



Granola Factory Renovation

By: Zoe Hinz & Danielle Rakoncay-Harris

Objectives

- Convey Granola factory product offering and originality (what makes them stand out)
- Create relevant landing page based on keywords
- Receive contacts (emails, social following) through call to action best practices
- Create interactive content → leads to conversions

So we can...

Drive brand awareness,
quality traffic, and attract
buyers who are likely to
convert to create brand
loyalty!



Target Market

Buyer Personas

Sonia Johnson



Job Title

Wedding cake decorator

Age

35 to 44 years

Highest Level of Education

Master's degree (e.g. MA, MS,

Social Networks



Industry

Food & Beverage

Organization Size

Self-employed

Preferred Method of Communication

Prefer to communicate through email, SMS, and whatsapp.

Tools They Need to Do Their Job

- Email
- Cloud-Based Storage & File Sharing Applications

Job Responsibilities

Bake/ design cakes and dessert tables, bring in new clientele, content creation,

Their Job Is Measured By

Revenue/social media following

Reports to

N/A

Goals or Objectives

looks for new ways to make recipes inclusive for all diets and look to make their recipes as delicious and original as possible.

Jason Delacroix



Job Title
personal trainer

Age
55 to 64 years

Highest Level of Education
Some college, no degree

Social Networks



Industry
Health Care

Organization Size
501-1000 employees

Preferred Method of Communication

- Email
- Text Messaging
- Social Media
- Face-To-face
- Phone

Tools They Need to Do Their Job

- Email
- Reporting Software

Their Job Is Measured By

revenue generated

Job Responsibilities

provide training/nutrition programs, weekly check in protocols, motivational support

Goals or Objectives

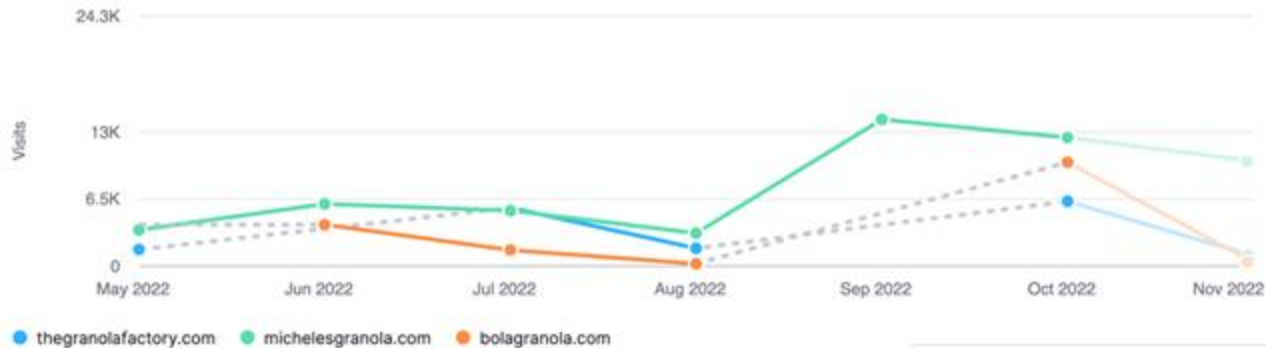
improve weight loss/gain goals and provide custom diets clients enjoy in order for them to stay consistent and see results

Trend by Competitors

All devices | Worldwide | May - Nov 2022

SEMRUSH

Visits | Unique Visitors | Pages / Visit | Avg. Visit Duration | Bounce Rate



Traffic Journey

thegranolafactory.com, michelesgranola.com, bolagranola.com | All devices | Worldwide | Oct 2022

SEMRUSH

Top Sources

Out of 7



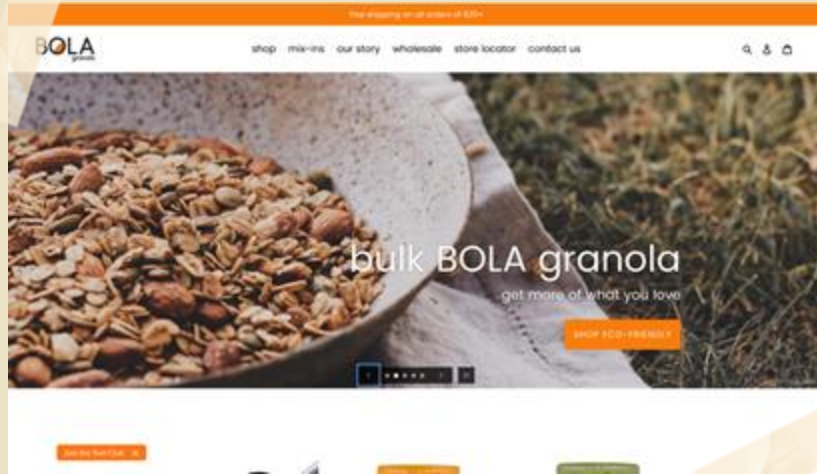
Top Destinations

Out of 1

shop.app

7.87%

Bola Granola Website



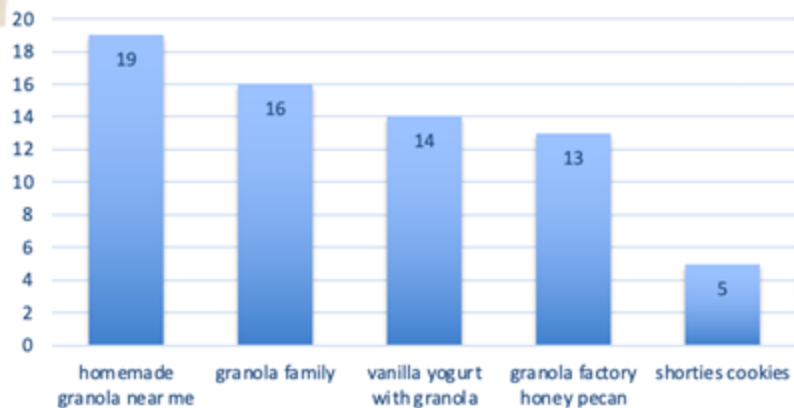
Michele's Granola



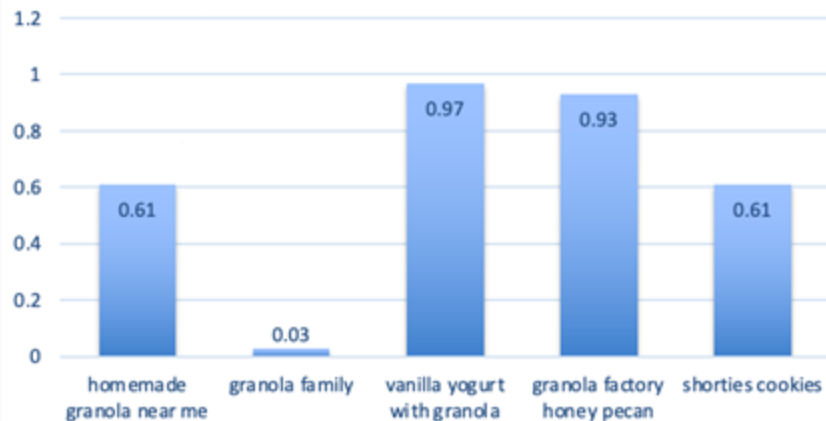
Keyword Top Picks

1. Granola Factory Honey Pecan
2. Shorties cookies
3. Granola family
4. Homemade granola near me
5. Vanilla yogurt with granola

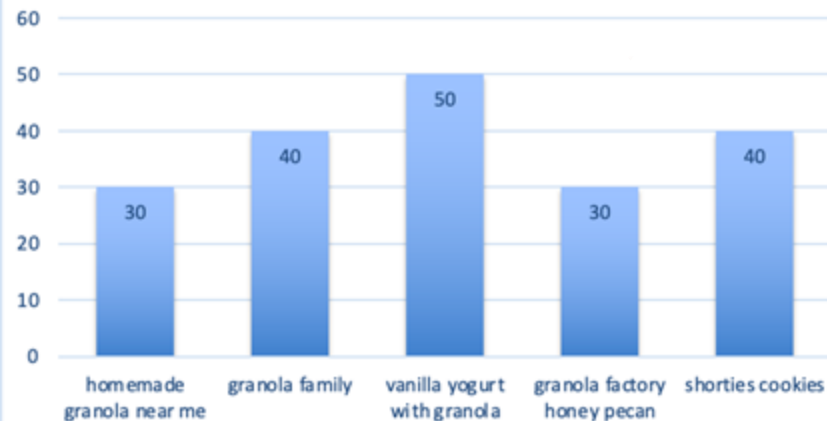
Keyword Difficulty



Competitive Density



Volume



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BLOG



Vanilla Yogurt and Granola: Our Best Pairings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac interdum nisi. Sed in consequat mi. Sed pulvinar lacinia felis eu finibus.

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Homemade Granola: From Our Kitchen to Yours

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Community at it's Finest: Granola Family

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Shorties Cookies - What's the Difference?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac interdum nisi. Sed in consequat mi. Sed pulvinar lacinia felis eu finibus.

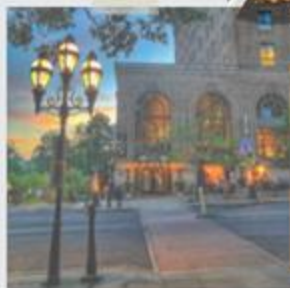
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GRANOLA FAMILY

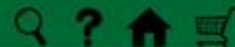


Be apart of the Granola Family on Facebook!
Get a more intimate experience with our company. Keep up-to-date with announcements about Granola Factory coming to a store near you. Read about our small business spotlights and stay in touch with possible giveaway and raffle opportunities.





Website Redesign



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your first
order?

next day shipping guaranteed



Email address

UNLOCK

By signing up, you receive email marketing





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Best Sellers



Honey Pecan with Organic Grains & Honey

★★★★★ (59)

\$7.49

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Cherry Almond Quinoa Granola

★★★★★ (21)

\$7.49

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[Buy Now](#)



Sea Salt Chocolate Shorties (10 Pack)

★★★★★ (7)

\$11.95

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Bethlehem Bar Pantry Pack

★★★★★ (30)

\$11.99

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GRANOLA

The best-tasting granola starts with real food ingredients.



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Good Vibrations Plant-Based Granola

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Tiramisu Almond Granola Clusters

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Content Inspiration

