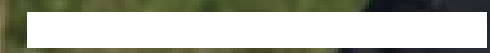


Lily Trotters

Next Generation Compression Gear

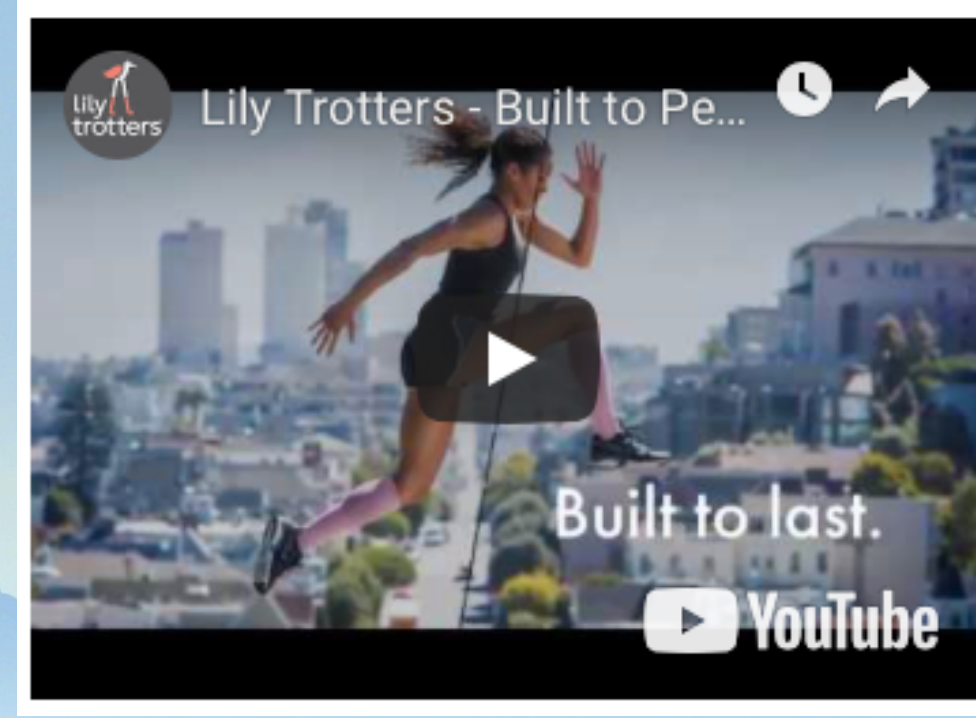


QUICK THOUGHTS
July 16, 2019
Randall Krongard



FRONT FACING



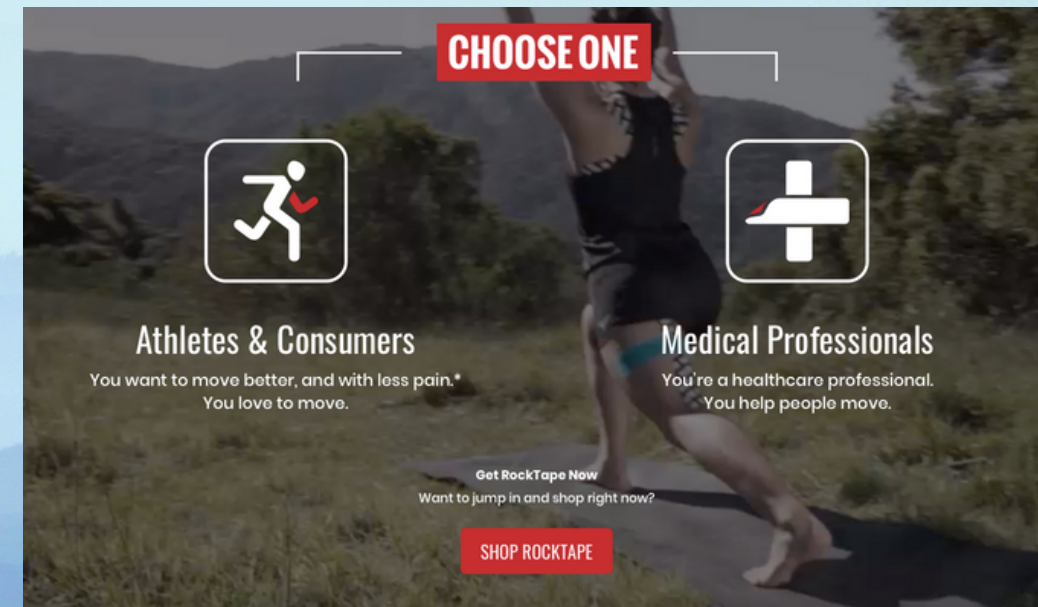
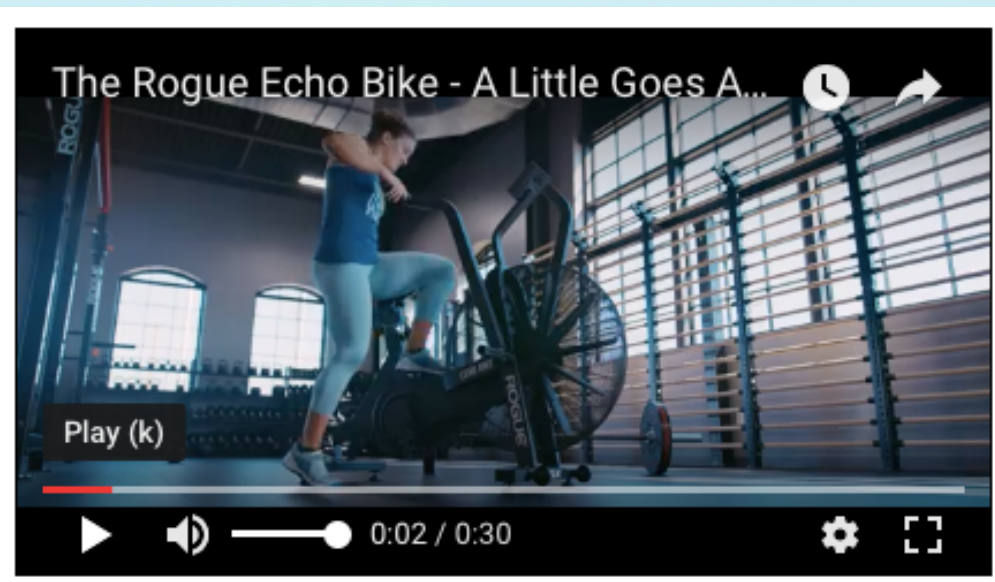


MEDIA BRANDING


Who is the main market?

What theme fits them?

James Taylor vs. AC/DC



`<title>Lily Trotters - Badass & Beautiful Compression Socks</title>`

A woman with long brown hair is looking down at a silver laptop. The laptop lid is decorated with several colorful stickers, including the Statue of Liberty, the Apple logo, a pink cat, a cartoon character, a person surfing, and another cartoon character. A pair of glasses is visible on the desk in front of the laptop. The background shows a window with a view of a city and a wooden wall.

**What are people typing into
their search bar to find
compression socks?**

Power of KeyWord Research

🔍 healthy veins

🔿 Show broadly related ideas; Exclude adult ideas [View all](#) ADD FILTER Showing

| <input type="checkbox"/> Keyword (by relevance) ↓ | Avg. monthly searches | Competition |
|--|-----------------------|-------------|
| <input type="checkbox"/> varicose veins | 100K – 1M | Low |
| <input type="checkbox"/> varicose veins treatme... | 10K – 100K | High |
| <input type="checkbox"/> thread veins | 100 – 1K | Low |
| <input type="checkbox"/> what causes varicose v... | 10K – 100K | Low |
| <input type="checkbox"/> vein health | 100 – 1K | High |
| <input type="checkbox"/> varicose vein removal | 1K – 10K | High |
| <input type="checkbox"/> spider veins on legs | 1K – 10K | Medium |
| <input type="checkbox"/> spider veins | 10K – 100K | Low |
| <input type="checkbox"/> varicose | 1K – 10K | Low |

🔍 healthy circulation

🔿 Show broadly related ideas; Exclude adult ideas [View all](#) ADD FILTER

| <input type="checkbox"/> Keyword (by relevance) ↓ | Avg. monthly searches | Competition |
|--|-----------------------|-------------|
| <input type="checkbox"/> healthy circulation | 10 – 100 | Low |
| Keyword ideas | | |
| <input type="checkbox"/> blood circulation | 1K – 10K | Low |
| <input type="checkbox"/> increase blood flow | 1K – 10K | High |
| <input type="checkbox"/> improve circulation | 1K – 10K | Medium |
| <input type="checkbox"/> leg circulation | 1K – 10K | High |
| <input type="checkbox"/> poor circulation | 1K – 10K | Low |
| <input type="checkbox"/> improve blood circulati... | 100 – 1K | High |
| <input type="checkbox"/> increase blood circulati... | 100 – 1K | High |
| <input type="checkbox"/> increase circulation | 100 – 1K | Low |
| <input type="checkbox"/> supplements for circul... | 1K – 10K | High |

lily trotters
COMPRESSION

SHOP · ABOUT · COMMUNITY · BLOG · STORE LOCATOR · CART

**Signature
Compression**

SHOP NOW

BISTRO FRANCAIS

Simple French bistro style food in a relaxed casual atmosphere

VISIT US

PT PALEOTREATS®

SHOP REWARDS SUBSCRIPTIONS ABOUT · CART

**KETO
OPTIONS**

CLICK HERE

**WE
SHIP
TO
YOU.**

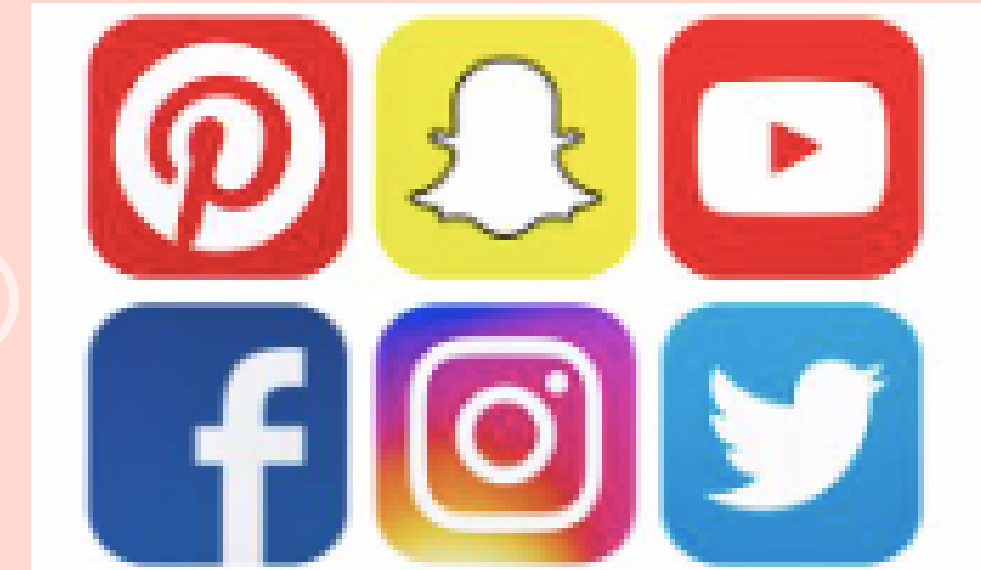
Unique Proposition
Why choose the product?
Word Choice:
ie: Healthy Veins,
Signature Compression etc..

THE BEST PALEO DESSERTS IN THE WORLD. GUARANTEED.

NO STARCH, GLUTEN FREE, GRAIN FREE, DAIRY FREE, SOY FREE, NO PRESERVATIVES, REAL FOOD, KETO OPTION

Social Media


- Carry Over from Overall Theme Approach
- Build Community through Storytelling
- Leverage Social Media "Live Feed" Functions
- Community Interactivity
- Alt Tags for Pictures
- Instagram Video
- Email Campaigns?
- Blog Consistency



These Snapshots are brilliant - Use Them!!

Our Style



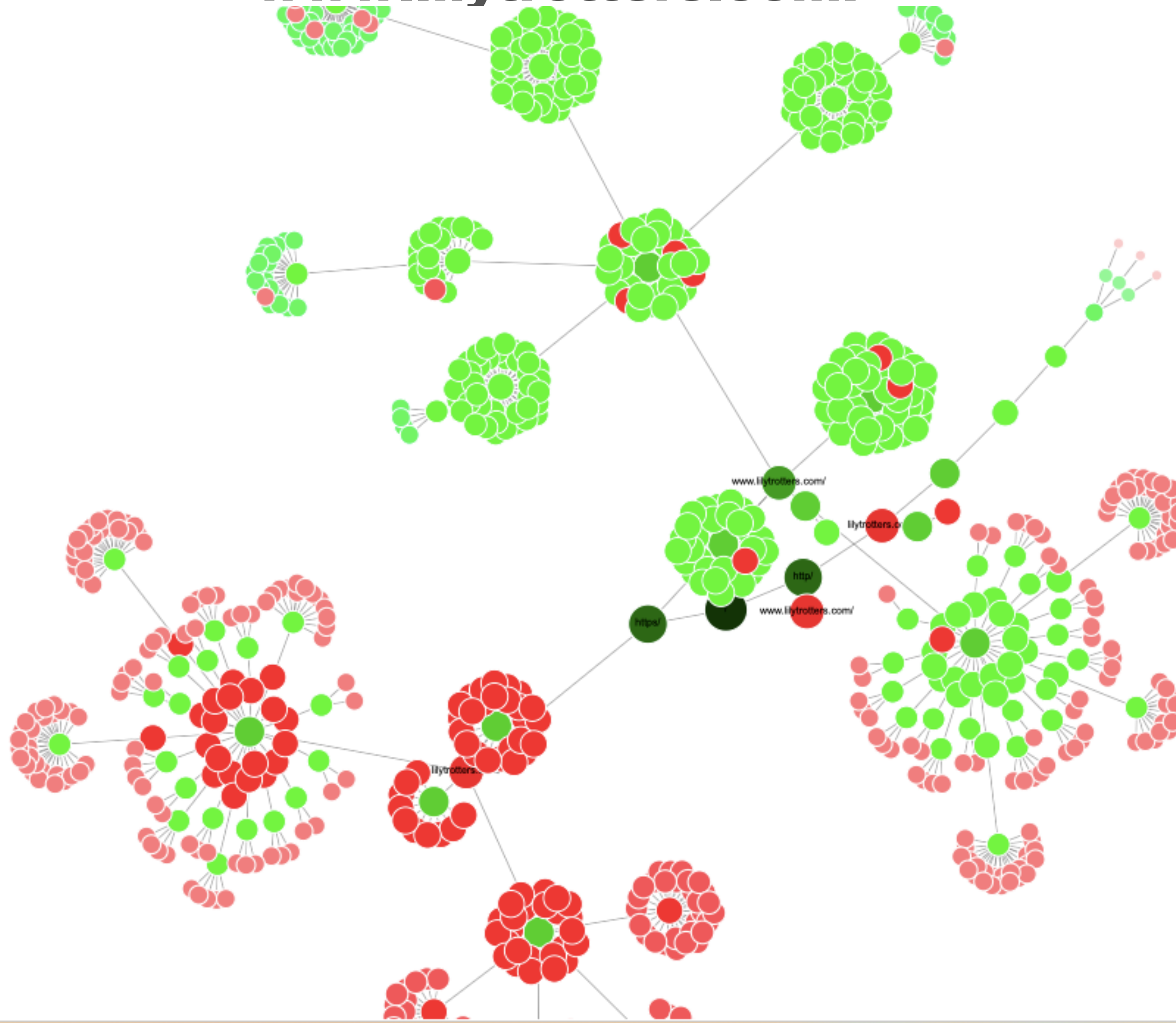


BACK OFFICE

Website / SEO

OVERVIEW BROKEN LINKS:

www.lilytrotters.com:




| | | | |
|---|-----|-----------|---------------|
| https://www.lilytrotters.com/blogs/lily-trotters-news/www.ultimatedirection.com | 404 | Not Found | Non-Indexable |
| https://www.lilytrotters.com/blogs/lily-trotters-news/www.skyemountainco.com | 404 | Not Found | Non-Indexable |
| https://www.lilytrotters.com/blogs/lily-trotters-news/www.garmin.com | 404 | Not Found | Non-Indexable |
| https://www.lilytrotters.com/blogs/lily-trotters-news/www.blackdiamondequipment.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.blackdiamondequipment.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.strava.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.adventuristbackpacks.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.ultimatedirection.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.mykokua.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.goatheadgear.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.shadyrays.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.nathansports.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.skyemountainco.com | 404 | Not Found | Non-Indexable |
| https://lilytrotters.com/blogs/lily-trotters-news/www.garmin.com | 404 | Not Found | Non-Indexable |
| https://www.lilytrotters.com/blogs/lily-trotters-news/www.strava.com | 404 | Not Found | Non-Indexable |
| https://www.lilytrotters.com/blogs/lily-trotters-news/www.adventuristbackpacks.com | 404 | Not Found | Non-Indexable |

| H1-1 | H1-2 |
|------------------------------------|---|
| Signature Compression | How do compression socks help you ? |
| #LilyTrotters | |
| Why Wear Compression Socks? | |
| Signature Compression | |
| FAQs | Sizing |
| Lily Trotters Influencers | |
| Travel | Travel free of foot and leg discomfort with compression socks |
| Blog | |
| Signature Compression | |
| Website Privacy Policy Statement | |
| Calf Sleeves | Increase athletic performance and speed up muscle recovery with |
| Who We Are | Our Story |
| Mother's Day Gift Guide | |
| Any Sport Any Season: Compressi... | |
| Wholesale | |
| Product Reviews | |
| Workout | Increase athletic performance and speed up muscle recovery with |

FIXING WEBSITE GAPS = MORE CUSTOMERS

| From | Alt Text |
|--|----------|
| https://www.lilytrotters.com/pages/calf-sleeves | |
| https://lilytrotters.com/pages/calf-sleeves | |
| https://www.lilytrotters.com/pages/calf-sleeves | |
| https://lilytrotters.com/pages/calf-sleeves | |
| https://www.lilytrotters.com/pages/travel | |
| https://www.lilytrotters.com/pages/pregnancy | |
| https://www.lilytrotters.com/pages/healthy-veins | |
| https://www.lilytrotters.com/pages/sit-stand | |

| Title 1 | ... | Meta Description 1 | Met... |
|---|-----|--|--------|
| Lily Trotters - Badass & Beautiful Compression Socks | 52 | Lily Trotters is your #1 destination for stylish & comfortable athleti... | 151 |
| #LilyTrotters - Lily Trotters | 29 | | 0 |
| Why Wear Compression Socks? - Lily Trotters | 43 | This is what all the hoopla is about Compression socks rock. They... | 320 |
| Signature Compression - Lily Trotters | 37 | Finally—stylish high-performance compression socks and sleeves... | 320 |
| FAQs - Lily Trotters | 20 | Below you'll find frequently asked questions about Lily Trotters an... | 320 |
| Lily Trotters Influencers | 25 | Consider us #inspired! The Lily Trotters Influencers are wonder w... | 320 |
| Travel - Lily Trotters | 22 | Travel free of foot and leg discomfort with compression socks Ha... | 320 |
| Blog - Lily Trotters | 20 | Love Lily Trotters? Check out our awesome blog for a great compi... | 155 |
| Signature Compression - Lily Trotters | 37 | Finally—stylish high-performance compression socks and sleeves... | 320 |
| Website Privacy Policy Statement - Lily Trotters | 48 | sassy sexy compression socks fits all shoes running travel work f... | 159 |
| Calf Sleeves - Lily Trotters | 28 | Increase athletic performance and speed up muscle recovery with... | 320 |
| About Us Lily Trotters | 24 | Learn all about Lily Trotters and how we got our starting bringing t... | 149 |
| Mother's Day Gift Guide - Lily Trotters | 39 | It's time to start thinking about the perfect gift for all the well-deser... | 320 |
| Any Sport Any Season: Compression socks save Equestrians and... | 86 | Anyone who is fortunate enough to participate in an equestrian sp... | 320 |
| Wholesale - Lily Trotters | 25 | Lily Trotters is expanding into many retail outlets nationwide. If yo... | 320 |
| Product Reviews - Lily Trotters | 31 | Don't take our word for it! Ready our customer reviews below. Lily... | 205 |
| Workout - Lily Trotters | 23 | Increase athletic performance and speed up muscle recovery with... | 320 |



KeyWords

Non Indexable Pages

***UA Code (Google Tag)?**

Broken Links & Metatags

Titles, Headers, Descriptions

KeyWords + Character Quotas

Photo Alt Tags

ALT - TAGGING PHOTOS

Document Title:

Author:
(i) Semicolons or commas can be used to separate multiple values

Author Title:

Description:

Rating: ☆ ☆ ☆ ☆ ☆

Description Writer:

Keywords:
(i) Semicolons or commas can be used to separate multiple values

Copyright Status:

Copyright Notice:

Copyright Info URL:

Creation Date: <Multiple Values>

Modification Date: <Multiple Values>

Application: <Multiple Values>

Format: <Multiple Values>

Author Title:

Description:

Rating: ☆ ☆ ☆ ☆ ☆

Description Writer:

Keywords:
(i) Semicolons or commas can be used to separate multiple values

Copyright Status:

Copyright Notice:

Copyright Info URL:

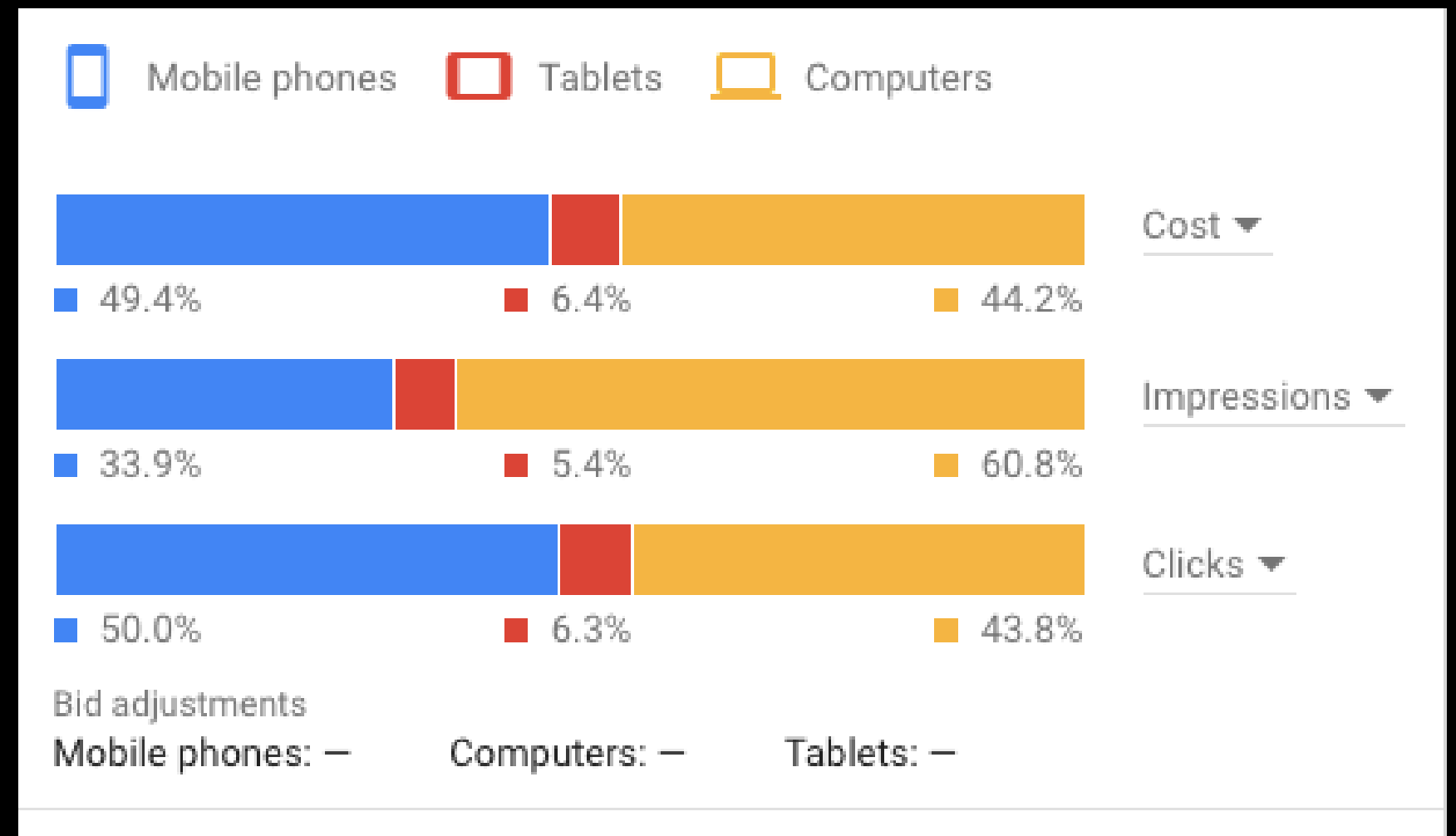
Creation Date: May 21, 2019 at 12:49:12 PM

Modification Date: May 21, 2019 at 12:49:12 PM

Application: Adobe Photoshop CC 2019 (Macintosh)

Format: application/vnd.adobe.photoshop

| | | | | | | | | |
|--------------------------|----------------------------------|---------|----------------------|-----------------|---|----|-----|-------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | 18 - 24 | College Scholarships | Ad group paused | — | 36 | 879 | 4.10% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 25 - 34 | Credits to Graduate | Ad group paused | — | 4 | 579 | 0.69% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 25 - 34 | College Scholarships | Ad group paused | — | 19 | 989 | 1.92% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 35 - 44 | Credits to Graduate | Ad group paused | — | 3 | 574 | 0.52% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 35 - 44 | College Scholarships | Ad group paused | — | 10 | 662 | 1.51% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 45 - 54 | Credits to Graduate | Ad group paused | — | 4 | 488 | 0.82% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 45 - 54 | College Scholarships | Ad group paused | — | 10 | 552 | 1.81% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 55 - 64 | Credits to Graduate | Ad group paused | — | 1 | 217 | 0.46% |

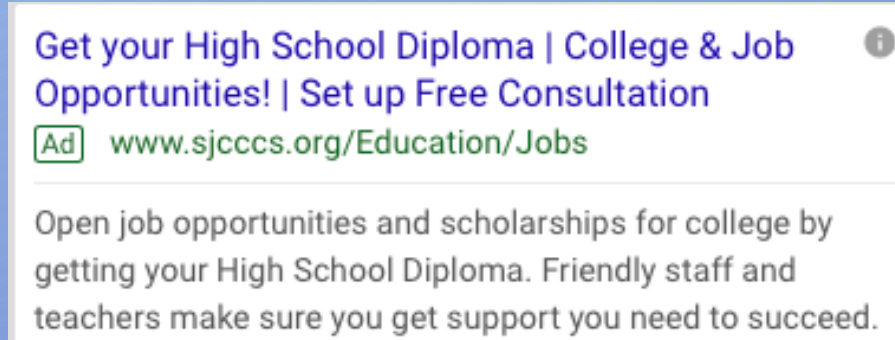


Extension type: All ADD FILTER Associations view

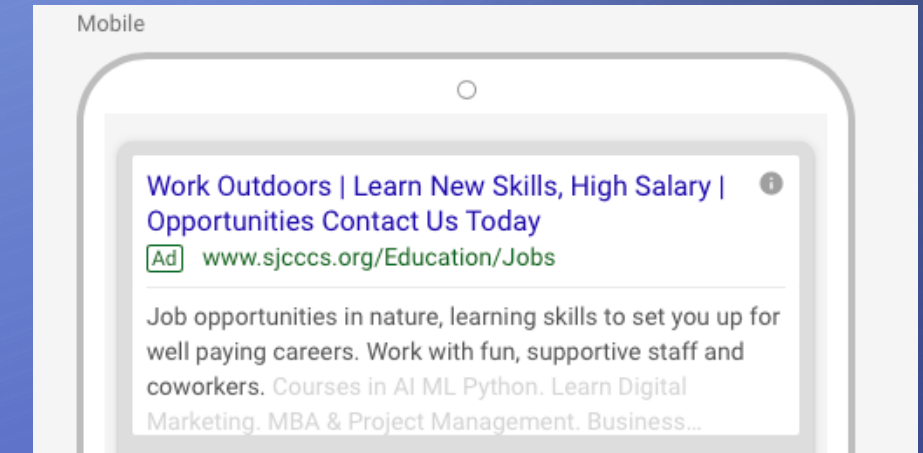
| Extension | Added to | Level | Status | Clicks | Impr. | CTR | Avg. CPC | Cost | Conv. |
|--|----------------|----------|--|--------|-------|--------|----------|--------|-------|
| <input type="checkbox"/> +1 408-459-6404 (Added by ... (mobile)) | SJCC Charte... | Ad group | Approved | 3 | 18 | 16.67% | \$1.40 | \$4.19 | |
| Callout extension | | | | | | | | | |
| <input type="checkbox"/> Orientations starting now | SJCC Charte... | Campaign | Approved | 0 | 0 | — | — | \$0.00 | |
| <input type="checkbox"/> Call Natali to sign up! | SJCC Charte... | Campaign | Disapproved Punctuation and symbols | 0 | 0 | — | — | \$0.00 | |
| Total: Call extensions | | | | 3 | 18 | 16.67% | \$1.40 | \$4.19 | |

WEB BASED
ANALYTICS / DATA
IS KEY

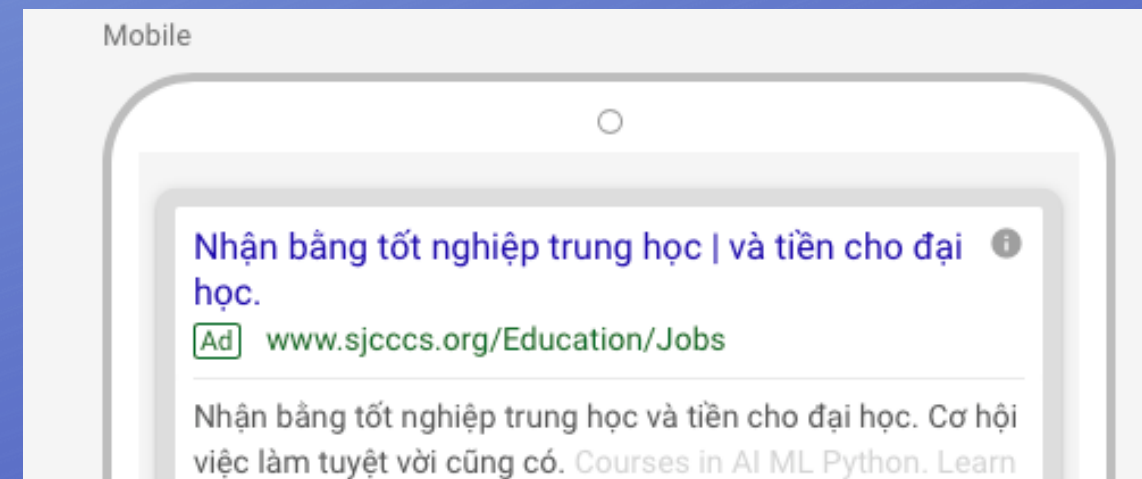
Google AdWords



Translations into different languages

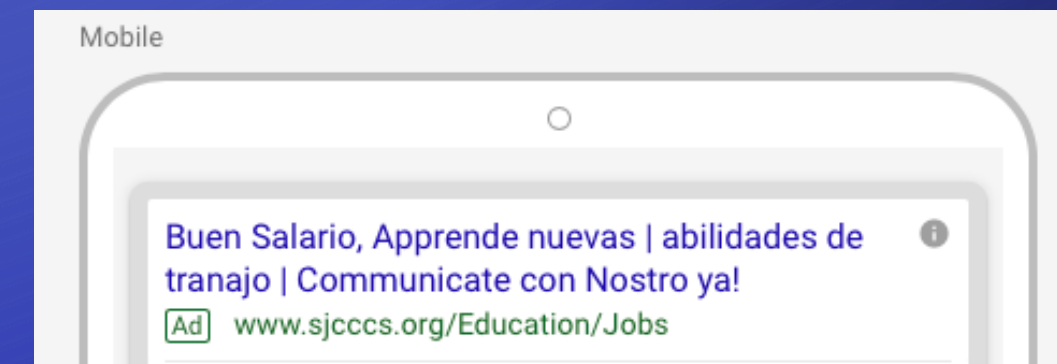


Research data driven strategies



A/B Split Testing to identify most effective keywords

Pay Per Click Advertising



General Extra Thoughts

Great product, story, and style!

What material is used & how can this story be shared (handmade)?

What makes them specific to woman?

Use slideshow or video on webpage to appeal to several markets.

Social Media can be overwhelming - using HootSuite and similar platforms to ease this as well as use themes to organize campaigns.

Keep up regular schedule on Blogs
