

Digital Marketing Web Analytics

Presentation

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COURSE

DIGITAL MARKETING

DATE

23TH JANUARY 2024

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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



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.

Explore Our Collections

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

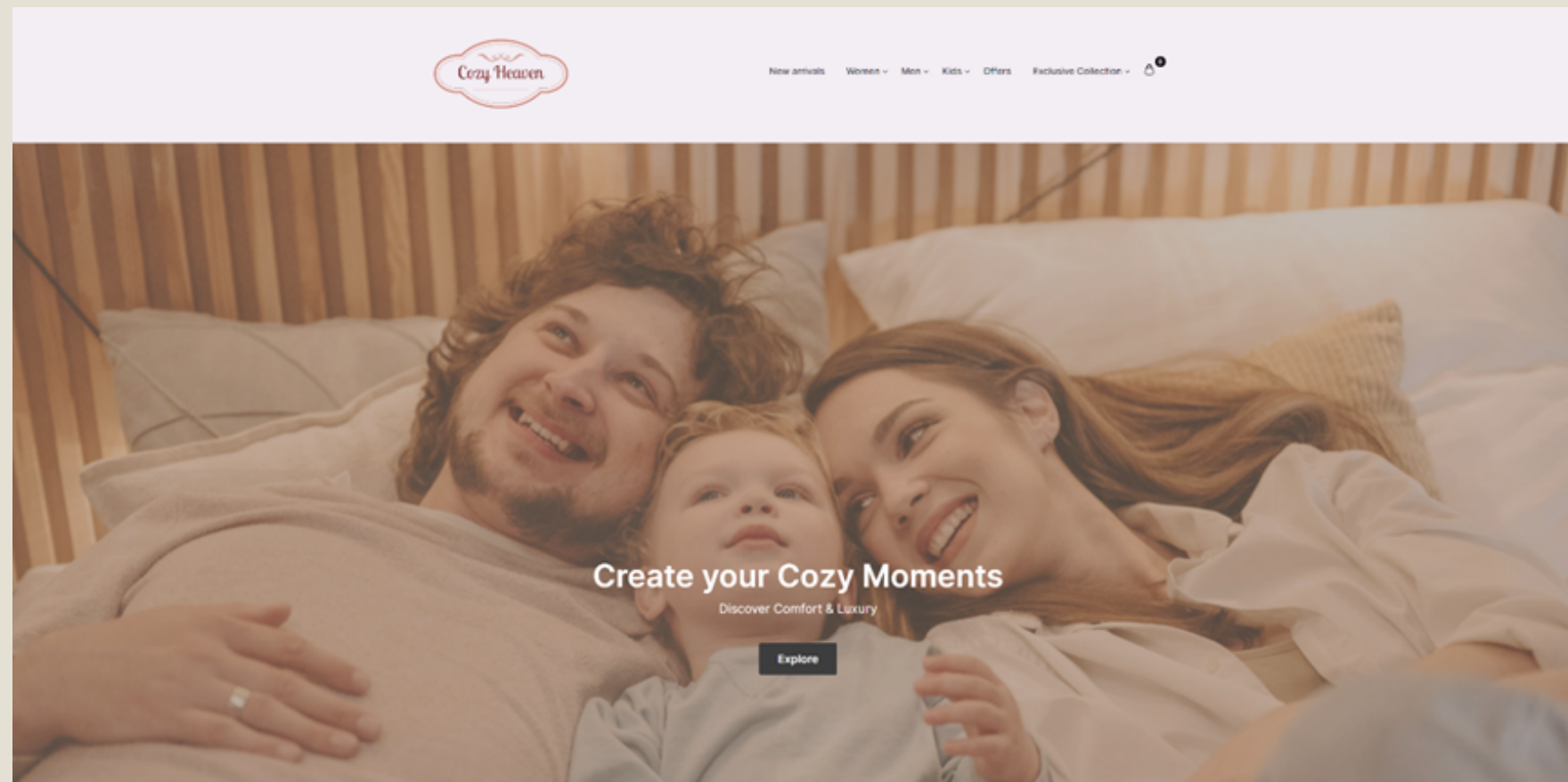
FROM SILKY SATIN TO PLUSH, OUR ROBES ARE CRAFTED FOR
RELAXATION CHOOSE FROM A VARIETY OF COZY OPTIONS
TO SUIT YOUR STYLE

SEO DEVELOPMENT & OPTIMIZATION

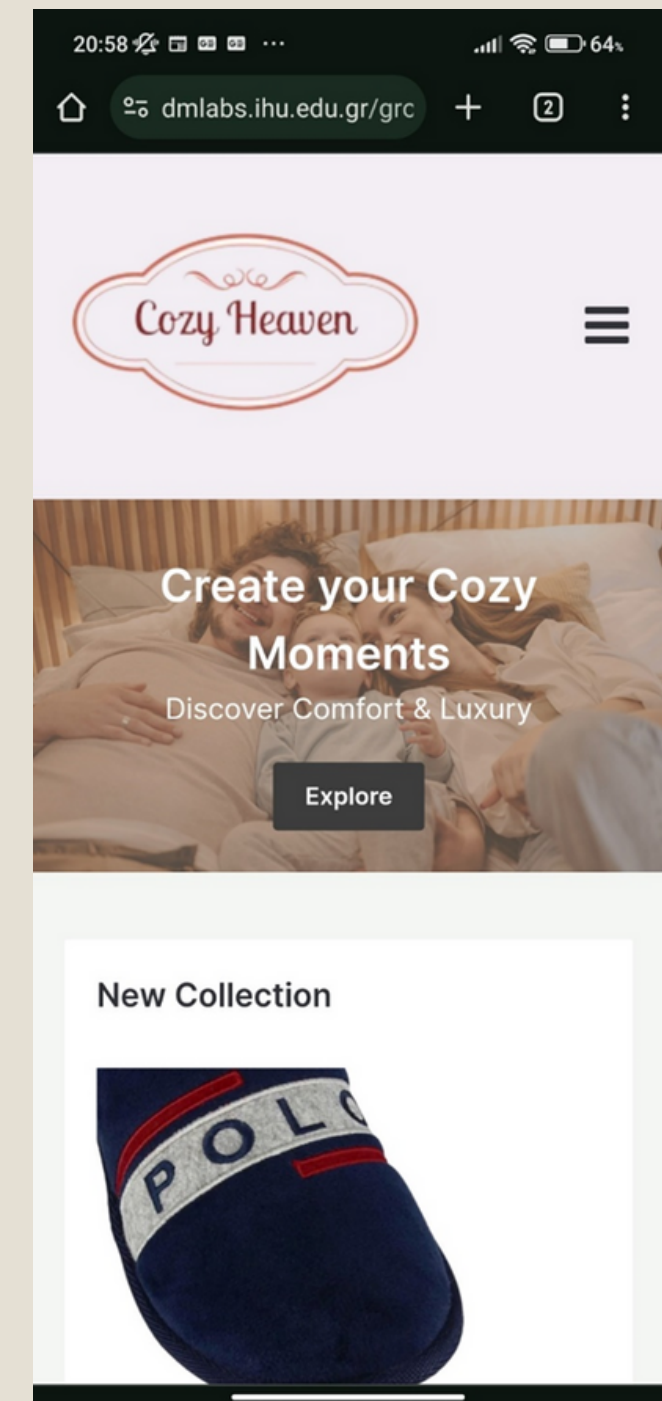
for Cozy Heaven

E-shop's theme

- DESKTOP VERSION



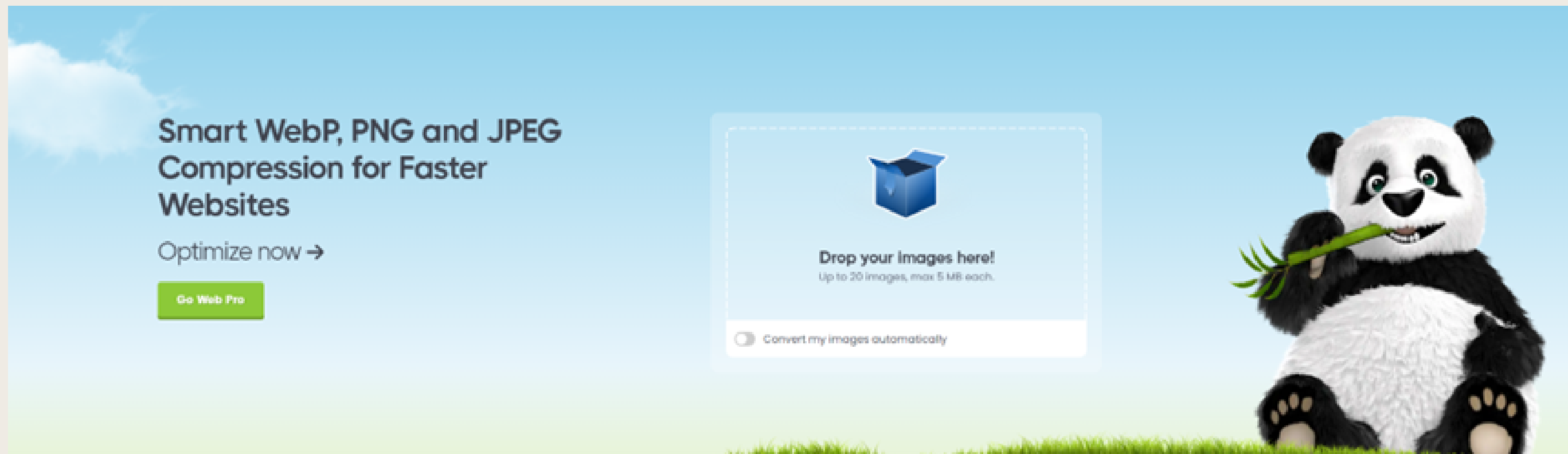
- MOBILE VERSION



- LIGHT COLORS FOR A BETTER USER EXPERIENCE
- MINIMALISTIC DESIGN

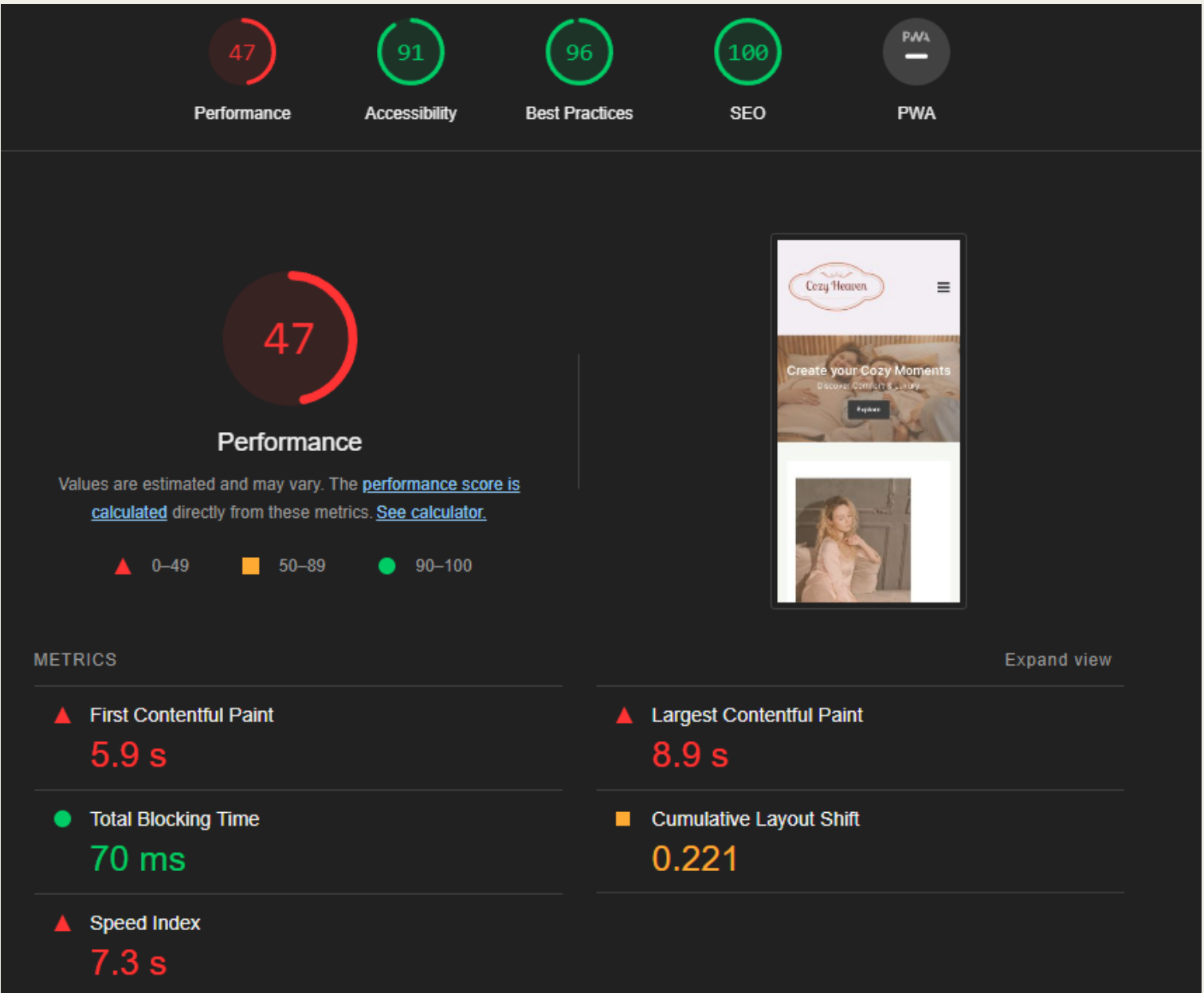
Useful tools

- IMAGE COMPRESSION TOOL
- FASTER AND LIGHTER WEBSITE

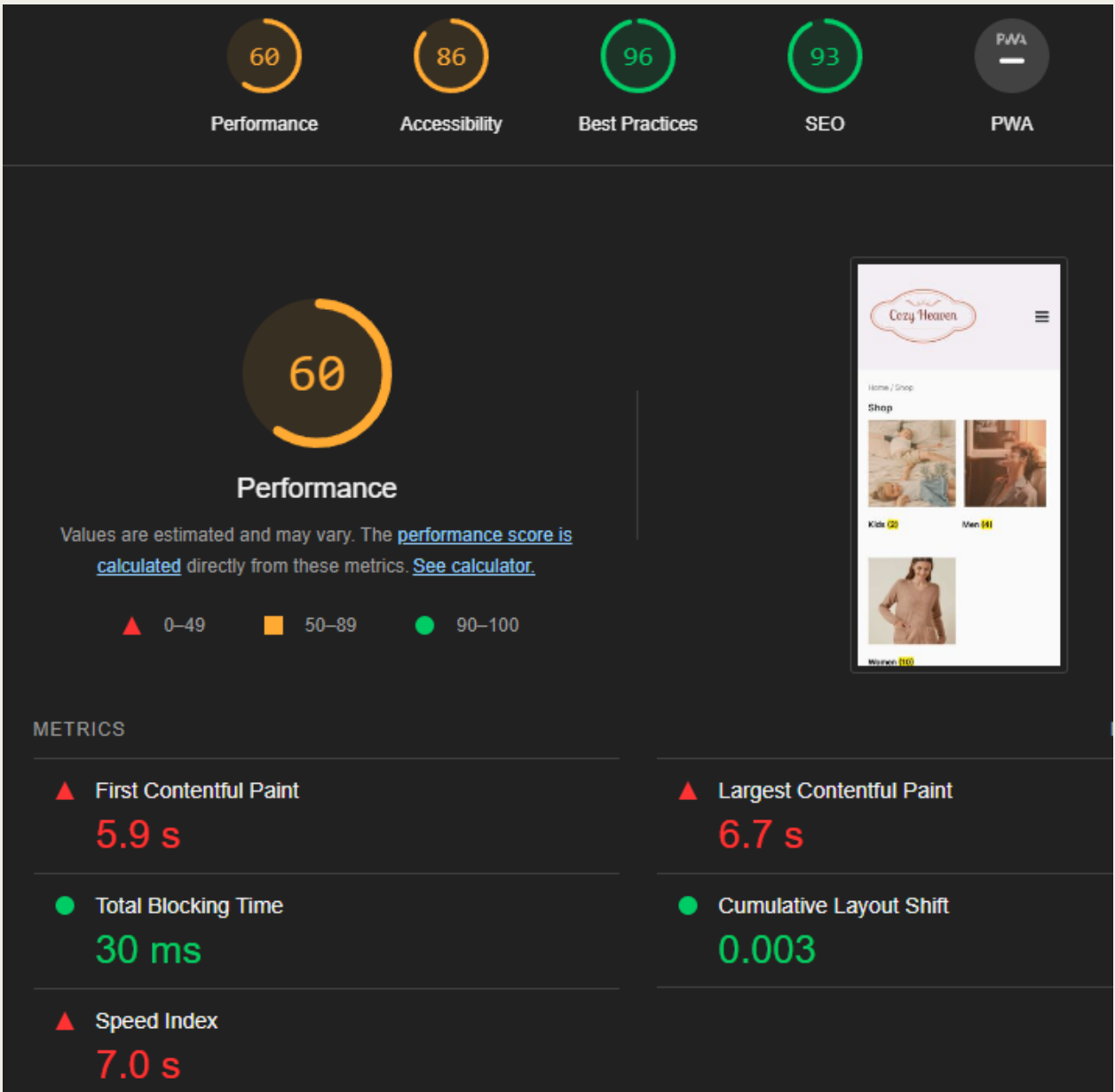


LIGHTHOUSE SCORES


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

Yeast 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 Yeast WooCommerce SEO

Determine how your post should look in the search results.

Preview as:

Mobile result


Desktop result

Cozy Heaven

dmlabs.ihu.edu.gr > group3 > produ...

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

Use AI

Insert variable

Title

Page

Separator

Site title

Slug

marks-spencer-red-pyjama-set


Meta description

Use AI

Insert variable

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

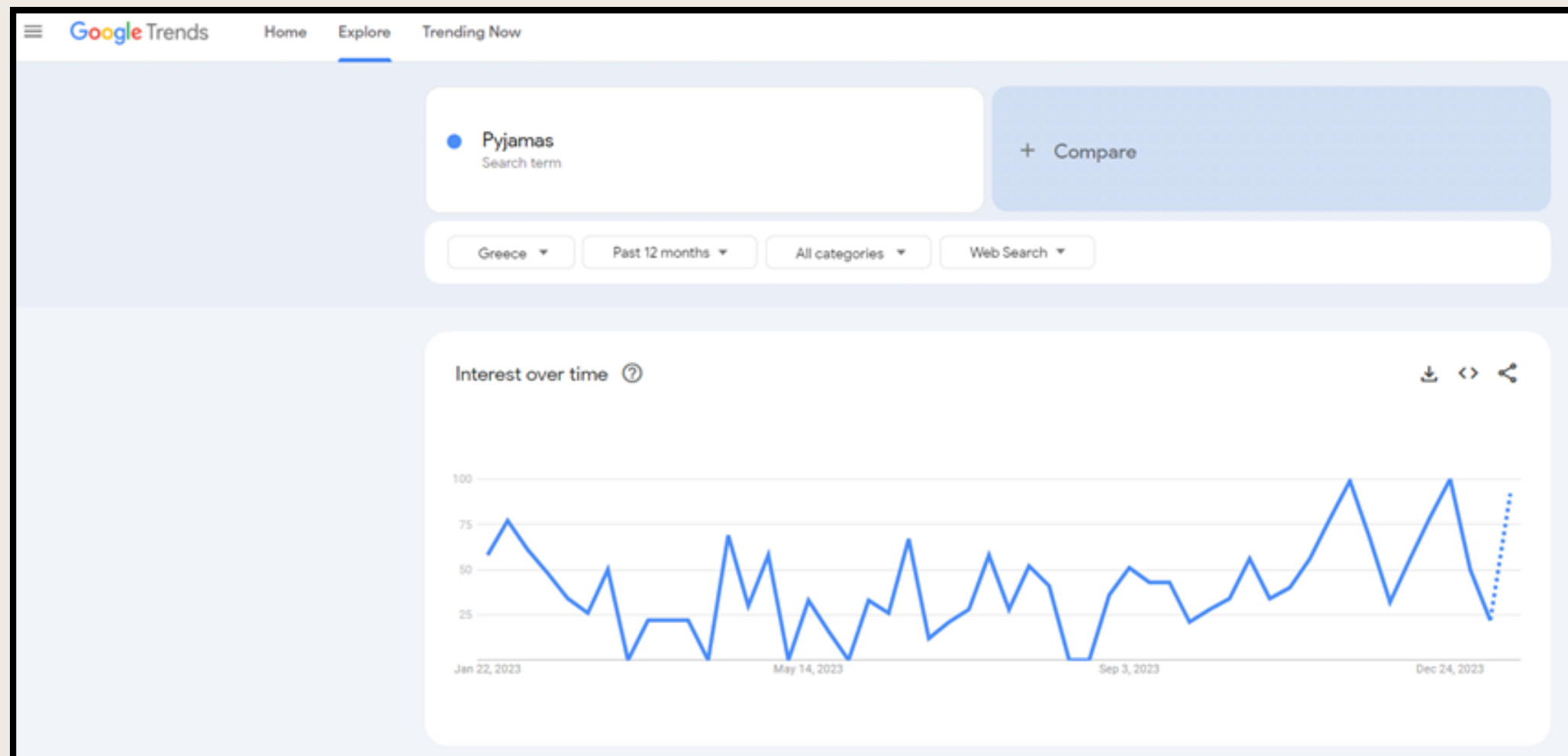
Copy URL to clipboard

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















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					
SUGGESTIONS RELATED QUESTIONS PREPOSITIONS COMPARISONS					
KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?
pyjamas set			170	€0,26	99
pyjamas party			110	€0,57	44
pyjamas or pajamas			90	€0,00	1
pyjamas oysho			50	€0,99	41
pyjamas zara			20	€0,00	18
pyjamas day			10	€0	
pyjamas pants			10	€0	

Google

pyjamas

Monthly searches: 720 | CPC: €0,34



View All

Shopping

Images

Videos

Places sites

News

Books


Finance

All filters

Tools

SafeSearch

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
<input type="checkbox"/> pyjamas	720	€0,34	40
<input type="checkbox"/> matching pyjamas couple	390	€0,36	63
<input type="checkbox"/> couple pyjamas	170	€0,36	58
<input type="checkbox"/> pyjamas set	170	€0,26	46
<input type="checkbox"/> victoria secret pink pyjamas	140	€0,08	57
<input type="checkbox"/> anexo pyjamas	140	€0,20	62

ubersuggest.com

soovle

pyjamas

pyjamas are forgiving

pyjamas preferred

pyjamas with feet

pyjamas (software)

pyjamas coup

pyjama shark

pyjamarama

pyjamarama (song)

pyjama party

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

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

amazon.com

pyjamas

Soovle

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

Domain Overview

OPEN

pyjamasque en français

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 generique

pyjamas

pyjamasques

pyjamask

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

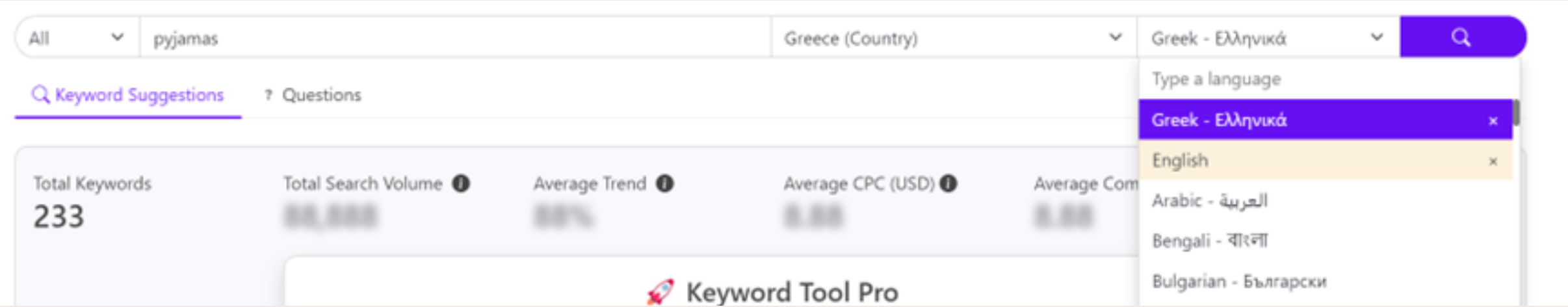
les pyjamasques

soovle.com

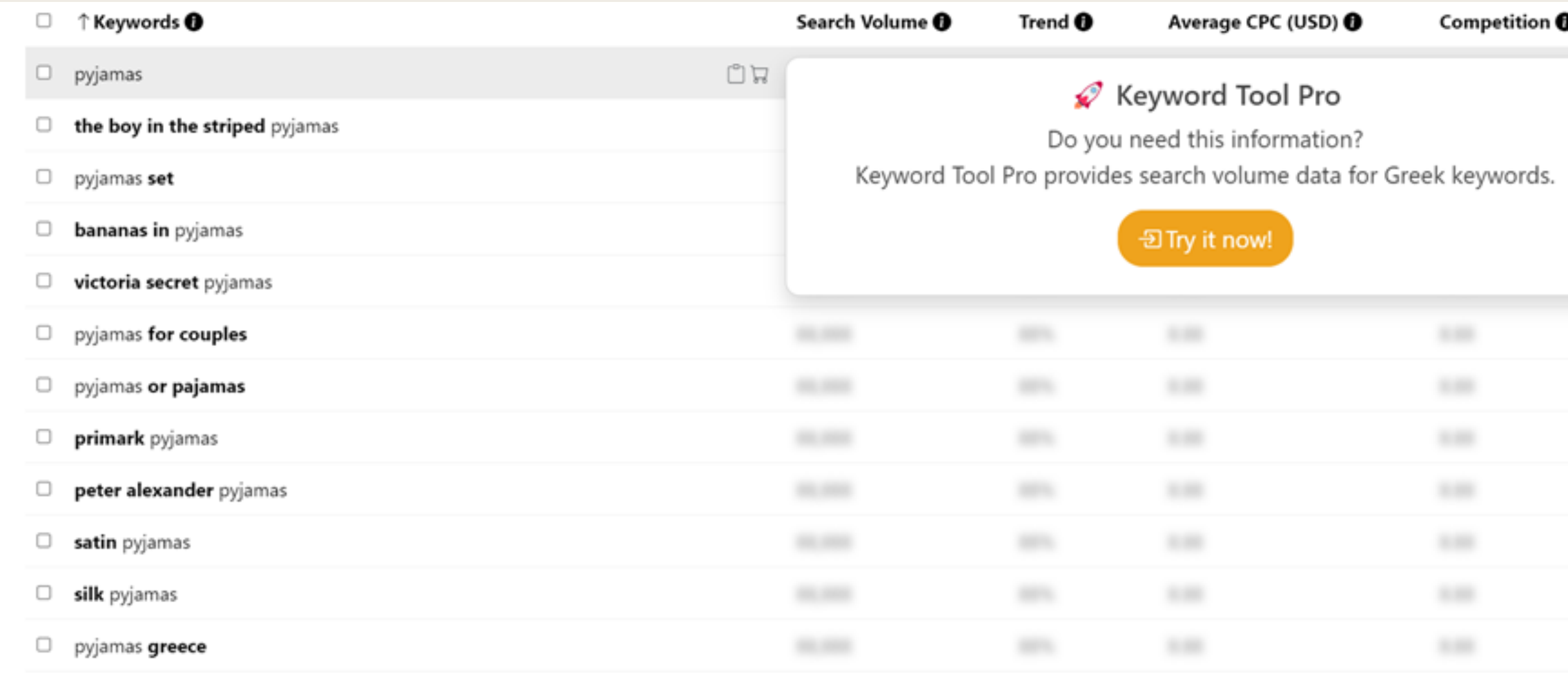
Showing 25 of 500 keywords

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

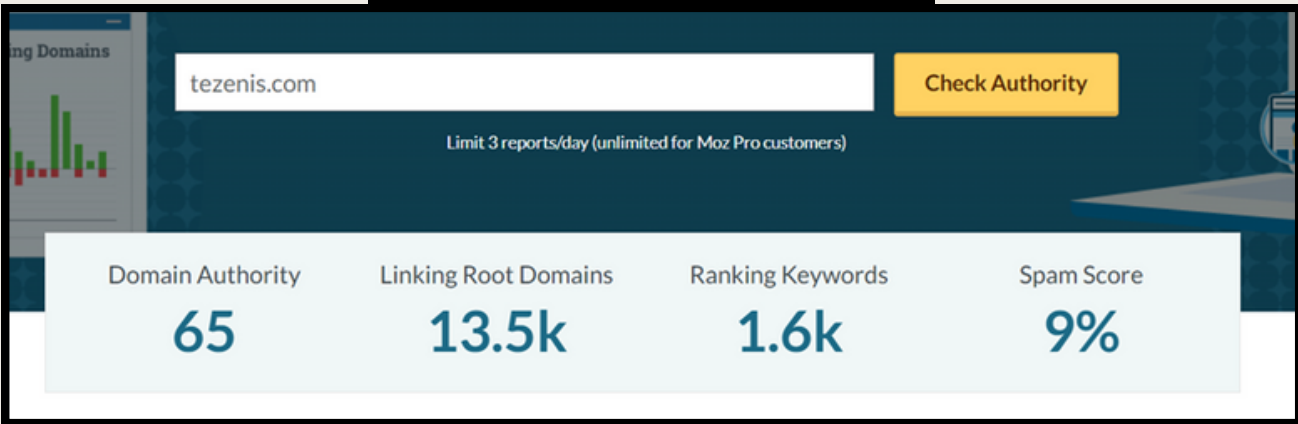
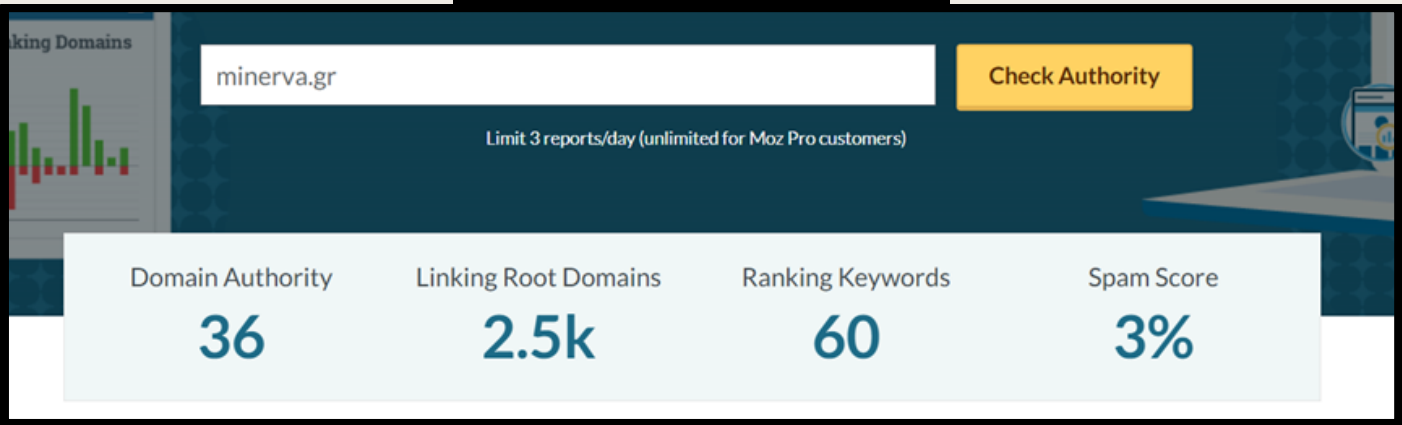
wordstream.com



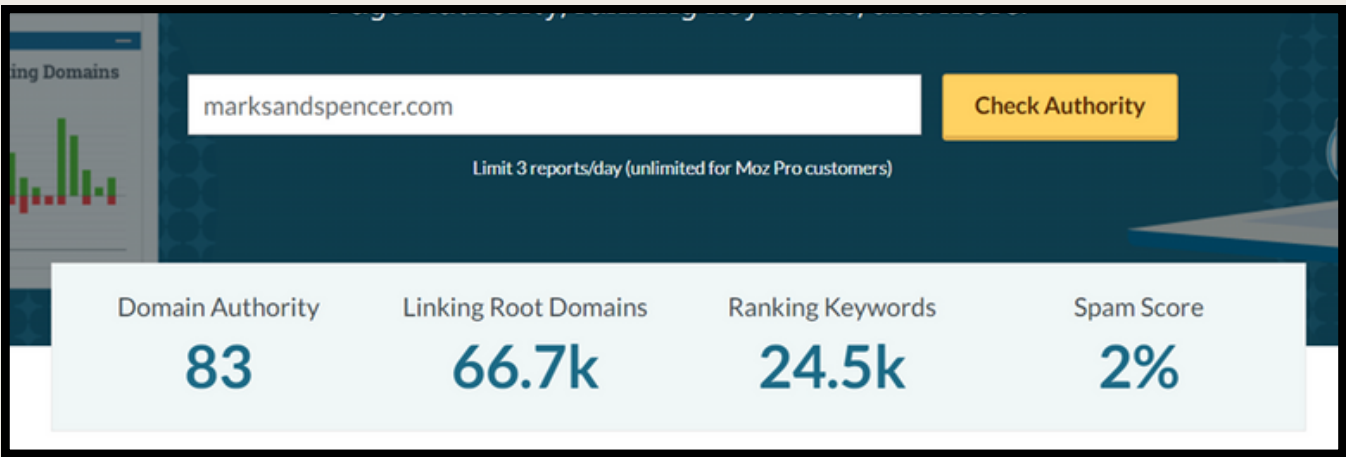
KEYWORD RESEARCH IS AN ONGOING PROCESS, AND IT'S ESSENTIAL TO ADAPT YOUR STRATEGY AS THE ONLINE LANDSCAPE EVOLVES.



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)



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
μινερβα	1.3K
VOL: 2,540	\$0.24
μινερβα πιτζαμεσ α...	335
VOL: 100	\$--
minerva εσωρουχα	292
VOL: 700	\$0.38
ισοθερμικα γυναικεια	284
VOL: 820	\$0.27
240 Others	
See more →	



Total Visits ⓘ
157.2K

Bounce Rate ⓘ
33.49%

Pages per Visit ⓘ
7.05

Avg Visit Duration ⓘ
00:04:14

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

> 10001

HQ

United Kingdom, London

Annual Revenue

> \$1B

Industry

[Lifestyle > Fashion and Apparel](#)



🌐 Global Rank ⓘ

#842
▲ 177

🌐 Country Rank ⓘ

#37
▲ 12
United Kingdom

🌐 Category Rank ⓘ

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

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 ⓘ

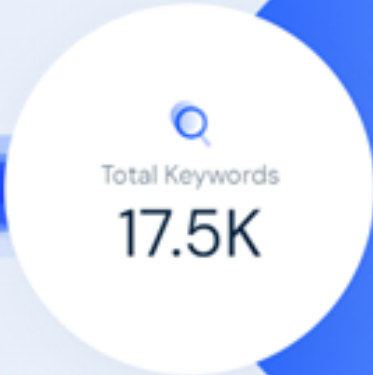
00:05:09

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	



Organic vs. Paid ⓘ



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 →](#)

tezenis.com

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

Company

Year Founded

Employees

HQ

Annual Revenue

Industry

Tezenis

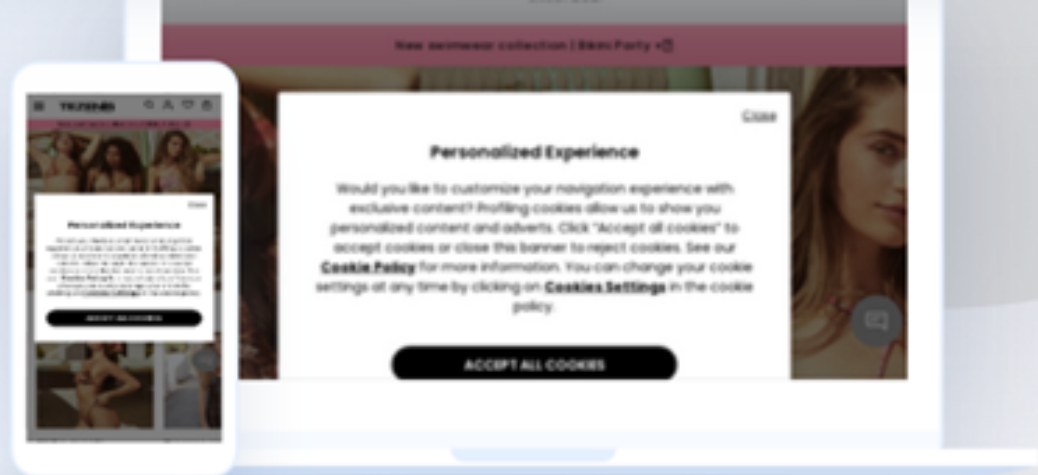
- -

51 - 200

Italy, Milano

\$15M - \$25M

[Lifestyle > Fashion and Apparel](#)



🌐 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](#)

Total Visits ⓘ

5.3M

Last Month Change ⓘ

▲ 10.75%

Bounce Rate ⓘ

42.24%

Pages per Visit ⓘ

7.34

Avg Visit Duration ⓘ

00:03:27

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 ⓘ

● Organic 71.66%

● Paid 28.34%

[Share](#)

Total Keywords

3.8K

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



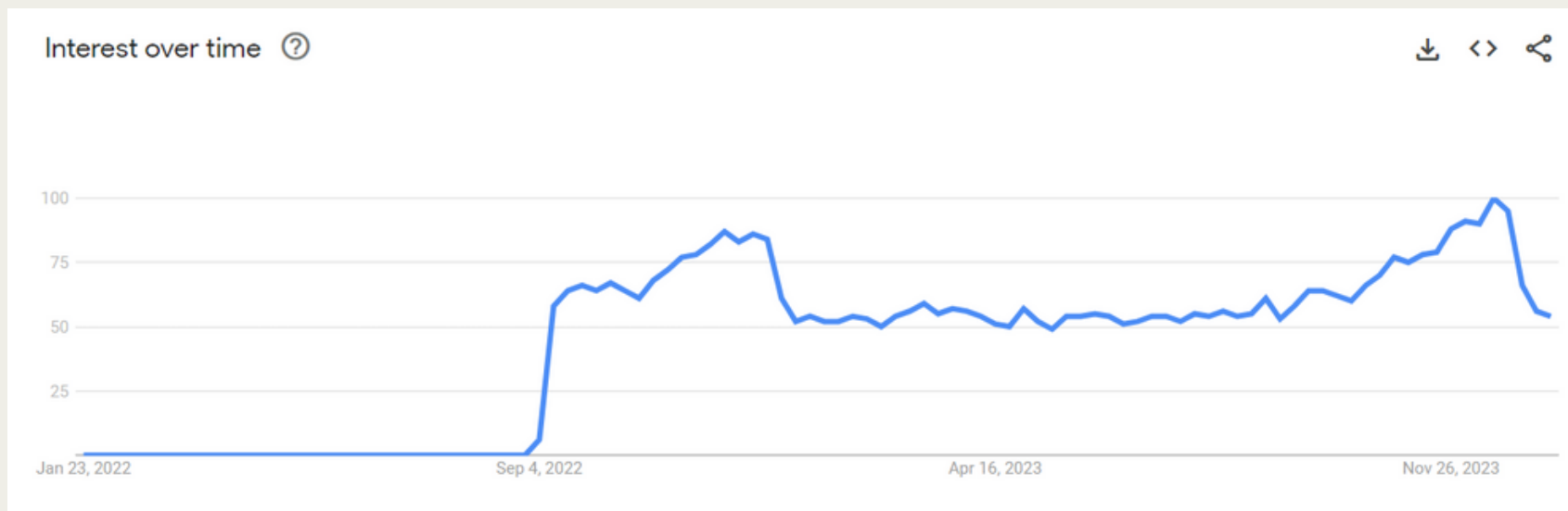
PPC CAMPAIGN

The Goals

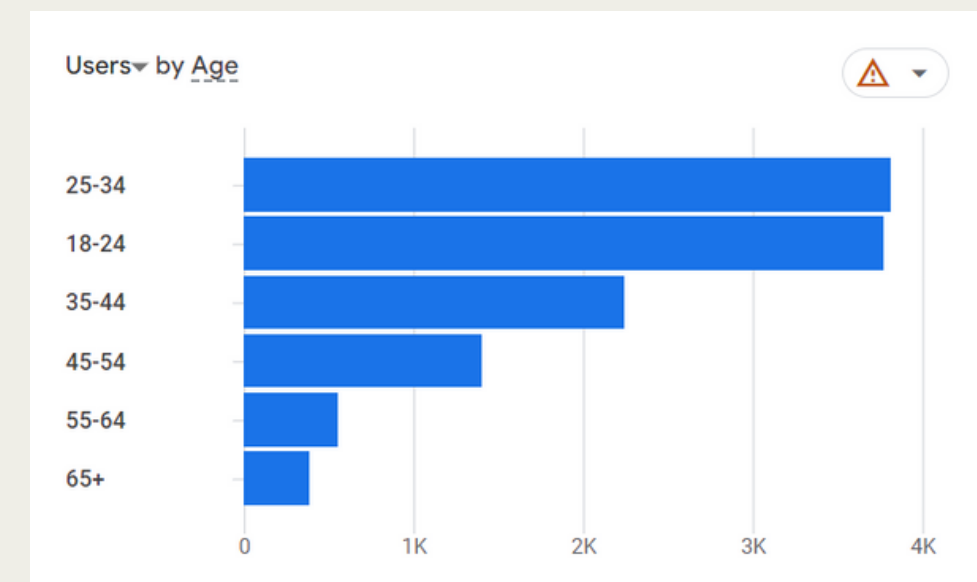
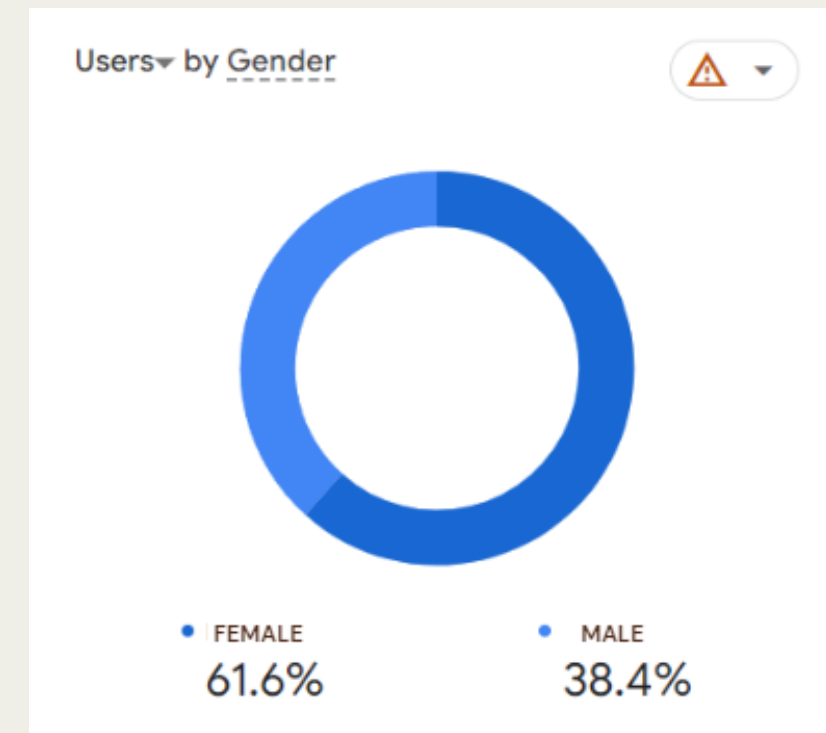
- Brand Awareness
- Website Traffic
- Drive Sales

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.

<div></div>	M&S	Broad match
<div></div>	m and s womens pyjamas	Broad match
<div></div>	marks and spencer women pyjamas	Broad match
<div></div>	m&s womens pyjamas	Broad match
<div></div>	m&s pjs womens	Broad match
<div></div>	Women's Pyjamas M&S	Broad match
<div></div>	marks and spencer womens pyjama set	Broad match

3.

Home / Women / Pyjamas / Marks & Spencer Red Pyjama Set



Marks & Spencer Red Pyjama Set

35,99 €

1

Add to cart

SKU: MIN-23483

Categories: Pyjamas, Women


Tags: [minerva pyjamas](#), [pyjamas](#), [red pyjamas](#)

M & S WOMEN PYJAMAS

2. Create Campaign

SEARCH
CAMPAIGN

Sponsored


 dmlabs.ihu.edu.gr/m&s/women's_pyjamas

Women's Pyjamas M&S - Cozy Heaven

Discover our wide variety from Marks and Spencer Women's Pyjamas. Choose your M&S Women's pyjama set. Shop with 20% off. Worldwide shipping.

[Deals at M&S pyjamas](#) · [Women's Nightwear](#) · [20% Offers](#)

Sponsored

 dmlabs.ihu.edu.gr/m&s/women's_pyjamas

Women's Pyjamas M&S - Cozy Heaven


Get ready for winter nights with Marks and Spencer Women's Pyjamas. Discover our wide variety from Marks and Spencer Women's Pyjamas. Worldwide shipping.


Women's Offer

20% Offers

Deals at M&S pyjamas

DISPLAY
CAMPAIGN




**M&S Womens Pyjamas**

Women pyjamas in perfect red color. Shop them now!

Close

Open



Marks & Spencer Red Pyjamas

Worlwide shipping.

Close

Open

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

Add to cart

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

Sponsored



dmlabs.ihu.edu.gr/mens/slippers

New Collection - Cozy Heaven - M&S Men's Slippers fleece gray

Get ready for winter nights wearing warm slippers with fleece. The best choice for him. Discover the full M&S collection online today at Cozy Heaven!

Deal: 20% off M&S Mens Slippers

Sponsored



dmlabs.ihu.edu.gr/mens/slippers


M&S Men's Slippers fleece gray - Men's House Shoes

Choose your M&S men's slippers. Shop with 20% off. Get ready for winter nights wearing warm slippers with fleece. The best choice for him.





20% off M&S Mens Slippers

DISPLAY
CAMPAIGN



Keep your feet warm and comfortable. Discover them now at Cozy Heaven





M&S slippers with fleece

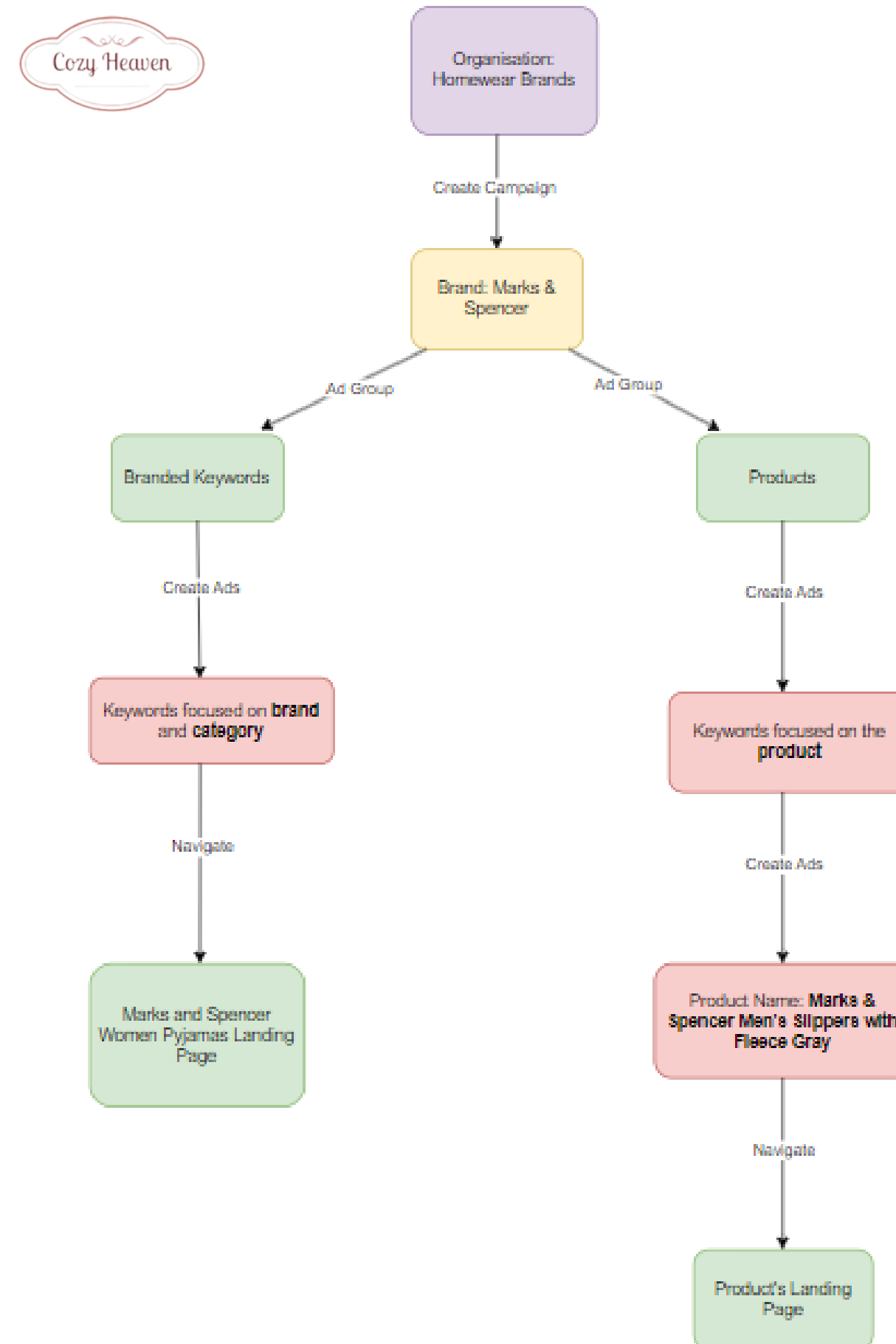
Discover the full collection online today! Only at Cozy Heaven.

CLOSE

OPEN

Google Ads Campaign Structure

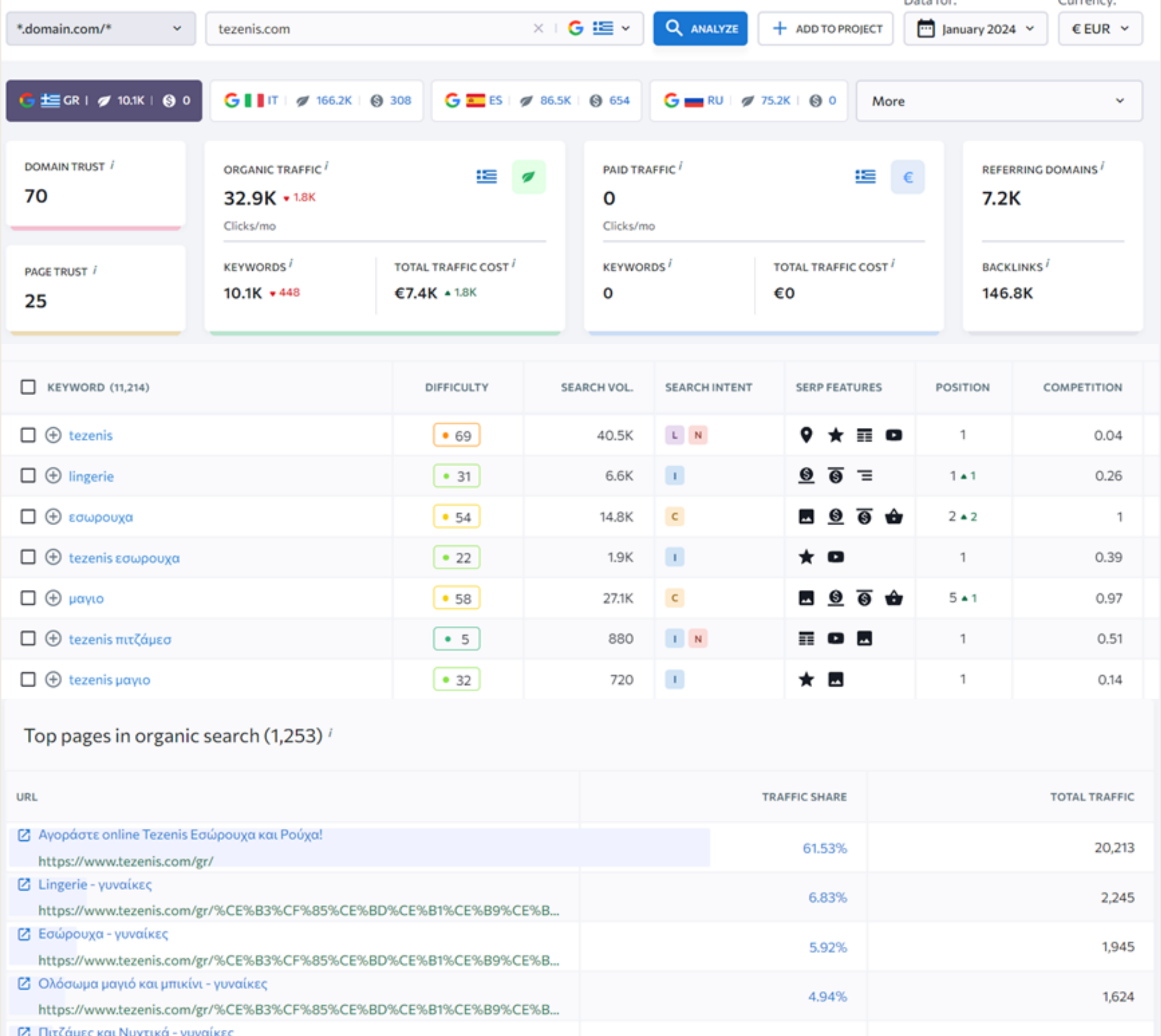
Search & Display



WEB ANALYTICS

SEO PERFORMANCE ANALYSIS OF COMPETITORS

Tezenis



Marksand

spencer

.domain.com/

marksandspencer.com

X | G IE

ANALYZE

+ ADD TO PROJECT

Data for: January 2024

Currency: EUR

GR | 54.4K | 698

UK | 3M | 21.8K

US | 1.1M | 294

AU | 253.3K | 533

More

DOMAIN TRUST ⁱ

89

ORGANIC TRAFFIC ⁱ

72.6K [▼]31.2K

Clicks/mo

KEYWORDS ⁱ

54.4K [▼]3K

TOTAL TRAFFIC COST ⁱ

€147K [▲]124.6K

PAID TRAFFIC ⁱ

10K [▼]2.7K

Clicks/mo

KEYWORDS ⁱ

698 [▼]51

TOTAL TRAFFIC COST ⁱ

€23.4K [▲]20.8K

REFERRING DOMAINS ⁱ

189.4K

BACKLINKS ⁱ

12.6M

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/!/%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

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

PAID TRAFFIC ⁱ

2.2K [▼]465

Clicks/mo

REFERRING DOMAINS ⁱ

748

PAGE TRUST ⁱ

8

KEYWORDS ⁱ

7.2K [▲]855

TOTAL TRAFFIC COST ⁱ

€3.5K [▲]632.5

KEYWORDS ⁱ

262 [▼]32

TOTAL TRAFFIC COST ⁱ

€278.6 [▼]50.6

BACKLINKS ⁱ

9.5K

Organic keywords ⁱ

ALL (7.2K)

IMPROVED (1.5K)

DECREASED (852)

NEW (2.9K)

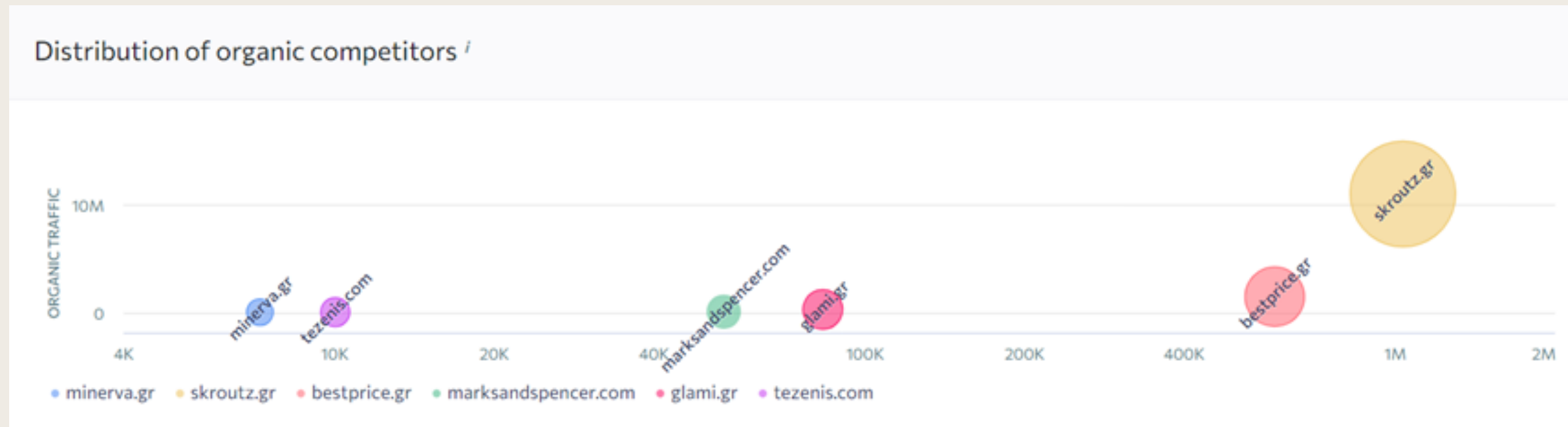
LOST (971)

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

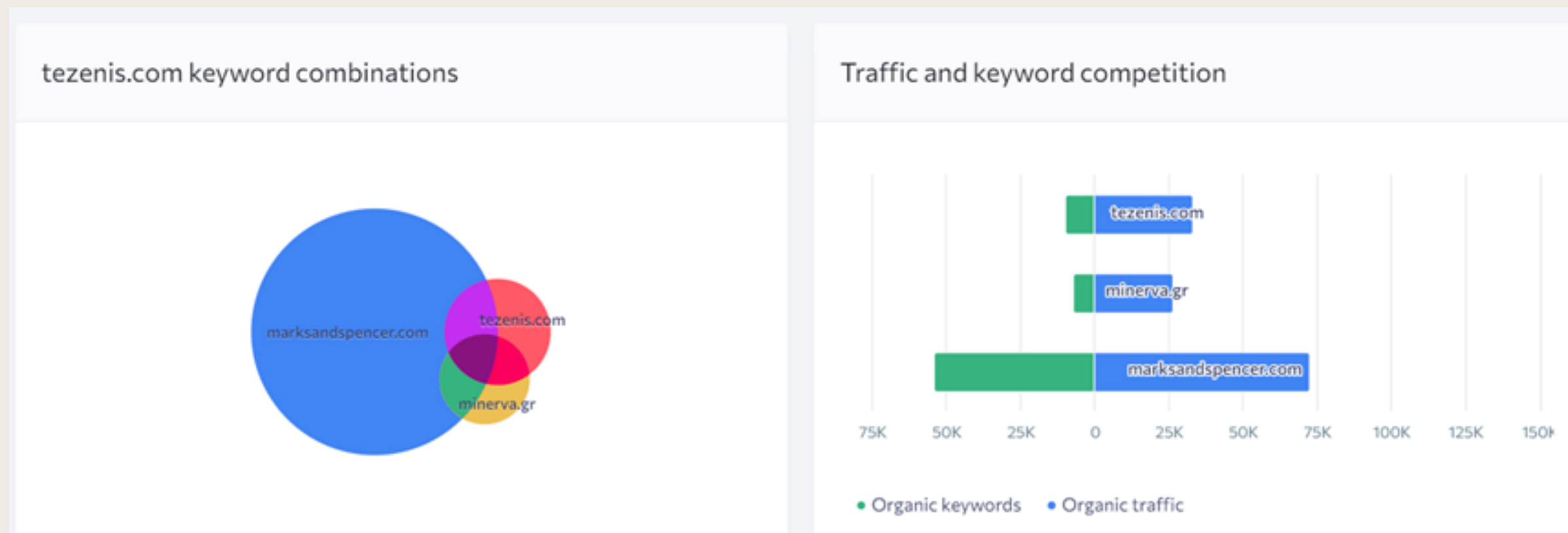
Top pages in organic search (1,011) ⁱ

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

Competitor analysis



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

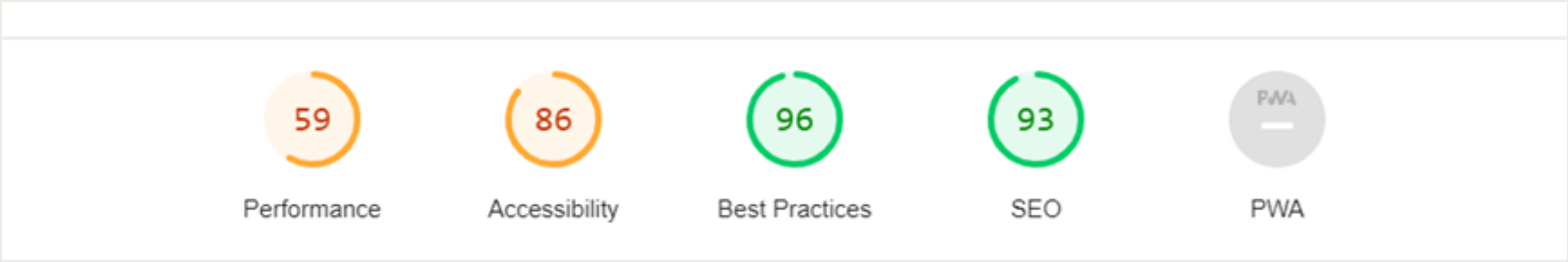


COMMON KEYWORDS

Search		ALL KEYWORDS	COMMON	MISSING	UNIQUE		FILTER	All domains	
<input type="checkbox"/>	KEYWORD (2,170)	MINERVA.GR	MarksandSpencer.COM	TEZENIS.COM					
<input type="checkbox"/> +	μαγιο	79 ▲ 3 https://www.minerva.gr/el/magiw/gu...	62 ▼ 10 https://www.marksandspencer.com/...	5 ▲ 1 http://tezenis.com/el/magiw/gu...					
<input type="checkbox"/> +	εσωρουχα γυναικεια	6 ▼ 1 https://www.minerva.gr/el/gunaika/e...	9 https://www.marksandspencer.com/...	51 ▲ 39 http://tezenis.com/el/gunaika/e...					
<input type="checkbox"/> +	πυτζαμεσ γυναικειες	2 https://www.minerva.gr/el/gunaika/p...	3 https://www.marksandspencer.com/...	8 ▲ 1 http://tezenis.com/el/gunaika/p...					
<input type="checkbox"/> +	εσωρουχα	6 ▲ 5 https://www.minerva.gr/el/gunaika/e...	12 ▲ 2 https://www.marksandspencer.com/...	2 ▲ 2 http://tezenis.com/el/gunaika/e...					
<input type="checkbox"/> +	γυναικεία εσώρουχα	4 ▲ 1 https://www.minerva.gr/el/gunaika/e...	45 https://www.marksandspencer.com/...	42 ▲ 35 http://tezenis.com/el/gunaika/e...					
<input type="checkbox"/> +	σουτιεν	14 ▲ 38 https://www.minerva.gr/el/gunaika/e...	8 ▼ 3 https://www.marksandspencer.com/...	4 ▼ 1 http://tezenis.com/el/gunaika/e...					
<input type="checkbox"/> +	κολαν γυναικεια	89 ▼ 14 https://www.minerva.gr/el/gunaika/o...	42 ▼ 24 https://www.marksandspencer.com/...	98 http://tezenis.com/el/gunaika/o...					
<input type="checkbox"/> +	κολάν	25 https://www.minerva.gr/el/gunaika/g...	61 ▼ 39 https://www.marksandspencer.com/...	12 http://tezenis.com/el/gunaika/g...					
<input type="checkbox"/> +	ανδρικά εσωρουχα	3 ▲ 1 https://www.minerva.gr/el/andras/es...	7 ▲ 20 https://www.marksandspencer.com/...	30 ▼ 13 http://tezenis.com/el/andras/es...					
<input type="checkbox"/> +	lingerie	4 ▲ 3 https://www.minerva.gr/el/gunaika/li...	15 ▲ 16 https://www.marksandspencer.com/...	1 ▲ 1 http://tezenis.com/el/gunaika/li...					

SEO & Performance Testing

SEO READABILITY SCORES

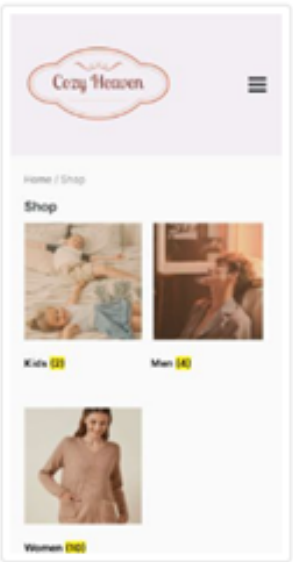




Performance

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

▲ 0–49 ■ 50–89 ● 90–100



Expand view

METRICS

▲ First Contentful Paint
6.0 s

● Total Blocking Time
110 ms

▲ Speed Index
7.5 s

▲ 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

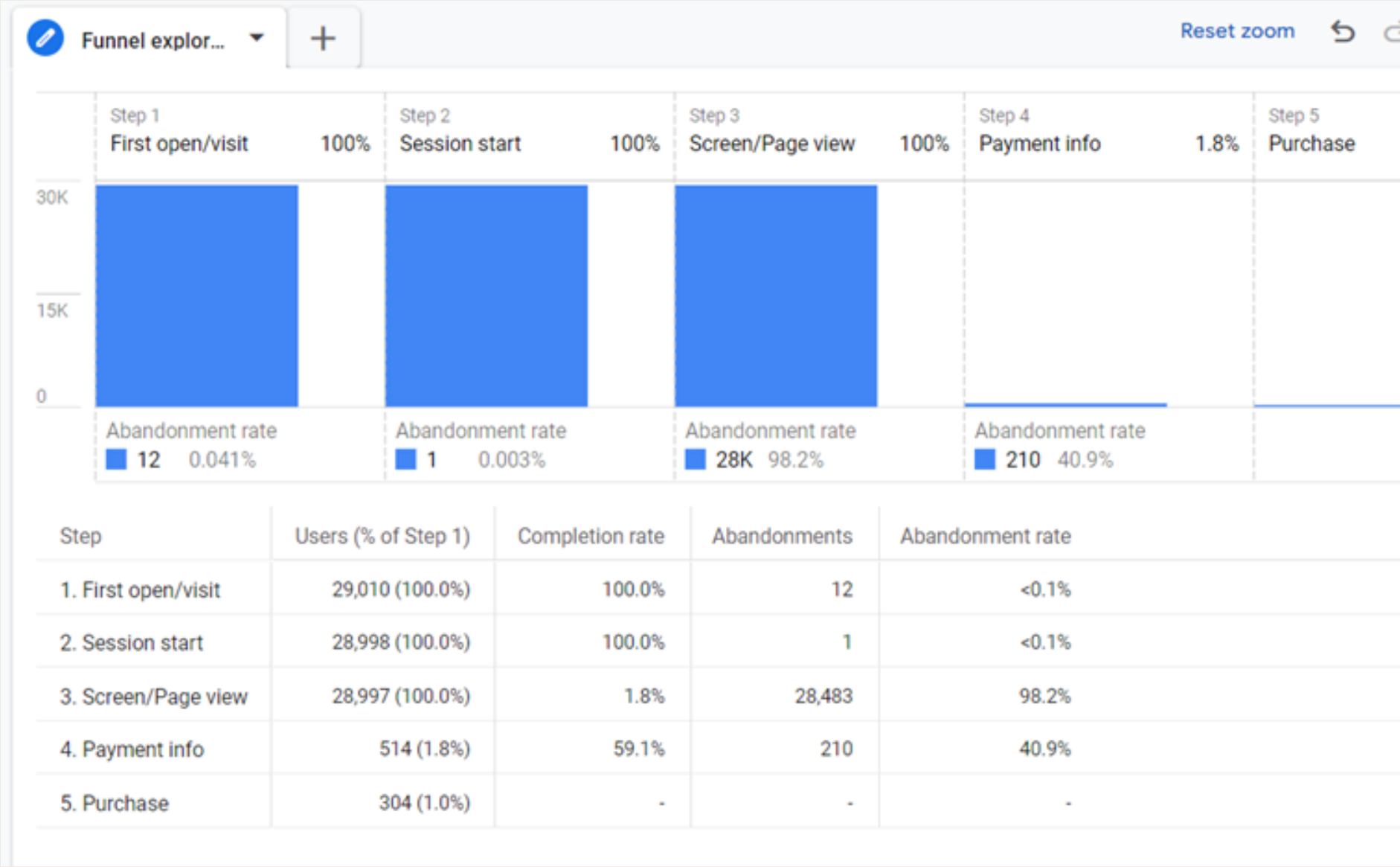
USER CONVERSION RATE/ACTIVE USER

Free form 1

+

Country		User conversion rate	↓ Active users
Totals		7.0%	35,221
1	United States	9.4%	17,524
2	Canada	1.6%	6,304
3	India	5.0%	4,455
4	Japan	8.6%	618
5	China	0.2%	538
6	Taiwan	6.7%	478
7	(not set)	8.8%	465
8	South Korea	3.7%	456
9	Australia	6.0%	302
10	Singapore	9.1%	298

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, ... 14 users	14	0	0	
Jan 7 - Jan 13, 2024 12 users	12	0		
Jan 14 - Jan 20, 2024 4 users	4			
Direct traffic Active users	13,473	374	96	28
Dec 24 - Dec 30, 2023 4,077 users	4,077	83	32	28
Dec 31, 2023 - Jan 6, ... 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!