

MARKET RESEARCH REPORT

**Uncovering Growth and
Development Opportunities:**

*A complete market research
analysis for Your Company
uncovering areas of
opportunity within the digital
footprint.*



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Digital Ecosystem



In today's digital landscape, small businesses can greatly benefit from leveraging multiple digital marketing channels to create a cohesive and successful ecosystem. Each channel plays a unique role in reaching and engaging with target audiences, driving traffic, and achieving business objectives. Furthermore, these channels are interdependent, working together to amplify results and maximize impact.

Channels

SEO (Search Engine Optimization): SEO boosts your website's visibility in search results, helping potential customers find you easily. By optimizing your website's content and structure, you increase the chances of attracting organic traffic and growing your online presence.

Content Marketing: Content marketing allows you to provide valuable and relevant information to your audience, positioning your brand as an expert and building lasting relationships. By consistently sharing engaging content, such as blog posts, videos, or infographics, you keep your audience informed and interested in what you have to offer.

Social Media Marketing: Social media marketing enables you to connect and engage with your audience, fostering relationships and increasing brand visibility. Through compelling posts, meaningful interactions, and targeted ads, you can showcase your brand's personality and attract potential customers.

Email Marketing: Email marketing helps you stay connected with your audience by delivering personalized and valuable content directly to their inboxes. With engaging emails, you can nurture leads, promote new products or services, and maintain customer loyalty.

PPC (Pay-Per-Click) Advertising: With PPC advertising, you can reach a targeted audience by displaying ads based on specific keywords or demographics. By investing in PPC, you can increase brand visibility, drive relevant traffic to your website, and generate leads.

Reputation Management: Reputation management involves actively monitoring and responding to customer reviews and feedback, showing your commitment to customer satisfaction. By addressing concerns promptly and maintaining a positive brand image, you build trust and loyalty among your customers.

Analytics and Data Tracking: Implementing analytics tools allows you to gain valuable insights into the performance of your digital marketing efforts. By analyzing data, you can make informed decisions, optimize your strategies, and achieve better results in reaching your business goals.

By integrating these digital marketing channels into a cohesive ecosystem, small businesses can create a powerful and interconnected online presence. The channels support and reinforce each other, driving traffic, nurturing leads, and generating conversions. The collective impact of these channels is greater than the sum of their individual parts, resulting in a thriving digital ecosystem that drives business growth and success.

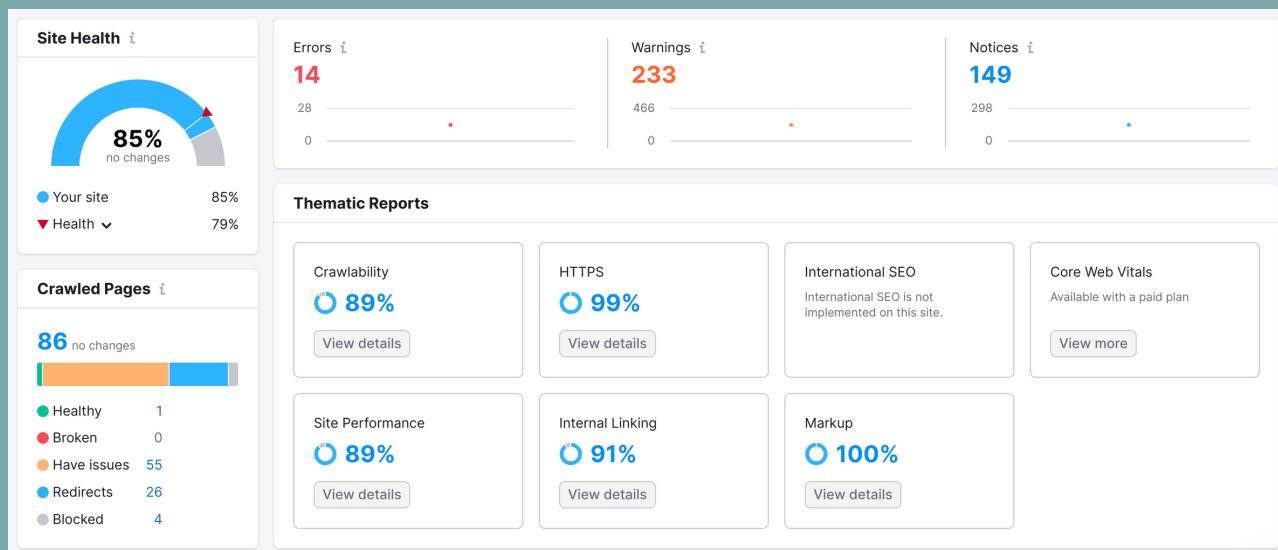


Sample Audit

Using tools to evaluate your site I was able to uncover some of your success, as well as some of your areas of opportunity. Below is a quick audit of your current digital footprint

Site Health:

During the audit of samplesite.com, I discovered that the overall health of the site is performing above average compared to industry peers, scoring 85% compared to the average of 79%. However, there are still areas that can be improved, including 14 errors and 233 warnings that can be resolved with a strategic and timely approach.



Errors, warnings, and notices are all common aspects of site maintenance. As Google changes its algorithms and refines its search sophistication, on-site strategies can become obsolete and require re-optimization. Regularly evaluating site content and its efficacy is a "best practice" worth investing in.

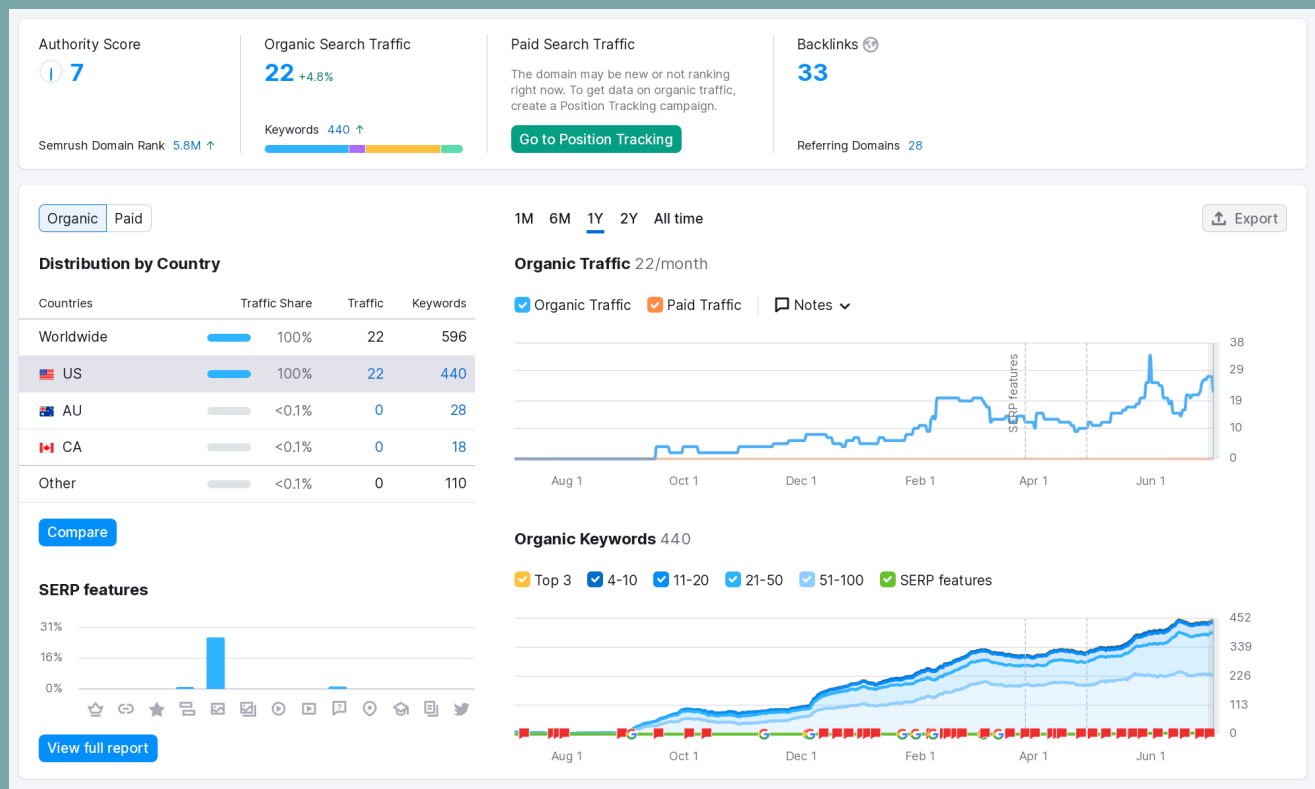
Site Traffic:

This was very exciting to look at! Congratulations sample business, your investment in your site is paying off. You started a significant growth trend in January. Here are some notable accomplishments:

ORGANIC GROWTH - 6 MONTHS

December 6, 2022		July 11, 2023	
● Top 3	1	● Top 3	3
● 4-10	3	● 4-10	5
● 11-20	7	● 11-20	39
● 21-50	30	● 21-50	164
● 51-100	61	● 51-100	227
● SERP features	0	● SERP features	5
Total	102	Total	443

Top 3: **+200%**
 4-10: **+67%**
 11-20: **+457%**
 21-50: **+446%**
 51-100: **+272%**
 SERP FEATURES: **+500%**
 TOTAL: **+334%**



Organic Growth - What's Working?

Two keywords are bringing in almost 50% of your traffic:

- *Essential oil blends for labor*
- *Essential oils to help baby sleep*

Notice the volume for these is low - that means they're not competitive terms, and highly effective. These would be considered niche keyword topics. When developing your keyword map you'll want to be intentional with your spread of MSV (monthly search volume), using high, medium, and low volume to attract prospects at different stages of their journey.

You have a strong informational and commercial footprint around general terms.

Top Organic Keywords 435

Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %
essential oil blends for labor >>	C I	1	30	0.00	31.81
essential oils to help baby sleep >>	I	5	50	0.00	13.63
essential oils for labor >>	C	13	590	0.60	9.09
best essential oils for kids >>	C I	5	50	0.00	9.09
postpartum acne >>	C I	21	1.6K	2.25	9.09

[View details](#)

Organic Position Distribution

Keywords by Intent

Intent	Keywords	Traffic
Informational	43%	225
Navigational	7.8%	41
Commercial	37.9%	198
Transactional	11.3%	59

[View details](#)

Branded Traffic Trend

We have no data to show.

Branded vs. Non-Branded Traffic

Branded	0%	by 0 keywords
Non-Branded	100%	by 440 keywords

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Main Organic Competitors 347

Competitor	Com. Level	Com. Keywords	SE Keywords
mindfulmommydoula.com	██████████	16	124
doulasoflongbeach.com	██████████	17	804
cincinnatibirthcenter.com	██████████	17	1,613
bestbirthhawaii.com	██████████	4	470
happyparentshappybaby.com	██████████	7	320

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Competitive Positioning Map

Organic Growth - Keywords that are gaining traction:

Here's a slightly deeper dive into your search position by keyword. There are more wins as you can see terms moving up in rank.

Keywords **440** 1.62%

Traffic **22** 4.76%

Traffic Cost **\$7** -46.15%

Organic Search Positions 1 - 100 (440)

[+ Add to keyword list](#) [Manage columns 11/16](#) [Export](#)

Keyword	Intent	Position	SF	Traffic	Traffic...	Volume	KD %	URL	SERP	Updated
essential oil blends for labor >>	C I	1	6	7	31.81	30	21	www.malamomma.com/blog/essential-oil-blends-for-labor-and-birth	🔗	Jul 03
essential oils to help baby sleep >>	I	9	3	13.63	50	36	6	www.malamomma.com/blog/essential-oils-to-help-children-sleep	🔗	Jul 07
essential oils for labor >>	C	13	5	2	9.09	590	41	www.malamomma.com/blog/essential-oil-blends-for-labor-and-birth	🔗	Jul 08
best essential oils for kids >>	C I	12	2	9.09	50	28	8	www.malamomma.com/blog/essential-oils-to-help-children-sleep	🔗	Jul 03
postpartum acne >>	C I	21	6	2	9.09	16K	54	www.malamomma.com/blog/postpartum-hormonal-acne	🔗	3 days
momma means >>	I	25	7	1	4.54	880	51	www.malamomma.com/	🔗	Jul 02
essential oils for toddler sleep >>	T	2	8	1	4.54	30	22	www.malamomma.com/blog/essential-oils-to-help-children-sleep	🔗	Jul 03
essential oils for baby sleep >>	I	3	8	1	4.54	40	31	www.malamomma.com/blog/essential-oils-to-help-children-sleep	🔗	Jun 21
sleep training services >>	C	44	6	1	4.54	3.6K	33	www.malamomma.com/pediatric-sleep-consulting	🔗	2 days
essential oils to help baby sleep >>	I	6	9	1	4.54	50	36	www.malamomma.com/blog/essential-oils-to-help-children-sleep	🔗	Jul 07

Referral Sites = High Domain Authority

By soliciting backlinks from other reputable sites, you signal to google that you are a trusted site and authority in your space.

Backlinks

[Export](#)

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Best 20 Holistic Practitioners in Lexington, KY superpages.com https://www.superpages.com/lexington-ky/holistic-practitioners	-	nofollow
Holistic Center in Midway, KY superpages.com https://www.superpages.com/midway-ky/holistic-center	-	nofollow
4 Best Honolulu Doulas Expertise.com https://www.expertise.com/hi/honolulu/doulas	Visit Website Website	follow
4 Best Honolulu Doulas Expertise.com https://www.expertise.com/hi/honolulu/doulas	logo	follow
4 Best Honolulu Doulas Expertise.com https://www.expertise.com/hi/honolulu/doulas	-	follow

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Follow vs Nofollow

● Follow links: 22
● Nofollow links: 11

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Top Anchors

[Export](#)

Anchor	Domains	Backlinks
postpartum hormonal acne — mālama momma	10	10
<EmptyAnchor>	5	6
malamomma.com	2	2
http://www.malamomma.com	1	2
https://www.malamomma.com/	2	2

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Referring Domains

[Export](#)

Root Domain	Country/IP	Backlinks
expertise.com 🔗	76.76.21.61	3
front-page.com 🔗	165.140.84.20	2
ilistugo.com 🔗	66.152.180.82	2
superpages.com 🔗	151.138.150.150	2
accurate.homes 🔗	172.67.165.220	1

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Backlink Types

Text	81%	26
Image	19%	6
Form	0%	0
Frame	0%	0

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Additional Channels:

Email Marketing:

It appears email newsletters may only be reserved for your hottest leads, but the fact of the matter is, the average consumer needs at least 8 touches to get close to a conversion. KPIs that can be helpful for this channel include: Impressions (Sign up form), Conversion rate (CR - Sign Up forms), number of leads, Open rate, Click-thru-rate, conversion rate (sales), Revenue, and Average Order Value (AOV).

Social Media Marketing:

You have a strong community in this channel. Engagement rate over the last 6 months is 5% which is relatively high for social channels. KPIs to continue monitoring: # of posts, Engagement, Followers, story views, and link clicks.

Instagram: @Sample Account

Followers: 1,126

Engagement Rate: 5%

Posts in 6 months: 3

PPC and Paid Social:

Seek to understand what a budget might look like. It could be as little as \$30 a month to start.



Sample Strategy

When the sky is the limit, it's hard to know where to start. My philosophy is to start with the foundation, without a strong foundation, the integrity of the structure is compromised. We'll reinforce your hard work, and then start reaching for the clouds: This is what I would propose for the first 6 months:

Month 1 - Re-Evaluating the Foundation

Plot business priorities: (2 weeks)

- Identify high-impact audiences that you want to continue capturing while we continue building the empire.
- Identify high-impact geo-locations that you want to go after to support the lead-gen you want most.
- Identify high-impact products and services you want top of mind.
- Identify high-level goals: Leads, Conversions, Revenue, Customer Reviews.
- Recommended KPIs for each channel are reviewed and establish to measure success.

Keyword Mapping Current Site: (2 weeks)

- Evaluate the site as it currently is to get a clear view of the Search Engine Optimization. Map out pages (up to 15) to ensure the site has intuitive use for both user and robot, make sure there is no cannibalization of keywords, and seek to understand strategic outcome of each page.

Sample Strategy

Month 2 - Clean-Up

Identify Best Re-Optimization Opportunities: (4 weeks)

- Plot new keyword map (for up to 15 pages). Strategically identify search query keywords to drive specific traffic to each page that support the users journey. Establish the new plan for additional pages, in-linking, and an outbound link strategy.

Re-Optimize Social Channels: (2 days)

- After evaluating competitors in your space, I noticed some key areas within your profiles that could be improved.

Establish Newsletter Sign Up: (1 week)

- Establish one piece of content that could be used as a lead magnet and easily automated using your email marketing software.



Sample Strategy

Month 3-6 - Plan the Work, Work the Plan.

Content Calendar and Campaign Development: (4 weeks)

- Map out Holidays and National Days you want to activate around. (Black Friday and Cyber Monday are always opportunities to gain new customers - think "Give the gift of sleep.")
- Using the Keyword map, askthepublic, and Google's "People also ask" establish a 90-day content calendar.
- Establish new lead magnets for social and website.
- Identify new landing pages that would support groups of topics.

Project Planning: (2 weeks)

- Map out all the activations in Monday.com
- Assign content pieces to owners: Business Ower, VA, or, Stephanie based on resources, needs, and goals

Establish AI prompts to accelerate work: (1 week)

- This may take a little R&D, and we can start utilizing ChatGPT AIPRM to develop first drafts for CMS pages, Blog pages, Email Newsletters, and Social Captions.
- We can also establish prompts to create cohesive tone and voice, and ensure proper grammar and punctuation.

Get to Work:

- Get on bi-weekly calls to review points of completion.

Review and Analyze: (End of the Year)

- Once we've made updates to the site, we can start monthly analytic check-ins to evaluate KPIs.

Customer Segmentation

Meeting people along their Sleep Consultation Journey starts with understanding who they are and what they need. Here are some personas we can explore. Consider this a piece of your keyword strategy foundation.



Family

Tired Moms:

Tired Dads:

Parents of Adopted Newborns:

Professional

OBGYNs

Pediatricians

Corporations with added employee benefits

Geo-Marketing Segmentation



Related to your goals we'll also want to establish high priority activities that drive revenue for your business. Do you want more in-person activations, or do you want to acquire more remote

activations. Based on your personal goals we can hone our keyword strategy accordingly.

Pediatrician Sleep Consultant Kentucky

Specific Cities?

Specific services?

Pediatrician Sleep Consultant Hawai'i

Specific islands?

Specific services?

Remote Pediatrician Sleep Consultant

Nationwide? Worldwide?

Specific services?

Behavioral Segmentation

You know your clients best and the services they lean into. By creating certain content funnels we can establish strategic streams of revenue for specific products and services. Identifying the product and services with the highest ROI will be another factor to consider when we plan content mapping.

High-Value

Customers who make large purchases and are loyal to the brand

Price-Sensitive

Customers who are motivated by price and are likely to shop around for deals

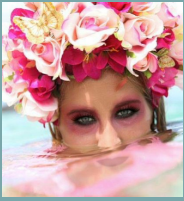
Impulsive

Customers who make purchases on a whim without much research or planning

Informed

Customers who research products thoroughly and make informed decisions





Thank you!

At Sirensong OBM, we pride ourselves on being more than just digital strategists. We are results-oriented professionals who have proven our capabilities in driving real success for businesses. With a track record of generating over \$98 million (and counting) in organic revenue for a small ecommerce company, we possess the expertise and knowledge to make a significant impact.

Imagine your business as the mermaid's enchanting call, captivating your target audience and guiding them towards your products or services. Just like the mermaid's voice cannot be ignored, our digital acumen and implementation at Sirensong OBM are equally compelling.

We combine data-driven insights with strategic creativity to create tailored strategies that align with your business goals. Our focus is on empowering small businesses to not only survive but thrive in the ever-evolving digital landscape. We understand the challenges you face and are dedicated to providing the guidance and support needed to help you grow and scale.

With Sirensong OBM as your partner, you can unlock the true potential of your business and attract the attention you deserve. Let us help you chart a course towards sustainable success and achieve remarkable results in the digital realm.

Your Digital Maven,
Stephanie Leilani