



Digital Marketing SOS Project Analysis Report for:

**BENT.**

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*BENT. does not have a landing page so all the recommendations will be based on a product page with the recommendation of creating a landing page for that specific product - One Way hoodie.*



*SEO -> Landing page -> Keyword & URL Review and Report*

## KEYWORDS & URL REVIEW AND REPORT

### Keywords on BENT. One Way Hoodie Page

hoodie colors	one color hoodies	hoodie s
lemon hoodie	color hoodies	hoodie m
black hoodie	hoodie size	hoodie l
hoodie pink	s size hoodie	hoodie xl
blue hoodie	m size hoodie	one of one hoodie
sky blue hoodie	l size hoodie	hoodie hoodies
electric hoodie	xl size hoodie	one hoodie

### Recommendations for BENT. One Way Hoodie Landing Page

women's streetwear style men's	bent your reality hoodie
streetwear style	plain hoodie
women's hoodie	unisex hoodie
men's hoodie	one way hoodie
made in Europe hoodie	stylish hoodies
comfort wear hoodie	electric pink hoodie
streetstyle hoodie	vibrant blue hoodie

### URL Review and Report

Current webpage URL

[https://bentstore.com/en/hoodies/23-61-hoodie.html#/2-size-m/11-color-03\\_black](https://bentstore.com/en/hoodies/23-61-hoodie.html#/2-size-m/11-color-03_black)

Recommended webpage URL

<https://bentstore.com/onewayhoodies>

SEO -> Landing page -> Title Tag and Header Tag

## TITLE TAG

Since BENT. does not have a landing page and the recommendations are to create a landing page similar to the product page of the One Way hoodie the recommended title tag is presented below.

**One Way Unisex Hoodie | BENT**

## HEADER TAG

The current header for the product page that is being recommended to be converted to a landing page is:

H1: One Way Hoodie

```
<h1 class="h1 page-title" itemprop="name"><span>One Way Hoodie</span></h1>
```

H2: Central Vision Hoodie

```
<h2 class="h3 product-title">
  <a href="https://bentstore.com/en/hoodies/24-80-hoodie-p1.html#/1-size-s/8-color-11_white">Central Vision Hoodie</a>
</h2>
```

H3: BENT does not have an H3

## Recommendations For The Landing Page

H1: One Way BENT. Hoodies

H2: BENT. Black One Way Unisex Hoodie

H2: BENT. White One Way Unisex Hoodie

H2: BENT. Lemon One Way Unisex Hoodie

H2: BENT. Baby Blue One Way Unisex Hoodie

H2: BENT. Vibrant Blue One Way Unisex Hoodie

H2: BENT. Electric Pink One Way Unisex Hoodie

H3: Color availability

H3: Available Sizes



*SEO -> Landing page -> Main Content*

## MAIN CONTENT

The density one word keyword on the product page of one way hoodie

Hoodies --> 3.11% 

Hoodie --> 3.11% 

Blue --> 2.48%

Bag --> 2.48%

Product --> 2.48%

Way --> 2.48%

Size --> 1.86%

Pink --> 1.86%

The density one word keyword on the product page of one way hoodie

Way Hoodie --> 1.86%

Vibrant blue --> 1.24%

Electric Pink--> 1.34%

Pln zł --> 1.24%

Number collection --> 1.24%

Home women --> 1.24%

Lemon yellow--> 1.24%

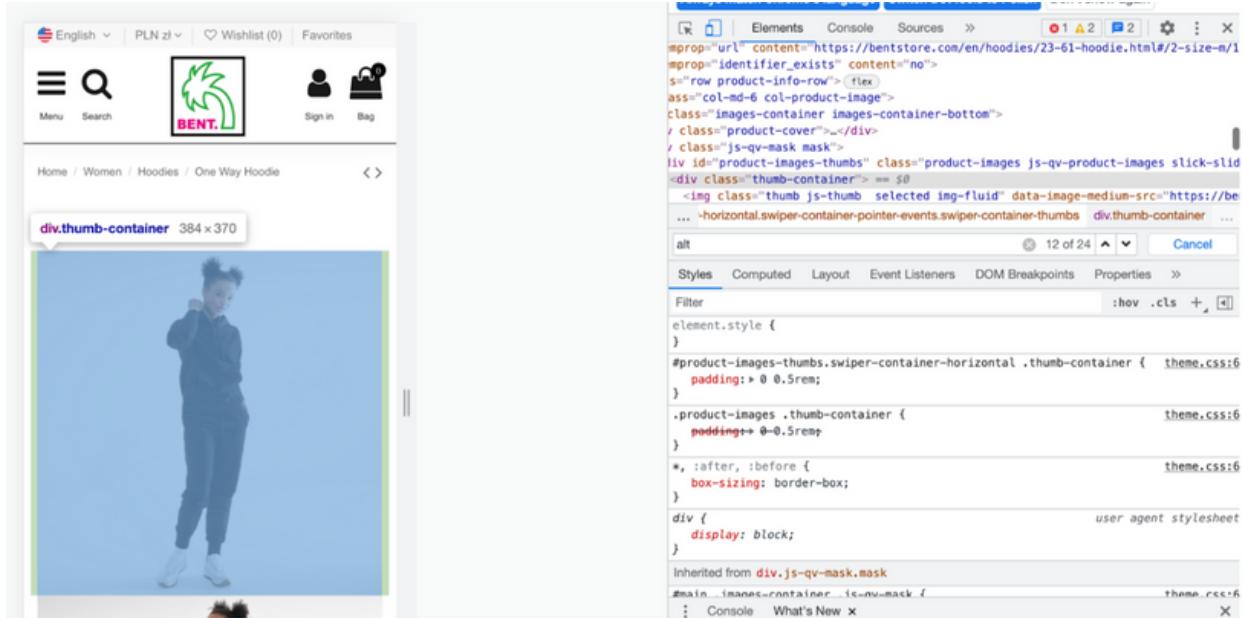
## Recommendation

The density of the keyword could be greater. The biggest density of the keyword is around 3% and the rest is around 2%. The description of the product should include more keywords that also present the item well, some ideas are: quality material, unisex hoodie,



SEO -> Landing page -> Image ALT Text

## IMAGE ALT TEXT



The images that appear on the One Way Hoodie product page include photos of the models wearing hoodie in six different colors after selecting one. The ALT text for an image of a black One Way Hoodie presented above right now is "thumb container".

The recommended text could be

**“Unisex one way hoodie in black BENT. presented on a model”** - for the Black hoodie

**“Unisex one way hoodie in vibrant blue BENT. presented on a model”** - for the vibrant blue hoodie

**“Unisex one way hoodie in white BENT. presented on a model”** - for the white hoodie

**“Unisex one way hoodie in lemon yellow BENT. presented on a model”** - for the lemon yellow hoodie

**“Unisex one way hoodie in electric pink BENT. presented on a model”** - for the electric pink hoodie

**“Unisex one way hoodie in baby blue BENT. presented on a model”** - for the baby blue hoodie



*SEO -> Landing page -> Anchor Text and Accessibility*

## ANCHOR TEXT

There could be an anchor text with a link to a blog about the materials and process of the production.

Consumers are more aware of the environmental issues and not only so redirecting them to a link with that could be helpful and the blog could include various keywords to boost SEO. Another anchor link could be to matching sweatpants, to introduce another product to the consumer.

## ACCESSIBILITY

It is very important for the website to be user friendly.

There are various factors that come into play and can increase the experience of the website. It is crucial to make sure that your website is keyboard friendly, since some people choose to use keyboards instead of the mouse.

Another aspect would be closed captions if any videos are presented. This can really change the user experience, since not always people can play the audio, or have

disabilities. Zooming in with no loss of format or content is crucial in increasing the user experience. All of these aspects make the website more consumer, user friendly. It also shows that you want to create this good experience for everyone, including everyone, also the people who have disabilities.



*SEM -> Landing Page -> Natural Outbound Links, Natural Internal Links, Optional Paid Advertising*

## NATURAL OUTBOUND LINKS

The recommendation for an outbound link would be consumers sharing the product on the blog, when talking about high quality material and various colors availability. Social media, or YouTube hauls, that would be unpaid, but earned outbound links.

## NATURAL INTERNAL LINKS

There could be a link to the blog that is on the BENT. website talking about BENT. colors and how to match them. This could make the consumer more confident on mixing the colors. Another link could be to a matching product, for example a link to a product page of sweatpants that are matching the color.

## OPTIONAL PAID ADVERTISING

For BENT One Way Hoodie landing page paid advertising would not be recommended. It should not include paid ads from other partner since the main focus and more emphises should be put on the developmenr of the landing page itself including the main content with the density of the keywords, ALT text and good promotion, paid advertising of the BENT landing page.



Digital Ads -> Text Based Ad and Google Display Ad

## TEXT BASED AD

**BENT. Unisex One Way Hoodies | The Comfy Way, The Stylish Way**

**Ad** [www.bentstore.com/Headline\\_1/Description](http://www.bentstore.com/Headline_1/Description) ▾

High-quality material hoodies made in Europe with rich color palette options.

The Text Based Ad focuses on the landing page for BENT One Way Hoodies. The Ad mentioned that the hoodies are unisex to make the consumers aware that it can be worn by anyone. The emphasis on them being comfy and stylish highlights the attributes of this type of hoodie. The name of the website is also mentioned: "www.bentstore.com". The ad mentions where the products are made and a variety of color choices. This allows the consumer to gain the knowledge on where the production happened and color options within the product.

## GOOGLE DISPLAY AD



**Explore Unisex One Way Hoodies**

Where the quality meets the style. BENT your reality!

CLICK HERE

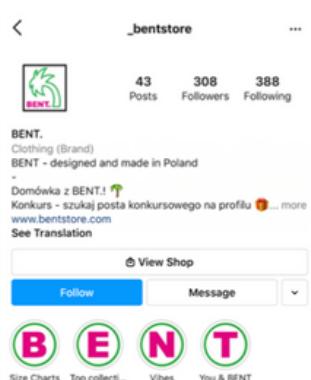
The display ad for BENT One Way Hoodies focuses on the main colors from the logo. The base is white to allow for other more intense color and still be readable. The pink color symbolizes passion, that is why the main text is presented in this color. It is pink and most intense in this ad so it grabs attention first. The word "explore" has some mysteriousness to it and keeps you intrigued by the product, and helps gain attention and willingness to find out more about it. The green text says "When the quality meets the style. BENT your reality". This highlights two main aspects of the hoodie the quality and the style. This product is made and designed in Europe with high quality materials. There are various colors available and the photo on the right side can show a sneak pick of the style. "BENT your reality" is a line used by BENT a lot. It is included within the display ad to continue promoting this message too. However it is in the smaller font because the main focus of this ad is on the One Way Hoodie.



**Subject line:** Discover the only way to One Way Hoodie! - BENT.



Looking for a comfy and stylish hoodie? We got you! High-quality material, six colors, four sizes. Explore the style of the BENT unisex One Way hoodie and join our community where your passion matters.



Our Unisex One Way hoodies are designed and made in Europe, certified by OEKO-TEX STANDARD 100. OEKO-TEX®. Available in white, black, sky blue, vibrant blue, electric pink, soft pink and lemon yellow.

Join our BENT family and follow us on social media where you can see more styles of BENT clothes including hoodies, sweatpants, crop tops, long sleeves and shorts!



## Discover

Click here to discover more about the One Way hoodie!

Visit our website [www.bentstore.com](http://www.bentstore.com) for more hoodie styles, and other products.

Now it's your time to BENT. your reality

Any questions? Contact us at [bentstore@bentstore.com](mailto:bentstore@bentstore.com)

If you wish to unsubscribe [click here](#)



## EMAIL MARKETING RATIONALE

The email presented in the page above has a purpose to encourage the viewers to go to the landing page and discover a One Way hoodie product. Email is kept in the BENT. colors that appear in the logo which includes white, fuschia pink and a dark green. The email is written in a less formal way and more user friendly. BENT is a brand that emphasizes passion, chill and happiness. This language depicts the mood of the brand more. The email has two photos. The one on the left gives a sneak peek of how it looks like on a male and female and reveals two available colors, but mentioning below about the further color palette. On the right side there is a photo of social media and profile encouraging people to follow and see all the content BENT's instagram has. The dots presenting various colors of BENT One Way Hoodie not only make it easier for the reader to find out about the colors but also serves as a space between the text making it more visually pleasing. There is a huge "discover" box to call to action. At the end there is a slogan that is the lead sentence for BENT "BENT your reality". There is a contact given for any questions or concerns and the unsubscribe button if you don't want to be a part of the newsletter anymore. The copy of the format is very inspired by the Mimic Pro format. Some other techniques that were implemented within this email are using "call to action language" like "discover" follows with a big button so it grabs attention.

### Additional feature:

The email provided above is the main copy. There could be also an option where the email opens up and the reader is supposed to pick their favourite color out of these six color provided in the circles that show in the main text. Then based on the color chosen you get the images of the One Way hoodie in that specific colors. In this case the copy of the email stays the same what changes is the photo with the color chosen by a consumer.

The additional aspect would be a space at the bottom of the email with other recommended products that are all in the same color as it was chosen. This could increase the interest and interaction with the email since it differs in the format comparing to



## Instagram post



### BENT. is active on

Instagram & Facebook

### Copy of the post description

"Passion and people. That's what drives BENT. Discover our One Way hoodies available in six colors. Join us and BENT. your reality."

### Sizing

Traditional Instagram post sizing:  
1080px by 1080px with 1:1 ratio

### Rational for this post

BENT. is all about passion and people. This photo depicts the connection between people and how important it is. This shot looks natural with two women hugging. Both of them are wearing One Way hoodie in color Electric Pink that is the main BENT. color that represents passion. The copy of the text highlights what drives BENT but also mentions the hoodie. It is a mix of presenting the product and the core beliefs of the company

## Recommendations for Additional Social Media Posts



TikTok

Expanding to more social media platforms - BENT. right now is active only on Facebook and Instagram. These days TikTok is a huge platform with tons of content and increasing sales through it.

As a new fashion brand there could be videos of people styling differently the One Way hoodie with a hashtag **#styleonewayhoodie**.

There could be videos of people doing various passions while wearing a One Way hoodie, which ties to BENT's beliefs of the importance of having a passion. Another type of a video could be filming packing and sending out packages and how estethically BENT does it



Instagram

For instagram there could be a mix of photoshoot photos and more natural everyday photo to create this mix of perfection and imperfection. Posts with various activities while wearing a One Way hoodie like skating, snowboarding, dancing followed with stories on the same subject. Under the posts include hashtags

**#onewayhoodie #styleonewayhoodie #bentyourreality**



Twitter

Twitter is such a different platform. For tiktok and instagram there would be a great emphasis on the vidual content, photos and videos. For Twitter the main focus would be the text. Implementing a lot of humor. It became popular for brands to comment under each other posts in a funny way. BENT could follow some other fashion accounts smaller and bigger and create funny comments that other would notice and remember BENT's account.



## SOS Digital Marketing Project for BENT.

Published on December 13, 2021

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**Julia Kopyt**

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The SOS project is about creating a marketing analysis and recommendations for a small business of our choice. My project was on a small clothing brand called BENT. The project consisted of eight stages including SEO/SEM, digital ad section, email section, social media, blog post, and reputation management. It's for a Digital Marketing class taught by Kathy Thibault.

BENT. focuses on comfort wear and includes products like sweatpants, hoodies, crop tops, long sleeves, and shorts. For this project, I focused on analyzing BENT's website, and more specifically the One Way Hoodie product page and recommendation for a landing page for the same product.

### Key highlights from the SOS project

This project showed me a lot of aspects that are crucial in trending well on Google and expanding your reach. All the steps were focusing on aspects of SEO and ads that could boost the traffic around your business. It introduced me to various tools like keyword analysis tools and keyword density. The importance of keywords and ALT text that can all help you position yourself better in the google search was highlighted in this project. One of the stages included accessibility. I learned how important it is to create a website that will be easy to use for people with disabilities. It includes making websites keyboard-friendly, the option of closed caption (CC) for any videos, zooming in with no loss of format. All of these aspects make a huge difference in the experience of the website. This project also included display ads and text-based ads. Copywriting skills come in handy when deciding what wording to choose and presenting the ad well and being google friendly. I also had to create an email for BENT. The email is about the promotion of the One Way hoodie and an opportunity to convince customers of the product and lead them to explore more about it. The way you format email and what writing is implemented is crucial to attracting the audience.

## Key learning from the SOS project

This project was a very “practical knowledge” based project that gave me a chance to work with a real client. Communicating with the client well is so crucial and this project gave me an opportunity to learn that. I did learn a lot about digital marketing and gave me insight into developing websites and running a business online. What are the key most important aspects to keep in mind? There were so many details I was not aware of before. I learned how important keywords are and SEO. When creating text or display ads I paid attention to the keywords and that it needs to be Google friendly. Email marketing taught me a lot, in terms of how to organize it and what language to use, what graphics to include to make it attention-grabbing for the customers. Reputation management helped me realize how important it is to also focus on the interaction between employees and customers. Even if the business has an online store only there are still so many ways to show a good relationship between the customer and the employee. It's all about creating a friendly experience.

## *Impact of this project on me personally*

This project impacted the way I look at digital marketing now. It is different to learn the material from a textbook and it's so different when you get to apply all the knowledge you gained into practice. Working with a real client also helped me learn how to have a good relationship with them and that communication is key. I would not be able to learn it from a textbook, so I am really grateful for this experience. I have also learned that small businesses hire fewer people and often one person has to do a lot of tasks or almost all of them. It is very time demanding and requires a lot of persistence and passion for your business. I think that the most valuable thing I learned is just how to apply digital marketing knowledge and work with clients.

#supportsmallbusiness #ChapmanUniversity #DodgeCollege



## RECOMMENDATIONS FOR BENT. REPUTATION MANAGEMENT

### Interaction with the consumers

Consumers are the most important part. They keep the business alive. It is crucial to have good connection and relation with them. BENT. has online store only which takes away the in person connection with consumers. However there is a lot of areas where BENT can show how much it cares about the buyers.



Interacting through social media. Responding to direct messages within 24 hours via text, voice message recording or video. Video or voice message may seem less formal but seems more personal and there was more time and work put into it showing the importance of the consumers



Following up with emails about customer's purchase. If someone purchases a product with BENT. email asking what does this person think about the product and purchase experience. Encourage to share it on social media and ask if this person has any questions or if we can help out with anything.



Being very nice and kind, responding to the emails quickly within 24 hours. If someone wants to return something be helpful and make this an easy experience. Even the experience on returning the product can set an opinion on certain brands. Be the help to consumer, be their friend, make their life easier and the BENT. experience pleasant.