

SOCIAL MEDIA INFLUENCER SCORECARD

BLOG SEO VISIBILITY

Desktop vs. Mobile

386 vs. 565

PAGE STRENGTH

4.4

DOMAIN POPULARITY

860

TRAFFIC VALUE

Ø 1.065 €

BACKLINKS

2.312

PAGE VIEWS

3.867 per day

FREQUENCY

Ø 12 Posts per month

INTERACTIONS

Ø 85 Comments per Post

VISUAL QUALITY

9/10

CONTENT QUALITY

7/10

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.



trendfoodblog

Anna, 26 years

info@trendfoodblog.com

Focus: Veggie Nutrition

SOCIAL IMPACT SCORE

8/10

FACEBOOK

172.810 Fans

TWITTER

11.755 Followers

INSTAGRAM

98.462 Followers

YOUTUBE

189.393 Subscribers

PINTEREST

23.748 Followers

QUOTE

*#Exoticberries,
Seeds and #fruits are the trending
#Superfood on everyone's lips right now.
I love it especially in the combination as #Muesli, because it
is #complete, #natural and was mostly grown organically.
#biofood #eatclean #healthy living #FoodPairing*

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.

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