**S&D Food Innovation & Ingredients Website SEO**

Goal: Generate business leads via better Search Engine Optimization

**WHERE WE ARE:**

The two main keywords/phrases that have been brought to our attention as being primary measures for search success are: “Coffee Extracts” and “Coffee Concentrates”. Let’s see where we are with the efforts and technology already built into the site (*See Appendix A for full list of what has been done thus far on the site*).

**“Coffee Extracts”/ “Coffee Concentrates” Search:**

1. Sndflavors.com shows up at the top of the second page when one Googles “coffee extracts” – this means it is very close to being on the first page.
   1. Time will help boost this to the front page as long as we keep content fresh and relevant – incorporating some organic changes below will help too.
2. Sndflavors is not successfully showing up when one Googles “coffee concentrates”. But, there are a number of things that can actively be done to assist with this:
   1. Adding the terms “coffee concentrates”/ “coffee extracts” in visible content areas for users to see
   2. Utilize SEO pack to define metadata for each page (including important key words, like “coffee concentrates”)
   3. We would also like to suggest trying an Ad Word Campaign incorporating results from Google Analytics and Google recommended keywords for terms that yield similar results as “coffee extracts” or “coffee concentrates” (*See Appendix F*)

**RECOMMENDED NEXT STEPS:**

**1. What Artizen can do:**

* Utilize SEO Pack for general search terms (per Google analysis – *Appendix D & F*)
* Submit site to top search engines
* Incorporate more relevant key words into text
* Feed xml sitemap to Google webmaster tools
* Integrate a Facebook page that would automatically update from News updates on the sndflavors site (*See Appendix B for more info on Facebook*).
* Help distribute Press Releases (can use free sources, but links from releases are typically an upcharge)
* Create button for other S&D sites/pages

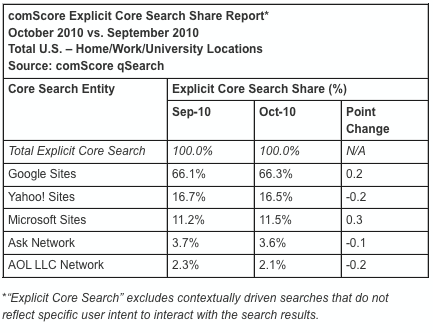
$735 - $945

**2. What S&D can do**

* The S&D main website is one of the primary referral sites. It would be beneficial if the link to the sndflavors site was in more locations on the sndcoffee.com site. The home page link is very prominent, but having a link at the bottom of each page (like Buffalo & Springs, Shock and Barnie’s have) would help greatly. It just gives more entrance points to the sndflavors.com site. Plus, in looking at Referring Sites (*Appendix C*), the main sndcoffee.com website brings a lot of relevant traffic.
* Submit Relevant Press Releases even if they are through free press release sources like: prlog.com, pr.com, briefingwire.com or free-press-release.com
* Continue to make updates in the News section of the site. You can even post articles about the industry, or a new product you all are helping with, press releases S&D (corporate) submits, etc.
* It might make sense for the S&D FII team to discuss the idea of a Facebook page. (*See Appendix B for more details*).
* Begin an Ad Word Campaign based on findings in *Appendix D and F*. (Artizen can assist, but quote would be additional to the above estimate).

**Reference/Appendix**

We have based most of our initial recommendations based on Google Analytics and Google key word recommendations. Here’s a glimpse at why. As of October 2010, Google remains the top Search Engine – at over 66% Search Share.



**Appendix A: SEO tactics currently employed**

With SEO, new sites and new concepts take time to show up in search results. We’re already seeing that sndflavors is on the second page for “coffee extracts”, we just need to bolster that and attack other key word searches relevant to generating business leads.

*What has been done on site in terms of SEO to this point:*

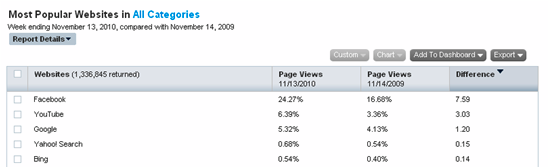
* Updateable area for S&D FII team – timeliness assists greatly with SEO
* Use of html text rather than images and text is Content Managed –easily searchable for search engines
* Language has been crafted to industry – text is relevant to searches
* Alt Tags on images – images are searchable with alt tags
* Site is set up with SEF (Search Engine Friendly) URLs
* All titles are in h1 tags
* Google analytics is integrated within the site
* SEO plug-in is enabled

**Appendix B: Facebook as another SEO/SEM tool**

While Facebook might not be of interest to S&D FII right now, we believe it is worth considering over the next year. It gives another point of entry to the website, and content can easily be fed from the existing website so that maintenance would not be a barrier. It’s free, and can be automatically updated.

Here’s a look at Pageviews on Facebook in the U.S. It has simply become one of the most popular ways people are interacting with the internet – giving companies another channel for boosting online marketing efforts. It can help in two ways:

1. *Boosting Search Engine Optimization (a) it is simply another site with relevant info (b) it stays timely and fresh*
2. *It gives another key entrance point into the site (it is just like having a second website without having to pay for it)*
3. *Your competition is not doing this, so you can be the first*

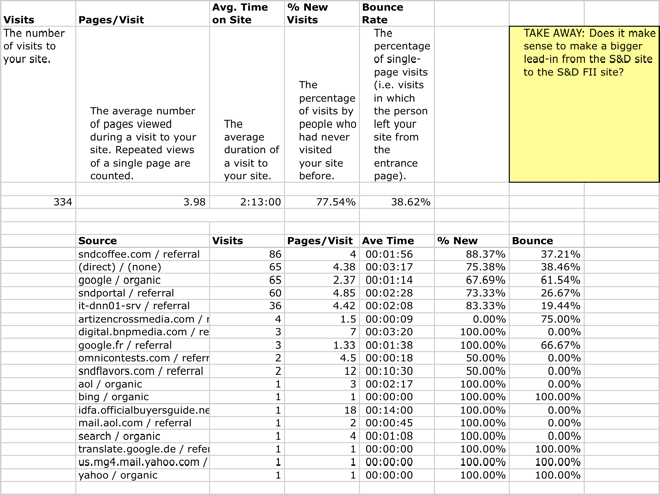


FB one year prior was 16.7% of page views. Hitwise also says Facebook hosted about 10% of all US internet visits last week, with Google second at 7%.

**Appendix C: Google Analytics Results - Referring Sites**

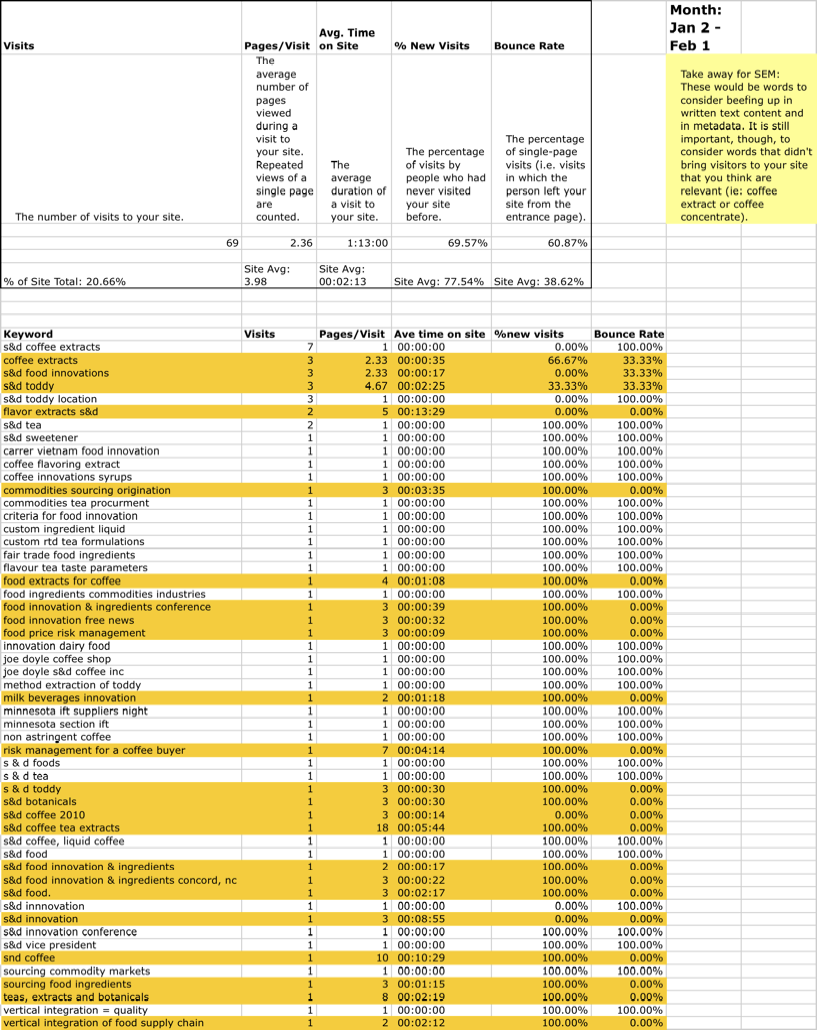
Jan 2, 2011 – Feb 1, 2011

*Note: Please see the “Take Away” in the highlighted box*



**Appendix D: Google Search Terms – from Google Analytics**

Yellow highlights – show potential viable leads



**Appendix F: Other Google words to explore**

Google suggests these words as other potential search terms. These can be (a) incorporated into the metadata of the site; (b) integrated into an ad word campaign; and (c) put into viewable text, press releases and other news content if appropriate.

These are a variety of words that Google recommends for us to use based on

1. Analyzing the sndflavors.com website
2. Analyzing searches that yield similar results for “coffee concentrate”
3. Analyzing searches that yield similar results for “coffee extract”





