



Calling it an Auditable

Keyword Strategy

- Use keywords that will be able to show the types of services about the type of shop Peet's is.
- Emphasis on how Peet's is affiliated with Capital One.
- Use links that can take you/show you a shop that's great to go study to and have coffee.

Keywords

Long Tail:

- Coffee Shops with study rooms
- Coffee shops that offer Kcups
- Plant based coffee

Short Tail:

- Coffee
- Cafe shops
- Coffee shops

AGE	INTERESTS	LIFESTYLE
Gen Z/ Millennials/ GenX/ Boomers	Tech, remote work, Students,	Single, married, family

Content Optimization

- Create an about me page instead of having so many different topics in homepage
- Better descriptions on navigation for new customers.
- Instead of “Coffee bars” they could use “Location” for less confusion to user.
- Less overload on homepage

Internal Linking

COFFEE

1. Brew Format

- K cups
- Capsules
- Coffee Beans
 - Dark Roast
 - Light Roast
 - Mdiium Roast

SHOP

1. OFFERS (Move this from navigation and into the shop category)

Search Engine Listing

- Make the Capital One Partnership more noticeable
- Show the offers in the listings as well.

<https://www.peets.com> ⋮

Peet's Coffee: The Original Craft Coffee

Since 1966, **Peet's Coffee** has offered superior coffees and teas by sourcing the best quality coffee beans and tea leaves in the world and adhering to strict ...

You've visited this page 3 times. Last visit: 9/19/22

Store Locator

Store hours · Peet's Coffeebar 10 S. · Licensed Partner Capital One ...

K-Cup Pods

K-Cup® Pods ... Total convenience, zero compromise. The same ...

Medium Roast

From hot to cold brew, our medium roast coffees are delightfully ...

All Coffee

Decaf Coffee - Kenya Auction Lot - Arabian Mocha Sanani - ...

[More results from peets.com »](#)

Recommended Technical Optimizations

- Reduce the amount of content on the homepage
- Reduce the "featured" from the "coffee" navigation, or sublink it under another category.
- Reduce amount of links on navigation.
- Add an "about" over "why peet's"

Future Content Recommendation

- More content on Instagram with people and influencers drinking the coffee.
- Use less images on homepage and more linking to other pages for customers to click on specific page.
- More blogs about Peet's coffee and their sourcing.

Backlink Recommendations

- Continue to reach out to influencers to post content and link it back to website or channel
 - Reach out to blogs that speak about Peet's coffee and their Capital one cafe
 - Reach out to content creators who locally search for 'places to visit' in said region.
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