INTERNATIONAL HELLENIC UNIVERSITY

SCHOOL OF SCIENCE AND TECHNOLOGY

MSc in E-BUSINESS AND DIGITAL MARKETING

"DIGITAL MARKETING AND WEB ANALYTICS ASSIGNMENT"

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Business activity:

Welcome to our online lingerie boutique, where sensuality meets sophistication, and every piece is crafted to make you feel confident and empowered. Our lingerie online store was established in 2024 to provide you with a collection that blends style and comfort.

Discover an e-shop full of lingerie sets, underwear, socks, homeware and many more to diverse tastes and preferences. Our brands ensure a perfect fit for every mood and occasion. Whether you are looking for everyday essentials or something special for a romantic evening, our lingerie store is your destination.

Navigating our user-friendly website, you will find a unique experience with detailed product descriptions, sizing guides, and stunning visuals that display and enhance the details of each piece. We understand the importance of finding lingerie that not only fits impeccably but also enhances your natural beauty.

At our lingerie online store, customer satisfaction is our priority. Enjoy discreet packaging, secure payment options and worldwide shipping. Our commitment to quality extends beyond our products to exceptional customer service, ensuring your journey with us is as smooth and delightful as slipping into your favorite new set.

Mission:

Elevate your wardrobe, 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.

Product Line:

- Pyjamas

Comfortable and stylish sleepwear options such as pyjama sets, and robes. Cozy clothing that makes you feel comfortable.

- Swimwear
  Dive into style with our chic swimwear collection. Discover bikinis and stylish products, which are designed to make you feel summer.
- Slippers

Our collection is designed to provide warmth and comfort with a touch of sophistication.

- Robes
  From silky satin robes to plush, cozy options, our robes are crafted for relaxation.

Competition:

Through wordseo.net, we focused on pure HTML, similar to what search engines see when they visit a page. We determined our competitor's page structure:

1. Minerva - https://www.minerva.gr/el

Words	824
Internal Links	319
External Links	11

title	Minerva Εσώρουχα, Πυτζάμες, Outwear & Άνετα Ρούχα (49 Characters)
keywords	
viewport	width=device-width, initial-scale=1
description	Minerva: Το top brand με εσώρουχα & πιτζάμες τώρα online. Αποκτήστε οικονομικά σετ υψηλής ποιότητας, βαμβακερά & modal, νεανικού & διαχρονικού design. (150 Characters)

2. Lingerieshop - https://lingerie-shop.gr/

Words	742
Internal Links	284
External Links	6
title	Εσώρουχα Γυναικεία Ανδρικά - Lingerie Shop (42 Characters)
canonical	https://lingerie-shop.gr/
keywords	Μεγάλα μεγέθη, Νυχτικά - Ρόμπες, Homewear
viewport	initial-scale=1.0, width=device-width
description	Κατάστημα Γυναικείων - Ανδρικών - Παιδικών Εσωρούχων και Μαγιό. Νυχτικά - Πυτζάμες, Καλσόν - Κολάν & Sexy Εσώρουχα και σε Μεγάλα μεγέθη. (136 Characters)

3. Tezenis - https://www.tezenis.com/gr/

Words	6050
Internal Links	418
External Links	
title	Αγοράστε online Tezenis Εσώρουχα και Ρούχα! (43 Characters)
canonical	https://www.tezenis.com/gr/
apple-itunes-app	app-id=1532750548, app-argument=https://www.tezenis.it/gr/home
viewport	width=device-width, initial-scale=1, maximum-scale=1
msvalidate.01	429F9C9E6E054AC1A748E7D9840E9CBB

description	Η συλλογή Tezenis σας περιμένει! Διασκεδάστε δημιουργώντας ολοκαίνουργια outfits, κατάλληλα για κάθε περίσταση. Γρήγορες επιστροφές χρημάτων. Αγοράστε online! (158 Characters)

Source: https://www.browseo.net/

Keyword Research:

Through Ubersuggest and Ubersuggest extension (addon) we found which keywords are best to target and valuable insight into the queries that our target audience is searching on Google. This insight helped to create both the content strategy as well as our marketing strategy.

Keyword Ideas ⊙ : pyjamas

| SUGGESTIONS [16] | RELATED [212] | QUESTIONS [1] | PREPOSITIONS [1] | COMPARISONS [1] |

Keyword Overview ⊙ : pyjamas   ADD TO LIST ⌄   GENERATE CONTENT WITH AI

SEARCH VOLUME ⊙	SEO DIFFICULTY ⊙	PAID DIFFICULTY ⊙	COST PER CLICK (CPC) ⊙
720	40 Last Updated: Now	94	€0,34

KEYWORD IDEAS   SUGGESTIONS | RELATED | QUESTIONS | PREPOSITIONS | COMPARISONS

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	€0,00	3	19
pyjamas pants		10	€0,00	86	44

Ubersuggest extension:

Keywords Research Tools Google Trends

Through this tool that analyzes the popularity of Google search terms using real-time data, we analyzed what users are searching for as impacted by time, season, and location. We used that information, as we were developing our marketing strategy.
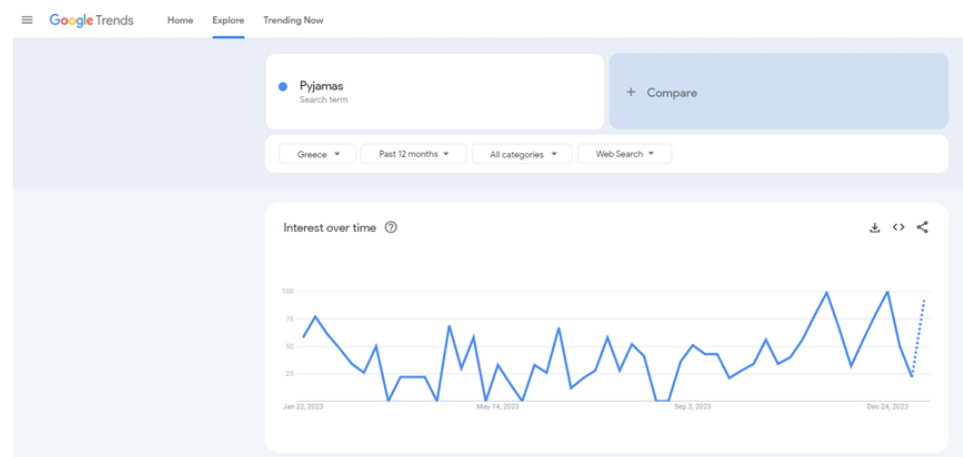
Through moz.com, we conducted the following analysis:

- Spotted our keyword gaps by understanding our competitors' top keywords and the potential impact on site traffic.

- Identified the top pieces of content that our competitors use to rank for important keywords.
- We checked the overall health of their site by understanding key metrics like Domain Authority and ranking keywords.

Minerva.gr
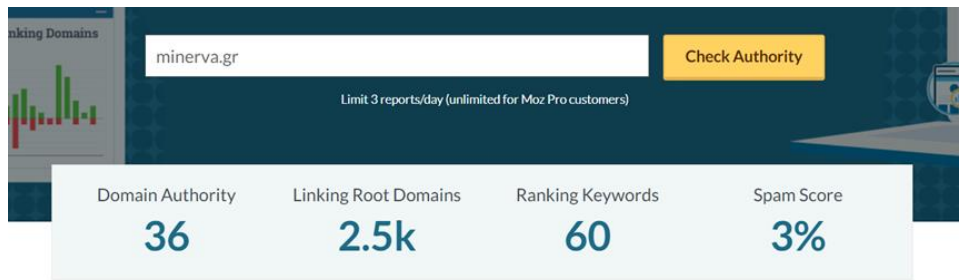
Top Ranking Keywords

Your top keywords sorted by ranking position. Learn more about keywords and how they affect rankings.

Keyword	Rank
minerva robes	3
kupaci	6
kupaci kostimi	8
andrika esvroyxa	8
muski kupaci	8
tizzyface	9
lingerie marques	11

marksandspencer.com

marksandspencer.com

Check Authority

Limit 3 reports/day (unlimited for Moz Pro customers)

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
83	66.7k	24.5k	2%

Top Ranking Keywords

Your top keywords sorted by ranking position. Learn more about keywords and how they affect rankings.

Keyword	Rank
marks and spencer	1
m&s	1
marks and spencer usa	1
mark and spencer	1
marks and spencer uk	1
marks & spencer	1
marks and spencers	1
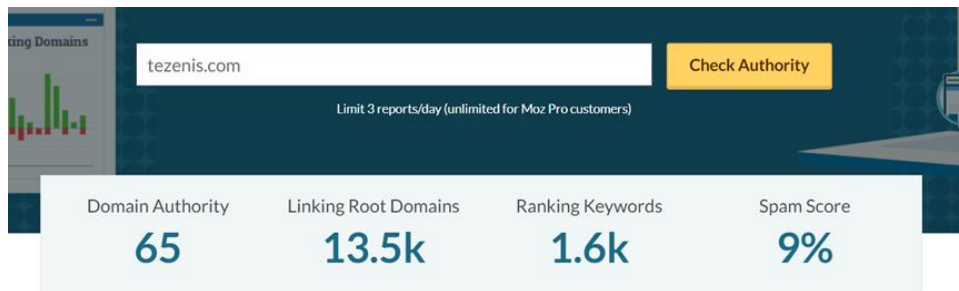
Tezenis.com

tezenis.com

Check Authority

Limit 3 reports/day (unlimited for Moz Pro customers)

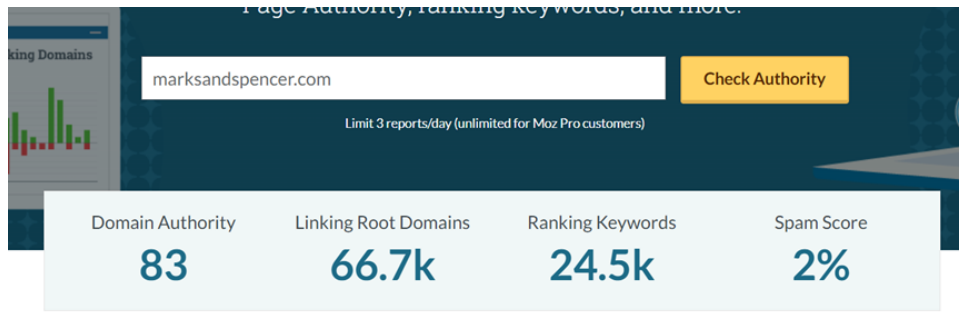| Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
65	13.5k	1.6k	9%

Top Ranking Keywords

Your top keywords sorted by ranking position. Learn more about keywords and how they affect rankings.

Keyword	Rank
tezenis	1
tezenis usa	1
tenizen	1
tezenis new york	1
tezenis uk	1
intimo femminile	1
tezenis us	1

Soolve – Keyword research

Soolve helped you to find the similar keywords that are trending on various search results pages. We determined what is the trending index for each keyword suggested by Soolve.

WordStream Keyword Research

By using this tool, we managed to:

- Find New Keywords
  Enter the keyword "pyjamas" to get relevant keyword results, tailored to our industry and location.
- Research & Prioritize
  Assessing accurate keyword volume and cost per click data, we identified the right keywords to target and maximize our marketing budget.

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

Competitor analysis by SIMILARWEB.COM

Using similarweb.com free trial, we managed to complete the competitor's analysis, as we identified the most crucial insights of our 3 competitors.

- Competitive insights: We understood competitors' strategies, traffic sources, and customer behavior.
- Target audience: We gained insights into target customers' interests, preferences, and online behavior.
- Marketing optimization: We identified effective marketing channels and keywords for driving traffic and conversions.
- Performance tracking: We tracked website performance, monitored market trends, and identified growth opportunities.

This platform helped to know the number of visits generated by certain keywords, whether these visits were generated via an organic strategy or a paid strategy.
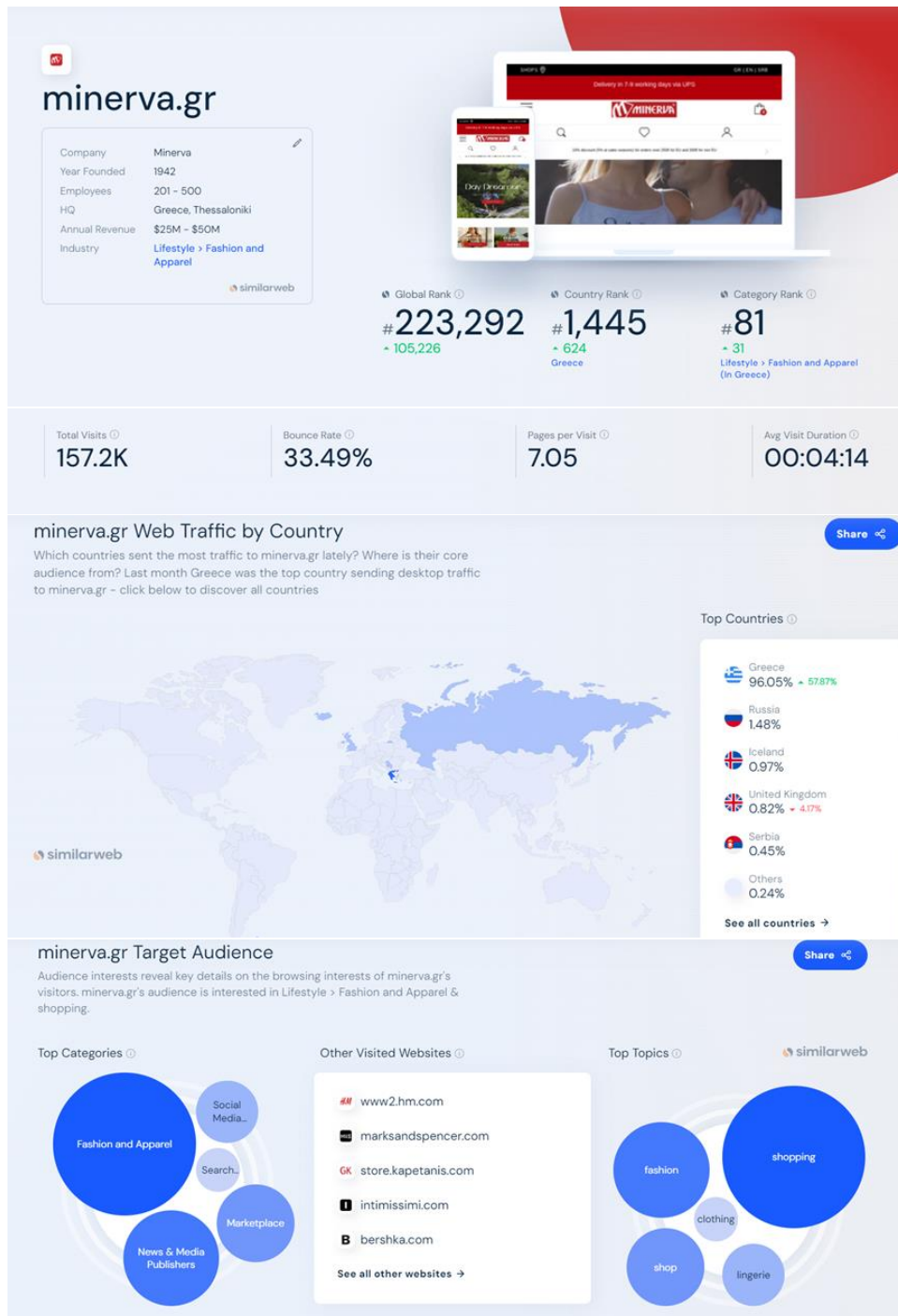Keyword analysis enabled us to identify and analyze relevant keywords related to our products.
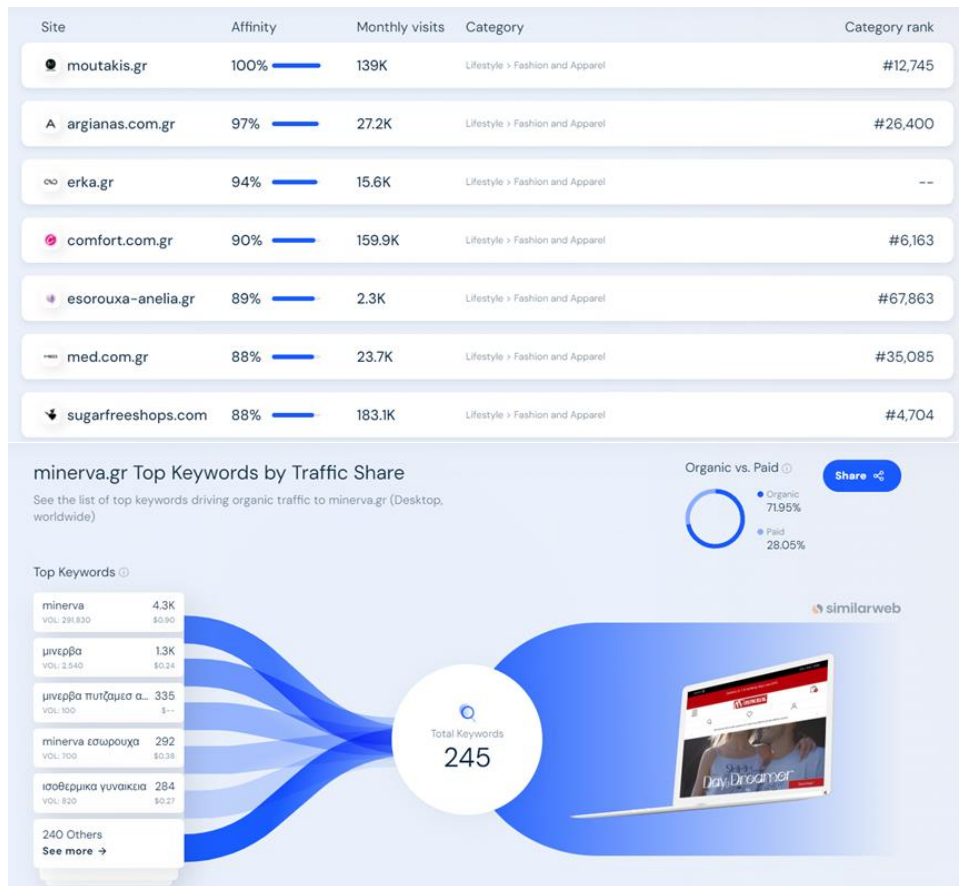
By leveraging keyword analysis, we could optimize our website content, product descriptions, and marketing campaigns to align with customer search behaviors. This helped us improve organic visibility in search engines, drive targeted traffic to our online store, and ultimately increase conversions and sales.

Evaluation historical data from the chart "Traffic and engagement", we accessed and analyzed past performance data, allowing for a comprehensive understanding of trends, seasonal patterns, and consumer behavior over time.
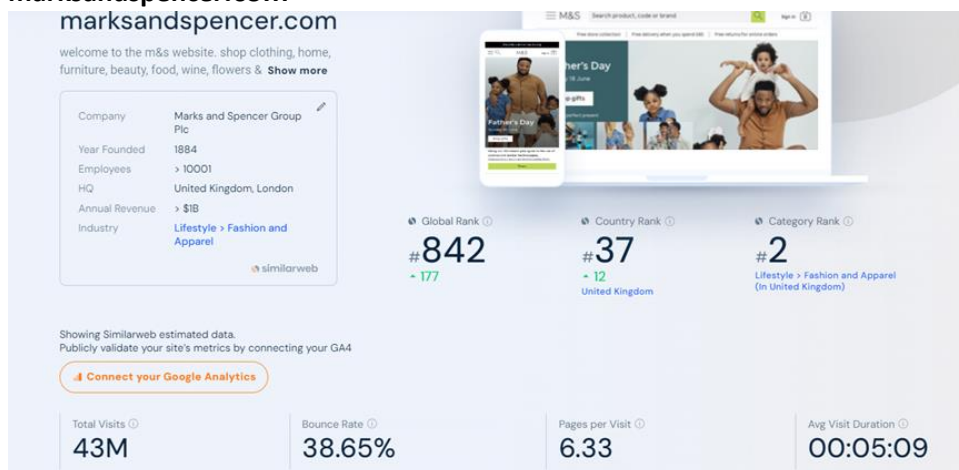
Finally, "web traffic by country" and "target audience", were key elements of our research and helped us understand the sector of our company and the next steps in our marketing campaign.

Minerva.gr

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 Web Traffic by Country

Share ⤳

Which countries sent the most traffic to minerva.gr lately? Where is their core audience from? Last month Greece was the top country sending desktop traffic to minerva.gr – click below to discover all countries

similarweb

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 →

minerva.gr Target Audience

Share ⤳

Audience interests reveal key details on the browsing interests of minerva.gr's visitors. minerva.gr's audience is interested in Lifestyle > Fashion and Apparel & shopping.

Top Categories ⓘ

Social Media..
Fashion and Apparel
Search..
Marketplace
News & Media Publishers

Other Visited Websites ⓘ

- www2.hm.com
- marksandspencer.com
- store.kapetanis.com
- intimissimi.com
- bershka.com

See all other websites →

Top Topics ⓘ

similarweb

fashion
shopping
clothing
shop
lingerie

14

Site	Affinity	Monthly visits	Category	Category rank
moutakis.gr	100%	139K	Lifestyle > Fashion and Apparel	#12,745
argianas.com.gr	97%	27.2K	Lifestyle > Fashion and Apparel	#26,400
erka.gr	94%	15.6K	Lifestyle > Fashion and Apparel	--
comfort.com.gr	90%	159.9K	Lifestyle > Fashion and Apparel	#6,163
esorouxa-anelia.gr	89%	2.3K	Lifestyle > Fashion and Apparel	#67,863
med.com.gr	88%	23.7K	Lifestyle > Fashion and Apparel	#35,085
sugarfreeshops.com	88%	183.1K	Lifestyle > Fashion and Apparel	#4,704

minerva.gr Top Keywords by Traffic Share

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

Organic vs. Paid

- Organic 71.95%
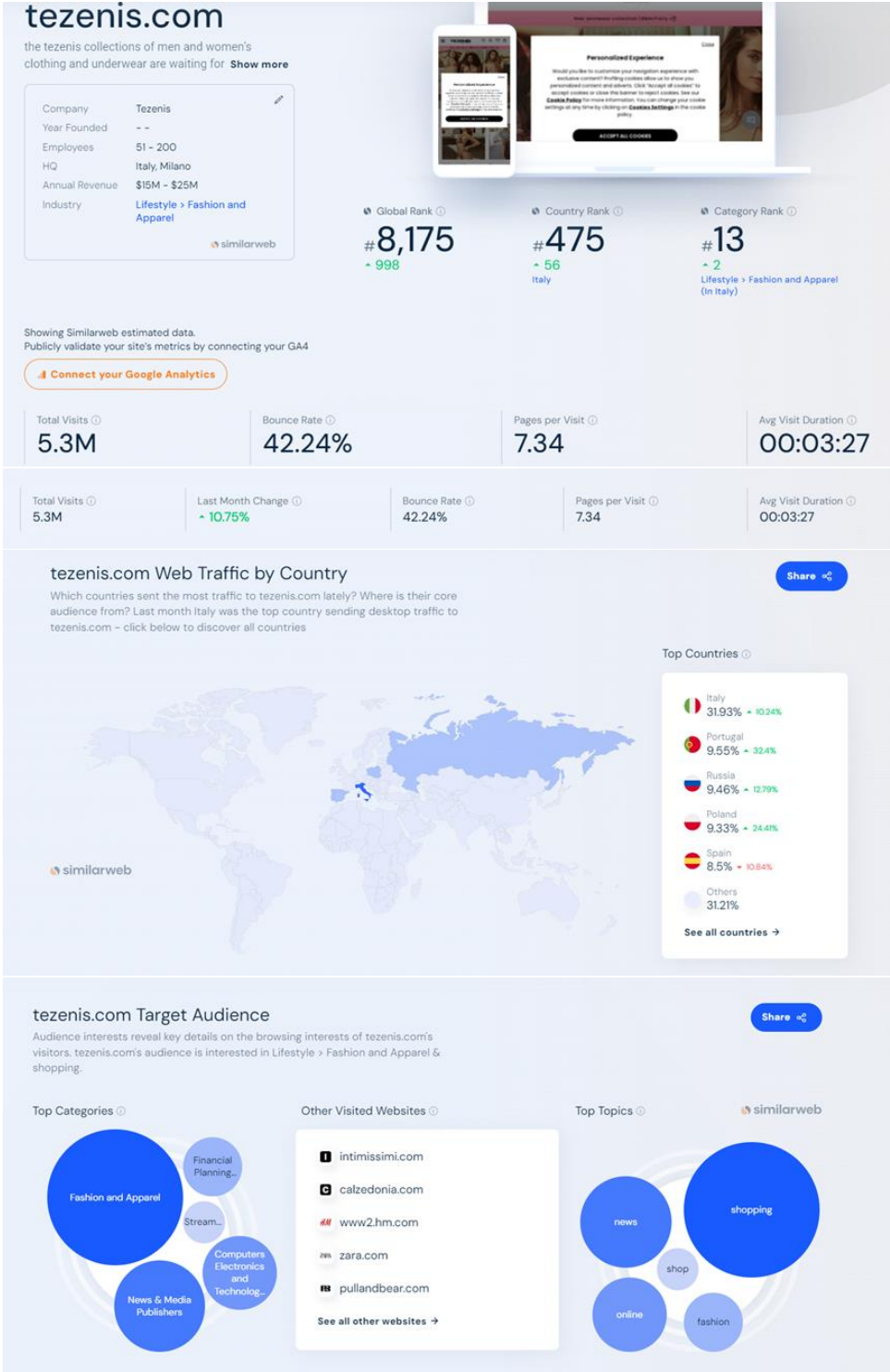- Paid 28.05%

Share

Top Keywords

Keyword		
minerva VOL: 291,830	4.3K $0.90	
μινερβα VOL: 2,540	1.3K $0.24	
μινερβα πυτζαμεσ α... VOL: 100	335 $--	
minerva εσωρουχα VOL: 700	292 $0.38	
ισοθερμικα γυναικεια VOL: 820	284 $0.27	

240 Others
See more →

Total Keywords
245

similarweb

marksandspencer.com

marksandspencer.com

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

similarweb

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	Bounce Rate	Pages per Visit	Avg Visit Duration
43M	38.65%	6.33	00:05:09

marksandspencer.com Web Traffic by Country

Which countries sent the most traffic to marksandspencer.com lately? Where is their core audience from? Last month United Kingdom was the top country sending desktop traffic to marksandspencer.com – click below to discover all countries

Share ⌁

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 →

⟳ similarweb

marksandspencer.com Target Audience

Audience interests reveal key details on the browsing interests of marksandspencer.com's visitors. marksandspencer.com's audience is interested in Lifestyle > Fashion and Apparel & shopping.

Share ⌁

Top Categories ⓘ

- Fashion and Apparel
- Home and Garden –...
- eCom...
- Computers Electronics and Technolog...
- News & Media Publishers

Other Visited Websites ⓘ

- ■ johnlewis.com
- N next.co.uk
- www2.hm.com
- ◉ asos.com
- a amazon.co.uk

See all other websites →

Top Topics ⓘ

- news
- shopping
- uk
- fashion
- shop

⟳ similarweb

Site	Affinity	Monthly visits	Category	Category rank
N next.co.uk	100%	49.3M	Lifestyle > Fashion and Apparel	#9
◉ asos.com	91%	68.6M	Lifestyle > Fashion and Apparel	#10
M matalan.co.uk	91%	8.3M	Lifestyle > Fashion and Apparel	#174
D debenhams.com	91%	14.8M	Lifestyle > Fashion and Apparel	#84
riverisland.com	84%	10.4M	Lifestyle > Fashion and Apparel	#121
•• newlook.com	74%	14M	Lifestyle > Fashion and Apparel	#87
M monsoon.co.uk	70%	3M	Lifestyle > Fashion and Apparel	#435
b boohoo.com	69%	13.9M	Lifestyle > Fashion and Apparel	#86

marksandspencer.com Top Keywords by Traffic Share

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

Organic vs. Paid ⓘ

- Organic 75.4%
- Paid 24.6%

Share ⌁

⟳ similarweb

Top Keywords ⓘ

marks and spenc... VOL: 1,534,300	816.2K	$0.28
m&s VOL: 28,750	488.3K	$0.16
m and s VOL: 320,610	208.8K	$0.17
marks and spence... VOL: 88,420	77.7K	$0.17
m VOL: 11,346,320	61.8K	$0.57
17.5K Others See more →		

Total Keywords
17.5K

Tezenis.com

tezenis.com

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**

Total Visits ⓘ	Bounce Rate ⓘ	Pages per Visit ⓘ	Avg Visit Duration ⓘ
5.3M	42.24%	7.34	00:03:27

Total Visits ⓘ	Last Month Change ⓘ	Bounce Rate ⓘ	Pages per Visit ⓘ	Avg Visit Duration ⓘ
5.3M	▲ 10.75%	42.24%	7.34	00:03:27

tezenis.com Web Traffic by Country

Which countries sent the most traffic to tezenis.com lately? Where is their core
audience from? Last month Italy was the top country sending desktop traffic to
tezenis.com – click below to discover all countries

⦿ 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 →

tezenis.com Target Audience

Audience interests reveal key details on the browsing interests of tezenis.com's
visitors. tezenis.com's audience is interested in Lifestyle > Fashion and Apparel &
shopping.

Top Categories ⓘ

Financial Planning...
Fashion and Apparel
Stream...
Computers Electronics and Technolog...
News & Media Publishers

Other Visited Websites ⓘ

- intimissimi.com
- calzedonia.com
- www2.hm.com
- zara.com
- pullandbear.com

See all other websites →

Top Topics ⓘ

⦿ similarweb

shopping
news
shop
online
fashion

17

Site	Affinity	Monthly visits	Category	Category rank
I intimissimi.com	100%	9.3M	Lifestyle > Fashion and Apparel	#131
C calzedonia.com	91%	8.1M	Lifestyle > Fashion and Apparel	#168
Y yamamay.com	76%	1.5M	Lifestyle > Fashion and Apparel	#974
ws womensecret.com	74%	4.3M	Lifestyle > Fashion and Apparel	#307
oy oysho.com	73%	4.2M	Lifestyle > Fashion and Apparel	#279
zara zara.com	69%	110.3M	Lifestyle > Fashion and Apparel	#3
V vinted.it	68%	6.3M	Lifestyle > Fashion and Apparel	#169
◊ stradivarius.com	68%	14.6M	Lifestyle > Fashion and Apparel	#91

tezenis.com Top Keywords by Traffic Share

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

Organic vs. Paid ⓘ

Share ⌁

● Organic 71.66%
● Paid 28.34%

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 →

Total Keywords
3.8K

◊ similarweb

18

Keywordtool.io

Keyword Tool helped us discover new long-tail keywords related to our topic by automatically generating Google's search suggestions. The keyword suggestions are produced based on a Google domain and the language.

LSI Keywords and Google search:

We assessed the easiest way to find our LSI keywords through the search engine. We typed a particular phrase in Google Search to find the relevant LSI keywords and search terms.

Related searches ⋮

🔍 pyjamas **men**	🔍 **oysho** pyjamas
Searches: 10/mo - CPC: €0 - SD: 68 **U**	Searches: 0/mo - CPC: €0 - SD: 0 **U**
🔍 pyjamas **greece**	🔍 **h&m** pyjamas **greece**
Searches: 0/mo - CPC: €0 - SD: 0 **U**	Searches: 0/mo - CPC: €0 - SD: 0 **U**
🔍 pyjamas **or pajamas**	🔍 **oysho** pyjamas **greece**
Searches: 90/mo - CPC: €0 - SD: 57 **U**	Searches: 0/mo - CPC: €0 - SD: 0 **U**

Business product description and SEO strategy

In this report, we will describe how we managed to create an e-shop and develop our SEO strategy.

WordPress was the site we used to design our e-shop that sells pajamas, socks, slippers, underwear, robes and sleeping accessories. We chose as our theme (Superb eCommerce) as it is specifically made for online shops, stores and boutiques and it is quite responsive and SEO optimized for a smoother user experience. We used lighter colors to make our site more appealing to the viewers. When it comes to the plug-ins we used to properly develop our SEO analysis, and to make our e-shop more coordinated, these are (Woocomerce and Yoast SEO).

This is how our e-shop looks like on desktop and mobile version through this link:

https://dmlabs.ihu.edu.gr/group3/

Desktop Version

Mobile version

Women

Upgrade your relaxation experience with our thoughtfully chosen pieces that combine comfort, functionality, and a touch of elegance. Women deserve the best!

≡ Menu

New arrivals

Women ⌄

Men ⌄

Kids ⌄

Offers

Exclusive Collection ⌄
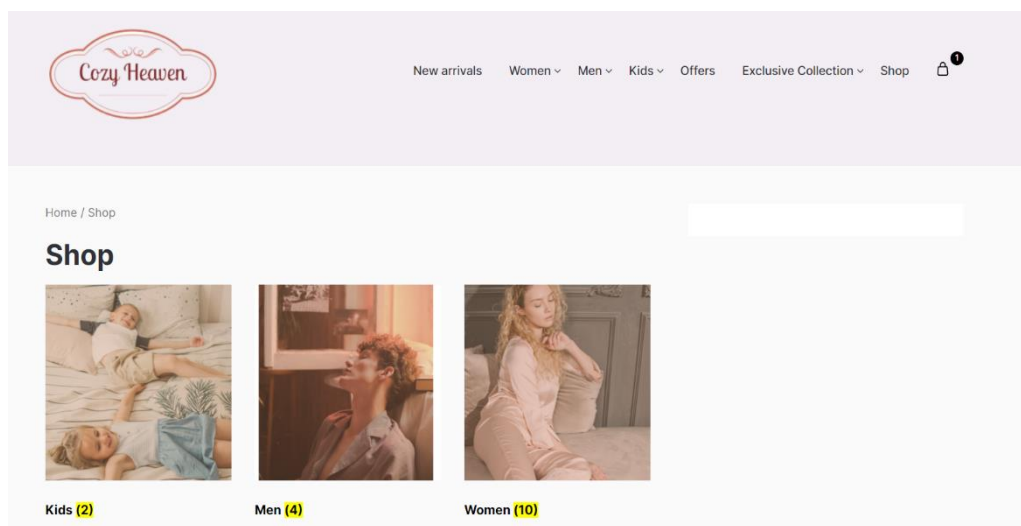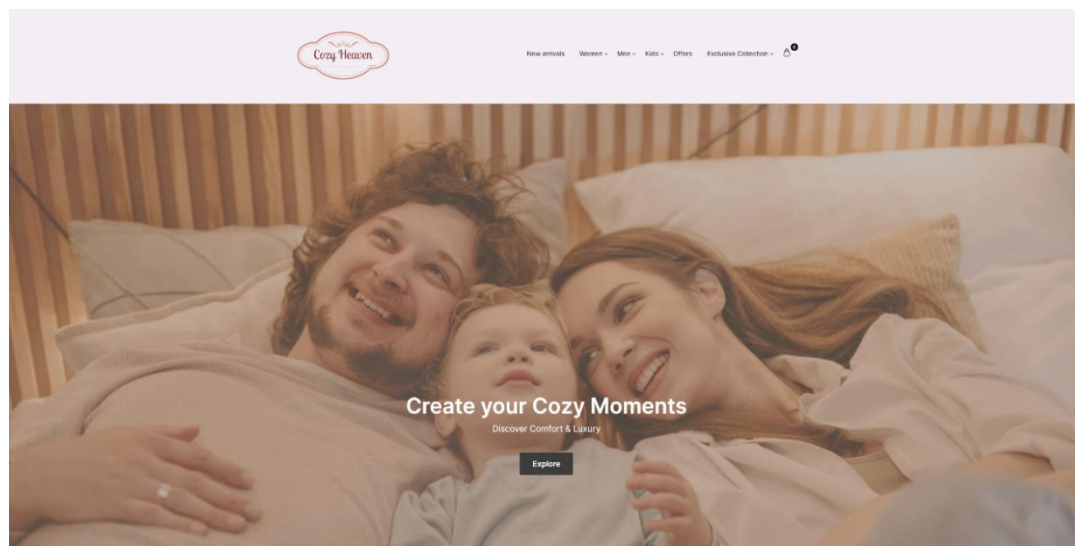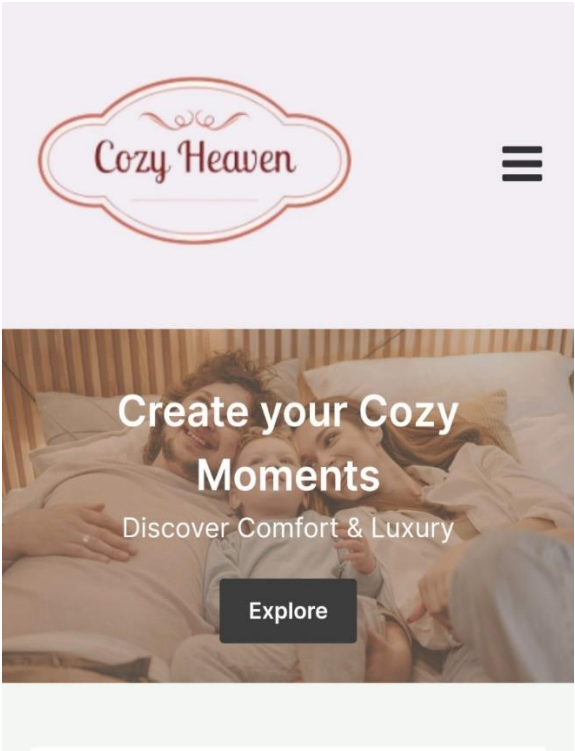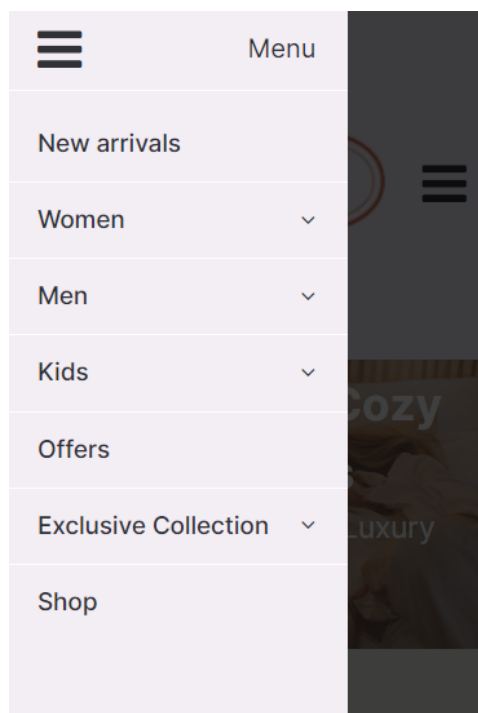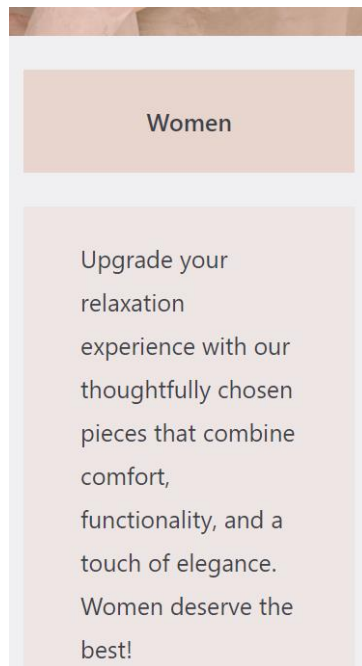
Shop

Useful tools and SEO analysis:

Adding and optimizing products was a big part of our e-shop's structure. We used WordPress plugins like Yoast SEO to improve our SEO and readability scores. Other important tools that played a significant role was TinyPNG and remove.bg. First one is an image compression tool we took advantage of so that we could make our website as fast and light as possible and the second one was a background remover to make our product images look nice without the excessive use of additional information in the background.
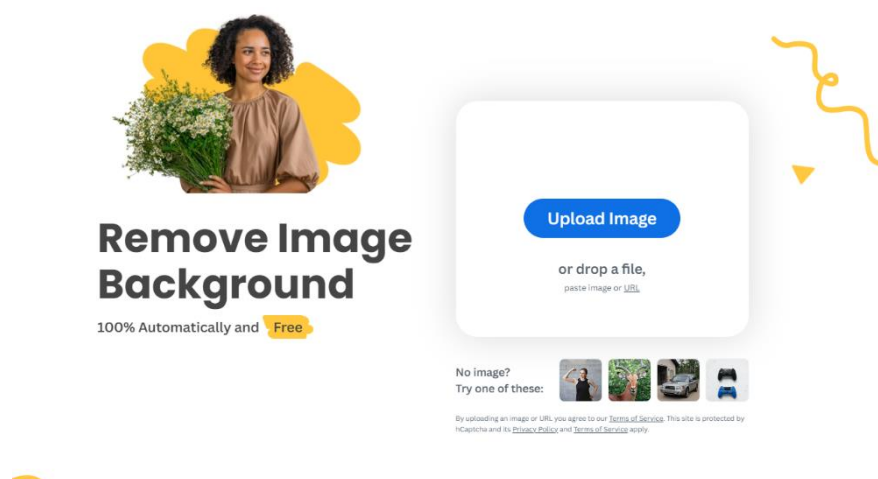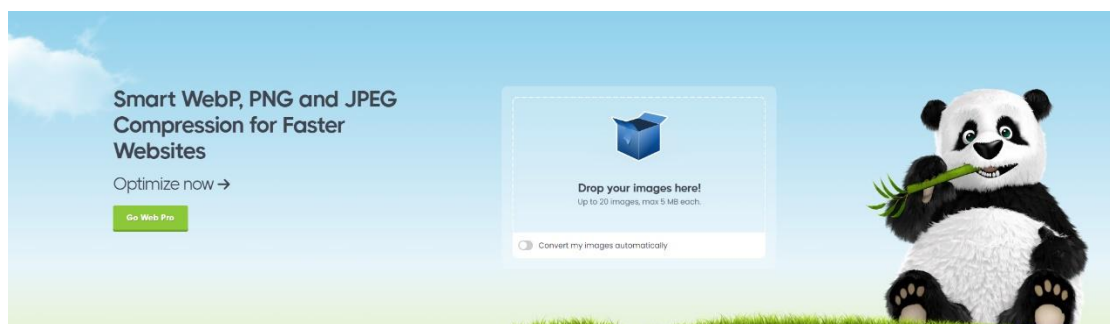
Regarding the SEO optimization part, each time we added products to our site, Yoast SEO gave details about the SEO and Readability score based on the product description we provided.

 We noticed that the most important aspect of the procedure was the "focus key phrase". Adding an accurate phrase along with a precise product description including at least 300 words and subheadings between each paragraph, instantly increased our SEO score.

Other parameters equally as important were the "meta description", the use of "internal" and "outbound" links and the addition of the product's image along with its key phrase. Then, managing the key phrase's length, density and where it should be put inside the description gave us a good SEO score.

🙂 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!

Apart from the SEO we should also have a good readability score. Some of the issues we came across and we managed to resolve were the passive voice and transition words by simply using mainly active voice and a wide variety of transition words. Sentence and paragraph length, along with distributing subheadings gave us a good readability score.

PPC CAMPAIGN

PPC campaigns are crucial for businesses as they provide a direct and measurable way to reach their target audience. Through paid advertising, businesses can achieve

immediate visibility on search engines and other online platforms, ensuring that their products or services are prominently displayed to potential customers. The ability to set specific budgets, target demographics, and track performance metrics makes PPC campaigns a cost-effective and efficient marketing tool. The flexibility to quickly adjust ad strategies based on real-time data allows businesses to stay agile in a dynamic market, gaining a competitive edge. With the ability to measure results, optimize campaigns, and control spending, PPC not only drives traffic but also offers a measurable return on investment. In today's digital landscape, where online presence is paramount, PPC campaigns play a pivotal role in enhancing brand visibility, driving conversions, and ultimately contributing to the overall success and growth of businesses.

Goals

The primary goal of PPC campaigns is to drive targeted traffic to a website while maximizing return on investment (ROI). By placing ads on search engines and other online platforms, businesses aim to increase visibility, generate leads, and prompt desired actions such as clicks, conversions, or sales.

For Cozy Heaven brand awareness consists a primary goal, aimed to maximize visibility and exposure by showcasing ads to a broad audience, increasing recognition and familiarity with every brand. In addition, we focus on website traffic and the goal is to drive relevant and targeted visitors to the site through strategic keyword targeting and compelling ad creatives. Also to drive sales, PPC campaigns focus on converting website traffic into actual customers by optimizing for relevant keywords, refining ad messaging, and ensuring user experience on the landing pages. Each goal involves tailored strategies within the PPC framework to achieve specific outcomes.

Focus Brand

Before started making the campaigns it was necessary to be defined site's top brand priorities. For this reason we used google trend in order to identify what people are looking for, which was the trends regarding our field the past years and which of our client's brands had the biggest interest from the audience. We decided choosing Mark's & Spencer as our focus brand due to his big popoularity and his remarkable increasment until now. We also conducted keyword research leveraging Google Keyword Planner aimed to identify relevant and high-traffic keywords

Interest over time
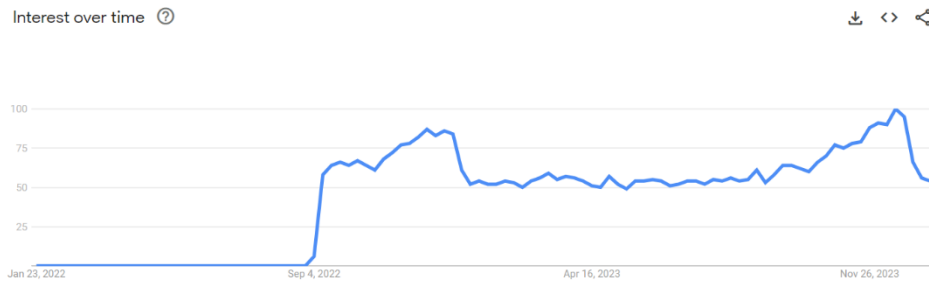
Target audience

Creating successful campaigns indicates finding the specific group of people that they will be targeted for the ads. Identifying the target group is crucial before initiating a PPC campaign as it ensures that advertising efforts are directed towards the most relevant and potential customers. By defining the target audience based on demographics, interests, and behavior, businesses can create tailored ad content, select appropriate keywords, and optimize bidding strategies, maximizing the campaign's effectiveness and return on investment. Understanding the target group allows for precise targeting, improving the chances of attracting qualified leads and achieving the desired outcomes from the PPC campaign.

For our focus brand "Marks and Spencer" the biggest amount of its visitors consists of women with 61.6% and men with 38.4%. Also regarding their age it seems that the younger ages 18-24 and 25-34 are more like to visit Marks and Spencer's e-shop rather than the older ones.

Users by Gender

FEMALE
61.6%

MALE
38.4%

Users▾ by Age
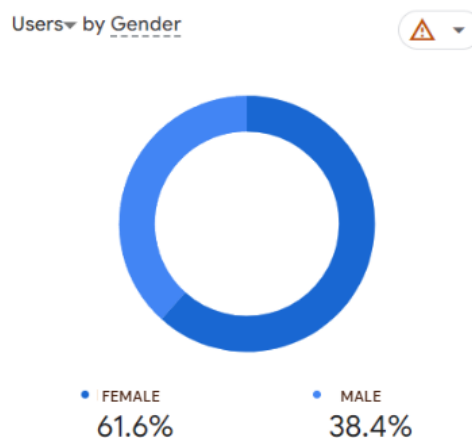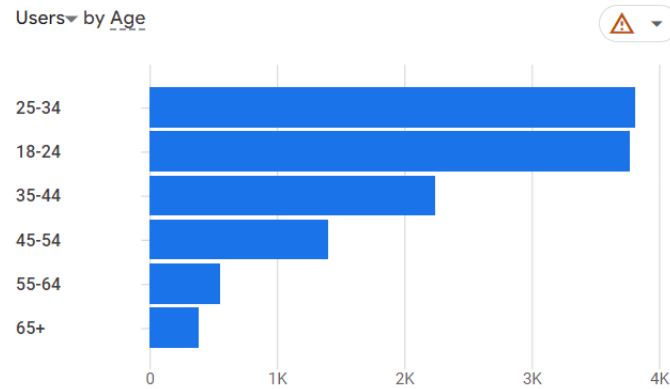
Ad Group: Branded Keywords

As for the initial step we conducted a keyword research to identify relevant terms and phrases that potential customers might use when searching for products or services. We work on Google Keyword Planner tool to assist us in identifying relevant and high volume keywords for the past 24 months. For this, more branded keywords were used containing brand's name (ex. m&s womens pyjamas, marks and spencer women pyjamas). After all this research we finalized to "Marks & Spencer Womens Pyjamas" for the product that it will be showcased to our campaigns.

		Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
☐	womens pyjamas	1K – 10K	+900%	0%	High	–	€0.88	€3.85	
☐	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)	Account status
☐	pyjamas	1K – 10K	+900%	0%	High	–	€1.50	€5.82	
☐	marks and spencer	10K – 100K	0%	0%	High	–	€0.49	€3.88	
☐	m&s pyjamas	100 – 1K	0%	0%	High	–	€0.25	€1.84	
☐	m&s women pyjamas	10 – 100	0%	0%	Medium	–	€0.58	€2.87	

●	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

Search campaign: Branded Keywords

Building an effective search campaign involves crafting ad copy that corresponds with the target audience. The title should be concise, incorporating relevant keywords to capture attention, while the description should highlight key benefits or unique selling points, encouraging users to click. It's crucial to align the ad content with the landing page, creating an unforgetable user experience and increasing the likelihood of conversions. The ads were enriched with extra settings for example some sitelinks informing the audience for some extra deals or related categories leading them to the specific landing pages of our e-shop. Also callouts were used to underline some important sentences at the ad and capture audience's attention, motivating them for the click.

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. Worlwide shipping.

Women's Nightwear	Deals at M&S pyjamas	20%

Dislpay campaign: Branded Keywords

In constructing a well-executed display campaign, attention-grabbing visuals are essential.
We begin by creating a catching title that conveys the message, and followed it with a
comprehensive description that emphasizes the value proposition. The selected photos were
relevant images that effectively showcase the product, ensuring a visually appealing and
engaging ad that captures the audience's interest.

Ad group: Non branded keywords

To initiate a campaign for non-branded keywords, we started again by conducting keyword research to identify relevant terms to the brand's product which were on our priorities. Using Google Keyword planner we manage to identify the high volume non-branded keywords for the past 24 months. We finalized to "Marks and Spencer Mens's Slippers with Fleece Grey" to be used to our campaigns.

	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)
☐	fleece slippers	100 – 1K	+900%	0%	High	—	€1.15	€4.35

	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)
Keywords you provided								
☐	men's slippers	10K – 100K	+900%	0%	High	—	€0.66	€4.45
☐	slippers men's	1K – 10K	0%	0%	High	—	€0.53	€4.24
☐	slippers	100K – 1M	0%	0%	High	—	€0.64	€3.48

Search Campaign: Non-branded keywords

We searched for keywords which focused more on the product Mens Slippers and not to the brand "Marks and Spencer", to target people with the need of buying slippers no matter the brand.

🟢	mens slippers	Broad match
🟢	m&s	Broad match
🟢	mens house shoes	Broad match
🟢	male slippers	Broad match
🟢	mens slip on slippers	Broad match
🟢	new slippers for men	Broad match
🟢	slippers for guys	Broad match
🟢	fleece slippers	Broad match
🟢	nice mens slippers	Broad match

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.
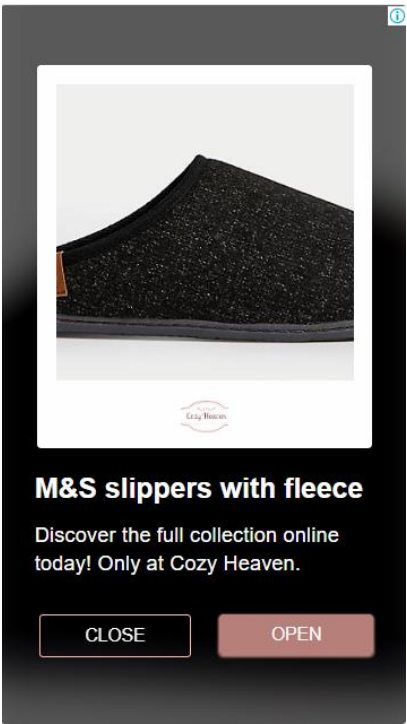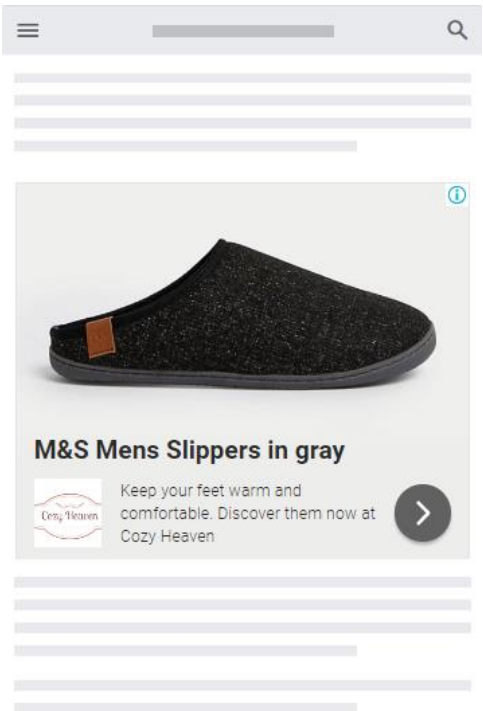
🏷 20% off M&S Mens Slippers

Sponsored

🌐 dmlabs.ihu.edu.gr/mens/slippers

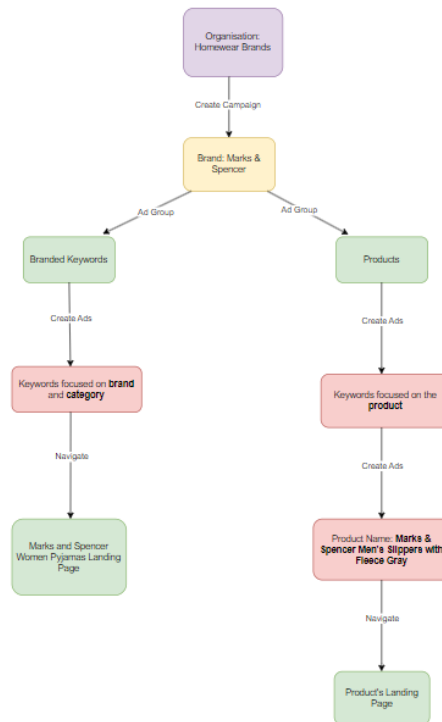New Collection - Cozy Heaven - M&S Men's Slippers fleece gray

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

Display campaigns

Google Ads Campaign Structure

WEB ANALYTICS

SEO performance analysis

Through **seranking.com,** we conducted the SEO performance analysis of our 3 competitors.

Using keyword suggestion tool, we managed to identify core figures regarding:

- Difficulty score
  Keywords targeted by websites with high domain authority usually have a higher difficulty score. We filtered out keyword recommendations to understand the promotion efforts needed.
- Search volume
  We Found out how many monthly organic searches the selected keyword got on Google with our Keyword Suggestion Tool. We checked the search volume dynamics for suggested keywords, such as how the number of searches has changed over the last year.

Tezenis.com
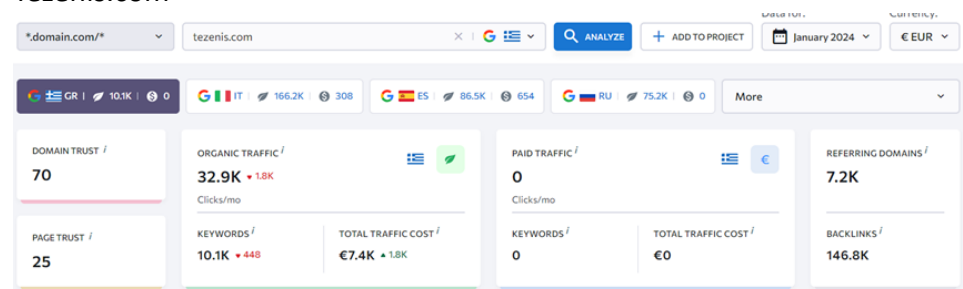
KEYWORD (11,214)	DIFFICULTY	SEARCH VOL.	SEARCH INTENT	SERP FEATURES	POSITION	COMPETITION
☐ ⊕ tezenis	• 69	40.5K	L N	📍 ★ ☰ ▶	1	0.04
☐ ⊕ lingerie	• 31	6.6K	I	🔍 ⊙ ☰	1 ▲ 1	0.26
☐ ⊕ εσωρουχα	• 54	14.8K	C	🖼 🔍 ⊙ 🛍	2 ▲ 2	1
☐ ⊕ tezenis εσωρουχα	• 22	1.9K	I	★ ▶	1	0.39
☐ ⊕ μαγιο	• 58	27.1K	C	🖼 🔍 ⊙ 🛍	5 ▲ 1	0.97
☐ ⊕ tezenis πιτζάμεσ	• 5	880	I N	☰ ▶ 🖼	1	0.51
☐ ⊕ tezenis μαγιο	• 32	720	I	★ 🖼	1	0.14
☐ ⊕ σουτιεν	• 38	8.1K	C	★ ⊙ 🛍	4 ▼ 1	1

Top pages in organic search (1,253) ⁱ

URL	TRAFFIC SHARE	TOTAL TRAFFIC
☑ Αγοράστε online Tezenis Εσώρουχα και Ρούχα! https://www.tezenis.com/gr/	61.53%	20,213
☑ Lingerie - γυναίκες https://www.tezenis.com/gr/%CE%B3%CF%85%CE%BD%CE%B1%CE%B9%CE%B...	6.83%	2,245
☑ Εσώρουχα - γυναίκες https://www.tezenis.com/gr/%CE%B3%CF%85%CE%BD%CE%B1%CE%B9%CE%B...	5.92%	1,945
☑ Ολόσωμα μαγιό και μπικίνι - γυναίκες https://www.tezenis.com/gr/%CE%B3%CF%85%CE%BD%CE%B1%CE%B9%CE%B...	4.94%	1,624
☑ Πιτζάμες και Νυχτικά - γυναίκες https://www.tezenis.com/gr/%CE%B3%CF%85%CE%BD%CE%B1%CE%B9%CE%B...	3.86%	1,267

📊 VIEW DETAILED REPORT

Marksandspencer.com

.domain.com/ ▼	marksandspencer.com	✕ | G 🇬🇷 ▼	🔍 ANALYZE	+ ADD TO PROJECT	Data for: 📅 January 2024 ▼	Currency: € EUR ▼

G 🇬🇷 GR | 🍃 54.4K | 💲 698	G 🇬🇧 UK | 🍃 3M | 💲 21.8K	G 🇺🇸 US | 🍃 1.1M | 💲 294	G 🇦🇺 AU | 🍃 253.3K | 💲 533	More ▼

DOMAIN TRUST ⁱ **89**	ORGANIC TRAFFIC ⁱ 🇬🇷 🍃 **72.6K** ▼ 31.2K Clicks/mo	PAID TRAFFIC ⁱ 🇬🇷 € **10K** ▼ 2.7K Clicks/mo	REFERRING DOMAINS ⁱ **189.4K**
PAGE TRUST ⁱ **23**	KEYWORDS ⁱ **54.4K** ▼ 3K TOTAL TRAFFIC COST ⁱ **€147K** ▲ 124.6K	KEYWORDS ⁱ **698** ▼ 51 TOTAL TRAFFIC COST ⁱ **€23.4K** ▲ 20.8K	BACKLINKS ⁱ **12.6M**

G 🇬🇷 Greece 🍃

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

📊 VIEW DETAILED REPORT

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/l/%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
☑ Καταστήματα | Marks and Spencer GR https://www.marksandspencer.com/gr/stores	2.68%	1,945

We performed competitor research, found newcomers, check their domain authority, and compared our target keyword to our competition's with our SEO competitor checker tool.

Minerva.gr
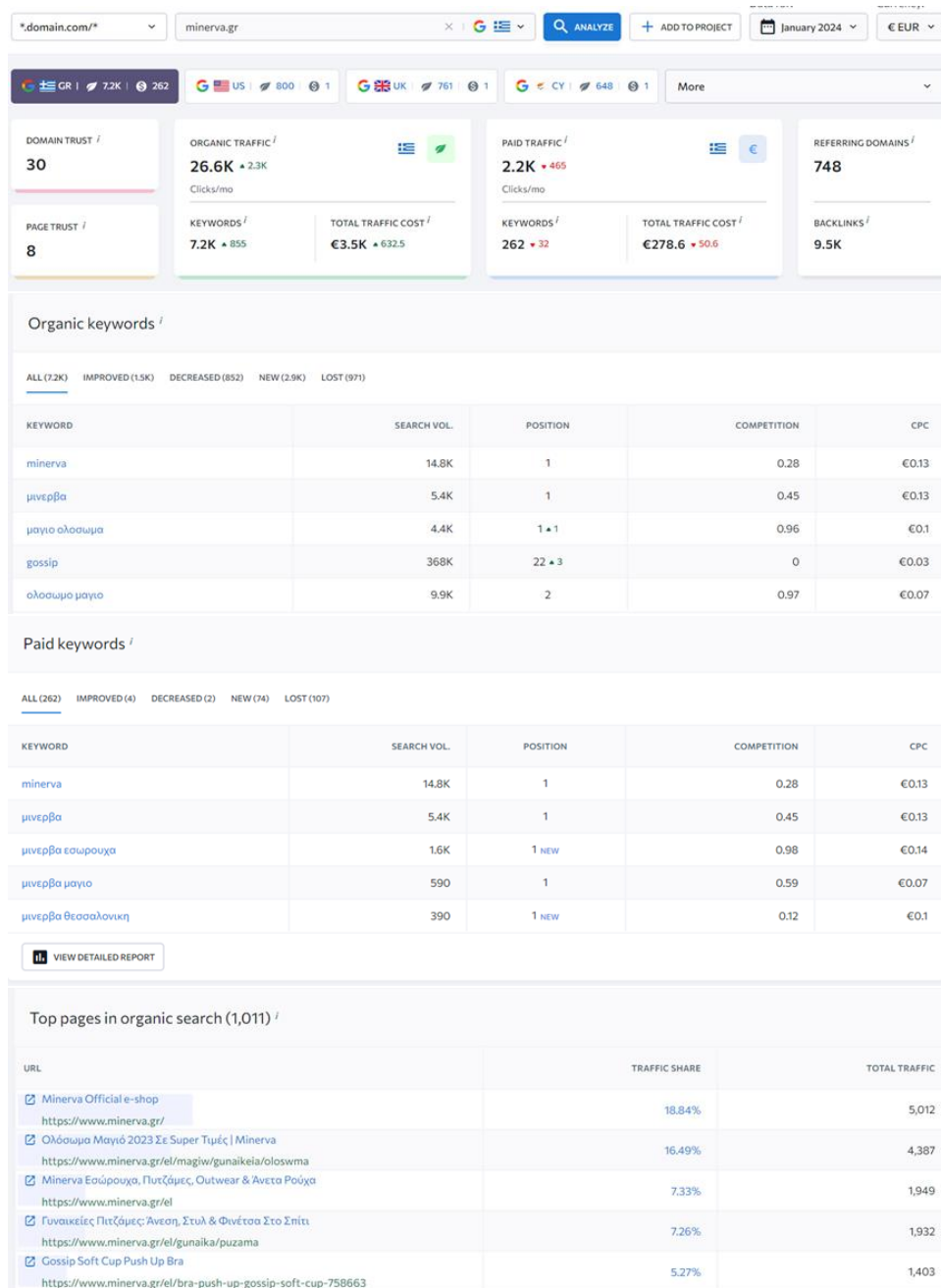
Competition analysis

In seranking, we categorized the websites of the competition into specific details.

- Traffic
- Keywords
- Competitors
- Ads
- Historical Data

We examined the overview of competitors website visits, analyzed competitors' paid and organic campaigns and evaluated the dynamics, as follows:

- Estimated clicks per month
- Competitors' traffic cost
- Top performing competitor keywords

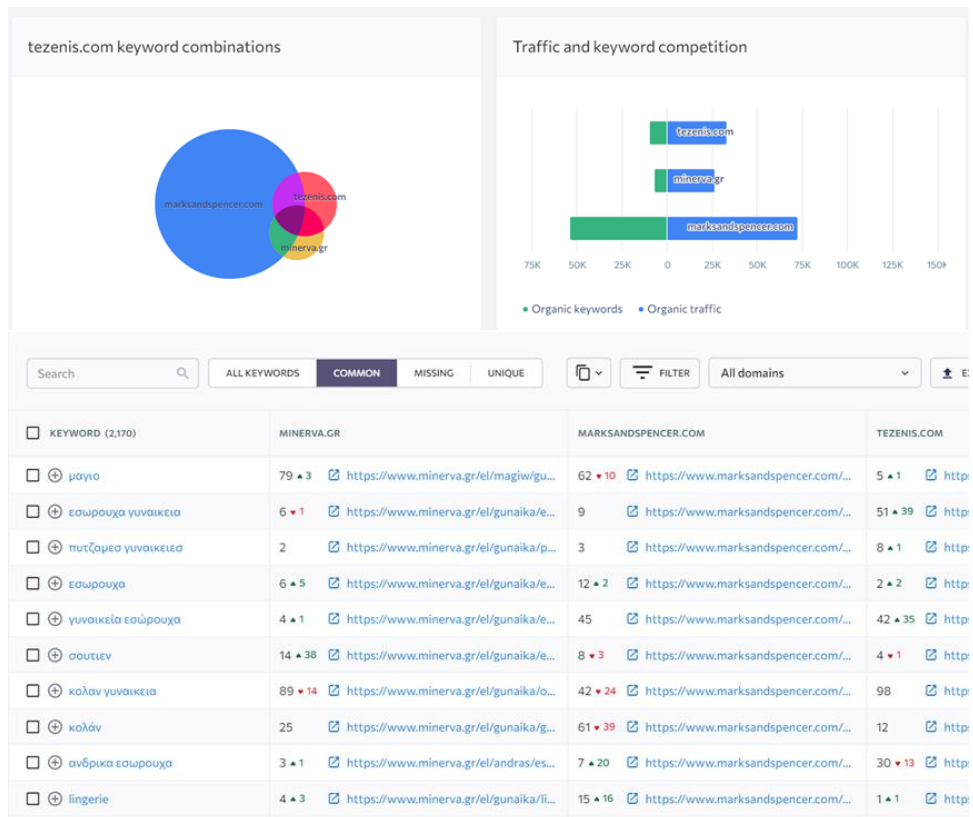We assessed the overview of your competitors' organic and paid promotion strategies.
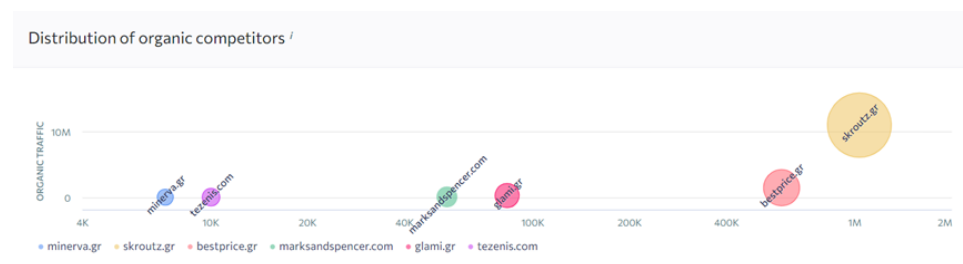
According to the enclosed image, the distribution depends on volume of traffic and number of keywords.

Get comprehensive data on your competitors' keywords

Our competitors' keyword checker module allowed us to find competitors' keywords, analyze their SEO metrics, and compare them.

- Keyword rankings, new and lost keyword statistics
- Search volume and keyword difficulty
- CPC and number of advertisers
- Estimated cost per target keyword
- Search results overview by country

| tezenis.com keyword combinations | Traffic and keyword competition |

KEYWORD (2,170)	MINERVA.GR	MARKSANDSPENCER.COM	TEZENIS.COM
☐ ⊕ μαγιο	79 ▲ 3 https://www.minerva.gr/el/magiw/gu...	62 ▼ 10 https://www.marksandspencer.com/...	5 ▲ 1 http:
☐ ⊕ εσωρουχα γυναικεια	6 ▼ 1 https://www.minerva.gr/el/gunaika/e...	9 https://www.marksandspencer.com/...	51 ▲ 39 http:
☐ ⊕ πιτζαμεσ γυναικειεσ	2 https://www.minerva.gr/el/gunaika/p...	3 https://www.marksandspencer.com/...	8 ▲ 1 http:
☐ ⊕ εσωρουχα	6 ▲ 5 https://www.minerva.gr/el/gunaika/e...	12 ▲ 2 https://www.marksandspencer.com/...	2 ▲ 2 http:
☐ ⊕ γυναικεία εσώρουχα	4 ▲ 1 https://www.minerva.gr/el/gunaika/e...	45 https://www.marksandspencer.com/...	42 ▲ 35 http:
☐ ⊕ σουτιεν	14 ▲ 38 https://www.minerva.gr/el/gunaika/e...	8 ▼ 3 https://www.marksandspencer.com/...	4 ▼ 1 http:
☐ ⊕ κολαν γυναικεια	89 ▼ 14 https://www.minerva.gr/el/gunaika/o...	42 ▼ 24 https://www.marksandspencer.com/...	98 http:
☐ ⊕ κολάν	25 https://www.minerva.gr/el/gunaika/g...	61 ▼ 39 https://www.marksandspencer.com/...	12 http:
☐ ⊕ ανδρικα εσωρουχα	3 ▲ 1 https://www.minerva.gr/el/andras/es...	7 ▲ 20 https://www.marksandspencer.com/...	30 ▼ 13 http:
☐ ⊕ lingerie	4 ▲ 3 https://www.minerva.gr/el/gunaika/li...	15 ▲ 16 https://www.marksandspencer.com/...	1 ▲ 1 http:

SEO & Performance Testing:

1) Using lighthouse extension, we performed SEO & Performance Testing for our project.

59	86	96	93	PWA
Performance	Accessibility	Best Practices	SEO	PWA
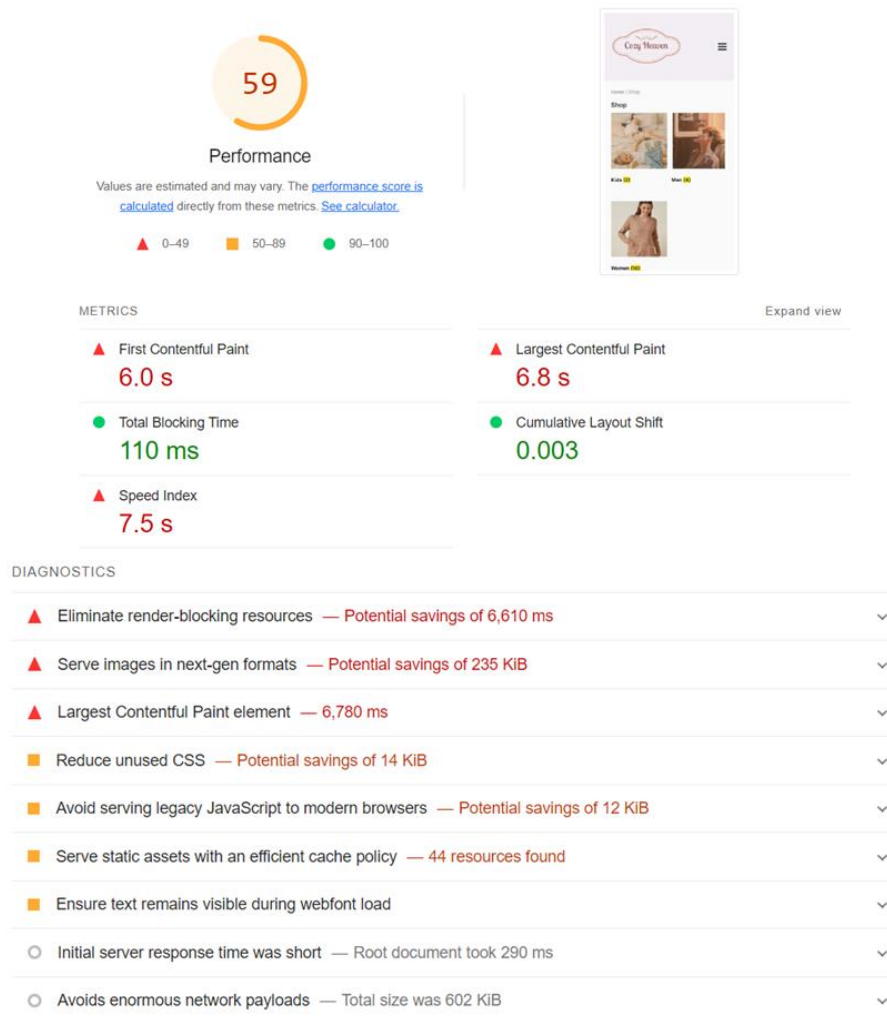
We analaysed the diagnostics, finding out the below recommendations:

1) The first step towards reducing the impact of render-blocking resources is to identify what's critical and what's not. Use the Coverage tab in Chrome DevTools to identify non-critical CSS and JS. When you load or run a page, the tab tells you how much code was used, versus how much was loaded:

2) Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

3) If the LCP is an image, the timing can be broken down into four phases. Knowing which phases take the longest can help you optimize your LCP. Lighthouse will display the LCP element along with the phase breakdown in the "Largest Contentful Paint element" diagnostic.

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.

CONTRAST

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

These are opportunities to improve the legibility of your content.

We performed with high score in the above segment.

Best Practices

USER EXPERIENCE

⚠ Serves images with low resolution

The diagnostic indicated the below text, in order to perform with the highest score. Image natural dimensions should be proportional to the display size and the pixel ratio to maximize image clarity.

93

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   ⌄

Format your HTML in a way that enables crawlers to better understand your app's content.

Meta description best practices suggested the following:

- Use a unique description for each page.
- Make descriptions clear and concise. Avoid vague descriptions like "Home."

Behavioral Web Analytics Report

GA4- Google Merch Shop

Below, you may find how we approached this analysis and suggest key metrics, KPIs, and strategies for our e-shop based on the Google Merchandise Store data from the GA4 property.

Metrics and KPIs to Monitor:

Acquisition Report:

- Traffic Sources: Identified where our website traffic is coming from (organic search, paid search, referral, direct, etc.).
- Campaign Performance: Assessed the effectiveness of different marketing campaigns.
- Conversion Rates: Measured the percentage of visitors who complete desired actions.
- Engagement Report: Bounce Rate: Evaluated the percentage of single-page visits. Average Session Duration: Understood how long users typically spend on your site.
- Pages/Session: Determined the average number of pages viewed per session.
- Demographics Report: Audience Demographics: Understood the age, gender, and location of your audience.
- Device Category: Differentiated user behavior on desktop, mobile, and tablet.

User Segmentation:

Device Segmentation: Compared user behavior on mobile, desktop, and tablet devices.

Traffic Source Segmentation: Analyzed differences in user behavior between paid and organic traffic.

3. Identified Customer Journey Touch:

User Flow Analysis: Utilized the GA4 visualization interface to understand the typical paths users take on your website.

Identified drop-off points and areas where users might encounter issues.

Conversion Funnel Analysis: Analyzed each stage of the conversion funnel to identify points of friction.

Addressed the issues causing users to abandon their journey.

User acquisition: First user default channel group

	First user defa... channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events
		29,276	25,839	53.64%	0.73	1m 26s	679,044	6,953.00
		100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total
1	Direct	13,506	14,483	55.79%	0.83	2m 01s	452,293	4,948.00
2	Cross-network	7,699	4,086	39.92%	0.47	29s	73,555	72.00
3	Organic Search	7,672	6,633	62%	0.80	1m 05s	130,011	1,701.00
4	Organic Social	217	277	67.07%	0.94	3m 01s	9,806	141.00
5	Referral	137	194	65.99%	0.90	2m 04s	6,230	36.00
6	Paid Search	22	45	47.37%	0.78	24s	568	2.00
7	Email	14	167	66.53%	1.12	3m 29s	6,356	53.00
8	Affiliates	6	6	60%	0.67	49s	173	0.00
9	Organic Video	3	3	37.5%	0.50	30s	48	0.00
10	Paid Video	0	0	0%	0.00	0s	4	0.00

Engagement: Conversions: Event name

Engagement overview

Average engagement time ⑦
1m 26s

Engaged sessions per user ⑦
0.73

Average engagement
1m 03s
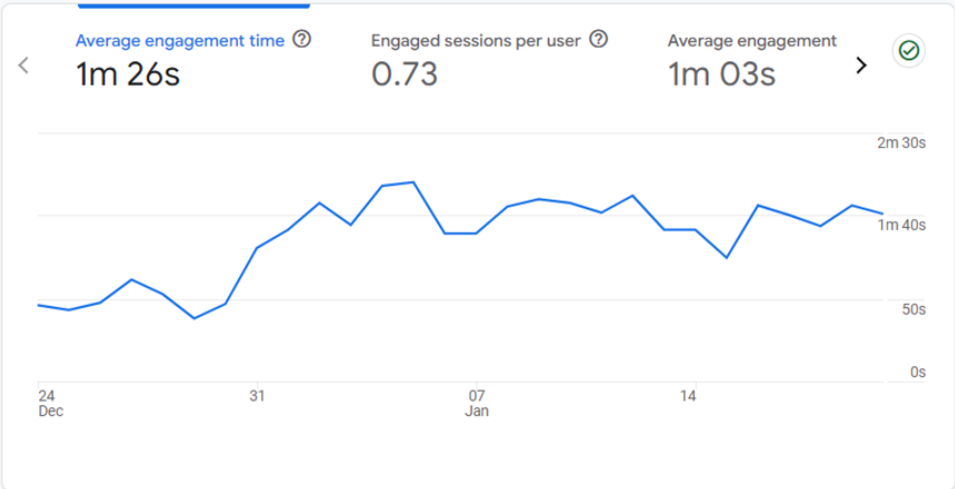
Conversions: Event name

|	Event name	+	↓ Conversions	Total users	Total revenue
			6,953.00	2,498	$68,190.03
			100% of total	100% of total	100% of total
1	view_item		5,399.00	1,995	$0.00
2	add_to_cart		926.00	386	$0.00
3	purchase		603.00	563	$68,190.03
4	first_visit		20.00	20	$0.00
5	page_view		4.00	3	$0.00
6	view_cart		1.00	1	$0.00

Demographic

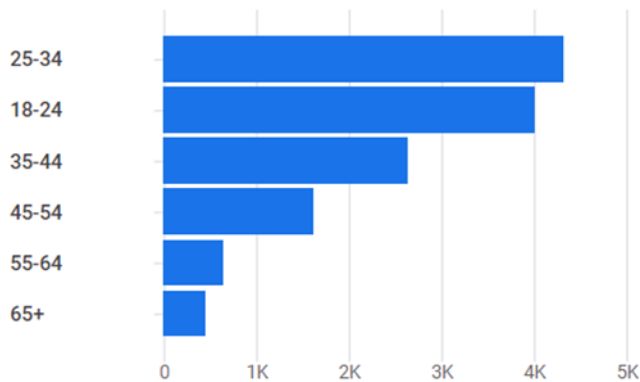Audience Demographics

Users ▾ by Country

COUNTRY	USERS
United States	18K
Canada	6.3K
India	4.5K
Japan	618
China	538
Taiwan	478
South Korea	456

View countries →

Users ▾ by Gender ⚠ ▾

● MALE
62.3%

● FEMALE
37.7%
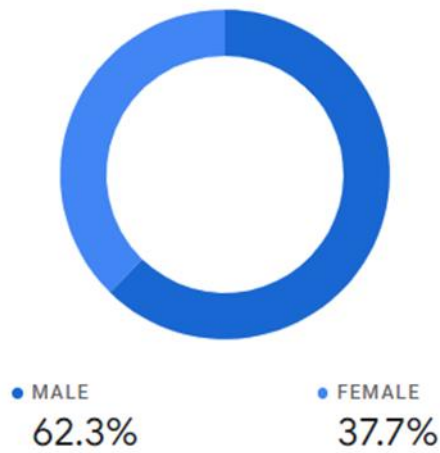
Users ▾ by Age ⚠ ▾

Tech details: Browser

	Browser ▾ +	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾
		35,221 100% of total	29,276 100% of total	25,839 100% of total	53.64% Avg 0%	0.73 Avg 0%	1m 26s Avg 0%	679,044 100% of total	6,953.00 100% of total
1	Chrome	26,233	21,016	20,822	57.56%	0.79	1m 38s	516,109	5,828.00
2	Safari	5,338	4,972	2,879	41.85%	0.54	54s	67,628	815.00
3	Samsung Internet	1,675	1,557	454	21.65%	0.27	16s	11,467	72.00
4	Edge	758	638	692	62.51%	0.91	1m 39s	14,571	123.00
5	Firefox	320	272	263	63.07%	0.82	1m 48s	8,292	36.00
6	Android Webview	292	258	136	41.72%	0.47	32s	2,249	4.00
7	Android Browser	237	237	46	19.49%	0.19	0s	970	24.00
8	Opera	148	130	107	61.85%	0.72	53s	1,919	30.00
9	Safari (in-app)	113	105	65	48.87%	0.58	52s	1,638	17.00
10	UC Browser	46	46	8	17.02%	0.17	0s	156	0.00

Traffic by country

Segment	Direct traffic	Paid traffic
Country	↓ User engagement	User engagement
Totals	24d 21h	3d 00h
1 United States	17d 12h	2d 04h
2 India	1d 16h	1h 47m
3 Canada	1d 01h	16h 42m
4 Taiwan	16h 06m	4m 47s
5 Japan	15h 47m	59s
6 South Korea	6h 50m	0s
7 Mexico	6h 31m	19m 14s
8 Brazil	5h 28m	4m 31s
9 Singapore	4h 50m	4m 54s
10 Australia	4h 05m	20s
11 Israel	3h 17m	2m 12s

Active users by device category in USA

Free form 1

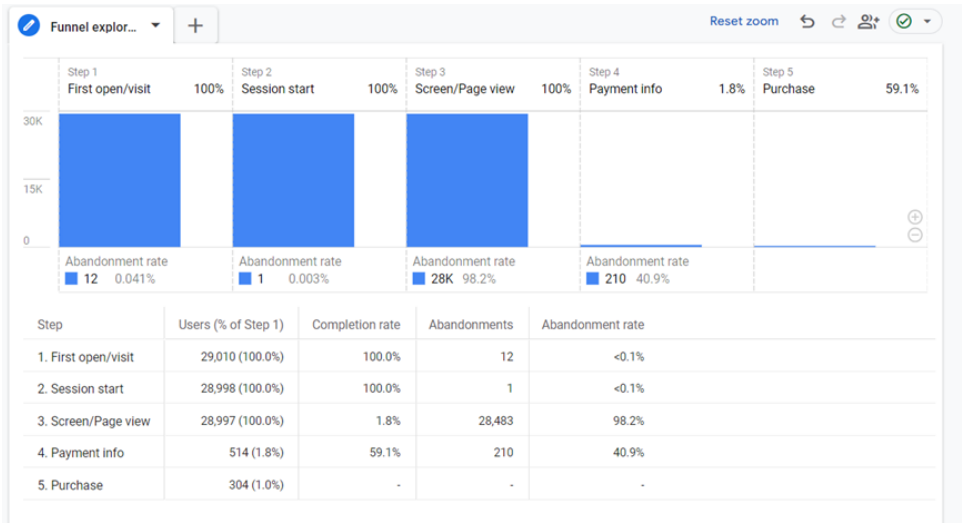| Device category	mobile	desktop	tablet	smart tv	Totals
City	Active users	Active users	Active users	Active users	↓ Active users
Totals	18,879 53.6% of total	15,257 43.3% of total	1,171 3.3% of total	11 <0.1% of total	35,221 100.0% of total
1 (not set)	1,805	1,296	97	0	3,188
2 Toronto	1,016	236	34	0	1,281
3 New York	443	587	21	0	1,048
4 San Jose	251	345	8	0	603
5 Mountain View	64	511	0	0	575
6 Los Angeles	310	226	12	0	547
7 San Francisco	177	329	2	0	506
8 Sunnyvale	62	443	1	0	505
9 Chicago	284	197	7	0	487
10 Bengaluru	165	229	0	0	394

User conversion rate/Active user

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

Geo Map visualization

Customer Journey

Funnel analysis

Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. First open/visit	29,010 (100.0%)	100.0%	12	<0.1%
2. Session start	28,998 (100.0%)	100.0%	1	<0.1%
3. Screen/Page view	28,997 (100.0%)	1.8%	28,483	98.2%
4. Payment info	514 (1.8%)	59.1%	210	40.9%
5. Purchase	304 (1.0%)	-	-	-

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:

SEO Opportunities:

- Identify high-performing keywords and optimize content for better organic search results.
- Improve meta tags and descriptions.

PPC Optimization:

- Review and optimize paid campaigns based on high-performing keywords.

Customer Journey Improvements:

- Enhance user experience on key pages.
- Optimize the checkout process to reduce drop-offs.

Marketing Approaches:

- Develop targeted marketing campaigns based on user segments.
- Utilize retargeting for abandoned carts.

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.