Action Project Reference: 60-03

Organisation: The Projects Collective

Action Project Proposal:

"Research and propose website developments to boost SEO, including creating new product descriptions for the website"

Who Are The Projects Collective?

The Projects Collective were founded in 2016 and are a home for artisan start-ups that aims to provide primarily Pacific Islander goods and services.

Mission:

Our mission is to be 100% pacific islands made goods, handicrafts, fashion, non-perishable foods, homewares etc., we strive to be an incubator for tiny business in Fiji. We strive to be the 'different way to shop" and to provide a retail experience that tourists want to come back to Fiji for.

Long Term Aims & Vision:

Long term we want to expand, open more doors, increase our online presence a lot, and continue to work with smaller brands to increase the number of brands the store has. All of this will result in more employment for the local economy.

Our Future Fiji

We would love to see Fiji become this hub of creativity, like Hawaii, they have had a huge amount of well incubated local businesses, with the infusion of the education of the western world to get them on a global platform, this is our wish. And to also sell to a much broader audience online, in the same way the Hawaiian islands do.

Current Challenges:

The biggest difficulties in Fiji are: sourcing the locals making the products in the first place, then getting the products in store, or photographing them, getting descriptions, getting them online. Getting our online presence rating higher especially during COVID is a big challenge too.

Further Information:

We would like to learn more about how to improve our website for Search Engine Optimization.

We would like help in boosting our SEO of our website, to make sure we are seen by any tourists coming to Fiji.

If you have a strong knowledge of Wixx (our website provider) then we would be happy for you to make any backend adjustments to boost our SEO (please contact your mentor for this).

If not, we are also happy to learn more about SEO generally, such as the sorts of things we can be doing when creating web pages. We need an intern to research best SEO practices and collate this research into a report of recommendations, which clearly shows us **where and how** we can improve the SEO on our website.

In addition, it would be fantastic if the product descriptions could be updated and improved reflecting any recommendations to improve SEO. At the moment we have descriptions that include information about the brand, or half-descriptions, and in some cases, no descriptions at all! We would like you to write some new descriptions for our products (see website https://www.theprojectsfiji.com/).

At the moment we are converting less than 5% to sales, so we are hoping some fresh product descriptions with improved SEO ratings could help us!

Key Research & Discussion Areas:

You may wish to consider…

PLANNING AND DELIVERY

- What is SEO? What do other companies do to improve SEO on their websites?
- What steps would you recommend to The Projects Collective to improve their SEO?
- How will you present the information you find so it is clear and easy to implement?
- What are the key aims of the product descriptions? How does it fit in with the aims and values of The Project Collective?
- What do competitors include in their product descriptions?
- Who are your target audiences?
- Before coming up with the descriptions, have you got a good understanding of the product's brand?
- How are you going to make this project have an element of longevity?

CONTENT

- How will you vary your content (e.g. tone of voice, level of assumed knowledge and level of vocabulary used) to appeal to different audiences across the product descriptions?
- What design features will you use? (e.g. colour schemes, font, layout)

BARRIERS

- Which areas of the website might be trickiest to improve?
- What barriers might there be when improving SEO and product descriptions? (eg. financial, practical)
- What solutions can you think of?

EVALUATION

- What evaluation methods will you use to evaluate your contribution to the project? (e.g. surveys, interviews, focus groups)
- How have you made sure this project has longevity?
  - Are your SEO recommendations clear?
  - Do The Projects Collective have all the information you can provide to act upon these recommendations?

○ Have you made a 'template/s' product description?

Useful Links:

- Facebook - https://www.facebook.com/pg/theprojectsfiji/services/
- Instagram - https://www.instagram.com/theprojectsfiji/
- Website - https://www.theprojectsfiji.com/
- Organisation Profile - https://thinkpacific.com/action-project-the-project-collective/

Further Questions

Are there any questions you would like to ask The Project Collective to assist in completing this project?

- ....

- ....

- ....

- ....

- ....