BDS Final Recommendations

ABSA Marketing Team

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01

Goals and Strategy

Initial Issues

- Too many customers ordering off of Instagram/Facebook/Phone vs website
- Coming off of holiday sales spike. Need to find revenue in “dead months”
- Low understanding of how to manage website, track performance, and what SEO is

Goals

Goal 1

Increase website traffic

Goal 2

Lower bounce rate

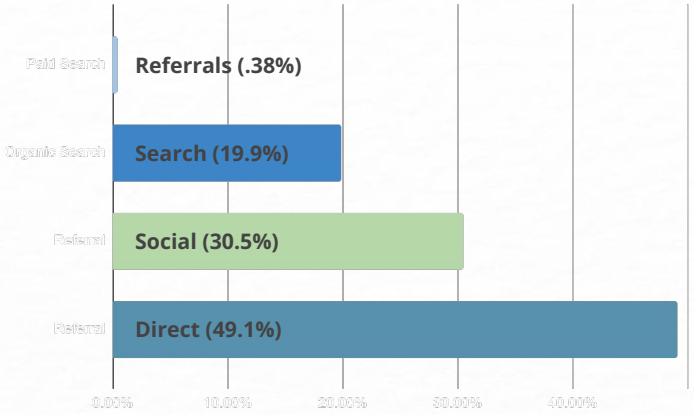
Goal 3

Educate firm on proper SEO/website management

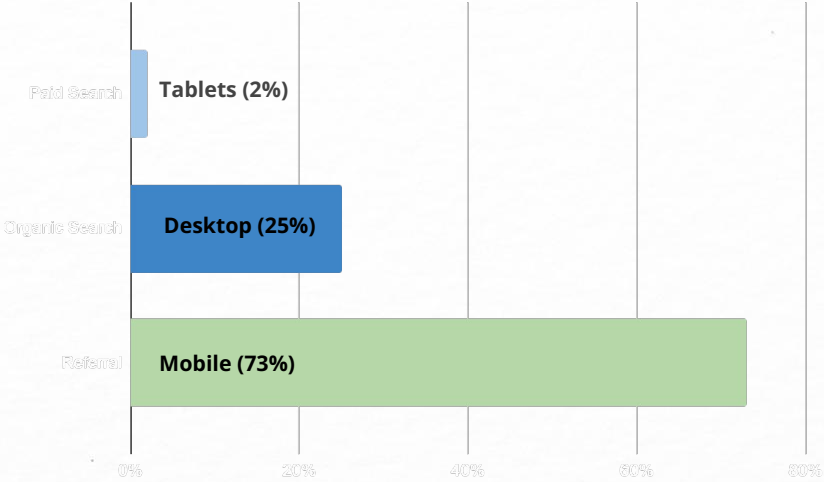
Goal 4

Increase conversion rate

Website Insights

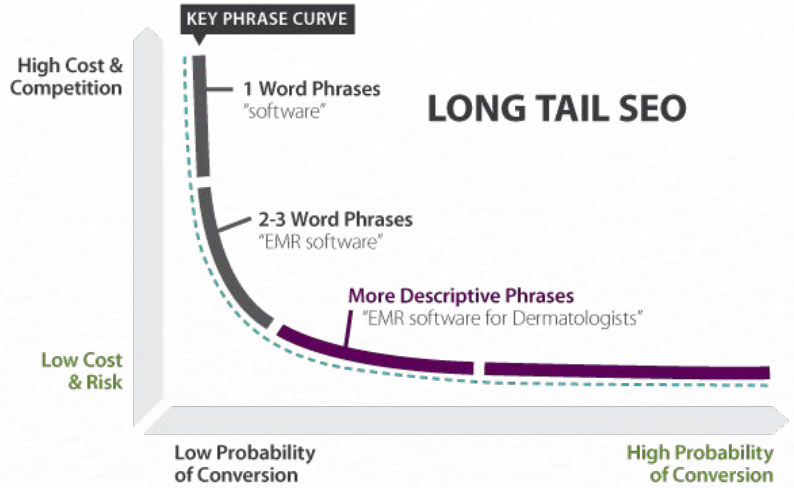


Visit Sources



Device Sources

Website Insights



Long Tail Keyphrases

- Austin sweets shop menu
- Cinnamon rolls near me
- Best way to reheat cinnamon rolls
- Gluten free cinnamon rolls austin
- Reheat frozen cinnamon rolls
- Sticky buns near me

02

Current Implementations

Current Implementations

Add Shop to Landing Page

Aims to increase transfers from landing page to purchasing page

Add Reviews to Website

Provide social proof as well as make website appear more trustworthy to crawlers

Set up Google Search Console

Enables tracking of keywords for later use in metadata and content creation

Current Implementations

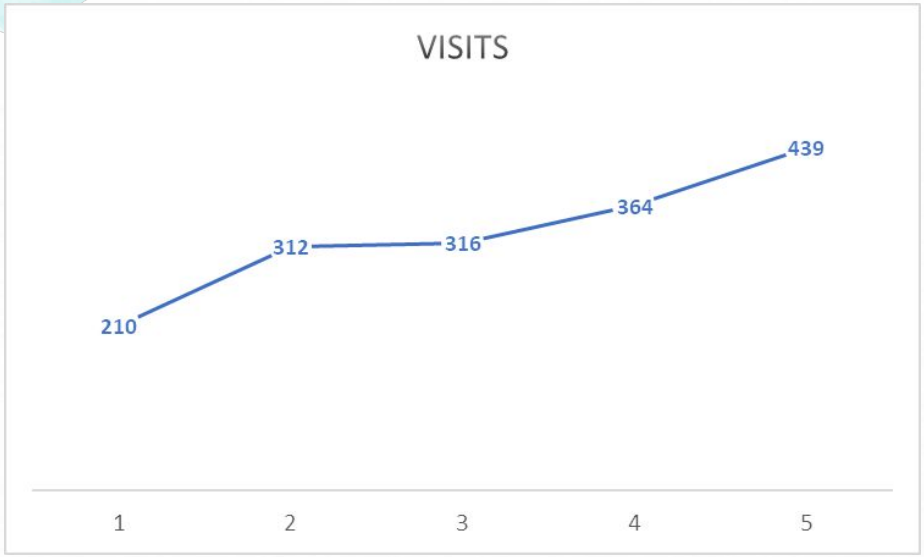
Eliminate Dead/Non-Updated Links

Decrease bounce rate and improve user experience

Add Abandoned Cart Tracking

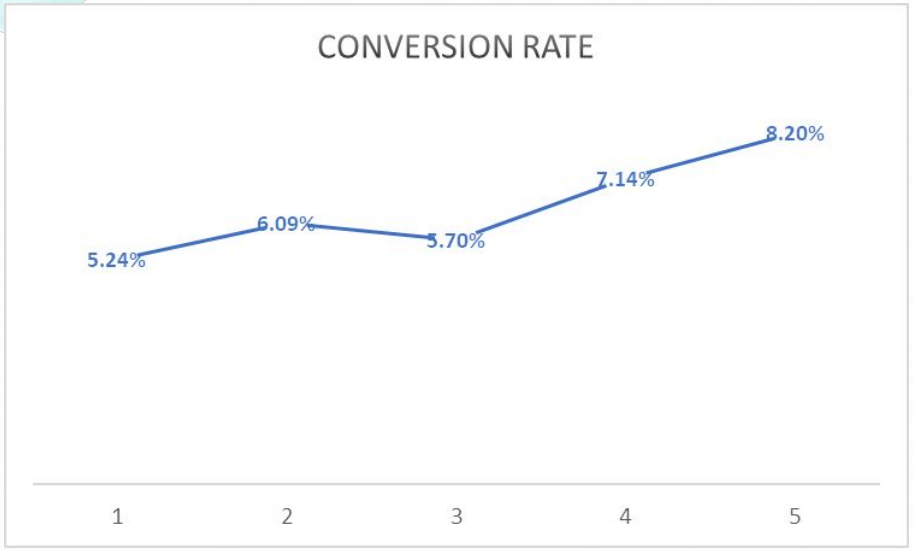
Provide insight on lost revenue and possible recover lost revenue

Website Visits

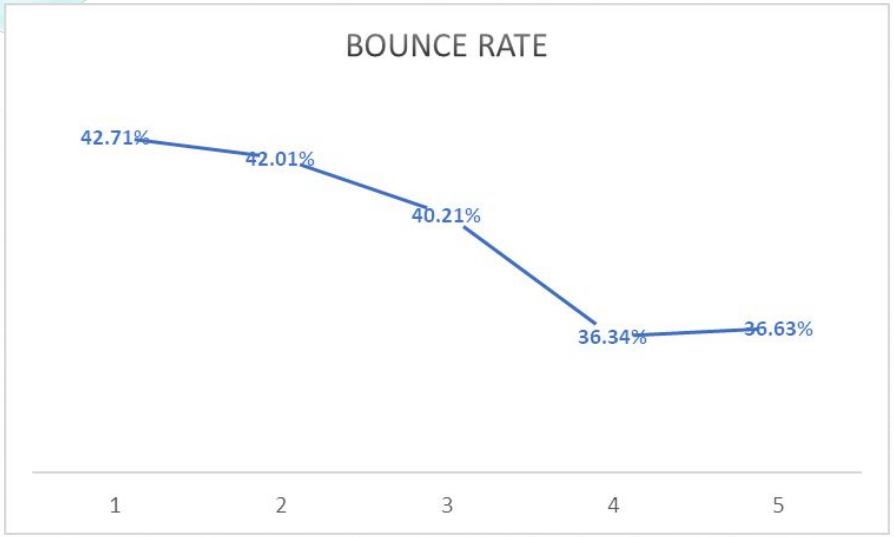


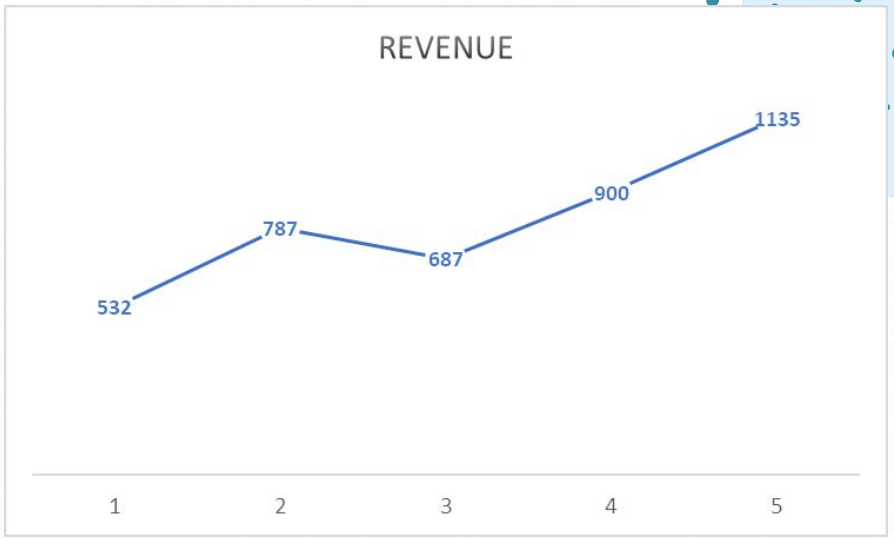
All data was taken from the previous 30 days

Website Conversion



Website Bounce Rate and Revenue





*Omitting large single order

03

Content Creation

Blogging / Video Blogging

Goal

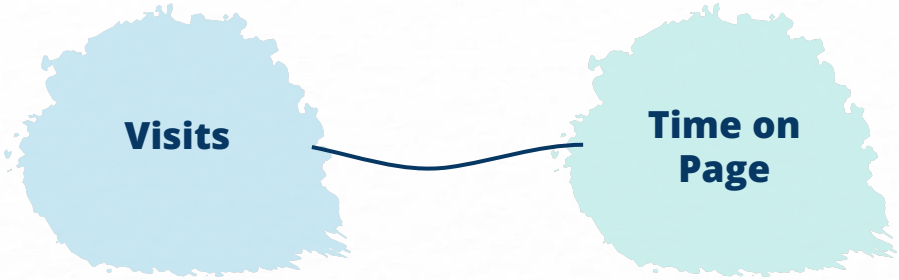
Blogging increases user engagement on the website as well as adds personality and character to the website. Blogging can also integrate search keywords into posts to increase exposure.

Suggested Implementation

Personality-based	Informational
• Event recap and scheduling • Philanthropy • Ranging spectrum of personal life	• Meal/snack pairings • Business information and how-to's • Gifting/ relevant lifestyle tips

We suggest that blog posts should be separated into two types: personality-based and informational. Personality-based can focus on events and daily activities while information can focus on instructional and educational content about the product and industry.

Measuring Success



Blogging will draw more exposure from users that are drawn in initially by the blog. Blogging will also bring a higher retention rate as existing customers are invested in the story of Blue Door Sweets.

Reading the blog should increase the time spent on certain pages on the site. This increase can be used to bring more exposure to goods that are sold on the site as well using inbound links and tags in the blog.

More On Blogging

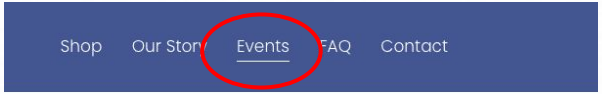
How long should it be?
What does it do?

Location:
- On the “Events” page

Ideal length for SEO:
- 2500 words (at least 1000 words)

Google crawlers:
- More time spent on a page means higher quality content

Promotion:
- Verbally to customers during pick-up
- As a link in the thank you email
- On social media (inbound link)
- On landing page (internal link)
  - Button - in the top three popups
  - Banner



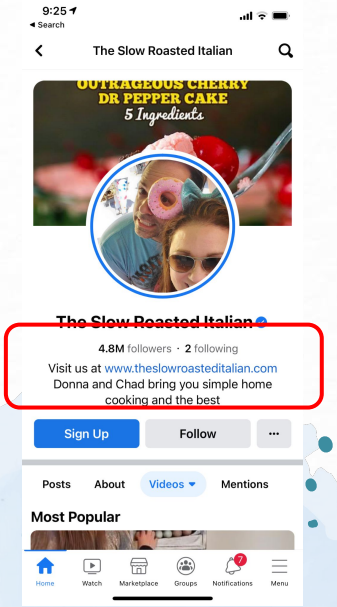
More On Video Blogging

Location:
- On the “Events” page
  - Embedded in a blog
  - Standalone with description
- Post on Facebook & Instagram

Ideal length for SEO:
- Facebook: 1-2 Minutes
- Instagram: 1 minute or less

Google crawlers:
- Variation & Completion means higher quality

Promotion:
- Same as Blogs
- Embed a link to bluedoorsweets.com in video descriptions & social media pages



04

Link Creation

Setting-Up Inbound Links / Internal Links

Goal

1. Set inbound links to increase the initial visits and increase the brand awareness
2. Set internal links to make website more interactive and present various options

Reasoning

Five Cinnamon Rolls to Seek Out in Austin

Plus two more worth leaving the city limits for

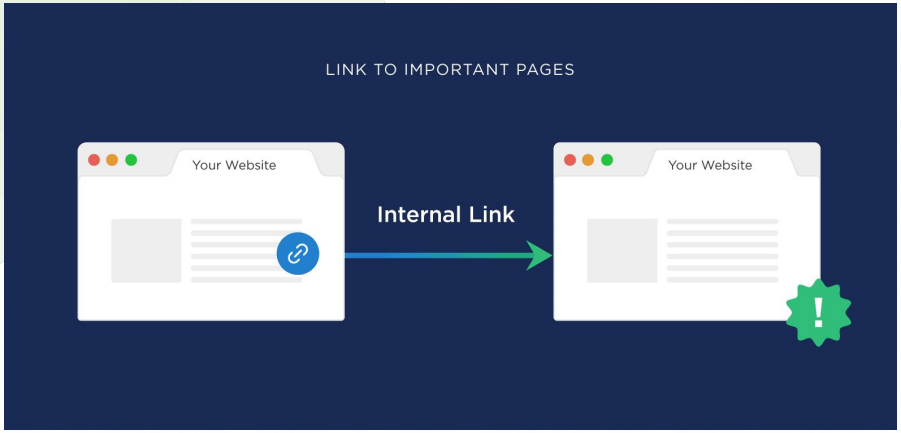
BY MELANIE HAUPT, FRI., JAN. 28, 2022

Dō Artisan Bakery

If your Nana's cinnamon rolls were the Platonic ideal of cinnamon rolls, look no further than the Tiny Bread Shed at Camp East. Pastry chef Camila Velez's rolls are large, gooey, and not too sweet, with a cinnamon-sugar-laced spiral of tender bread robed in the perfect amount of icing. 12/10 would eat again and again.

2903 E. 12th, ***dobakery.com****.*

Partnership with local restaurant / food places recommending accounts and pages will increase the exposure of Blue Door Sweets website, which will eventually increase the visits. (Brand awareness increases)



Reasoning

Setting an internal links would make the website more interactive, which makes it easier for visitors/search engines to browse the website

Measuring Success

Traffic - Referral

About inbound links, tracking referral after making a partnership with local referrals would be extra helpful to measure the visits increased by referral.

Bounce Rate

About internal links, tracking the bounce rate of each individual page would be helpful. If it is possible, tracking the conversion rate between each page would be much helpful to measure if the links are actively used or not.

05

Supplementary Recommendations

Smaller changes and non-online related recommendations

Single-Product Offerings

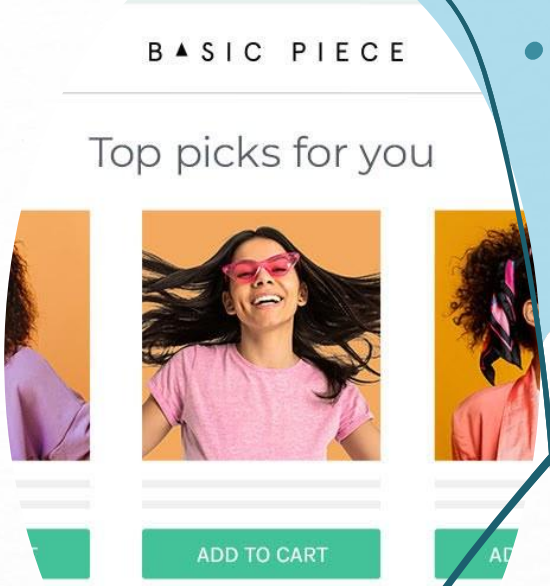
Begin offering single/low-unit versions of current goods

Reasoning

- Enables customers to buy products specifically as gifts
- Does not require lower prices or jeopardize “premium feel” of firm
- Makes it easier to purchase multiple products in one order

Product Recommendations

Highlight other rolls during purchases. Provide ability to add gift wrapping at checkout



Reasoning

- Most customers said that gift a large portion of all purchases
- Getting customers to purchase other rolls would reduce reliance on original cinnamon rolls as main revenue source

Website Tags and Stickers

Add stickers and labels highlighting website as “woman-owned” and “local”

WOMEN OWNED®

Reasoning

- Customers only look at a few website elements before making a purchasing decision
- Customers often try to buy from businesses which support their ideals (female-owned, local, real ingredients, etc.)

06

Moving Forward

Forward Guidance Packet

Forward Guidance Packet

Our Forward Guidance Packet will contain further recommendations on marketing strategies that were already initiated. There will also be general marketing SEO recommendations and insight as well.

Thank You