Achievement 2
To do list

Keyword Analysis and SEO optimization

Email course design process

Strategy Development (GA)

Main Accomplishments

Keyword Analysis

- From the buyer persona finding **their most relevant interests, pain points, dreams or possible goals**.
- Exploring diverse tools — Semrush, Answer The Public, and Google Ads — **and came up with an accurate keyword list**
- "Reduce environmental footprint": one of the best averages, **its competition is low so it may make a better performance for the SEO** than other keywords with a higher competition.

Keywords List

Long Tail	Important metrics (i.e., difficulty or volume)
Reduce environmental footprint	Volume: 100 – 1k; competition: Low
What are sustainable products	Volume: 260; competition: –
why do we need to be environmentally conscious	Volume: 10; competition: –
Short Tail	
Biodegradable utensils	Volume: 100 – 1k; competition: High
Biodegradable products	Volume: 100 – 1k; competition: High
Eco-friendly products	Volume: 1k – 100k; competition: High

SEO Blog Article

Considering the suggestions on Google to adjust some phrases, I analyzed them from their volume and competition, taking into account the data given.

Green Gatherings

How to create a sustainable lifestyle with small actions and reduce your environmental footprint?

In Europe, the household sector is the second responsible for most of the greenhouse emissions with 17.9%. The first one is manufacturing with 23.5% of emissions.

However such figures are reflecting a decrease in the second quarter of 2023 (in comparison to the same quarter in 2022), it is important to be aware of our actions and notice that from home, we could make a huge difference.

Make a different Earth Now

Photo: Canva

Go Green, Go Together

We want you to join this journey to build a conscious society where we can breathe everywhere and eliminate waste.

When we walk through this green path, we will discover that doing more is wasting less and consuming better.

Don't turn your look. It's the moment to reduce our environmental footprint. Let's try to face the problem together and make this change for your world and our planet .

Do you want to know how to start? Come with us, sign up for our newsletter and keep on track with the best action to live in connection with Earth Mother.

Discover Your Solution Kit

Sign up for our newsletter and enjoy a **10% discount** on your **first Solution Kit**. A simple tool to help you keep track of your efforts to maintain ecological balance.

Get My Solution

By clicking submit, you agree to share your email address with the site owner and Mailchimp to receive marketing, updates, and other emails from the site owner. Use the unsubscribe link in those emails to opt out at any time.
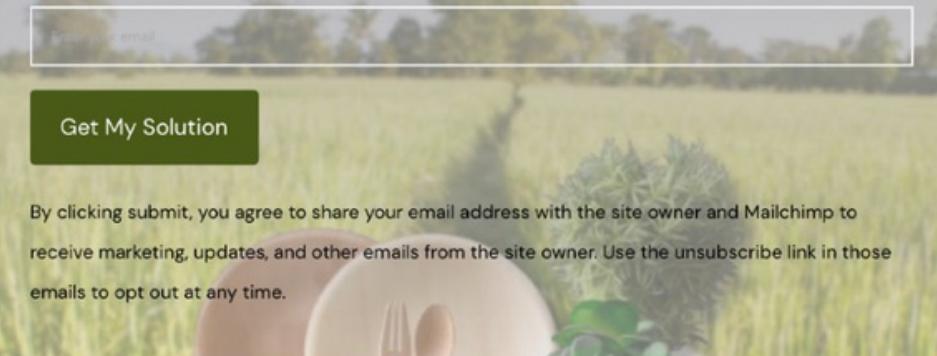
Green Gatherings

Landing Page SEO

- Redesigning the page to create a more simple and clean overview. It was used the keyword "**Eco-friendly**".

- Although it has a big competition, also has a volume that could perform and align better to the **Green Gatherings** target persona. In this case, **Paula**.

Green Gatherings

Email # 1 | Writing

Topic:
Welcome and Thank You Newsletter

Goal
Welcome and thank subscribers leading them to product landing page.

Subject Line
Thanks for Join Us!
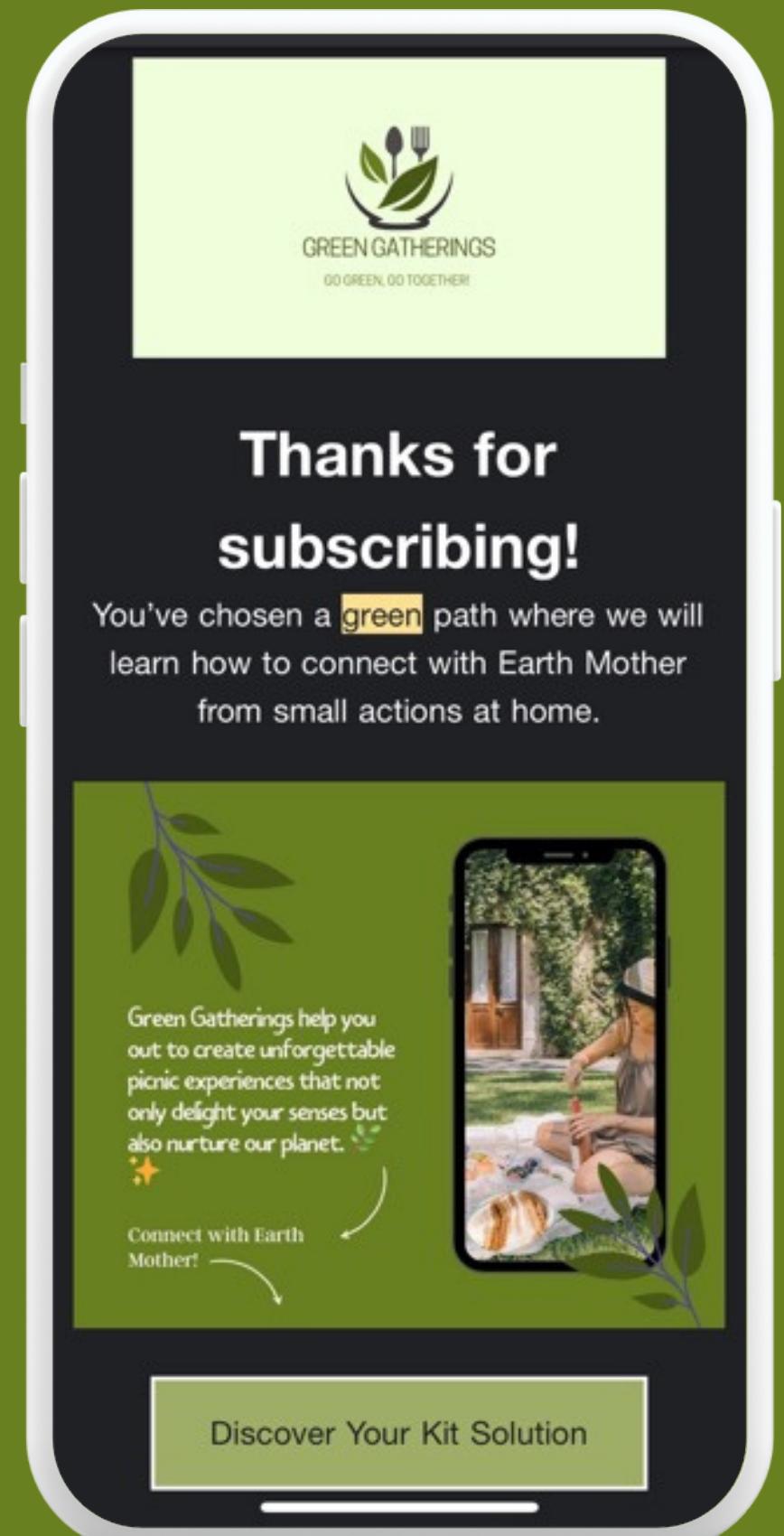
GREEN GATHERINGS
GO GREEN, GO TOGETHER!

Thanks for subscribing!

You've chosen a green path where we will learn how to connect with Earth Mother from small actions at home.

Green Gatherings help you out to create unforgettable picnic experiences that not only delight your senses but also nurture our planet.

Connect with Earth Mother!

Discover Your Kit Solution

Mailchimp Audience

Email design

Diana Lorena Pulido Rodriguez

| Desktop | Mobile | Inbox |

Discover Your Kit Solution

Thanks for subscribing!

You've chosen a green path where we will learn how to connect with Earth Mother from small actions at home.

Green Gatherings help you out to create unforgettable picnic experiences that not only delight your senses but also nurture our planet.

Connect with Earth Mother!

Discover Your Kit Solution

Copyright (C) 2024 Green Gatherings. All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
Green Gatherings
5 Fleming Ct
Weston, FL 33326-1178
USA

Want to change how you receive these emails?
You can update your preferences or unsubscribe

intuit mailchimp

Welcome email design. CTA: Discover Your Kit Solution

MAILCHIMP AUDIENCE   1

Green Gatherings

Email # 2 | Writing

Topic

Why create a conscious life?

Goal

Increase the number of click-through from the email campaign to product landing page.

Subject Line

Do you think the planet is over?

CTA Button Text

Get ready to make a change

Email # 3 | Writing

Topic:

Eco-friendly practices

Goal

Get people interested in eco-friendly products looking for alternatives for gatherings. This way increasing the number of click-throughs.

Subject Line

Don't waste your time, save your home!

CTA Button Text

Explore New Alternatives
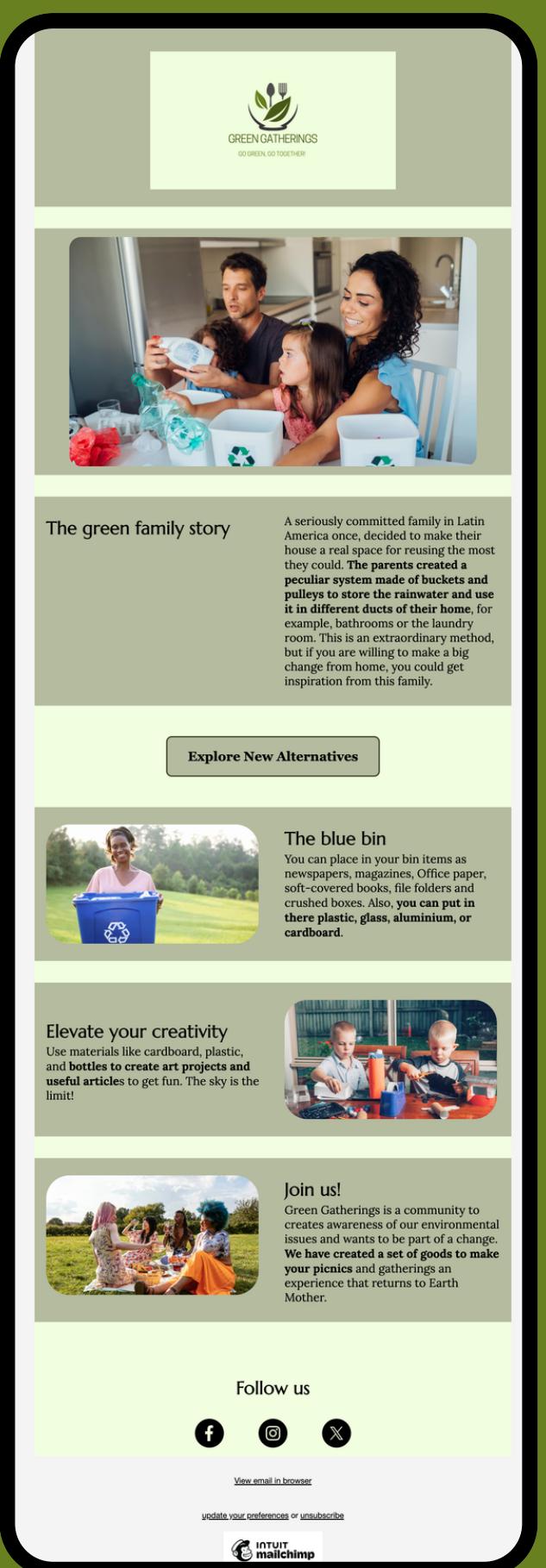
Email # 4 | Writing

Topic
Choosing Green Gatherings products as part of the best practices.

Goal
Increasing the number of click-throughs to the landing page and conversion page.

Subject Line
Elevate Your Picnics with Green Gatherings!

CTA Button Text
Connect with Earth Mother

Green Gatherings

Email preview content:

Celebrate life with picnics and gatherings

At Green Gatherings, **we're all about creating unforgettable picnic experiences** that not only delight your senses but also nurture our planet. 🌿✨ Imagine basking in the warm sunshine, surrounded by nature's beauty, while **enjoying delicious treats with your loved ones**. With Green Gatherings, every picnic becomes a celebration of sustainability and joy.

Leave a positive mark

From eco-friendly utensils to reusable picnic sets, we've curated a selection of products that not only enhance your outdoor adventures but also reduce environmental impact. **It's our way of ensuring that every moment spent outdoors is not just enjoyable for you but also leaves a positive mark** on our planet.

Let's make a difference together! 🌍

Join us in our mission to make picnics greener and more gratifying than ever before. Together, **let's savor the magic of the outdoors while cherishing the Earth we call home.**

Join us!
Explore our product set today and embark on a journey of sustainable picnicking with Green Gatherings!

Connect with Earth Mother

Follow us

View email in browser

update your preferences or unsubscribe

Strategy Development

WordPress and MailChimp Creation Tools

- Building a blog post and landing page for Green Gatheirngs in WordPress
- Creation and data analysis through MailChimp. '

Keyword Analysis and Content Optimization

- Keyword research considering long and short tail, focusing on target persona interests.
- This involved optimizing **blog posts and landing pages for SEO, utilizing Yoast** tool in WordPress.


Green Gatherings
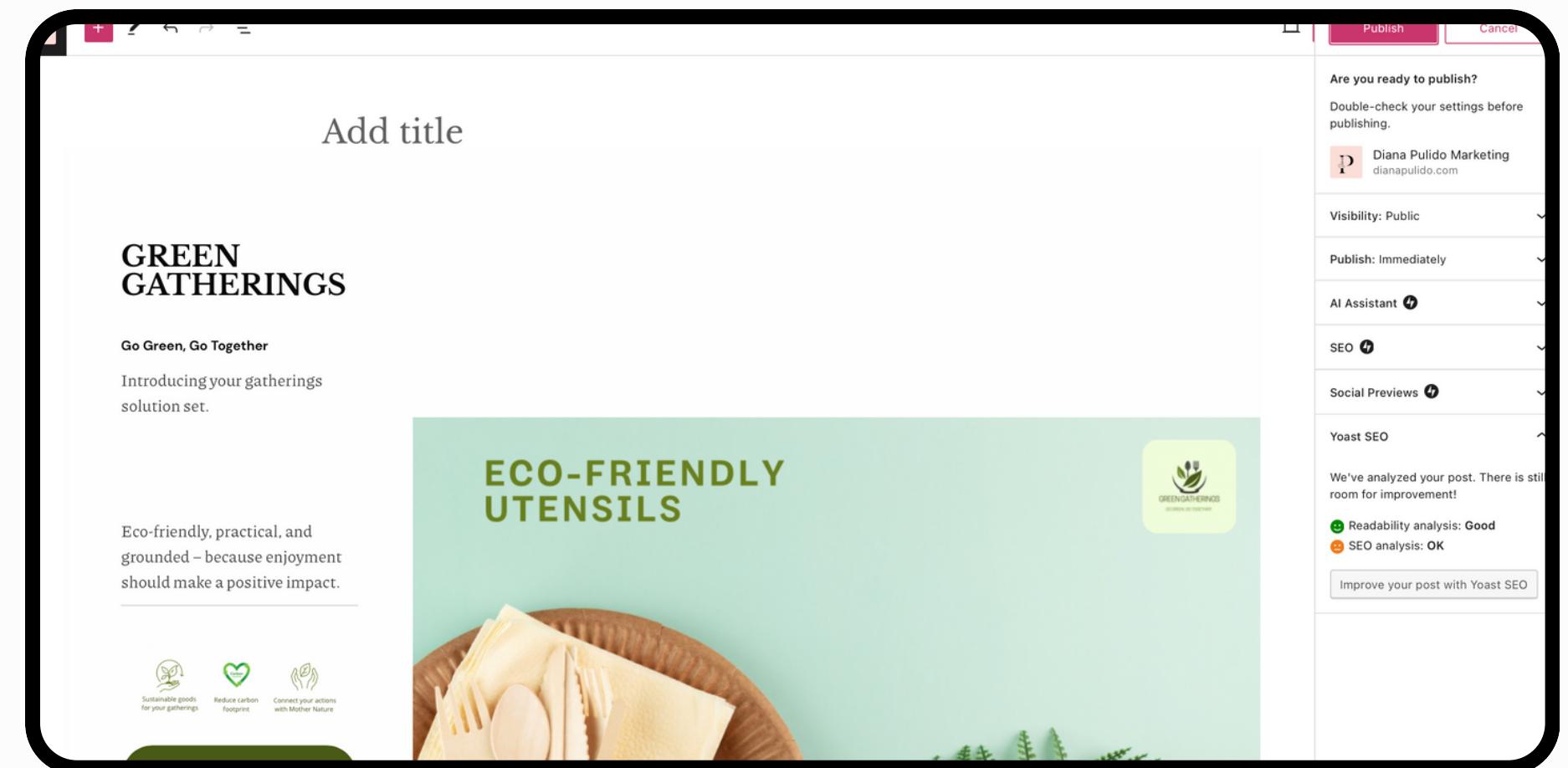
Email Course Development

- Utilizing a comprehensive email course flowchart.
- Organizing content systematically to deliver valuable information and create engagement with the brand.

Google Analytics

- Rely on reliable data and real facts through analysis in GA to guide decision-making processes.
- Make necessary adjustments to achieve optimal results.

Green Gatherings
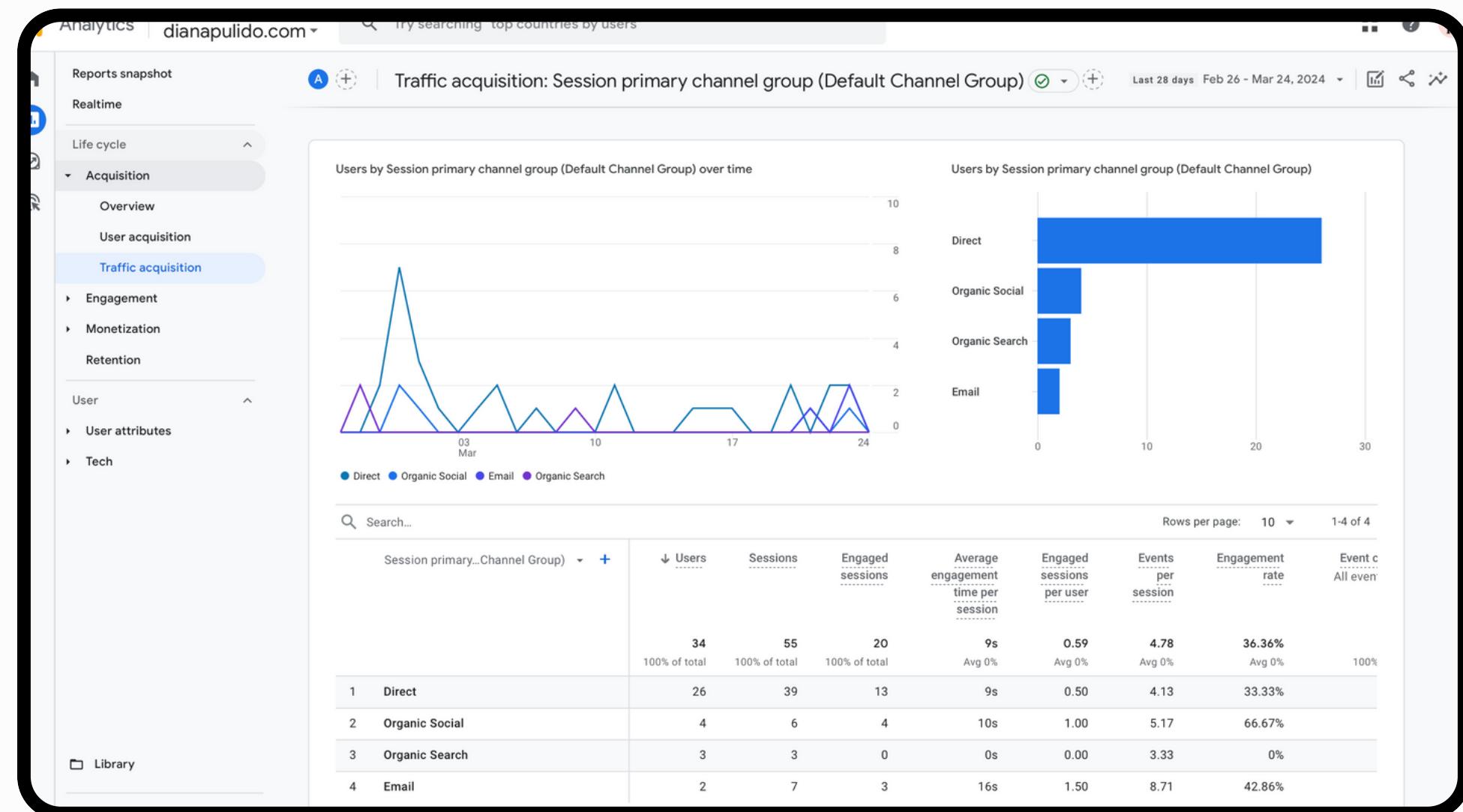
Main accomplishments

- Aligned content strategy with target audience interests through keyword analysis and optimization
- Enhanced understanding of user behavior and campaign effectiveness through Google Analytics immersion.

- Developed a structured email course flowchart to deliver impactful content to subscribers with an open rate of 80%
- Crafted engaging content that strengthened community ties and received positive feedback.

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	44
Email Signups	Number of subscribers	Mailchimp Audience	15	11
Email Campaign	Open rate			
Email 1				100%
Email 2		Mailchimp Campaign Report	35%	66.7%
Email 3				66.7%
Email 4				88.9%
AVERAGE				80%
Email Campaign	Click throughs			
Email 1				3
Email 2		Mailchimp Campaign Report	10	3
Email 3				3
Email 4				3
TOTAL				12
Landing Page	Pageviews	GA Pageview Report	8	21
Landing Page	Pageviews (from a particular source)	*Optional* GA Acquisition Report [Referral + Email Users]		7
Thank You Page	Conversions	GA Funnel Report [Step 2 Total Users]	4	14

Green_Gatherings_courses4 — Regular · Green Gatherings — Sent — New Builder — Sent Thu, March 21st 11:46 am to 9 recipients by you. Edited Thu, March 21st 11:46 am by you — 88.9% Opens — 33.3% Clicks

Green_Gatherings_courses3 — Regular · Green Gatherings — Sent — New Builder — Sent Mon, March 18th 11:28 am to 9 recipients by you. Edited Mon, March 18th 11:28 am by you — 66.7% Opens — 33.3% Clicks

green gatherings_course2 — Regular · Green Gatherings — Sent — New Builder — Sent Fri, March 15th 3:21 pm to 9 recipients by you. Edited Fri, March 15th 3:21 pm by you — 66.7% Opens — 33.3% Clicks

Newsletter welcome email — Single Email Welcome · Green Gatherings — Sending — Sending since Thu, February 29th 3:28 pm — 100.0% Opens — 75.0% Clicks

Green Gatherings

Subscribers

T.V. 👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤 15

R.V. 👤👤👤👤👤👤👤👤👤 09

Open-Rate

80 %

T.V. **35 %**
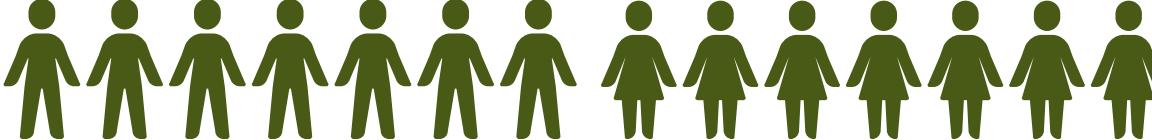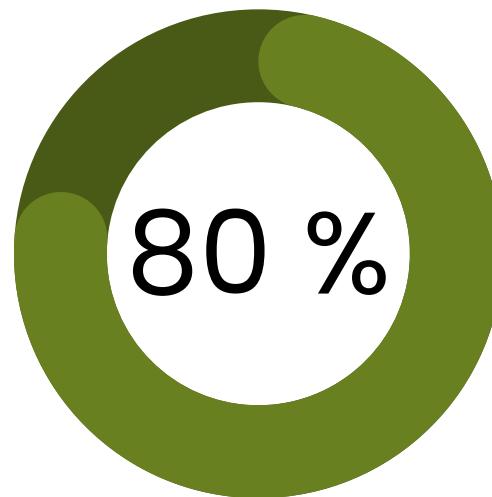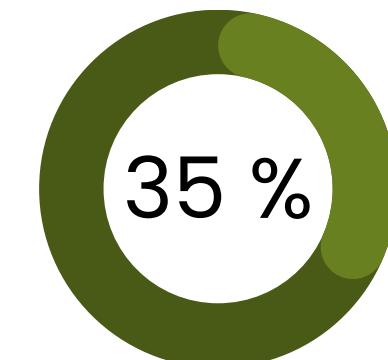
Click-Throughs

■ Target Value ■ Real Value

	Total	Email 1	Email 2	Email 3	Email 4

(bar chart values: Total — Target 10, Real 12; Email 1 — Target 10, Real 3; Email 2 — Target 10, Real 3; Email 3 — Target 10, Real 3; Email 4 — Target 10)

y-axis: 0, 2, 4, 6, 8, 10, 12
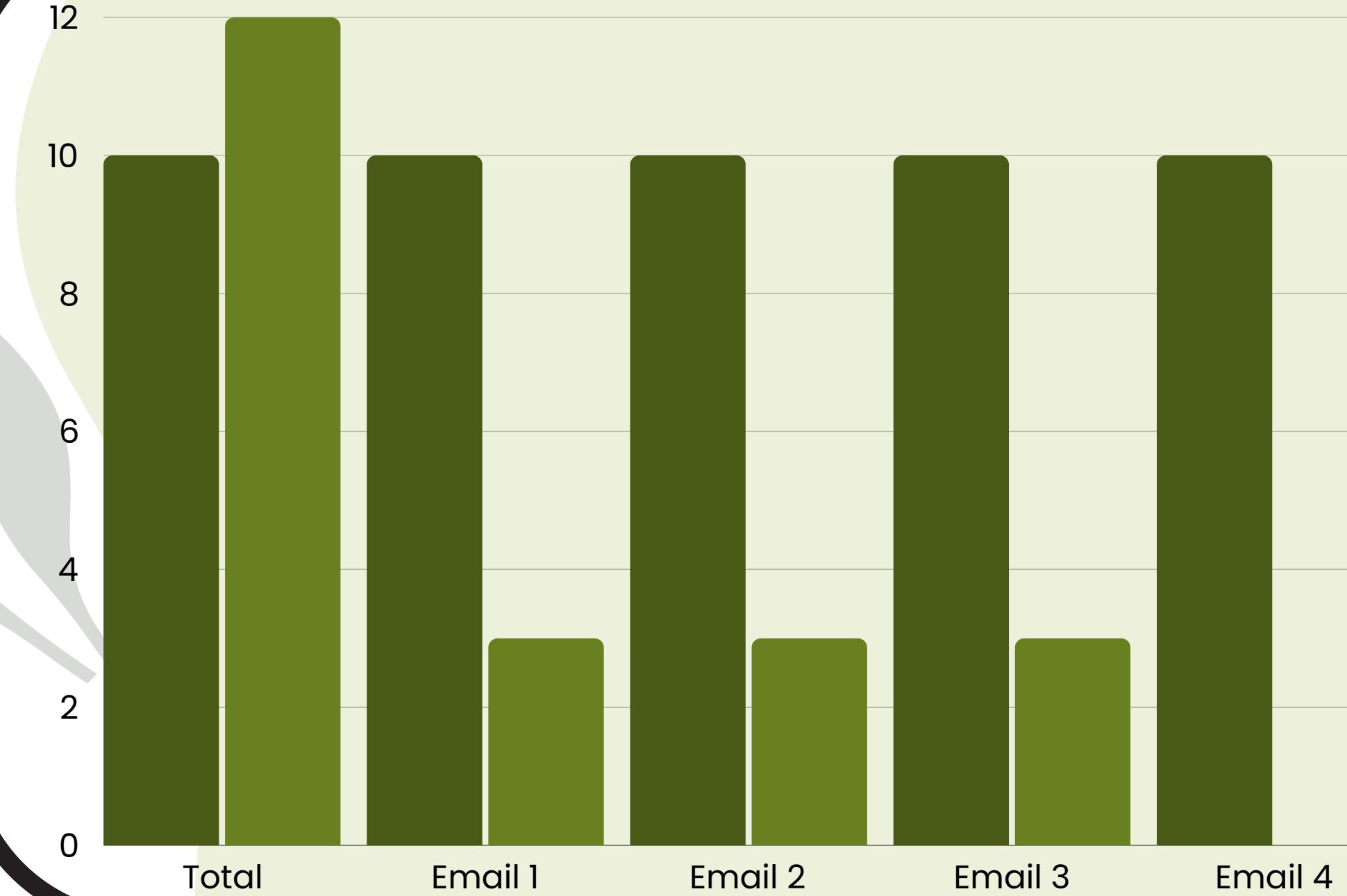
Recommendations

1. Compelling Subject Lines

For email campaigns to increase the likelihood of recipients opening the emails. Incorporate SEO strategies to optimize subject lines for search visibility and relevance to the target audience.

2. CTA Button Optimization

Improve the visibility and effectiveness of call-to-action (CTA) buttons in blog posts and email courses. Review the copywriting for CTA buttons to ensure clarity and persuasiveness, encouraging recipients to take action.

3. Promotion Strategy Enhancement

Strengthen the promotion strategy to attract more email subscribers. Review and optimize CTA buttons on social media posts, blog posts, and related content to increase conversions. Ensure consistent branding and messaging across all promotional channels.

4. Engagement Copy Improvement

Work on improving engagement copy and information provided in email courses and other content. Incorporate more data-driven information and continuously review target personas, considering their pain points, aspirations, achievements, and the brand's tone and voice.

GREEN GATHERINGS
GO GREEN, GO TOGETHER!

Reflections

Target Persona Alignment:
Continuously prioritize understanding the target audience's needs and preferences to build meaningful relationships based on honesty and shared purposes.

Data-Driven Decision-Making
Follow the learning process about GA and their important tools to know, manage and optimize the content and campaigns..

Cohesive Progression
Ensure that every step taken follows a cohesive and coherent path, consistently seeking opportunities for improvement and growth in both professional and personal endeavors.

GREEN GATHERINGS

GO GREEN, GO TOGETHER!

Thank You

For Watching ✕ ✕ ✕ ✕