

Ali Stott

Assignment #3

Introduction to Web Publishing

April 12, 2018

SEO Analysis & Recommendations for Chefd.com

I. Keyword Research – Recommended Keywords (Cr)

The keywords/phrase we think will drive the most traffic: "Diabetic Meals"

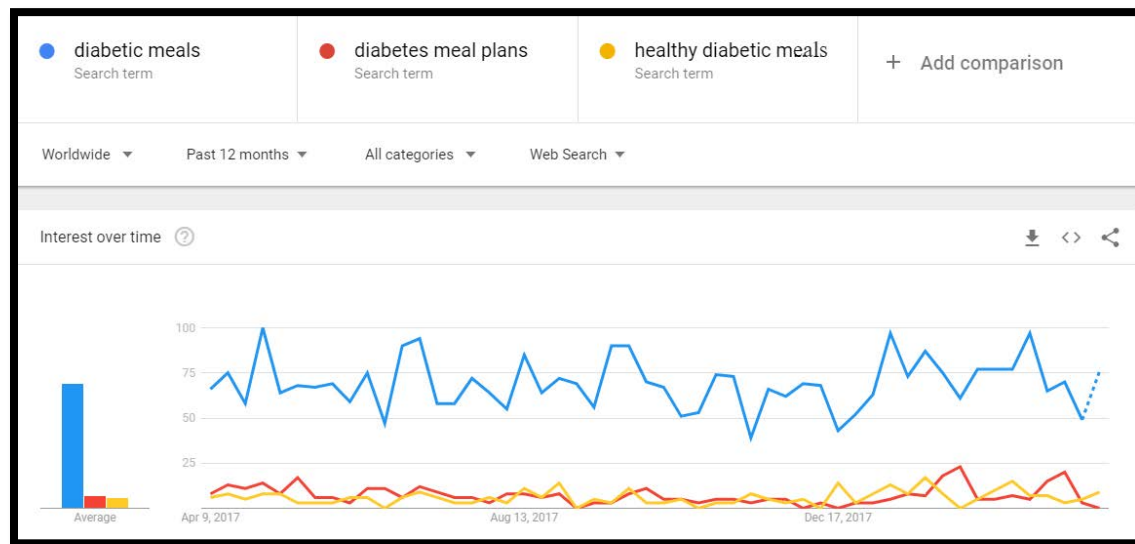
Strongest Content for keyphrase considerations:

We have decided to focus on the American Diabetes Association section of chefd.com. We believe there is a sizable audience for this section that can be optimized to drive more traffic to chefd.com. Finding easy to make or prepared meals for people with diabetes can be difficult and we believe chefd.com is not targeting this audience enough. HelloFresh did not have a diabetes section, so we are comparing chefd.com to eatingwell.com. EatingWell also specializes in meal plans and have a good diabetes section on their website.

Keyphrases considered: "diabetic meals" "diabetes meal plans" "healthy diabetic meals"

The first keyphrase "diabetic meals," is an obvious choice because it is short and to the point, something a lot of people would search for in Google. The second keyphrase "diabetes meal plans," narrows the search down to people looking for meal plans constructed for diabetic diets. It narrows the search to meal plan companies. The third and final keyphrase is "healthy diabetic meals." We believe people with diabetes will search for meals that are healthy and are diabetic friendly.

Google Trends analysis:



The screenshot above shows diabetes meal plans and healthy diabetic meals were searched in Google far less than diabetic meals. Diabetes meal plans and healthy diabetic meals are close in search rates, but diabetes meal plans' peaks in search are higher than the healthy diabetic meals pikes. The highest peak for diabetes meal plans search came at about 20, while the lowest valley for diabetes meals is around 40.

Keyword Ranking analysis:

	diabetic meals			diabetes meal plans			healthy diabetic meals		
	Google	Bing	Yahoo	Google	Bing	Yahoo	Google	Bing	Yahoo
Chefd.com	15	"No"	"No"	26	"No"	"No"	47	"No"	"No"
EatingWell.com	6	10	"No"	3	3	"No"	2	2	"No"

EatingWell.com is ranked higher in all three keyphrases than Chefd.com. The biggest jump Chefd.com could make would be with healthy diabetic meals at 47th with Google. However, diabetic meals would be the easiest keyphrase to optimize to the first page of a search.

Potential traffic:

	Average Monthly Searches	Number of Additional Monthly Visits if Ranked No. 1	Current Average Monthly Traffic	Potential Monthly Traffic Range	Maximum Potential Monthly Traffic
"diabetic meals "	1k-10k	300-3,000	156,667	156,967-159,667	159,667
"diabetes meal plans"	10k-100k	3,000-30,000	156,667	159,667-186,667	186,667
"healthy diabetic meals"	1k-10k	300-3,000	156,667	156,967-159,667	159,667

We used the same data from paper one for the current average monthly traffic.

Ultimate keyphrase choice: "diabetes meal plans"

We decided to optimize the keyphrase "diabetes meal plans" because we believe that it will drive the most traffic to the Chef'd American Diabetes Association site. While "diabetic meals" has a higher trend than the other two keyphrases, "diabetes meal plans" could potentially add the most traffic. Also "diabetes meal plans" has room for improvement because it is ranked 26th in the Google keyword ranking. If we can optimize the site to improve that ranking to the top five, it will drive a lot more traffic to the site. In fact, it could drive an additional 30,000 visits per month.

II. Content Analysis & Authority (Cq, Vt, Ta)

Chefd.com Score: [Use a 1-10 scale.]

HelloFresh.com Score: [Use a 1-10 scale.]

Explanation of Topic:

The content on a website is very important, specifically the quality of the content.

According to the periodic table of SEO success factors, quality content is listed as a +3, which

means it is one of the most important elements on this table. The "quality content" element is considered an "on-the-page factor," which means that it is an element that is in direct control of the publisher. One important aspect of the quality of content is knowing that it is credible. Having a credible website means that it is well written, free of typos, and unique. The definition of unique in this case is that there is not any other content on the web exactly like the content on your website. Basically, you have your own stuff on your website and you did not plagiarize from somewhere else.

Having quality content also means that the content adds value to the website. When adding descriptions for products on a website, you should give a specific description rather than a simple one. Having a specific descriptions on your website will increase the chances of the Google Bot picking up your website when users are searching for specific keywords. These specific descriptions will also help increase the time users spend on a website and decrease the bounce rate. Some engaging content includes images, demos, interactive charts, or 360° photos of a product. On Chef'd's "American Diabetes Association" meal plan, each meal has images of the chef making it. Having at 360° photo of the meal plan items and how they are made could benefit Chef'd because it will give a more interactive experience for users and allow them to see higher quality content.

Another example of quality content is having ratings and reviews available for users to see before purchasing a product. At first glance on Chef'd, there is not a place for reviews or ratings. When clicking on a food item that is part of the Diabetes Association meal plan, there is a small heart for ratings. Chef'd could include a spot that has more specific reviews that will be able to tell new users what other people have thought about the product. Many people are more apt to purchasing a product if they know other people like them have tried it and liked it.

Providing good customer service is another example of quality content for a website. Chefd.com has a "Help" tab that stays on the bottom of every page. When you click on the help tab, a dialogue box appears and a user can ask their question. Once the question is asked, links to forums on the website are given to answer the question. If there is not a forum available, a user sends their name, email, order number (if applicable), and their question. A person from Chef'd gets back to them over email as soon as they can. A lot of people expect instant feedback in today's world of customer service and not being able to get an answer right away could be frustrating. To improve the quality of customer service content, Chef'd could have a live chat all the time or even during certain hours, as long as those hours are provided to users.

Authority is also an important element to a website, ranking +3 on the periodic table of SEO success factors. Having authority means that you have the trust of users. Information on your website must be accurate and trustworthy. Having false or untrustworthy information will increase your website's bounce rate. Chefd.com provides information about chefs that partner with them and create their meals. A lot of these chefs are well known from popular TV shows or have been featured in magazines. Since the Google Bot looks for information that is well known, having popular chefs and partners listed.

Analysis of Quality/Thin Content:

The section of the website that we chose to analyze is the "American Diabetes Association Meal Plan" section. This page is found when a user goes over to the "Meal Plan" tab on the homepage and selects this as the plan that they would like to view. When first visiting the page, a user will notice that there is a large image of one of the meals available for this meal plan with the title

"American Diabetes Association Meal Plan" across the middle of the photo. The logo for the American Diabetes Association is placed below the photo, but is still above the fold. Items above the fold typically get the most attention. One thing that Chef'd could improve in terms of their content above the fold would be to add more information about what this plan actually is. When you scroll down, this is the description of the meal plan that is listed:



Don't have time to plan your weekly meals? With our meal plan from the American Diabetes Association, you don't have to. Every week, we'll ship up to seven meals that have been carefully evaluated by dietitians to ensure you're getting the best fuel for your body. Set up your meal plan now and let us take the guesswork out of meal planning with diabetes.

This description could be placed above the fold either in this form, or in the form of a headline to keep users from leaving this page or the website completely. Users do not want to look for information for too long, so having this above the fold could help.

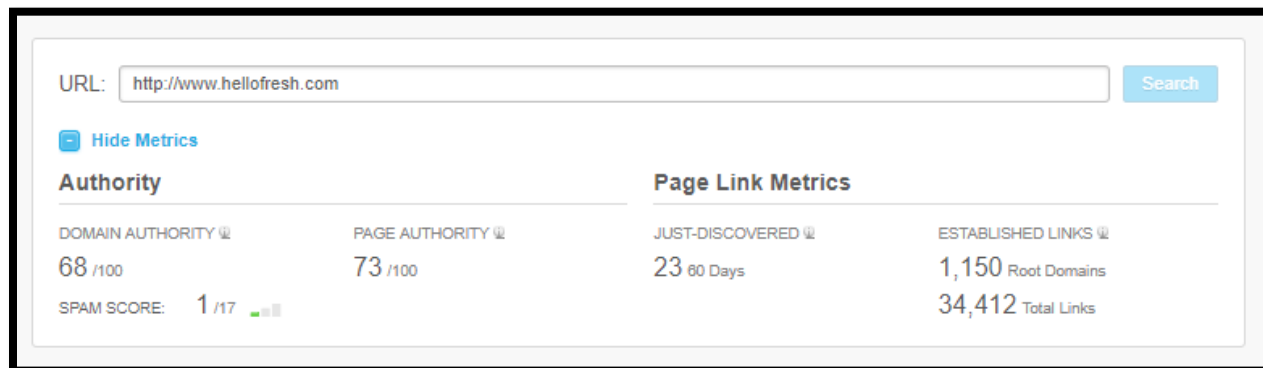
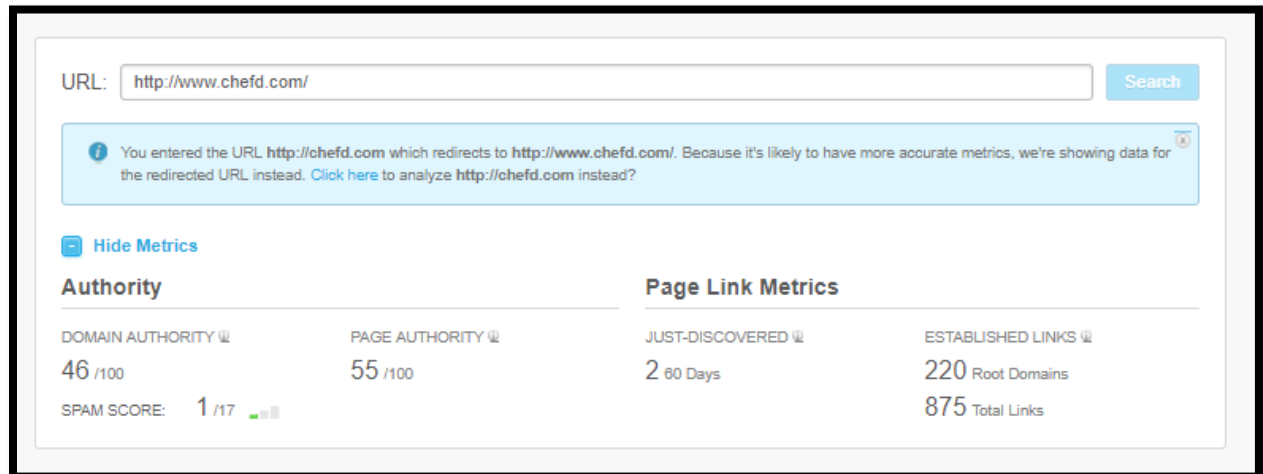
Credibility on a website means that the information and content on the site can be trusted by its users. The American Diabetes Association page seems credible. Having the actual logo on the page shows users that the association is partnered with the website and reassures them that the meals are in fact good for them. When a user scrolls down to the bottom of the page, there is a lot of information about Chef'd. These resources can be used by users to do more research about the company and how

the meal delivery works. Credible websites also reassure customers that their credit card information will be safe if they purchase something. Chefd.com does not have this feature when checking out. We selected a meal plan from the American Diabetes Association and added it to our cart. We went through the entire checkout process to see what users are experiencing when they purchase a meal plan from the American Diabetes Association's meal plan options. When we got to the payment section, we noticed that there was a short message under "payment method" that said, "all transactions are secure and encrypted." Having this message increases the credibility of Chef'd because it informs customers that their information is safe if they order a meal plan. A way to improve this would be to partner with a company that provides websites with safe checkouts or to add a lock logo next to this message. Adding some sort of logo will help draw the customer's attention to the message and make them feel better about giving Chef'd their credit card information. When we clicked on "start your meal plan", the American Diabetes Association logo was still at the top of the page, which reinforces the sites credibility by being consistent with their content.

Thin content is something that a website wants to avoid. Thin content means that your website's content is lacking what it needs to keep users engaged. The content on chefd.com is not necessarily thin, but it could use some improvements. To start, there are few words on the page to describe what is going on. Chef'd should add more detailed descriptions of their meals and why they are partnered with the American Diabetes Association. Chef'd should also include more interactive photos for each of their meal plan meals. An example of a more interactive photo would be a 360° photo of the

food after it is cooked. Not only will these interactive photos and more detailed descriptions avoid thin content, but it will also increase the value of the website.

Analysis of Trust/Authority



As you can see, HelloFresh contains a higher domain and page authority than Chef'd. Part of this is because HelloFresh has been around longer and has substantially more links to their site. Chefd.com is above the 20-point threshold for a good or competitive score. Chefd.com can improve this score by doing more on social media and getting other quality sites to link back to Chefd.com.

Recommendation for improvements:





As stated previously, there are many things that chefd.com can do to improve the quality of their site content and increase its trust and authority. Adding more interactive photos and videos of each meal offered in the American Diabetes Association meal plan would give users a better understanding of what they are ordering and what the final product of their meal should look like from all angles. Chef'd could also create videos of each meal and how it is made. A Chef'd chef could be featured in this video and run the video like a cooking show you see on television. Not all of the users on the website will be visual learners and a support video may help people better understand how to cook the meal and will reach out to a larger audience of people potentially. These videos can be placed in the current slideshow of photos so users can easily find the video. HelloFresh.com does not have a section for the American Diabetes Association, so we found eatingwell.com and used their low-carb meal plans. In comparison to this website, chefd.com presents their meal plans for the American Diabetes Association a lot better than they do. The content on that website is thin and it is hard to navigate through the site. We would say that chefd.com is beating its competitors when it comes to the quality of their content, but there are still improvements that Chef'd can make to draw in even more users.

Trust improvements can also be made to chefd.com. Adding in a lock logo or partnering with a company that provides security for checkouts could make Chef'd customers feel better about giving their credit card information at checkout. This is what it looks like when a customer goes to enter their credit card information during the checkout process on chefd.com:

Payment method

All transactions are secure and encrypted.

☒ Saved Credit Card

 and more...

Please provide your credit card information to have on file for upcoming weeks (whether or not you use a discount code or gift card for your 1st order).

The message, "all transactions are secure and encrypted" is listed above the box where the customer would enter their credit card information. We thought that this message was very small, and we did not see it at first glance. If Chef'd added a logo to show credibility, it would have a better chance of capturing attention and customers would feel more comfortable giving out their information. Here is an example of what we suggest should be done to improve the checkout credibility:

Payment method

All transactions are secure and encrypted.



☒ Saved Credit Card

 and more...

Please provide your credit card information to have on file for upcoming weeks (whether or not you use a discount code or gift card for your 1st order).

III. Architecture (As, Au, Am)

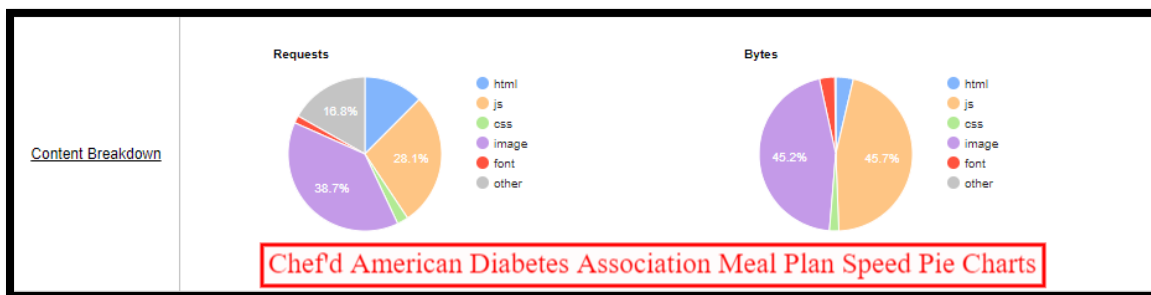
1. Speed (As)

Page Load Speed	Chefd.com	EatingWell.com
Home Page	11.959s	21.973s
"Category" Page	9.539s	16.225s

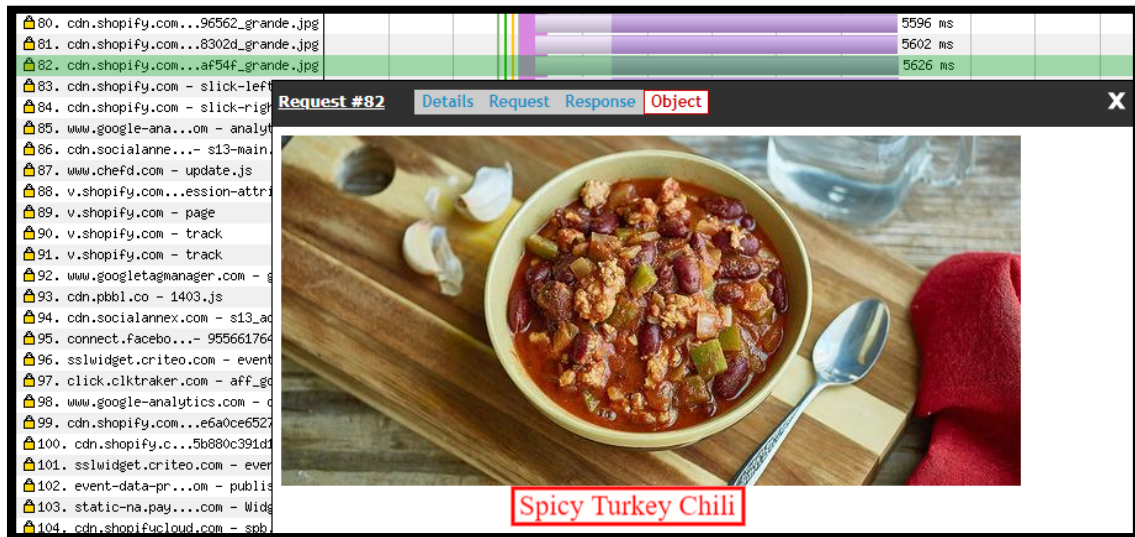
Analysis:

Speed is a +1 on The Periodic Table of SEO Success Factors. Google considers loading speed in its ranking of websites. The faster a website loads, the better because Google will view that website as a higher quality site. Speed is also important because users appreciate speed. Users hate when a website takes forever to load and could decide to go to another site if the page does not load quickly. Jacob Nelson broke it down to three response times: 0.1 seconds, 1 second and 10 seconds. A page loads instantaneously at 0.1 seconds, the flow of thought is seamless at 1 second and people leave the website after 10 seconds. A few important stats about speed are 47 percent of people expect the page to load in two seconds or less, 40 percent of consumers leave site after three seconds and every one second delay in page response can result in a 7 percent reduction in purchases.

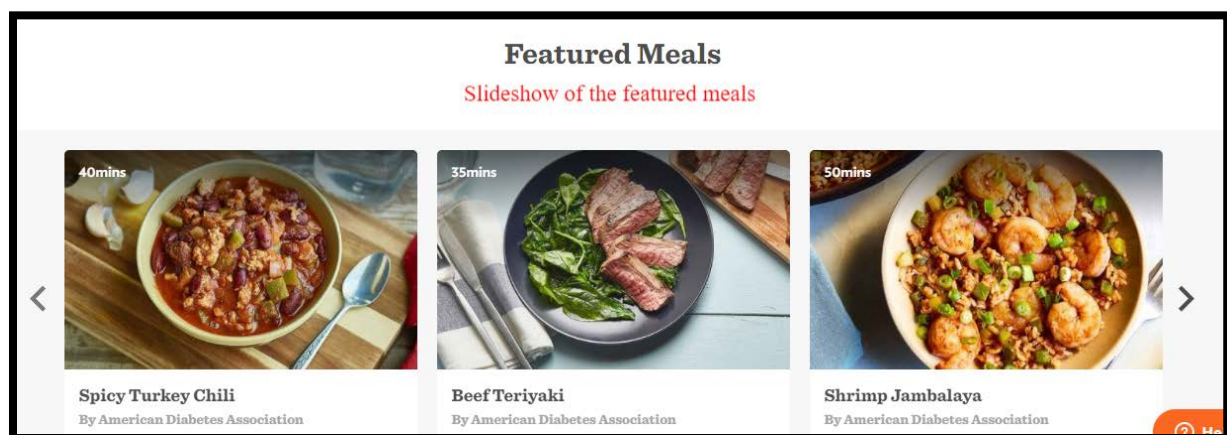
In the screenshot below, WebPageTest.org shows that images and JavaScript are the two biggest factors in requests and bytes of Chef'd American Diabetes Association Meal Plan. We can optimize the images to help them load faster and improve the speed of the website.



The images on the Chef'd American Diabetes Association Meal Plan page are the reason the site loads slowly. We counted 39 images that take at least 800 milliseconds to load and ten of those took at least 5,000 milliseconds to load. The slowest image took 56.26 milliseconds and is shown below.



This image is displayed in a slideshow the Chef'd American Diabetes Association Meal Plan category page. This is where all 39 of the slowest loading pictures are found.



2. URLs (Au)

Current URLs:

Chefd.com URL for Category Page: www.chefd.com/collections/american-diabetes-association-meal-plan

HelloFresh.com URL for Category Page: www.eatingwell.com/category/4248/diabetes-diet-center/

Recommended new URL: www.chefd.com/meal-plans/american-diabetes-association

Explanation:

URLs are a +1 on The Periodic Table of SEO Success Factors. By creating a friendly URL that is easy to read and is clickable, it will make the page easier to find for Google and the user. EatingWell.com uses "4248" in their URL which is totally unnecessary, but we like that they used "category" and diabetes-diet-center." The keyword category is better than collection which Chefd.com uses. We would recommend Chefd.com interchange collection with meal plans in the URL. People do not search for meal collections, they search for meal plans. This would align with Google's SEO Starter Guide because the new URL uses words pertaining to the page, not lengthy and easy for Google to read.

3. Mobile (Am)

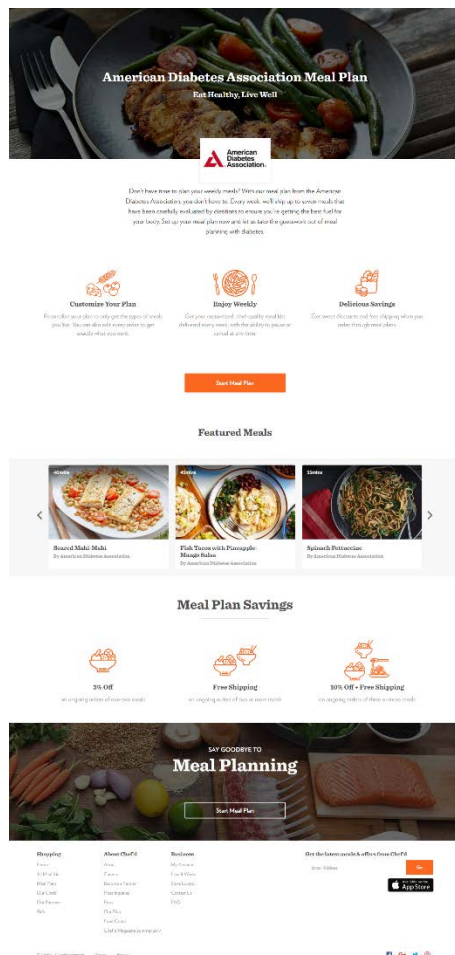
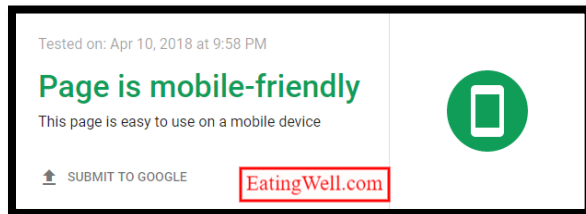
Chefd.com Score: 8

EatingWell.com Score: 8

Explanation:

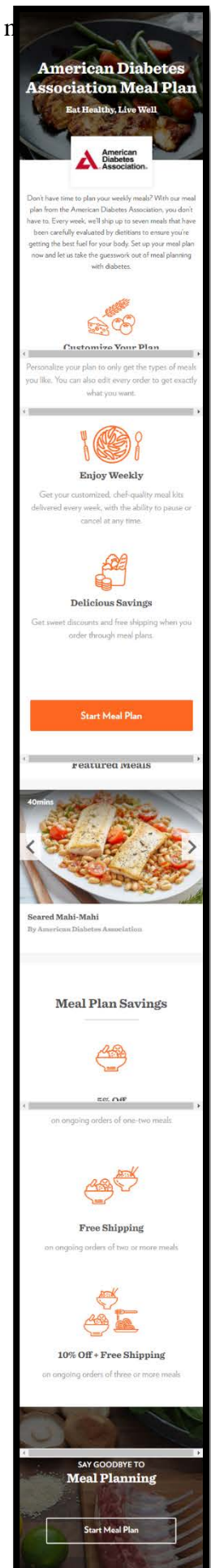
Mobile is a +3 on The Periodic Table of SEO Success Factors. Mobile is important to SEO because 60 percent of all searches come from mobile devices. If a site is not mobile friendly, it can turn away over half of their potential customers. Chefd.com and EatingWell.com both use responsive websites. Both sites rearrange the layout of the site as the page width is

changed. Also, both sites are mobile friendly as you can see from the screenshots from Google's Mobile-Friendly Test Tool below.



Chefd.com does not lose any content when it shrinks down to a smaller window. It does rearrange the site a bit to fit all the content on the screen. The first screenshot to the left is what the site looks like in a regular desktop view.

The next screenshot is the mobile version of Chefd.com. As you can see, they n



horizontal to a vertical orientation. The slideshows shows one meal at a time instead of 3. The banner photos shrink to fit the width of the screen. Another difference in the two is the use of white space. The desktop utilizes white space to balance space, but the mobile site does not have that luxury.

IV. HTML: Current Keyword Location Analysis (Ht, Hd)

1. Title Tags

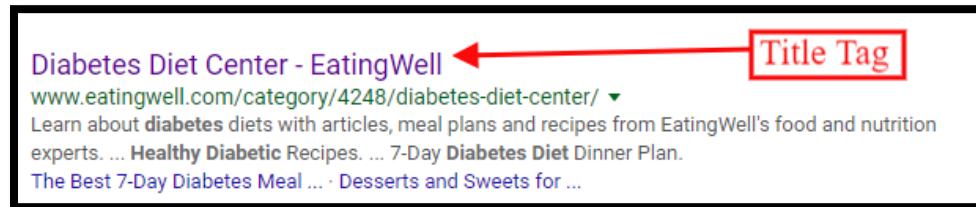
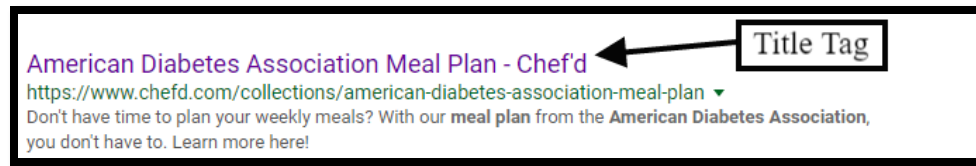
Current Tags:

Chefd.com Title Tag for Category Page: <title>American Diabetes Association Meal Plan</title>

EatingWell.com Title Tag for Category Page: <title>Diabetes Diet Center – EatingWell</title>

Explanation:

Title tags are important because it appears in many places like the browser tab, bookmark title, SERPs and Social Share Tools. If the title tag is creative and clickable, it could increase the traffic to your site. Every page in your website should have its own unique title tag. The title tag is typically a concise and accurate description of a page's content. The Google Bot usually chooses to display the first 50-60 characters of a title tag. When a user is searching certain keywords and see your website, this will be the user's first impression of your site. Title tags are also displayed at the top of your web browser, acting like a placeholder on your tabs. Having a descriptive title tag will help users organize their browser windows, especially if they have a lot of tabs open. Here is what the title tag looks like for our site:



The title is straight forward, but boring. This title will not catch the users eye and draw them to the pages. This is bad because you want your website to catch the attention of users and not get lost in the Google results.

Recommended New Title Tag for Chef'd.com:

<title>Save Your Pancreas Diabetic Meal Plans</title>

This recommended change to the title tag of chef'd.com will benefit the website because it catches your eye a lot more than the previous title, which blended in with Google search results. According to Google's SEO Starter Guide, title tags should be unique, which means that there is nothing else like it on other sites. If your website appears on a search results page, the title tag will appear as the clickable link for your webpage. Website creators should choose a title that accurately communicates the topic of the page's content. You should avoid using titles that have no relation to the content on your website and also avoid vague titles such as "untitled" or "new page."

2. Description Meta Tag

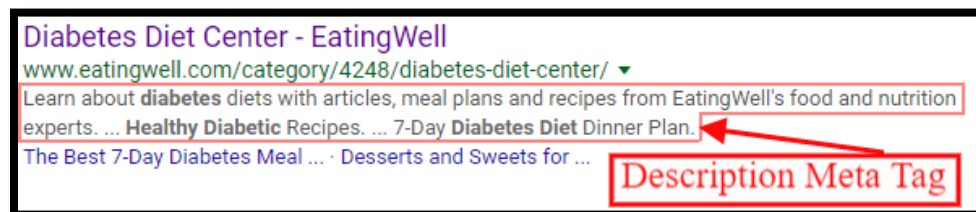
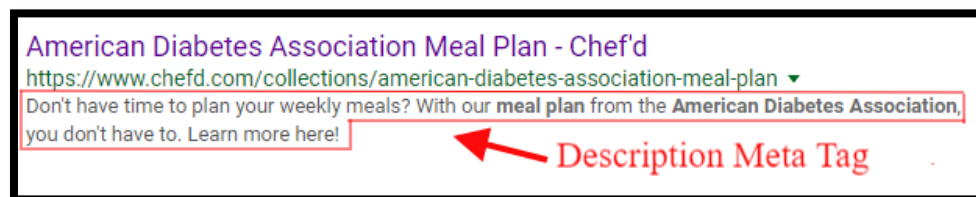
Current Meta Tags:

Chefd.com Meta Tag for Category Page: `<meta name="description" content="Don't have time to plan your weekly meals? With our meal plan from the American Diabetes Association, you don't have to. Learn more here!" />`

EatingWell.com Title Tag for Category Page: `<meta id="metaDescription" name="description" content="Try our delicious low-carb meal plans, designed by EatingWell's registered dietitians and food experts to help you get the nutrients you need.">`

Explanation:

Meta Tags are important when creating a website because it is what users are able to read before visiting your website. If the description for your website is lacking and does not catch the eye of users. Having a strong meta tag will also help your website get listed higher in search results. According to Google's best practices, descriptions should be used with the intent to inform and interest users. These descriptions should be long enough to be fully shown in search and should contain accurate information about what is on the webpage. Here is what the meta tags look like on a Google search results page:



Recommended New Meta Tags for Chefd.com:

The meta tag for Chefd.com seemed short to us. The current meta tag describes the page, but seems like it is vague. Here is what we recommend for a new meta tag for Chefd.com:

`<meta name="description" content="Pre-planned meals from the American Diabetes Association's collection of meal plans. Eating made easy with Chef'd! Learn more here!"/>`

We believe that listing the American Diabetes Association sooner in the description would catch the eye of users that are looking for healthy meals sooner. The Google Starter Guide suggests that the meta tags should be written more like a headline would be written. Your meta tag should

not include a handful of keywords and should not be copy and pasted from your website. It needs to be something creative and unique, like the one we suggested above.

3. IMG names and ALT text

Chefd.com Image Tag Details:



Honey Mustard Chicken with Carrots and Broccoli

By American Diabetes Association

ALT text: "Honey Mustard Chicken"

This was the first image in the slideshow. It will be the first image that people see on the page, making it very important.

EatingWell.com Image Tag Details:

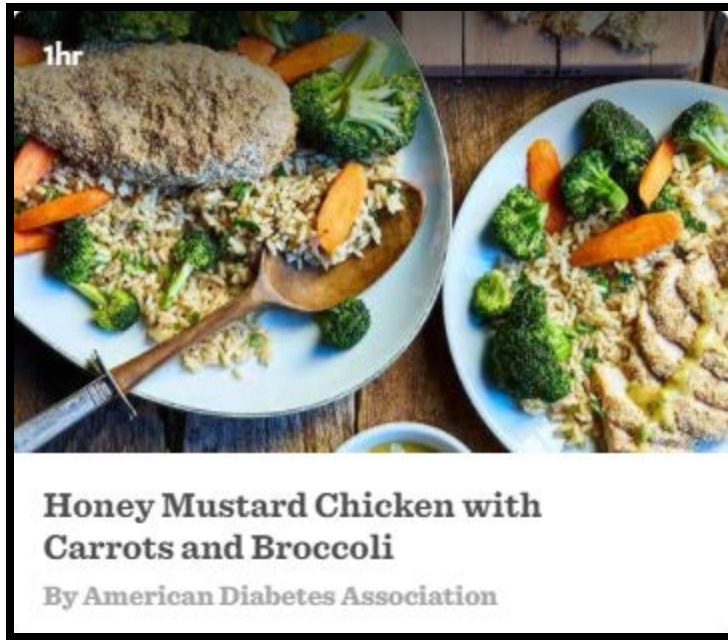
ALT text: "Baked Fish Tacos with Avocado"



Baked Fish Tacos with Avocado

This image was the first recipe on the diet center page. It is an image EatingWell.com would want to have optimized to its full potential.

Recommendation to Improve Chefd.com ALT Text:



ALT text: "Honey Mustard Chicken Diabetes Meal"

Explanation

ALT text is important because Google cannot see images. Alt-text is used to let Google know what the image is about. Both sites used the title of their meals for their ALT test which is fine, but it is not fully optimized.

Both sites did a great job of avoiding generic file names and stuffy keywords. By adding diabetes meal to the end of the original ALT text, the image will be brought up more when users search for diabetes meals. This could increase traffic to the site.

V. Priority Recommendation

We would recommend changing the HTML Title from American Diabetes Association Meal Plan to Save Your Pancreas Diabetic Meal Plans. This was the easiest and simplest change that we could make that would make the most impact. HTML Title is a +3 of the Periodic Table of SEO Success Factors. This title also catches the eye of a user because it is unique. By having a unique, click-friendly title, Chef'd will get more traffic to its site which will lead to more purchased meals.

SLIDESHARE LINK: <https://www.slideshare.net/AlissaStott/search-engine-optimization-assignment>

