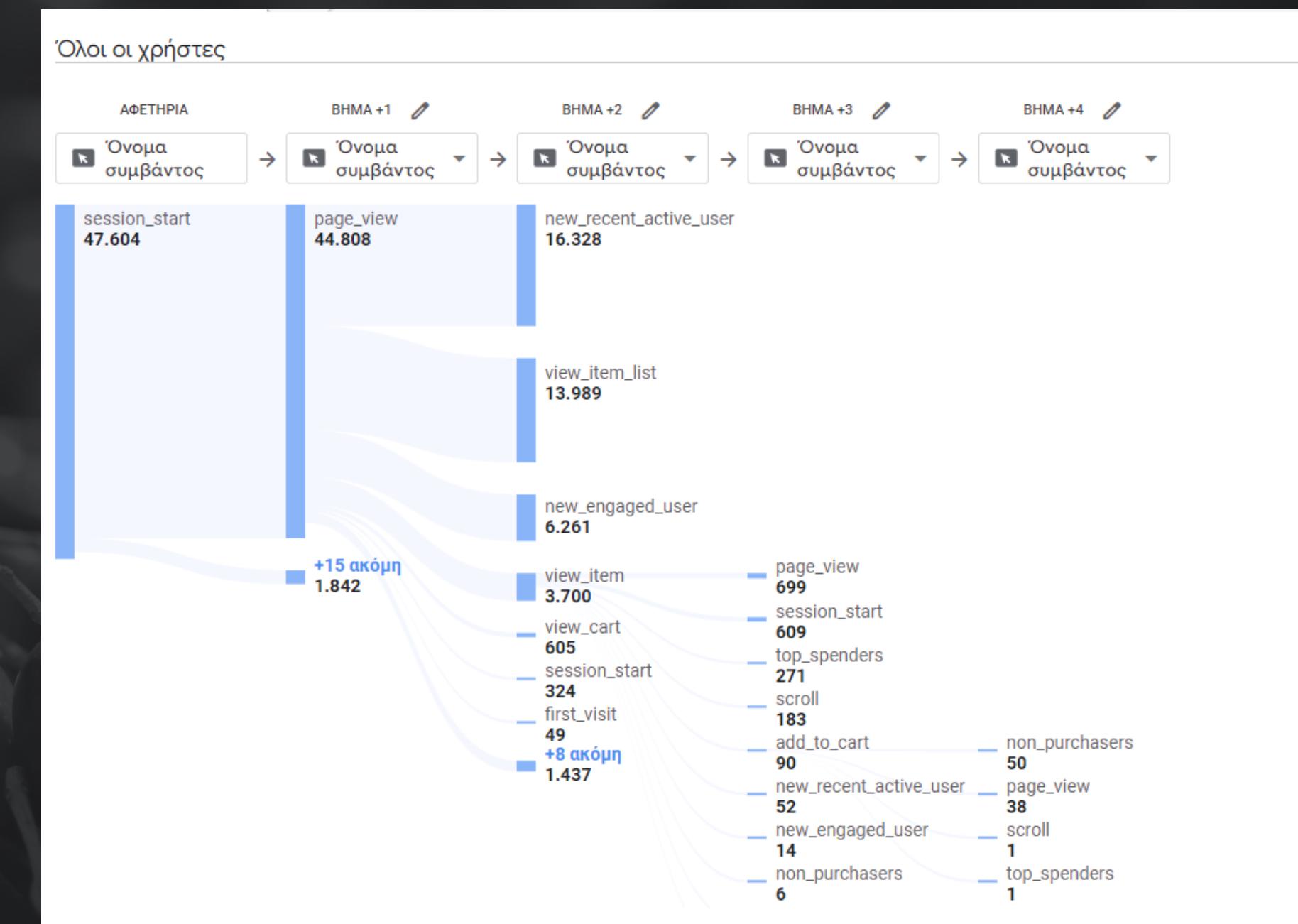
# Customer Retention: 16,328 Return Visits

# 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

A dark, atmospheric photograph of a chef in a kitchen. He is wearing a light-colored chef's coat and is focused on pouring a yellow liquid from a bottle into a glass held by another person. The background is blurred, showing kitchen equipment and shelves. The lighting is dramatic, with strong highlights on the chef's hands and face.

THANK YOU FOR YOUR ATTENTION!