PATAGONIA

patagonia®

"we're in business to save our home planet."

SEO Audit

(by Screaming Frog)

a. **https://www.patagonia.com/home/**

title

- present(Patagonia Outdoor Clothing & Gear)
- unique
- concise, easy for users to understand what the page is about
- includes a relevant keyword and the brand name (outdoor clothing, gear)
- 33 characters, optimized

meta descriptions

- present
- 3 duplicates (including this page)
- concise, describes the page content well
- includes a relevant keyword (outdoor clothing and gear)
- 150 characters, optimized

content

- keyword (gear) is mentioned 4 times
- 362 word count, not optimized (under 500).

H1

- a relevant keyword is not present (Feel Good About Doing Good)

page speed

- mobile: 45
- desktop: 91

images

- alt text (for non-decorative images)is present and all are named with "Used Gear."

b. https://www.patagonia.com/shop/womens-jackets-vests

title

- present (Women's Outdoor Jackets & Vests by Patagonia)
- unique
- concise, easy for users to understand what the page is about
- includes a relevant keyword and the brand name (women's outdoor jackets and vests)
- 44 characters, optimized

meta descriptions

- present
- concise, describes the page content well
- includes a relevant keyword (women's outdoor jackets, vests)
- 154 characters, optimized

content

- keywords (jackets, vests) are mentioned more than 3 times
- 1249 word count, optimized

H1

- a primary keyword is present (Women's Jackets & Vests)

page speed

- mobile: 14
- desktop: 43

images

- files names are present with non-descriptive names (e.g., 84227_DAK)
- captions/descriptions are written with product names (e.g., W's Storm10 jacket)
- alt text is present with product name and color (e.g., W's Radalie Jacket - Black (BLK)

c. https://www.patagonia.com/shop/mens-jackets-vests

title

- present (Men's Outdoor Jackets & Vests by Patagonia)
- unique
- concise, easy for users to understand what the page is about
- includes a relevant keyword (men's outdoor jackets and vests)
- 42 characters, optimized

meta descriptions

- present
- concise, describes the page content well
- includes a relevant keyword (men's jackets and vests, outdoor)
- 155 characters, optimized

content

- keywords (jackets, vests) are mentioned more than 3 times
- 1303 word count, optimized

H1

- a primary keyword is present (Men's Jackets & Vests)

page speed

- mobile: 12
- desktop: 43

images

- files names are present with non-descriptive names (e.g., 820600_OWBR_CS1)
- captions/descriptions are written with product names (e.g., M's Downdrift Jacket)
- alt text is present with product name and color (e.g., M's Down Sweater - Black (BLK)

d. https://www.patagonia.com/shop/womens-waterproof-rain-jackets-vests

title

- present (Women's Waterproof & Rain Jackets, Shells & Parkas by Patagonia)
- unique
- concise, easy for users to understand what the page is about
- includes a relevant keyword (women's waterproof and rain jackets, shells)
- 63 characters, optimized

meta descriptions

- present
- concise, describes the page content well
- includes a relevant keyword (women's waterproof rain jackets, shells)
- 156 characters, optimized

content

- keyword (only "jackets") is mentioned more than 3 times
- 848 word count, optimized
- a long, single paragraph of product's description
- less branded visually-appealing content (e.g., a video)

H1

- a primary keyword is present (Women's Waterproof & Rain Jackets)

page speed

- mobile: 13
- desktop: 73

images

- files names are present with non-descriptive names (e.g., 83407_RHP)
- captions/descriptions are written with product names (e.g., W's Calcite Jacket)
- alt text is present with product name and color (e.g., W's Calcite Jacket - Black (BLK)

e. https://www.patagonia.com/shop/mens-waterproof-rain-jackets-vests

title

- present (Men's Waterproof & Rain Jackets & Shells by Patagonia)
- unique
- concise, easy for users to understand what the page is about
- includes a relevant keyword (men's waterproof and rain jackets, shells)
- 53 characters, optimized

meta descriptions

- present
- concise, describes the page content well
- includes a relevant keyword (men's waterproof rain jackets, shells)
- 154 characters, optimized

content

- keyword (only "jackets") is mentioned more than 3 times
- 899 word count, optimized
- a long, single paragraph of product's description
- less branded visually-appealing content (e.g., a video)

H1

- a primary keyword is present (Men's Waterproof & Rain Jackets)

page speed

- mobile: 15
- desktop: 71

images

- files names are present with non-descriptive names (e.g.,85240_SPRB)
- captions/descriptions are written with product names (e.g., M's Torrentshell 3L Jacket)
- alt text is present with product name and color (e.g., M's Torrentshell 3L Jacket - Mango (MAN)

f. https://www.patagonia.com/our-footprint/h2no-performance-standard.html

title

- present (H_2No® Performance Standard - Patagonia)
- unique
- concise, easy for users to understand what the page is about
- includes a relevant keyword and the brand name (H2No Performance Standard)
- 38 characters, optimized

meta descriptions

- present
- concise, describes the page content well
- includes a relevant keyword (H2No Performance Standard)
- 146 characters, optimized

content

- keywords (performance standard, H2NO performance standard) are mentioned more than 3 times
- 1045 word count, optimized

H1

- a primary keyword is present (H_2No® Performance Standard)

page speed

- mobile: 26
- desktop: 71

images

- files names are present with non-descriptive names (e.g.,85245_DBGR)
- captions/descriptions are written with product names (e.g., M's Torrentshell 3L Jacket)
- alt text is present with product name and color (e.g., M's Torrentshell 3L Jacket - Mango (MAN)

General Recommendations

For page a:

1. Rename H1 from "Feel Good About Doing Good" to "Outdoor Clothing and Gear"
2. Use the primary keyword more often in the body content
3. Add more textual content
4. Remove the duplicated meta descriptions and write a unique now

For page b and c:

1. Increase the page speed for desktop

For page d and e:

1. Use the primary keyword more often in the body content

For all pages:

1. Increase the page speed for mobile
2. rename the images with more descriptive names (e.g., orange-mens-rain-jacket)

For page a:

1. Keywords should be used consistently across elements on the same page. It's easier for the Google crawler to find keywords on your site, understand the overall content of the page, and thus helping rank your site higher in search results.
2. Use primary/relevant keywords in the body content approximate 3 times allows for Google crawler to find keywords on your site easier, understand the overall content of the page, and thus helping rank your site high in search results. However, try not to use keywords in the body content too many times as it will be considered stuffing by Google. That doesn't generate a better user experience, which is Google's most important goal.
3. Google won't rank your site high if there are not enough words. In terms of user experience, users prefer browsing pages that have enough content for them to consume. More importantly, visual content (videos, images) needs to be created with transcripts as the Google crawler can only read text.
4. Google crawler doesn't know which one to rank if there are exactly the same meta descriptions for 2 pages. The pages are competing with each other themselves. As a result, Google may consider them spam and penalize the sites for lowering their rank.

For all pages:

1. Google is likely to rank your site higher if your page speed is good on both mobile and desktop. In terms of user experience, users might just leave if it takes too long to load the page.
2. Images should be named with simple descriptions of what's in them. Names should be in lower case, and hyphens should be used to separate the words. It's also easier for users to find your product with a descriptive image name in Google Images.

Content Recommendations

All the content recommendations here are proposed to help Patagonia's women's and men's rain jacket sites rank higher on SERP, thus leading to higher visibility by 1) creating direct keyword-related content 2)improve user experience (an essential factor that Google uses for ranking)

Keywords

for women's jackets & vests:

- women's eco friendly jackets
- women's ethical jackets
- most durable jackets for women

eco friendly jackets	10 – 100
women's eco friendly jackets	0 – 10
ethical jackets	10 – 100
women's ethical jackets	0 – 10
most durable jackets	10 – 100
most durable jackets for women	0 – 10

Keywords

for men's jackets & vests:

- men's eco friendly jackets
- men's ethical jackets
- most durable jackets for men

eco friendly jackets	10 – 100
men's eco friendly jackets	0 – 10
ethical jackets	10 – 100
men's ethical jackets	0 – 10
most durable jackets	10 – 100
most durable jackets for men	0 – 10

Keywords

for women's rain jackets & vests:

- women's eco friendly raincoat
- women's ethical rain jackets
- most durable raincoat for women

eco friendly raincoat	10 – 100
women's eco friendly raincoat	0 – 10
ethical rain jackets	10 – 100
women's ethical rain jackets	0 – 10
most durable raincoat	10 – 100
most durable raincoat for women	0 – 10

Keywords

for men's rain jackets & vests:

- men's eco friendly raincoat
- men's ethical rain jackets
- most durable raincoat for men

eco friendly raincoat	10 – 100
men's eco friendly raincoat	0 – 10
ethical rain jackets	10 – 100
men's ethical rain jackets	0 – 10
most durable raincoat	10 – 100
most durable raincoat for men	0 – 10

All the keywords I chose here are niche and low-searched, but they represent well the brand's mission statement:
"eco-friendly" "ethical" ->no unnecessary harm, care about the environment
"durable" -> best, high-quality product

Also, our target audience is environmentally conscious people who maintain an active lifestyle and prefer high-quality products. Likely these are the words they will search when looking for a rain jacket.

Video (30-second)

men's rain jackets & vests

women's rain jackets & vests

Transcript: As an eco-friendly outdoor clothing brand, we've been striving to save the planet: 64% of the fabrics we used for our durable rain jackets are made with recycled materials this season. Stay active in the rain.

Video on women's rain jacket page:
a woman who is running in the rain in Patagonia's rain jacket

Video on women's rain jacket page:
a man who is hiking in the rain in Patagonia's rain jacket

Short videos are very effective in attracting people's attention and building brand awareness. People are more likely to generate positive feelings towards your brand even before they start browsing the products. A transcript with keywords included provides a chance for Google to crawl and rank. The site will also rank higher if the video is engaging and users enjoy watching it.

Blog Post

New

7 Ethical Rain Jackets You can Trust

Read

Many people use blog posts as the answers to their questions. And that is the search intent when we enter our keywords in the form of a question (e.g., what are the best eco-friendly rain jackets): most of the results are from shopping/lifestyle blogs that list out a few options (rain jackets). The proposed blog post with keywords included can also be the answer when people are looking for rain jackets. They will stay longer on the site if it's relevant to what they want. Moreover, it generates chances for backlink referrals if the content quality is high. Google will rank the sites higher.

The blog reflects Patagonia's value.

Meta Descriptions

(women/men's rain jackets & vests)

eco friendly

" Stay active in seriously wet weather with our eco-friendly and durable outdoor clothing- shop women/men's waterproof rain jackets and shells at Patagonia.com. Ethical-sourcing guaranteed. "

durable

Although Google doesn't use keywords in meta descriptions for direct ranking, it affects the CTR. When users search on Google, the keywords in meta descriptions will be highlighted, which helps users find relevant information faster and understand the page's content better. They are more likely to click on those pages. Google ranks higher for pages with a higher CTR.

Product Descriptions
(with bullet points)

Stretch 3-Layer H2No Performance Standard Shell

Stretch, 3-layer waterproof/breathable H2No® Performance Standard shell provides unrestricted mobility, the highest levels of comfort and performance, and long-term waterproof durability; Fair Trade Certified™ sewn
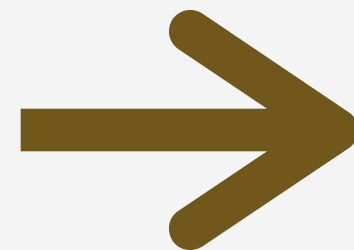
Adjustable Hood

Two-way-adjustable hood with a laminated visor rolls down and stows with a simplified cord-and-hook design

Watertight Zippers

Coated, watertight center-front zipper and welted, venting pit zips are treated with a DWR (durable water repellent) finish

Pocket Features

Both the exterior left-chest pocket with coated, watertight zipper and the welted handwarmer pockets have DWR (durable water repellent)-treated zips

→

Stretch 3-Layer H2No Performance Standard Shell

- long-term waterproof
- breathable
- unrestricted mobility
- durability
- Fair Trade Certified

Adjustable Hood

- two-way adjustable
- simplified cord-and-hook design

Watertight Zippers

- coated center-front zipper
- durable water repellent finish (DWR)

Pocket Features

- durable water repellent-treated zips

Using bullet points here increases the readability of product descriptions. Users can quickly capture relevant information and determine if that's the product they are looking for. They feel engaged with the content. Google ranks higher for pages with engaging content.
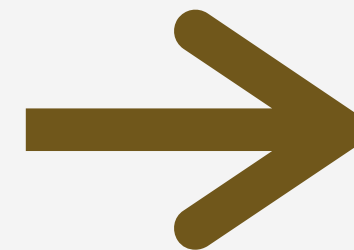
Add FAQ on Product Pages

Regular fit | Size & Fit Guide

Add to Bag

Browse Used Jackets & Vests

Shipping & Exchanges

Check All Local Availability

→

Questions & Answers

Product

Sizing

Shipping

Exchanges

Ask a Question

A FAQ section on product pages can improve user experience because users can quickly find answers to their questions. It may also show up when someone searches for a related topic or question, which drives more traffic to your site. Google ranks higher for pages with engaging content and high traffic.

Backlinks Analysis

Patagonia

Linking Domains:
45.5k

Inbound Links:
3m

Followed:
2.9m

Spam Score:
23%

Anchor Text:
"patagonia"
"patagonia.com"
"www.patagonia.com
"here"

Columbia Sportswear

Linking Domains:
15.5k

Inbound Links:
87.4m

Followed:
87.3m

Spam Score:
3%

Anchor Text:
"columbia"
"columbia sportswear"
"www.columbia.com"
"website"

Arc'teryx

Linking Domains:
10.8k

Inbound Links:
682k

Followed:
633.8k

Spam Score:
7%

Anchor Text:
"arc'teryx"
"arcteryx"
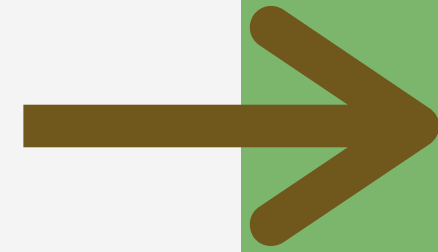"here"

The North Face

Linking Domains:
31.3k

Inbound Links:
1.2m

Followed:
969.5k

Spam Score:
6%

Anchor Text:
"the north face"
"stores"
"official websites"
"official north face"

Findings → Recommendations

Patagonia:
45.5k linking domains
3m inbound links

VS.

Columbia:
15.5k linking domains
87.4m inbound links

[Build more inbound links from high-authority domains](#)

Patagonia:
23% spam score

VS.

Columbia: 3%
Arc'teryx: 7%
The North Face: 6%

[Remove links from spammy sites](#)

Anchor Text:
"patagonia"
"patagonia.com"
"www.patagonia.com
"here"

[Diversify anchor text](#)

Build more inbound links from high-authority domains

The more inbound links you have from high-authority domains, the higher authority score your own domain or page will get. Google will think your site has high-quality content and rank you higher.

Remove links from spammy sites

Inbound links from "spammy" sites damage your authority score. It lowers the credibility of your site and your rank on Google.

Diversify anchor text

Anchor text is used to tell users what the content is about the current page is linking to. Google ranks higher for pages that have descriptive anchor text (e.g., "7 recommended women's rain jackets"), rather than generic ones (e.g., "click here", "Patagonia:)

Content Recommendation

healthline.com

domain authority: 88
spam score: 1%

7 Outdoor Exercises To Make You Healthier (hiking)

Healthline. com has a high domain authority score and a low spam score. It increases our site's authority by linking to them. Moreover, one of their focuses is healthy living. It aligns well with what our products can help achieve (People can wear our rain jackets when hiking in the rain)

Paid
Search
Campaign

Organic Goal

Increase the organic visibility of Patagonia's mens's and women's rain jacket pages by increasing the SERP result by 3 spots by the end of the 6-week campaign.

Paid Goal

20% increase in sales of men and women's rain jackets respectively by the end of the 6-week campaign.

The goals are made separately because:
(1) SEO is more suitable for driving awareness and increasing visibility
(2) Paid ads are more suitable for instantly driving sales

Big Idea

Save The Planet While Enjoying Adventures

Strategy

Showcase the eco-friendly nature and the durability of women's and men's rain jackets with environmentally-conscious people who are looking for high-quality rain jackets.
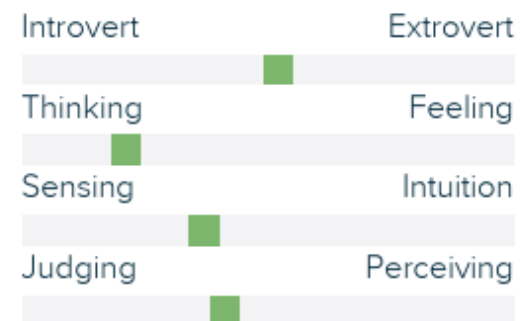
Runner Rachel

Age: 30
Work: Digital Marketer
Family: Engaged
Location: San Fransicso, CA

Income: $65,000/year

Personality

Introvert	Extrovert

Thinking	Feeling

Sensing	Intuition

Judging	Perceiving

Independent   Adventurous   Confident
Optimistic

Goals

- Staying dry and comfortable when running
- Helping the environment while shopping
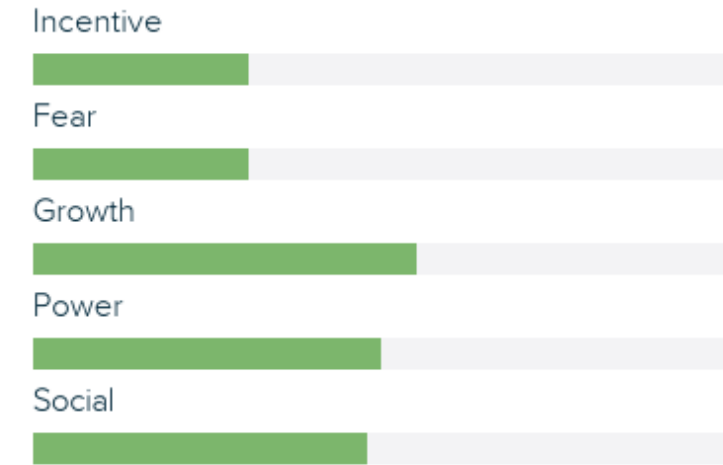- Finding a high-quality sports jacket with functional features

Frustrations

- Unsure of the quality of most sports jackets available in the market
- Lacking knowledge of the waterproof technology
- Unfamiliar with the process of making sports jackets (ethical or not)

Bio

Rachel is a digital marketer in San Francisco. She loves outdoor activities, especially running in the forest. However, when the weather gets bad, she is unsure what to do to keep herself warm and wet. She still wants to keep running even in the rain. Moreover, Rachel is an advocate for protecting the environment. She needs helping with finding a high-quality rain jacket that doesn't hurt the environment.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Email

Social Media

Website

Traditional Ads
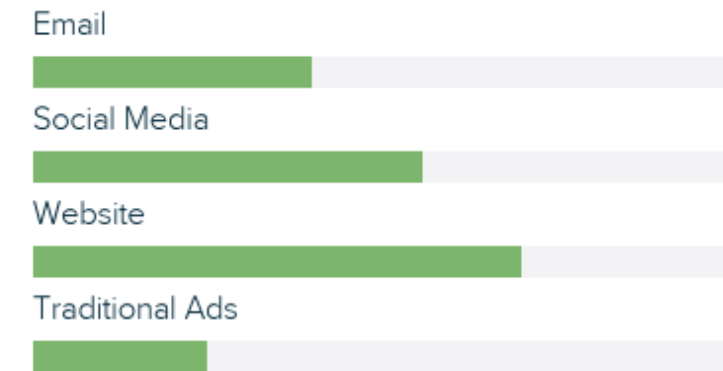
Spending Habits

- prefers shopping online
- chooses quality over quantity

Hiker Henry

Age: 26
Work: Software Engineer
Family: Single
Location: New York, NY

Income: $105,000/year

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving
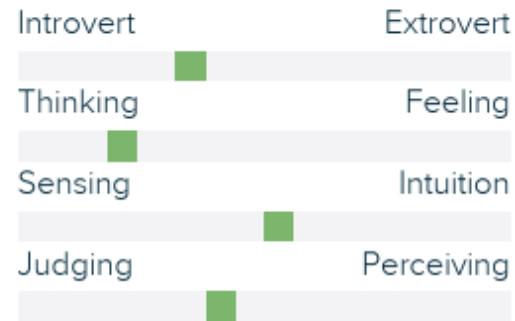
Independent   Active   Confident

Hardworking

Goals

- Staying dry all the time when he hikes
- Finding a functional jacket that he can wear for a long time
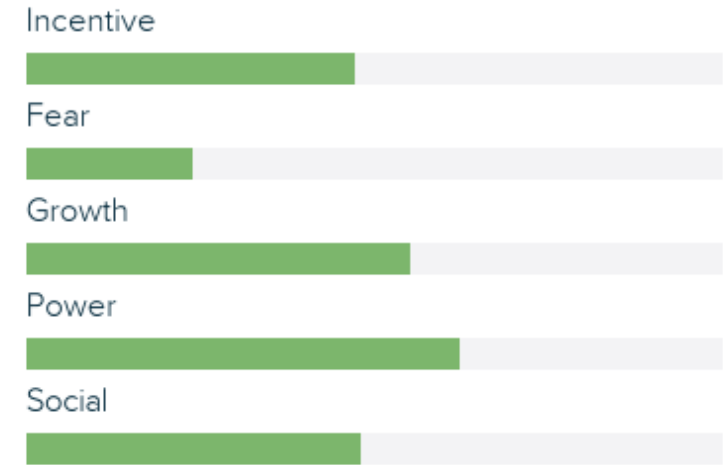- Developing an environmentally-conscious spending habit

Frustrations

- Overwhelmed with too many choices of rain jackets available
- Unsure about the materials used in production
- Unfamiliar with the features of rain jackets

Bio

Henry is a digital marketer in New York. He is an outdoor enthusiast who loves nature and sports, especially hiking. However, he doesn't know what to do when he hikes in the rain. His whole body gets wet and cold. It's also dangerous to walk like that on a long trail. Therefore, he needs something waterproofed to wear. Also, he is an environmentalist who has been conscious about buying "green" products.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Email

Social Media

Website

Traditional Ads
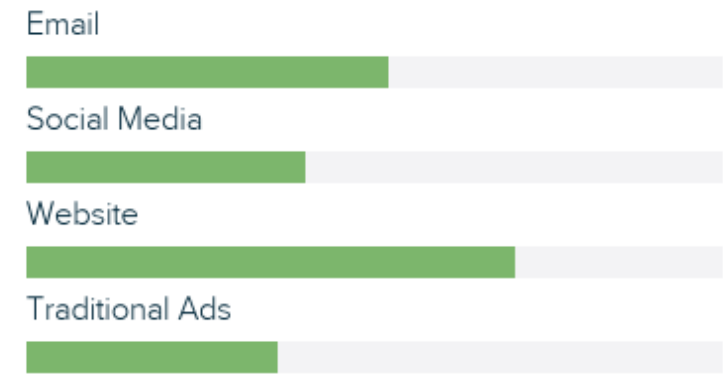
Spending Habits

- prefers long-lasting products
- always searches online first

Keywords

1. rain jacket
2. rain jacket women
3. eco-friendly jacket
4. women's eco-friendly jacket
5. durable rain jacket
6. women's durable rain jacket
7. lightweight rain jacket
8. women's lightweight rain jacket
9. men's eco-friendly jacket
10. men's durable jacket

We don't want to show up with any-other-typed jacket when people are searching for rain jacket.

Negative Keywords

1. men (when targeting women)
2. women (when targeting men)
3. denim (jacket)
4. cotton (jacket)
5. bomber (jacket)

Keywords Information

eco-friendly

keyword	volume	competition	bid range
rain jacket women	10k - 100k	high	$0.84-$2.51
"eco-friendly rain jacket"	10 - 100	high	$0.95-$2.42
[women's eco-friendly rain jacket]	---	---	---
[eco-friendly rain jacket for women]	---	---	---

Keywords Information

durable

keyword	volume	competition	bid range
rain jacket women	10k - 100k	high	$0.84-$2.51
"durable rain jacket"	10 - 100	high	$0.80-$2.15
[women's durable rain jacket]	---	---	---
[durable rain jacket for women]	---	---	---

Keywords Information

lightweight

keyword	volume	competition	bid range
rain jacket women	10k - 100k	high	$0.84-$2.51
"lightweight rain jacket"	1k - 10k	high	$0.83-$3.18
[women's lightweight rain jacket]	1k - 10k	high	$0.95-$2.94
[lightweight rain jacket for women]	1k - 10k	high	$0.95-$2.94

Patagonia

Search women (rain jacket)

eco-friendly
rain jacket women
eco-friendly rain jacket
women's eco-friendly rain jacket
eco-friendly rain jacket for women

durability
rain jacket women
durable rain jacket
women's durable rain jacket
durable rain jacket for women

lightweight
rain jacket women
lightweight rain jacket
women's lightweight rain jacket
lightweight rain jacket for women

Remarketing men (rain jacket)

list 1: went to hompage but didn't click on any product

list 2: went to product page but didn't convert

list 3: converted once and try to cross/upsell

keywords for list 1:

men's lightweight rain jacket

men's durable rain jacket

men's eco-friendly rain jacket

The keywords I chose here represent well the brand's mission statement. It starts with a broad-matched keyword (rain jacket women)to attract people at the top of the funnel (awareness). Here, people are just randomly searching and not ready to compare products or purchase yet. While people are moving down the funnel, they know what kind of products they want. So, I used phrase-matched keywords (eco-friendly jacket, durable rain jacket, lightweight rain jacket).

Finally, people are ready to make a purchase, so I used exact-matched keywords (women's eco-friendly jacket, eco-friendly jacket for women, women's durable rain jacket, durable rain jacket for women, women's lightweight rain jacket, lightweight rain jacket for women). They will search for these exact words, and our page will show up.

Search Ads

Awareness +
Consideration

Women's Rain Jacket | Eco-friendly | Patagonia.com

High-quality Rain Jacket. Made with Eco-friendly Materials. Protect You from Severe Weathers. Stay Dry and Active.

Eco-Friendly Rain Jacket | Quality and Comfort | Adventure Starts Here

Women's Waterproof & Rain Jackets. Packable and Lightweight.

People are identifying their needs and learning about products at these stages. No offers/hard sell should be presented here

Search Ads

Decision

Ad · www.patagonia.com/womens-rain/jackets

Women's Eco-Friendly Rain Jacket | H2No Performance Standard | Shop at Patagonia

Women's Eco-Friendly Rain Jacket. Great for Outdoor Activities. Shop now at Patagonia.

Ad · www.patagonia.com/womens-rain/-jackets

Eco-Friendly Rain Jackets for Women | Breathable Face Fabric | Shop at Patagonia

Eco-Friendly Rain Jackets for Women. Get exclusive 30% on selected items now.

This is where people are ready to make a purchase. Therefore, offers and CTA like "shop now" are presented here

Remarketing Ads

Learn More About Our New Men's Rain Jacket

For list 1 audience

Remarketing Ads

Like our Rainshadow jacket?

Get it now with 30% off !

You'll love it:
Our Torrentshell Rain Jacket

For list 2 audience

Remarketing Ads

Enjoy our rain jacket?
Maybe you can get
another one!

For list 3 audience

Budget Breakdown

Search Campaign

ad group 1: $2760

ad group 2: $2700
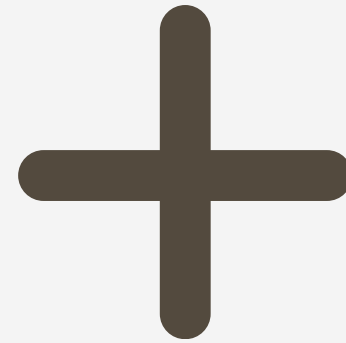
ad group 2: $2580

subtotal: $8,040

+

Remarketing Campaign

list 1: $2750

list 2: $5000

list 2: $2750

subtotal: $10,500

optimization: $3460

TOTAL = $22,000

Search Campaign (all costs are calculated based on the duration of the campaign)

	Keyword ↑	Ad group	Clicks	Impressions	Cost	CTR	Avg. CPC
☐	"eco-friendly rain jacket"	1	0.00	0.00	CA$0.00	–	–
☐	[eco-friendly rain jacket for women]	1	0.00	0.00	CA$0.00	–	–
☐	rain jacket women	1	159.44	10,766.18	CA$2,580.00	1.5%	CA$16.18
☐	[women's eco-friendly rain jacket]	1	0.00	0.00	CA$0.00	–	–

	Keyword ↑	Ad group	Clicks	Impressions	Cost	CTR	Avg. CPC
☐	"durable rain jacket"	1	0.02	20.94	CA$0.23	0.1%	CA$10.94
☐	[durable rain jacket for women]	1	0.00	0.00	CA$0.00	–	–
☐	rain jacket women	1	159.90	10,734.82	CA$2,579.77	1.5%	CA$16.13
☐	[women's durable rain jacket]	1	0.00	0.00	CA$0.00	–	–

	Keyword ↑	Ad group	Clicks	Impressions	Cost	CTR	Avg. CPC
☐	"lightweight rain jacket"	1	20.29	888.74	CA$208.28	2.3%	CA$10.27
☐	[lightweight rain jacket for women]	1	3.77	145.70	CA$23.70	2.6%	CA$6.29
☐	rain jacket women	1	157.56	9,319.18	CA$2,256.90	1.7%	CA$14.32
☐	[women's lightweight rain jacket]	1	11.04	416.71	CA$91.11	2.6%	CA$8.25

ad group "eco-friendly": Although 3 keywords in this group are very niche, and data was not enough to be collected, they still target the right people. It's also easy for us to rank high. The competition and the corresponding CPC are likely to be low. I estimated the clicks and the CPC to be around 30 and $2, respectively.
Calculation: $2580+ ($2x30)x3 = $2760

ad group "durability": Although 2 keywords in this group are very niche, and data was not enough to be collected, they still target the right people. It's also easy for us to rank high. The competition and the corresponding CPC are likely to be low. I estimated the clicks and the CPC to be around 30 and $2, respectively.
Calculation: $2579.77+($2x30)x2+0.23 = $2700

Calculation: $208.28+$23.70+$2256.90+91.11 = $2579.99 ($2580)

Remarketing Campaign

Reasons for why I allocated more budget to remarketing ads:

- Patagonia is a long-established brand. Likely they have a long list of people who are aware of the brand or their products but haven't converted yet. It's easier to target them than new customers.

- Remarketing ads are very effective in terms of converting potential customers and generating revenue. They drive a high ROI.

- I allocated approximately 20% more to the ads in list 2 (people who went to product pages but didn't convert) because this is where most conversions happen.

Measurement

Organic

Tactics:
- blog
- on-page:
  - video
  - meta descriptions
  - product descriptions
  - Q&A
- off-page
  - backlinks

Metric:
- SEPR Rank

KPI:

Improve the current SERP rank of Patagonia's men's and women's rain jacket pages by 3 spots by the end of the 6-week campaign.

Paid

Tactics:	Metrics:	KPIs (by the end of the 6-month campaign):
• search ads	• CTR rate • Conversion Rate	• 0.5% increase in CTR (to women's rain jacket page) • 20% increase in conversion rate
• remarketing ads	• CTR rate • Conversion Rate	• 0.2% increase in CTR (to men's rain jacket page and specific product pages) • 20% increase in conversion rate

Reporting
& Optimization

Reporting

- Daily Check

- Weekly Reporting

Content Optimization

- Fresh blog content

- Update keywords

- Check follow links from referrals

Budget Optimization

- Allocate more to the better-performing
  - campaign
  - ad groups/lists

reporting frequency:

- check google analytics for both search and remarketing ads, organic SERP listing, and page authority daily
- provide weekly reports for the duration of the campaign

optimization:

- create weekly optimized blog content to ensure fresh content for crawlers
- update keywords on on-page elements based on performance
- check weekly for follow links from referrals
- at the campaign level, allocate more optimization budget to the better-performing campaign; at the ad group level, allocate more optimization budget to the better-performing ad group. If one of the ad groups is evidently not generating enough conversions, consider moving some of that budget to the better-performing groups.

Sources for benchmarks and photos

https://www.patagonia.com/home/

https://unsplash.com/photos/A77FAov-OzI

https://unsplash.com/photos/v2aKnjMbP_k

https://www.whitesharkmedia.com/blog/google-ads/how-much-to-spend-on-adwords/

https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks