

Monetizing and Driving Traffic to a Recipe Website

I helped Afternoon Baking With Grandma gain traffic and monetize its content. After updating the website's design and implementing SEO best practices, we were able to increase website traffic, engage users, and establish monetization strategies.



Afternoon Baking With Grandma

GOALS

Initially, the website was not receiving enough traffic to be able to monetize its content effectively. Our goal was to increase website traffic and user engagement and develop effective monetization strategies.

STRATEGY

To achieve our goals, we made several changes to the website. First, we updated the website's design to make it more modern and user-friendly. Then, we implemented SEO best practices to improve the website's search engine ranking.

We also used Siteliner to identify and remove any duplicated content that was negatively affecting the website's ranking. To improve the website's content, we hired a team of writers and editors to rewrite old posts and develop a consistent editorial calendar.

Additionally, we modernized the website's logo to make it more visually appealing. I wanted to make sure that despite the changes, the site was still recognizable to its large fan base, so I maintained elements of the original logo.

RESULTS

These changes resulted in a significant increase in website traffic, with over 30,000 visitors per month. The website also gained a large following on social media, with over 400,000 followers on Facebook and nearly 50,000 members in an active Facebook group. Through various monetization strategies, including affiliate marketing, Google AdSense, PPC ads, sponsored posts, cooking courses, and cookbooks, the website was able to generate revenue and become profitable.

AT A GLANCE

By implementing SEO best practices, updating the website's design, and developing effective monetization strategies, we were able to transform a struggling baking and recipe website into a successful and profitable online business.



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