The blog content is editorial and of high quality. In addition, the blog is characterized by a very strong social media presence, a good link structure and comparatively high visibility on the Web. Another positive aspect is the high mobile SEO visibility compared to the SEO desktop visibility. Mobile visibility has become an important SEO ranking factor since Google rolled out an update that prefers mobile-friendly weblogs for mobile search queries.

The traffic value of Trendfoodblog is a solid value of about 1,065 € (calculated from the realized results in the organic search and the CPC), which is a benchmark for the previous SEO measures.

During the observation period, the influencer mainly posted articles about the latest food trends “Superfood”, “Low Carb” and “Food pairing” as well as vegan/vegetarian nutrition tips. Their videos on the subject of “Vegetables are the new meat” on YouTube achieved particularly high levels of interaction. They also received positive feedback from the crowd on Facebook and Twitter. The three sponsored posts by the influencer about yoghurt drinks in cooperation with JoghoYo were commented less positively by the followers.

The influencer prefers to communicate in German, only on Twitter she publishes English-language tweets. Most often she uses the hashtags #eatclean, #veggie and #gesundleben across platforms.