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Digital Adv. & SEM/Managing Digital Brand Identities

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December 11th 2022

FINAL PROPOSAL

<https://justaddhoney.net/>

Just Add Honey is a tea company, based out of Atlanta. They have an eCommerce website and a local brick & mortar shop, where they sell blended loose teas, tea accessories, and more. Their teas are also found in retail shops, such as specialty stores, restaurants, and cafes around the United States.

The local retail shop is located at 684 John Wesley Dobbs Ave. Unit E, Atlanta, GA 3031, and is open Tuesday-Sunday from 7AM-7PM. It is a combined retail shop and cafe where customers can purchase or pick up their packaged products or enjoy the in-cafe service. The cafe serves ready-to-consume teas and other drinks (coffees and hot chocolate), sweets (macarons, muffins, brownies, cookies, bundt cake, and southern scones) and snacks (yogurt cup, hummus box, and chicken salad sandwich).

Products:

Their product range includes a variety of hand-crafted teas, teapots, syrup kits, gift cards, company merchandise, incense sticks, locally sourced honey, and wellness herbs. They offer the option to gather at their local cafe shop and rent a private space. Another service they offer is packaged products to go for those who wish to bring the comfort of the company to their homes (parTEA boxes).

Products list:


- over 60 tea flavors
 - Seasonal flavors - Tea of the month
- a. ALL BLACK TEA SET - black coconut {black tea} - rise up {black tea} - lapsang souchong {black tea} - just black {black tea} - honey sticks - tea filters (\$29.50 - 1OZ Grab Bag), (\$60 - 3 OZ Tin Can)
 - b. Go green gift tea set - just green {green tea} jasmine {green tea} silver moonlight {white & tea} go green {green tea} honey sticks and tea filters
 - c. Iced Tea sampler gift set - berries! {fruit tea} georgia peaches {black tea} mint to be {herbal tea} just green {green tea} honey sticks and tea filters
 - d. Love it a latte gift set - black coconut {black tea} - rooibos chai {herbal tea} - oolong {oolong tea} - not coffee {cacao herbal tea} - honey sticks - tea filters
 - e. ParTEA in a box - includes: loose leaf tea(s), sugar cubes, honey, three vegan macarons, tiered tray, recipe cards to make all of the additional fixings {suggested but definitely not required} pinkies optional
 - f. Tea and honey gift box - our tea and honey box includes exclusive teas {3 - 1oz bags or 3 - 3oz tins} from tea fields around the world {not sold on our website}, American made, small batched honey from beekeepers around the US

g. MIXED BAG herbs - \$25 per bag

E-Commerce - All these products are sold on their E-commerce website as well as through Instagram Shop. Customers can also get packaged products delivered to their homes through the two platforms. Their e-commerce does not have a centered sale around a certain product but their main USP is loose teas. In addition, they use the Pinterest Shop and Facebook Marketplace to display their products and redirect sales to their website. Their Facebook page has the “Shop on Website” button and they use “tagging” on products and promotional posts. The “item page” has information about the product and the “Check out on Website” button. On Pinterest, they have a shop section with all their products. The product pin does not inform the price of the product, but it is linked to the corresponding product page on their website.

Prices

- a. Individual teas from \$5 - \$9
- b. Tea sets from \$29.50 (1 OZ Grab Bag) to \$60 (3OZ Tin Can)
- c. Tea accessories range from \$7 - \$125

ELEMENT		ANALYSES
Overall Service		It is great that the local shop & café allows the customers to try their products and bring them to make at home. Although B2B expansion doesn't seem to be the biggest focus of the company right now, the website should have some info about how to become a retail partner. This also should be added to the ” #TEApartners” highlight on their Instagram.

Target audience:

Tea lovers with a passion for fresh and unique blends, health-conscious individuals, and people looking to host social events.

Customer Base:

The majority of the company’s customer base (both online and offline) is in the Atlanta area with some other areas of Georgia bringing in consumers as well. The Beltline location of the cafe has made it a popular hangout spot for casual strollers, fitness enthusiasts, families/groups on outings. As observed from various reviews on Google, Facebook, Yelp, etc, customers refer their visiting friends and family members from all over the country to check the place out.

Company’s message:

The mission is to bring thoughtfully blended teas to the doorsteps of consumers. They want the consumers to enjoy the best, freshest, and most flavorful teas with every sip. The ingredients are naturally pure and recognizable.

Their company tagline is “fancy without fuss” however their social media pages display “sip tea differently” as a more prominent point. They claim to be the fastest-growing tea company in South USA on their website. This is a big eye-grabber and should be more prominently featured in their messaging. Their values such as being a black owned business should be better leveraged to further their mission.

just add honey tea company
 Restaurant
 SIP TEA DIFFERENTLY♥️#FancyWithoutTheFuss
 ☐#TEAonTheBeltline•684 John Wesley Dobbs Ave•Unit E•Atlanta•30312
linktr.ee/justaddhoney

[1. Instagram bio]



[2. Instagram post about Square (a payment system company) advertising regarding the Just Add Honey CEOs.]

“just add honey is offering you a new tea experience. We create thoughtfully blended loose-leaf teas that anyone can enjoy. sip differently.” & “Fancy without the fuss”

[3. phrases used across their platforms]

ELEMENT		ANALYSES
Overall Marketing message & Mission	✓	<p>The company has a coherent and meaningful message/values, such as: love for tea, real high-quality flavors, community values, black entrepreneurship. This message is further explored on their Instagram page rather than on their other social media and website. The website has some brief content about the owner's history and mission.</p> <p>The message is not consistent across platforms. They switch between various taglines and hashtags depending upon the platform of communication. Nevertheless, they come off as very wholesome, locally owned, and niche. But then their beverages can be quite intricate and “boujie”. This goes along with their tagline “fancy without fuss”. Whereas “sip tea differently” fits their overall image more effectively.</p> <p>The brand voice is coherent with the company’s target and the message they are trying to convey. It is friendly, personal, and brings a sense of community.</p>

Design:



[4. Company logo]



[5. Logo variation used on social media]



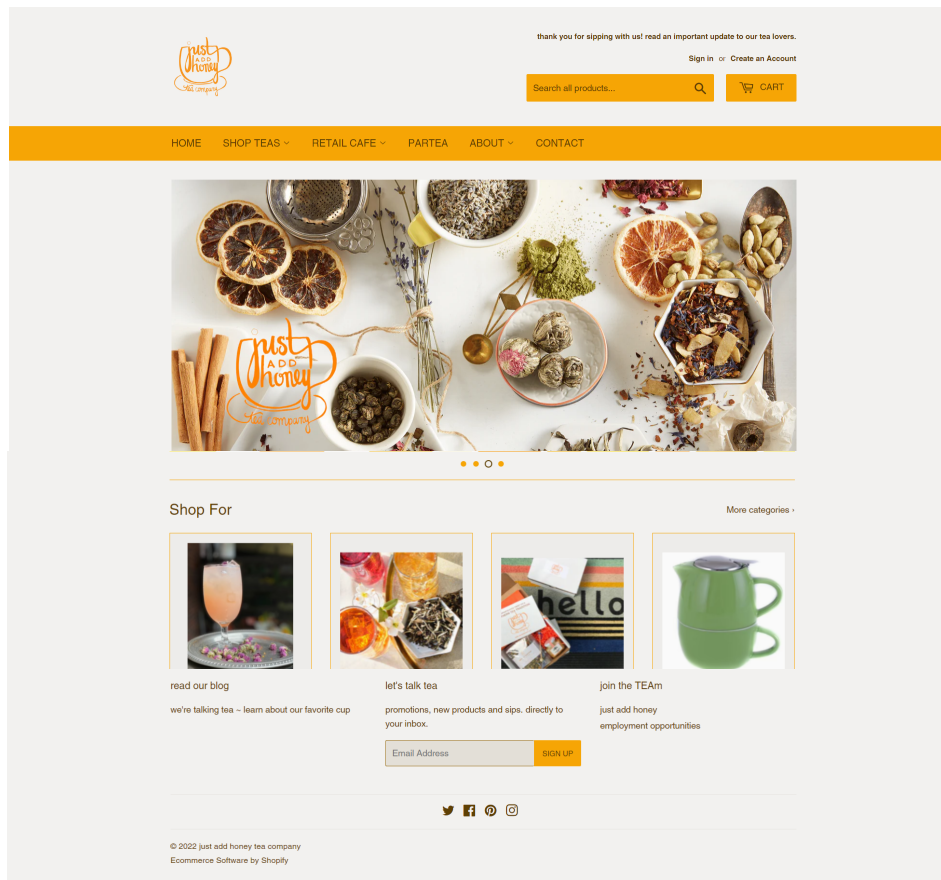
[6. Insta post with brand assets]



[7. Professional product photo]

ELEMENT		ANALYSES
Logo	✓	<p>Good choice of colors that resemble the natural color of honey [4]</p> <p>Poor readability due to the typography and graphic lines [4]</p> <p>Applications without using clear space [7]</p>
Typography	✓	<p>Official fonts have fine readability and combinations [6]</p> <p>Consistent use of fonts with few variations in campaigns [6]</p>
Brand Assets	✓	<p>Good colors palette, graphic elements, and patterns that resemble the colors of honey.</p> <p>There is a presence of a visual identity, mainly on the website and social media profiles, but on Instagram posts, it is not consistent enough for brand identification</p>

Website:



wellness herbs
tea accessories
tea gift sets

[9. dropdown bar under "shop teas" which shows their products]

black teas

medium caffeine

3 tsp per 16oz
boiling (212°F)
3-4 minutes

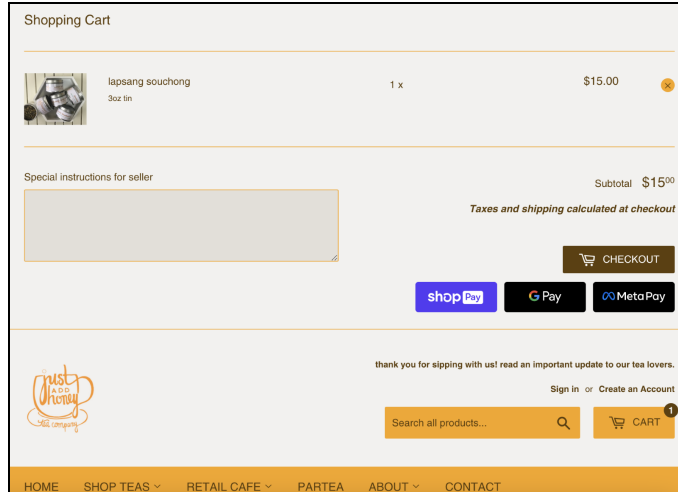
perfect as a pick-me-up or an alternative to coffee, black tea's caffeine content is a great cup to enjoy any time of the day without the jitters! black tea is allowed to wither after being plucked. once fully oxidized, the tea leaf is cut and bruised which gives its distinctive flavor and aroma.

[10. dropdown example: black tea]

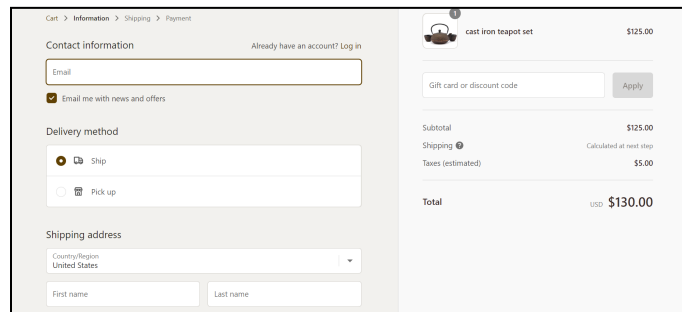
the aromatic taste of lapsang souchong are withered black tea leaves steamed over pine fires to create a flavor that has robust character with a smoky note. this superior leaf offers a crisp cup with every sip.

ingredients: lapsang souchong - black tea - Fujian Province - Xingchun Region - China

[11. description of a specific black tea]



[12. dropdown bar when adding item to cart]



[13. Checkout window]

ELEMENT		ANALYSES
Overall look/design	✗	Very minimalist; needs work in terms of better placement of content and be more visually attractive
Website Logo	✓	Disproportionately small size, clickable
Navigation Bar	✓	Works well; redirects to other parts of the website without any glitches
Product slideshow	✓	Eye-catching; wonderful photos showcasing the identity of the brand as well as the product range
Search Bar	✓	Works effortlessly based on product keywords. Placed in the top right corner of the website; easy to locate, could use more contrasting colors for better identification
Cart Icon	✓	Placed to the right of the Search bar in the top right corner of the website too; easy to locate, could use more contrasting colors for better identification
Sign up option	✗	Doesn't appear as a pop-up; one needs to scroll down to locate it
Social media and blog shortcuts	✓	Social media shortcut links work, placed neatly. Link to their blogs is present but doesn't look like a link; needs to be made more noticeable
Company tagline and message	✗	Need beautification and better placement for more prominence

Individual product pages	✓	They have specific pages for each category - black, green and white, herbal and fruit teas. Additionally, also for wellness herbs, tea accessories, and gift sets. All products are easily accessible from the “Shop Teas” section in the navigation bar of the home page
Product shots and Descriptions	✓	Look professional and consistent across the website. In addition to the product per category pages, they have specific descriptions/pages for each product.
“Adding to the cart” and UX	✓	The checkout process is a little slow and the redirected payment window does not open completely at first. The takeaway and shipping options do enhance convenience for customers They have a dropdown bar that appears at the top of the screen when you add something to the cart to facilitate a quick and easy checkout process. It is also fairly easy to go in and out of the cart, as the cart section is just a pop-up on top of the page and you can scroll down to go back to the previous page. The user cannot add a product from the category page. It is necessary to go to the product page to add it to the cart. Having “add to cart” buttons on the category pages itself will enhance user experience

Responsive Mobile Design - UX Performance

Element			Analysis
Responsive Web Design	Smartphone	✓	Overall, the design and UX work well [3] A signup bar pops up and is fixed under the navigation bar on top. Only half of the bar is visible, which looks like a “website bug”; therefore, it is not user-friendly. However, it works. If you click on it, it redirects you to the signup page. [5] On the product pages, there is a ‘filters” button that does not work. This button is not present in the desktop version [4] Adding products to the cart is simple. The checkout page loads slowly Mobile version work similarly on Safari and Google Chrome
	Ipad	✓	It works similarly to the website; the number of columns is the same as the desktop [6]

			<p>It works great. The design fits perfectly to this size. Differently than the desktop, on Ipad, there are no empty spaces on the sides (great margin space)</p> <p>The checkout page loads slowly</p>
	Desktop	✓	<p>Overall, the design and UX work well [7]</p> <p>The checkout page loads slowly</p>

Mobile and Desktop - Speed Performance

Element			Analysis
Speed Performance	Mobile	✗	<p>Score: 54 - orange zone</p> <p>The mobile performance failed on the CWV test and the score is close to the red zone. It is concerning because it impacts the SEO (mobile-first indexing)</p> <p>It is necessary to improve: Time to Interactive; Largest Contentful Paint; First Contentful Paint; Speed Index; Total Blocking Time; Cumulative Layout Shift</p>
	Desktop	✓	<p>Score: 84 - orange zone</p> <p>It failed on the CWV test, however, it can achieve the green zone with few improvements</p> <p>It is necessary to improve: Largest Contentful Paint; Cumulative Layout Shift</p>

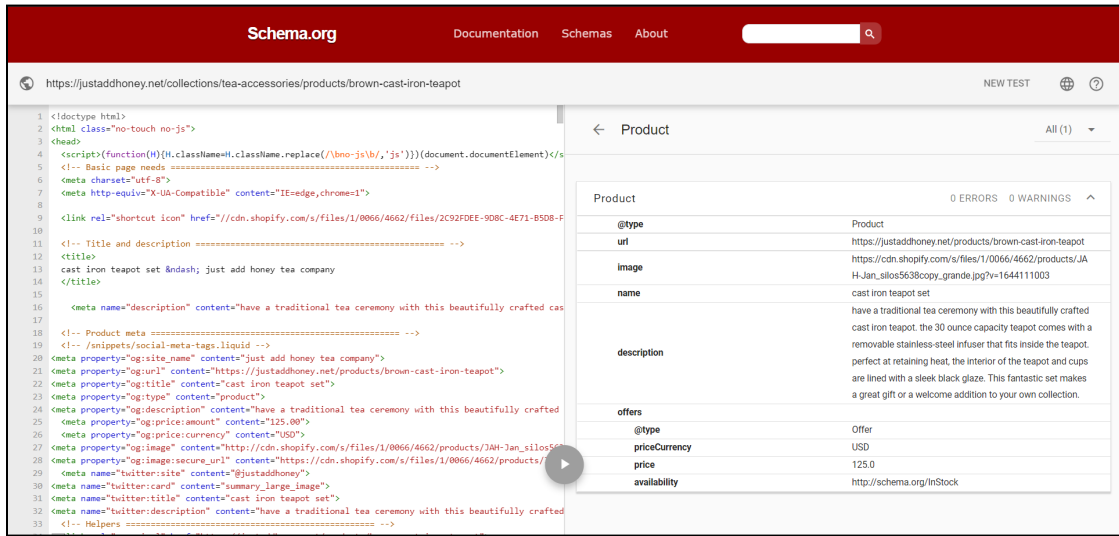
Schema markup/structured data

The screenshot shows the Schema.org interface for the website <https://justaddhoney.net/>. The left pane displays the HTML source code with various meta tags and schema markup. The right pane shows the detected structured data for an Organization:

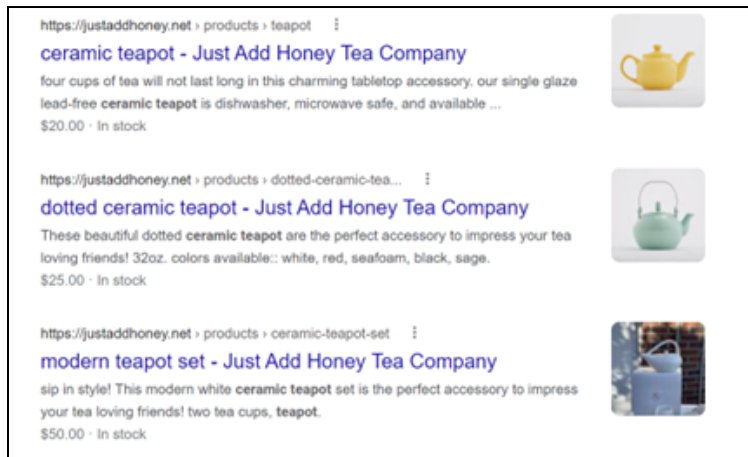
Organization	
@type	Organization
url	https://justaddhoney.net/
logo	https://cdn.shopify.com/s/files/1/0066/466/2/files/jah_logo_transparentL_2_100x.png?v=1613664859

[14. website's bookmarks]

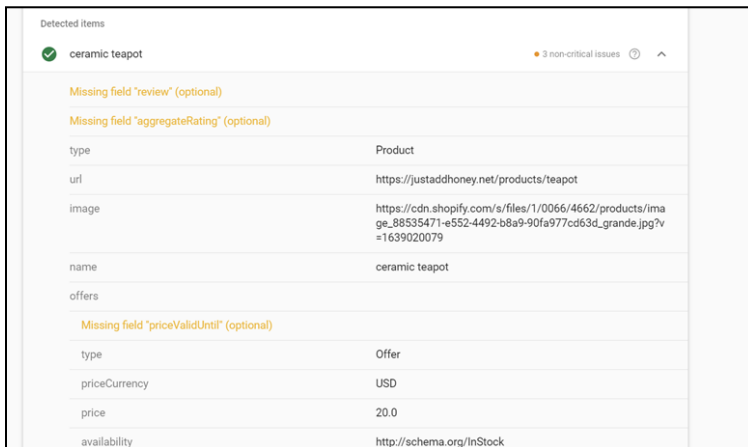
- Just Add Honey had 0 errors and 0 warnings when running the schema markup data
- There is not a lot of structured data on the homepage of the website



- However, there is much more structured data for individual product pages as is evident from the screenshot
- On our product pages we have a «product» type schema, which has – URL, image, name, description, offers (price currency, price, availability) properties



There is no «AggregateRating» type, which could be useful for showing reviews of products on the google search results.



The Google Rich results and as followed:

- We have price property and availability working well.
- Google Rich Results also showcases that we don't have any «AggregateRating». But for the future, we would recommend adding this to the website. It can automatically show our reviews on Google, which can put our brand in a better position, and also gain more trust from users/ consumers.

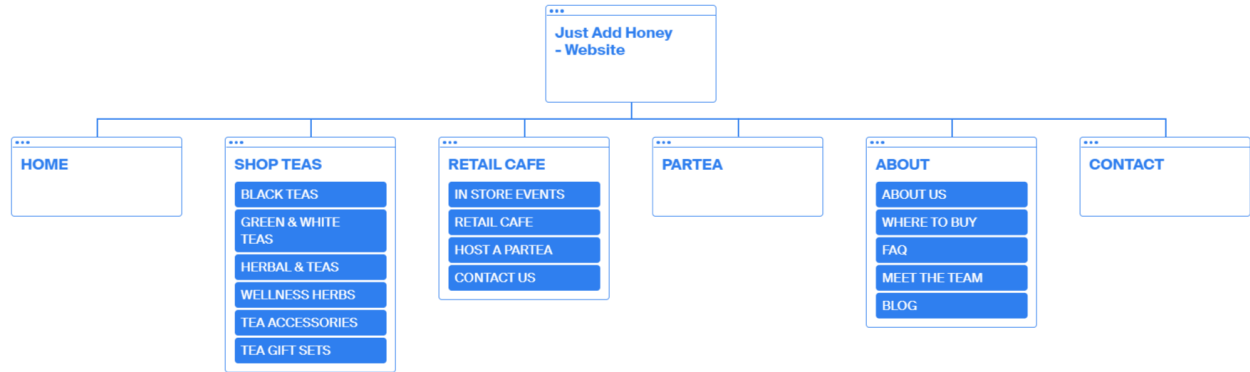
Content Sitemap

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```

<?xml version="1.0" encoding="UTF-8" standalone="yes" ?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <!-- This is the parent sitemap linking to additional sitemaps for products, collections and pages a -->
  <sitemap>
    <loc>https://justaddhoney.net/sitemap_products_1.xml?from=32864432&to=7786577101036</loc>
  </sitemap>
  <sitemap>
    <loc>https://justaddhoney.net/sitemap_pages_1.xml</loc>
  </sitemap>
  <sitemap>
    <loc>https://justaddhoney.net/sitemap_collections_1.xml</loc>
  </sitemap>
  <sitemap>
    <loc>https://justaddhoney.net/sitemap_blogs_1.xml</loc>
  </sitemap>
</sitemapindex>
  
```

[15. Justaddhoney.net - Current sitemap]



[16. Break up of website structure]

The company's website is divided into the Home, Shop teas, Retail Cafe, ParTEA, About, and Contact sections. Firstly, the current "Shop Teas" section displays items other than teas - accessories and gift sets. So, there should be a "SHOP" section divided into Teas (further divided into the various categories of teas) Tea Accessories, Tea Gift Sets, Gift Cards, and most importantly, "BESTSELLERS". Presently, the Blog section is found under the "About" section of the Navigation Bar. It should be removed from here and a dedicated "BLOG" section on the navigation bar itself should be added. Moreover, additional options should be added on the navigation bar - Collaboration/Partnerships, "SALE", and a "NEWS" section to keep audiences updated on the latest happenings related to the company and the world of tea. A new section under "About" should be created for "CUSTOMER TESTIMONIALS" to increase the trust factor of the company.

Informational Topics (Content ideas)

1. Tea vs Coffee - Let the debate begin!
2. Let's dive into the world of teas
3. Foods that go well with tea
4. Choosing the right infuser for your tea routine
5. Benefits of drinking tea daily
6. Tea and Booze pairings to spice up your evenings
7. Tea bags vs Loose leaf tea: Which is better for you?
8. How to identify quality teas
9. What is organic tea? Is it worth buying?
10. Ideas to host the perfect tea party

Money pages audit for on-page SEO

1. Be Well

be well
\$6.50
Shipping calculated at checkout.

Size
price per ounce (no tin) ▾

Quantity
- 1 +

ADD TO CART
BUY IT NOW

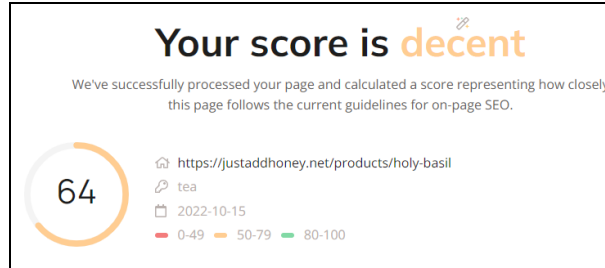
be well is a beautiful tea from India that meets you where you are. holy basil is often used in Ayurvedic medicine and promotes the cleansing of your body and promotes wellness. our blend is full of flavor and meets you where you are or want to be.

ingredients: organic holy basil, organic lemon myrtle, organic ginger, organic peppermint, cinnamon, pepper

Facebook Twitter Pinterest

We Also Recommend

berries on the belline \$6.50	berries! \$6.50	cacao \$5.00	cacao chai \$6.50	cacao mint \$6.50



This page is located in the “Herbal and Fruit Tea” section as well as the “Wellness Herbs” section under the “Shop Teas” option of the main page navigation bar. Keywords are present in the heading, title tag, description as well as URL but can be improved for better rankings on the SERP. Like all product pages, the heading is in lowercase and the description is too long for the SERP. The total word count for content is 334 words. The product images on this page look professional and have been optimized for zooming in and out which enhances customers’ user experience. Markups are present in the form of product availability and price. However, ratings and reviews are not present and should be added. This page like the previous one also has been optimized with internal crosslinking as is evident from the links to similar products displayed at the bottom. All these product pages on the website use secure HTTPS encryption. Lastly, all of these pages display the options to share any product on Facebook, Tweet about them or pin them on Pinterest.

- New Heading: Be Well - Holy Basil Tea
 - New Title Tag: Be Well | Holy Basil Tea Blend | Just Add Honey Tea Company
 - Meta description: This delightful tea blend from India contains lemon myrtle, ginger, cinnamon, peppermint, and holy basil, which is used in ayurvedic medicine. This tea cleanses your body, promotes wellness, and is full of flavor!
- Price - \$6 | In stock

Money keywords

- Popular tea shops near NE Atlanta
- Buy tea
- Buy local tea Atlanta
- Craft tea in Atlanta
- Organic tea in Atlanta
- Organic tea
- Best herbal tea brand in Atlanta
- Best herbal tea brand
- Where to buy local loose leaf tea
- Purchase blended loose leaf teas
- Pickup loose tea leaves near me
- Exotic teas near me
- Tea companies in Southern US

Money keyword	Runs	Rankings
Popular tea shop near NE Atlanta	Downtown Atlanta, GA (1.6 miles from Just Add Honey) Buckhead Village, Atlanta, GA (2nd largest neighborhood after downtown, 6.4 miles from Downtown)	Local: #1 Organic: >20 https://justaddhoney.net/pages/press Ps: In the organic search, the 1st website is Eater.com, a food news and dining guide. The page is "Where to Drink Tea Around Atlanta" and it suggests Just Add Honey with backlink #9=backlink
	Milton, GA (largest suburb near Atlanta 31.2 miles from downtown)	Local: #4 Organic: >20
Buy tea	Downtown Atlanta, GA	Local: #1 Organic:>20
	Buckhead, GA	Local: #3 Organic:>20
	Milton, GA	Local: #20 Organic: >20
Buy local tea Atlanta	Downtown Atlanta, GA Buckhead, GA Milton, GA Columbus, GA (2nd largest city in GA) New York, NY	Local: #1 Organic:#3 #1: Yelp "top 10 best loose leaf tea in Atlanta" (backlink)
Craft tea in Atlanta	Downtown Atlanta, GA	Local: #2 Organic:#3
	Buckhead, GA	Local: #12 Organic:#3
	Milton, GA	Local: #15 Organic:#3
	New York, NY (South and Northeast have the greatest concentration of tea drinkers, according to Tea Association of the USA)	Local: #1 Organic:#3
Organic tea in Atlanta	Downtown Atlanta, GA Buckhead, GA Milton, GA Columbus, GA New York, NY	Local: #1 Organic:#7 #2: Yelp "top 10 best loose leaf tea in Atlanta" (backlink) #5: "Where to Drink Tea Around Atlanta" by atlanta.eater.com (backlink)

Organic tea	Downtown Atlanta, GA	Local: no results Organic: <20
Best herbal tea brand in Atlanta	Downtown Atlanta, GA Buckhead, GA Milton, GA Columbus, GA (2nd largest city in GA) New York, NY	Local: #2 Organic:#<20 #6: "Where to Drink Tea Around Atlanta" by atlanta.eater.com (backlink) #10:mamaapothecary.com/apothecaryatmama, a local shop (backlink)
Best herbal tea brand	Downtown Atlanta, GA	Local: no results Organic: <20
Where to buy local loose leaf tea	Downtown Atlanta, GA Buckhead, GA	Local: #1 Organic:#3 #1: Yelp "top 10 best loose leaf tea in Atlanta" (backlink)
	Milton, GA	Local: #7 Organic:#2 #1: Yelp "top 10 best loose leaf tea in Atlanta" (backlink)
	Columbus, GA	Local: #2 Organic: >20 #4: Yelp "top 10 best loose leaf tea in Atlanta" (backlink)
Purchase blended loose leaf teas	Downtown Atlanta, GA	Local: #1 Organic: >20
	Buckhead, GA	Local: #4 Organic: >20
	Milton, GA	Local: #12 Organic :>20
Pickup loose leaf tea near me	Downtown Atlanta, GA	Local: #1 Organic: >20 #1: Yelp "top 10 best loose leaf tea in Atlanta" (backlink)
	Buckhead, GA	Local: #2 Organic:>20 #1: Yelp "top 10 best loose leaf tea in Atlanta" (backlink)
	Milton, GA	Local: #11 Organic: >20

		#2: Yelp “top 10 best loose leaf tea in Atlanta” (backlink)
Exotic teas near me	Downtown Atlanta, GA	Local: #1 Organic: >20
	Buckhead, GA	Local: #4 Organic: >20
	Milton, GA	Local: #8 Organic: >20
Tea companies in Southern US	Downtown Atlanta, GA Buckhead, GA Milton, GA	Local: no results Organic: <20

Observations: When “online” is added to the money keyword, the search results become broader and Just Add Honey does not appear.

- Buy green tea online - Just Add Honey doesn’t show up
- Buy Tea Online - Just Add Honey doesn’t show up
- Buy organic tea - #5 local downtown

- Local Business is well ranked
- On Yelp, Just Add Honey appears for “top 10 best loose leaf tea in Atlanta” (backlink), but not for “Best Loose Leaf Tea Store Near Me in Atlanta” or “loose leaf tea shop”.

1) 10 informational keywords

- Is loose leaf tea better than tea bags
- Loose leaf tea how much to use
- Best way to make loose leaf tea
- Exotic tea flavors
- Best organic loose leaf tea brands
- Can herbal tea help you sleep
- Is tea healthier than coffee
- Herbal tea recipes
- Teas for afternoon tea
- Health benefits of green tea

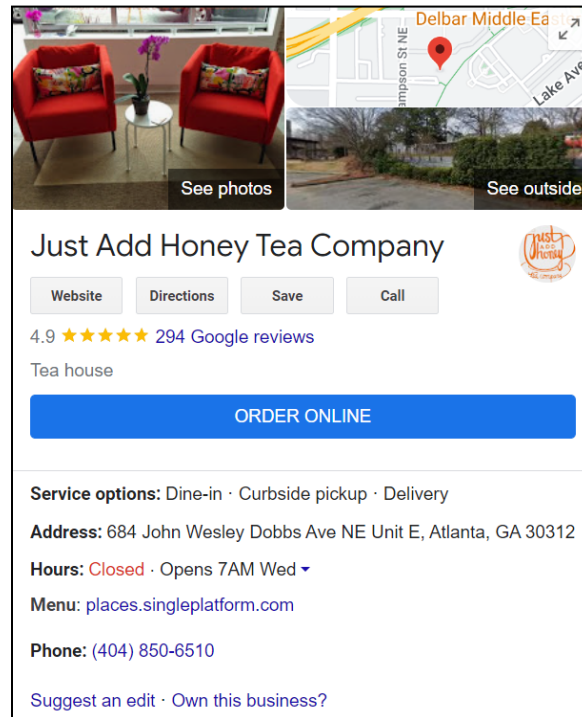
Informational Keywords	Runs	Rankings
Is loose leaf tea better than tea bags	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20
Loose leaf tea how much to use	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20

Best way to make loose leaf tea	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20
Exotic tea flavors	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20
Best organic loose leaf tea brands	Downtown Atlanta, GA	Local: #1 Organic: >20
	Buckhead, GA	Local: #3 Organic: >20
	Milton, GA	Organic: >20
Can herbal tea help you sleep	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20
Is tea healthier than coffee	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20
Herbal tea recipes	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20
Teas for afternoon tea	Downtown Atlanta, GA Buckhead, GA	Local: #1 Organic: >20
	Milton, GA	Local: #5 Organic: >20
Health benefits of green tea	Downtown Atlanta, GA Buckhead, GA Milton, GA	Organic: >20

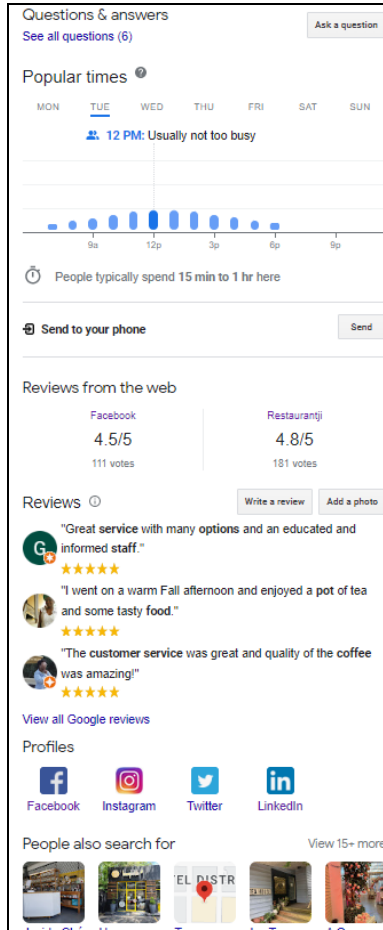
5 branded keywords:

- Just Add Honey black tea
- Just Add Honey tea shop
- Just Add Honey products
- Just add honey location
- Just add honey afternoon tea

Google My Business - Audit



- The company name on GBP has the keyword “Tea” which enhances its chances to appear on Google
- Optimized with link to website, directions to the cafe/shop, Save button as well as the option to call the cafe
- Company logo is present
- The profile has 187 photos, although the ones appearing on the SERP aren’t the best ones to make a good first impression. The photos displayed on the GBP are simply inconsistent with their social media photos
- The photo with the sofa chairs has been uploaded by the business, while the one showing the 360 degree view of the street hasn’t
- Star ratings as well as reviews are present
- “Tea House” represents the category of business. This is the best option for the company if they’re trying to focus on the cafe. “Tea Shop” could be another alternative
- The option to “Order online” is also visible
- Service options display three categories - Dine-in, Curbside pickup, Delivery
- The cafe’s local address is also present
- The profile displays their operating hours (with days and timings) as well as popular times
- The GBP has also been optimized to display their cafe menu



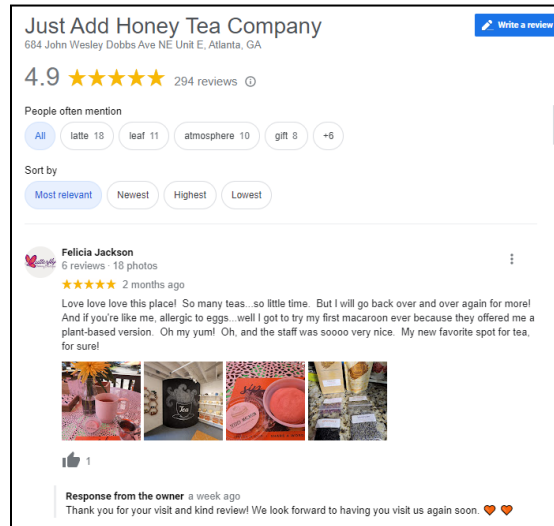
- People can ask questions by clicking on the “Ask a question” button
- Reviews from Facebook and Restaurants are visible on the GBP
- Top 3 reviews on Google appear on the profile along with star ratings
- Links to company’s social media pages (Facebook, Instagram, twitter, LinkedIn) can also be seen

Service options	
✓ Outdoor seating	✓ Curbside pickup
✓ Delivery	✓ Takeout
✓ Dine-in	
Highlights	
✓ Great coffee	✓ Great tea selection
Popular for	
✓ Breakfast	✓ Good for working on laptop
Accessibility	
✓ Wheelchair accessible entrance	✓ Wheelchair accessible parking lot
✓ Wheelchair accessible restroom	✓ Wheelchair accessible seating
Offerings	
✓ Coffee	✓ Organic dishes
✓ Vegetarian options	

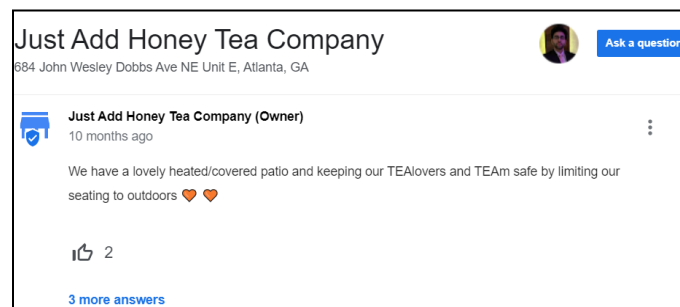
✓ Coffee	✓ Organic dishes
✓ Vegetarian options	
Dining options	
✓ Breakfast	✓ Catering
✓ Dessert	✓ Seating
Amenities	
✓ Good for kids	✓ Restroom
✓ Free Wi-Fi	
Atmosphere	
✓ Casual	✓ Cozy
Crowd	
✓ College students	✓ Family-friendly
✓ LGBTQ+ friendly	✓ Tourists
✓ Transgender safespace	
Payments	
✓ Debit cards	✓ NFC mobile payments

- The local part of the GBP displays some additional info about the business in the form of service options, highlights, popular for, Accessibility, offerings, dining options, amenities, atmosphere, crowd, payments

Audit of Review section

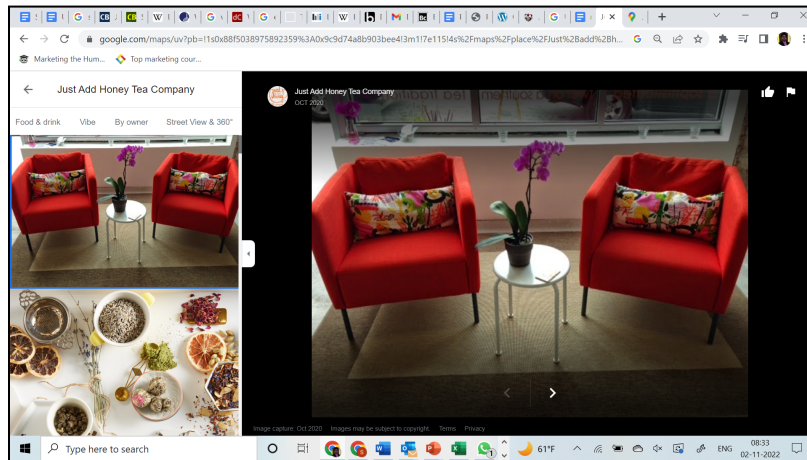


- Star Ratings and total number of reviews are visible
- “People often mention” option is operational
- The reviews can be sorted by most relevant, newest, highest and lowest rating reviews
- The most used terms in reviews are latte, leaf, space and gift
- Many customer reviews have keywords like tea, food, customer service, coffee, etc
- Most reviews about food, customer service and tea are good
- The company has responded to only about 2 dozen reviews
- The reviews are not generic, most of them are specific to the experience that customers had



- The company has responded to only 2 out of 6 questions on Google, with the latest one almost 10 months back

Audit of Photos



- The profile has 187 photos, although the ones appearing on the SERP aren't the best ones to make a good first impression
- Only 5 have been uploaded by the owner
- They are divided into the following sections - All, Latest, Videos, Menu, Food and Drink, Vibe, By Owner, Street View & 360
- Consistency is missing in these photographs

NAP Review

684 JOHN WESLEY DOBBS AVE | ATLANTA, GEORGIA 30312

[Address as displayed on the website]

684 John Wesley Dobbs Ave NE Unit E, Atlanta GA 30312

[Address as displayed on GBP]

- The company name is consistent across platforms and third party websites
- The website address does not mention the Unit number, however the GBP does mention it
- The phone number is also consistent
- The website link on each social media page and third party websites like Yelp is the same

Backlink Audit

Overall Domain audit	<p>Domain Rating: 51 It is a good rating but, there is always room for improvement</p> <p>0 - 40: Poor 40 - 50: Regular 50 - 60: Good 60 - 100: Excellent</p> <p>Good portion of the backlinks are from websites with good authority, for example: https://startup.google.com/blackfoundersfund/ (DR 73), atlanta.eater.com/maps/best-places-tea-atlanta (DR 90), and https://www.msn.com/en-us/travel/tripideas/the-hotel-clermont-is-the-best-place-for-design-lovers-to-stay-in-atlanta/ar-AAP2aUQ (DR 92).</p>
Quantity of Backlinks & Domains	<p>Backlinks:1,551 (44% dofollow) Referring Domains: 393 (62% dofollow)</p> <p>Although there is a high number of backlinks, the number of referring domains is only around ¼ of that.</p> <p>Overall, Just Add Honey has a good amount of referring domains.</p>
Top 100 Backlinks audit	<p>Best UR: 49 Lowest UR: 12 UR average: 17</p> <p>Best DR: 97 Lowest DR: 0 DR average: 67 67% of the Domains have an excellent rate, which means >60 Only 19% of the Domains have a low rate, which means <40</p>
Anchor Text	<ul style="list-style-type: none"> - just add honey - mint - just add honey tea company - justaddhoney.net <p>The anchor text contains the name of the company which is good. In addition, the name of the company has the keywords “tea company,” which is great for SEO.</p>
Types of referring websites & link types	<p>Overall, Just Add Honey has a great backlink portfolio with diverse types of links and high DRs. Few backlinks are not related to the business, and the company can be punished for that reason.</p> <p>Local Media (Atlanta & Georgia) ex: Atlanta Parent, The Atlanta Journal-Constitution, atlantamagazine.com ; www.reporternewspapers.net ; https://www.11alive.com/ Shared content: Black-Owned Businesses and local partnership.</p>

Black media (not local), ex:

<https://www.blackenterprise.com/>

<https://www.essence.com/>

Shared content: gift list, products made by black people.

Local Institutions, ex: Georgia Electrical Company (community news section), local park, www.midtownatlanta.org <https://dogoodx.org/>

Shared content: Black-Owned Businesses and annual local events.

Food/Drink media/guide, ex: atlanta.eater.com/ ;

www.foodandwine.com/

Shared content: where to drink tea in Atlanta and best hibiscus tea.

Travel websites, ex: <https://www.thrillist.com> ; www.we3travel.com ;

<https://drinkteatravel.com/>

Shared content: Black-Owned Restaurants in Atlanta and Atlanta Guide

Tea blogs/website: <http://www.tea-happiness.com/>,

<https://foodfornet.com/> ; <https://destinationtea.com/>

Shared content: Georgia afternoon tea and tea subscription,

Other websites/blogs: <https://stevemckenziez.blog/> ;

<https://zora.medium.com/> ; interior design, subscription list, women.

Shared content: Box subscription, ParTea box and gifts for tea lovers.

Event: <https://www.eventbrite.com> (past event)

Important Referrals:

<https://www.msn.com/en-us/travel/tripideas/the-hotel-clermont-is-the-best-place-for-design-lovers-to-stay-in-atlanta/ar-AAP2aUQ>

(international media); <https://www.adobe.com/express/learn/blog/> ;

<https://startup.google.com/blackfoundersfund/>

Shared content: Atlanta guide, How an Atlanta Tea Shop Leveled Up its Instagram and black founders.

Likely purchased backlinks (websites with high DR but that are not related to the business or seem reliable, ex:

<https://starcourts.com/replace-a-job-with-internet-marketing-and-immacc/> ; <https://worldwidetopside.com/website-list-2466/> ;

<https://kingranks.com/heal-yourself-with-your-mind-and-a-spoon-full-of-sugar-placebos-and-the-mind-body-connection-573/>

<https://toptohigh.com/replace-a-job-with-internet-marketing-and-immacc/>

The referring websites have .com and .org. domain extensions.

However, there is no .edu and .gov.

PR Proposal

1. Discounts for students of Atlanta Universities

Why: To have backlinks from websites with strong authority (.edu domain extension) and to reinforce the relationship “Georgia & Just Add Honey.”

How: Propose a partnership with local universities by offering a discount for students and faculty.

Some possible universities: Georgia State University, Georgia Tech, and Emory University.

These universities have a web page for discounts/perks for students or employees. Their perks pages: <https://hr.gatech.edu/perks-programs> ;

<https://hr.gsu.edu/service-centers/edws/panther-perqs> ;

<https://engagement.gsu.edu/student-center/foodandretail/#DiscountTickets> ;

<https://www.hr.emory.edu/eu/rewards/employee-discounts/emory-discounts.html> ;

<https://www.hr.emory.edu/eu/rewards/employee-discounts/index.html>

The primary goal of this proposal is to drive authority to the website. However, this PR proposal can also drive traffic and sale conversion (online and local businesses). The recommendation is to start a partnership with one university and promote it and make sure that the responsible department emails the students and employees. Posters can be placed around campus (mainly in faculty offices) and flyers be distributed as well. After setting up the partnership and promoting it, the company should check the sales conversion numbers and analyze if it exceeds the given discount and the investment made in the promotion. Whether the partnership is lucrative from the sales point of view, this exact path can be pursued with other universities. If that is not the case, we recommend the company only set the partnership and not push the university to promote it. We believe that people rarely check those “perks pages.” Therefore, Just Add Honey will lose less with the discount and still have the backlink.

2. Coupon and discount in cashback and coupon websites

Why: To increase the number of backlinks in order to drive traffic and authority. In addition, to create an association between Just Add Honey with retail and online shops. Most of the current backlinks are from food or travel guides, business, media, local websites, or blogs- nothing linked to online sales. Just Add Honey aims to increase its online sales around the USA.

However, the website does not rank for money keywords about online shopping without adding “Atlanta” or “Local.” Therefore, this PR proposal is the first step in optimizing the SEO for the “online shop” keyword search.

How: Doing business with coupon and discount websites. The company should share new coupons that can come up according to the marketing plan and must keep a permanent discount/coupon to guarantee that the backlink will not expire. For the second option, we recommend having a first-purchase coupon code, for example. In addition, it is important to analyze the cost of these negotiations. Some are cheap, others not as much, but it is important to remember that a reliable website has a better domain and can bring new customers to Just Add Honey.

Some possible websites: Rakuten (91 DA), <https://mit.rakutenrade.my/fees>,

<https://www.joinhoney.com/business>, Slick Deals <https://slickdeals.net/>

Note: It is crucial to optimize the Just Add Honey website with the suggestions offered earlier, followed by investment in online sales SEO strategies. Primarily, the website needs to be faster and have a better design to appeal to new consumers who are unfamiliar with the local business.

3. Promoting the new gift set on media

Why: To increase the number of backlinks in order to drive traffic and authority. That is part of the Christmas Campaign and complements the strategy of increasing online sales nationally.

How: Contacting media that usually have content like “gift ideas for Christmas.” Reach out to different types of media content, ex: teas, “black media,” women, food, etc.

Just Add Honey has excellent UVPs - for instance - organic, good quality and taste, a growing American small business, black owners business, and exotic/international flavors. They can use those UVPs for these PR strategies. For example, to connect with the “black media”, the company can introduce its history and showcase its relevance through the reports made with them about black entrepreneurship by Google and Square. Additionally, Eater.com has already mentioned them in their credible “Where to Drink Tea Around Atlanta”, and they have an article about Just Add Honey’s new brick & mortar opening, thus Just Add Honey can use this previous connection to gain from Eater a backlink about the giftset.

Some possible medias: www.bestproducts.com (67 DA) ; <https://nymag.com/strategist/> (91 DA);<https://tealovers.com/> ; <https://www.eater.com/gift-guides> ; <https://www.womenshealthmag.com/> ; <https://www.cosmopolitan.com/> ; <https://theblackmedia.org/> ; <https://atlantanmagazine.com/>

4. Analysis of competitor’s PR for “buy loose leaf tea online” money keyword

Why: to increase the number of backlinks in order to drive traffic and authority. This is a part of the strategy to increase online sales nationally.

How: First, we selected #1 on the ranking for the money keyword “buy loose leaf tea online” in a local search/run (Downtown, Atlanta). Secondly, we analyzed the competitor’s best backlinks. The idea is to capture references about the backlinks that contribute to the SEO of this website. Lastly, we reach out to the same competitor's referring websites and similar ones to introduce Just Add Honey to build a new PR relationship.

#1 competitor: https://www.davidstea.com/us_en/home/

David's Tea has a good amount of backlinks with a high DR. The content of the majority of them is a gift list. Interestingly, that confirms that our PR proposal #4 is on the right track. Just Add Honey has excellent UVPs - for instance - organic, good quality and taste, a growing American small business, black owners business, and exotic/international flavors. It is our understanding that Just Add Honey is qualified enough to create a PR with those referring websites.

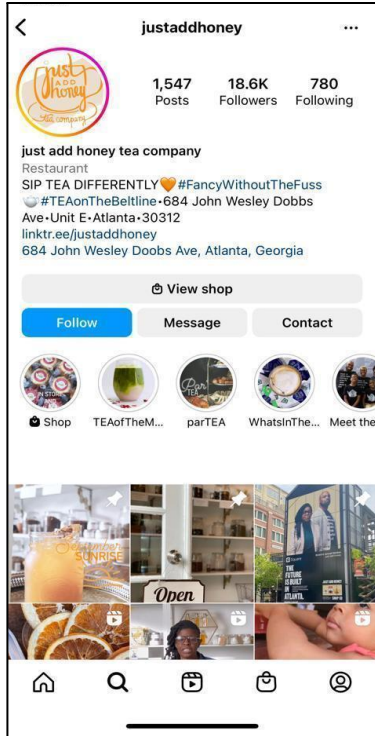
Observation: Davis Tea works with Rakuten. That is another positive point for Just Add Honey to follow our PR proposal #4.

Social Platform Audit

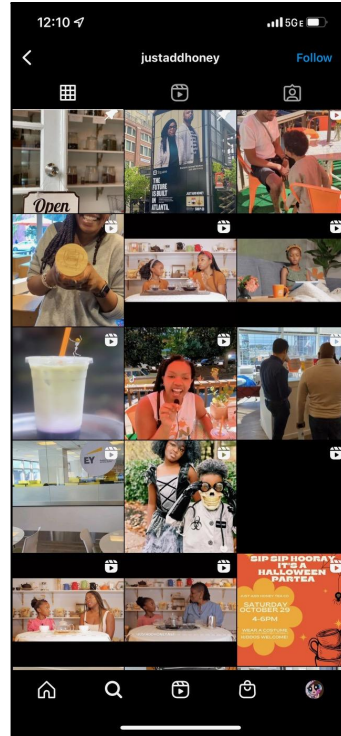
Instagram

- Bio: Sip tea differently #FancyWithoutTheFuss
- Target audience: Teens-young adults in the Atlanta Beltline area
- Includes: Address and website link
- Layout of feed: There is a mix of photos and videos about the owners, services at the local store, products, and upcoming sales
- Instagram message: Consistent; local & black-owned, thoughtfully blended teas, content posted almost daily
- Properties: Highlights, reels, and tagged posts
- Feedback: Low on likes and comments, could create a more aesthetically pleasing feed

Why we chose this platform	<ul style="list-style-type: none">- Instagram is their most leveraged social media platform. They post the most on it and it appears to have the most time dedicated towards it.- Because of their considerable following, Instagram is an extremely beneficial platform for Just Add Honey to utilize. Instagram has a high user engagement and has an easy to use interface.
Opportunities	<ul style="list-style-type: none">- Since Instagram has the largest following compared to Twitter and Facebook, it is a very good opportunity to increase brand recognition.- They should do more to target their audience by using hashtags and incorporating the local community on their page. They do this to a certain extent, but we believe they can optimize this opportunity and grow their customer base and following by using these tactics better.



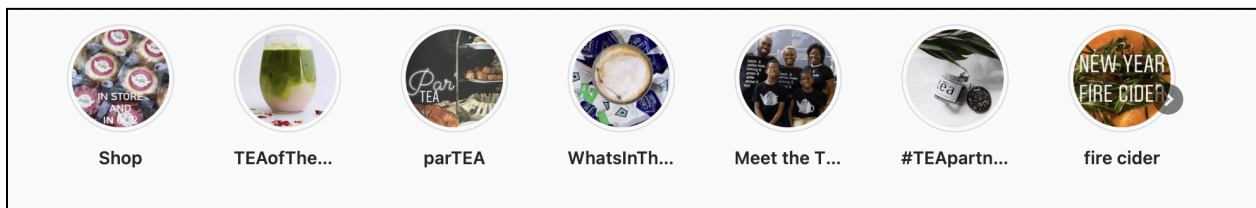
[instagram page]



[sample of feed]



[profile picture]



[instagram highlights]

Twitter

- **Bio:** Fancy without the fuss, thoughtfully blended loose-leaf teas and accessories sip tea differently with Just Add Honey
- **Target audience:** Local consumers who interact with the company.
- **Layout of feed:** Less frequent posts compared to Instagram. They interact with local entrepreneurial opportunities in the community and engage with members who attend these.
- **Properties:** Feed, tweets and replies, media and likes
- **Feedback:** They have a more intimate group of individuals on their Twitter. They can engage the community more by using polls or giveaways.

<p>Why we chose this platform</p>	<ul style="list-style-type: none">- Twitter is an optimal social media for Just Add Honey to use because it can continue to promote brand awareness. More importantly, it is a good way to engage with local consumers who may have good ideas to offer the company- Twitter allows users to promote their company and engage audience members in an organic and efficient way.
<p>Opportunities</p>	<ul style="list-style-type: none">- By optimizing the Twitter communities feature, Just Add Honey could have an improved way to extend the reach of their brand to the local audience<ul style="list-style-type: none">- This feature can provide a space for users to meet with others users and share their interests- For smaller businesses, Twitter offers a few tactics to help improve brand awareness. One way is by utilizing twitter analytics to track and measure success. This feature allows one to monitor engagement, impressions, and mentions.- Twitter Analytics could further our digital interest because Just Add Honey will be able to quickly and easily respond to those who engage with the brand. This will improve the brand image, create meaningful connections with customers and allow unique insight for the company.



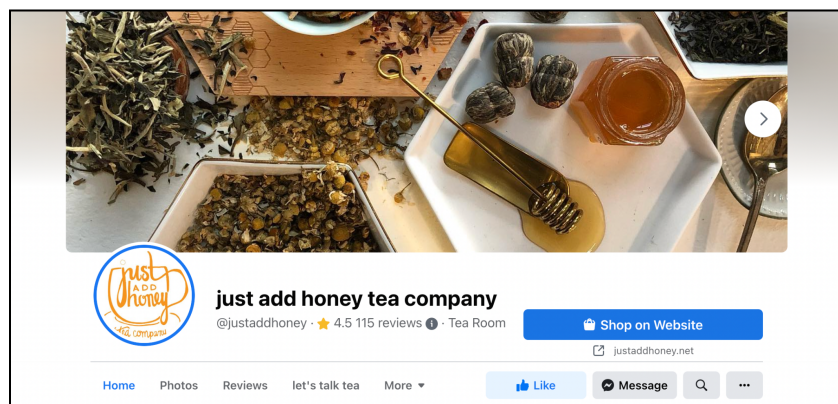
[profile picture- poorly cropped]

Facebook

- **Bio:** “Just add honey tea company was created by a tea lover. We wanted to enjoy tea and knew that there was more out there. Instant, artificially flavored, penny-pinched tea bags, 3 o’clock teas, feel better teas, etc, etc. WE HAD THEM ALL! While scouring places for tea, we decided we would MAKE what we wanted. Combining flavors from around the world that were pleasing to the palate while still keeping it light and interesting, just add honey tea company was born. Our flavors are fresh, fun, and sophisticated. They stimulate and soothe. Our ingredients are natural, pure and easily recognized. Nothing is changed or altered!”
 - Their bio is about half of their “about” on their landing page. They are trying to hit all of their business goals and provide an informative summary to their audience; however, they need to make it more clear and concise for optimal effectiveness. They could shorten it and clean up essential information that catches users’ eyes. This will transform their message and will still be on point for the brand.
 - Alternative bio: Just Add Honey tea company was created by a tea lover. By scouring places for tea, we decided we would make what we wanted. We combine unique flavors from around the world that are pleasing to the palate. Since 2006 we have been creating fresh, fun, and sophisticated ingredients that are natural and pure. Based just outside of Atlanta is our retail cafe with our wide variety of blends, merchandise, and opportunities for in store events. We also sell our products online for those who are not local but wish to indulge in thoughtfully blended teas.

- Target audience: Local consumers; an informational page for tea lovers in the Atlanta area
- Layout of feed: A mix of posts that show unique drinks, parTEA's, menu updates, community events
- Properties: Informational about us section, photos, videos, the option to “check in”/write a review of the company
- Feedback: They post unique and different posts on each platform but we feel that facebook offers a more personal and community based environment. There are videos of parTEA's being hosted, unique offers, and many reviews supporting the company.

<p>Why we chose this platform</p>	<ul style="list-style-type: none"> - Facebook caters to a wide variety of people and has the options to incorporate many different media aspects. There is also the benefit of having Facebook Messenger. Messenger is a fast and efficient way to handle customer questions and concerns. - They have created an efficient page that provides a well rounded perspective of the company.
<p>Opportunities</p>	<ul style="list-style-type: none"> - A Facebook business page is very useful for businesses. Creating a business page can connect customers and inform them of important information about their products, services, events, and company as a whole - Like Twitter, their Facebook page is more targeted to the local atlanta community. This provides them with the opportunity to reach new potential customers in the area.



[Facebook profile picture and header]

Ask just add honey tea company

"Can someone assist me?"

"I'm interested. Can you tell me more?"

"What are your hours?"

"Do you deliver?"

[useful Facebook tool for frequent Q&A's]

👍 4,783 people like this

📄 5,225 people follow this

📍 1,654 people checked in here

🌐 <http://www.justaddhoney.net/>

☎️ (404) 850-6510

✉️ [Send message](#)

💰 Price range · \$\$

✉️ info@justaddhoney.net

🕒 **Open now**
7:00 AM - 7:00 PM

🏠 [Tea Room · Coffee shop · Retail Company](#)

📷 <https://www.instagram.com/justaddhoney/>

[some of their about section]

Recommendations & reviews

★ **4.5 out of 5**
Based on the opinion of 115 people

Do you recommend just add honey tea company?

Papi Picasso Poetry recommends just add honey tea company.
June 20 · 🌐

Best tea in atlanta hands down!
Amazing service as well

Outdoor dining · Indoor Dining · Heated outdoor dining · Fast delivery · Child-friendly

👍 Like 💬 Comment ➦ Share

Write a comment...

Sharice Dee recommends just add honey tea company.
May 10 · 🌐

Great customer service...Quantity products...fast shipping...inviting atmosphere...cant ask for much more...

<https://www.instagram.com/reel/CdV6ZvEFRe3/?igshid=MDJmNzVkMjY=>

[sample of reviews]

Social Media Posts Proposal

For Social Media, we propose a Christmas Campaign. It involves: a call to the Christmas season, Christmas + Tea, new seasonal blends (gingerbread turmeric, creamy cinnamon, spice cranberry, black caramel), a Christmas set (seasonal blends, teapot, and a Christmas mug), promotion of the Christmas Set.

Instagram Posts



Post #1: Goal: Increase sales by influencing consumers to buy the new Christmas set as their option to gift others (Marketing the Christmas set)

Our Christmas Gift Set with special seasonal blends is here! Brighten up your holidays with our exquisite handcrafted flavors 🥰👉 It's the perfect gift for your loved ones 📺

🥰 Check it out @ <https://justaddhoney.net/>
#Merrychristmas #Christmasteas #Holidayseason #sipteadifferently



Post #2: Give Away! Goals: to promote the Christmas set and gain new followers.

Christmas give-away time! All you need to do is follow us on Instagram and comment a special Christmas memory 🥰 3 lucky winners will win our Christmas Gift

Set ☕📺 and a chance to bring their families to our cafe for a private Christmas ParTEA on us

🥰 #Merrychristmas #Christmasteas #Holidayseason #Christmaspresents #sipteadifferently

Facebook Posts



Post #1: Goals: to introduce the Christmas campaign and popularize the idea of "Christmas with tea"

The most awaited time of the year is here! It's

Christmas! 🎄 🧑🏻‍🎅
Celebrate with your loved ones and make tons of fantastic memories ❤️
Happy Holidays from everyone at Just Add

Honey tea company 🍯
#MerryChristmas
#HappyHolidays
#HappyNewYear

CHRISTMAS SPECIAL

TEA BLENDS

Gingerbread Turmeric
This delightfully festive tea harvests turmeric from south asia

Spiced Cranberry Green
A refreshing and cheerful drink to indulge in during the holiday season

Creamy Cinnamon
A lovely treat that is a creamy blend and pairs well with some biscuits or cookies

Black Caramel
Satisfy your sweet tooth with this rich holiday beverage

Post #2: Goal: to promote the new seasonal blends for a future call-action post.

Our brand new tea blends are here to make your Christmas even more

special 🍯
We present to you 4 new flavors - Gingerbread Turmeric, Spiced Cranberry Green, Creamy Cinnamon and Black

Caramel 😊 ☕

Visit @

<https://justaddhoney.net/>

#Christmas #Holidays

#Teaseason

##sipteadifferently

Twitter Posts

Post #1 (Poll)



Christmas-time is almost here! What are your plans for the jolly season?

- 1) Family-time 🧑‍👧❤️
- 2) Vacation-time 🏖️🍹
- 3) Eat, sleep, rest, repeat 🍔😴
- 4) Binge-watch movies 🎬👁️

Post #2 (Recycle informational post)



Hello, Tea-heads! Holiday season is around the corner and we're just as excited as you! 🌲 😄

Experience the taste of Christmas with our exciting new tea blends ☕

Visit @<https://justaddhoney.net/>

#Christmas #Sipteadifferently #Christmastea #Holidayseason #Exoticteas

Social Media Ad Campaign Proposal

Reasons for choosing the following platforms:

- 1) Facebook
 - a) The huge user base and sheer reach
 - b) Users of all ages use Facebook
 - c) Facebook Ads are highly customisable and effective
 - d) Select targeting is possible
- 2) Instagram
 - a) Photos and videos formats are best utilized on Instagram
 - b) Teens, young adults are heavy users of the platform
 - c) Just Add Honey's most popular social media platform is Instagram, hence they should keep audiences engaged for better click through rates and more website traffic. It allows for increased branding and awareness
 - d) posts can become viral and have high reach

Instagram Ad #1

- Goal: Increase engagement, attract target audience to our Instagram page and increase the number of followers
- Ad Strategy: Engagement



On your ad
Get people to watch a video or interact with your post or event.

- Content Style: The proposal is to create a visually attractive video of a tea recipe with the goal of gaining likes and attracting new followers through the call-to-action "follow us for more recipes!"
- Placement: Instagram Explore and Instagram Feed
- Audience choice: The audience choice is targeted towards people who enjoy tea recipes and will potentially follow the page to have access to other recipes. Our demographic is millennials who consume tea and enjoy preparing their meals and/or drinks. ("24-35 y/o", "tea", "cooking at home", "cooking recipes", "cookware and bakeware", "recipes", "food & drink"). People who have completed their studies, work full time and live independently fall into this grouping (exclude: "In college", "in grad school", "in high school"). In addition, people who are interested in various types of milk and lattes because the recipe uses milk as an ingredient. It would avoid reaching out to someone who is lactose intolerant and does not have a negative impact in the estimated audience size.

- Audience targeting:

Location:
• United States

Age
24 - 35

Gender
All genders

Detailed targeting
Include people who match ⓘ

Interests > Additional interests > Almond milk

Almond milk

Interests > Additional interests > Cooking At Home

Cooking At Home

Interests > Additional interests > Cooking Recipes

Cooking Recipes

Interests > Food and drink (consumables) > Cooking (food & drink)

Baking (cooking)

Recipes (food & drink)

Interests > Food and drink (consumables) > Food (food & drink)

Organic food (food & drink)

Interests > Shopping and fashion > Shopping (retail)

Online shopping (retail)

and must also match ⓘ

Interests > Food and drink (consumables) > Beverages (food & drink)

Tea (nonalcoholic beverage)

Exclude:

Exclude people who match ⓘ

Demographics > Education > Education level

In college

In grad school

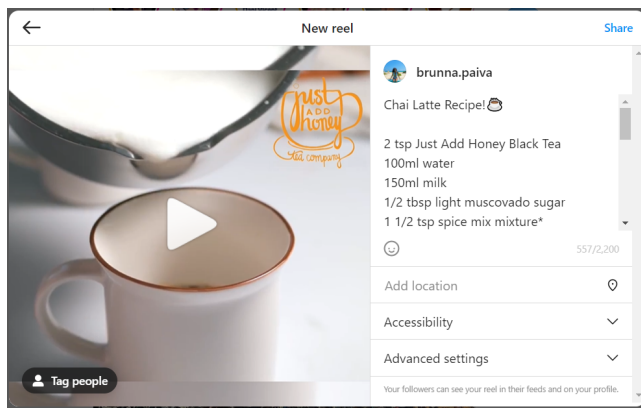
In high school

Q Add demographics, interests or behaviors Browse

Ad Copy

The ad is a video, please check the video link below:

drive.google.com/file/d/1UnZdgPovfPC_ezTkOGL9bui-BFaEI6Q2/view?usp=sharing



Chai Latte Recipe! ☕

- 2 tsp Just Add Honey Black Tea
- 100ml water
- 150ml milk
- 1/2 tbsp light muscovado sugar
- 1 1/2 tsp spice mix mixture*

*chai spice mix mixture:

- 2 tbsp ground cinnamon
- 1/2 tbsp ground ginger
- 1/2 tbsp ground cardamom

- 1/2 tbsp ground cloves
- 1/2 tsp vanilla powder
- Mix all ingredients in a small jar

Bring all ingredients (except milk) to a boil in a saucepan. Let it sit for 1 minute. Strain the mixture once or twice and top with frothed milk and some ground cinnamon.

Enjoy your chai latte and follow us for more recipes!

#tearecipe #tealovers #JustAddHoney #FancyWithoutTheFuss #chailatte

Facebook ad #1

- Goal: Draw consumers to the landing page to increase E-commerce sales
- Ad Strategy: Traffic; Click through Ad
- Placement: Facebook feed
- Audience choice: This particular audience choice corresponds to those who are interested in finding unique tea blends that can be purchased online. The target audience is primarily females who work full time and like to save by making their tea at home rather than buying it out everyday.
- Audience Data Dictionary: (E-commerce users)
 1. Demographics
 - a. 70% Female 30% Male
 - b. Age range: 25-40
 - c. Education level: Bachelor's degree
 - d. Income \$80,000-100,000 (household)
 - e. Employed (full time)
 - f. Likelihood to have 0-2 children
 2. Behavioral
 - a. Interest in purchasing tea and or coffee via the internet
 - b. Attitude and behavior propensity: likelihood that consumer is a bargain consumer that uses the internet to find discounts
 - c. Interest in using a mobile wallet or auto saving payment information for shopping online (for quick and easy purchases)
 - d. Trends: internet user; likely to subscribe to an internet service (to stay up to date with brands they like and the possibility to save)
 - e. Utilize social media ads on facebook and instagram
 - f. Likelihood to purchase specific tea pairing foods such as cheese, jelly, jam, chocolate and honey
 3. Ad Copy



Title of Ad: Explore Just Add Honey's unique blends. Try our black teas for a pick me up. Starting as low as \$5

By clicking on the ad, customers will be redirected to the Black tea landing page. We propose the company sort out those blends with the least to most amount of caffeine to ensure users can seamlessly and quickly find the perfect blend for them.

Landing page:

<https://justaddhoney.net/collections/black-teas>

Facebook Ad #2

- Goal: Divert audiences to product page on website, increase sales
- Ad Strategy: Traffic ; Click through Ad
- Audience choice: This particular audience choice corresponds to those who are concerned about health and want to live a healthy lifestyle. The target audience is primarily females who are college graduates, work full time and live in cities.
- Audience Data Dictionary:

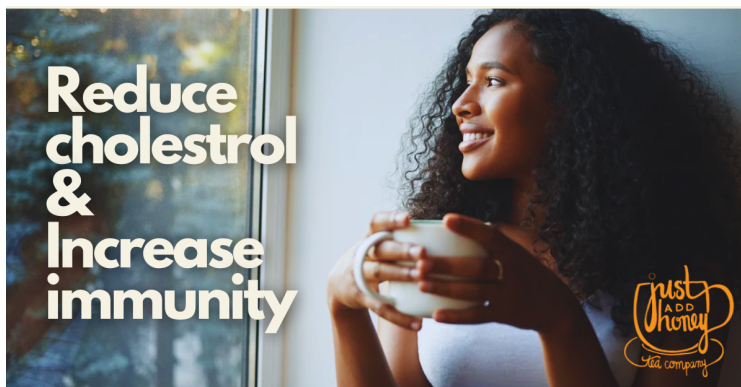
1) Demographics

- a. Female - 80%, Male - 20%
- b. Income (Household) - \$100,000+
- c. Location - medium to large cities
- d. Employed (Full time)
- e. College graduate

2) Behavioral

- a. Attitude and Behavior Propensities: Interest in Gyms & Health Clubs
- b. Health - Cholesterol Focus in HH
- c. Channel Propensities: Shopped for Coffee & Tea Via the Internet
- d. View ads on social networks such as Facebook, Twitter, Instagram (Financial)
- e. Purchase Nike and Adidas apparel (Because they live a sporty lifestyle and need appropriate clothing)
- f. Sporty Living

3) Ad Copy: Worried about your cholesterol level and immunity? We've got you! Just Add Honey Tea company's handcrafted selection of Green Teas is the perfect daily fix for you. Visit our website and order now



Green Teas from Just Add Honey. Starting from \$5. Shop Now (to be displayed on the Ad & at the bottom of the ad visual)

Landing Page: For now, anyone who clicks the ad will be redirected to the Green and White tea landing page:

<https://justaddhoney.net/collections/green-teas>

However, we propose that there be individual landing pages for each tea category, i.e. a separate landing page for Green Teas and a different one for White Tea. This would ensure that users get to the only landing page they are interested in.

Campaign proposal

Campaign goal: The goal of this ad is to help people to find Just Add Honey when looking up where to find tea in Atlanta. After using Google Ads Keyword Planner we found that “Atlanta tea shop” is a keyword with low completion and high average monthly search volumes. The other keywords were more expensive. For a smaller company like Just Add Honey, it might be difficult to incur these costs. This one has an average cost of \$1,000 a month. By using a phrase match they can reach more searches and draw in local consumers. This is a valuable keyword for Just Add Honey to increase customer purchases and foot traffic into their retail cafe.

Ad platform: Google Ads

Type of keyword: Phrase match

Keyword: Atlanta Tea Shop (We went with just one keyword because a small business like this might not be able to spend more than 1k every month)

Negative Keywords (for phrase match keyword selection):

- List
- Worst
- Dinner options
- Revenue
- bland desserts
- disgusting teas
- Bankrupt
- Low rated
- Bad tasting
- Low quality
- Awful service
- Rude employees
- Bad ambience
- Vs Chattanooga tea shop
- Cheap

Budget:

- Cost: \$930
- Average CPC: \$0.88
- Average daily budget: \$30

Search volume: 100-1k a month

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> atlanta tea shop	100 – 1K	0%	0%	Low	–	\$0.93	\$1.44

Examples of keyword in Google Ads form:


Ad #1

Just Add Honey Atlanta Tea Shop
<https://justaddhoney.net/pages/cafe> 404-850-6510
 Shop online or come in and visit our retail café to try some of our unique blends. The best tea in the beltline.

In Store Events
 Follow us on social media and check out to stay up to date with events.


Wellness Herbs
 Improve your daily life and medical needs. Check out our wide range of wellness herb blends to expand your herb journey

Tea Accessories
 Complete your tea experience with some of our tea accessories to help you craft the perfect brew.



Ad #2

Just Add Honey Tea Company | Atlanta Tea Shop
<https://justaddhoney.net/> 404-850-6510
 Experience the world of teas with **Just Add Honey**. We offer over 60 varieties of handcrafted, high-quality tea. Visit our local cafe or place an order online

 684 John Wesley Dobbs Ave NE Unit E, Atlanta, GA 30312

Black Teas - From \$5
 Green and White Teas - From \$5

Herbal and Fruit Teas - From \$5
 Tea Accessories - From \$5

Applicable extensions:

- Image extension
 - Offering a visually appealing drink from their social media would draw users in and be a positive extension for this ad
- Call extension
 - This extension is missing from their website home page so including this element in the proposed google ad would allow customers to make calls directly to Just Add Honey through our proposed ad
- Location extension
 - To drive customers into the retail cafe using a location extension in the ad “Atlanta Tea Shop” will be useful to increasing foot traffic.
- Sitelink extension
 - This type of extension would be useful to draw in higher volumes of customers by showcasing other products Just Add Honey sells. It will be valuable to many customers who are interested in purchasing various blends and accessories to complete their tea collections.
- Price Extension
 - This extension does a good job of drawing in serious buyers hence it is a valuable way to bring people to the website with real intent of making purchases.

Geo Fencing & Display Ads

a. Proposal: This Display Ad aims to increase brand awareness and attract the target audience that works or lives close to Just Add Honey to stop by and purchase tea.

b. Websites List:

1. www.washingtonpost.com/
2. <https://www.cnn.com/>
3. <https://finance.yahoo.com/>
4. www.edition.cnn.com
5. <https://www.usatoday.com/>
6. www.foxnews.com
7. <https://www.nytimes.com/>
8. www.thedailyhaze.com
9. www.eater.com
10. www.buzzfeed.com
11. <https://www.glamour.com/>
12. www.cosmopolitan.com/
13. <https://nymag.com/>
14. <https://www.amazon.com/>
15. <https://atlanta.blac.media/>
16. <https://atlantablackstar.com/>
17. <https://atlanta.eater.com/>
18. <https://www.allrecipes.com/>
19. <https://www.delish.com/>

c. Locations

a) Commercial buildings near Just Add Honey:

1. 691 John Wesley Dobbs Ave NE
2. 154 Krog St NE, Atlanta, GA 30307
3. 135 Auburn Ave NE #201, Atlanta, GA 30303
4. Hurt Bldg, 50 Hurt Plaza SE, Atlanta, GA 30303
5. 260 Peachtree St NW Suite 2200, Atlanta, GA 30303
6. 100 Peachtree St #2300, Atlanta, GA 30303
7. 57 Forsyth St NW, Atlanta, GA 30303
8. 115 M.L.K. Jr Dr SW, Atlanta, GA 30303
9. 437 Memorial Dr SE Suite 108, Atlanta, GA 30312

b) Residential buildings near Just Add Honey:

1. 235 Lampkin St NE, Atlanta, GA 30312
2. 100 Montag Cir, Atlanta, GA 30307
3. 185 Montag Cir # 100, Atlanta, GA 30307
4. 200 Montag Cir NE, Atlanta, GA 30307
5. 608 Ralph McGill Blvd NE, Atlanta, GA 30312
6. 660 Ralph McGill Blvd NE, Atlanta, GA 30312
7. 433 Highland Ave NE, Atlanta, GA 30312
8. 214 Randolph St NE, Atlanta, GA 30312
9. 180 Jackson St NE, Atlanta, GA 30312
10. 670 DeKalb Ave NE, Atlanta, GA 30312