

# Professional Product I – Digital developments for a better optimized website

SEO Plan

Be Event Group

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**SAFe Criteria**

<b>Suitability</b>	By conducting this research for Be Event Group, it resulted that one of the best opportunities for the company going forward to attract and retaining this niche target group is through developing an SEO Plan. Although, the company has put a lot of effort towards optimizing the website already, it has been established that there are certain additional steps that can be taken to optimize parts of the website to focus on the defined target group. Furthermore, the Research Justification has shown that current loyal customers have first reached Be Event Group by looking online using different specific keywords. Therefore, because of that and because of management beliefs that the company's competitors have not yet spot this opportunity, this solution is suitable and comes at the right time considering the company's efforts.
<b>Acceptability</b>	First of all, this solution is acceptable for the company as it is an idea that has been considered in the past, but did not have a clear plan of implementation at that time. Furthermore, it is seen as a suitable solution by the management in order to convince users that Be Event Group is the ideal partner for long-term collaborations. Last but not least, as this content plan can be implemented initially in one of the existing sections on the company's website, this reduces significantly the risks, while this content plan in combination with a "call to action" page for customers could prove outstanding results.
<b>Feasibility</b>	The following SEO plan requires no initial cost for the blog section, as in order to assess the success of this solution, the already existing pages on the website will be optimized. Using trial and error, the first conclusions will be drawn after the 6 months assessing how the new posts including the new set of keywords are performing, in the view of attracting more clicks, eventually leading to conversions. Furthermore, if an increased click through rate for the blog section is noticed after the 6 months, the company can consider creating new section on the website for these posts to facilitate search engine crawls and increase the visibility for users. The estimated budget to include this new section on the website is 300 euros. Furthermore, an additional investment into a subscription for a keyword research tool can be considered in case the selected keywords prove to be not sufficient enough. This cost is estimated at about 25 Euros/month for a basic subscription. The time invested in the implementation of this solution is estimated to be at 2 hours to create the blog post and 1 hour to track and assess the performance of the previous post, summing up to a total of 3 hours once in 2 weeks.

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## 1. Introduction

The following SEO plan is divided into two parts and is meant to attract and retain potential stable customers for Be Event Group. The first part consists in a content creation plan which will focus on creating blog posts that will contain specific sets of keywords that might be suitable for the new target groups, as discovered during the research conducted. This content plan is presented in a step-by-step implementation manual starting from the preliminary list of keywords that have been selected and ending with the posting schedule and how the performance should be tracked. Further developments are also illustrated into a visual form. Last, but not least, 3 blog posts based on the first 3 sets of keywords have been created. These posts will cover this content plan for the next 6 weeks.

The second part is represented by the “Why Be Event Group?” page. This section will underline the best capabilities of Be Event Group that match the expectations of the stable customers as resulted from the research. A visual representation of this page has been created together with the text that will appear on the website. This page will be attached in a PDF form to every blog post on the website.

The last 2 chapters of this plan cover the estimated budget in order to implement this solution and two potential scenarios as part of the conclusion, respectively the best scenario and the expected sc

## 2. 1<sup>st</sup> Part – Blog section

### 2.1 Step 1: Preliminary list of topics

The first step of this SEO strategy consists in deciding on the list of (new) topics the website will address as resulted from the research conducted for the new target group. Using two online digital tools called WordTracker and SEM Rush, variations for each topic have been established based on the volume and competition per keyword.

Topic	Variations
1) Team-Building	Team building activities Team bonding Team development Team building exercises Teambuilding activities Teambuilding games Teambuilding activities outdoor Teambuilding outings
2) Reward employees	Reward system for employees Employee rewards programs Non-monetary incentives Non-monetary rewards HR reward
3) Team outing	Corporate team outing Team outing activities Benefits of team outing Team building outing ideas Team outing games
4) Business events	Business meeting events Startup events Business party Company meeting Event business Business networking events Event management companies
5) Beach events	Fun beach group events Beach games Beach party Summer beach party
6) Student events	Major events Activities fair Student parties Students' festival

	Uni day Freshers Freshers' week
7) Event company	Partner events Your event partner Types of event partners Venue partner Events organizer Corporate events Company outing Creative events Event management company
8) Meetings and events	Conferences Meeting room Conference Centre Business meeting Conference room Follow-up meeting Conference hotel Fun meeting Meeting space
9) Explore the city	City explore Explore your city Exploring the city Exploring anew city
10) Special events	Special events game Special events ideas Special day Special event catering Main event deals Main event specials

Table 2.1.1. – Variations of pre-determined themes

## 2.2 Step 2: List of long-tail keywords

In this step, a list of long-tail keywords is created based on the topics identified in Step 1. Long-tail keywords are essential in order to make the content more specific while they increase the chances of turning the website traffic into leads as well as help search engine algorithms rate the website higher in the SERP. Although long-tail keywords prove to have a lower traffic, the conversion rate is usually way higher than short-tail keywords. In order to establish the list of keywords for pre-defined themes the digital tool [AnswerThePublic](#) has been used.

1) Team-Building	<ul style="list-style-type: none"> <li>- Team-building activities to do outside the office</li> <li>- Team Building communication games</li> <li>- Team building event ideas</li> <li>- Team building for remote workers</li> <li>- Team building games outdoor</li> <li>- Team building problem solving activities</li> <li>- Team building virtual games</li> <li>- Team building venues</li> </ul>
2) Reward employees	<ul style="list-style-type: none"> <li>- Employee reward and recognition programs</li> <li>- Reward system for employees example</li> <li>- Employee reward programs for small business</li> <li>- Reward remote employees</li> <li>- Employee rewards solutions</li> <li>- how to reward employees working from home</li> <li>- reward employees without money</li> </ul>
3) Team outing	<ul style="list-style-type: none"> <li>- team outing funny images</li> <li>- team outing games outdoor</li> <li>- unique team outing ideas</li> <li>- team outing with adventure activities</li> </ul>
4) Business events	<ul style="list-style-type: none"> <li>- business events and conferences</li> <li>- business events entertainment</li> <li>- business events Rotterdam</li> <li>- networking business events</li> <li>- fun business events</li> <li>- business events leisure business</li> </ul>

	<ul style="list-style-type: none"> <li>- business events leisure group Rotterdam</li> <li>- corporate fun events</li> </ul>
5) Beach events	<ul style="list-style-type: none"> <li>- beach day with colleagues</li> <li>- beach games for employees</li> <li>-</li> </ul>
6) Student events	<ul style="list-style-type: none"> <li>- Open-days best events</li> <li>- Big events for students</li> <li>- Graduation events for students</li> <li>- Beach games for students</li> <li>- Best events for a big group of students</li> <li>- Student's days event</li> </ul>
7) Educational events	<ul style="list-style-type: none"> <li>- best educational events</li> <li>- Fun and educative events</li> <li>- Events to train your employees</li> <li>- Educational themes for events</li> <li>- Educational event ideas for college students</li> </ul>
8) Meetings and events	<ul style="list-style-type: none"> <li>- Conferences and leisure</li> <li>- Fun event after a meeting</li> <li>- Meetings and events venue</li> <li>- Leisure program venue for corporations</li> </ul>
9) Explore the city	<ul style="list-style-type: none"> <li>- Go explore the city</li> <li>- The best ways to explore a city</li> <li>- Explore the city center Rotterdam</li> <li>- How to explore the city you live in</li> <li>- Explore your city ideas</li> </ul>
10) Special events	<ul style="list-style-type: none"> <li>- Special events activities</li> <li>- Special events every month</li> <li>- Special events venue</li> <li>- Unique activity for a company</li> <li>- Creative arrangement for a company outing</li> </ul>

Table 2.2.1. – List of long-tail keywords per theme



### 2.3 Step 3: Integrate keywords into the news section

As Be Event has put a lot of effort in optimizing the company's website in the last 2 years, there is currently a different page for each of the categories and each particular event that the company is selling. Therefore, instead of performing major changes to the existing pages that have already been optimized with general keywords to address to a broader audience, optimizing the "news section" the company has, represents the optimal solution towards integrating the short-tail and long-tail keywords established in Step 1 and Step 2. The purpose of this news section would be to focus individually on each of the themes identified.

#### Things to pay attention to while writing the posts:

1. Avoid repeating the keywords more than three times during a post as it usually can be seen as "keywords stuffing", which is a term used when a specific keyword is repeated multiple times and usually out of context.
2. Use links or anchor text to relate to other pages on the website, therefore showing google there is a connection between your posts and your main content on the website
3. Easy to be filtered content
4. Have an attractive headline to intrigue the readers, and make them read the post further
5. Relevant subheads in order to make the post more visually appealing and boost the SEO
6. Always pay attention to the new trends in the industry, in order to generate more ideas about themes and keywords that will be approached in the further posts

## 2.4 Step 4 – Posting Schedule

As any marketing strategy, this SEO strategy including a news section as a mean to implement the new keywords researched requires a strict schedule.

Using the preliminary established themes with the corresponding keywords, a post for every theme will be created once in two weeks. While the company has already implemented a stricter schedule for their Social Media activity, the targeted posts on the website could follow the same pattern.

Furthermore, in order to check how the new implemented keywords have performed, the company will use Google Analytics to track the performance of the new keywords, paying attention to the number of impressions and the CTR. An example of analysis in Google Search Console can be found in Step 5 as figure 2.5.1 and 2.5.2. However, in order to collect relevant results and to be able to compare between one another the effectiveness of the new keywords used, the same interval should be used for tracking performance. Therefore, every set of keywords used for a post will be analyzed 4 weeks after it was posted on the website following the schedule as present in table 2.4.1.

Date	Blog post	Performance Tracking
13/06/2022	Topic 1	
27/06/2022	Topic 2	
11/07/2022	Topic 3	Topic 1
Summer Break		
15/08/2022	Topic 4	Topic 2 +Topic 3
29/08/2022	Topic 5	
12/09/2022	Topic 6	Topic 4
26/09/2022	Topic 7	Topic 5
10/10/2022	Topic 8	Topic 6
24/10/2022	Topic 9	Topic 7
07/11/2022	Topic 10	Topic 8
21/11/2022	New topic based on a new set of keywords (1)	Topic 9
5/12/2022	New topic based on a new set of keywords (2)	Topic 10
19/12/2022	New topic based on a new set of keywords (3)	New topic based on a new set of keywords (1)

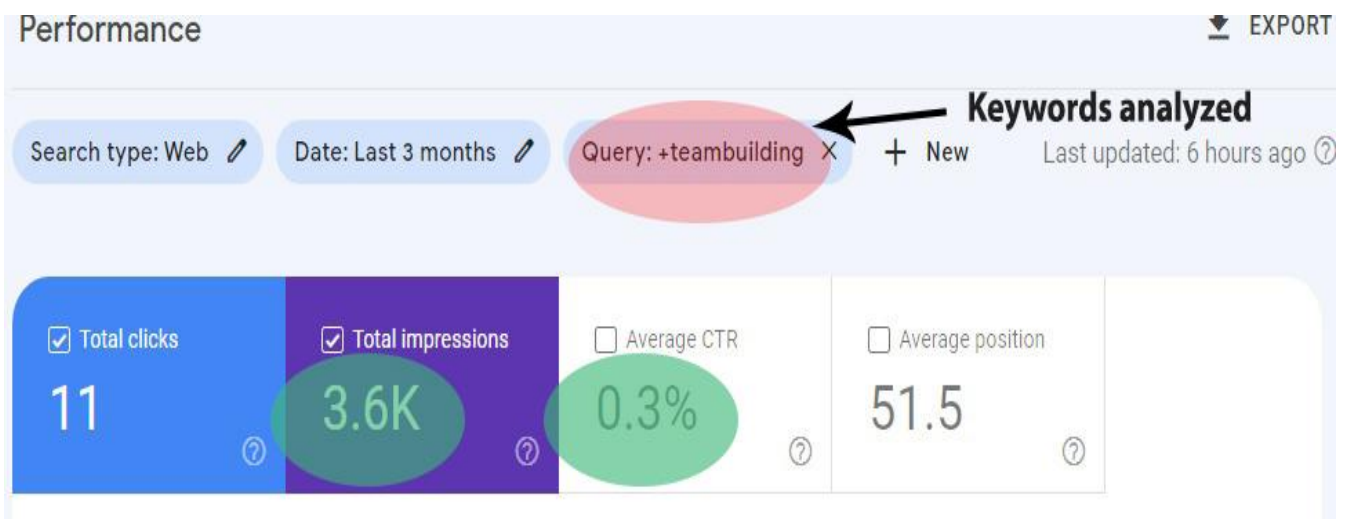
Table 2.4.1. – Posting Schedule 2022

## 2.5 Step 5 – Tracking performance

Tracking the performance of the new posts is required in order to assess which of the keywords have performed well and which didn't. This performance check will take place 4 weeks after a new topic has been posted in the news section. For this procedure, the Google Search Console platform that has been set up on the 11<sup>th</sup> of April will be used. In order to analyze one keyword at the time, the key word will be written under the "query" section, while the main results noticed will be the number of impressions and the CTR

- High number of impressions proves that the keywords selected have high exposure to users
- High CTR means that a big portion of impressions had led to clicks to the company's website

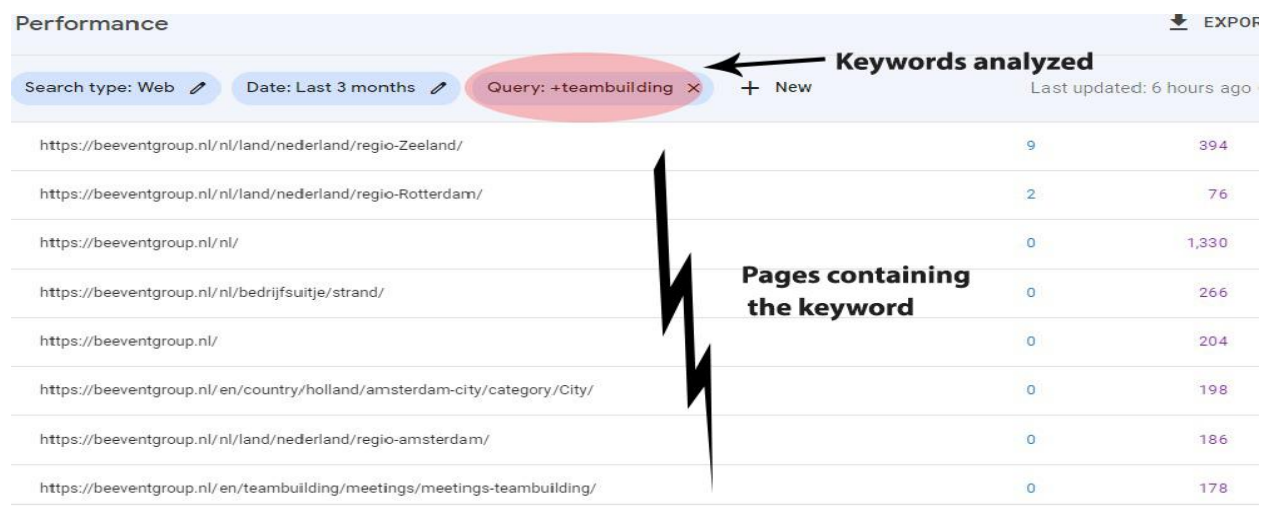
Figure 2.5.1. shows a visual representation of this analysis.



Source: Google Search Console

Figure 2.5.1 – Performance keywords analysis main indicators

Furthermore, in order to see if the keyword used has been successfully leading the website's users to the right page an overview of the pages that contain that keyword can be found on Google Analytics under "Pages" as it can be seen in Figure 2.5.2.



Source: Google Search Console

Figure 2.5.2 – Performance keywords analysis/page

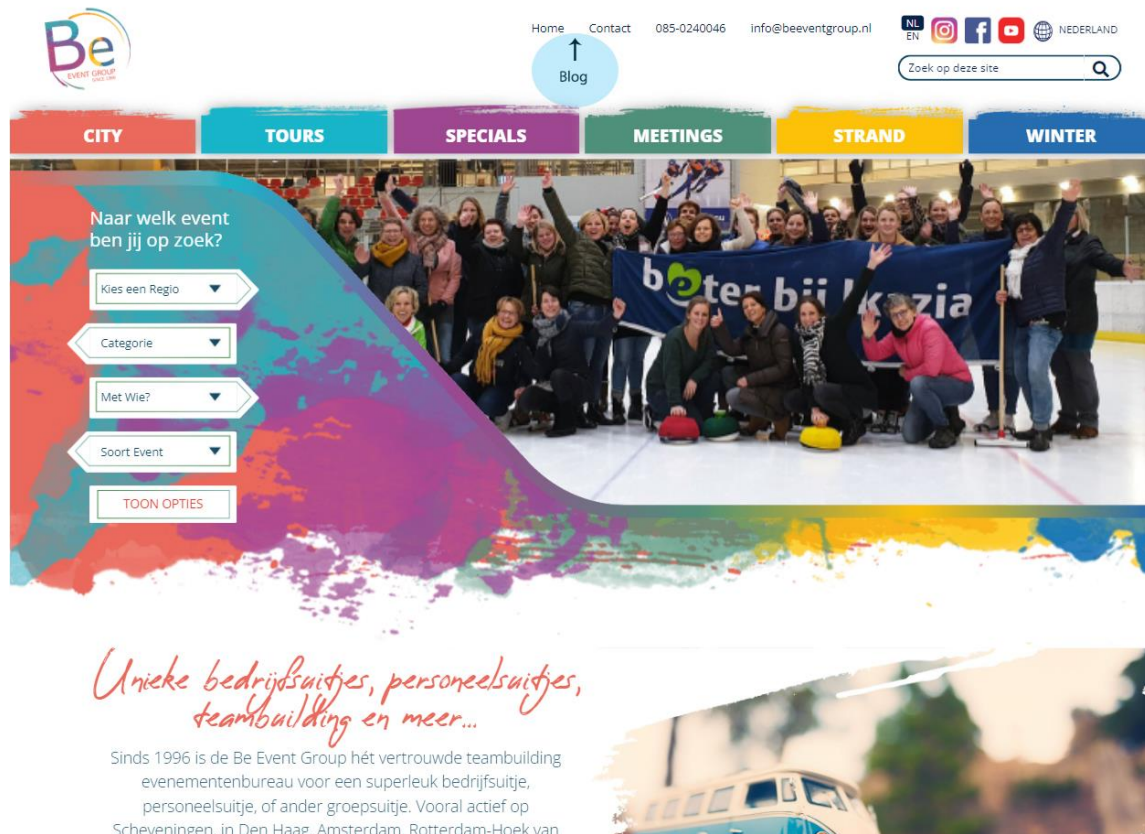
## 2.6 Further developments

A further development if the keywords selected prove to have a high number of impressions, but a low CTR, the next step could consist in setting up a totally new page as a "Blog section".

The benefits of having an entirely different section stands in increased visibility for the website's users, but also for the search engine crawling. However, an estimated budget of 300 Euros is estimated in order to implement this new section on the website. A visual representation of the section positioning on the website can be seen in figure 2.6.1

Furthermore, if the keywords selected prove to be not as efficient as expected, an additional investment could be considered for a keyword research tool that is providing a extended amount of data about every keyword's performance. This monthly subscription is usually around 20-25 Euros/month for a basic subscription. A visual representation of the section positioning on the website can be seen in figure 2.6.1.

12.06.2022

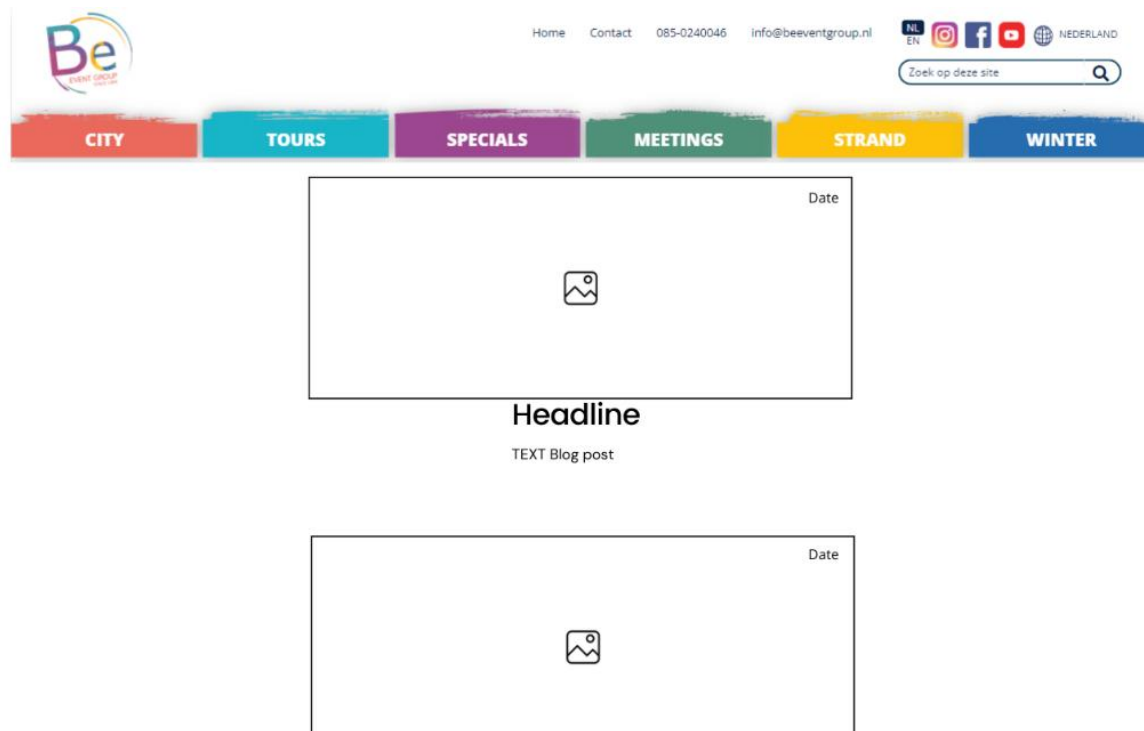


Source: Be Event Group

Figure 2.6.1. – New Section positioning

Moreover, a wireframe was created using Canva in order to create a visual representation of the user experience, once they access the blog section. This can be seen in Figure 2.6.2.

12.06.2022



Source: Be Event Group

Figure 2.6.2. – New Section interface

## 2.7 First blog posts

According to the first 3 themes identified, 3 posts have been created, which will be posted on the company's website for the following 6 weeks according to the planning in Step 4.

### 2.7.1 1<sup>st</sup> Post -Your Next Team-Building

#### **Have a glance at the best team-building activities Be Event Group can organize for you**

Are you still considering the best option for your team building? Then don't hesitate to take your time and check out our events. Whether you are looking for team-building games outdoor or maybe team building problem solving activities, our events are ideally tailored for your needs.

If you would like an adventurous challenge and you like to work in a team and compete for the win, then our iPad Game **HarbourDropping** is the perfect fit for you. This is the perfect chance to facilitate team bonding, while also exploring the Harbour of Rotterdam. On top of this, you will have the chance to travel from one drop zone to another riding in a Water Taxi.

**\*Photo Harbour Dropping\***

If your team likes mysteries and you are born to be detectives, then **Air Crash Investigation** is the perfect option for you. Located in one of the best venues for a team-building, in the aircraft hangar at Rotterdam – The Hague Airport, this event is highly testing your team abilities to communicate and work together. Can you solve the mystery of the flight World Wings 55 disappearance? Can your team of detectives find out what happened in that day? Come and find out during one of the most exciting team building problem solving activities.

**\*Photo Air Crash Investigation\***

However, if your team prefer a sports day and if you are eager to organize a team-building outside the office, then we would suggest having a look on our **Robinson Game**. This game includes a variety of challenges during which your team will be tested on creativity, teamwork, endurance and power. Do you think you have what it takes to end up victorious? This is your opportunity to find out.'

**\*Photo Robinson game\***

These activities are only a few that Be Event Group can organize for you. Depending on your preferences and expectations, Be Event Group can organize a variety of different events with unique team building event ideas. So, now that you are here, you can start planning your next team-building event!

Why should you choose Be Event Group? [Click here \( anchor to the new page, explanation in chapter 2\)](#)

### 2.7.2 2nd post -An innovative way to reward your employees.

#### **It does not always have to be about monetary rewards.**

If you are looking for a way to implement an employee reward and recognition program, then Be Event Group might be your ideal partner. Our events represent the perfect employee reward solution in order to increase the efficiency of your team and strengthen the team bonds.

As non-incentive rewards have proven to get outstanding results for companies, our expertise and know-how with this type of events can result in an efficient collaboration with your company. Whether you are looking for an event that will have a training purpose or that will stimulate and enhance the competition and teamwork among the participants, we have it all prepared.

Our recent inquiries and our experience in the events industry have led us to develop an interactive series of iPad Games that can be tailored based on your needs. The challenges inside the game contain different themes and are unique and different from a location to another. While for Amsterdam, we have [the Ipad city game](#), in Rotterdam you can find the [Harbour Dropping](#).

[\\* Photo Amsterdam \\*](#)

[\\* Photo Harbour Dropping](#)

Would you like to take this opportunity to reward your employees in a different city? Don't worry, we can make it happen for you.

This is your best chance to implement non-monetary incentives for your employees! Instead of creating something for you, we can create something with you! For more details about Be Event Group, [Click here](#) (anchor to the new page, explanation in chapter 2)



### 2.7.3 3<sup>rd</sup> Post -The uniqueness of your event is in your hands

#### **Team outing ideas for your corporation**

We can imagine it might be challenging to find the best option when you are looking for team outing activities. That is why Be Event Group offers a wide range of unique team outing ideas for different preferences. Our website contains 6 different sections, with different type of activities meant to make your corporate team outing a success.

**City:** Whether you are looking to organize an outing in Rotterdam, Amsterdam or The Hague, our city events will surely be suitable for you and your team:

**\*Photo city events\***

**Tours:** What can be better than having the chance to have a tour or a ride with your team, admire the nature and the beautiful places? Whether on a bike, in a TukTuk or riding an Eco-Solex, that is totally your choice.

**\*Photo Tours\***

**Specials:** Do you have in mind a specific outing for your team? We can make it happen. Check out this section and see which of the arrangements you would prefer.

**\*Photo Specials\***

**Meetings:** If you are looking to organize a big meeting, Be Event Group is your ideal partner. Annually, we organize big meeting events for corporation both in the Netherlands but also in Seville, Spain

**\*Photo meetings\***

**Beach:** Where else if not on the beach? We have prepared a variety of team outing games for you on the beautiful beaches of Scheveningen, Hoek van Holland and Zeeland. You name it, we do it.

**\*Photo Beach\***

**Winter:** Do not worry, we have your back for the cold season as well. If your team is a fan of ice, then we could arrange your next team outing. Are you preferring sculpting in ice or maybe playing fun games on ice in one of the several ice rinks where Be Event group organizes winter events?

**\*Photo winter events\***

We understand the benefits of team outing and we would be happy to discuss more about it. For more details about Be Event Group, [Click here \( anchor to the new page, explanation in chapter 2\)](#). Feel free to contact us so we can look together towards a fantastic team outing for your team.

### 3. 2<sup>nd</sup> Part – “Why Be Event Group” page

In order to increase the retention rate, an “About us” page will be created in order to retain the customers that were reached via the company’s blog section. This page will be created by emphasizing on the criteria of potential stable customers and qualities that the current stable customers of Be Event Group appreciate in their current collaboration. Furthermore, according to the customer categories identified during the research, a separate paragraph will be addressed to each customer category. Furthermore, every blog post will refer to this page.

Using [Canva](#), a visual representation of this page has been created.

## Why Be Event Group?

- We are your guaranteed reliable partner
- We can offer you a complete, engaging and personalized experience
- Our contact with you is essential for a good collaboration
- We are always thinking "out of the box"
- We like to think with you, not for you
- Our events can be specifically tailored to your needs
- Our main priority is participants' satisfaction
- Well-trained instructors
- Professional attitude



Photo

## Best Practices

Are you looking for a stable event partner for organizing an annual big event for your corporation? Our expertise and know-how recommend us as your preferred partner. With a proven record of big events organized and a long list of companies we have worked with, we are looking forward to a long-term collaboration with you.

If you are looking for:

- Professionalism
- Reliability
- Experience
- Creativity



Photo Big group

Are you a training company and you are searching for a reward system for your employees based on non-monetary incentives? We can find the best solution for a long-term collaboration. We think a team-building event is the best way to reward your employees, as it can considerably increase motivation and efficiency.

That is why we can offer you:

- An advantageous yearly agreement
- A tailored event for your group
- Flexibility and reliability
- A complete experience for the participants



Photo Harbour Dropping

Are you looking to organize a big event for your university? We have done it before, we can do it for you again! We know it might be a struggle to organize an event for a big group of students and that is why we want to help you. In the last years, we have worked with several universities and we can guarantee a successful event.

Why you should choose us:

- Vast experience managing big groups
- Know-how in offering tailored events for students
- Flexibility in finding a suitable solution for your budget
- Fun, teamwork and collaboration during the event




Photo big young group

Are you looking for a team-building outdoor? We understand how Covid has led to remote work, but we are also aware of the importance of meeting and spending time with your colleagues. That is why we would like to be your stable event partner and organize the outings for your team. We have a variety of events that we can tailor for your needs, while we can provide an event which:

- Will strengthen the bonds in your team
- Offer participants the chance of meeting and collaborate
- Will encourage teamwork
- Will provide an entertainment day in an organized environment

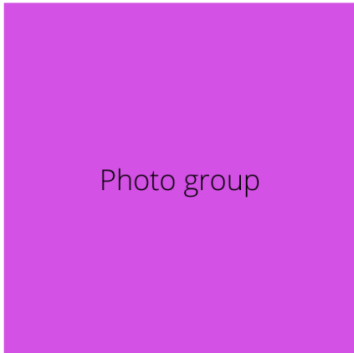


Photo group

Figure 3.1- Visual representation “Why Be Event Group?” page

## 4. Estimated Budget

<i>Blog Section activities</i>	<i>Cost</i>
<i>New website page</i>	300 Euros
<i>Content creation outsourcing</i>	Around 30 Euros / post
<i>Keywords research outsourcing</i>	Around 20 Euros / post
<i>Keyword research tools</i>	25 Euros/ month

## 5. Conclusion

As a conclusion to the SEO plan, two scenarios have been listed.

### **Best-Case Scenario**

In the best-case scenario, the new blog section will prove immediate results and will lead to new stable customers in the following six months. In this case the investment of 300 Euros will not be necessary as the company will receive sufficient traffic only by implementing this blog section as part of their existing page “News”. Therefore, the ROI in this scenario will be way bigger.

### **Expected scenario**

In the expected scenario, this solution will show a great potential in the following months, but will require increased visibility for search engine crawling and for website users. In this scenario, the company would consider an initial investment of 300 Euros towards creating a new section on the website. This would result in higher visibility and gradually better results.

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