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DIGITAL MEDIA FOOD STARTUP

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FOOD V

From Anything to Everything in Food!

Striving hard to became the Amazon of food industry, we cover about your favorite restaurant and in the same time we make sure you're able to make the same dish at your home as well and in any case you lack the product or equipment don't worry we're there to guide you pick the right one.



Recipes

This is the place where you need to be if you are finding how to make your favourite food at home. We have thousands of recipes that you are definitely going to love.

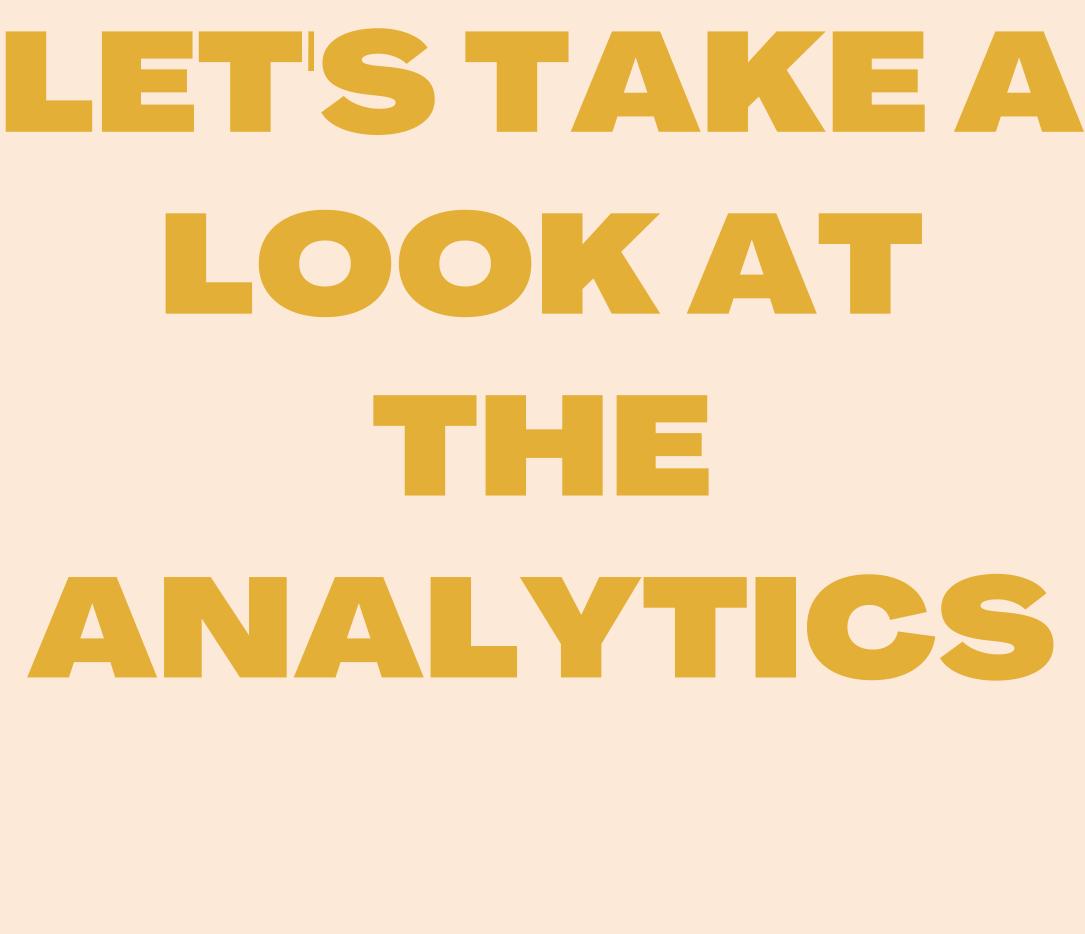
Apart from the mesmerizing menu and prices, we cover your favorite restaurant's gluten free menu, catering menu and secret menu as well.

Best-in-Products

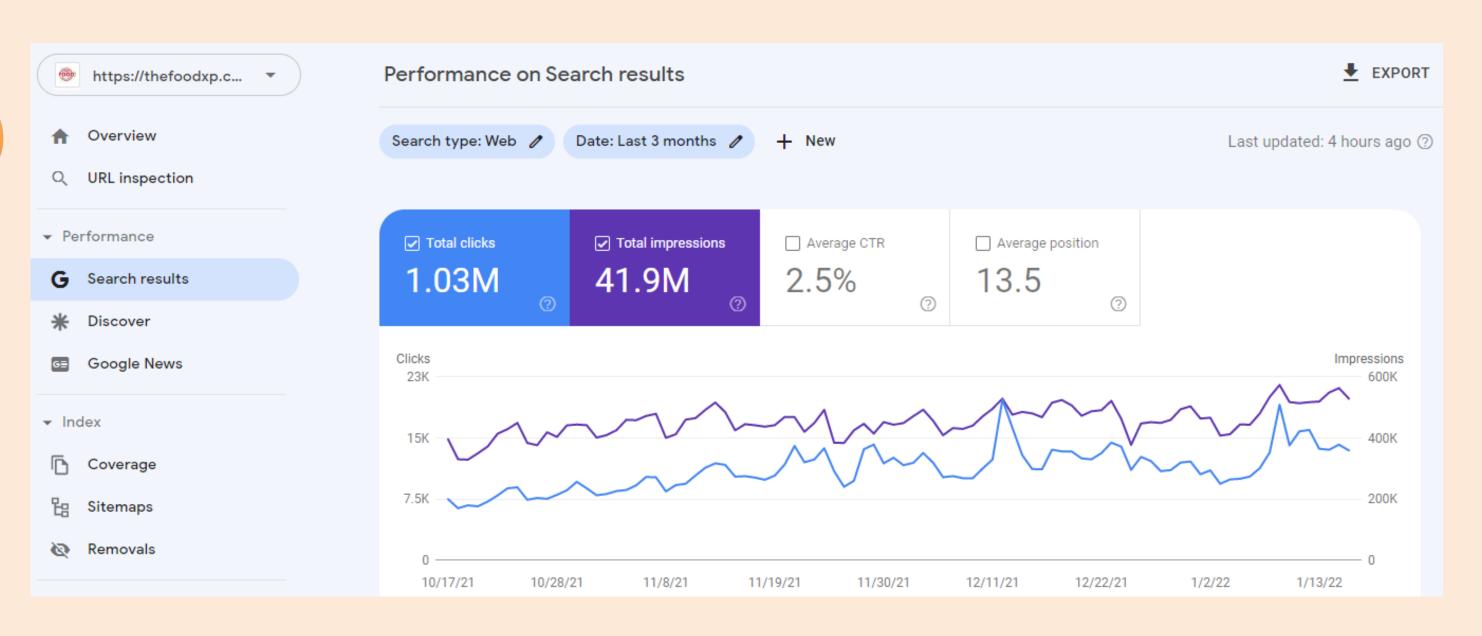
Using the right products in your kitchen is very necessary. So we've reviewed a lot of kitchenware items and recommended the best products to you.

Fast Food Menu & Prices



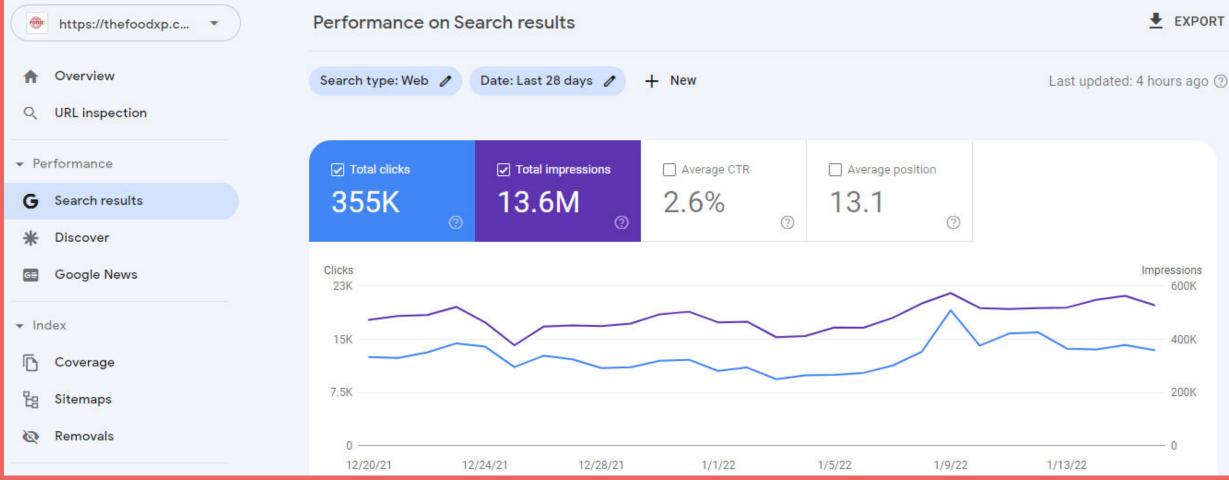


on Google Search Console (Last 3 Months)



40+ Million Search Impressions

13.6 Million Search Impressions on Google Search Console (Last 28 Days)



EXPORT

600K

400k

200K

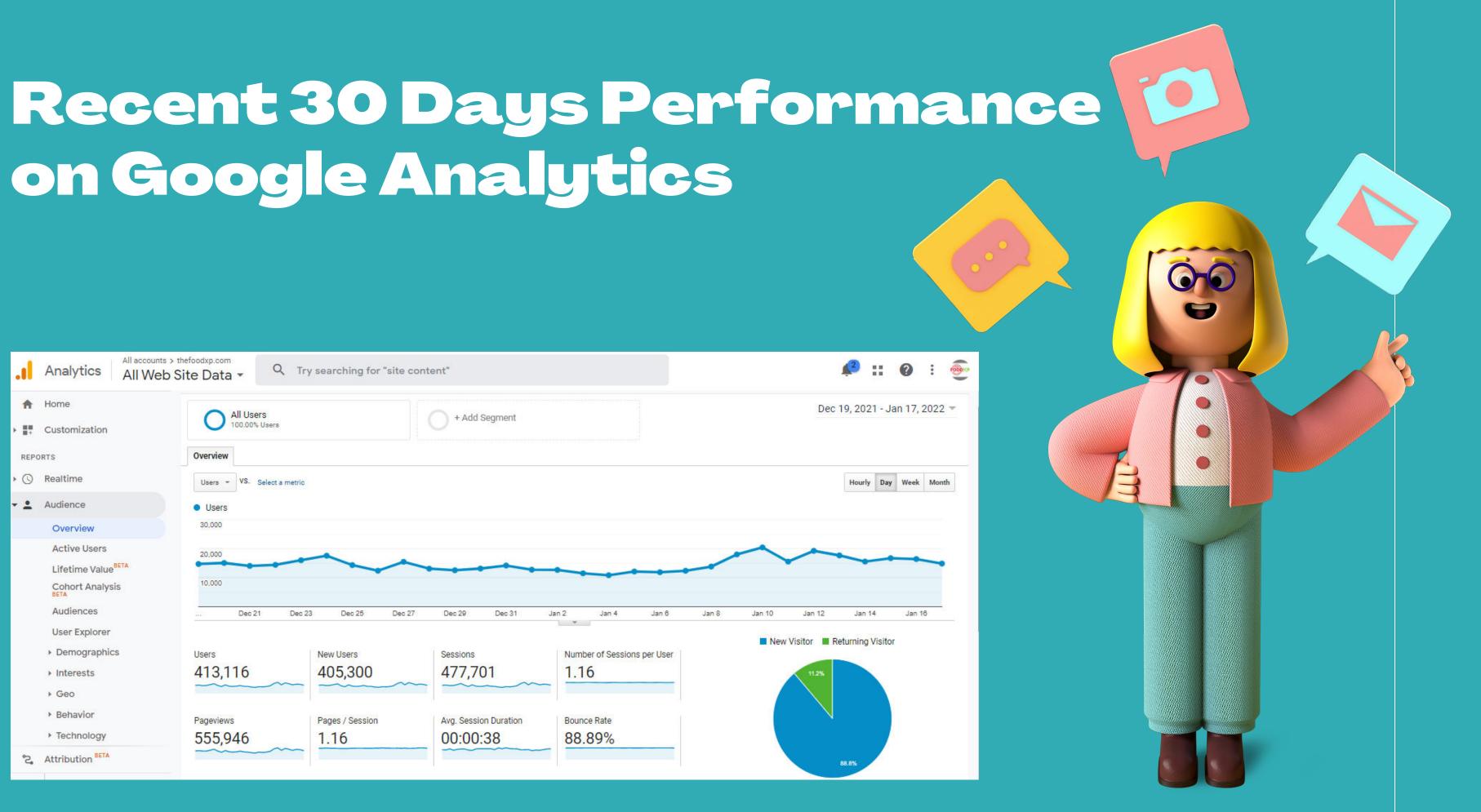


Last 3 Months Statistics As Per Google Analytics

.ıl	Analytics All accounts > thefoodxp.com All Web Site Data - C Try searching for "site content"					
 > #	Home Customization	All Users 100.00% Users		+ Add Segment		Oct 1
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	Overview	30,000				
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	Audiences	Nove	mber 2021	Decen	nber 2021	January 2022
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	Demographics	Users	New Users	Sessions	Number of Sessions per Us	er
	Interests	1,096,223	1,106,235	1,284,575	1.17	10.2%
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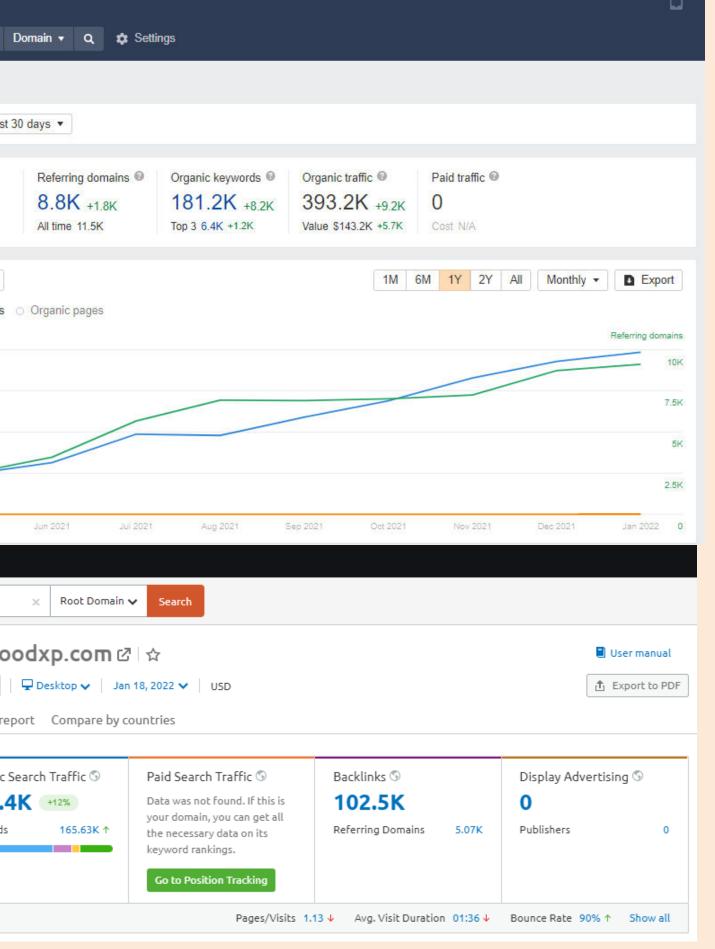




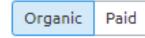




ahrefs Site Explorer http + https • thefoodxp		rer Content Explor	er More -	Ľ × D
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Overview 2.0			17.22	
Backlink profile	Monthly volu	me 🔻 🌐 All cor	untries 🔻 🛅 C	hanges: Last 30
Backlinks				
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Referring domains		50	35	K +4.5K
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Referring IP's Internal backlinks				
Link intersect	Performance	Compare domain	ns 🔹 Compare d	ountries 🔻
Organic search	Avg. organi	c traffic 🛛 e Avg. pai	d traffic 🌘 Refer	ring domains
Organic keywords	Traffic			
Top pages	400K			
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Top subdomains	300K			
Competing domains				
Competing pages 200K Content gap				
Pages ▲	100K			
Best by links' growth	0 Feb 2021	Mar 2021	Apr 2021	May 2021
TO SEMRUSH				
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COMPETITIVE RESEARCH		Domain (Overview	: thefoo
Domain Overview		S Worldwide	us 🏭 uk 📕	DE ····
Traffic Analytics				
Organic Research		Overview Co	mpare domains	Growth rep
Keyword Gap				
Backlink Gap		Authority Sco	ore 🛇	Organic Se
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Keyword Magic Tool				
LINK BUILDING				
Backlink Analytics		_		
Bulk Analysis		Engagement	Metrics 🕥 Janu	агу 2022



Our Organic Traffic Insights



Distribution by Country

Countries	Traffic Share		Traffic	Keywords
Worldwide		100%	502.4K	165.6K
US		81%	409.4K	102.5K
UK		4.4%	22K	10.3K
CA		3.5%	17.8K	12.2K
IN IN		2.6%	13.1K	3.9K
Other	•	8%	40.1K	36.8K
Compare				

SERP Features 🔤 US



O	ganic Traffic	5	02,30
~	Organic Traffic	~	Paid 1









Insights On Our User's Intent

Keywords by Intent

Intent		Keywords	Traffic
Informational	59.9%	71K	148.2K
Navigational	12.1%	14.3K	182.6K
Commercial	4.5%	5.3K	6.7K
Transactional	23.5%	27.9K	117.9K

What We Can Do For You?





Product Reviews

We will take your product to the right audience & telling them how to make the best use of it.



Content Marketing

Promote your content via us and our partnered network of food blogs.



BANNER ADS

Influence our millions of loyal users, food lovers, home-cooks & potential customers via native banners.

White-labelled Content

Ready-to-use video content for your marketing campaigns.

Brand Mention

Naturally placed brand-mention (i.e. link insertions) in performing articles for your product pages.

Display Ads

CANPAC

Let's get you delivered some results!



Lead Generation

Get qualified leads for your business with our tailored made lead-gen campaigns.



Affiliate Marketing

If you have a great product-market-fit, we would love to work with you on affiliate campaigns to boost your sales.



DIGITAL MEDIA FOOD STARTUF







CONNECT US ON SOCIAL MEDIA

Connect with us at business@thefoodxp.com





Instagram

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Pinterest @thefoodxp



YouTube @thefoodxp



LinkedIn

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