VAPE THE NOSTALGIA

Search Engine Optimization:

An SEO Marketing Strategy of
vapethenostalgia.com

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Goals & Company Mission

Mission

Remember those days as kids when lunch had already passed but it wasn't time for dinner yet? You would make your way over to the pantry and grab a snack (without Mom's permission, of course). A handful of red gummy fish? A package of toaster pastries? Or maybe even indulge in a pre-dinner ice-cream sandwich? Vape the Nostalgia® aims to bring you back the favorite flavors of your youth through premium, American-made E-Liquid.

Current Issue

Many of our flavors were inspried from famous brand names. We do not wish to violate copywrite from any already existing companies that were successful enough for us to make an E-Juice flavor from it.

What's That Mean?

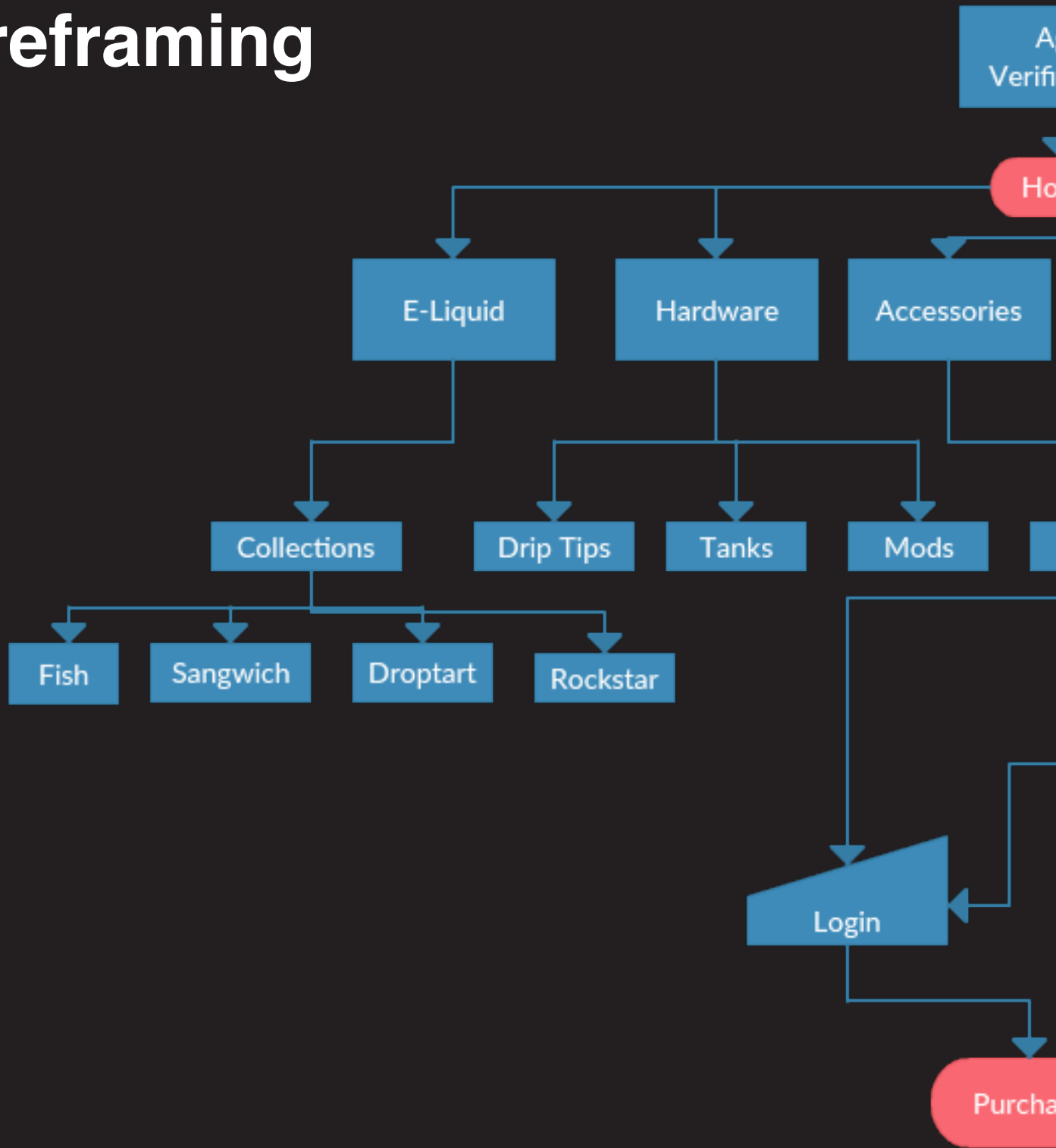This means, we directly can not list the brand names in any of our flavors, but we want our valued customers to be able to type in a Brand Name followed by E-Juice, and have our brand ranked high in the results.

SEO Goals

Objectives

1. Users should be able to google the original brand name and E-Juice
2. Optimize Keyword searches without hiding content
3. Decrease Load Time
4. Increase Accessibility

Wireframing

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Verifi

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E-Liquid

Hardware

Accessories

Collections

Drip Tips

Tanks

Mods

Fish

Sangwich

Droptart

Rockstar

Login

Purcha

ge
cation

me

About Us

Terms &
Conditions

Wholesale

hats

Shirts

Sign Up
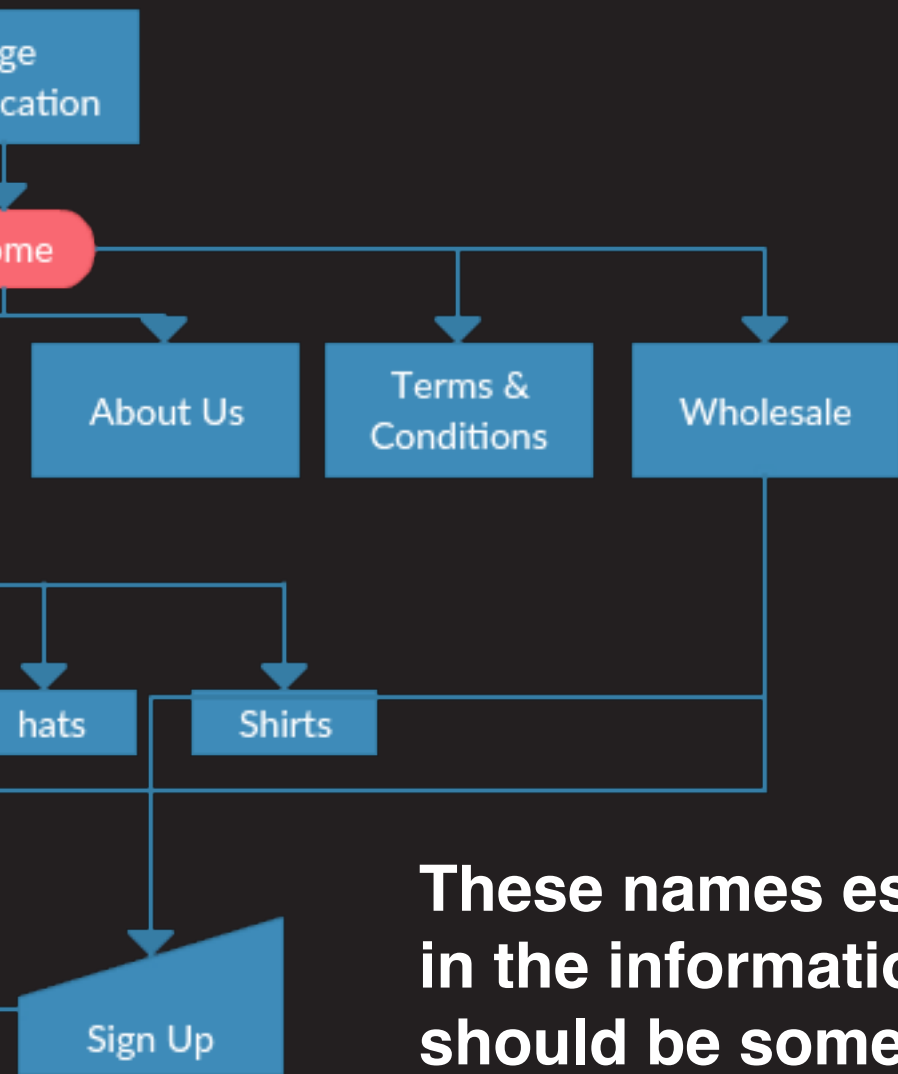
These names established here in the information architecture, should be some of the keywords of the website

se

Keywords & Meta

What's a Keyword?

A Keyword is a word or phrase - typically a phrase of two or three words - which has been identified as one which potential customers use when they are searching the internet.

Keywords should be established in every site.

It is established through a meta tag.

*Example <meta name="keywords" content="HTML,CSS,XML,JavaScript">

Meta Tags in Use

<meta name="description" content="Vape the Nostalgia® -- American E-liquid manufacturers and creators of Fish, Drop Tarts, Sangwich and more!"> <meta name="description" content="Vape the Nostalgia® -- American E-liquid manufacturers and creators of Fish, Drop Tarts, Sangwich and more!">

<link rel="canonical" href="https://vapethenostalgia.com/">

*this establishes the main link frame of the website. Since the website is going to contain all links using vapethenostalgia.com/ on its pages, it is established as the canonical link. Good SEO here.

Primary vs Secondary Keywords

Primary keywords are the keywords that will be searched more frequently. Here e-juice, vape juice, and e-liquid are deffinately primary keywords as they are the main keywords of the website. Keywords about the flavors will be difficult to consider as primary keywords here since we are going to have to avoid using them in the content of the site.

Secondary keywords are less likely to be searched on a search engine. They tend to deal with more specific areas of a website, and dig down into the lower levels of a wireframe. This is why site structure is so important. Try to keep the information architecture, site structure, content, and keywords consistent. The more consisitent a website, the more consistent the searches will be, therefore increasing ranking.

Primary Keywords

e-juice
e-liquid
vape
vaporizer
vape juice
electronic cigarette
vape the nostalgia

Secondary Keywords

Fish
Swedish Fish
pop tart
drop tart
ice cream e-juice
neopolitan
ice cream
sandwich
rock candy
pop rocks
nostalgia
pink starburst
sangwich
rockstar

watermellow
watermellon
marshmellow
premium
american made

On & Off Page SEO

On Page SEO

SEO you have control of
10 Tips

1.   Start title tag with your main keyword. This will strenghten your keyword
2.   Add powerful modifiers to your title tag such as 2016, premium, American
3.   Always wrap your titles in an <h1>
4.   Wrap your subheads in <h2>

5.   Utlize your keywords in the first 100 words of your content
6.   Shorten your links as much as possible. This is why it is important to understand your wireframe.
7.   use outbound links to other trsuted websites

8.   Implement social media share buttons
9.   Give your content some length, and uniquness, understand yoiur competitioon, and hit pointx they miss
10.   Check your dwell time on analytics, if someone is hitting back

quickly, then it may be a sign of ppor content

Current on Page SEO

Content Meta

<meta name="description" content="Vape the Nostalgia® began as the side project of a couple of bored vapers who just couldn't find any new flavors that really stood out. So in early 2014 we pick">

Description Meta

<meta property="og:description" content="Vape the Nostalgia® began as the side project of a couple of bored vapers who just couldn't find any new flavors that really stood out

Use description meta tags to provide both search engines and users with a summary of what your page is about!

Titles in Use

<title>
 Vape the Nostalgia® -- Premium American E-Liquid
 </title>

<title>
 E-Liquid – Vape the Nostalgia
 </title>

<title>
 Hardware – Vape the Nostalgia
 </titlle>

<title>
 Accessories – Vape the Nostalgia
 </title>

Suggestions

If the goal is to sell more ejuice, but your ttitle tags do not reflect the flavors, and keywords you wixh to spark, then you may not get the same SEO results you want.

Your description tag does not need to reflect the compamny mission, describe your company here, what do you make and why is it awesome?

Do not conflict description metas as shown in the previous page.

Off Page SEO

SEO you do not have control of

Current Off Page SEO

Shopify Framework
Link to instagram
Link fom company facebook

Genrate more Off Page SEO

Try to allow yourself for more backlinking. Backlink from other websites to this site. Use co-existing client's. Networking is key in buisness, and backlinking is very similar to networking, and will boost SEO.

Some Resources

HTTP://BACKLINKO.COM/ON-PAGE-SEO

Content Analysis

Is your content unique?

Yes, the company mission is unique, but it lacks content about their juice.

Do your product category page(s) and product-level pages actually containing the keywords you are optimizing for?

This website looks to sell products outside of VTN, such as Mods, Tanks, etc, this can harm your SEO in terms of searching in regards to the juice to make that stand out to google.

Is the content "unique," meaning, does any content appear elsewhere?

This Content does not appear on other websties, there are no duplicat pages, but the contnent does need to be reevelauated inorder to meet the SEO goals.

Does the site use words that you think will drive traffic to the site?

Yes, words like premiuim, and amewican made, ejuice can spark up many searches, and drive traffic. Their backlink to their instagram is also fantastic, and their content can not hit the the other keywords to focus on, so this is a tricky question. Just drive your meta tag. This site does lack a keyword meta.

Does the site provide a reason for people to spend more than a few seconds reading the pages?

Yes it does, but only if the CTA is made. Drive the CTA on the home page. Perhaps the company wholesale invoice offer. Be creative.

A Personal Note

This website is not heavy with text in its pages, but is free of typos. The home page offers a unique story about how they started Most of its content is images. Their terms of service is what you would expect, my guess is that its copied from where they have their trademarks and copyright policies. This website also does not include links within its body text, so link relevancy is not really a factor here, but perhaps they may want to reevaluate this issue. The home page has a spot where it says to click the "about us" tab but in opinion, there should be clickable link here. The terms and conditions page does a good job with h4 tags to say Terms & Conditions, TERMS OF USE, PRIVACY POLICY, RETURN POLICY, NICOTINE DISCLAIMER. Descriptions of product can only be accessed when you click on an image, and in my opinion, this should be up front, and also higher in hierarchy because the flavor descriptions is what offers uniqueness to this company, because the company strives off of making unique flavors for E-Liquid. The title tags in all pages are simply the name of the page followed by vape the nostalgia, and I feel as though they would be able to get more keywords in their besides how they named their page. Their website does have a link to their Instagram, and also, for a picture heavy site, it doesn't load quickly. (See speed Anaysis)

Perhaps, give each flavor its own page, and in the description, give credit to the name brand that inspired the juice if possible. It will add keywords to the contemt. Remember the benefits if its within the first 100 words. This can be a nice SEO boost.

Some Resources

HTTP://WWW.PLAGIUM.COM/
HTTP://WWW.PLAGSPOTTER.COM

Speed & URL's

Rankings

(Based on resources below)

Desktop Speed Ranking: 50/100

*A repsonsive website does lower speed. Ironic. Optimize as muh as possible.

Mobile Speed Ranking: 69/100

URL SEO Ranking: 100/100

*This is due to the set Rel Canonical, however, the URL structure could incease SEO, if the keywords desired are second or third level links.

Example vapethenostalgia.com/sangwich

Optimization

Many of the speed issues are coming from not compressing images to their lowest quality without obscuring or pixelating the images, the site is very image heavy so compressing all these images will make a big improvement. Screens do not need as much dpi/ppi therefore, you can lower an image's resolution on screen, and you may not see a difference until you getit down to about 80%. Also, this site uses shopify, and much of the javascript could be minified to increase speeds. Also, many of the scripts are at the bottom of the page and I would recommend adding these scripts to the top so that way the scripts can begin loading faster. Dont forget the ALT tags! Consotent ALT tags and keyword meta can drive these keywords without adding it to the content of the site.

Some Resources

HTTP://WWW.WEBPAGETEST.ORG/
HTTPS://DEVELOPERS.GOOGLE.COM/SPEED/PAGESPEED/
INSIGHTS/
GOOGLE.COM/WEBMASTERS

Conclusion.

Structure

This site is serving as a place to purchase wholsale and retail vape the nostalgia products. However, this site is also serving to sell vape hardware, and perhaps there should be a sepaerate site for this. Make a site for the shop and a site for vapethenostalgia. Making second or thridlevel pages dedicated to the flavors will boost SEO for these Keywords. Then, changing the title tags to follow your new structure will also boost SEO for these keywords, epecially if consistent across the baord.

Create an XML Site map

Creting an XML Site Map will tell google, the strucutre of the site. Keeping levels consitent with keywords will Boost SEO. Can XML Site map is easy to create, it is just a simple file that goes into the root of the site, and is linked through the html. XML is similar HTML,

Robots.txt

This tells google what it can crawl through on your webpage. Perhaps a page is not impirtant for google to see, you can hide it, but hide too much and your SEO will be harmed. Perhaps hiding the age verification would be a good idea. It provides no helpful traffic to the site, as long as it does it correct function, then you are fine. No need for a search engine to see it. Your index is your index.

Utilizing the Meta

Stem your keywords through a keyword meta. then use your description meta as a side kick, and make them consistent using the same Keywords to boost your SEO.

Images & Scripts

Just optimize your images. Do it through the rsw file first, there are also tools online. Use an alt checker online, there are free ones out there. Back your alt tags up with your Meta, Title Tag and structure should be consistent to primary keywords, and these should also be used in alts. Always use the minified script files when available. You have unminified script files. Some within the shopifu framework, and some outside.

Some Resources

HTTP://SELND.COM/SEOTABLE

VAPE THE NOSTALGIA

{CRS} DESIGN

**Created by: Charles Robert Searle
CRS Design**

crsdesignstudio.co