

Ann Clarke Cookie Cutters

Documentation



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Project Planning

Goal/Purpose

To leverage and continue Ann Clark's search engine optimization (SEO) and keyword research in order to increase search engine results page (SERP) for specific holidays and priority keywords via email marketing and recipe pages. Additionally to drive site traffic and customer engagement, as well as sell cookie cutters.

Objective

To increase SERP ranking by September 1, 2021 for the following keywords: cookie decorating, cookie decorating supplies, graduation cookie cutters, and mother's day cookie cutters.

Strategy

Our work revolved around an SEO-focused strategy. Using priority keywords and the upcoming holidays to bolster Ann Clark's SEO efforts in email marketing and recipe pages on their website. We utilized holiday-specific and other relevant content in the emails to spark joy and inspire the audience to get baking, while also (hopefully) boosting Ann Clark's SEO.

Deliverables

Email Campaigns

1. Graduation
2. Mother's Day

Recipe Pages

1. Graduation Cookies
2. Mother's Day Cookies

Campaign Reports

Mother's Day

Email Campaign

4/17/21

8:30 am EDT

Sends: 48,325

Open Rate: 12%

Click Through Rate: 9%

Most of the clicks were on images, predominately the recipe.



Google Analytics Data for Mother's Day Email Campaign

Users: 703

New Users: 405

Sessions: 883

Pages/Session: 2.90

AVG. Session Duration: 1:47

Bounce Rate: 68.74%

Ecom. Conversion Rate: 3.06%

Transactions: 27

Revenue: \$336.22

Google Analytics Data for the Recipe Page

Impressions: 848 (2.05% of total)

Clicks: 6

CTR: 0.71%

AVG. Position: 4.7

Sessions: 6

Bounce Rate: 100%



Make this Mother's Day MOM-umental with our selection of cookie cutters that are sure to put a smile on Mom's face! [Shop now](#)



[Mother's Day Cookie Cutters](#)



Skip The Florist!

Kids and grown-ups alike love baking cookies for their Moms. Give her the sweetest gift of all time using our Mother's Day cookie cutter collection to make your cookies extra special this Mother's Day!

[Mother's Day Cookie Recipe](#)

Mother's Day Sugar Cookies

[Write a Review](#)

Here's a fun Mother's Day cookie decorating project that kids and parents will love. Rolled sugar-cookie dough is ideal for cutting into **Hearts, flowers, butterflies, wine glasses and other shapes that mothers love**. If you like, reduce the vanilla to 1/2 teaspoon and add 1/2 teaspoon of almond extract. To decorate, use our [Royal Icing recipe](#).

PREP:	BAKE:	TOTAL:
20 minutes	10 minutes	30 minutes

YIELD:

16



Graduation

Email Campaign (based on A/B test winner)

4/10/21

2:22 pm EDT

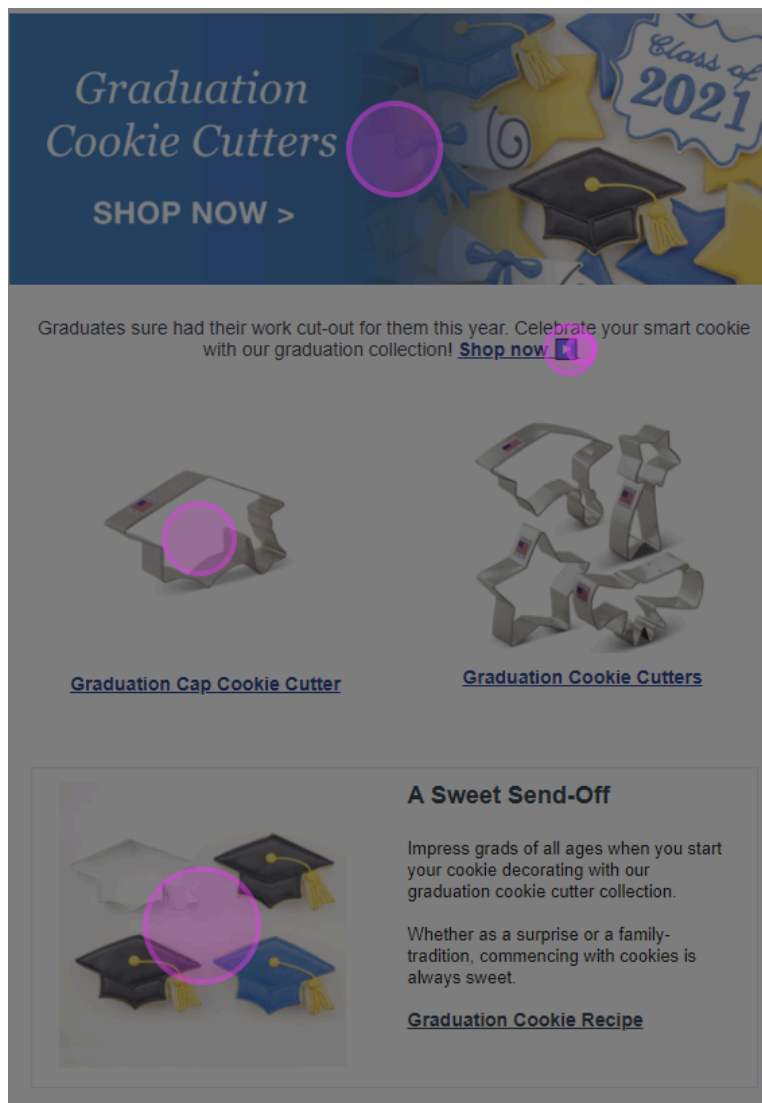
Sends: 33,816

Open Rate: 15.1%

Click Through Rate: 6.3%

Bounces: 2686

A majority of the clicks were on images versus anchor text.



A/B Test

Test Size: 30% of 48310 Recipients

Send Date	Subject Line	Sent	Opens	Clicks
Sat, Apr 10, 2021 8:18 am EDT	"Let the cookie commencement begin! 🎓" - Subject Line A: 15%	7247	1013	69
Sat, Apr 10, 2021 8:18 am EDT	"Graduation Cookie Cutters and Recipes" - Subject Line B: 15%	7247	997	92
Sat, Apr 10, 2021 2:22 pm EDT	"Let the cookie commencement begin! 🎓" - Subject Line A: 70%	33816	4902	277

While the experiential subject line gained more opens, the CTR was higher with the simpler subject line. Additionally, the email with “recipes” in the subject line received a higher percentage of clicks to the recipe page versus the cookie cutters collection page.

Percent of clicks to recipe page versus cookie cutters per subject line		
Subject Line	Recipe Page	Cookie Cutters Page
"Let the cookie commencement begin! 🎓" - Subject Line A: 15%	33%	39.8%
"Graduation Cookie Cutters and Recipes" - Subject Line B: 15%	33.6%	42.9%
"Let the cookie commencement begin! 🎓" - Subject Line A: 70%	32.8%	34.6%

Google Analytics Data for Graduation Email Campaign

Users: 413

New Users: 219

Sessions: 573

Pages/Session: 3.42

AVG. Session Duration: 2:07

Bounce Rate: 62.37%

Ecom. Conversion Rate: 5.24%

Transactions: 30

Revenue: \$444.18

Google Analytics Data for the Recipe Page

*Not available



Graduates sure had their work cut-out for them this year. Celebrate your smart cookie with our graduation collection! [Shop now](#)



[Graduation Cap Cookie Cutter](#)



[Graduation Cookie Cutters](#)



A Sweet Send-Off

Impress grads of all ages when you start your cookie decorating with our graduation cookie cutter collection.

Whether as a surprise or a family-tradition, commencing with cookies is always sweet.

[Graduation Cookie Recipe](#)

Graduation Cookies

[Write a Review](#)

Looking for a fun cookie-baking project to celebrate graduation? You're in luck! This basic sugar-cookie dough is perfect for rolling and cutting into Graduation caps and gowns. For variety, try different shapes and sizes. We offer graduation caps, gowns, diplomas, and stars. If you like, reduce the vanilla to 1/2 teaspoon and add 1/2 teaspoon of almond extract. To decorate, use our [Royal Icing recipe](#).

PREP:	BAKE:	TOTAL:
20 minutes	10 minutes	30 minutes

YIELD:

16



Keyword Reports

Graduation

Search Query ?	Clicks ?	↓	Impressions ?	CTR ?	Average Position ?
	0		8	0.00%	27
	% of Total: 0.00% (1,904)		% of Total: 0.01% (111,863)	Avg for View: 1.70% (-100.00%)	Avg for View: 20 (34.26%)
1. graduation cookie ideas	0 (0.00%)		8(100.00%)	0.00%	27

	0		6	0.00%	65
	% of Total: 0.00% (1,904)		% of Total: 0.01% (111,863)	Avg for View: 1.70% (-100.00%)	Avg for View: 20 (223.37%)
1. graduation sugar cookies	0 (0.00%)		6(100.00%)	0.00%	65

Search Query ?	Clicks ?	↓	Impressions ?	CTR ?	Average Position ?
	15		914	1.64%	8.9
	% of Total: 0.79% (1,904)		% of Total: 0.82% (111,863)	Avg for View: 1.70% (-3.58%)	Avg for View: 20 (-56.19%)
1. graduation cookie cutters	9 (60.00%)		639 (69.91%)	1.41%	4.7
2. ann clark graduation cookie cutters	4 (26.67%)		14 (1.53%)	28.57%	1.0
3. graduation cookie cutters 2021	1 (6.67%)		2 (0.22%)	50.00%	52
4. graduation cookies cutters	1 (6.67%)		19 (2.08%)	5.26%	5.9
5. decorated graduation cookies	0 (0.00%)		2 (0.22%)	0.00%	24
6. easy graduation cookies	0 (0.00%)		1 (0.11%)	0.00%	2.0
7. graduation cookie	0 (0.00%)		12 (1.31%)	0.00%	4.3
8. graduation cookie cake	0 (0.00%)		6 (0.66%)	0.00%	60
9. graduation cookie cutter	0 (0.00%)		108 (11.82%)	0.00%	7.8
10. graduation cookie cutter set	0 (0.00%)		6 (0.66%)	0.00%	6.0

Mother's Day

Google search results for "mother's day sugar cookies". The search bar shows the query, and the results include a carousel of images and a list of recipes. The first recipe, "Mother's Day Sugar Cookies" by Ann Clark | Cookie Cutters, is highlighted with a red box.

mother's day sugar cookies

Report images

View all

Recipes :

Mother's Day Sugar Cookies
Ann Clark | Cookie Cutters
No reviews
30 min
Egg, flour, vanilla

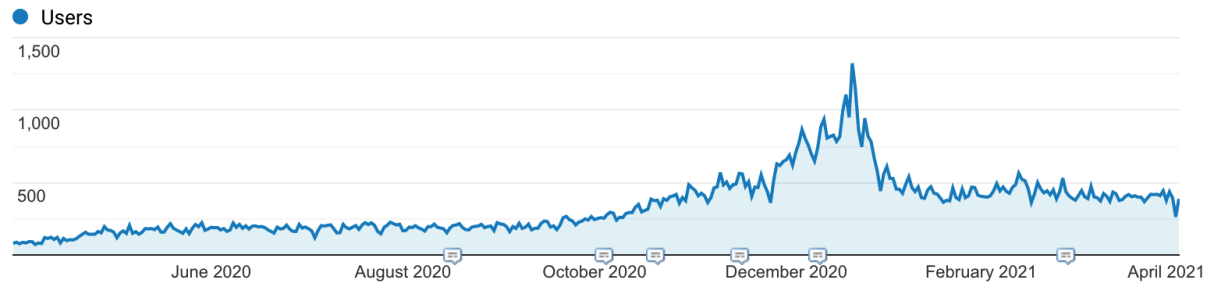
Mother's Day Sugar Cookies
Mr. Food
No reviews
Lemon extract, butter, egg, sugar, all purpose flour

How to make mother's day sugar cookies
Snappade - Bnt + Co
No reviews
Make, eggs, baking soda, all purpose flour, vanilla extract

We ranked #2 on Google search and ranked #1 in "Mother's Day Sugar Cookies" recipes.

Google Analytics Trends

Organic Search Traffic (Mar 30, 2020 - Apr 5, 2021)



Organic Search Top Keywords (Mar 30, 2020 - Apr 5, 2021)

Keyword ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	104,222 % of Total: 33.96% (306,859)	97,479 % of Total: 32.01% (304,564)	139,946 % of Total: 29.69% (471,355)
1. (not provided)	101,993 (97.72%)	95,337 (97.80%)	136,810 (97.76%)
2. (not set)	1,301 (1.25%)	1,259 (1.29%)	1,832 (1.31%)
3. ann clark cookie cutters	143 (0.14%)	114 (0.12%)	203 (0.15%)
4. cookie cutters	55 (0.05%)	51 (0.05%)	64 (0.05%)
5. ann clark	26 (0.02%)	14 (0.01%)	31 (0.02%)
6. amazon	23 (0.02%)	23 (0.02%)	23 (0.02%)
7. anne clark cookie cutters	17 (0.02%)	14 (0.01%)	26 (0.02%)
8. site:www.annclark.com	16 (0.02%)	16 (0.02%)	16 (0.01%)
9. christmas cookie cutters	11 (0.01%)	10 (0.01%)	11 (0.01%)
10. custom cookie cutters	11 (0.01%)	11 (0.01%)	12 (0.01%)

Primary Dimension: Search Query

Secondary dimension ▾



advanced

Exclude ▾

Search Query ▾

Containing ▾

clark



and

Exclude ▾

Search Query ▾

Containing ▾

ann



and

+ Add a dimension or metric ▾

Apply

cancel

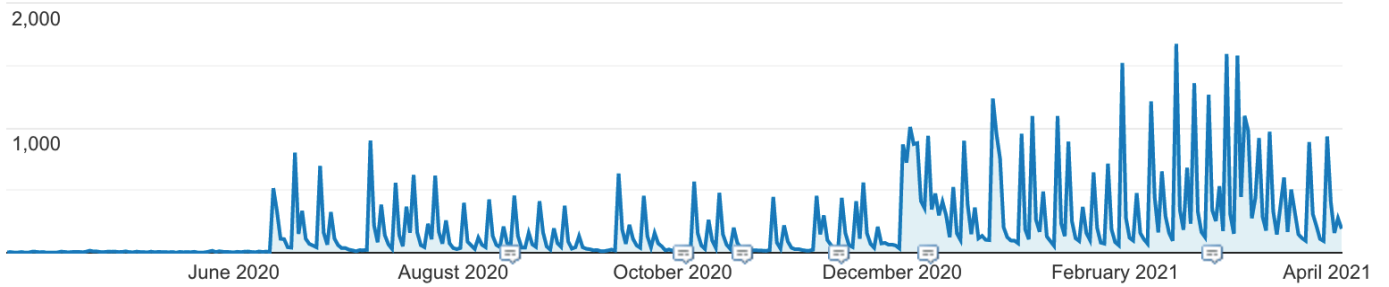
Email Traffic (Mar 30, 2020 - Apr 5, 2021)

● Users

2,000

1,000

June 2020 August 2020 October 2020 December 2020 February 2021 April 2021



Email Landing Pages (Mar 30, 2020 - Apr 5, 2021)

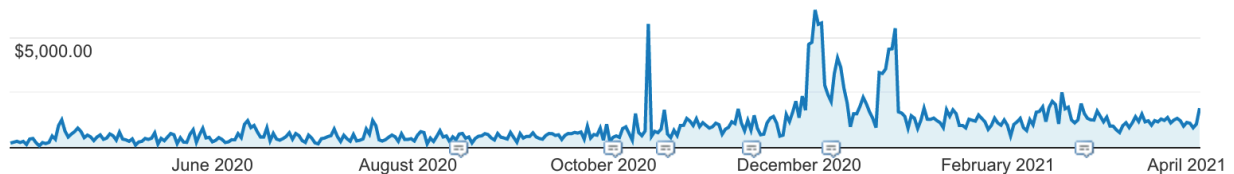
Landing Page ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	50,608 % of Total: 16.49% (306,859)	44,579 % of Total: 14.64% (304,563)	90,868 % of Total: 19.28% (471,355)
1. /www.annclarkcookiecutters.com 📄	9,457 (12.46%)	6,162 (13.82%)	13,031 (14.34%)
2. /recipe_view/sugar-cookies-recipe 📄	3,309 (4.36%)	2,233 (5.01%)	4,040 (4.45%)
3. /category/easter 📄	2,704 (3.56%)	1,616 (3.63%)	3,344 (3.68%)
4. /category/valentines-day/www.annclarkcookiecutters.com 📄	2,154 (2.84%)	1,445 (3.24%)	2,482 (2.73%)
5. /recipe_view/carrot-cookies-recipe 📄	2,144 (2.82%)	1,357 (3.04%)	2,527 (2.78%)
6. /category/st-patricks-day 📄	1,681 (2.21%)	985 (2.21%)	1,998 (2.20%)
7. /recipe_view/st-patricks-day-cookies-recipe 📄	1,596 (2.10%)	1,000 (2.24%)	1,824 (2.01%)
8. /cookie-decorating-classes 📄	1,513 (1.99%)	915 (2.05%)	1,835 (2.02%)
9. /category/new 📄	1,379 (1.82%)	768 (1.72%)	1,648 (1.81%)
10. /recipe_view/pistachio-cookies-recipe/www.annclarkcookiecutters.com 📄	1,341 (1.77%)	899 (2.02%)	1,652 (1.82%)

Product Revenue (Mar 30, 2020 - Apr 5, 2021)

● Product Revenue

\$10,000.00

\$5,000.00



Revenue By Product (Mar 30, 2020 - Apr 5, 2021)

Product ?	Sales Performance			
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?
	\$369,693.22 % of Total: 100.00% (\$369,693.22)	138,287 % of Total: 100.00% (138,287)	164,350 % of Total: 100.00% (164,350)	\$2.25 Avg for View: \$2.25 (0.00%)
1. Star Cookie Cutter	\$7,505.50 (2.03%)	1,044 (0.75%)	3,753 (2.28%)	\$2.00
2. Ann Clark Food Coloring Gel 12-Pack	\$6,247.50 (1.69%)	248 (0.18%)	250 (0.15%)	\$24.99
3. Heart Cookie Cutter	\$5,296.70 (1.43%)	1,963 (1.42%)	2,929 (1.78%)	\$1.81
4. Shamrock Cookie Cutter	\$3,523.14 (0.95%)	1,496 (1.08%)	2,139 (1.30%)	\$1.65
5. Easter Egg Cookie Cutter	\$2,816.01 (0.76%)	1,022 (0.74%)	1,450 (0.88%)	\$1.94
6. Biscuit Cutter Cookie Cutter	\$2,768.30 (0.75%)	919 (0.66%)	1,375 (0.84%)	\$2.01
7. Christmas Tree Cookie Cutter	\$2,593.32 (0.70%)	996 (0.72%)	1,271 (0.77%)	\$2.04
8. XL Vintage Truck With Tree	\$2,558.60 (0.69%)	1,098 (0.79%)	1,246 (0.76%)	\$2.05
9. Easter Bunny Cookie Cutter	\$2,557.49 (0.69%)	1,153 (0.83%)	1,331 (0.81%)	\$1.92
10. Christmas Light Bulb Cookie Cutter	\$2,507.79 (0.68%)	1,140 (0.82%)	1,227 (0.75%)	\$2.04

Project Summary

Our email campaigns for Mother's Day and Graduation proved to be successful, with a total of 57 transactions, which generated \$780.40 in revenue, as of 05/04/21. Out of 50,608 users who opened emails from Ann Clark, 12.46% (9,457 users) clicked on the link that brought them to the Ann Clark Cookie Cutter home page from 03/30/21-04/05/21. Our Mother's Day cookie recipe ranked second in Google search and first in Google's recipe section. This coincided with our objective of selling cookie cutters, as well as increasing SERP rankings for certain holiday-specific cookie cutter related keywords. As demonstrated by the A/B testing for the graduation cookie cutter campaign, more enthusiastic subject lines proved to be effective at enticing people on the mailing list to open emails, but not necessarily in encouraging them to click on links that would otherwise bring them to Ann Clark landing pages.

Lessons Learned and Recommendations

- Lean into family values and ways to engage all ages
 - Our Mother's Day campaign wasn't as successful as we presumed; a relatively large portion of users on Ann Clark's site are mothers themselves
- Make sure to link images as well as accompanying anchor text
 - Images receive higher amounts of clicks than anchor text
- Utilize A/B tests more often
- Engage in resending to non-openers
 - Resending our Mother's Day email boosted KPIs by 50%
- Holiday-centric emails and accompanying recipe pages receive enthusiasm
 - Results showcase enthusiasm towards our recipe pages, prompted by our creative