

The company that I selected in the Module One Final Project Discussion was “SPoT Coffee”. The keyword that I selected for the project was “coffee shops”. SPoT Coffee is a coffee shop that first opened in 1996 in Buffalo, New York. Since opening, SPoT Coffee has expanded to become a chain, having locations in 17 coffee houses and cafes and has been selling coffee in NYC for over 20 years! They offer house coffee, dark roast, decaf, and espresso, as well as breakfast, lunch and catering.

I have been tasked with teaching SPoT Coffee about SEO techniques to improve their organic and paid search techniques, and I will be using their budget of \$5,000 to create a Google Ads campaign as well as redesigning their website to make it more optimized for SEO and the Google algorithm. Because of these parameters, it is extremely beneficial to create SMART goals for SPoT Coffee to build on the needs and the budget presented. A great SMART goal for SPoT Coffee would be “We will increase traffic to SPoT Coffee’s website by 50% and appear on the first page of Google in 6 months.” The long-term goals of SPoT Coffee are to increase traffic to the website by 50% and stimulate growth within the chain for them to expand to a wider audience in both New York and Boston.

After analyzing SPoT Coffee’s competitor, “Public Espresso”, I gathered a few ideas regarding their selected keywords and organic traffic. When clicking on the business and being directed to the first page, I noticed that they had their availability of hours of operations right on the homepage under the logo for their downtown location. They also had links leading to “order downtown”, “view menu” and “catering”. After you scroll down more, they have the exact portal but formatted for their South Buffalo location. If you scroll down to the bottom of the page, all of their locations are listed with their hours of operation, as well as their contact information and their social media. On the top left-hand side, they have a drop-down bar with a home tab, café tab, a hiring now tab, a catering tab, and a log in tab. The keywords present on the homepage are

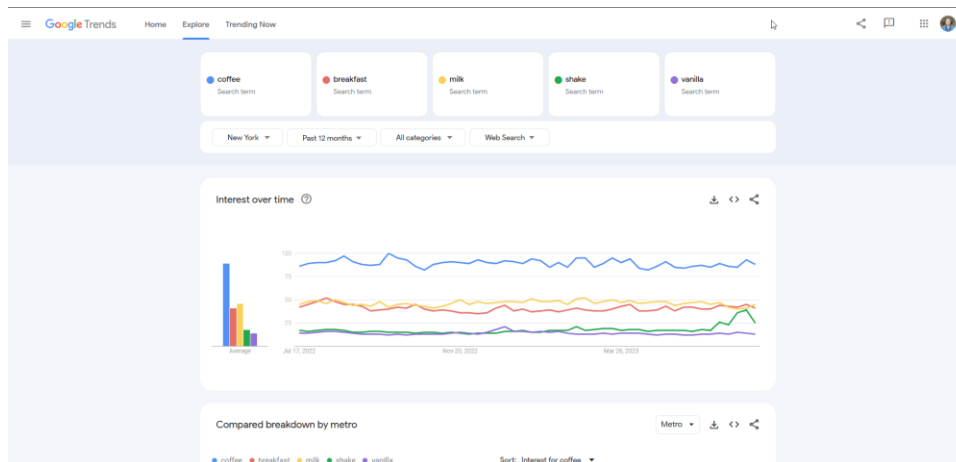
espresso, which is in the name of the coffee shop, Public Espresso. I did not find any ads on the first page of Public Espresso. The first site from my search is the top site for organic traffic because they do not have a lot of keywords and their homepage and website overall is not directly optimized for SEO and SEM. Because the company is willing to give me a budget of \$5,000 to improve their website through my SEO techniques, and they already have amazing products and locations all throughout New York, they are a perfect fit for my SEO/SEM campaign. The search term “coffee shops” has about “2,240,000 average monthly searches” (MarketKeep, 2023). This specific keyword has low competition and therefore is within the budget of the campaign.

Based upon my findings from the internal and external factor analyses, SPoT Coffee would benefit from an SEO/SEM campaign because they have a wide variety of breakfast and lunch options as well as coffee options that diversify the location and make it stand out from its competitors. They also have numerous locations all over New York that allow it to have a hold on the market within New York. However, their homepage is not optimized for SEO/SEM marketing as they lack a strong base of essential keywords on their website as well as a uniform aesthetic design and site map for their website. Also, their link needs a lot of work in terms of header optimization and editing of the description of their website. Because of these factors, SPoT Coffee will be able to effectively benefit from my SEO/SEM strategies and will be able to achieve their SMART goals within a given time frame.

Using the Google Trends Tool, I was able to select five keywords to target that align with SPoT Coffee’s website theme:

- Coffee
- Breakfast

- Milk
- Shake
- Vanilla



These keywords align with my SMART goal: “We will increase traffic to SPoT Coffee’s website by 50% and appear on the first page of Google in 6 months.” These keywords are extremely effective for building organic traffic to SPoT Coffee’s website because they encapsulate the current products, services and ingredients present in some of their most popular exports.

SPoT Coffee has many competitors present within the NYC coffee market. There are many innate strengths and weaknesses surrounding SPoT Coffee that make it both stand out from its competitors and also face heavy overcrowding and competition on a local scale throughout NYC. Some of the strengths that I found in SPoT Coffee’s website was the fact that there was an immediate call to action on the first page, with their prompt to order through their online pickup service or to order through DoorDash as well as links to their shop and their menu. This is an incredible strength because it is one of the first things website users see and it immediately gets them ordering from just landing on the home page. There was also a little dropdown menu on the

homepage that takes the user to the rest of the website. These strengths help the user get in and immediately find what they are looking for in terms of mobile ordering, accessing the shop, and learning more about the menu and the company as a franchise.

I also noticed several weaknesses involving SPoT Coffee's website. The first weaknesses was the design of the homepage. I did not feel like SPoT's website had the aesthetic polish of a lot of its competitor's websites, and the online order and ordering through DoorDash options leap out at you and do not match the color scheme of the website at all. I also felt like the images that were on the homepage lacked quality and were not optimized for the webpage. It seemed like the three images at the bottom were blurry and not the correct resolution scale for the page they were posted on. Another weakness that I noticed with SPoT Coffee's website was that the homepage lacked organization. While the homepage is meant to display all the most essential services and messages the company wants to convey to the user, it all just seems very cluttered and unorganized in terms of what information is meant to be on the homepage. They could streamline their website down to make it more clear, concise and uniform to drastically improve the user's experience.

There are three SEO techniques that I would recommend to improve organic traffic to SPoT Coffee. The first SEO technique that I would recommend to SPoT Coffee would be to consolidate their pages that contain similar content and streamline the content present on the website down overall. "Having too many pages on your site can lower your site speed — a key ranking factor for Google. In addition, these pages could be cannibalizing rankings from more valuable pages if the subject matter overlaps" (Symes, 2022). I feel as though having 8 different tabs to your website seems like a lot of pages and people really won't be clicking through all of those pages and reading everything on there. So, I recommend they streamline those pages down to about 5 pages and design each page in a relevant way to the user's experience in terms of what

they will be looking for first and what they will be most likely to be looking for first on each individual page. This will drastically improve the dwell time on each page and will help them rank better on Google. The next SEO tip I would do is to make sure that they include relevant keywords on their pages that match what their users would be searching for on each page.

“Keywords with high volume and low to medium competition are the sweet spot — they have high traffic potential and are easier to rank for” (Symes, 2022). This will allow them to rank higher in Google, and if they develop and stick to a relevant keyword list and update their verbiage on their site to reflect this list, then they will drastically improve their SEO. The last SEO technique I would give SPoT Coffee would be to write a meta description that would drive more clicks to the website. “A compelling meta description has the power to raise the click-through rate of your organic search results. That means more of the people who see your page in the search results will click through and land on your site” (WordStream, 2022). They need to get way more specific in their description as to what the website’s content is and leave a call to action within the description to get people’s attention and get them clicking on the website based upon an intriguing meta description.

The keywords I selected in the previous section for SPoT Coffee were coffee, breakfast, milk, shake, and vanilla. After using Keyword Planner and Google AdWords, the final keywords I selected for SPoT Coffee’s website were:

- Latte
- coffee roaster
- café near me
- coffee nearby
- coffee shops

These final keywords would be plausible based upon the assigned budget and SPoT's theme because after analyzing these keywords in the Google AdWords platform and comparing them to the current version of SPoT Coffee's website, I determined that their website would be able to effectively utilize all of these keywords to their fullest extent and significantly increase traffic to their website, have a much higher CTR and save money by utilizing low-budget keywords in an environment where the keywords have low to medium competition, significantly increasing the chances of the website being clicked on. "Rather than focusing on short keywords to optimize your Google Ads, also look at long-tail keywords...Long-tail keywords' greater specificity means that typically fewer people search for them, and as such fewer businesses target them. The lower competition gives you a higher chance to rank. (keywords that are around 3-5 words long)" (HawkSEM, 2023). I took this information into account and really focused on using long-tail keywords and tried to broaden my approach as wide as possible. Because they have multiple locations and a vast majority of the population enjoys coffee, they will have a greater chance of drawing traffic into their multiple store locations with a broad approach and will simultaneously rank higher on Google's pages. When utilizing the "Forecast" feature on Google AdWords, I determined that if I used these five keywords for SPoT Coffee's website, I would have an estimated 1.2K clicks, 31K impressions, a cost of \$930, a CTR of 3.9%, and an average CPC of \$0.78, which are great figures and look like they would be extremely effective keywords to use in the coffee industry. I also took into account the analytics and trends offered on these five keywords to influence my decision-making. All of these keywords have between 100K-1M average monthly searches, with coffee shops having between 1M-10M average monthly searches. Latte and coffee roaster had a +900% YoY change and coffee nearby had a +900% three-month change, demonstrating that these keywords are relevant keywords that millions of people are actively searching for on at least a monthly and yearly basis. Also, these

keywords all have low competition, except for coffee roaster, which has medium competition.

This means that I will not have to compete against a lot of competitors using similar keywords

which means I will have higher traffic and lower bidding costs with all my keywords being under

\$5 on the higher end.

Google Ads | Keyword plan

Search Tools and settings Refresh Help Notifications 867 281-4466 mroccid@gmail.com

Keyword ideas Draft plan Plan from Jul 23, 2023, 2 PM, GMT-04:00 Saved 9 minutes ago Create campaign

Forecast

Keyword plan United States All languages All Google Jul 2023 - Jun 2023

Saved keywords

Negative keywords

Keyword	Avg. monthly searches	Three month change	± Y-oY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
latte	100K - 1M	0%	+900%	Low	~	\$0.07	\$2.25	
coffee roaster	100K - 1M	0%	+900%	Medium	~	\$0.81	\$4.69	
latte near me	100K - 1M	0%	0%	Low	~	\$1.58	\$4.45	
coffee nearby	100K - 1M	+900%	0%	Low	~	\$1.53	\$4.64	
coffee shops	1M - 10M	0%	0%	Low	~	\$1.42	\$3.78	

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Keyword Planner can be used to generate keyword ideas, but it doesn't guarantee improved performance. You're responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

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Forecast Bid strategy Maximize clicks

Keyword plan United States All languages All Google Aug 1 - 31, 2023

Saved keywords

Negative keywords

Your plan can get 1.2K clicks for \$930 with a \$30 average daily budget.

Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained. Edit Learn more

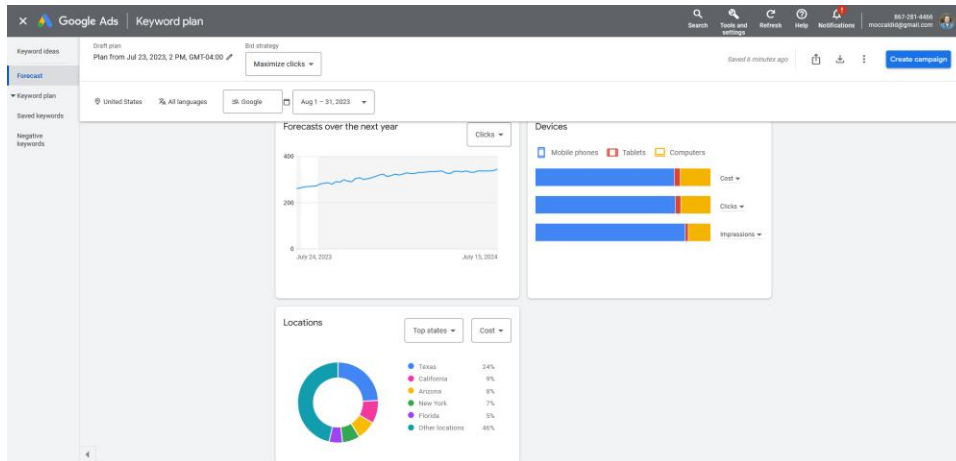
Clicks	Impressions	Cost	CTR	Avg. CPC
1.2K	31K	\$930	3.9%	\$0.78

+ Add conversion metrics

Rate this forecast

Keyword	Clicks	Impressions	± Cost	CTR	Avg. CPC
latte near me	430.34	11,729.01	\$247.47	3.7%	\$0.81
coffee shops	415.98	10,491.85	\$209.80	4.0%	\$0.74
coffee roaster	169.32	4,343.29	\$144.26	3.7%	\$0.85
coffee nearby	111.14	2,351.01	\$87.93	4.9%	\$0.79
latte	58.16	1,883.23	\$40.53	3.4%	\$0.70

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I have formulated an action plan that will measure the effectiveness of my SEO and SEM strategies in order to ensure that I am able to measure my work, make any necessary changes to my campaign or strategy to impact the long-term effectiveness, and to give SPoT Coffee valuable data regarding which pages are performing well and which keywords are resonating with their target audience. Because I told SPoT Coffee that I had a long-term goal of increasing traffic to SPoT Coffee’s website by 50% and appear on the first page of Google in 6 months, this means that I will need to implement effective SEO and SEM strategies that will help me learn a lot about the target demographic, effective keywords and landing page results on both desktop and mobile. Overall, my strategy will be to figure out which demographic is visiting the website the most, which keywords and web pages are getting the most interest, and which platform is drawing in the most traffic in regard to desktop or mobile. Based upon the data I will gather, I will implement changes and optimize the website and marketing campaign to most effectively reach the target audience and drive website traffic.

The three Google Analytics reports that I will utilize to achieve the goals and strategies proposed for SPoT Coffee are the landing page results tool, the demographics overview tool, and the mobile overview tool. “According to Renolon, over half of all websites use Google Analytics which has the largest market share at 30 percent (Statista data) of any analytics platform” (DMI,



2022). This demonstrates the overall impact that Google Analytics has on the internet and online businesses as a whole. If the majority of all websites use Google Analytics, this demonstrates that it is an extremely impactful, resourceful, and informative platform to gather professional insights into a website and the market's reaction to the site. The first tool I will use is the landing page results tool in order to effectively measure the web page visits, the duration of the visits, the new visits and the bounce rate. I will use this tool to measure the analytics surrounding the landing page data and would be able to narrow down which pages are performing well with the target audience and which pages I need to improve for visitors to spend more time on the pages and interact with them more. This will also help me figure out what I need to do to keep people on the web page and clicking through all the pages, spending time on all of them. This would drastically help reduce the bounce rate and improve the web page conversions.

The next Google Analytics report tool I would use is the demographics overview tool. This tool analyzes all of the visitors that enter the website and sorts them depending on their age range and their gender. I would use this information to effectively optimize my website and marketing campaign to align with the most optimal age range and gender that is clicking on my website and interested in the products and services. By finding and optimizing the website to the target market, I would be able to drastically increase traffic, time spent on the website, conversion rates and referrals. This would strengthen the traffic, brand and influence of the business in both the physical market and on Google's rankings.

The last Google Analytics report tool I would use is the mobile overview tool. This tool is important as it provides the user with extremely valuable information regarding what kind of website traffic is being generated through either desktop or mobile. It breaks this data down into how many people visited, how many were new, the bounce rate, page flip through rate and average session duration. It also gives the user insight into the goal conversion rate, completions

and value. I would use this tool to determine which device gathered the most amount of traffic to the website, either through desktop or mobile, and lean into the highest performing platform. If it were mobile, I would optimize the site to be on desktop and would significantly look into improving the user experience and design on the desktop. If it were mobile, I would optimize the website to be opened on mobile. This would allow me to significantly increase my sight time, conversions, page flip through rate and average session duration, which would ultimately lead me to rank higher on Google.

When conducting my SEO/SEM strategy, it is extremely important to apply both ethical and professional standards. Some ethical and professional standards that I will be applying to my SEO/SEM strategy are making sure that I optimize my website content in terms of making sure I use relevant keywords and titles on my pages, make sure I participate in effective link building between both internal websites as well as external websites, and making sure that the content that I am producing is high-quality content that is backed with relevant images relating to my company, videos that showcase the goods and services offered by my company, and relevant info graphics that describe what the company does and how it will add value to the market and surrounding communities. “Ethical practices also referred to as ‘white hat’ in the industry, may take more time but build a trustworthy relationship with your pages visitors and with crawlers that index your site” (McNamara, 2020). This means that the more I use ethical and professional strategies when approaching my SEO/SEM plan, the higher I will rank on Google, build trustworthy relationships between my customers, and utilize the crawlers to most optimally represent my website to Google’s algorithm.

There are current state and federal regulations that I have to consider when implementing my SEO/SEM plan. Because I want to implement texting as a function within SPoT Coffee’s new website design, I am going to need to abide by the FCC regulations

regarding texting. “The United States Federal Communications Commission or FCC regulations limit SMS marketing to those who intentionally opt-in and select to receive messages. The FCC also requires marketers to offer a simple and direct method to opt-out of receiving future text messages” (Wilhitem 2017). This means that I need to give the website users the option to opt-in to receive text messages and I also need to provide users the option to opt-out of receiving text messages. I need to follow this regulation in order to abide with the FCC and to operate legally. As a general rule of thumb, I should make sure that I allow users to opt-in and out of SMS communications and also email communications of different materials and products being offered by the company. In accordance with the FTC, I should avoid any false advertisement or manipulation of the data gathered through my website. “Advertising cannot be misleading, cannot make false claims or claims that advertisers cannot back up and cannot be unfair” (Wilhite, 2017). This means that I cannot allow any of the information present on my website or through any of my marketing tactics to be misleading or to make false claims. In this fashion, I will be in accordance with the FTC and will avoid manipulating any of the website users. Lastly, because SPoT coffee is a coffee chain that serves both breakfast and lunch foods, I need to ensure that I am in compliance with the FDA. “Foods can't make health claims that cannot be substantiated and can't offer misleading information about a product's ingredients” (Wilhite, 2017). This means that I need to ensure that I am listing out all of the ingredients present within all of the coffee and food options on the website and ensure that I do not make any false claims regarding how the foods affect the consumer’s health. This will ensure that I am not hiding any essential information regarding the ingredients of the food and how they will affect people’s health.

I can address these principles when implementing the strategy, I selected by ensuring that all the information on the website is correct, I am extremely transparent with what

ingredients are in the coffee and food options, and I should ensure that people have the option to opt-in or out of SMS communications and email promotional materials. By being transparent, honest and creating a great website, I can ensure that the users will consider SPoT Coffee to be a trustworthy company that provides amazing coffee and food options to the people of New York.

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