

## Chef'd Popularity & Traffic Analysis

### **WEB SITE OVERVIEW**

#### **General Company Information:**

Chefd.com is a website where customers can order personalized meal kits. A meal kit is a pre-made meal by the Chef'd chefs with the intent to allow people to cook a gourmet meal any day of the week in their own kitchen. Each meal kit comes with fresh, pre-portioned ingredients that are shipped to your door in an insulated box. Unlike many other pre-packaged products sent in the mail, Chefd.com does not require their customers to subscribe monthly. Meal kits can be ordered whenever someone feels the need for one. There are over 300 meal options to choose from. Chef'd has also partnered with world-famous chefs, culinary influencers, and national brands. In addition to those things, Chef'd is constantly developing their own delicious dishes.

The only time that a person has to enter information is when they are customizing their meal kit.

The personalization tab is the first tab at the top of the homepage when visiting Chefd.com. This implies that the personalization feature is one of the most important aspects of Chef'd and how the company runs. When you click on the personalization tab, the website prompts you to answer a series of questions such as what your cooking style is, what kind of meals you are looking for, how many people you are cooking for, and what cooking experiences are you looking for. After you complete the short questionnaire, you are required to enter your email in order to view your customizations. Once you enter your email, four different meal options ranging from \$20 to \$33 come up as suggestions based on the previous questions that you answered. When you scroll down to the bottom of the page, there is an option to personalize your meal kit even further. The questions for more recommendations asked if there are any ingredients that your household is

allergic to and if you have any dietary restrictions. Now that you have customized your meal kit as much as you possibly can, you can visit the “just for you” tab every week for four new meal kits. Chef’d seems to have a very diverse set of meals such as delicious meals for vegetarians and vegans, as well as many gluten free options. The website also gives customers the opportunity to filter all meals by their particular lifestyle including family friendly, gourmet, quick and easy, and lighter options. When clicking on a recipe, customers will find what is in their meal, what categories their meal falls under, and what sides or drinks will go well with their dish. There is also a section for customers to go back and ask questions or give feedback for other customers that may be looking into purchasing that certain meal kit.

Under the “press” section at the bottom of the website, a visitor to Chefd.com can read various articles written about the website. Well-known news outlets such as CNBC, Forbes, Fortune, People, Women’s Magazine, and many more, write these articles. A lot of these articles talk about other popular food brands collaborating with Chef’d. Other articles include information about popular chefs joining Chef’d to create different meal kits. When I visited owler.com, I found that Chefd.com has fifteen competitors listed on the website. Out of all of the competitors listed, the Chef’d CEO has the lowest approval rating, scoring a 55/100. These approval ratings are calculated based off visitors voting, so these ratings could be from random people voting who don’t know him or the other way around. Chef’d has an estimated total of 245 employees, leading the competitors.

### **Product & Content Analysis:**

Chefd.com has a wide varied of navigation tools on their website. One of the main navigational tools that are offered on this website is under the meals tab. This tab is where customers can select the meal kit that they would like to order. On the left side of the page, there

are options that let a customer refine their results. There are four types of meals to choose from: breakfast, lunch, dinner, and dessert. In the “breakfast” category, there are 47 meal options ranging from \$10 to \$38. Certain breakfast items such as Prosciutto Eggs Benedict, Marcona Almond Pesto Egg Sandwich, Apple Pancakes, and Blackberry Pastry Pies must be popular items because they are all listed as “sold out”. The most popular breakfast items based on the “best seller” filter is the Amaretto French toast. I found this interesting because the items that are listed as “sold out” are not at the top of their best sellers. When looking at the many lunch items, the cheapest lunch available is the Fuji Apple Coleslaw for \$9 and the most expensive item is Seared Branzino for \$48. Each meal option has a heart next to them. When sorting the lunch items by “best seller”, the Greek Salad is listed as the most popular lunch item with 323 hearts. When looking in the dinner section, the most affordable option is the Fuji Apple Coleslaw for \$9 and the most expensive dinner option is the Australian Prime Wagyu Filet, which is out of stock. The next item listed when filtering price high to low is the Three Bean Habanero Turkey Chili listed at \$79 and can only be purchased for eight servings. The most popular dinner item is the Beef Bourguignon, listed at \$29 for two servings with 4.6 thousand hearts. When scrolling through the most popular dinner items and looking at the hearts, I noticed that dinner seems to be ordered and voted on a lot more than breakfast, lunch, and desert items. In the desert tab, the cheapest item that a customer can purchase is the White Chip Lemon Bars for \$18 for eight servings. The most expensive desert item is the Celebration Cake with Vanilla Buttercream, listed at \$189 for thirty servings. There are a lot of meal kits that include themed cakes that could be used for birthdays, weddings, or other special occasions. The best selling desert item on Chefd.com is Grandmother’s Apple Cake with 219 hearts. This meal kit is priced at \$24 for eight servings.

Meals can be refined by the amount of cooking time. Chef'd has an emphasis on making cooking time fit to your unique schedule, so this tab holds them accountable for this topic. Meals can take as little as ten minutes or less, or take as much as an hour or more. The only items that can be prepared in ten minutes or less are breakfast items. This seems beneficial because a lot of people are in a hurry in the morning and don't have more than ten minutes to spend on making breakfast. Most of their items take less than two hours to prepare. The meal kit that takes the most time is the Smoked Brisket, taking a whopping twelve hours.

Many people have dietary restrictions or cannot eat certain things based on religious beliefs. Under the refining section proteins, a customer is able to narrow down their search by selecting from meats such as beef, chicken, lamb, pork, turkey, veggie, shellfish, fish, and duck. Under the dietary lifestyle filter, selections can be made for vegetarian, vegan, gluten free, paleo, and diabetic friendly. If a customer is allergic to certain items, there are a list of them under allergens. Those items include shellfish, dairy, egg, fish, peanut, soy, tree nut, and wheat. Aside from providing filters for customers in need of dietary restrictions, there is also a filter for cuisine preference. A cuisine is a style of cooking based on a certain region in the world. The various cuisines that Chef'd provides customers to choose from is American, Asian, Chinese, French, Greek, Indian, Korean, Latin, Mediterranean, Spanish, Thai, Vietnamese, Southern, and Japanese. This filter allows customers to narrow down their food preferences even more. Another filter that is provided to specify a specific meal choice is the spice level. A customer can filter their meal kit options by selecting no spice, mild, medium, or hot.

Another filter item listed is the "category". Under this filter, a customer can select from gourmet, lighter options, quick and easy, family friendly, and grab and go. Another filter provided is the skill level of each meal. There are wide varieties of meals that Chef'd created

with all different skill levels such as basic, easy, medium, and hard. All of the food items under the basic filter include the kids meals such as various pizzas, chicken tacos, and a chicken teriyaki bowls. In the easy section for the skill filter, these meals include pastas, salads, and a wide range of meat options that look like they could be served at an expensive restaurant. The medium section has more meat options that take a little more time to prepare. In the hard section, items such as the smoked baby back ribs and the cakes. To make the cakes, someone would have to have previous cake decorating skills. By having these filters listed above, Chef'd provides a positive customer experience by allowing customers to pick and choose the meals they want.

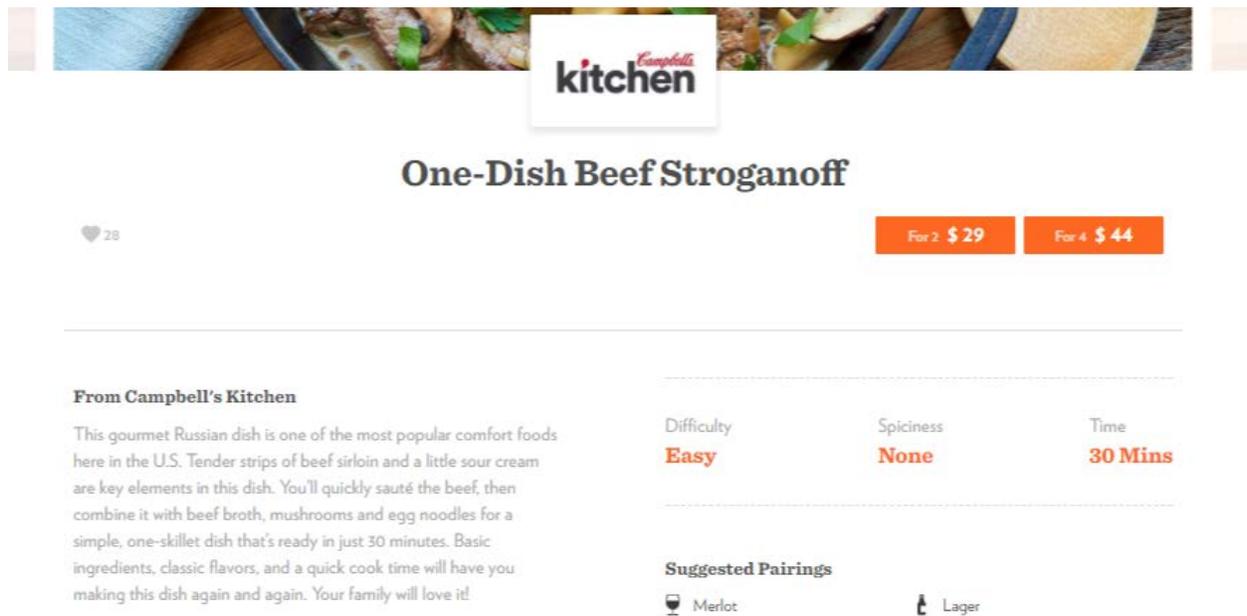
At the top of the website, there is a section called “collections”. In this section, there is 45 different collections for a customer to search through. A lot of these collections seem to be based on different times of the year. For example, there is a collection that just came out called “New Year, New You”. Within this collection, there are 46 different recipes, all low in carbohydrates, fats, and calories. Most people make it their new years resolution to get fit and have a healthier lifestyle and Chef'd is using this to their advantage by providing a set of meals already picked out for the customers' convenience. Another collection that would be popular throughout the year is “game day”. In this collection, there are 24 recipes to choose from. These recipes are more bar and grill items such as wings, burgers, flatbread pizzas, brats, and pulled pork. This category would become popular when the Super Bowl is going on and the World Series. A lot of people are hosting watch parties and can order from this category to help feed their guests. Another category that a customer can choose from is “kids in the kitchen”. Chef'd believes that cooking is a family affair and can help create memories, nurture the soul, and bring loved ones into everyone's lives. There are 17 recipes to choose from in this category. Some food items include pizza, chicken tenders, cookies, rice crispy treats, and soups.

Chef'd has partnered with many companies, specifically 49, which are all listed on their website. Some of the more well-known partners include the American Diabetes Association, Atkins, Campbell's, Hershey's, New York Times Cooking, Paleo Magazine, Quaker, Sun-Maid, Coca-Cola, Weight Watchers, Men's Health Magazine, and Women's Health Magazine. After looking in some of these partners' tabs, I noticed that each of them explain what they are and how they are partnering with Chef'd.

When looking further into the American Diabetes Association, I noticed that a lot of their recipes can also be found under the "New Year, New Me" collection as discussed previously. The American Diabetes Association places an emphasis on eating healthy because a lifestyle choice of eating healthy makes diabetes more manageable. Each of these recipes have been carefully selected and created by registered dietitians to make sure they meet the Association's guidelines for people who have diabetes or for anyone wanting to prepare healthier dishes at home. There are two ways these meals can be ordered, in a meal plan or A La Carte. When creating a meal plan, a customer can save 10% on their orders because they are willing to subscribe and commit to Chef'd. Ordering A La Carte allows customers to order one time without a subscription. That option would be good if anyone wants to try out Chef'd for the first time.

On May 24, 2017, Campbell's Kitchen invested \$10 million in meal kit startup with Chef'd. An advantage that Campbell's brings to Chef'd is that they are a large enough company to know when there is a shift in what consumers want and they are able to change with these patterns. They noticed that their sales were not budging, so they invested in Chef'd in order to increase their sales and reach a new target market (Kell, 2017). Chef'd has taken their partnership with Campbell's to show people how to use their well-known soups and broths to

make delicious recipes. The most popular dish made with Campbell's product is the One-Dish Beef Stroganoff. This recipe is rated easy to make, no spiciness, and only takes 30 minutes to make. When looking further into a recipe, there is a list of sides or drinks that would go well with your main course from Chef'd. For the beef stroganoff, it is suggested to have a glass of merlot or a lager. The screenshot provides gives a better understanding of what items are listed in a recipe:



**One-Dish Beef Stroganoff**

For 2 \$ 29 For 4 \$ 44

**From Campbell's Kitchen**

This gourmet Russian dish is one of the most popular comfort foods here in the U.S. Tender strips of beef sirloin and a little sour cream are key elements in this dish. You'll quickly sauté the beef, then combine it with beef broth, mushrooms and egg noodles for a simple, one-skillet dish that's ready in just 30 minutes. Basic ingredients, classic flavors, and a quick cook time will have you making this dish again and again. Your family will love it!

Difficulty **Easy** Spiciness **None** Time **30 Mins**

**Suggested Pairings**

Merlot Lager

By providing this information for customers, Chef'd is able to give customers all of the information needed about their meal without visiting any competing websites for ideas, such as Pinterest.

Coca-Cola has partnered with Chef'd to provide drinks to go with meal kits. These drinks include Dasani Sparkling Waters, Coca-Cola, and Gold Peak Tea. These drinks come in meal kits for roasted quartered chicken, shrimp yakisoba, bacon cheeseburger, and grilled baby back

ribs. Each partnership with Chef'd is helping the company grow and create meal kits that fit the needs for as many people as possible.

Not only does Chef'd partner with large companies, they also partner with many different chefs. These chefs are all hired to create meal kits for certain cuisine categories. Each month a customer checks this tab, there is a chef of the month listed. For the month of January 2018, the chef of the month is Brooke Williamson. Brooke was a winner on the TV show, Top Chef. She is known for her American, Asian, Family Friendly, Gourmet, and Italian recipes. When a customer selects those specific categories in their filters when selecting a meal, they will most likely find meal kits created by Brooke. Chef'd has most likely partnered with Brooke Williamson because she recently won a popular TV show, drawing attention to Chef'd from followers of the show. A benefit for customers on the "chef of the month" promotion is that they can earn 15% off of that particular chef's meals. If one of her fans visits Chefd.com and saw that they would get a discount for ordering something made by their favorite chef from Top Chef, they may be more likely to keep coming back and more willing to purchase her meal kits, even at full price.

Chef'd has 52 chefs that work with them. When going into the tab for the chefs, Chef'd has four chefs listed as their popular chefs. These chefs include Brooke Williamson, Stella Metsovas, Virginia Willis, and Duff Goldman. Stella Metsovas is a Wild Mediterranean book author and nutritionist. She is known as the leading voice in food science and nutrition. Stella has worked with People, Glamor, Shape, Redbook, New York Times, AOL, Los Angeles Times, Chicago Tribune, and Men's Health. A few of the major media outlets that Stella has worked with are also partners with Chef'd. Having Stella as a chef at Chef'd may be a reason as to why certain media outlets are partnering. Virginia Willis is a James Beard Award-Winning cookbook

author. Her meals have been indulged by well-known names such as Bill Clinton, Dwayne “The Rock” Johnson, Morgan Freeman, and Aretha Franklin. Since these celebrities have a liking for meals from Virginia Willis, they may see that she is creating meal kits for Chef’d and order some of her meals. These very well-known celebrities ordering from Chefd.com can create a buzz about Chef’d and possibly bring celebrity endorsements. Duff Goldman is a pastry chef and television personality on the show, *Ace of Cakes*. On the television show, Duff makes over the top cakes that have fireworks, lights, unique designs, and delicious flavor. Chef’d has brought Duff Goldman as a chef for their meal kit company to create all of their pastry meal kits that range from the three-tiered celebration cake to bite-sized cupcakes. People who watch the show, *Ace of Cakes*, enjoy the art of cake making and may be more apt to purchasing meal kit from Chef’d since it is made by the famous cake expert, Duff Goldman. Listed in the “new chefs” tab, there are three that Chef’d has listed. The most well known chef listed is Wolfgang Puck. Wolfgang Puck is a world renowned chef and restaurateur who is well known for his high class, gourmet meal options. Wolfgang Puck has many restaurants located in large cities across the United States. By being partnered with Chef’d, Wolfgang Puck is bringing in gourmet meal options for a great price, making customers feel like they can get the five star, big city meal right at home.

### **Competing Site:**

The competitor site for Chefd.com is HelloFresh.com. When using HelloFresh.com, a customer is able to pick a meal plan that fits to their lifestyle. To customize your meal plan, you choose from three plans: classic, veggie, and family. The next option for customizing your meal plan is telling Hello Fresh how many people you want to cook for and how many nights a week you want to cook. HelloFresh creates 15 new meals each week. In order for HelloFresh to pick

out meals that they think would fit your preferences, you are required to create an account and make your menu preferences. Chef'd has a lot more meal options than HelloFresh does. Chef'd also does not require their customers to subscribe. HelloFresh's subscription costs \$9.99 a month. Each month, you can get up to four recipes a week for four people. The family plan is a little cheaper, priced at \$8.74 a month for four people, receiving up to three recipes a week. When comparing the prices to Chefd.com, it looks like it is cheaper to go with HelloFresh and subscribing monthly. The cheapest meals on Chef'd include the breakfast items, and that is about it. On Chef'd, you would spend \$10 on two servings of "Quaker Overnight Oats". For the same price, or cheaper, you can get 16 meals a month for a family of four. Another benefit that HelloFresh has over Chef'd is that it offers 15% off of every meal for college students. Students pick from meals that take 30 minutes or less. Even though HelloFresh is a worldwide company, this discount is only offered to students in the United States. The target market for Chef'd is more aimed at adults who have a full-time job and have money. HelloFresh has a wider target market, being college students, international communities, and lower income families.

When looking at owler.com, Co-Founder and CEO, Dominik S. Richer, has an approval rating of 66/100. The estimated revenue is at a whopping \$10 million. They are making twice as much as Chef'd is in revenue. A possible reason as to why HelloFresh has a larger revenue could be because they are a worldwide company, whereas Chef'd is only in the United States. Being a company that reaches across the world will clearly bring in more customers because you are reaching out to a larger group of people. HelloFresh has 112 employees, 133 less than Chef'd. Since HelloFresh statistically looks more successful and still manages to have less employees. This could be proof that quality is better than quantity. Since 2012 when the company was founded, HelloFresh has received \$78.8 million in funding. HelloFresh also has a three year head

start from Chef'd, which was founded in 2015. That could be another possibility as to why HelloFresh has such a higher revenue and more popularity.

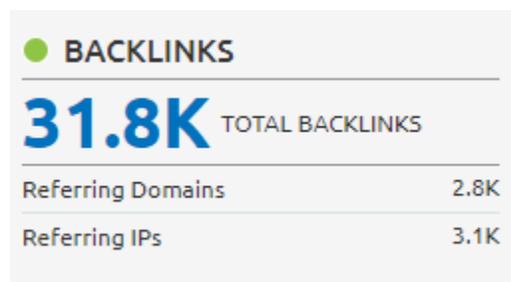
## POPULARITY ANALYSIS

### Link Analysis

	Total Backlinks	No. of Referring Domains	Average No. of Backlinks / Domain
Chefd.com	5.9 K	556	10.6
HelloFresh.com	31.8 K	2.8 K	11.4

### Overview & Link Quantity Assessment:

Backlinks are defined as a link from another website that links to your website. For example, MUNCHIES Meal Kits has a spot on their website and says “shop MUNCHIES on Chef’d”. This link takes a customer to the Chef’d website. A domain is a website. Referring domains are those websites that have a link to your company’s website. When another popular company has your company’s website linked on theirs, the link can draw more customers to your company. On average, HelloFresh and Chef’d has close to the same backlinks per domain. The screenshot below is a comparison between Chef’d and HelloFresh in terms of their backlinks to help further understanding of the data.



## **Analysis of Link Quality for Chefd – Top 10 Referring Domains:**

- 1.) Atkins.com (671 Links): When looking at the domain score given, this is not considered a quality domain for linking. The score given is 31/100. It is logical for this website to have the highest number of links because it is a major partner with Chef'd. This is a good company aside from what the domain score says because it is a well known diet that Americans are using today.
- 2.) Runnersworld.com (625 Links): This is a moderately high quality link, scoring 46/100. This website is also a partner with Chef'd, showing why they would have so many links to Chefd.com. Runner's World is a very well known health and running magazine, so having backlinks to Chefd.com will encourage readers who are looking into their healthy lifestyle to order meal kits from Chef'd.
- 3.) Poststats.com (422 Links): This is considered a low-quality link because it is only a three when looking at the domain score. When trying to visit this website, I noticed that it loaded an error page and did not exist. A website cannot have active backlinks to a website if it does not work.
- 4.) Sidechef.com (413 Links): This is a low-quality link because it only got a 19 on the domain score. When visiting the webpage, there is not an obvious sighting of anything Chef'd. A customer to this website would have to be on another page to be able to find information about Chefd.com.
- 5.) Wickedstuff.com (342 Links): This is another example of a low-quality link. The website does not provide an obvious connection to Chef'd.

- 6.) Yohoo.io (252 Links): This is an example of a low-quality link because it is a link that comes from another country besides the United States, which is where Chef'd is based out of and delivers to.
- 7.) Vegetariantimes.com (241 Links): This is an example of a low-quality link because there is not an obvious linking to Chef'd. The content on this website is also confusing and could turn off a customer who may come across the Chef'd links.
- 8.) Soyvey.com (103 Links): This is an example of a low-quality link because the website has such a specific target market, people who enjoy soy sauce and teriyaki anything. Chef'd has this product in some of their meal kits because Soy Vay is a partner with Chef'd.
- 9.) Uriscan.io (99 Links): This is an example of a low-quality link because the website because it is also a domain from the British Indian Ocean. This is obviously not in the United States of America, which is where Chef'd sends their meal kits.
- 10.) Nytimes.com (94 Links): This is an example of a high-quality link because this is an extremely credible source. The New York Times is also a partner with Chef'd. Having a partner with this high of a domain rating benefits Chef'd because there are a lot of people who read the New York Times and opinions would be altered by reading about Chef'd.

The domains that are partnering with Chef'd are smart by providing backlinks on their page to Chefd.com. Partnering brands typically partner to help each other with their total sales and revenue.

## TRAFFIC ANALYSIS

	Chefd.com	HelloFresh.com
Avg. Monthly Visits	156,666.7	2,750,000

### Introduction & Definition:

In the table above, the data given is, on average, how many users visit each website monthly. A visit is the number of times that users visited a website during a particular timeframe. In this case, the timeframe is July-December of 2017. Visits are calculated differently than what I had first thought. For example, if I were to visit Chefd.com twice in one day on my school computer, it would only count as one visit because I am going to the website within a particular timeframe. If I visit Chefd.com on my iPhone, it would count this as a visit because I am going to the website from a different device. The way that visits are calculated could potentially harm HelloFresh and Chef'd because both websites have created a mobile friendly website and app, which could encourage people to be on their website on several devices. One person could be bringing in two or more visits each month, giving the impression that they have more “customers” than they actually have.

### Chefd.com Traffic & Trends:



In October 2017, Chefd.com had their highest number of visits over time. I was not able to find any correlation between October 2017 and any major news information posed on the Chef'd website. In August 2017, Chef'd started their partnership with Campbell's. This could possibly be why there was a growth in the number of visitors to the website because people were more aware that Campbell's was a partner than they were in September. Another possibility for the large increase in visits from September to October could be due to the fact that September is National Health and Observances Awareness month. Chefd.com has partners to their website that promote healthy eating. If those partners advertise about their partnership with Chef'd during this awareness month, it could increase visits and bring in more customers. In October 2017, the brand new iPhone X was released. Since visits for one person count as more than one when they visit a website from a different device, the same visitors could have gotten on Chefd.com from their new iPhone X. November 2017 showed a drop in visits. This could be a piggyback off of the release of the new iPhone. Another possibility is that Thanksgiving is in the month of November. Families are still leaning towards a more traditional Thanksgiving dinner and not looking into purchasing meal kits for their family get-together. Also, meal kits were not needed following Thanksgiving because there is always a large amount of leftovers. December showed a slight visit in visits compared to November. The same reason applies to why I believe meal kits are not purchased in November. December is also the time of year where everyone is putting their money towards presents for their loved ones and cannot afford to spend money on a meal kit for themselves.

### **Comparisons:**

HelloFresh is holding a steady amount of visits each month. Below is the "visits over time" chart to help further understanding of the data.

## Total Visits ⓘ

[Embed Graph](#)

📱 On desktop & mobile web, in the last 6 months



In October 2017, HelloFresh signed on Claudia Sidoti, a head chef that is bringing over 30 years of experience to their meal kit company. There was not any press information about HelloFresh in November and December. Not having any press attention can be harmful to a company because people tend to forget about things. Having your company in the press also brings new customers, which means more visits to your website. The meal kit niche is rapidly growing and having your brand name in the press will help people in the target market for meal kits pick your brand over another brand.

## ENGAGEMENT ANALYSIS

	Chefd.com	HelloFresh.com	Web Averages
Bounce Rate %	27.63%	33.13%	40%
Page Views Per Visit	4.13	6.17	4.6
Average Visit Duration	3:15	3:26	3:10

## **Introduction & Definitions:**

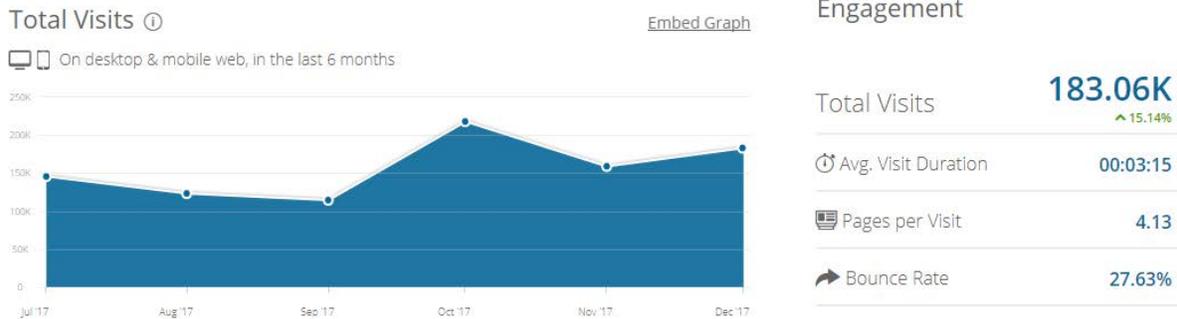
The statistical data above shows a lot of information about Chefd.com and HelloFresh.com's engagement. A bounce rate is when a user visits a website, stays on the homepage, and then leaves the website. Having a high bounce rate is not good for a website because this means people are leaving the site immediately after visit. This number is also always listed as a percentage. Page views per visit refers to the number of pages a user visits during their time on a website. Page views are directly related to average visit duration. The average visit duration is the amount of time a user spends on a website. The more time a user spends on the website tells you that the website is doing something right to attract and retain visitors.

## **Chefd.com Engagement Data:**

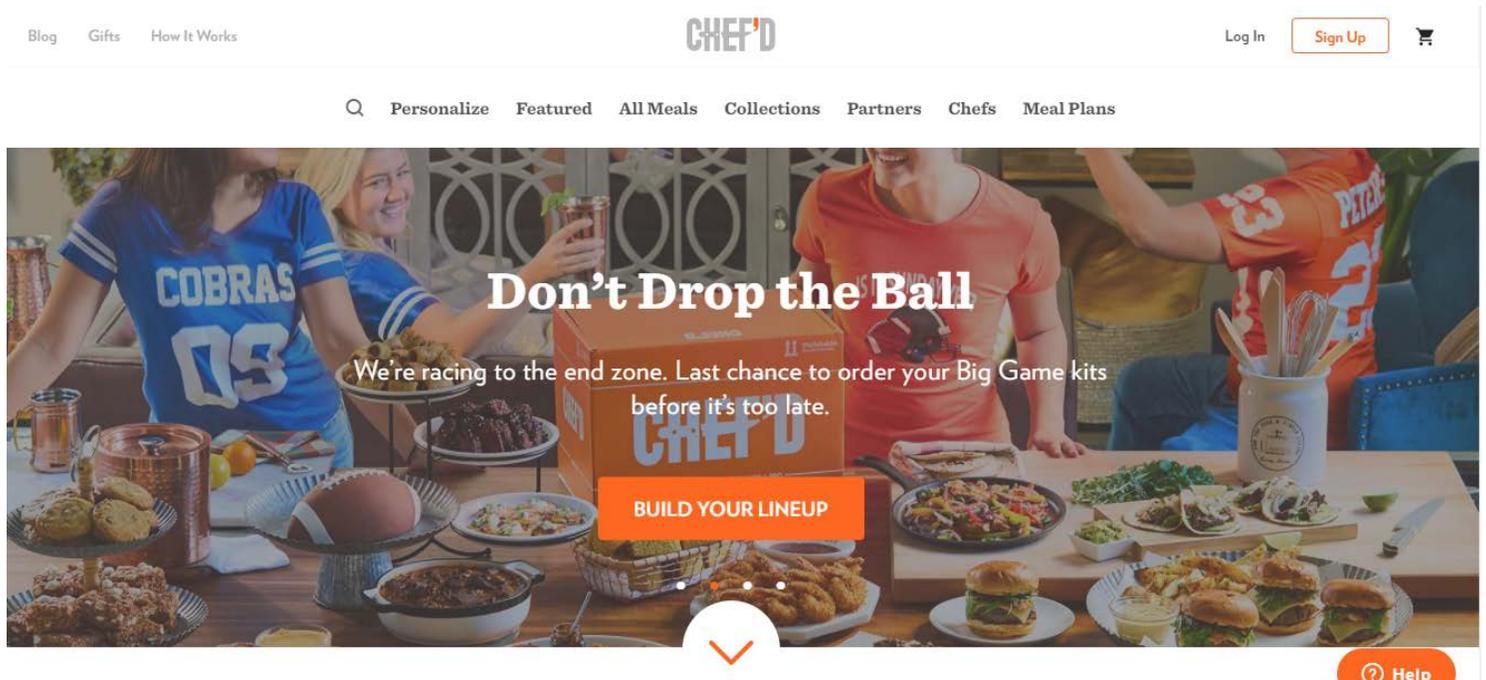
The bounce rate for Chef'd is 27.63%. This is the percentage of people who visit Chefd.com and immediately leave after only seeing the home page. The web average for a bounce rate is 40%. Compared to the web average, Chef'd is doing better for their bounce rate because their bounce rate percentage is 12.37% lower. Chefd.com has an engaging design when visiting their webpage. Having a website with images and text appealing to the eye will help increase the retention of a visitor to the website. The number of backlinks that Chefd.com brings visitors to the website. Users will either stay on Chefd.com if they like the product or leave if it was not a product of their interest. The average page views per visit for visitors is 4.13 pages. Having various tabs at the top of the website requires users to interact and visit other pages on the website. To order a meal kit on Chef'd, a visitor would have to go to the meals tab or personalization tab. A first time visitor may look for an "about us" section to see what Chef'd does and how meal kit delivery works. The average visit duration for Chefd.com is longer than

web averages. A reason for this may be because Chef'd has their personalization tab listed first. When you go to this tab, it requires you to answer questions about your meal preferences and diet. Having these questions holds users on the site for at least three minutes or more.

The overview for Chefd.com's traffic is in the screen grab below:



Chefd.com does a good job, in my opinion, of having an engaging website. When first visiting Chefd.com, a visitor sees this on their homepage:



Chef'd has their meal kits specifically designed for what is going on in terms of current events. The Super Bowl game is coming up soon, so Chef'd promoting that they sell meal kits to help people host watch parties.

🔍 [Personalize](#) [Featured](#) [All Meals](#) [Collections](#) [Partners](#) [Chefs](#) [Meal Plans](#)

Another way that Chef'd is engaging their visitors is having these tabs at the top of their page.

The first tab is usually the most important tab for the company. In their case, it is personalization.

The other tabs all have names that could interest various users. Someone who does not know a lot about Chef'd and what they do can look through all of the meals, collections, and partners to get a better understanding of what the company actually does.

## Revolutionize Your Dinner Routine



When scrolling down a little further, there is a video that is about 60 seconds long describing Chef'd. Videos are engaging content for users and one of the more popular ways for marketing a

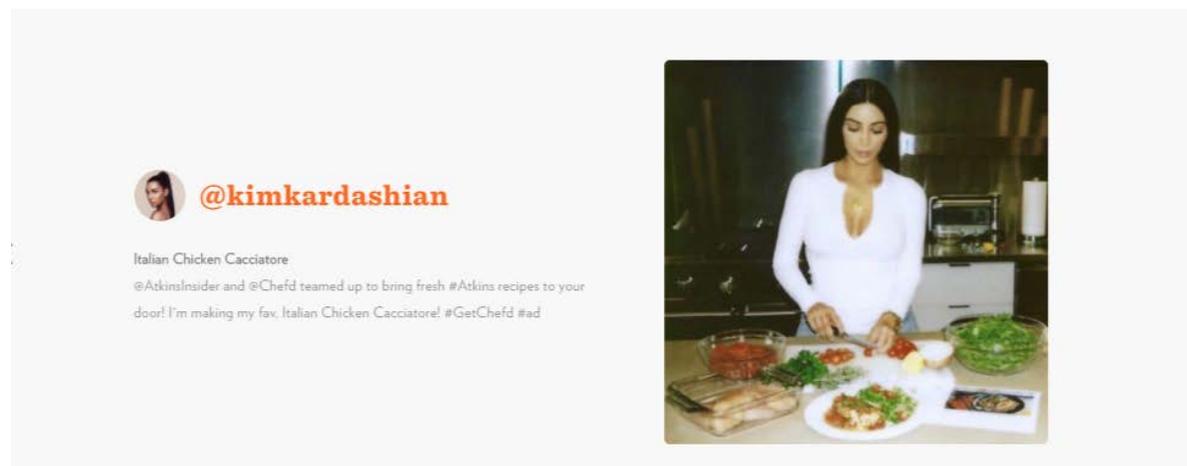
brand. Having a video on the webpage guarantees that people will at least stay on the site for x amount of time.

### Our Proud Partners



Chefd.com has a scrolling list of their partners listed on their home page. Having the lists of partners can encourage people to further investigate partners and what they do for Chef'd in the “partners” tab. Guiding visitors to other pages on your website will decrease your bounce rate and increase page views per visit.

### See How Our Customers #GetChefd

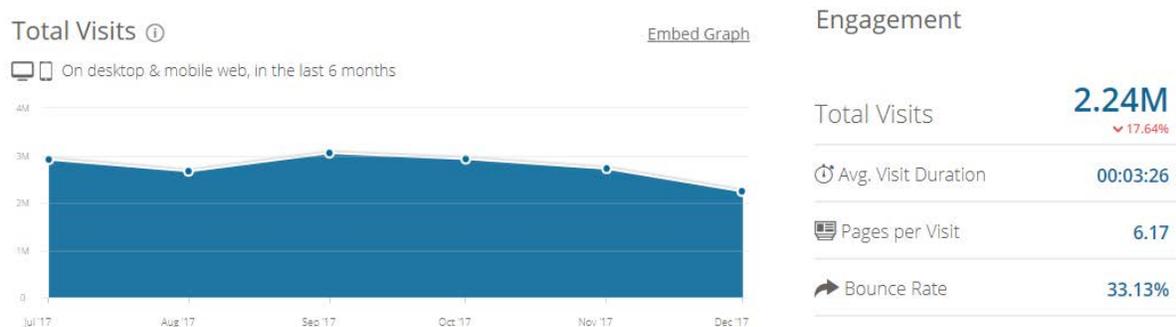


Chef'd also provides real-life information about customers who have ordered their meal kits. They have a Tweet from Kim Kardashian showing her cooking with the Chef'd meal kit. People will see that famous people, such as Kim Kardashian, are cooking with these meal kits themselves, which may ensure visitors that they can also cook from these meal kits without any struggle. Having some sort of celebrity endorsement also helps legitimize a brand because we see people we know and respect using the product, so if it is good enough for them, it is good enough for us.

### **HelloFresh.com Engagement Data:**

The bounce rate for HelloFresh.com is 33.13%. This is lower than the web average, a bounce rate of 40%. HelloFresh's bounce rate is 6.87% lower than the web average. HelloFresh has engaging design when visiting their webpage, but does not have very specific or appealing tabs to invite visitors to further investigate. This may be a reason why users are leaving as soon as they get there.

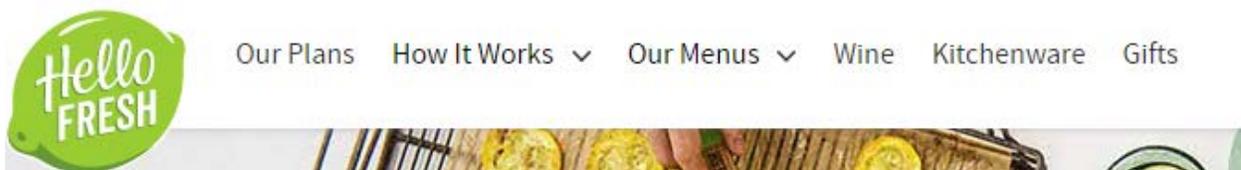
The overview for HelloFresh.com's traffic is in the screen grab below:



HelloFresh has images that capture the eye when visiting their homepage, but lacks a few things that could potentially help decrease their bounce rate.



This is what a visitor to HelloFresh.com sees when they first get to the website. The food that is on this website looks fresh and appealing to the eye. A brief summary of what HelloFresh does is listed and then a button labeled “view our plans” is below that description. This invites visitors to look on another page, increasing the page views per visit for HelloFresh.



The tabs that are at the top of HelloFresh may not be as engaging to visitors as they could be. If someone wanted more information about HelloFresh, they can click on the “how it works” tab and go from there. Otherwise, each of those tabs leads to a dead end. By dead end, I mean that a visitor cannot continue to look around the website without signing up for HelloFresh and subscribing monthly.

## A little bit of HelloFresh love



Another engagement effort that HelloFresh is making is posting Twitter reviews from customers. By including this on their home page, HelloFresh is showing new visitors how much people enjoy their meal plans. Reviews on websites and products help a customer make their final purchase decision because they see that someone else has already tried the product and enjoyed it.

### Comparisons

When comparing the two websites, it seems that Chefd.com has better engagement efforts on their website than HelloFresh.com. When looking at the averages on the bounce rate, page visits, and visit duration, each website came out almost even. HelloFresh is a worldwide company, has been a company longer, and has higher visitors to their website than Chef'd, but Chef'd seems to be more successful in engagement in most areas. Both of the websites do a good job of having appealing images and text when visiting the home page of each site. Having a website that is too overwhelming can turn off a customer and increase bounce rate. Chefd.com also has more tabs and engaging features on their homepage for visitors to click on than HelloFresh.com. Both of the websites do a good job of providing customer feedback right on the homepage. Having this information posted somewhere else on a website would not benefit the site as much because customers may not visit that page of the website and would never know

what other people think of their meal kits. Chefd.com does a better job than HelloFresh.com at listing partners. Listing out these large name companies that they work with can help increase sales in Chef'd's meal kits because potential customers will see brands that they recognize and may be more likely to purchase from Chef'd. If someone was comparing the two websites based off of their product, they would turn to HelloFresh because of the affordability. Affordability is also an engaging factor because everyone likes to save money.

Statistically, it seems like Chef'd is going to be more successful in the long term because they have not been around as long, but are still close on averages with HelloFresh. The bounce rate for Chefd.com is lower than HelloFresh possibly because they have more engagement on their homepage and better links at the top. HelloFresh has more page views per visit because people may have to do more investigating to figure out what HelloFresh is all about. The average visit duration for HelloFresh is also higher than Chef'd. This could be for many reasons, but I believe that it could be because there is more clicking around and investigating to do on HelloFresh.com. Both of these websites are engaging in my opinion and are going to do well as a company in the long run. Meal kits and quick, convenient meals are a growing market.

<https://www.slideshare.net/AlissaStott/chefd-popularity-and-traffic-analysis>

## Bibliography

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