RÉALISER
Marketing

SEO ANALYSIS
CHOCOLLATA GOURMET

Developed by: Tina Ziliotto

EXECUTIVE SUMMARY

Chocollata Gourmet aims to strengthen its online presence by improving its SEO performance. Through a detailed SEO audit, several opportunities for growth were identified, including optimizing keyword usage, enhancing website content, improving internal linking, and upgrading technical elements such as metadata and page speed. A targeted backlink strategy has been proposed, focusing on acquiring high-quality backlinks from authoritative websites in the gourmet, luxury, corporate gifting, and event planning industries. By refining these key SEO components, Chocollata will be well-positioned to increase its search engine visibility, attract organic traffic, and convert more visitors into loyal customers.

The suggested approach includes expanding the keyword strategy to incorporate both primary and long-tail keywords, optimizing content with enhanced product descriptions, visuals, and meta tags, and establishing a cohesive internal linking plan to improve site navigation and search engine crawlability. The technical improvements such as mobile optimization, structured data implementation, and enhancing page speed will further ensure better site performance and rankings.

KEYWORD USAGE

CURRENT STATE

There is limited visibility of optimized keywords throughout the website's content, including product pages, meta tags, and image alt tags. Key terms such as "gourmet chocolate," "luxury chocolate," and "artisanal truffles" are missing or underutilized.
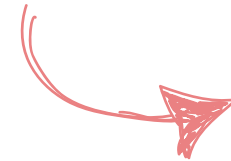
Keyword	Intent	SF	KD %	Pos. Sep 26	Pos. Sep 26	Diff	Visibility	Diff	Est. traffic	Diff	Vol.	CPC	URL
chocollata	N	5	30	1	1	0	7.143%	0	7.16	0	590	0.63	https://www.chocollata.com/
chocollata brigadeiros	N C	6	16	1	1	0	7.143%	0	5.82	0	480	0.55	https://www.chocollata.com/
chocollata gourmet	N	5	28	1	1	0	7.143%	0	0.24	0	20	0.93	https://www.chocollata.com/
chocollata union station	N T	4	9	1	1	0	7.143%	0	1.70	0	140	0.63	https://www.chocollata.com/
toronto's first ever brigadeiro store	I	5	14	1	1	0	7.143%	0	0	0	0	0	https://www.chocollata.com...20storefront.
brigadeiros in toronto	C	7	18	4	4	0	1.55%	0	0	0	0	0	https://www.chocollata.com/
brazilian dessert in ontario	C	6	30	6	6	0	0.805%	0	0	0	0	0	https://www.chocollata.com/about
brazilian dessert toronto	C	7	30	11	11	0	0.392%	0	0	0	0	0	https://www.chocollata.com/
brigadeiro	I T	6	53	28	28	0	0.169%	0	1.89	0	6,600	0.70	https://www.chocollata.com/
chocolate box	T	4	14	—	—	0	0	0	0	0	1,000	0.56	—

RECOMMENDATIONS

UPDATED KEYWORD STRATEGY:

- Primary Keywords: "gourmet chocolate," "artisanal chocolates," "luxury chocolates," "chocolate gifts."
- Long-tail Keywords: "best gourmet chocolate for events," "handmade chocolate truffles," "corporate chocolate gifts."
- Ensure that these keywords are present in page titles, product descriptions, headers, and meta tags.

TARGET AUDIENCE:

Target individuals looking for premium, gift-worthy chocolates, such as event planners or personal gift buyers. Your keyword strategy should align with user intent, from awareness to conversion.
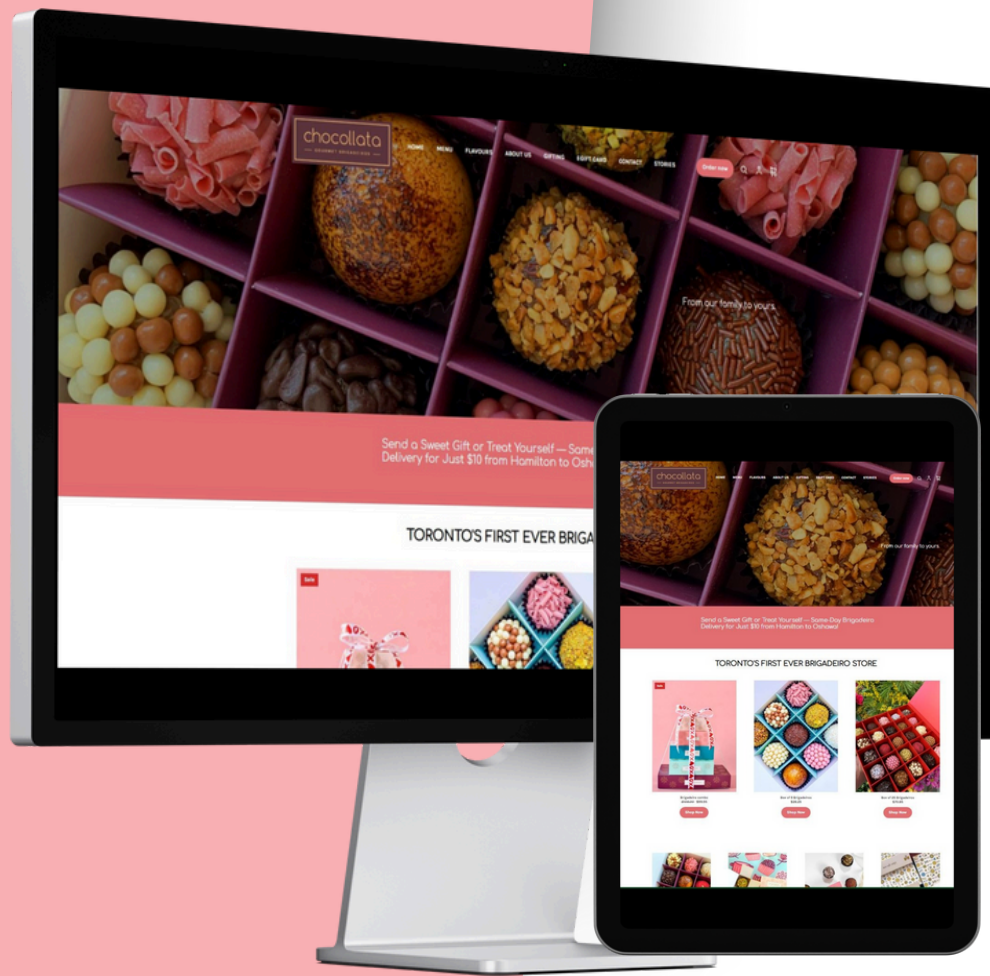
WEBSITE CONTENT
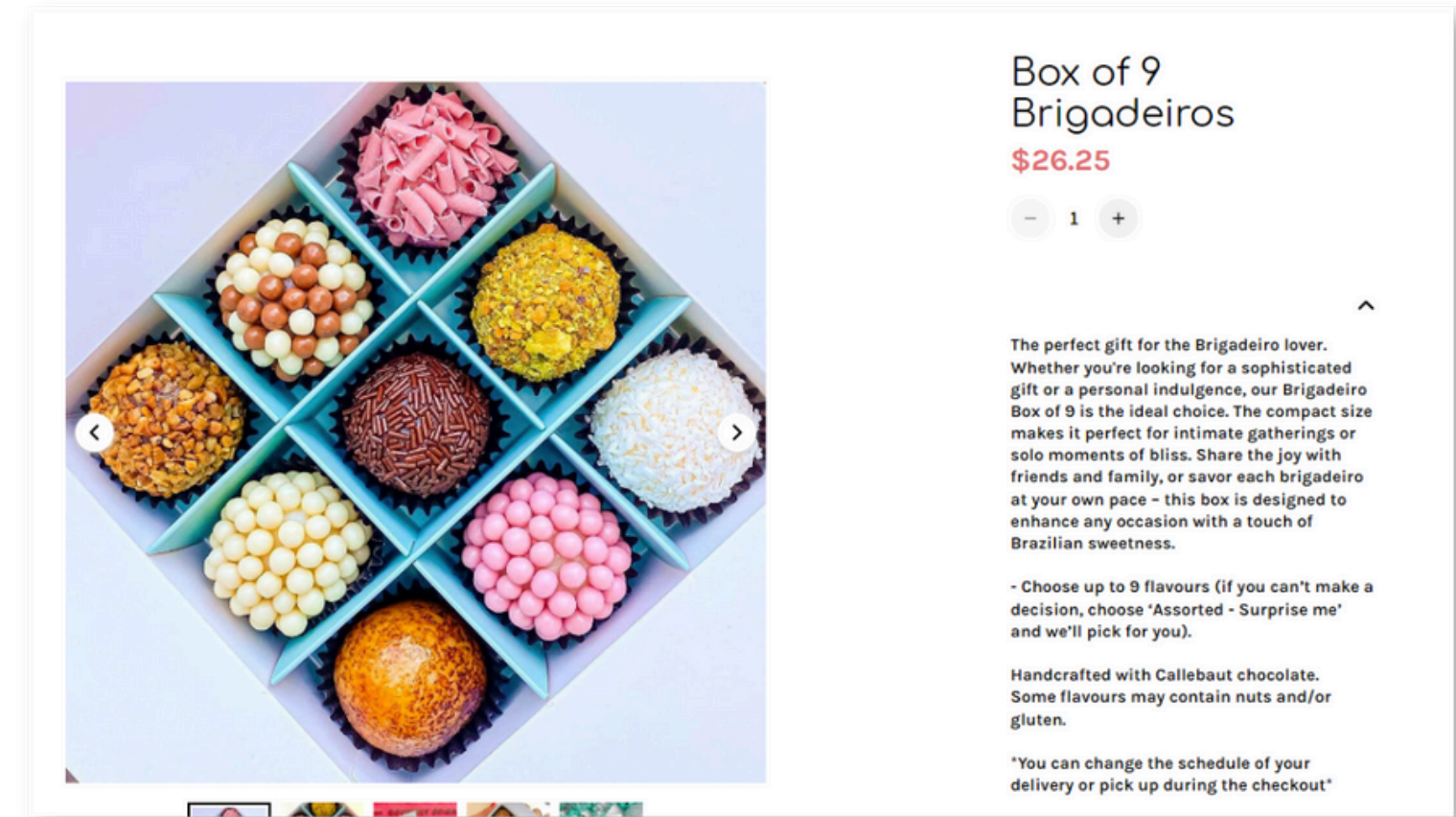
CURRENT STATE

The website has basic product descriptions and visually appealing images, but it lacks detailed content that explains the product's unique selling points (e.g., handmade, artisanal production) and high-quality images that are optimized for search engines.

Not SEO optimized

Box of 9 Brigadeiros
$26.25

– 1 +

The perfect gift for the Brigadeiro lover. Whether you're looking for a sophisticated gift or a personal indulgence, our Brigadeiro Box of 9 is the ideal choice. The compact size makes it perfect for intimate gatherings or solo moments of bliss. Share the joy with friends and family, or savor each brigadeiro at your own pace – this box is designed to enhance any occasion with a touch of Brazilian sweetness.

- Choose up to 9 flavours (if you can't make a decision, choose 'Assorted - Surprise me' and we'll pick for you).

Handcrafted with Callebaut chocolate. Some flavours may contain nuts and/or gluten.

You can change the schedule of your delivery or pick up during the checkout

RECOMMENDATIONS

TEXT UPDATES:

Expand product descriptions to include details like the craftsmanship involved to add more Keywords for crawlability. Adding user reviews and testimonials would increase trust and engagement. Make it SEO Optimized.

VISUALS UPDATES:

Ensure that all images have keyword-rich alt tags, and consider adding contextual images to blog and product pages.
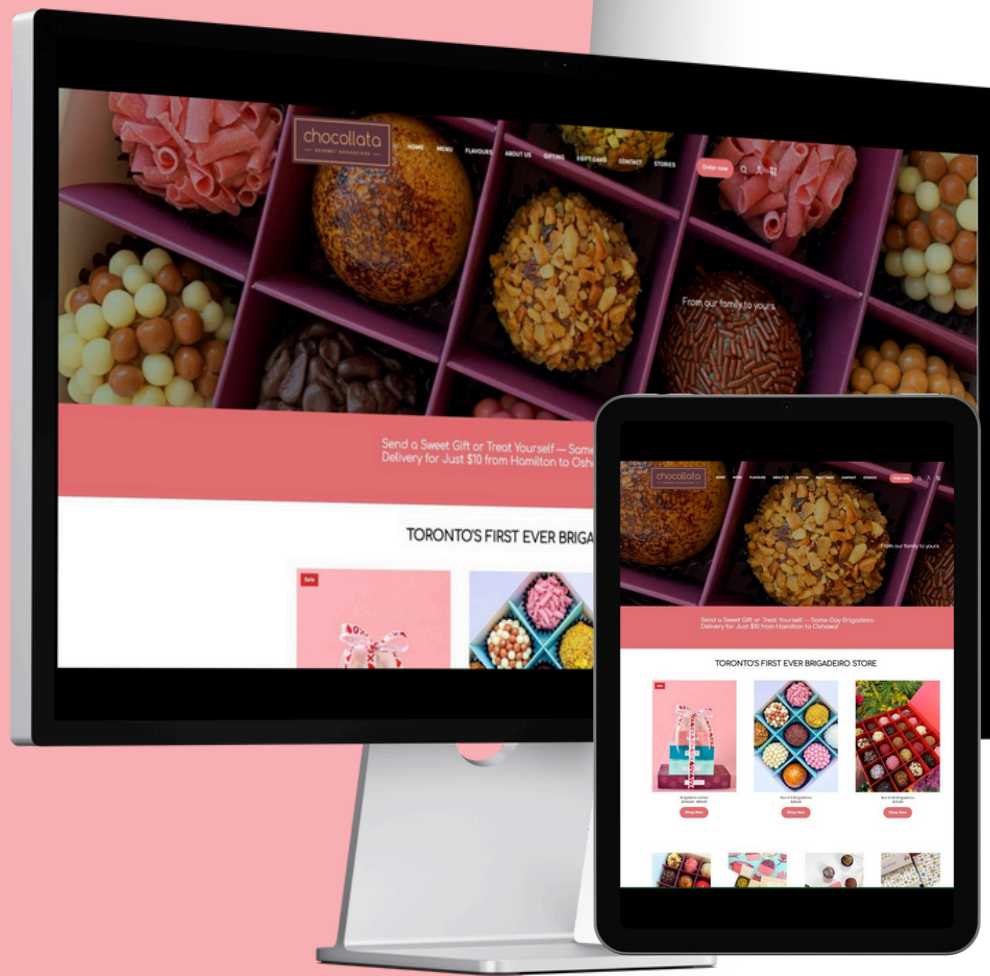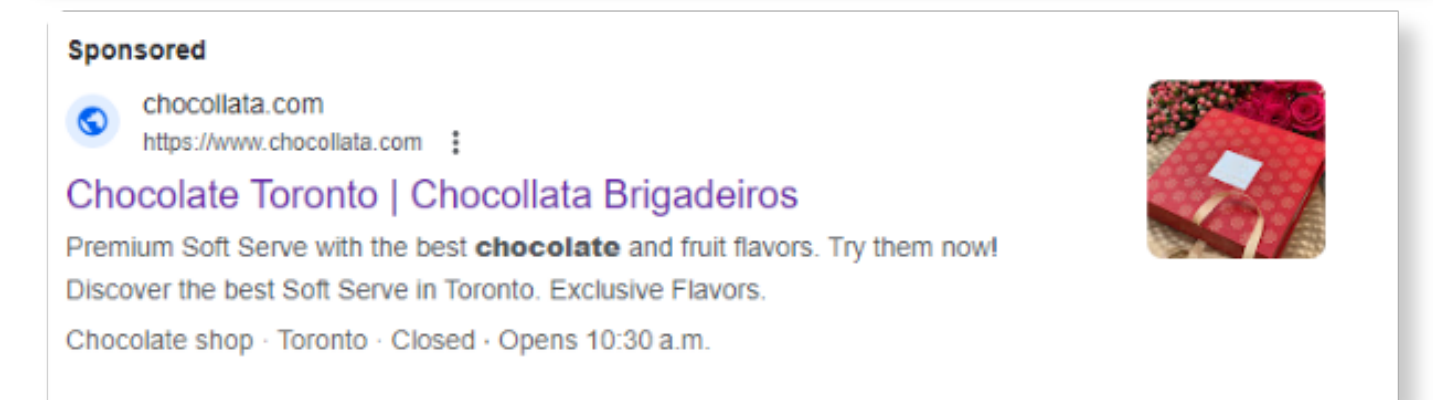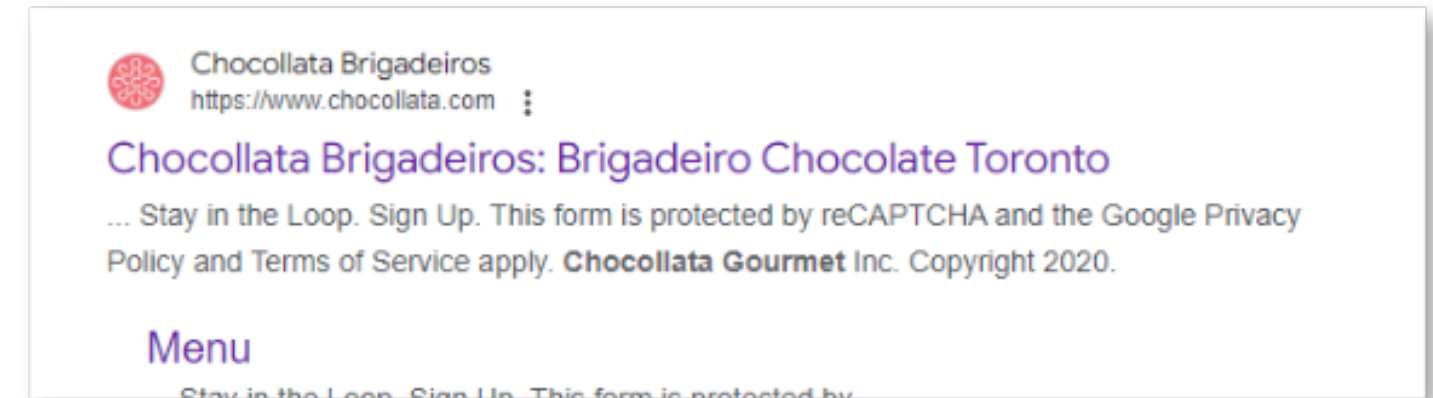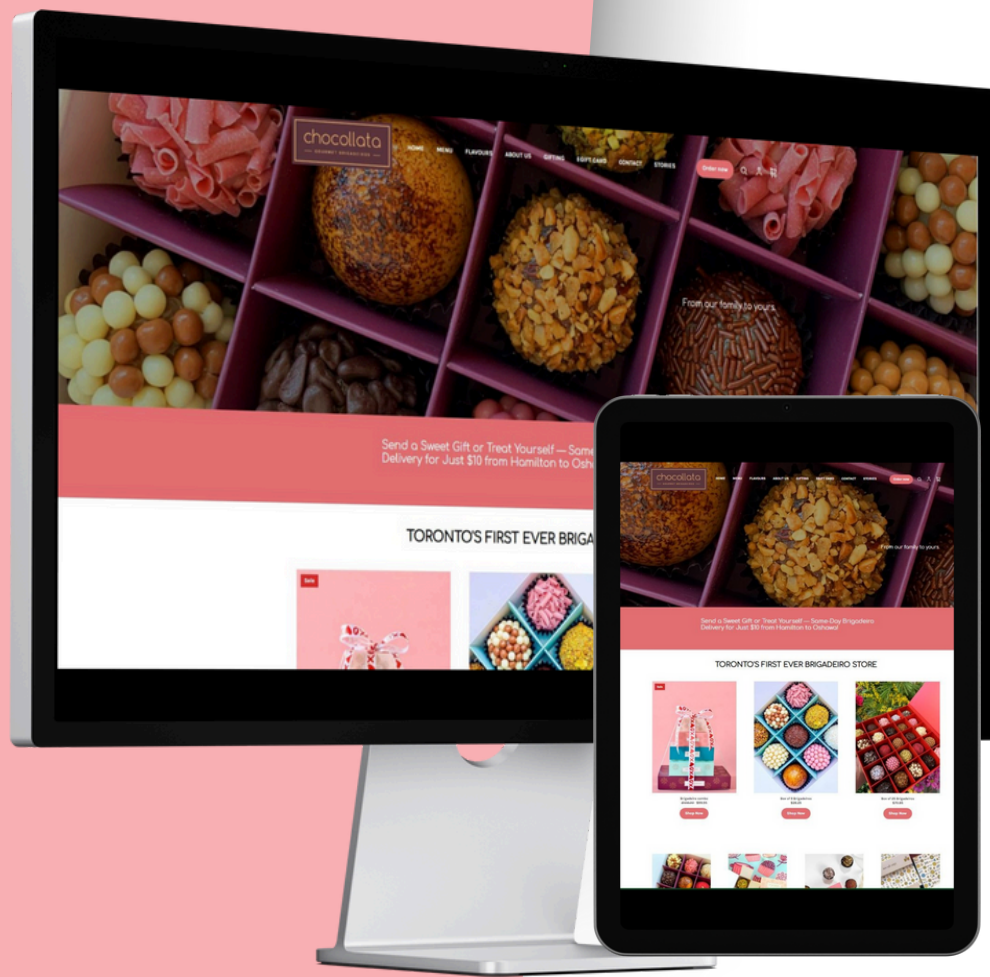
SEACH LISTINGS (METADATA)

CURRENT STATE

Meta titles and descriptions do not fully utilize SEO opportunities. They lack compelling call-to-actions (CTAs) and keyword-rich titles that appeal to search intent.

The SPONSORED content looks a little bit better, however the CTA is not compelling enough, and Keywords are not used.

Chocollata Brigadeiros
https://www.chocollata.com

Chocollata Brigadeiros: Brigadeiro Chocolate Toronto

... Stay in the Loop. Sign Up. This form is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. **Chocollata Gourmet** Inc. Copyright 2020.

Menu

Stay in the Loop. Sign Up. This form is protected by

Sponsored

chocollata.com
https://www.chocollata.com

Chocolate Toronto | Chocollata Brigadeiros

Premium Soft Serve with the best **chocolate** and fruit flavors. Try them now! Discover the best Soft Serve in Toronto. Exclusive Flavors.

Chocolate shop · Toronto · Closed · Opens 10:30 a.m.

RECOMMENDATIONS

TEXT UPDATES:

Create keyword-optimized meta titles such as "Gourmet Chocolates Toronto | Chocollata" and meta descriptions like "Explore handmade artisanal chocolates perfect for gifts and events. Shop today." Include CTAs to increase CTRs

VISUALS UPDATES:

Clean URLs for better SEO (e.g., "/gourmet-chocolate-truffles" rather than "/productID123").

INTERNAL LINKS

CURRENT STATE

Limited internal linking between product pages, blog content, and relevant categories. This lack of structure hurts the site's ability to provide context and aid in crawling by search engines, and also doesn't give the customer a great idea of their next action.

Our promise
Superior service, personalized attention

In the beginning, creating bite-sized brigadeiros was a way for Igor and Talitha Ramade to connect with their heritage and share their culture with others. Back in Brazil, the traditional dessert is passed around at weddings, birthdays and every other type of celebration – it's not a party if there's no brigadeiro.

"We started making brigadeiros by ourselves at home on Sundays while we watched Netflix. But there was one day where we had extras, so my wife took them into her work. That's when things started to change for us," says Igor, co-owner of Chocollata. The gourmet Brazilian truffle shop, now with two locations in Ontario, is popular among folks with a sweet tooth.

Igor's wife, Talitha, came to Canada from Brazil when she was three years old and was taught the intricate art of making authentic brigadeiro by her mother.

"I've always had a passion for making brigadeiros, ever since I was old enough to work the stove," says Talitha. "My colleagues started asking me to make brigadeiros for their weddings and other events, so it got to the point where we were making it two to three times a week. The feelings you get from watching people try brigadeiro for the first time are priceless."

After realizing there could be demand for the Brazilian dessert in Ontario, the couple decided to sign up for the Trinity Bellwoods Flea Market, with 300 mouth-watering brigadeiros in tow. Market-goers snatched up all but *two* of the sweet treats by the time it ended.

For the two years that followed, the couple spent their weeknights making brigadeiros at a commercial kitchen and weekends at local farmers' markets. Chocollata was sharing

About page, too much text, not SEO Improved, no linking to other pages
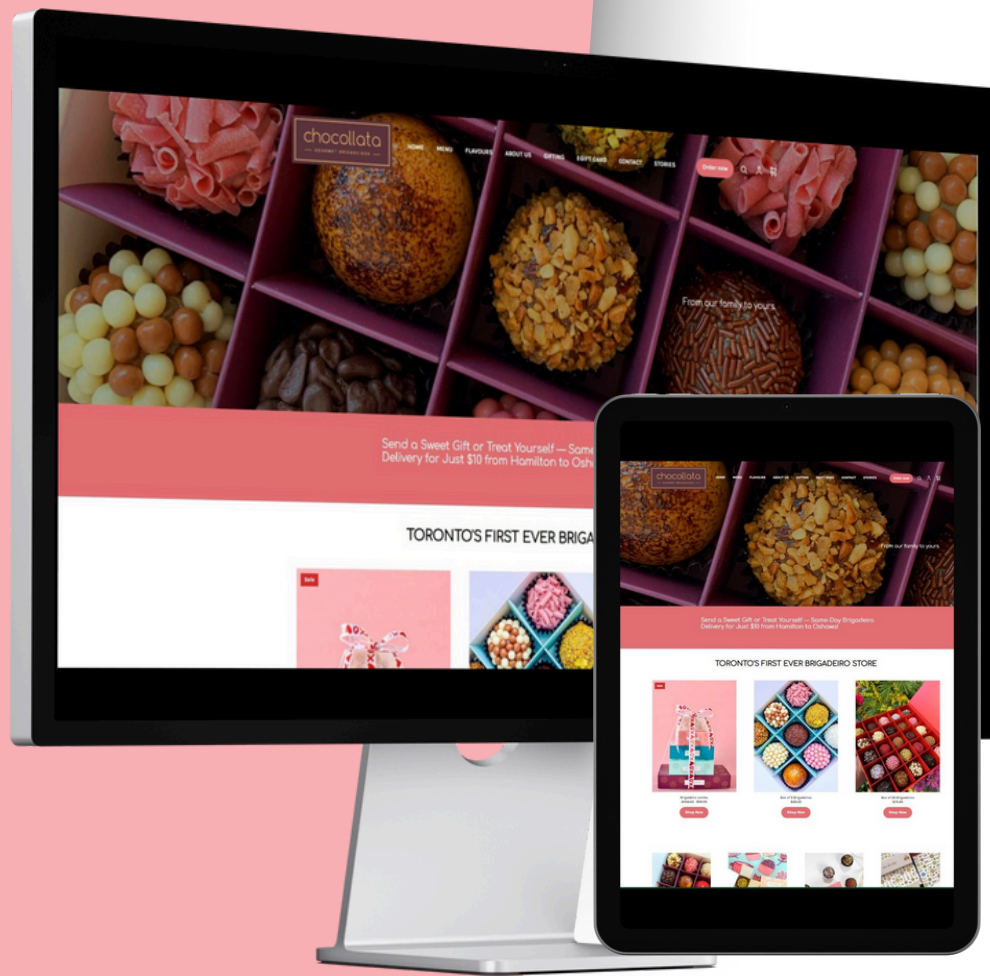
RECOMMENDATIONS

TEXT UPDATES:

Link product pages to related items (e.g., "Explore our options/collection"). Add internal links between blog content and products, using keyword-optimized anchor text.
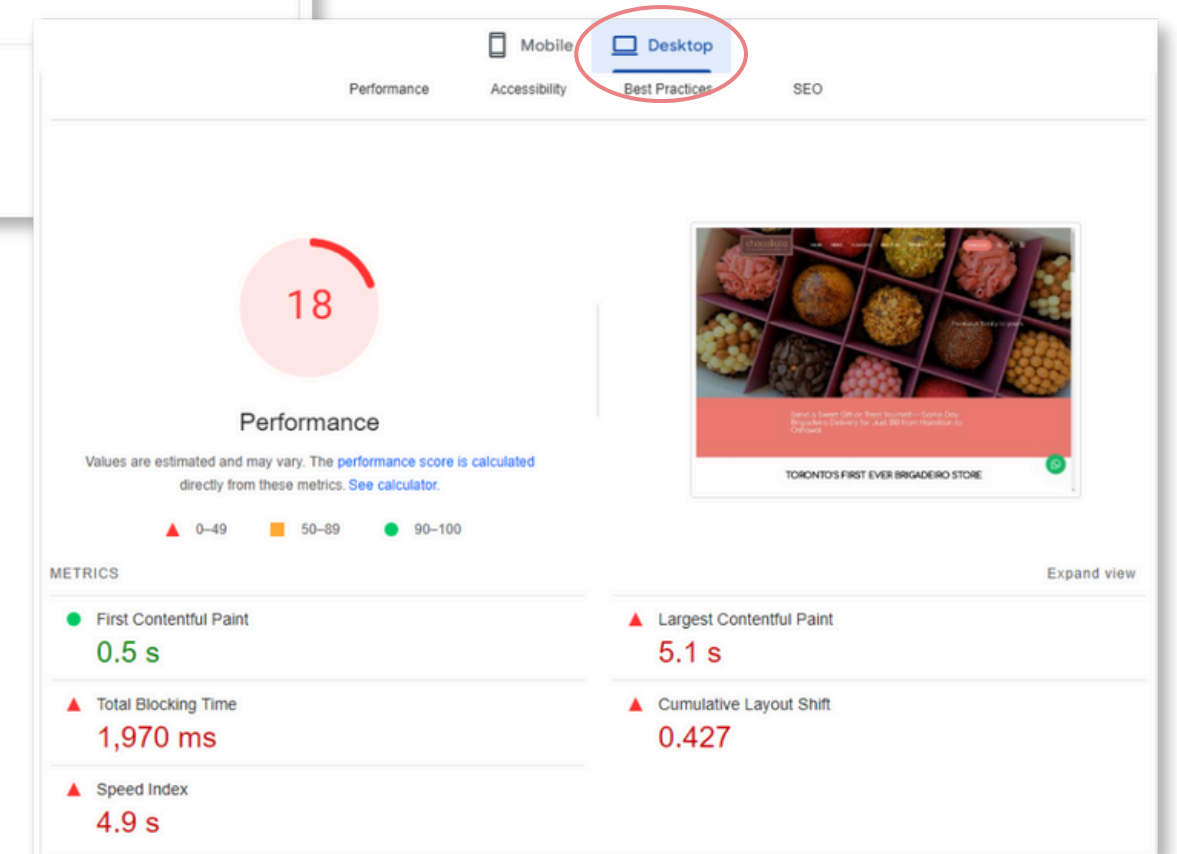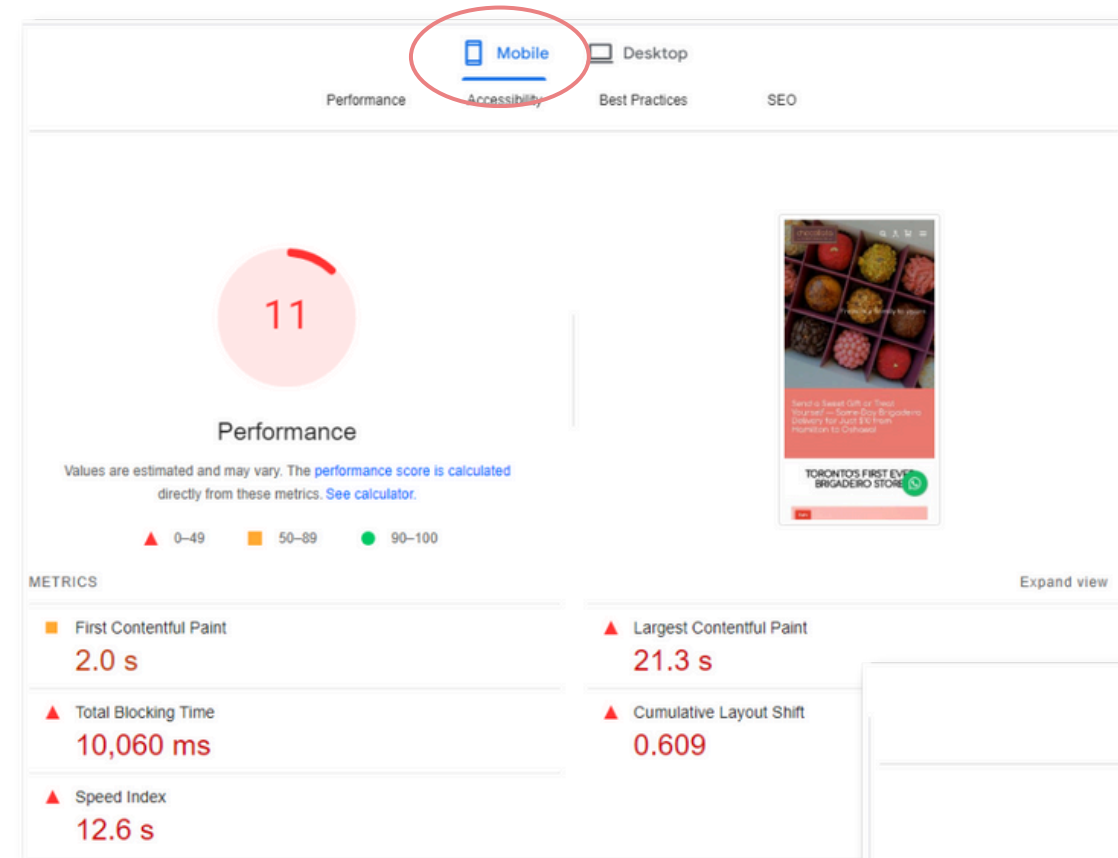
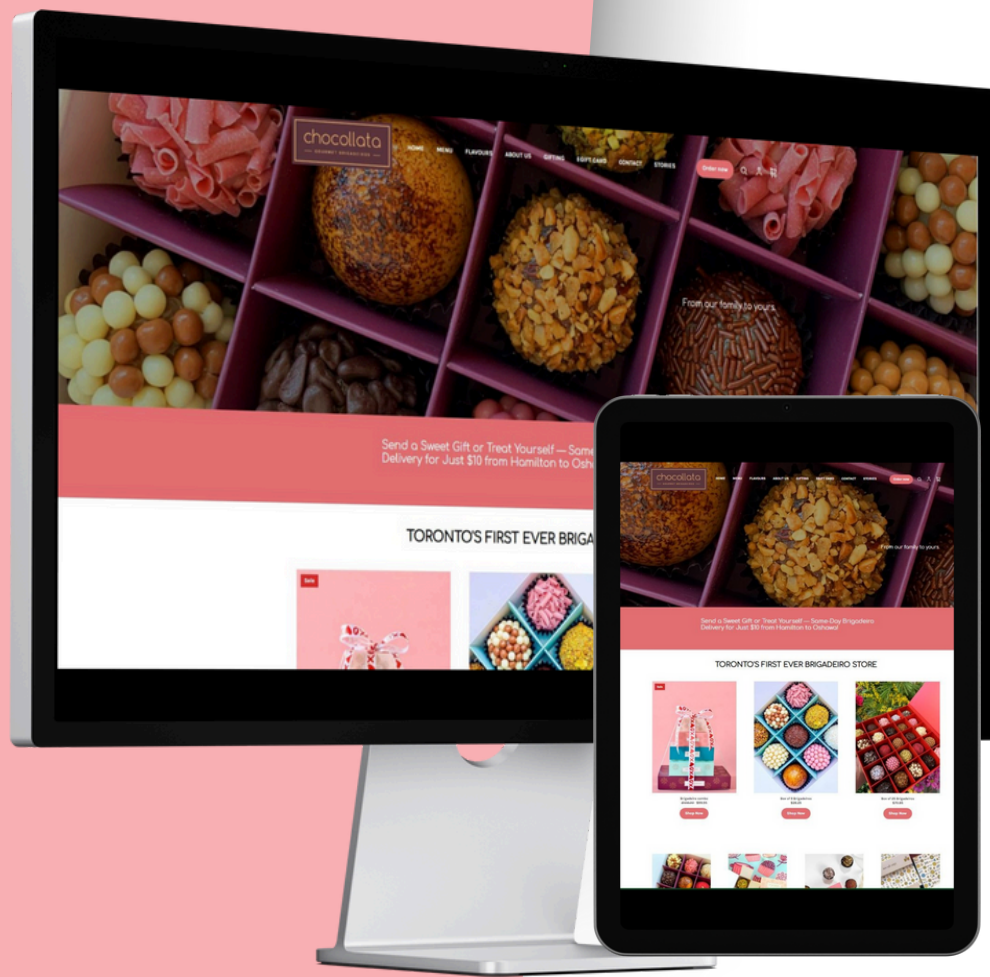## VISUALS UPDATES:

N/A

PAGE SPEED

CURRENT STATE

The website suffers from slow loading times, likely due to unoptimized images, heavy JavaScript, and unused CSS.

RECOMMENDATIONS

UPDATES:

Compress all media files, enable lazy loading, and minimize CSS/JavaScript files. Using a CDN can also help deliver content faster to users based on their location.

CANONICALS, SITEMAP, ROBOTS.TXT, AND REP TAGS

CURRENT STATE

The sitemap and robots.txt file need to be reviewed, allowing too much pages for crawlability can affect SEO and website search.

Canonical tags are missing, which could lead to duplicate content issues.

```
User-agent: *
Disallow: /s/search
Disallow: /s/cart/
Disallow: /store/checkout
Disallow: /store/status
Disallow: /product/*/*/leave-review

User-agent: Googlebot
Disallow:
User-agent: Googlebot-Image
Disallow:

Sitemap: https://www.chocollata.com/sitemap.xml
```

robots.txt

page source

```
<!DOCTYPE html>
<html lang="en">
<head>
    <title>Brigadeiro Chocolate Toronto | Chocollata Brigadeiros</title>
    <meta charset="utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">
    <meta name="generator" content="Square Online">
    <link rel="shortcut icon" type="image/x-icon" href="/uploads/b/a181f440-5720-11ea-9548-6183888d3823/fav_con2.png">
    <link rel="preload" href="https://cdn3.editmysite.com/app/website/css/site.c92c017857c17f69d8e6.css" as="style">

    <style>
        .loading-view {
            width: 100vw;
            height: 100vh;
            display: flex;
            justify-content: center;
            align-items: center;
            position: fixed;
```
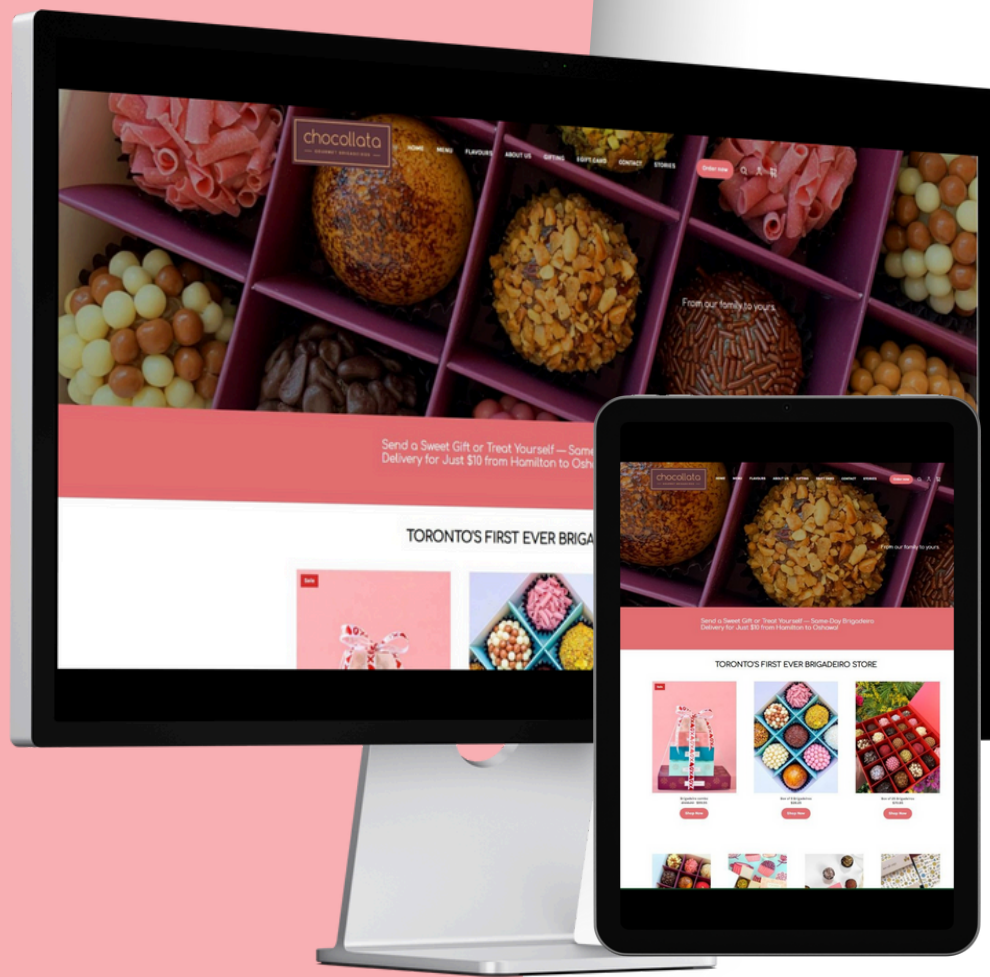
RECOMMENDATIONS

CANONICALS:

Implement canonical tags on all pages to avoid potential duplicate content penalties.
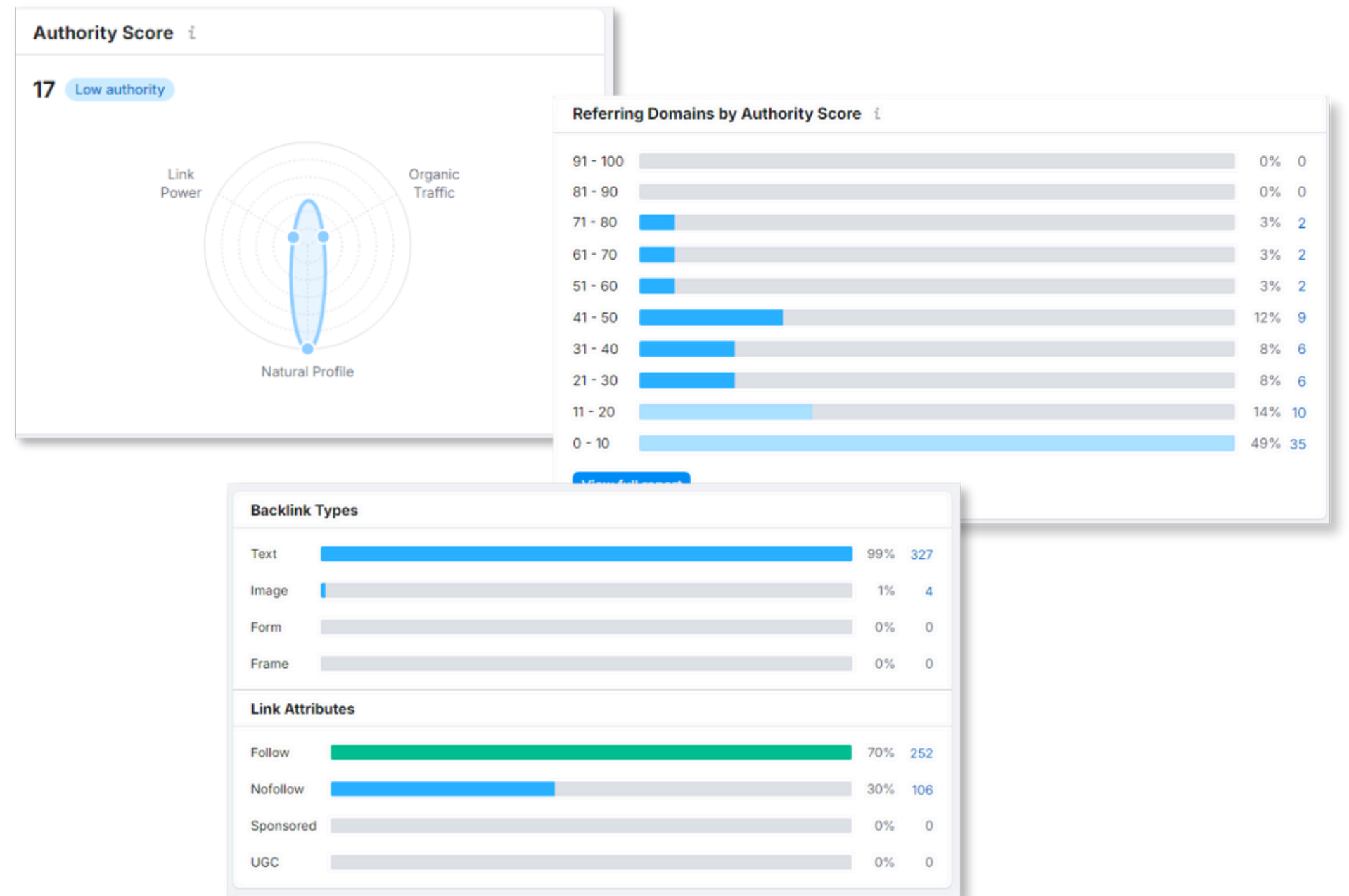
SITEMAP & ROBOTS.TXT:

Ensure that all important pages (e.g., product pages, blog pages) are included in the sitemap and submitted to search engines. The robots.txt file should block non-essential pages (like ORDER NOW page) while allowing product pages.

BACKLINKS

CURRENT STATE

The website has limited high-quality backlinks from relevant, authoritative sources, which are crucial for boosting the domain authority. Getting backlinks from good sources can be challenging that's why it's more important to focus in quality over quantity.

Authority Score ⓘ

17 Low authority

Link Power / Organic Traffic / Natural Profile

Referring Domains by Authority Score ⓘ

Range	%	Count
91 - 100	0%	0
81 - 90	0%	0
71 - 80	3%	2
61 - 70	3%	2
51 - 60	3%	2
41 - 50	12%	9
31 - 40	8%	6
21 - 30	8%	6
11 - 20	14%	10
0 - 10	49%	35

Backlink Types

Type	%	Count
Text	99%	327
Image	1%	4
Form	0%	0
Frame	0%	0

Link Attributes

Attribute	%	Count
Follow	70%	252
Nofollow	30%	106
Sponsored	0%	0
UGC	0%	0

RECOMMENDATIONS

UPDATES:

Reach out to high-authority blogs, food critics, event planning websites, and gift-centric platforms to acquire backlinks. Consider guest blogging, collaborating with influencers, and providing samples to reviewers to build credible backlinks.
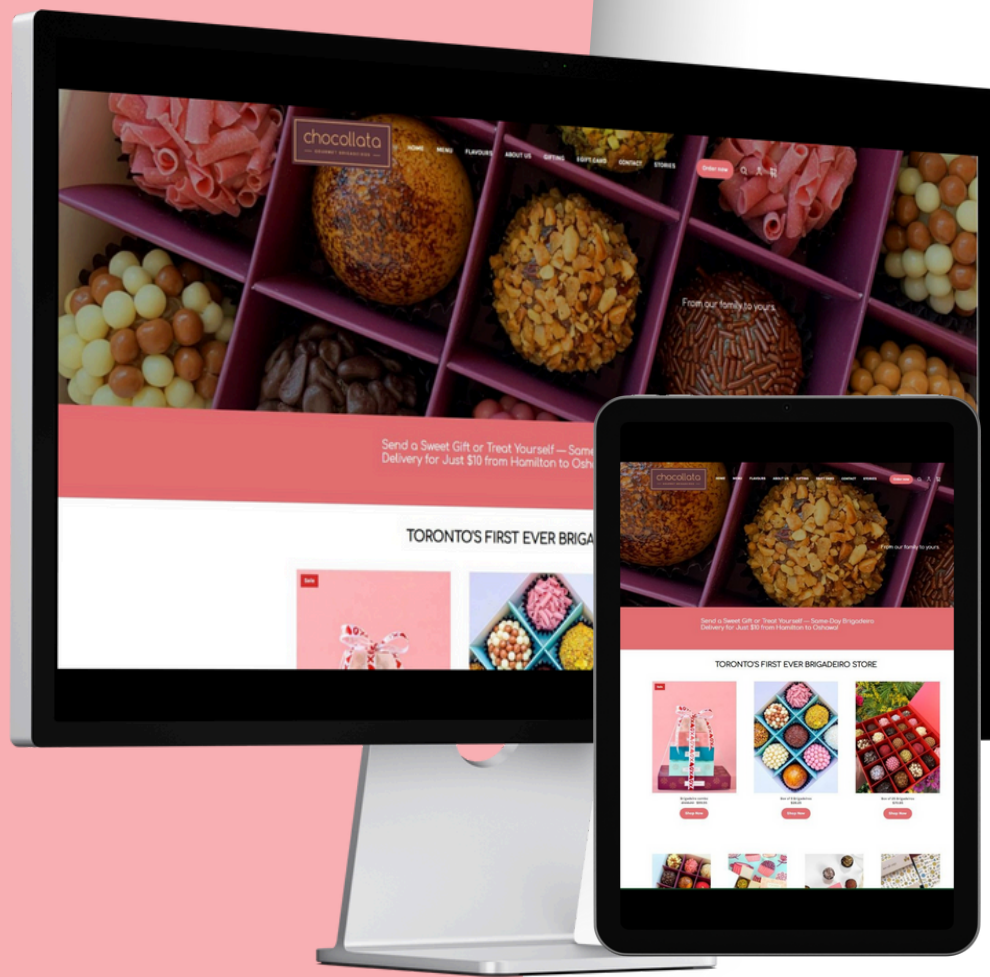
CONTENT RECOMMENDATIONS
RECOMMENDATIONS FOR FUTURE CONTENT
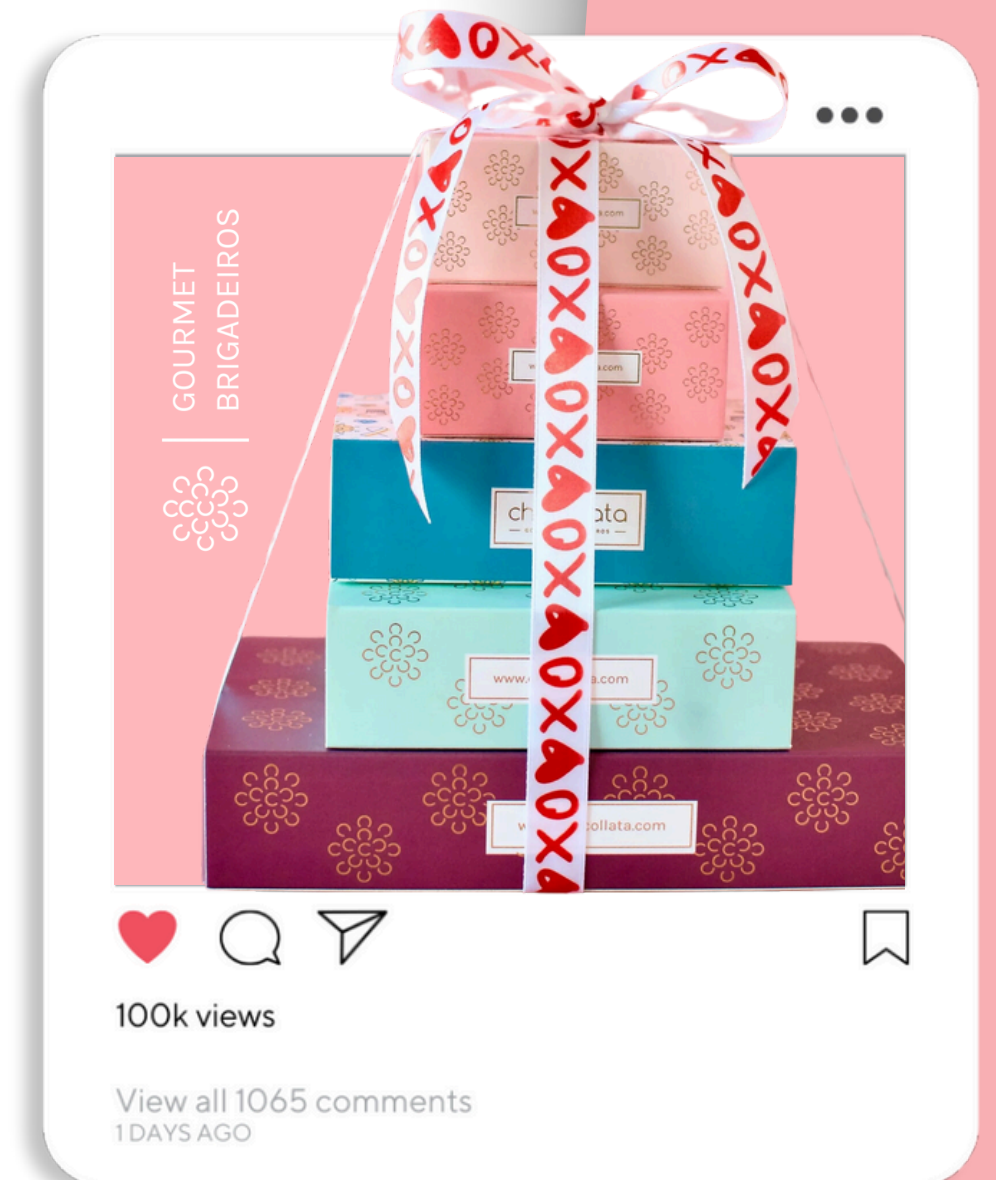
Seasonal Content:
Add seasonal blog posts (e.g., "The Best Chocolates for Valentine's Day" or "Corporate Gift Ideas") to capture high-volume search queries during holidays and events.

Chocolate Pairings and Recipes:
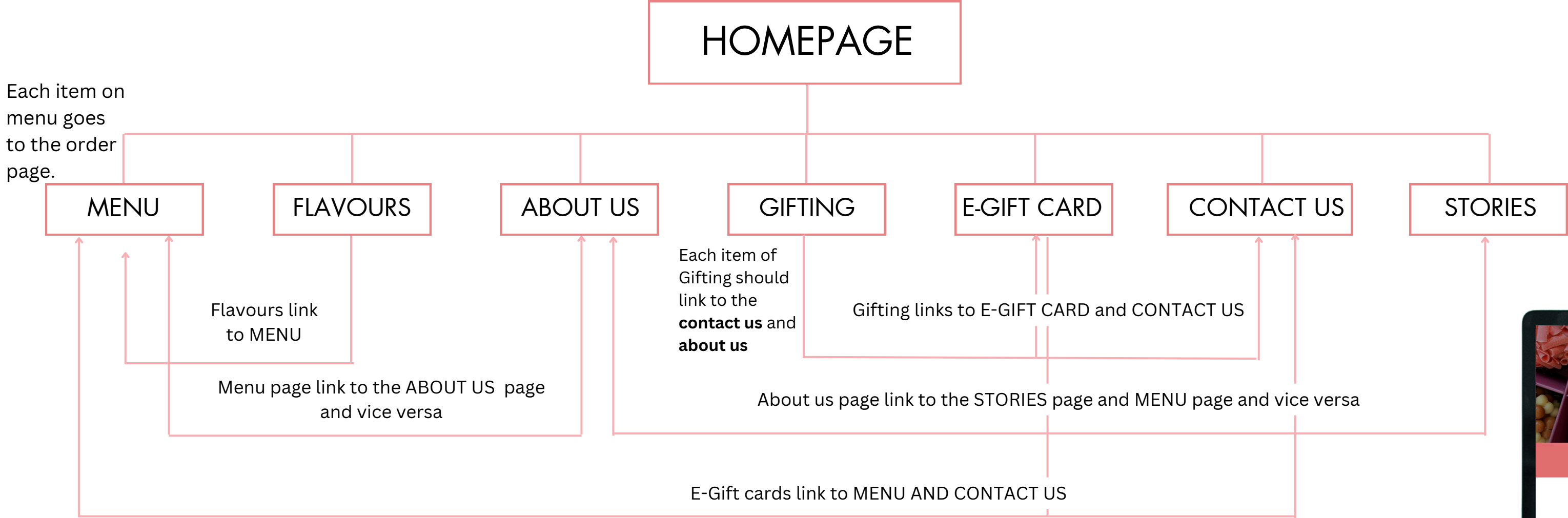Create content around chocolate pairings (e.g., "The Perfect Wine Pairing for Your Brigadeiro") to engage gourmet enthusiasts.

User-Generated Content (UGC):
Encourage customers to share photos and reviews of their purchases, which can be featured on the website or social media. This increases engagement and adds fresh content.

GOURMET BRIGADEIROS

100k views

View all 1065 comments
1 DAYS AGO

INTERNAL LINKING PLAN

HOMEPAGE

MENU | FLAVOURS | ABOUT US | GIFTING | E-GIFT CARD | CONTACT US | STORIES

Each item on menu goes to the order page.

Flavours link to MENU

Menu page link to the ABOUT US page and vice versa

Each item of Gifting should link to the **contact us** and **about us**

Gifting links to E-GIFT CARD and CONTACT US

About us page link to the STORIES page and MENU page and vice versa

E-Gift cards link to MENU AND CONTACT US

EXTRA OBSERVATIONS

- Link all blog posts to related product pages (e.g., a post about chocolate production linking to menu or flavours page).
- Ensure the homepage links to cornerstone content, like best-sellers, blog posts, and featured products.

CONTENT OPTIMAZATION STRATEGY

Keyword Integration:
Identify target keywords like "gourmet brigadeiros," "chocolate gifts Toronto," "artisan chocolates," and integrate them naturally into product descriptions, homepage content, and blog posts.

Content Length:
Increase word count on key product and landing pages to at least 300-500 words. Include details on the ingredients, handcrafting process, and occasion-based uses (e.g., weddings, corporate gifts).

Blog Strategy:
The blog page now is a ghost town. Create regular blog posts on related topics, such as "Unique Chocolate Gift Ideas" or "The Story Behind Brigadeiros," targeting long-tail keywords. Use internal linking from blog posts to product pages.

User-Generated Content:
Encourage customer reviews and testimonials, and incorporate them into product pages. Keywords in user reviews help improve organic search results.

Local SEO Content:
Add location-based content to target customers in Toronto and surrounding areas. Focus on phrases like "best chocolate in Toronto" and "local gourmet chocolate shop."

Content Structure:
Break down the content into digestible sections with H1, H2, and H3 headers that include focus keywords. Use bullet points and short paragraphs for readability and SEO.

KEYWORD STRATEGY
KEYWORD RECOMMENDATION

Primary Keywords:
Focus on primary keywords such as "gourmet chocolate," "luxury chocolates," and "artisanal chocolate gifts."

Long-tail Keywords:
Target long-tail keywords that cater to specific audiences (e.g., "best corporate chocolate gifts" or "gourmet dark chocolate truffles").

Keyword Placement:
Use primary keywords in product titles, headers (H1, H2), image alt tags, and meta descriptions. Long-tail keywords should be naturally integrated into product descriptions and blog content.
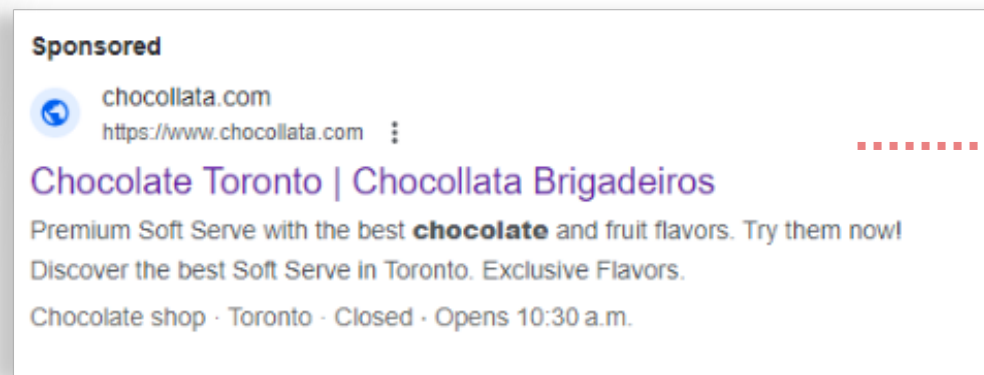
EXAMPLES OF OPTIMIZED TITLES
- "Corporate Chocolate Gifts | Custom Chocolate Gifts for Events & Clients"
- "Gourmet Chocolate Gift Boxes for All Occasions| Chocollata Gourmet"
- "Best Handmade Brigadeiros | Gourmet Artisanal Chocolates for Gifts"

METADATA AND TECHNICAL IMPROVEMENTS

CURRENT STATE

Sponsored

chocollata.com
https://www.chocollata.com

Chocolate Toronto | Chocollata Brigadeiros
Premium Soft Serve with the best **chocolate** and fruit flavors. Try them now!
Discover the best Soft Serve in Toronto. Exclusive Flavors.

Chocolate shop · Toronto · Closed · Opens 10:30 a.m.

IMPROVED VERSION

"Gourmet & Handmade Chocolate Truffles | Chocollata Brigadeiros"

"Indulge handcrafted gourmet chocolates perfect for gifts, corporate events, and personal enjoyment. Explore our Gourmet Brigadeiro collections at Chocollata."

'Try them now' is not a good CTA for Meta description. | Meta description is now SEO friendly and have a better CTA.

OTHER RECOMMENDATIONS

- **Mobile Optimization:** Ensure all pages are mobile-friendly by improving layout responsiveness and using a mobile-first design. Use Google's Mobile-Friendly Test to evaluate performance and fix any issues with text, images, or clickable elements being too close.

- **Page Speed Optimization:** Minify CSS and JavaScript: Reduce file sizes by removing unnecessary characters, comments, and spaces in CSS and JavaScript files.

- **Use Lazy Loading**: Enable lazy loading for all images to improve initial page load times by only loading images as the user scrolls down.

- **Canonical Tags:** Use Canonical Tags to specify the preferred version of a page to avoid duplicate content penalties. This is crucial if you have variations of the same product pages (e.g., gift boxes or seasonal content).

- **Optimize Alt Text for Images:** Ensure all images have descriptive alt tags that include target keywords. This improves accessibility and SEO.

BACKLINK STRATEGIES

Chocollata Gourmet should focus on acquiring high-quality, relevant backlinks from authoritative websites that align with its niche (gourmet food, gifting, luxury, and corporate sectors).

1

TARGET WEBSITES IN THE GOURMET AND FOOD INDUSTRY
Websites that focus on food, culinary arts, luxury goods, and gourmet experiences are excellent for backlink acquisition.
Examples:
Serious Eats (www.seriouseats.com): A highly authoritative website in the gourmet and culinary world.
Food52 (www.food52.com): A high-traffic site dedicated to food lovers.
The Kitchn (www.thekitchn.com): A food-focused site with a strong reputation.

2

CORPORATE AND EVENT PLANNING WEBSITES
gift planning websites will help strengthen its positioning in that market.
Examples:
BizBash (www.bizbash.com): A leading resource for corporate event planners.
GiftTree (www.gifttree.com): A corporate gift website where Chocollata could collaborate or list their products in a corporate gift section.
Eventbrite Blog (www.eventbrite.com/blog): Write a guest post on using gourmet chocolate as a unique corporate gift or event favor.

3

INFLUENCER COLLABORATIONS AND LIFESTYLE BLOGS
Collaborating with influencers or lifestyle bloggers who have a strong following in gourmet food, gifting, or luxury products can provide highly valuable backlinks and increase brand awareness.
Examples:
Cupcakes and Cashmere (www.cupcakesandcashmere.com): A popular lifestyle blog that often features gourmet treats and high-end products.
A Beautiful Mess (www.abeautifulmess.com): A blog that features lifestyle and food.
Half Baked Harvest (www.halfbakedharvest.com): A well-known food blog that often features gourmet ingredients in recipes.

4

LOCAL BUSINESS AND NEWS WEBSITES
Leverage local connections to gain backlinks from local business directories.
Examples:
**Toronto Life** (www.torontolife.com): A high-authority site that could feature Chocollata in its local business
BlogTO (www.blogto.com): A Toronto-based blog that often features local food businesses.

BACKLINK STRATEGIES
EXECUTION STEPS

1. Guest Blogging: Offer to write guest blog posts or feature content on the websites mentioned . Focus on topics such as gourmet chocolate trends, luxury gifting guides, or the artisanal chocolate-making process.

2. Product Reviews & Features: Send samples of your chocolates to influencers or journalists from luxury, food, and lifestyle websites for product reviews or gift guide inclusions.

3. Press Releases: Distribute press releases announcing new products, seasonal chocolate collections, or corporate gifting options. Target high-authority gourmet, gifting, and luxury lifestyle websites.

4. Collaboration on Social Media & Blogs: Partner with influencers or websites in the food, luxury, and event planning industries for product promotions. Often, these collaborations result in backlink mentions in blog posts or product roundups.

5. Partner with Local Guides and Directories: Secure listings in local business directories, city guides, and local review websites. This helps build local relevance while driving organic backlinks.
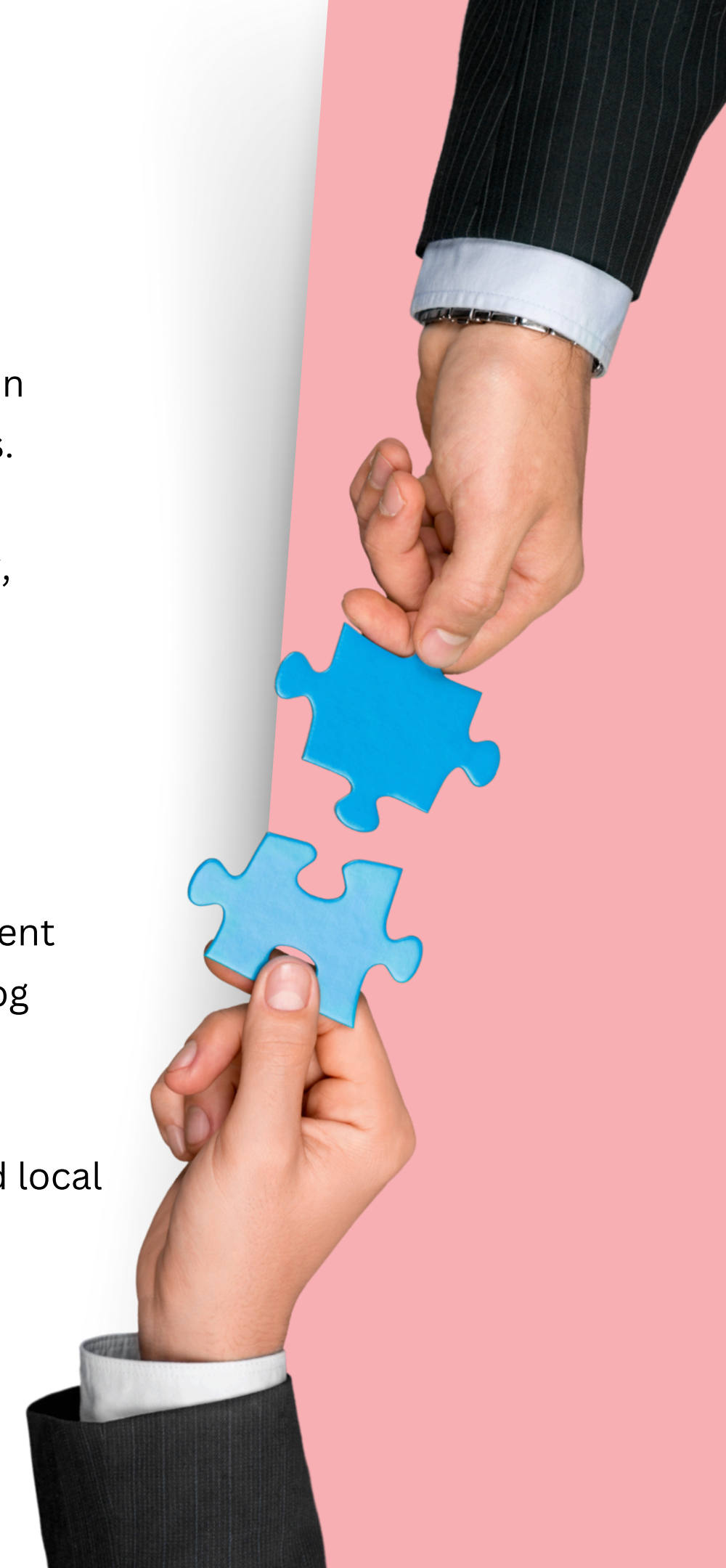
CONCLUSION

By implementing the recommended SEO improvements and backlink strategy, Chocollata Gourmet is poised to significantly improve its search engine rankings, enhance user experience, and increase organic traffic.

Focusing on both on-page and off-page SEO tactics, including optimized keywords, engaging content, and strategic partnerships for backlinks, will provide the business with a strong foundation for long-term growth.

These efforts will not only drive increased visibility but also support higher conversions, aligning the business for continued success in the highly competitive gourmet chocolate market.
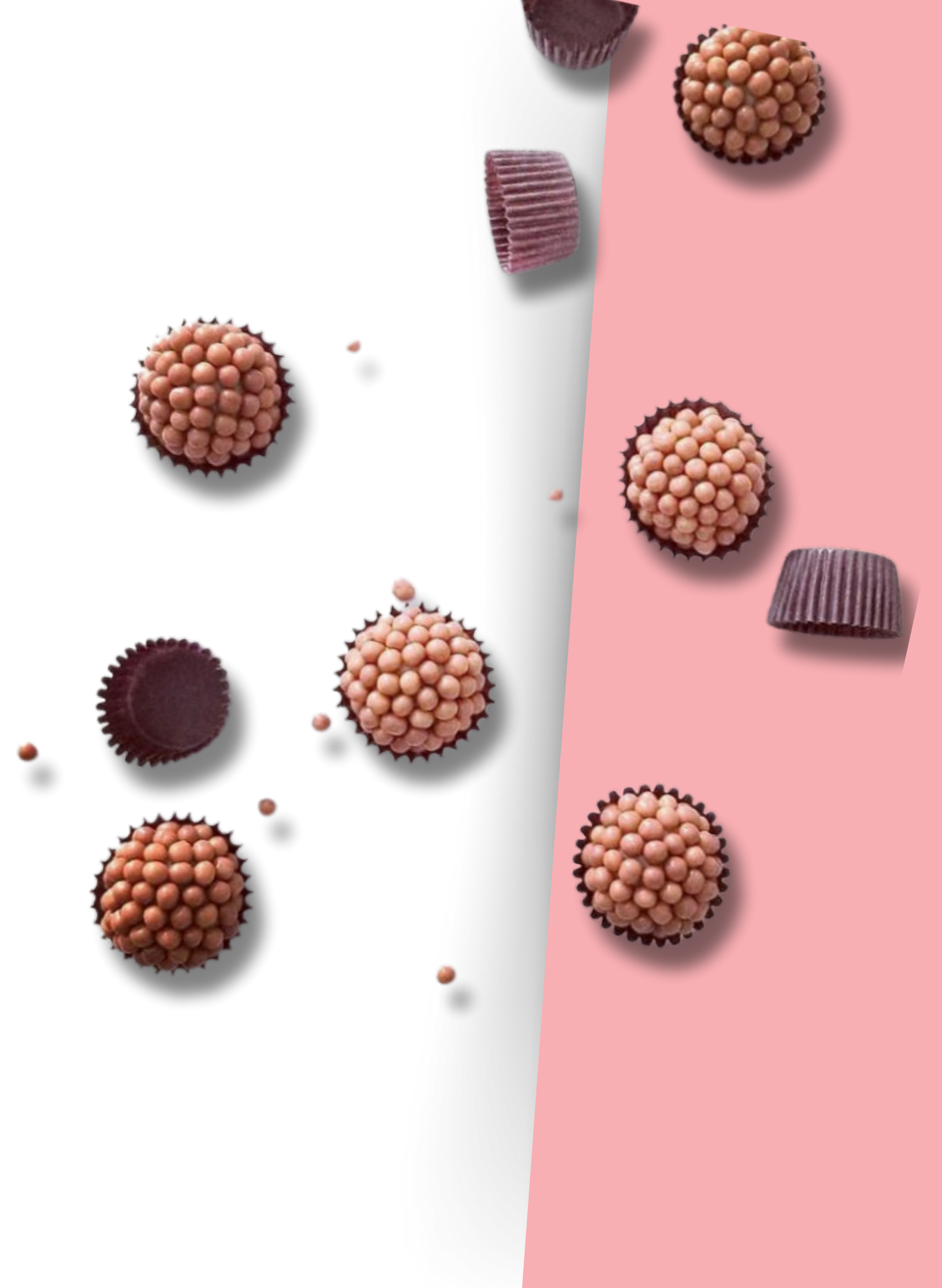
THANK YOU!

CHOCOLLATA GOURMET SEO STRATEGY

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