Create Your AURA: SEO & Google Analytics

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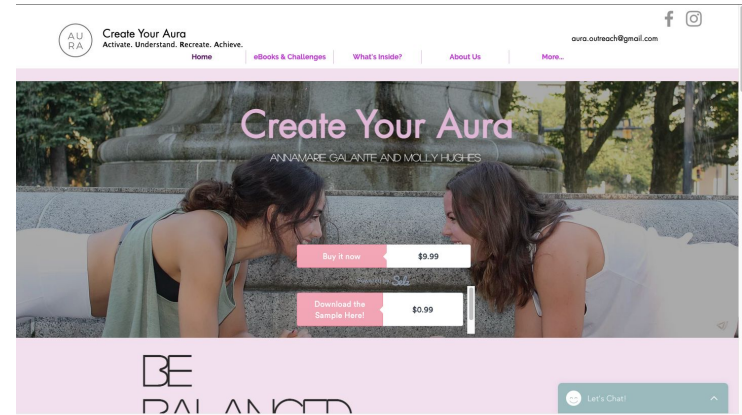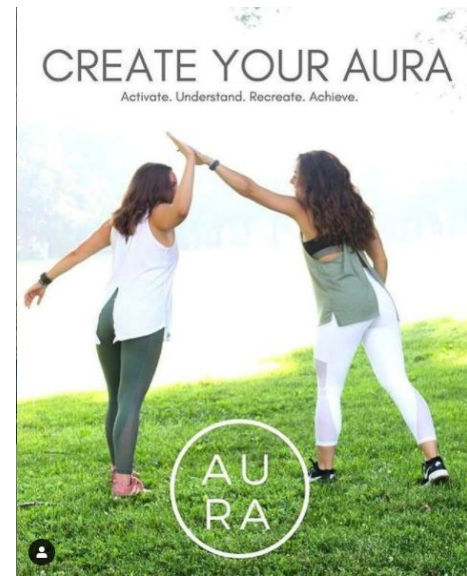
What is Create Your AURA?

Health and fitness platform that offers e-books for fitness challenges, workout routines, and recipes! This platform was built to help young females achieve a balance of health and develop a love for exercising in the way they like the most
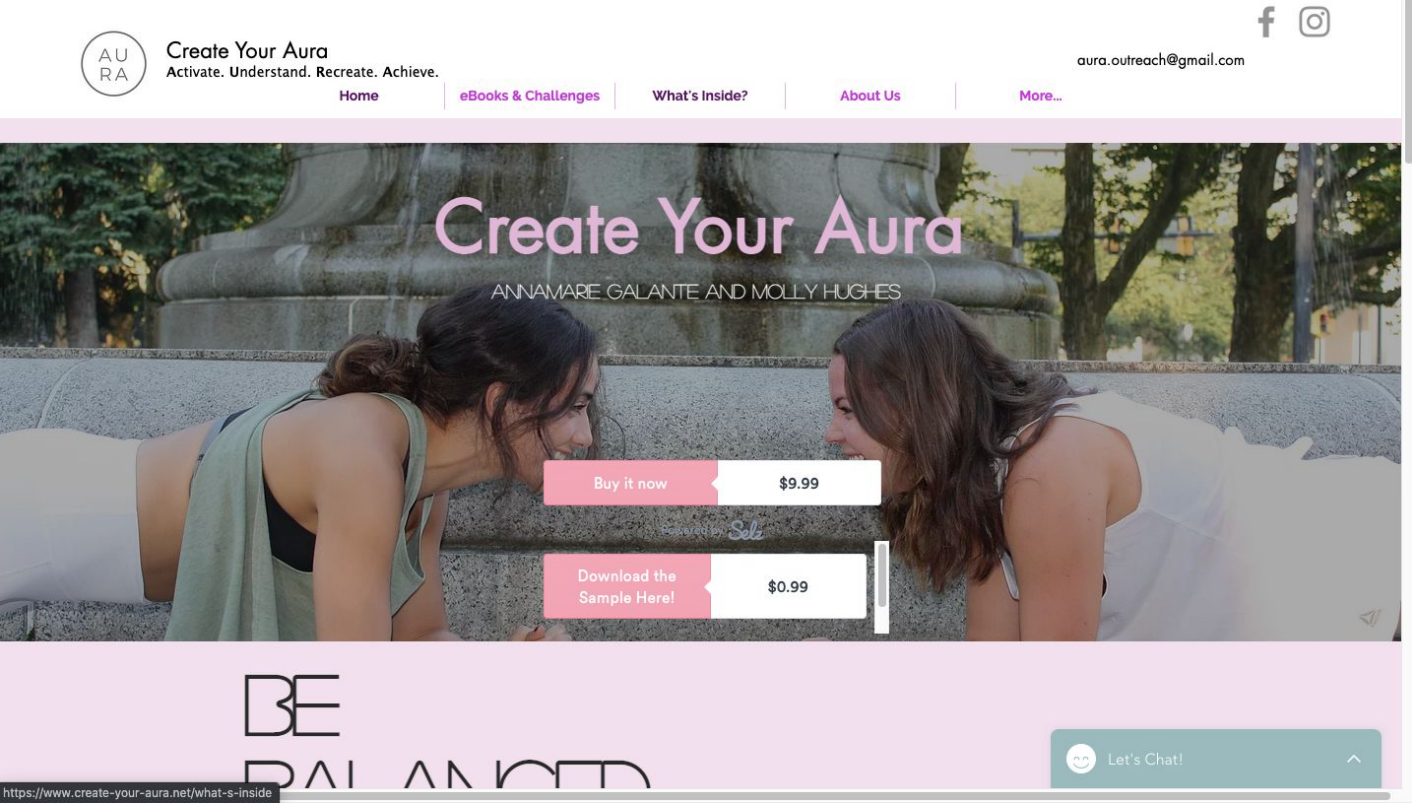
The platform offers 5 main products:

- Original e-book with 120+ workouts and 40 recipes
- 4 week "New Years" challenge e-book
- Combined 4 week "New Years" challenge and original e-book
- 7 day sample e-book
- Workout virtual session

CREATE YOUR AURA
Activate. Understand. Recreate. Achieve.

AURA

WHAT'S INCLUDED?
- 120 Workouts
- 40 easy DELICIOUS recipes
- Workout Tips & Tricks
- Things we've learned on our journey
- How to track your progress
- How to maintain motivation

Create Your Aura
Activate. Understand. Recreate. Achieve.
aura.outreach@gmail.com
Home   eBooks & Challenges   What's Inside?   About Us   More...

Create Your Aura
ANNAMARIE GALANTE AND MOLLY HUGHES

Buy it now $9.99
Download the Sample Here! $0.99

BE BALANCED

Let's Chat!

Presentation of the website's homepage

SEO for Create Your AURA

Why is it important ?

SEO is significant because it makes your website more visible, and that means more traffic and more opportunities to convert prospects into customers. It is important because it is the first thing people will see/read about your brand. While building the SEO for *Create Your AURA website*, we needed to attract people with only words, so we had to be clear, direct and precise.

Building Trust & Credibility
Thanks to SEO, we want to establish a strong foundation for *Create your AURA* with an enhanced and effective user experience that is easily discoverable in search with thanks to the trust and credibility of the brand.
- Optimizing our on-page elements and content

Impacting the Buying Cycle
Using SEO tactics to relay our messaging for good deals. The importance and dependability of what we offer to customers is a game changer for Create Your AURA.
- Increasing our visibility

Always Beneficial to the Brand
SEO is quantifiable, thus we are able to measure almost all of our clients' activity thanks to proper tracking and analytics. It is a relatively cheap strategy based on the long term.

SEO for Create Your AURA

How does it works ?

We created a **schema markup** for all the website's page because it lets the Google bots understand what's on this page. This generates schema based on what type of page it is, it also boosts the webpage thanks to product description and keywords.

We used **canonical tags**, **default** meta tags, **keywords** meta tags as well as meta **descriptions** in order to optimize our webpage and make the research clear and simple to users. We used these types of SEO since we wanted to have more visibility, to be easily found on browsers and to be clear and precise about the product we were proposing.

We created a **Blog** Page with articles and information about the authors. A space for the entire community to share their personal experience as well and get advices.

Best Selling Fitness E-books | 'Create Your Aura'
https://www.create-your-aura.net/
Get on track with Aura, a complete toolkit to living a healthy balanced life | Get your fitness e-book today

It was important for us to create **categories** and **sub categories** in order to help the bots understands the website's hierarchy.

Keywords used → Fitness, Nutrition, Fitness e-book, Diet plans, Diet e-book

SEO for Create Your AURA

The checklist of relevant factors that we met:

Page-Level

- ❏ Keywords in Title and Description tags
- ❏ Image Optimization
- ❏ URL Length (too long URLs may hurt a page's search engine visibility)
- ❏ Broken Links
- ❏ Page Category (categories and subcategories)
- ❏ User Friendly Layout (main content immediately visible)

Site-Level Factors

- ❏ Site Architecture and updates
- ❏ Breadcrumbs navigation (helps the user

Backlink Factors

- ❏ Alt Tag (for Image Links)

AdWords for Create Your AURA

Why is it important ?

Both **Adwords** and SEO are the main components of SEM and are among the most valuable tools when it comes to running digital marketing campaigns. Adwords allows us to effectively drive traffic from the search engine through to our website and it can increase the reach of your marketing campaign, specially in the short-term and it's significantly cheaper compared to Facebook or Instagram Ads.

AdWords for Create Your AURA

Ready | Set | GO !

Campaign Goal
We decided for "Website Traffic" as we want to open the door for mass possibilities for *Create your AURA.*

Campaign Type
The 2 main ones are Search and Display, we went only for "Search" as it is the one who will give us the higher ROI and visibility. Contrary to Display Ads that have more random traffic and they are often perceived as virus by the users

Location
We wanted to tackle a smaller and specific niche based on brand awareness and our budget.

Target Audience
Because Pittsburgh is "smaller" and Create Your AURA'S target audience and already established brand-awareness revolves around college students we wanted the target an audience for this advertisement to resemble the same

With that, we targeted three audiences:

1. Current college-age students
2. People who are considered to be "health and fitness buffs"
3. A combined audience of college age students and health and fitness buffs

AdWords for Create Your AURA

Bidding
Using cost-per-click (CPC) bidding, you'll pay only when someone actually clicks on your ad and comes to your site.

Ad Extensions
These are additional pieces of information that expand your advertisement to make it more useful to users. These allow you to increase the reach of your adds. We went for **Callout extensions** because it allows you to include additional descriptive text in your standard text ads.

Keywords
To get your ads to appear when people search for your product or service, the keywords you choose need to match the words or phrases that people search for.

Payment