

Digital Marketing Web Analytics

Presentation

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DIGITAL MARKETING

DATE

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WEB ANALYTICS

Cozy Heaven

Welcome to our online lingerie boutique, where sensuality meets sophistication, and every piece is crafted to make you feel confident and empowered

ESTABLISHED IN 2024, COZY HEAVEN IS YOUR PREMIER
ONLINE LINGERIE BOUTIQUE

CRAFTING PIECES THAT BLEND STYLE AND COMFORT FOR THE
CONFIDENT AND EMPOWERED YOU

EXPLORE OUR DIVERSE COLLECTION OF LINGERIE SETS,
UNDERWEAR, SOCKS, HOMEWARE, AND MORE TO SUIT EVERY
TASTE AND OCCASION



Explore Our Collections

Upgrade Your Wardrobe – Our Mission

- BE A BETTER MAN, WOMAN, BOY, GIRL, TODDLER.
- WELCOME TO A WORLD WHERE EVERY PIECE TELLS A STORY, AND YOUR CONFIDENCE IS WHERE IT BELONGS.
- OUR MISSION IS TO ELEVATE YOUR WARDROBE AND ENHANCE YOUR CONFIDENCE.

PYJAMAS

COMFORTABLE AND STYLISH SLEEPWEAR OPTIONS
PYJAMA SETS AND ROBES CRAFTED FOR ULTIMATE COZINESS

SWIMWEAR

CHIC SWIMWEAR COLLECTION DESIGNED TO MAKE YOU FEEL SUMMER-READY
DISCOVER BIKINIS AND STYLISH PRODUCTS FOR YOUR BEACH DAYS

SLIPPERS

WARMTH AND COMFORT WITH A TOUCH OF SOPHISTICATION
EXPLORE OUR COLLECTION FOR COZY AND STYLISH SLIPPER OPTIONS

ROBES

FROM SILKY SATIN TO PLUSH, OUR ROBES ARE CRAFTED FOR RELAXATION
CHOOSE FROM A VARIETY OF COZY OPTIONS TO SUIT YOUR STYLE

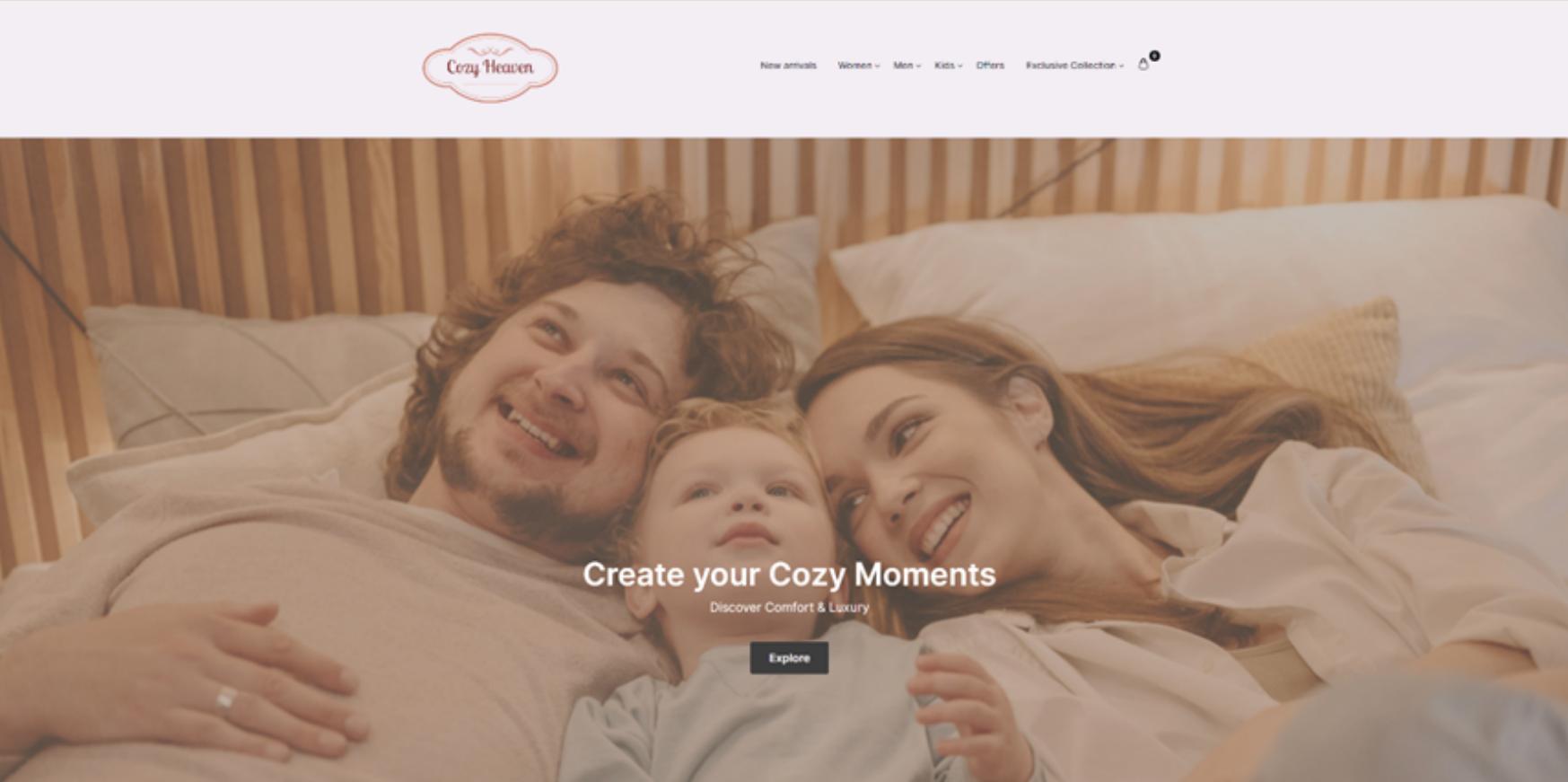
SEO DEVELOPMENT & OPTIMIZATION

for Cozy Heaven

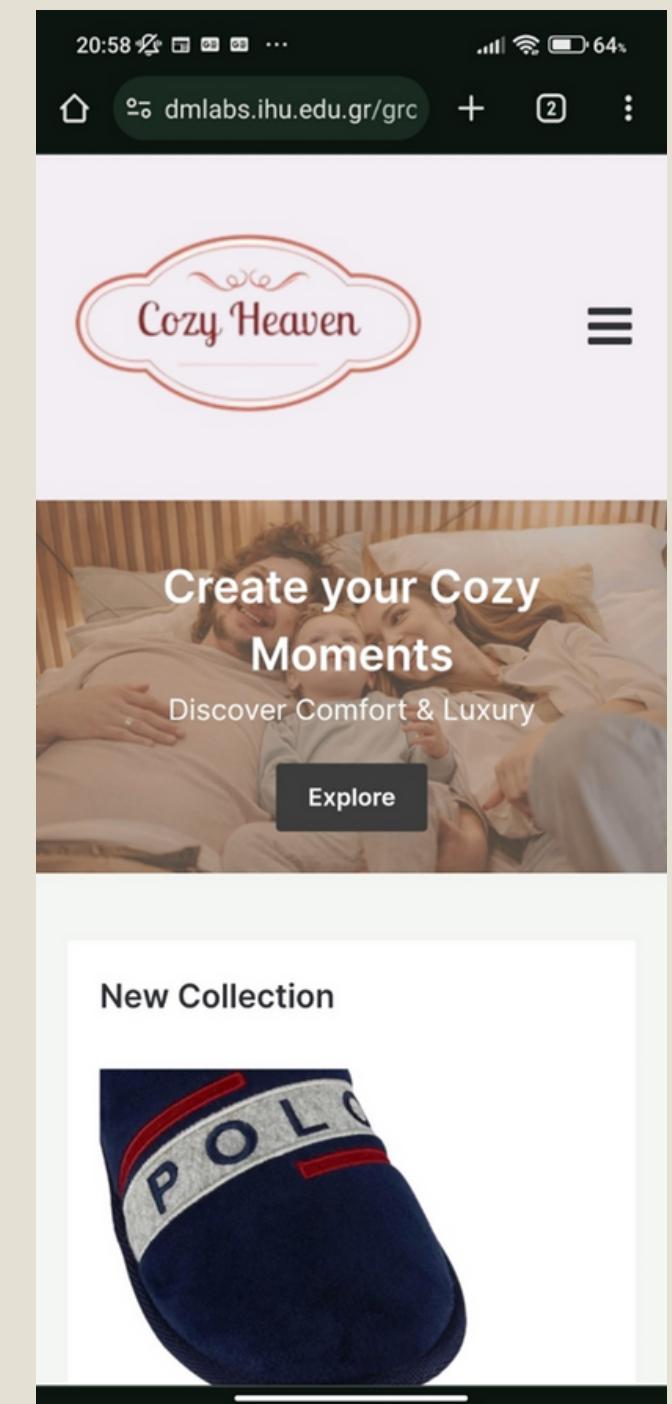
E-shop's theme



- DESKTOP VERSION



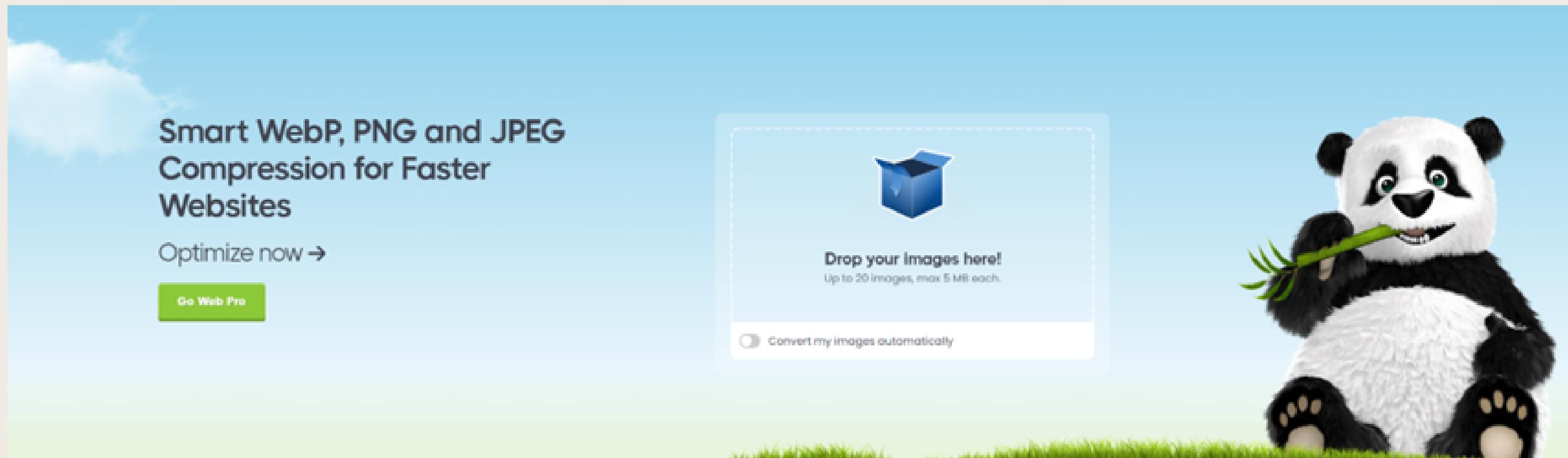
- MOBILE VERSION



- LIGHT COLORS FOR A BETTER USER EXPERIENCE
- MINIMALISTIC DESIGN

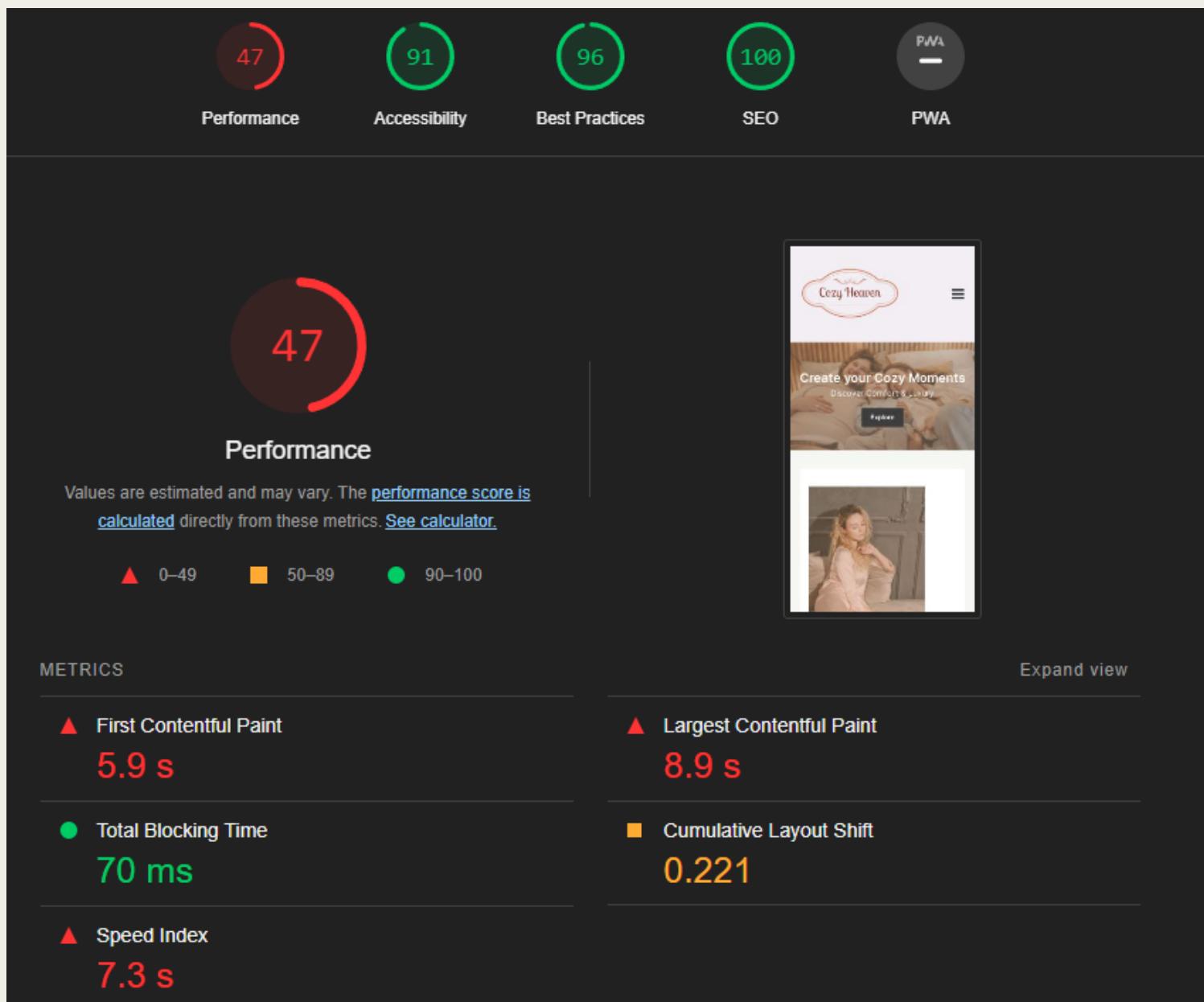
Useful tools

- IMAGE COMPRESSION TOOL
- FASTER AND LIGHTER WEBSITE

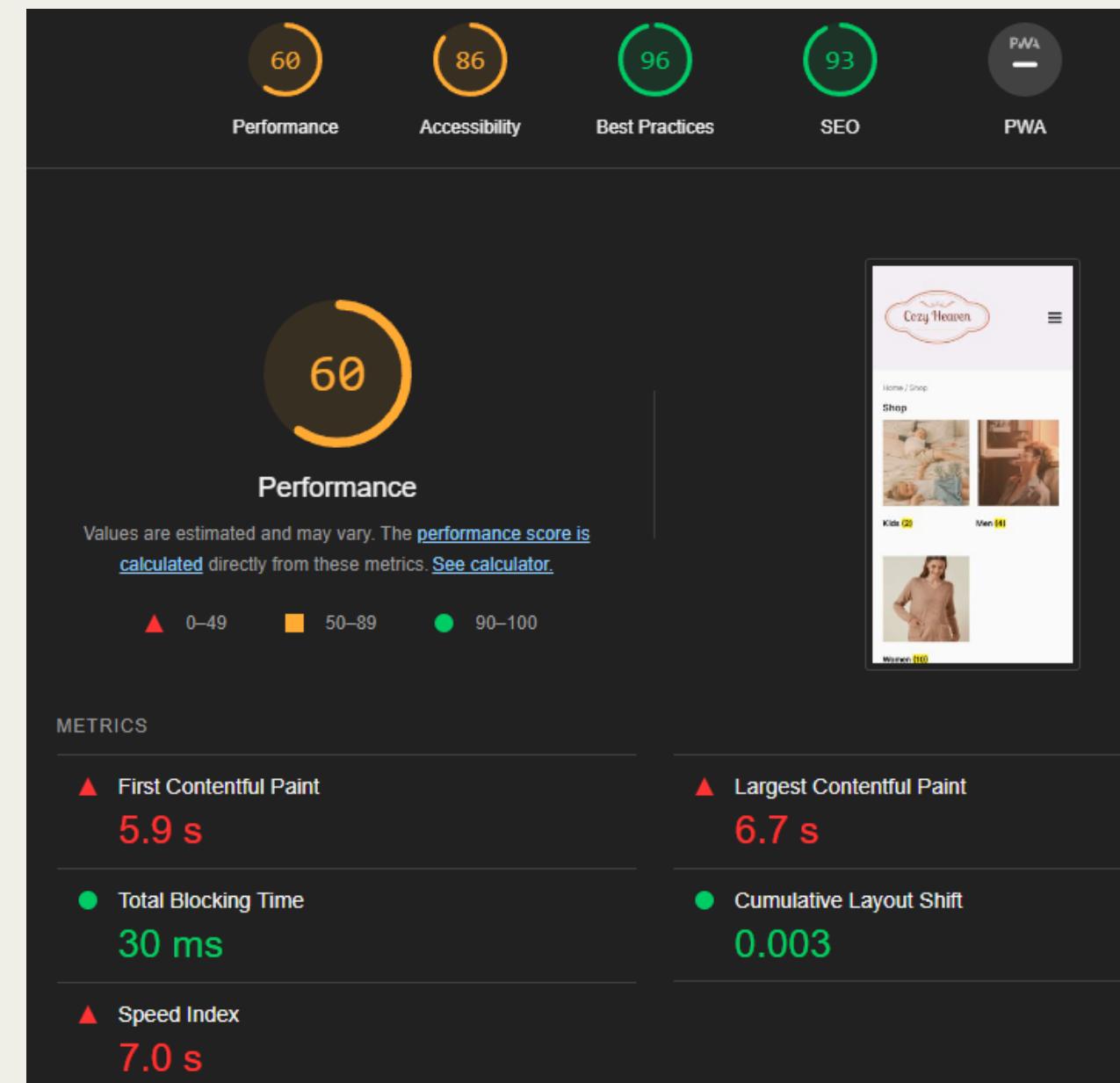


LIGHTHOUSE SCORES

HOMEPAGE SCORE



SHOP SCORE



SEO and Readability analysis

SEO analysis
Henry Print Pyjamas

+ 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!](#)
- Keyphrase in subheading: [Use more keyphrases or synonyms in your H2 and H3 subheadings!](#)

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 6 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](#): More than half of your keyphrase appears in the slug. That's great!
- [Text length](#): The text contains 352 words. Good job! 

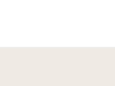
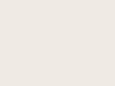
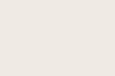
SEO Readability Schema Social

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!

Product optimization

Yoast SEO

SEO Readability Schema Social

Focus keyphrase Marks & Spencer Red Pyjama Set

Get related keyphrases

Search appearance

Want an enhanced Google preview of how your WooCommerce products look in the search results?

Unlock with Yoast WooCommerce SEO

Determine how your post should look in the search results.

Preview as: Mobile result (checked) Desktop result


Marks & Spencer Red Pyjama Set - Cozy Heaven
Upgrade your nights with Marks & Spencer Red Pyjama Set. Unparalleled comfort meets chic style in this premium loungewear ensemble. Sleep in luxury!

SEO title: Marks & Spencer Red Pyjama Set

Slug: marks-spencer-red-pyjama-set

Meta description: Upgrade your nights with Marks & Spencer Red Pyjama Set. Unparalleled comfort meets chic style in this premium loungewear ensemble. Sleep in luxury!

ATTACHMENT DETAILS



Bamboo-and-Organic-Cotton-Red-Matching-Christmas-Pyjamas-Couples-Christmas-Red-His-and-Hers-Pyjamas-women-3_530x.webp

December 21, 2023

21 KB

530 by 663 pixels

[Edit Image](#) [Delete permanently](#)

Alt Text: the front side of Marks & Spencer pyjamas set in red

Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.

Title: Marks & Spencer Red

Caption:

Description: Marks & Spencer Red Pyjama Set

File URL: <https://dmlabs.ihu.edu.gr/g>

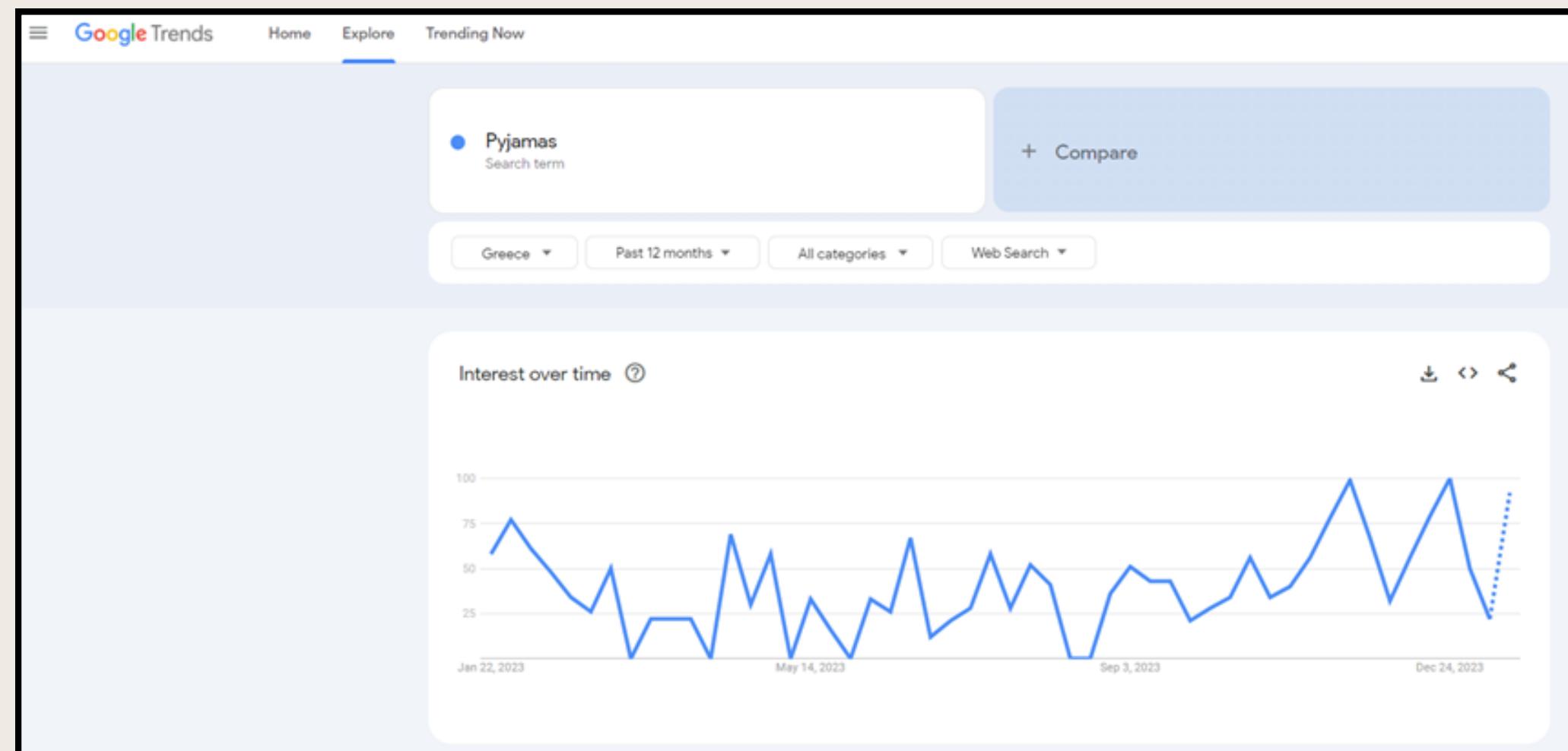
[Copy URL to clipboard](#)

SEO TITLE	META DESC.	KEYPHRAZE
Marks & Spencer Red Pyjama Set	Upgrades your nights with Red Pyjama Marks & Spencer Cozy Heaven Red Pyjama a Set. Unparalleled comfort meets chic style in this premium loungewear ensemble. Sleep in luxury!	0 0

Keyword research

Defining our goals

- Increase traffic and visibility through Search Engine Optimization
- Engage customers through website content optimization
- Increase brand awareness and sales through PPC campaigns



THE KEYWORD RESEARCH TOOLS TO EXPAND OUR LIST OF POTENTIAL KEYWORDS AND GATHER DATA ON THEIR SEARCH VOLUME, COMPETITION, AND RELEVANCE.

KEYWORD IDEAS

KEYWORD	TREND	VOLUME	CPC	PD	SD
pyjamas set	↔	170	€0,26	99	75
pyjamas party	↔	110	€0,57	44	35
pyjamas or pajamas	↔	90	€0,00	1	57
pyjamas oysho	↔	50	€0,99	41	31
pyjamas zara	↔	20	€0,00	18	24
pyjamas day	↔	10	€0		
pyjamas pants	↔	10	€0		

Google search results for "pyjamas":
 Monthly searches: 720 | CPC: €0,34 | View All

About 138,000,000 results (0.38 seconds)

minerva.gr
<https://www.minerva.gr/woman/pyjama>

Woman - Pyjama - Minerva Official e-shop

Domain Authority: 36 | Est. Visits: 51 | 0 | 0

Women's Pyjama Set with Boyfriend T-shirt & Chino Pants. 34,90 € 27,90 € -20%. NEW product name. Women's Pyjama Set with Boyfriend T-shirt & Chino Pants.

People also ask:

- Which is correct pyjamas or pajamas?
- Is pyjamas a British word?
- Why is pyjamas spelled two ways?
- Why is it called pyjama?

Feedback

Ubersuggest Extension

Disable Enable

Ubersuggest

Export to CSV

People also search for...

Related Suggestions Questions Prepositions Comparisons

Keyword	Vol	CPC	SD
pyjamas	720	€0,34	40
matching pyjamas couple	390	€0,36	63
couple pyjamas	170	€0,36	58
pyjamas set	170	€0,26	46
victoria secret pink pyjamas	140	€0,08	57

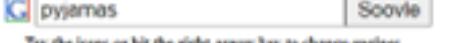
ubersuggest.com

soovle 

pyjamas
pyjamas are forgiving
pyjamas preferred
pyjamas with feet
pyjamas (software)
pyjamas coup
pyjama shark
pyjamarama
pyjamarama (song)
pyjama party

{  }

pyjamas
pyjamas for women
pyjamas for men
pyjamas vs pajamas
pyjamas or pajamas
pyjamas for kids
pyjamas meaning
pyjamas in spanish
pyjamas for girls
pyjamas christmas

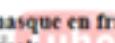
pyjamas  Soovle

Try the icons or hit the right-arrow key to change engines... 

when was bananas in pyjamas
created
what were the striped
pyjamas
when was pyjamas preferred
created
when was white pyjamas
created
how do you say pyjamas in
german
how did the word pyjamas come
to be as it is now

 OPEN

Domain Overview

pyjamasque en français
pyjamasque  pyjamas
pyjamas
pyjamas remi wolf
pyjamasque en français
complet
pyjamas song
pyjamas cartoon
pyjamasque en français saison 5
pyjamas en français
pyjamas party
pyjamasque en français saison 1
épisode 1
pyjamas for women
pyjamashjältarna svenska
pyjamasque générique

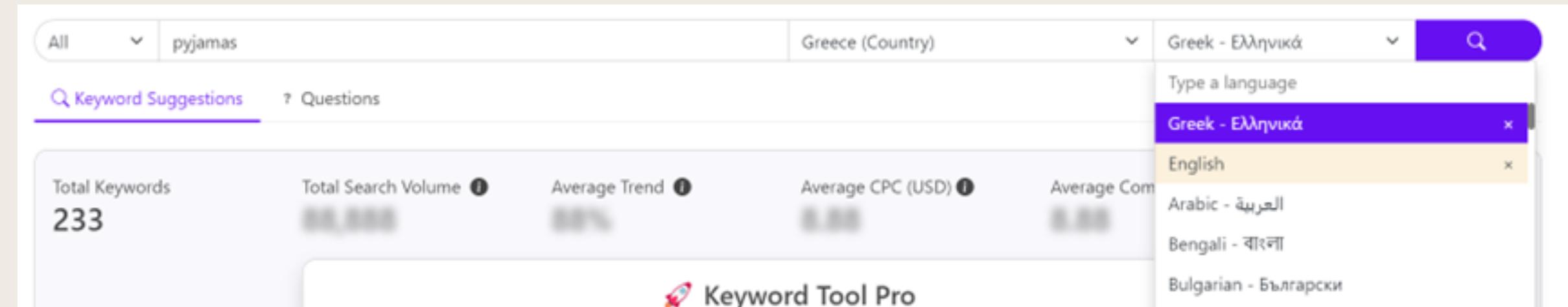
pyjamas  pyjamasque
pyjamas
pyjamasque
pyjamas
pyjamas or pajamas
pyjamas dam
pyjamas femme
pyjamas homme
pyjamas for men
pyjamas herr
pyjamas for women
pyjamasbyxor
pyjamasques en français

pyjamas for women
chelsea peers pyjamas
men's pyjamas
the boy in the striped
pyjamas
bananas in pyjamas
ninjas in pyjamas
peter alexander pyjamas
christmas pyjamas
pyjamas or pajamas
les pyjamasques

soovle.com

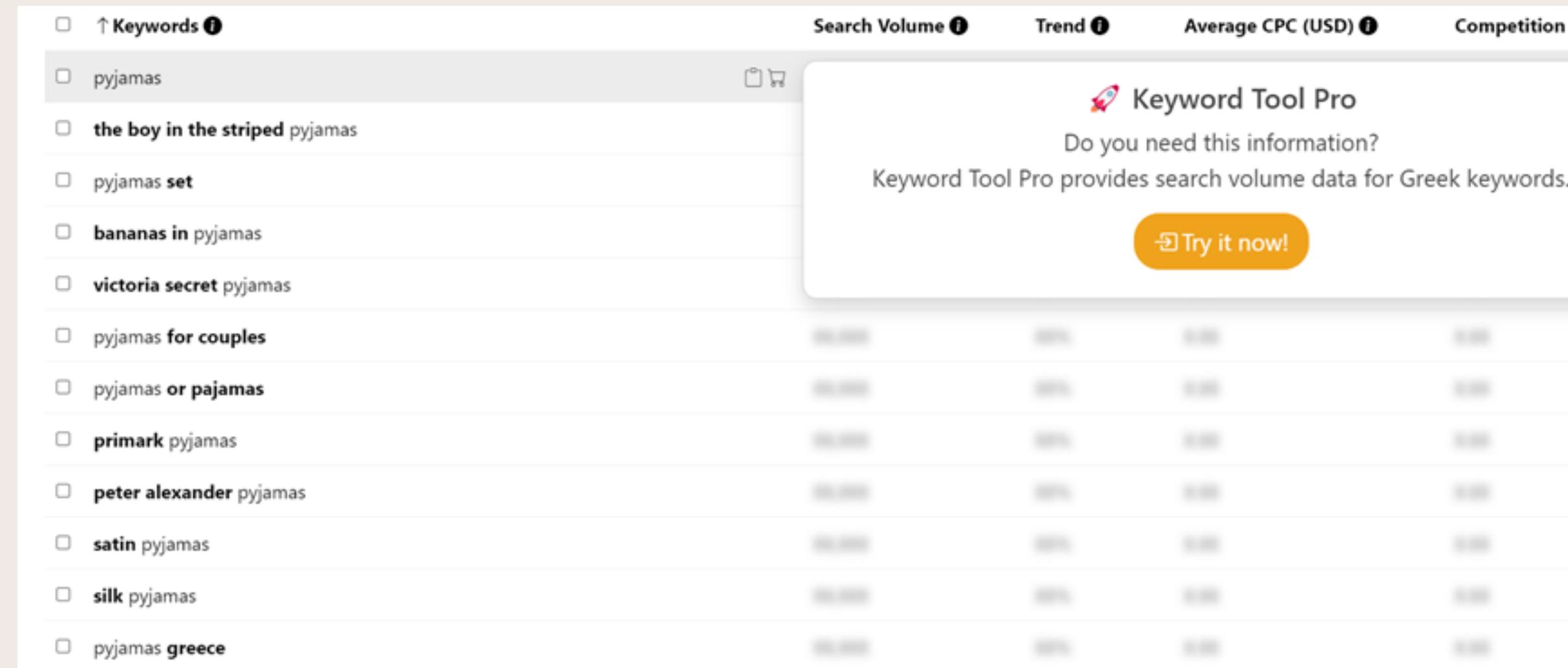
Showing 25 of 500 keywords

Keywords	Search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
pjs pajamas	135,000	\$1.06	\$4.54	High
matching christmas pajamas	90,500	\$0.63	\$2.55	High
pajama set	90,500	\$0.58	\$2.61	High
pjs set	90,500	\$0.58	\$2.61	High
christmas pjs	60,500	\$0.33	\$1.83	High
womens pajamas set	49,500	\$0.83	\$4.04	High
womens pyjama sets	49,500	\$0.83	\$4.04	High
silk pajamas	40,500	\$0.85	\$5.07	High
matching family pajamas	33,100	\$0.74	\$3.45	High
matching pajamas for couples	33,100	\$0.24	\$2.06	High
victoria secret pajamas	33,100	\$1.57	\$6.03	High



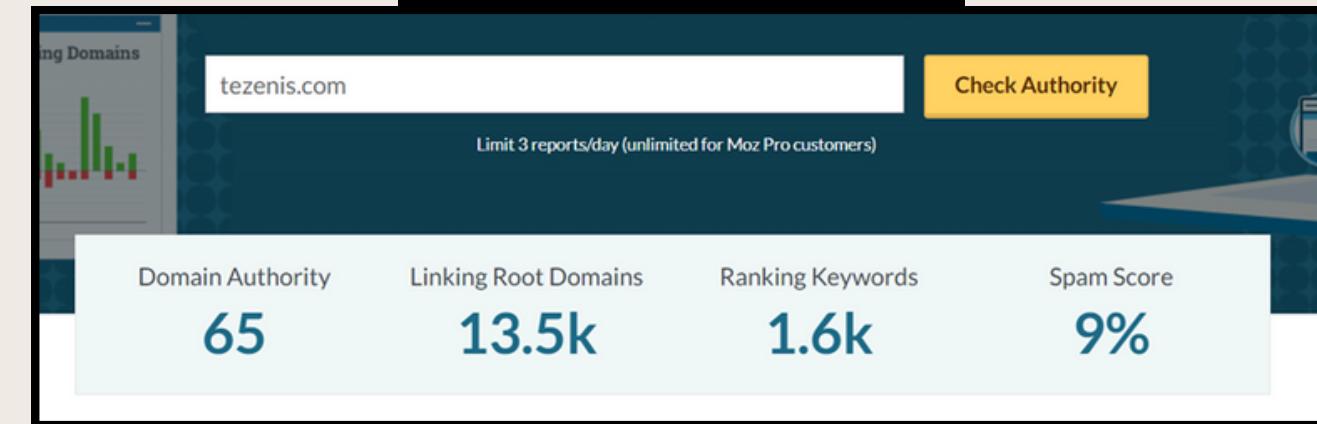
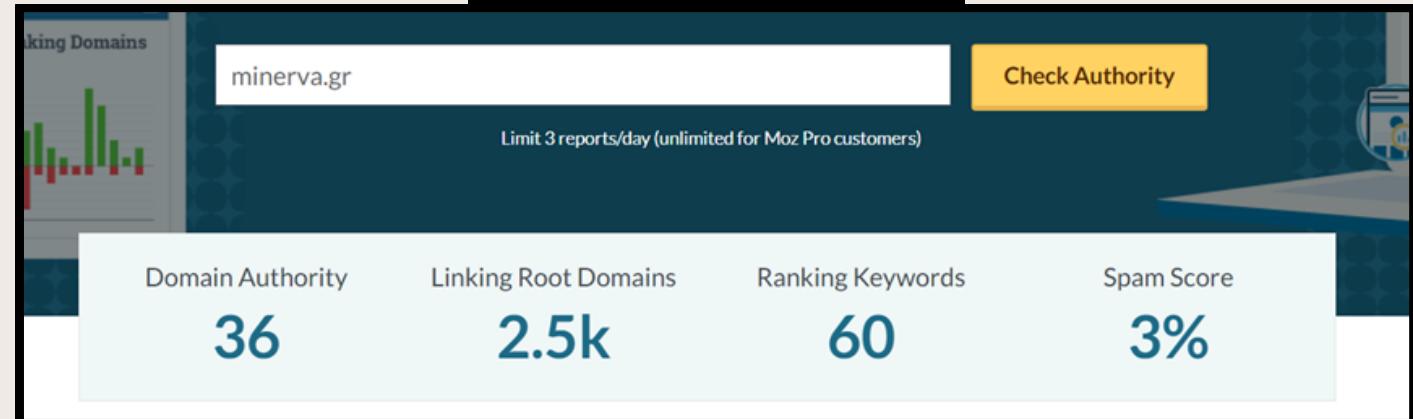
The screenshot shows the Keyword Tool Pro interface. At the top, there are dropdown menus for 'All', 'Country' (set to 'Greece (Country)'), and 'Language' (set to 'Greek - Ελληνικά'). A search bar contains the query 'pyjamas'. Below the search bar, there are sections for 'Keyword Suggestions' and 'Questions'. A summary table provides data for 'Total Keywords' (233), 'Total Search Volume' (88,000), 'Average Trend' (88%), 'Average CPC (USD)' (0.00), and 'Average Competition' (0.00). A 'Keyword Tool Pro' logo is visible at the bottom of the main content area. To the right, a sidebar lists other languages: English (selected), Arabic, Bengali, and Bulgarian.

KEYWORD RESEARCH IS AN ONGOING PROCESS, AND IT'S ESSENTIAL TO ADAPT YOUR STRATEGY AS THE ONLINE LANDSCAPE EVOLVES.

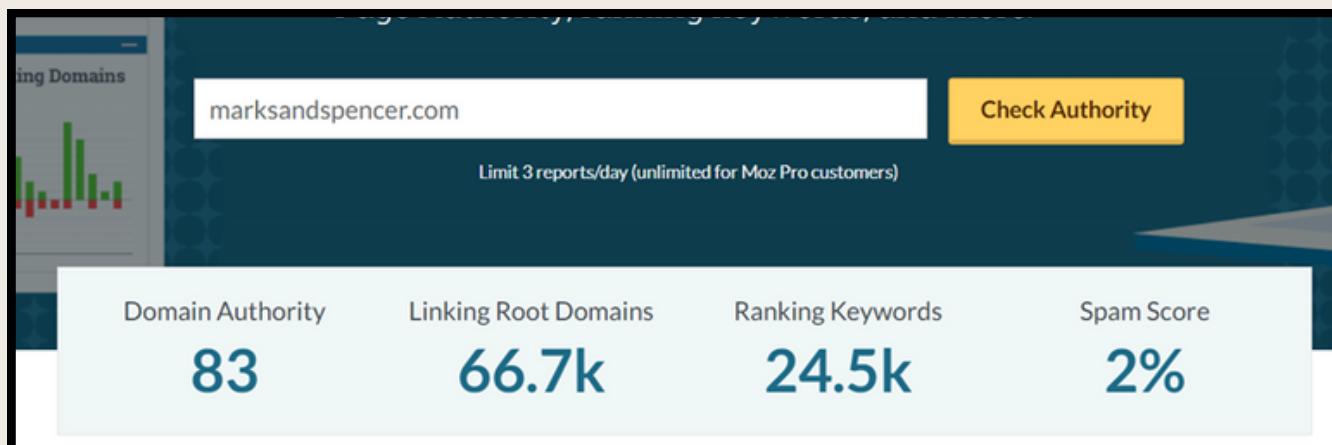


The screenshot shows a list of related keywords for 'pyjamas'. The columns are labeled 'Keywords', 'Search Volume', 'Trend', 'Average CPC (USD)', and 'Competition'. The 'Keywords' column lists items such as 'pyjamas', 'the boy in the striped pyjamas', 'pyjamas set', 'bananas in pyjamas', 'victoria secret pyjamas', 'pyjamas for couples', 'pyjamas or pajamas', 'primark pyjamas', 'peter alexander pyjamas', 'satin pyjamas', 'silk pyjamas', and 'pyjamas greece'. A modal window titled 'Keyword Tool Pro' is open, asking 'Do you need this information?' and stating 'Keyword Tool Pro provides search volume data for Greek keywords.' It features a 'Try it now!' button.

Competitor Analysis



M&S
LONDON





minerva.gr

Company	Minerva
Year Founded	1942
Employees	201 - 500
HQ	Greece, Thessaloniki
Annual Revenue	\$25M - \$50M
Industry	Lifestyle > Fashion and Apparel

similarweb



Global Rank ⓘ

#223,292
▲ 105,226

Country Rank ⓘ

#1,445
▲ 624
Greece

Category Rank ⓘ

#81
▲ 31
Lifestyle > Fashion and Apparel
(In Greece)

Total Visits ⓘ
157.2K

Bounce Rate ⓘ
33.49%

Pages per Visit ⓘ
7.05

Avg Visit Duration ⓘ
00:04:14

minerva.gr Top Keywords by Traffic Share

See the list of top keywords driving organic traffic to minerva.gr (Desktop, worldwide)

Top Keywords ⓘ

minerva	4.3K
VOL: 291,830	\$0.90
μινέρβα	1.3K
VOL: 2,540	\$0.24
μινέρβα πυτζαμεσ α...	335
VOL: 100	\$--
minerva εσωρουχα	292
VOL: 700	\$0.38
ισοθερμικα γυναικεια	284
VOL: 820	\$0.27
240 Others	
See more →	



Share ↗

similarweb

Total Keywords
245



Top Countries ⓘ

Greece	96.05% ▲ 57.87%
Russia	1.48%
Iceland	0.97%
United Kingdom	0.82% ▼ 4.17%
Serbia	0.45%
Others	0.24%

See all countries →

welcome to the m&s website. shop clothing, home, furniture, beauty, food, wine, flowers & [Show more](#)

Company	Marks and Spencer Group Plc
Year Founded	1884
Employees	> 10000
HQ	United Kingdom, London
Annual Revenue	> \$1B
Industry	Lifestyle > Fashion and Apparel

 similarweb

Showing Similarweb estimated data.
Publicly validate your site's metrics by connecting your GA4

[Connect your Google Analytics](#)
[Total Visits](#)
43M
[Bounce Rate](#)
38.65%
[Pages per Visit](#)
6.33
[Avg Visit Duration](#)
00:05:09

marksandspencer.com Top Keywords by Traffic Share

See the list of top keywords driving organic traffic to marksandspencer.com
(Desktop, worldwide)

Top Keywords

marks and spenc... 816.2K
VOL: 1,534,300 \$0.28

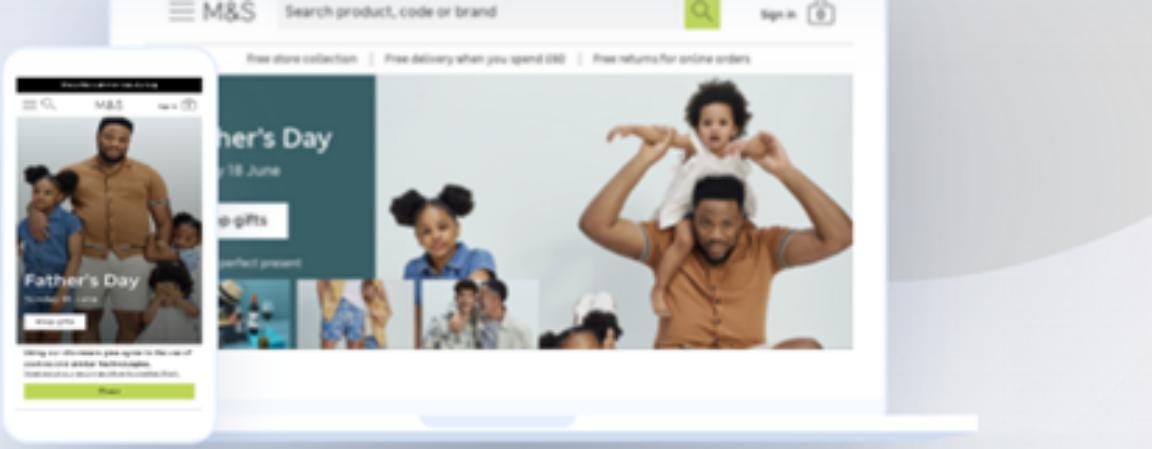
m&s 488.3K
VOL: 28,750 \$0.16

m and s 208.8K
VOL: 320,610 \$0.17

marks and spence... 77.7K
VOL: 88,420 \$0.17

m 61.8K
VOL: 11,346,320 \$0.57

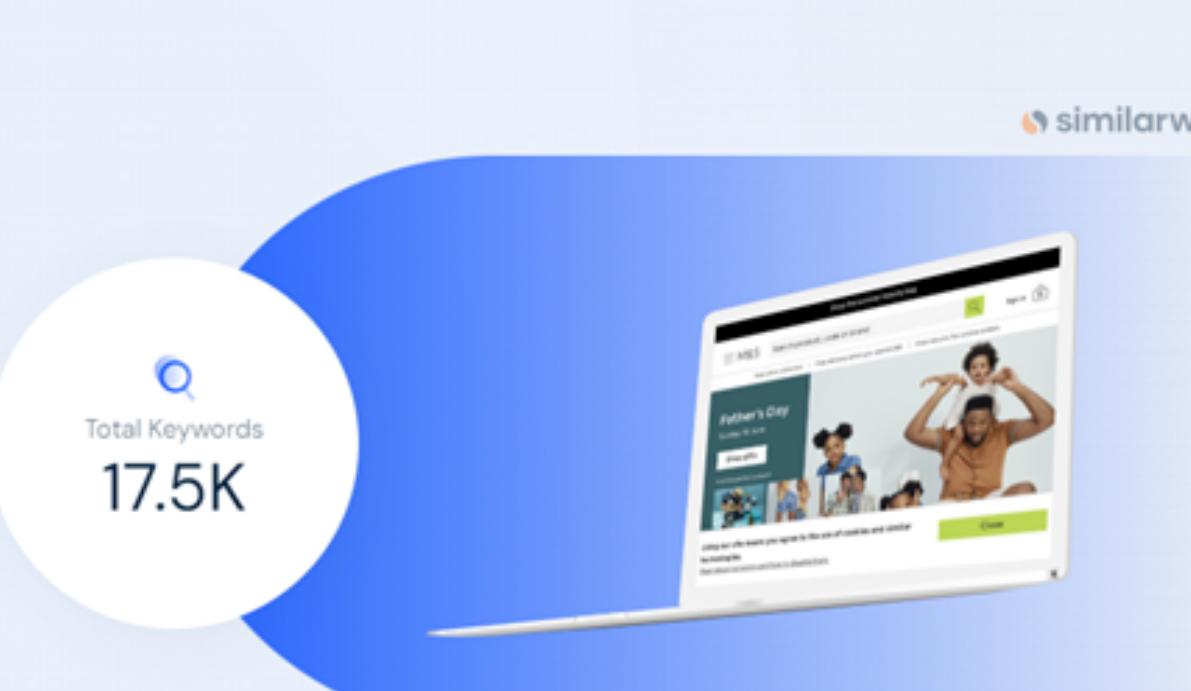
17.5K Others


[Global Rank](#)
#842
▲ 177

[Country Rank](#)
#37
▲ 12
United Kingdom

[Category Rank](#)
#2
Lifestyle > Fashion and Apparel
(In United Kingdom)

 similarweb

[Share](#)


M&S

LONDON

Top Countries

 United Kingdom
87.61% ▲ 14.25%

 Ireland
1.85% ▼ 19.55%

 United States
1.59% ▼ 6.55%

 Greece
1.15% ▼ 5.15%

 Czech Republic
0.92% ▲ 1.41%

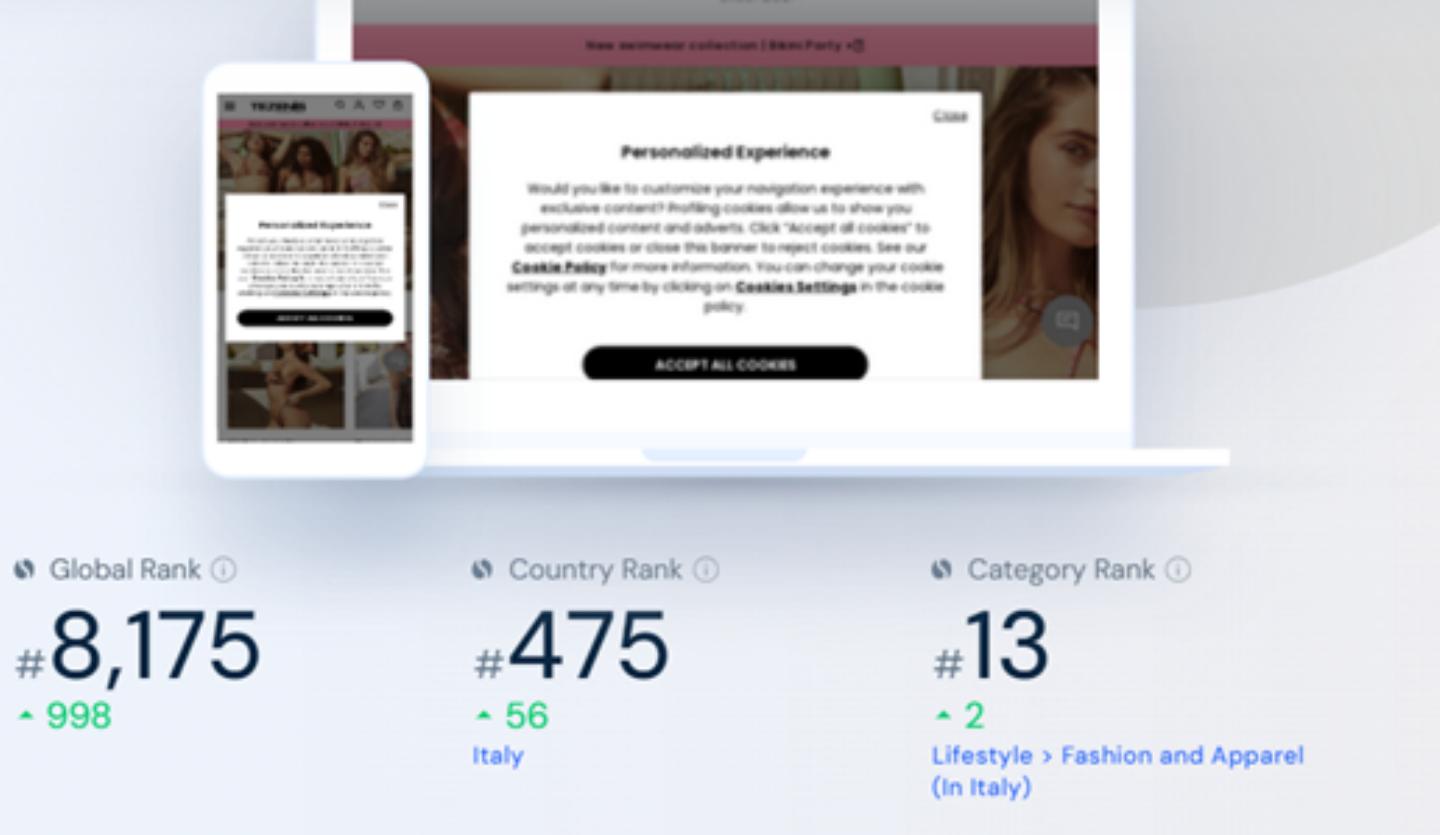
 Others
6.88%

[See all countries](#)

the tezenis collections of men and women's clothing and underwear are waiting for [Show more](#)

Company	Tezenis
Year Founded	--
Employees	51 - 200
HQ	Italy, Milano
Annual Revenue	\$15M - \$25M
Industry	Lifestyle > Fashion and Apparel

 similarweb



Global Rank ⓘ #8,175
▲ 998

Country Rank ⓘ #475
▲ 56
Italy

Category Rank ⓘ #13
▲ 2
Lifestyle > Fashion and Apparel
(In Italy)



Showing Similarweb estimated data.

Publicly validate your site's metrics by connecting your GA4

 [Connect your Google Analytics](#)

tezenis.com Top Keywords by Traffic Share

See the list of top keywords driving organic traffic to tezenis.com (Desktop, worldwide)

Top Keywords ⓘ

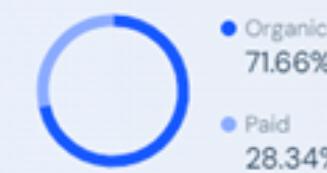
tezenis	263.5K
VOL: 603,620	\$1.32
тезенис	5.3K
VOL: 4,480	\$--
tezenis donna	4.6K
VOL: 4,330	\$0.19
tenezis	3.2K
VOL: 9,050	\$0.45
tezenis интернет м...	2.9K
VOL: 90	\$--

3.8K Others

[See more →](#)

Organic vs. Paid ⓘ

[Share](#) 



 similarweb

Top Countries ⓘ

 Italy	31.93%	▲ 10.24%
 Portugal	9.55%	▲ 32.4%
 Russia	9.46%	▲ 12.79%
 Poland	9.33%	▲ 24.41%
 Spain	8.5%	▼ 10.84%
Others	31.21%	

[See all countries →](#)

PPC CAMPAIGN

Our Strategy



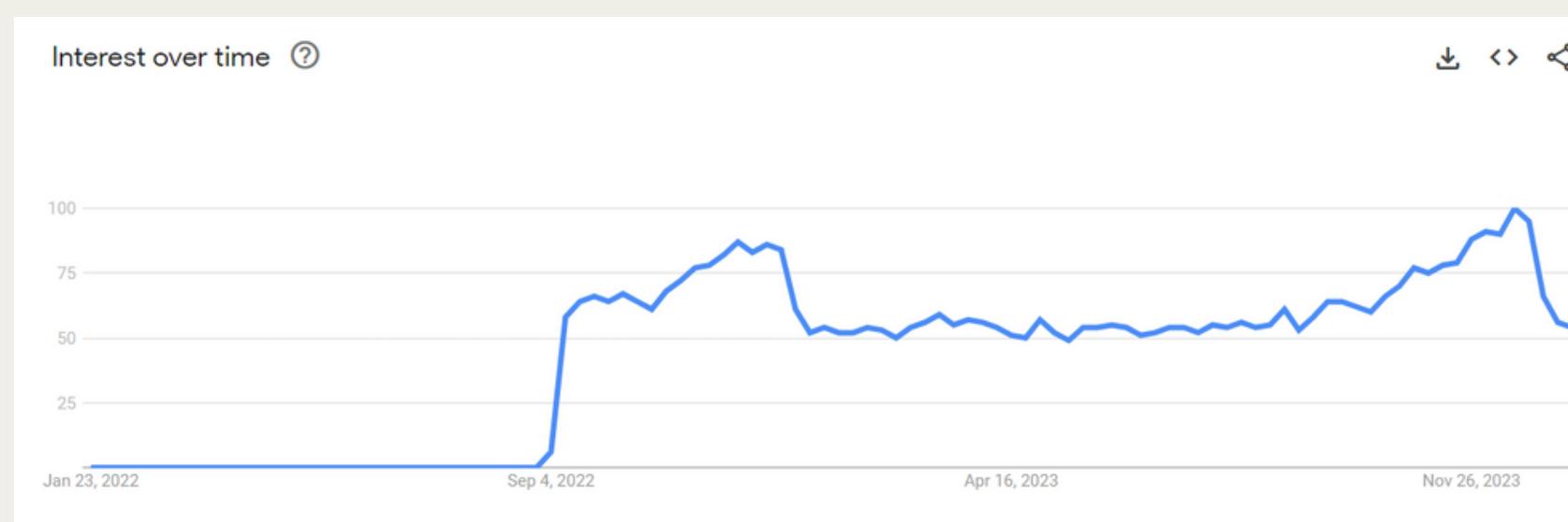
PPC CAMPAIGN

The Goals

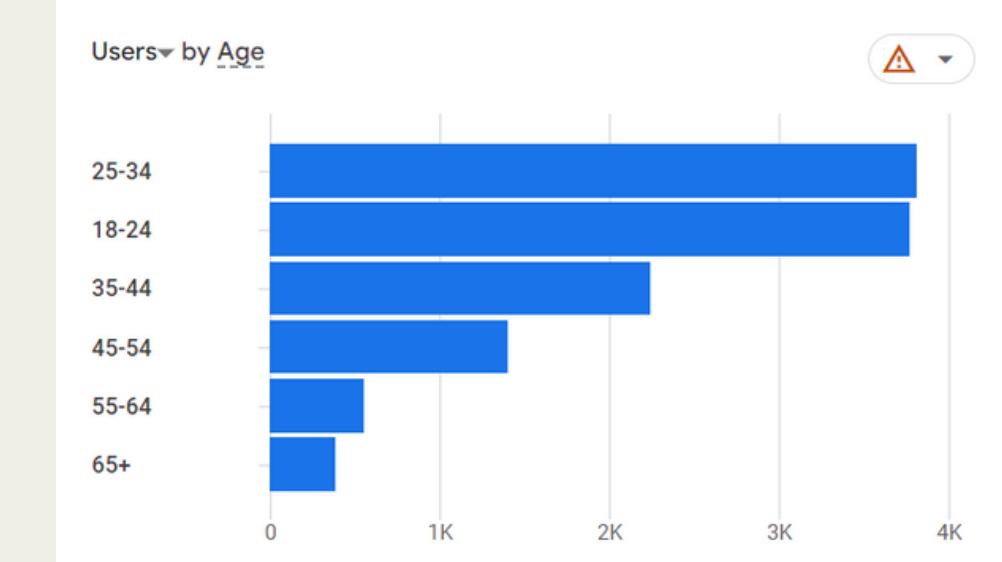
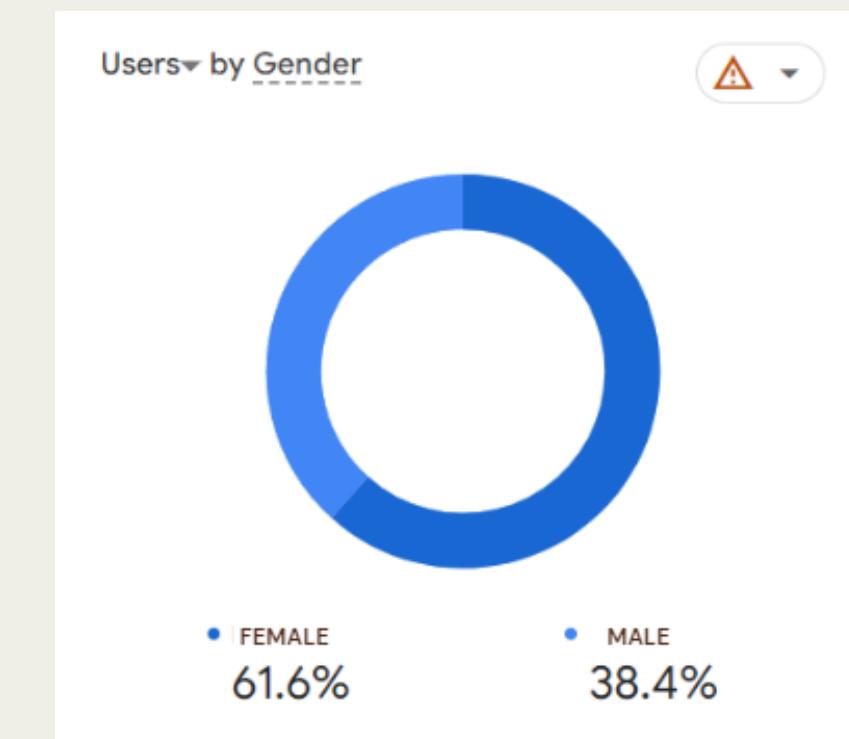
- Brand Awareness
- Website Traffic
- Drive Sales

Focus Brand: Marks & Spencer

- Top Brand priorities
- Google Trends & Keyword Research



Marks & Spencer Target Audience



M & S WOMEN PYJAMAS

1. Keyword Research

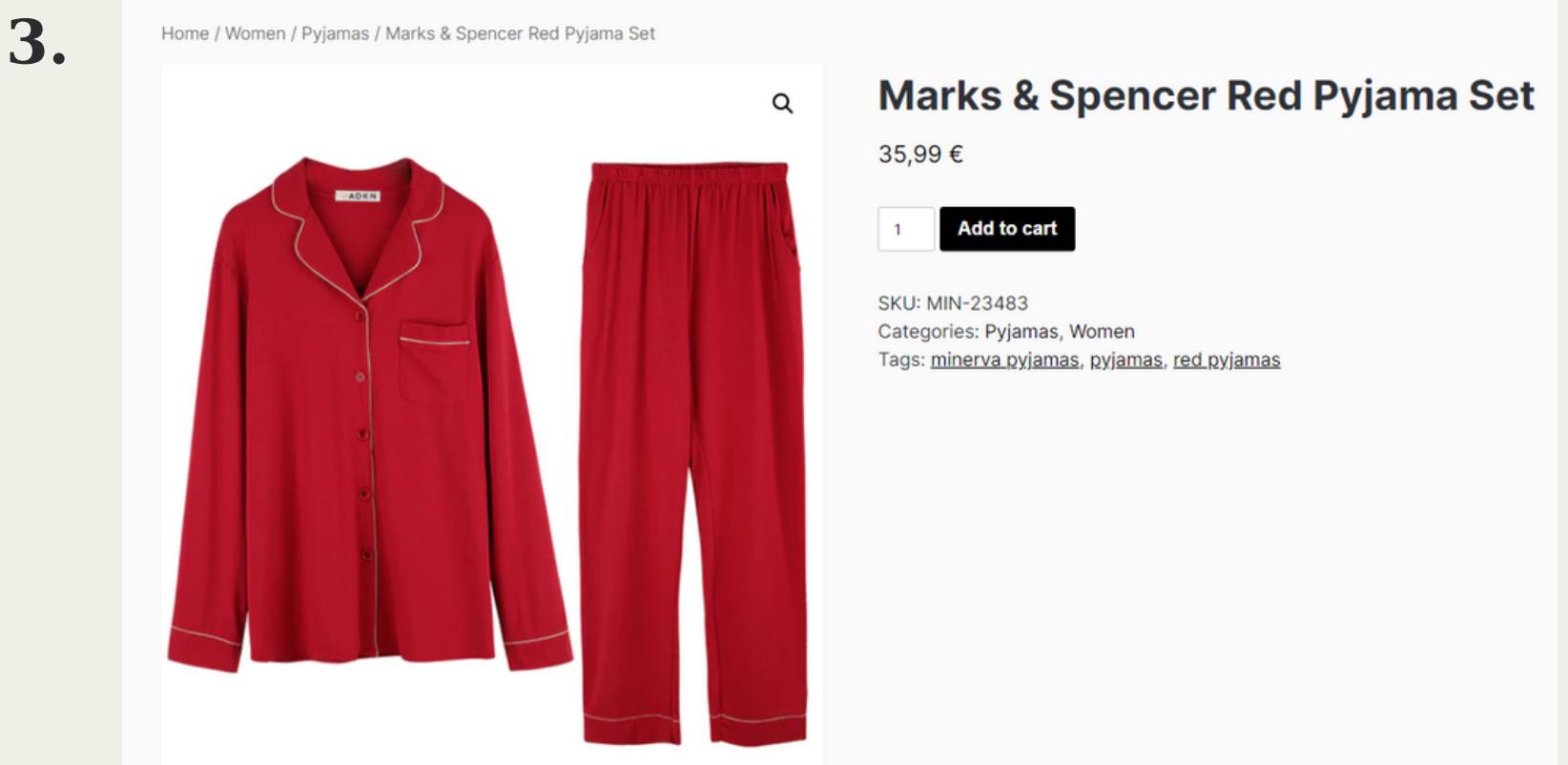
- Past 24 months
- Keyword focus on brand
- LSI Keywords, long tail keywords

1.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> womens pyjamas	1K - 10K	+900%	0%	High	—	€0.88	
<input type="checkbox"/> pyjamas	1K - 10K	+900%	0%	High	—	€1.50	€5.82
<input type="checkbox"/> marks and spencer	10K - 100K	0%	0%	High	—	€0.49	€3.88
<input type="checkbox"/> m&s pyjamas	100 - 1K	0%	0%	High	—	€0.25	€1.84
<input type="checkbox"/> m&s women pyjamas	10 - 100	0%	0%	Medium	—	€0.58	€2.87

2.

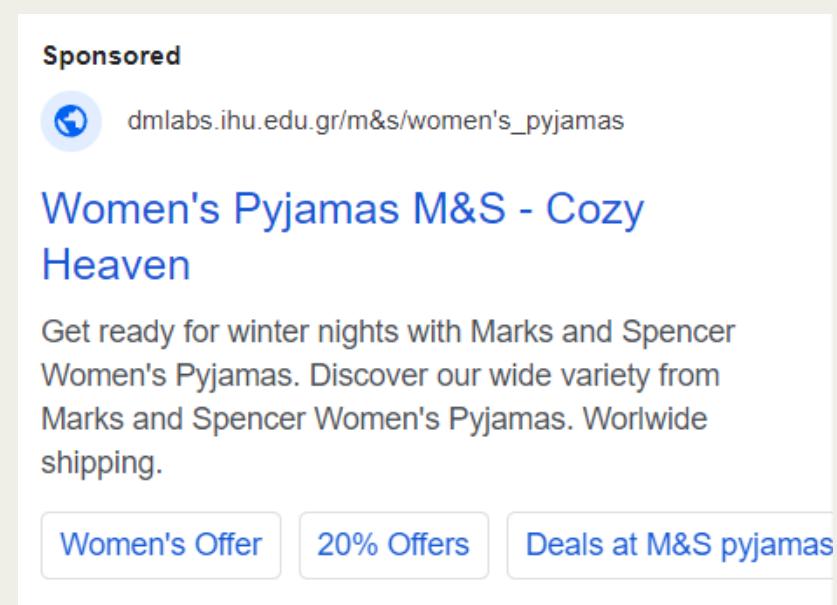
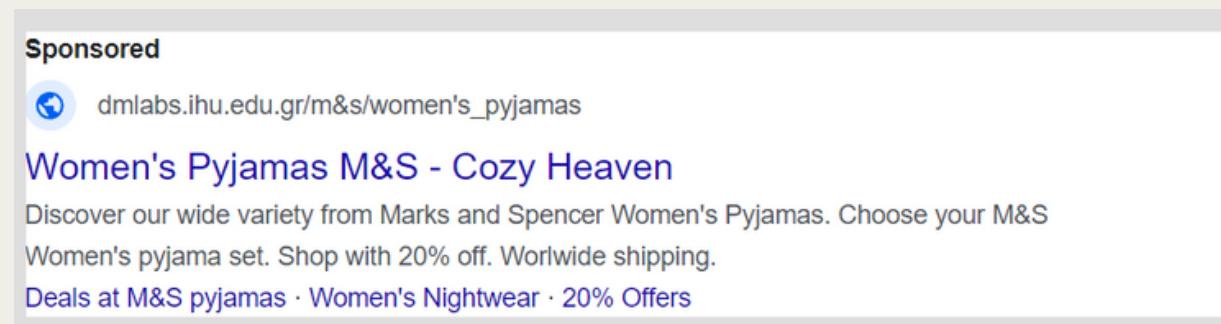
●	M&S	Broad match
●	m and s womens pyjamas	Broad match
●	marks and spencer women pyjamas	Broad match
●	m&s womens pyjamas	Broad match
●	m&s pjs womens	Broad match
●	Women's Pyjamas M&S	Broad match
●	marks and spencer womens pyjama set	Broad match



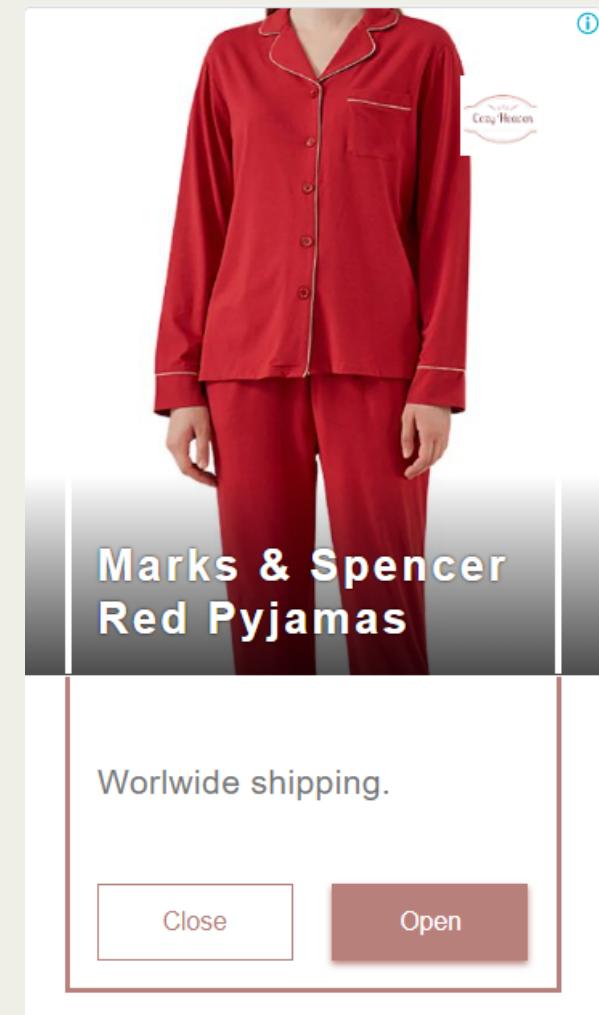
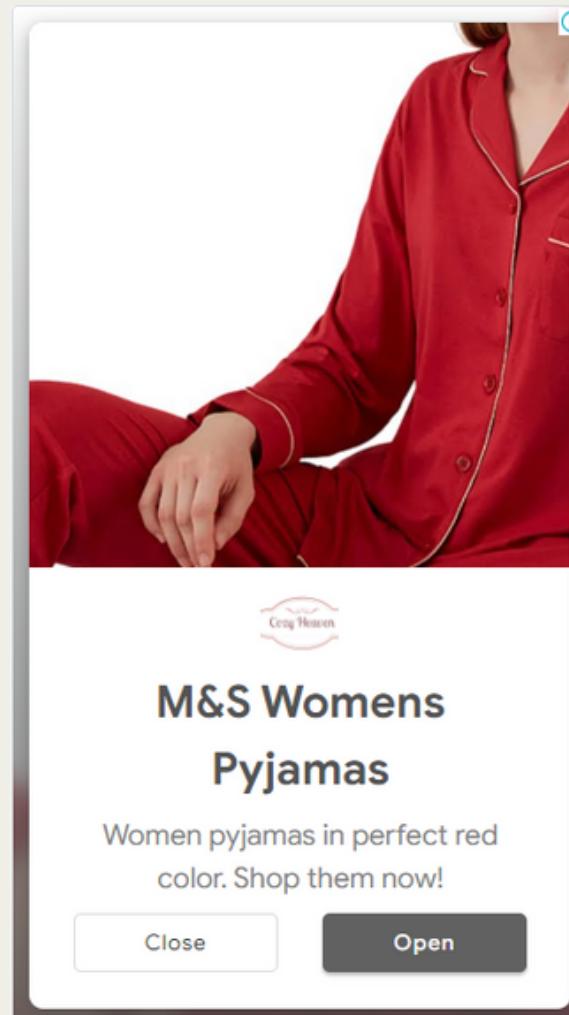
M & S WOMEN PYJAMAS

2. Create Campaign

SEARCH CAMPAIGN



DISPLAY CAMPAIGN



MARKS & SPENCER MEN'S SLIPPERS WITH FLEECE GREY

1. Keyword Research

- Past 24 months
- Keyword focus on brand
- LSI Keywords, long tail keywords

1.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> fleece slippers	100 – 1K	+900%	0%	High	–	€1.15	€4.35
<input type="checkbox"/> men's slippers	10K – 100K	+900%	0%	High	–	€0.66	€4.45
<input type="checkbox"/> slippers men's	1K – 10K	0%	0%	High	–	€0.53	€4.24
<input type="checkbox"/> slippers	100K – 1M	0%	0%	High	–	€0.64	€3.48

2.

<input checked="" type="radio"/> mens slippers	Broad match
<input checked="" type="radio"/> m&s	Broad match
<input checked="" type="radio"/> mens house shoes	Broad match
<input checked="" type="radio"/> male slippers	Broad match
<input checked="" type="radio"/> mens slip on slippers	Broad match
<input checked="" type="radio"/> new slippers for men	Broad match
<input checked="" type="radio"/> slippers for guys	Broad match
<input checked="" type="radio"/> fleece slippers	Broad match
<input checked="" type="radio"/> nice mens slippers	Broad match

3.

Home / Men / Slippers / Marks & Spencer Men's Slippers with Fleece Gray



Marks & Spencer Men's Slippers with Fleece Gray

22,99 €

5 in stock

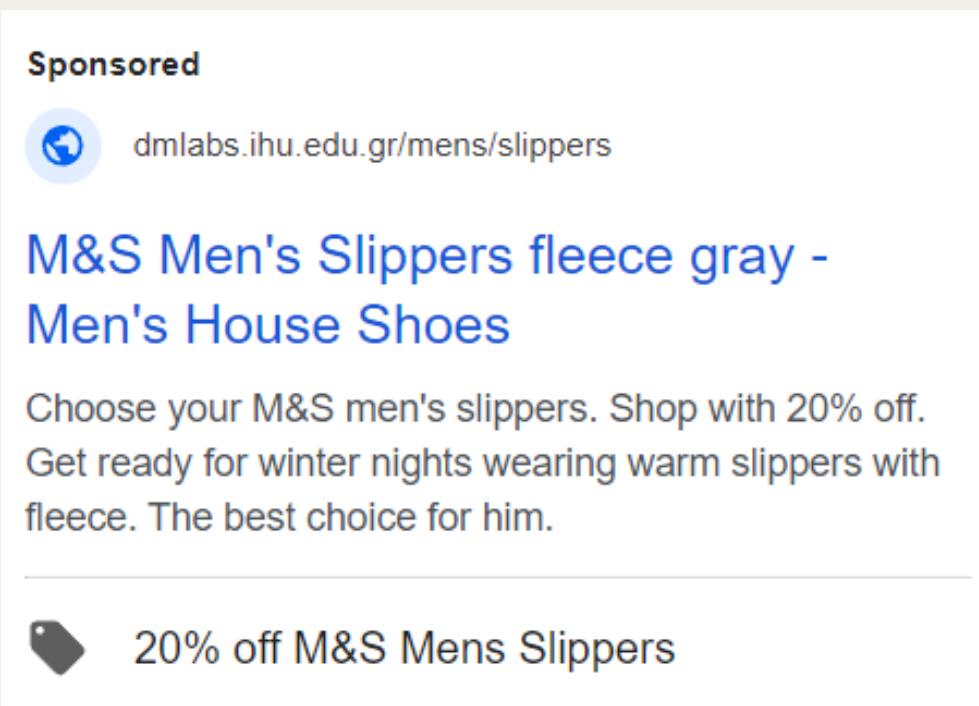
1

SKU: MS-8752S
Categories: Men, Slippers
Tags: Marks, Marks & Spencer slippers, men's slippers, slippers

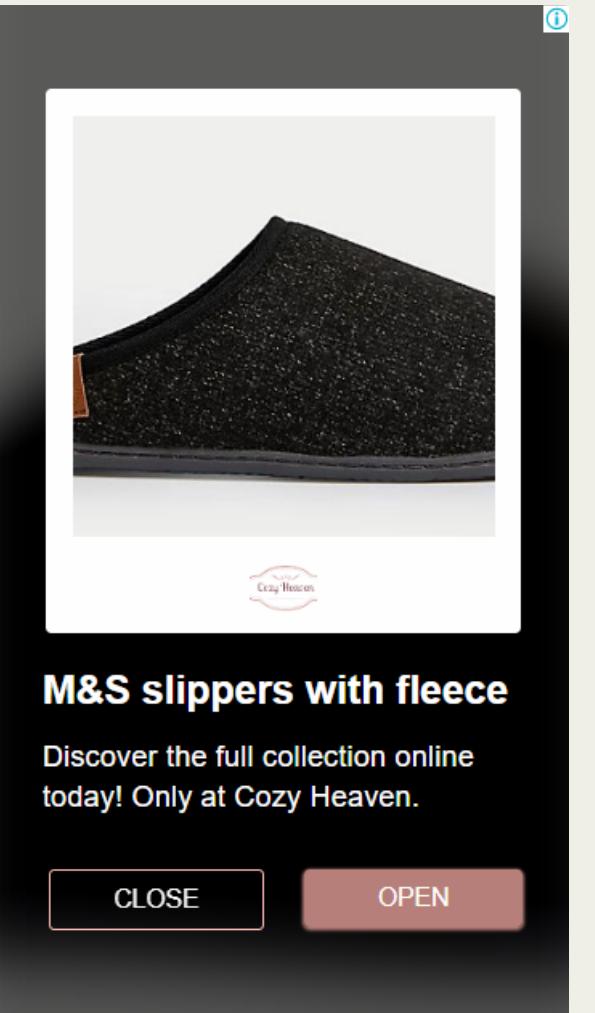
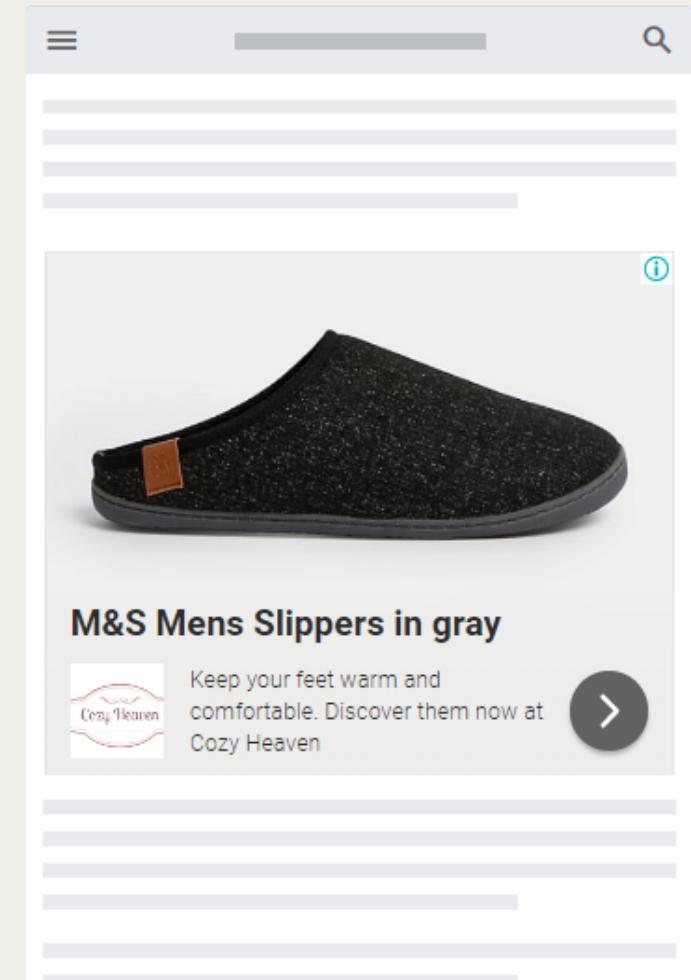
MARKS & SPENCER MEN'S SLIPPERS WITH FLEECE GRAY

2. Create Campaign

SEARCH
CAMPAIGN

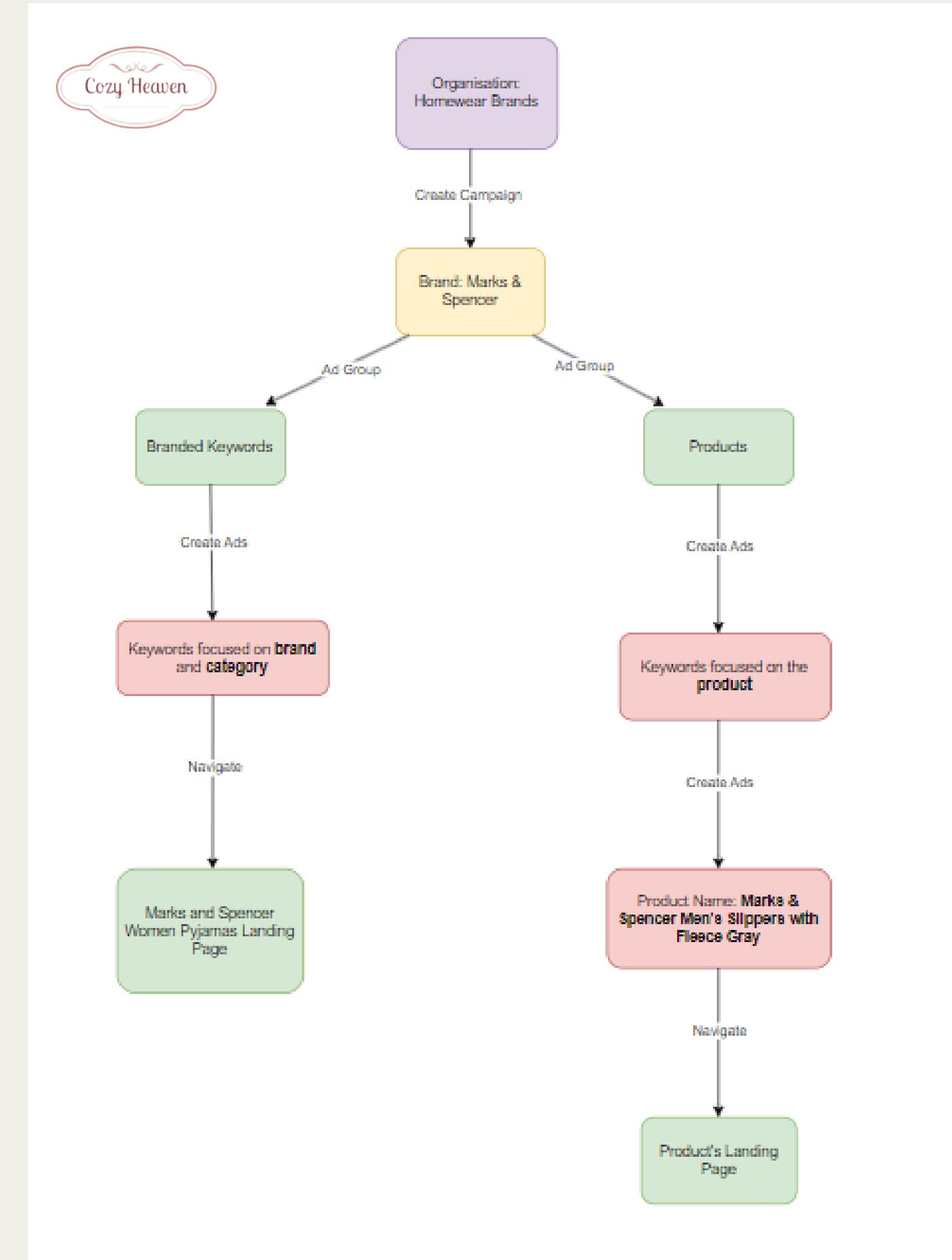


DISPLAY
CAMPAIGN



Google Ads Campaign Structure

Search & Display



WEB ANALYTICS

SEO PERFORMANCE ANALYSIS OF COMPETITORS

Tezenis

DOMAIN TRUST <i>i</i>	ORGANIC TRAFFIC <i>i</i>	PAID TRAFFIC <i>i</i>	REFERRING DOMAINS <i>i</i>
70	32.9K -1.8K	0	7.2K
PAGE TRUST <i>i</i>	KEYWORDS <i>i</i>	TOTAL TRAFFIC COST <i>i</i>	BACKLINKS <i>i</i>
25	10.1K -448	€7.4K +1.8K	146.8K
Clicks/mo	Clicks/mo	€0	

<input type="checkbox"/> KEYWORD (11,214)	DIFFICULTY	SEARCH VOL.	SEARCH INTENT	SERP FEATURES	POSITION	COMPETITION
<input type="checkbox"/> + tezenis	• 69	40.5K	L N	📍 ⭐ ⚡ 🎥	1	0.04
<input type="checkbox"/> + lingerie	• 31	6.6K	I	⌚ 💳 ⚡	1 ▲ 1	0.26
<input type="checkbox"/> + εσωρουχά	• 54	14.8K	C	ImageContext	2 ▲ 2	1
<input type="checkbox"/> + tezenis εσωρουχά	• 22	1.9K	I	⭐ 🎥	1	0.39
<input type="checkbox"/> + μαγιο	• 58	27.1K	C	ImageContext	5 ▲ 1	0.97
<input type="checkbox"/> + tezenis πιτζάμεσ	• 5	880	I N	⠀ 🎥 ⚡	1	0.51
<input type="checkbox"/> + tezenis μαγιο	• 32	720	I	⭐ ⚡	1	0.14

Top pages in organic search (1,253) *i*

Marksandspencer

GR | 54.4K | \$ 698 | UK | 3M | \$ 21.8K | US | 1.1M | \$ 294 | AU | 253.3K | \$ 533 | More

DOMAIN TRUST <i>i</i> 89	ORGANIC TRAFFIC <i>i</i> 72.6K -31.2K Clicks/mo	PAID TRAFFIC <i>i</i> 10K -2.7K Clicks/mo	REFERRING DOMAINS <i>i</i> 189.4K	
PAGE TRUST <i>i</i> 23	KEYWORDS <i>i</i> 54.4K -3K	TOTAL TRAFFIC COST <i>i</i> €147K +124.6K	KEYWORDS <i>i</i> 698 -51	TOTAL TRAFFIC COST <i>i</i> €23.4K +20.8K

Organic keywords *i*

ALL (54.4K) IMPROVED (4.4K) DECREASED (9K) NEW (10.7K) LOST (10.3K)

KEYWORD	SEARCH VOL.	POSITION	COMPETITION	CPC
marks and spencer	74K	1	0.73	€3.46
marks and spencer	74K	2	0.73	€3.46
marks and spencer greece	18.1K	1	0.75	€2.73
marks and spencer	74K	3	0.73	€3.46
marks and spencer	74K	4	0.73	€3.46

Top pages in organic search (9,636) *i*

URL	TRAFFIC SHARE	TOTAL TRAFFIC
>Welcome to Marks & Spencer Greece https://www.marksandspencer.com/gr/	39.62%	28,744
>Welcome to Marks & Spencer https://www.marksandspencer.com/	17.37%	12,606
Γυναικεία ρούχα Ρούχα, αξεσουάρ και παπούτσια M&S GR https://www.marksandspencer.com/gr/I/%CE%B3%CF%85%CE%BD%CE%B1%CE...	5.19%	3,765
>Welcome to Marks & Spencer Greece https://www.marksandspencer.com/en-gr/	3.25%	2,357

.domain.com/ minerva.gr X | G GR | 7.2K | \$ 262 ANALYZE ADD TO PROJECT January 2024 € EUR

GR | 7.2K | \$ 262 | US | 800 | \$ 1 | UK | 761 | \$ 1 | CY | 648 | \$ 1 | More

DOMAIN TRUST *i* 30 ORGANIC TRAFFIC *i* 26.6K **▲ 2.3K** Clicks/mo

PAGE TRUST *i* 8 KEYWORDS *i* 7.2K **▲ 855** TOTAL TRAFFIC COST *i* €3.5K **▲ 632.5**

PAID TRAFFIC *i* 2.2K **▼ 465** Clicks/mo

KEYWORDS *i* 262 **▼ 32** TOTAL TRAFFIC COST *i* €278.6 **▼ 50.6**

REFERRING DOMAINS *i* 748 BACKLINKS *i* 9.5K

Organic keywords *i*

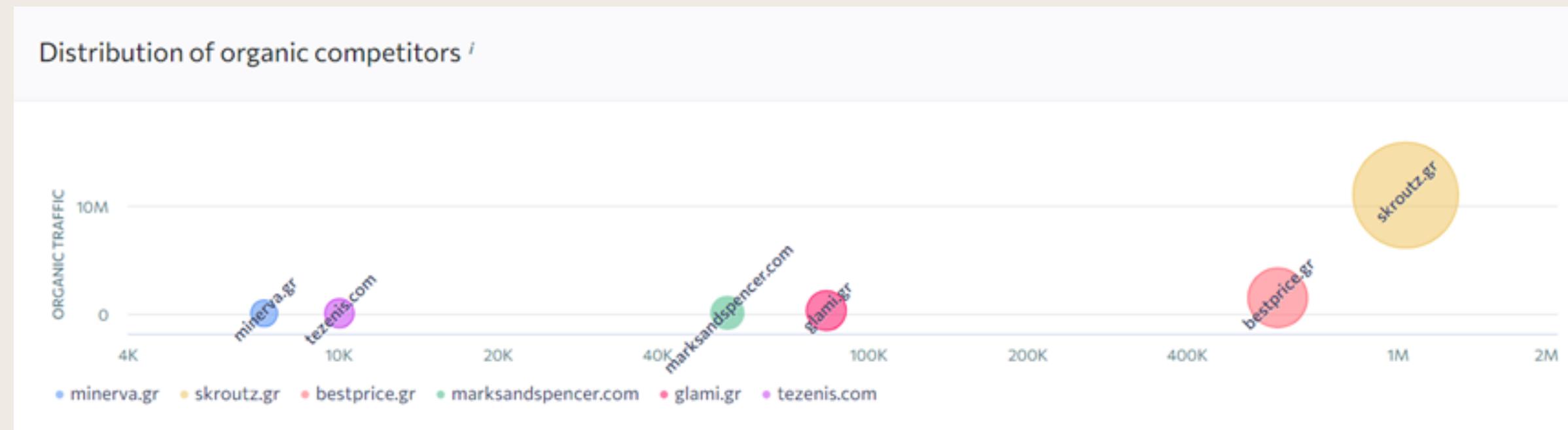
ALL (7.2K) IMPROVED (1.5K) DECREASED (852) NEW (2.9K) LOST (971)

KEYWORD	SEARCH VOL.	POSITION	COMPETITION	CPC
minerva	14.8K	1	0.28	€0.13
μινερβα	5.4K	1	0.45	€0.13
μαγιο ολοσωμα	4.4K	1 ▲ 1	0.96	€0.1
gossip	368K	22 ▲ 3	0	€0.03
ολοσωμο μαγιο	9.9K	2	0.97	€0.07

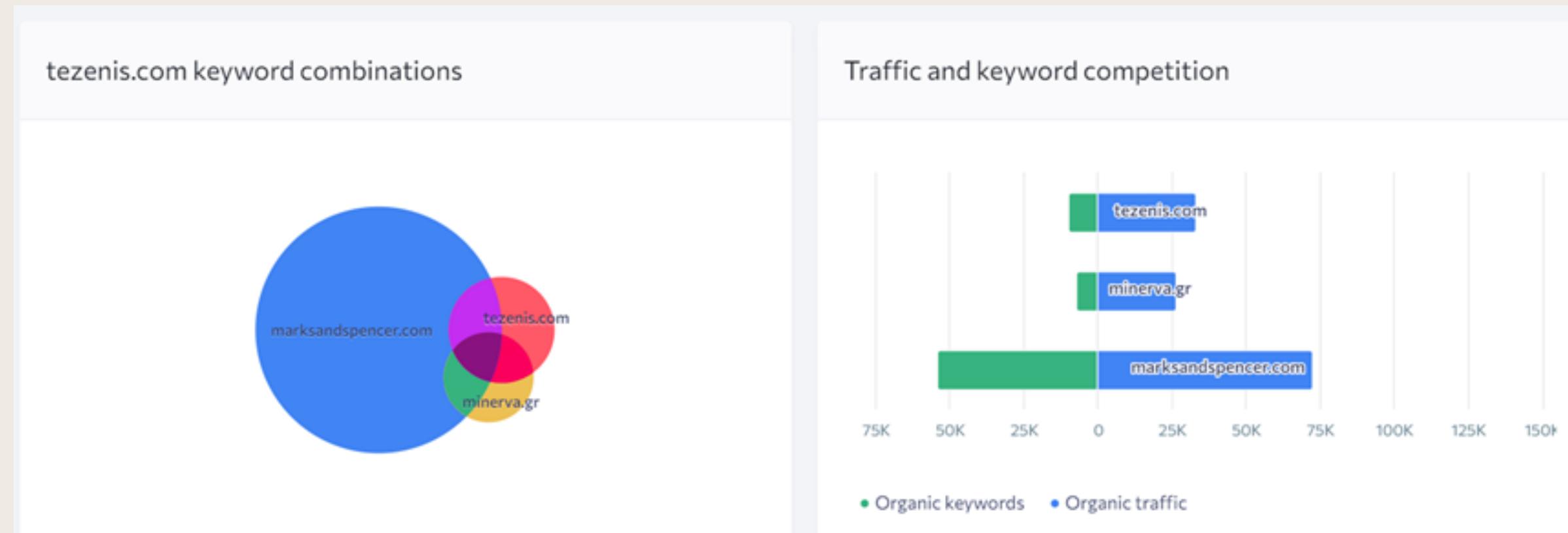
Top pages in organic search (1,011) *i*

URL	TRAFFIC SHARE	TOTAL TRAFFIC
Minerva Official e-shop https://www.minerva.gr/	18.84%	5,012
Ολόσωμα Μαγιό 2023 Σε Super Τιμές Minerva https://www.minerva.gr/el/magiw/gunaikeia/oloswma	16.49%	4,387
Minerva Εσώρουχα, Πυτζάμες, Outwear & Άνετα Ρούχα https://www.minerva.gr/el	7.33%	1,949
Γυναικείες Πιτζάμες: Άνεση, Στυλ & Φινέτσα Στο Σπίτι https://www.minerva.gr/el/gunaika/puzama	7.26%	1,932

Competitor analysis



THE DISTRIBUTION DEPENDS ON VOLUME OF TRAFFIC AND NUMBER OF KEYWORDS.

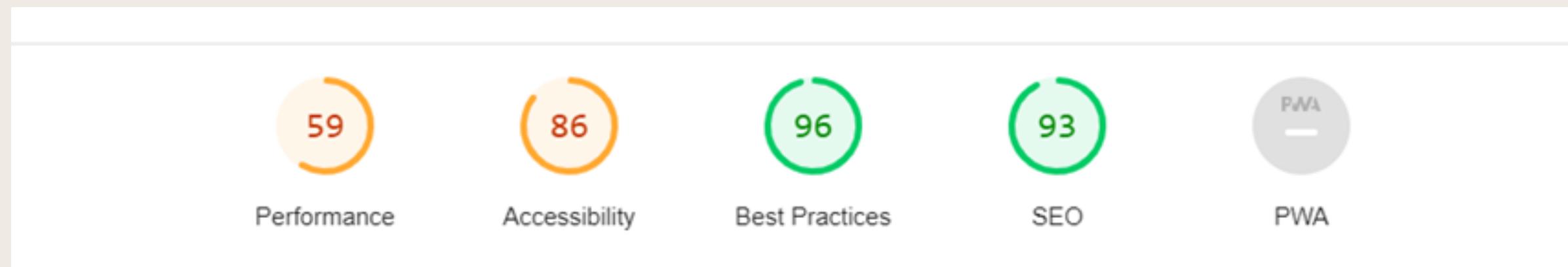


COMMON KEYWORDS

<input type="checkbox"/> KEYWORD (2,170)		MINERVA.GR	MARKSANDSPENCER.COM	TEZENIS.COM			
		Count	Page	Count			
<input type="checkbox"/>	μαγιο	79 ▲ 3	https://www.minerva.gr/el/magiw/gu...	62 ▶ 10	https://www.marksandspencer.com/...	5 ▲ 1	https://www.tezenis.com/...
<input type="checkbox"/>	εσωρουχα γυναικεια	6 ▶ 1	https://www.minerva.gr/el/gunaika/e...	9	https://www.marksandspencer.com/...	51 ▲ 39	https://www.tezenis.com/...
<input type="checkbox"/>	πιτζαμεσ γυναικεια	2	https://www.minerva.gr/el/gunaika/p...	3	https://www.marksandspencer.com/...	8 ▲ 1	https://www.tezenis.com/...
<input type="checkbox"/>	εσωρουχα	6 ▲ 5	https://www.minerva.gr/el/gunaika/e...	12 ▲ 2	https://www.marksandspencer.com/...	2 ▲ 2	https://www.tezenis.com/...
<input type="checkbox"/>	γυναικεια εσωρουχα	4 ▲ 1	https://www.minerva.gr/el/gunaika/e...	45	https://www.marksandspencer.com/...	42 ▲ 35	https://www.tezenis.com/...
<input type="checkbox"/>	σουτιεν	14 ▲ 38	https://www.minerva.gr/el/gunaika/e...	8 ▶ 3	https://www.marksandspencer.com/...	4 ▶ 1	https://www.tezenis.com/...
<input type="checkbox"/>	κολαν γυναικεια	89 ▶ 14	https://www.minerva.gr/el/gunaika/o...	42 ▶ 24	https://www.marksandspencer.com/...	98	https://www.tezenis.com/...
<input type="checkbox"/>	κολάν	25	https://www.minerva.gr/el/gunaika/g...	61 ▶ 39	https://www.marksandspencer.com/...	12	https://www.tezenis.com/...
<input type="checkbox"/>	ανδρικα εσωρουχα	3 ▲ 1	https://www.minerva.gr/el/andras/es...	7 ▲ 20	https://www.marksandspencer.com/...	30 ▶ 13	https://www.tezenis.com/...
<input type="checkbox"/>	lingerie	4 ▲ 3	https://www.minerva.gr/el/gunaika/li...	15 ▲ 16	https://www.marksandspencer.com/...	1 ▲ 1	https://www.tezenis.com/...

SEO & Performance Testing

SEO READABILITY SCORES





Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator](#)

▲ 0–49 ■ 50–89 ● 90–100

METRICS

▲ First Contentful Paint

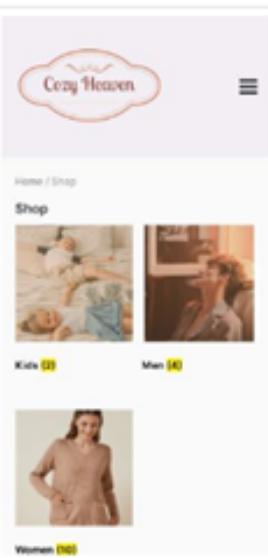
6.0 s

● Total Blocking Time

110 ms

▲ Speed Index

7.5 s



Expand view

▲ Largest Contentful Paint

6.8 s

● Cumulative Layout Shift

0.003

DIAGNOSTICS

- ▲ Eliminate render-blocking resources — Potential savings of 6,610 ms
- ▲ Serve images in next-gen formats — Potential savings of 235 KiB
- ▲ Largest Contentful Paint element — 6,780 ms
- Reduce unused CSS — Potential savings of 14 KiB
- Avoid serving legacy JavaScript to modern browsers — Potential savings of 12 KiB
- Serve static assets with an efficient cache policy — 44 resources found
- Ensure text remains visible during webfont load
- Initial server response time was short — Root document took 290 ms
- Avoids enormous network payloads — Total size was 602 KiB



Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so [manual testing](#) is also encouraged.



Best Practices

CONTRAST

- ▲ Background and foreground colors do not have a sufficient contrast ratio.

These are opportunities to improve the legibility of your content.

USER EXPERIENCE

- ▲ Serves images with low resolution



SEO

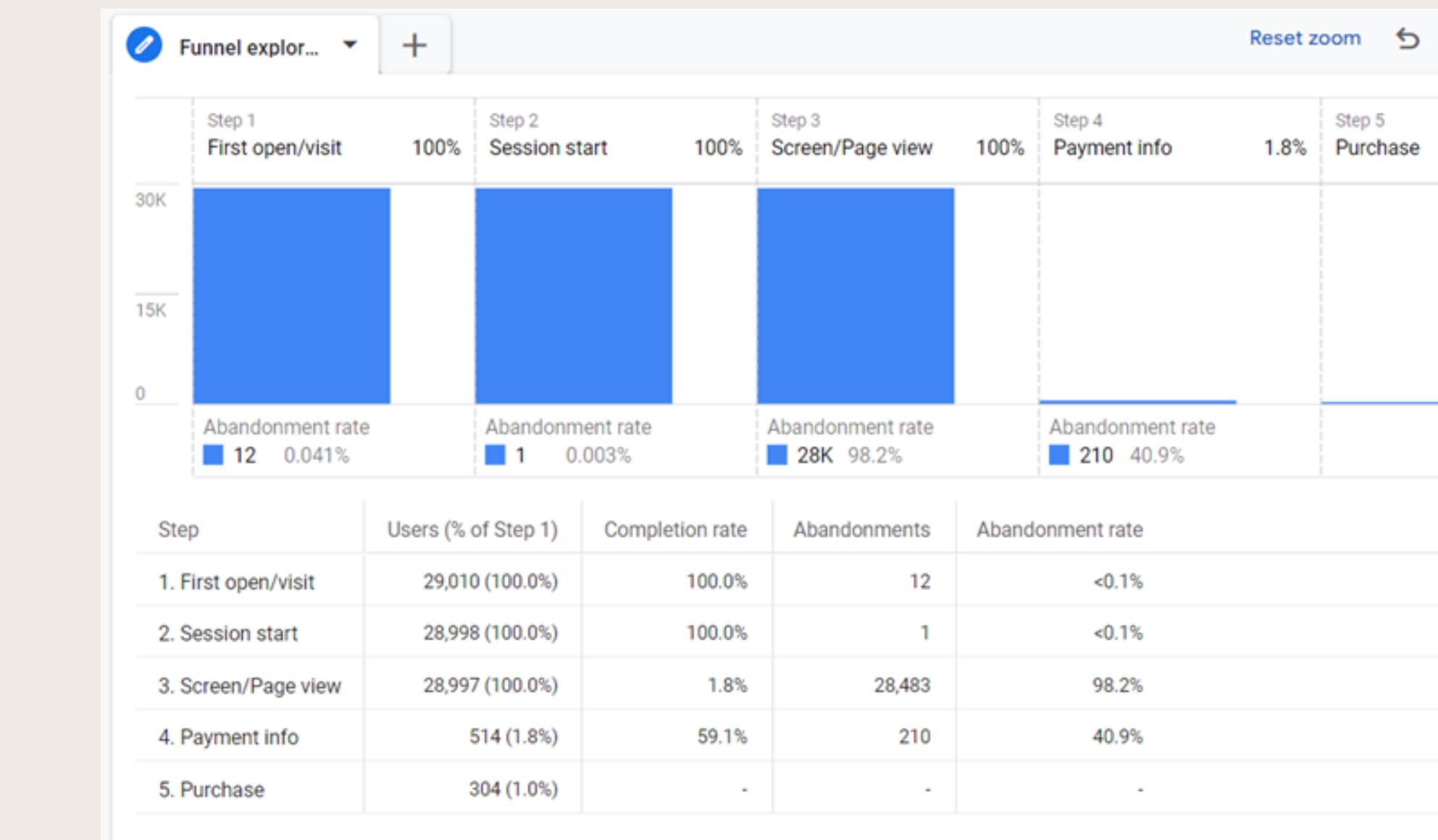
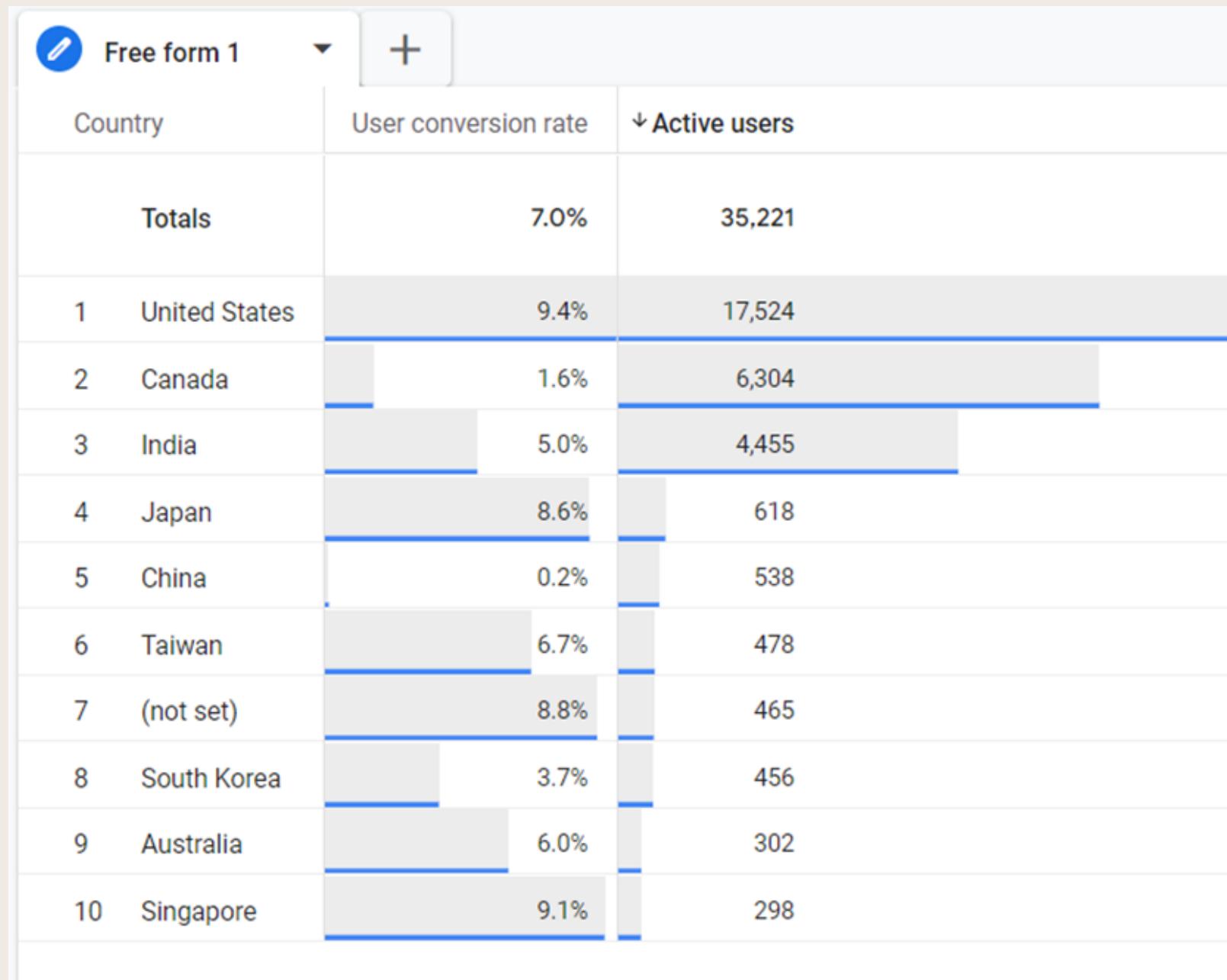
These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on [Core Web Vitals](#). [Learn more about Google Search Essentials](#).

CONTENT BEST PRACTICES

- ▲ Document does not have a meta description

BEHAVIORAL WEB ANALYTICS REPORT

USER CONVERSION RATE/ACTIVE USER



CUSTOMER JOURNEY FUNNEL ANALYSIS

COHORT EXPLORATION

EACH CELL IS THE SUM OF ACTIVE USERS FOR
USERS WHO HAD ANY EVENT, IN THAT WEEK AFTER
FIRST TOUCH (ACQUISITION DATE)

		WEEK 0	WEEK 1	WEEK 2	WEEK 3
Paid traffic					
Active users		7,613	13	10	10
Dec 24 - Dec 30, 2023	7,589 users	7,589	13	10	10
Dec 31, 2023 - Jan 6, 2024	14 users	14	0	0	
Jan 7 - Jan 13, 2024	12 users	12	0		
Jan 14 - Jan 20, 2024	4 users	4			
Direct traffic		13,473	374	96	28
Active users					
Dec 24 - Dec 30, 2023	4,077 users	4,077	83	32	28
Dec 31, 2023 - Jan 6, 2024	2,894 users	2,894	139	64	
Jan 7 - Jan 13, 2024	3,418 users	3,418	152		
Jan 14 - Jan 20, 2024	3,081 users	3,081			

BUSINESS OPPORTUNITIES:

1. SEO OPPORTUNITIES:
 - IDENTIFY HIGH-PERFORMING KEYWORDS AND OPTIMIZE CONTENT FOR BETTER ORGANIC SEARCH RESULTS.
 - IMPROVE META TAGS AND DESCRIPTIONS.
2. PPC OPTIMIZATION:
 - REVIEW AND OPTIMIZE PAID CAMPAIGNS BASED ON HIGH-PERFORMING KEYWORDS.
3. CUSTOMER JOURNEY IMPROVEMENTS:
 - ENHANCE USER EXPERIENCE ON KEY PAGES.
 - OPTIMIZE THE CHECKOUT PROCESS TO REDUCE DROP-OFFS.
4. MARKETING APPROACHES:
 - DEVELOP TARGETED MARKETING CAMPAIGNS BASED ON USER SEGMENTS.
 - UTILIZE RETARGETING FOR ABANDONED CARTS.
5. MOBILE OPTIMIZATION:
 - OPTIMIZE THE WEBSITE FOR MOBILE USERS, ADDRESSING ANY ISSUES AFFECTING USER EXPERIENCE.

CONCLUSION:

SUMMARIZE KEY FINDINGS, INSIGHTS, AND PROPOSED ACTIONS BASED ON THE ANALYSIS. THIS SHOULD INCLUDE SPECIFIC RECOMMENDATIONS FOR IMPROVING ACQUISITION CHANNELS, USER ENGAGEMENT, AND OVERALL CONVERSION RATES.

The End

Thank you!