



Grit.COM.MX

AI DEVELOPMENT APPLIED TO DIGITAL ECOSYSTEMS



AS GRIT, WE ARE DELIGHTED TO PRESENT THIS COMPREHENSIVE REPORT DETAILING OUR COLLABORATIVE JOURNEY WITH TWIG THROUGHOUT THE PAST YEAR. OUR PARTNERSHIP HAS BEEN A TESTAMENT TO THE POWER OF COMBINING INNOVATIVE MARKETING STRATEGIES AND DEEP EXPERTISE IN SEO OPTIMIZATION TO SIGNIFICANTLY BOOST ORGANIC VIEWS AND ENGAGE MORE EFFECTIVELY WITH AUDIENCES.

OUR JOURNEY TOGETHER BEGAN WITH A SHARED VISION: TO AMPLIFY TWIG'S ONLINE PRESENCE AND TO CONNECT MORE AUTHENTICALLY WITH ITS AUDIENCE. THROUGH THIS COLLABORATION, WE'VE NOT ONLY ACHIEVED THESE OBJECTIVES BUT ALSO DISCOVERED NEW AVENUES FOR GROWTH AND ENGAGEMENT.



KEY HIGHLIGHTS OF OUR COLLABORATION INCLUDE:

SEO AND ORGANIC TRAFFIC ENHANCEMENT: BY IMPLEMENTING ADVANCED SEO TECHNIQUES AND CONTINUOUSLY REFINING CONTENT STRATEGIES, WE'VE SUCCESSFULLY INCREASED TWIG'S VISIBILITY ON SEARCH ENGINES, RESULTING IN A SUBSTANTIAL BOOST IN ORGANIC TRAFFIC.

AUDIENCE ENGAGEMENT: OUR JOINT EFFORTS HAVE LED TO THE CREATION OF CONTENT THAT RESONATES DEEPLY WITH TWIG'S AUDIENCE. BY UNDERSTANDING AND CATERING TO THEIR NEEDS AND INTERESTS, WE'VE FOSTERED A STRONGER, MORE ENGAGED COMMUNITY.

MARKETING CONSULTING: GRIT'S ROLE AS A MARKETING ADVISOR HAS ENABLED TWIG TO NAVIGATE THE DYNAMIC DIGITAL LANDSCAPE MORE EFFECTIVELY. OUR INSIGHTS AND RECOMMENDATIONS HAVE BEEN INSTRUMENTAL IN SHAPING TWIG'S BRAND STRATEGY AND POSITIONING.

FUTURE-READY APPROACHES: EMBRACING INNOVATIVE TOOLS AND TRENDS, WE'VE POSITIONED TWIG AT THE FOREFRONT OF DIGITAL MARKETING, READY TO ADAPT AND THRIVE IN AN EVER-EVOLVING ONLINE WORLD.



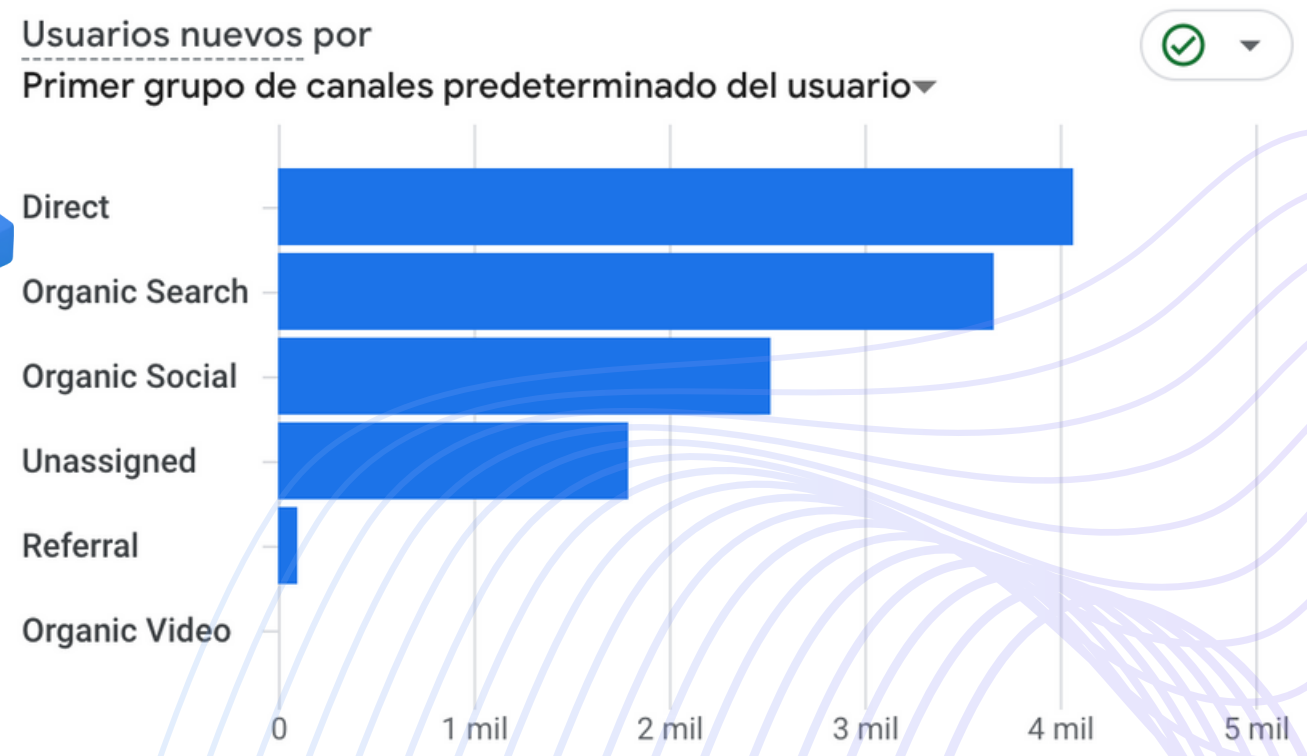
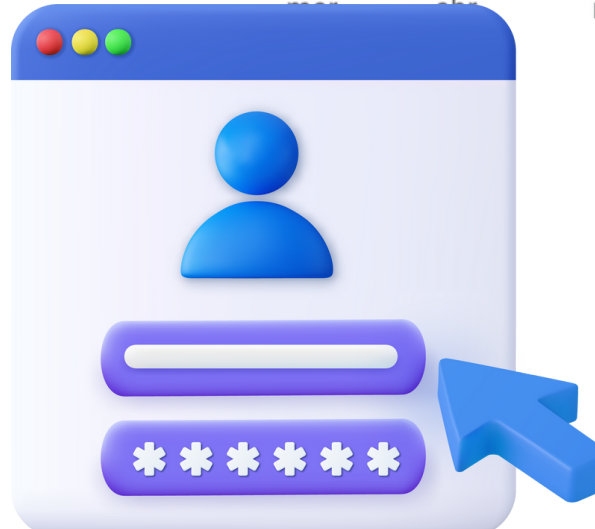
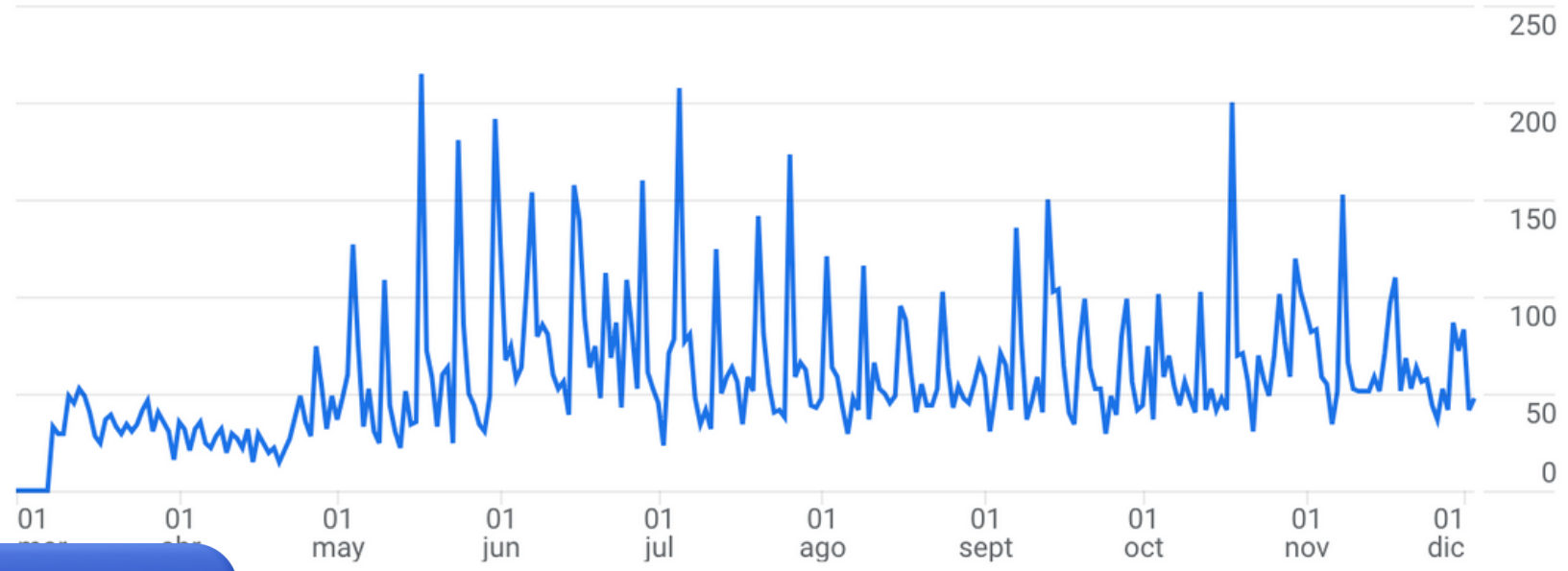


OVER
12000+ NEW USERS
HIGH INTERACTION TIME
1:55 MIN ON WEBSITE PERMANENCE

As we can see in the graphic by google ever since we started the blog and content pieces for TWIG'S website it has been a significant growth acquiring users for the website and to consume the content and what twig has to offer

We have been able to grow the organic searches of TWIG As close as the direct traffic, meaning we get almost the same traffic by our organic content and keyword positioning as well as

Usuarios: 12 mil
Usuarios nuevos: 12 mil
Tiempo de interacción medio: 1 min y 55 s
To: 5



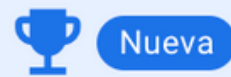


https://www.thisweekinguadalajara.com/ ▼

Visualizaciones totales desde marzo de 2023

61 mil

Logros >



Cantidad de veces que los usuarios han visto tu sitio desde que se creó tu propiedad de Google Analytics

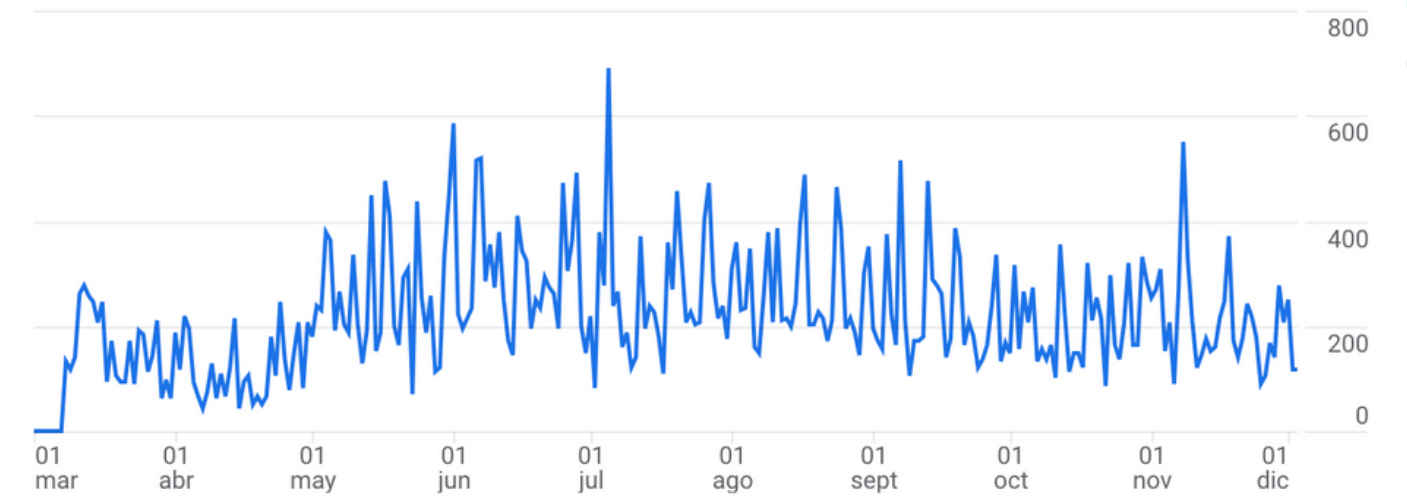
Resumen general del sitio web

Últimos 28 días



Vistas
61 mil

Número de eventos
140 mil



TWIG'S website has been visited 61,000 times since we started working together this counting new and recurrent users



Búsqueda de Google
Cómo encuentran los visitantes tu sitio web en Google

Vistas **1.657**
Tiempo medio de interacción **1 min y 46 s**
Clics **480**
↗ 6% *↗ 20%* *↘ 11%*

Consultas más buscadas ▾

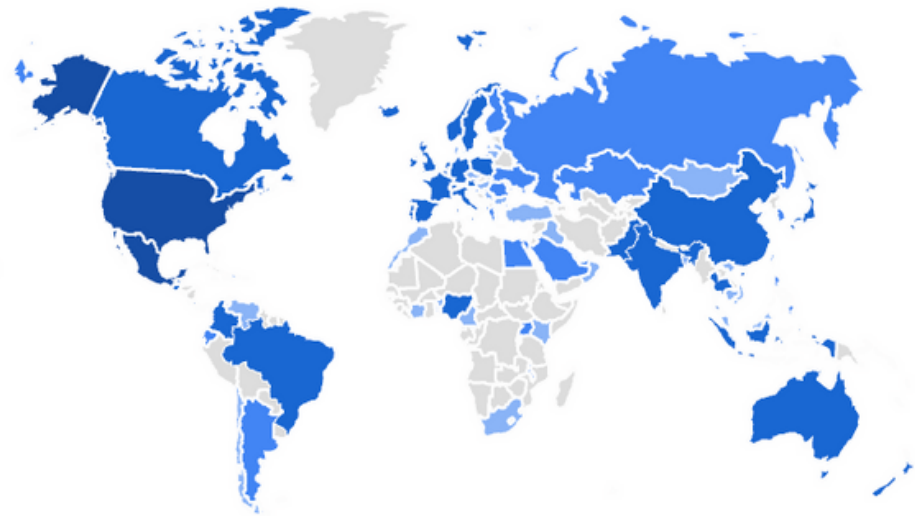
- 1 this week in guadalajara
Posición media: 1 Primeros cinco resultados
- 2 twig guadalajara
Posición media: 1 Primeros cinco resultados
- 3 guadalajara events
Posición media: 2,6 Primeros cinco resultados
- 4 events in guadalajara
Posición media: 2,4 Primeros cinco resultados
- 5 things to do in guadalajara this weekend
Posición media: 2 Primeros cinco resultados

- 6 events in guadalajara today
Posición media: 2,2 Primeros cinco resultados
- 7 christmas in guadalajara
Posición media: 6
- 8 guadalajara today
Posición media: 3,1 Primeros cinco resultados
- 9 what's happening in guadalajara today
Posición media: 3,6 Primeros cinco resultados
- 10 pros and cons of living in guadalajara
Posición media: 3,1 Primeros cinco resultados

- 11 events guadalajara
Posición media: 2,8 Primeros cinco resultados
- 12 events in guadalajara this weekend
Posición media: 1,6 Primeros cinco resultados
- 13 guadalajara events today
Posición media: 1,5 Primeros cinco resultados
- 14 events near me
Posición media: 2 Primeros cinco resultados
- 15 terraza isaaki
Posición media: 6,6



Our 20 main keywords positioning in the top from google.
this has been and will still be a priority since day one we love seeing this results in the main page of organic searches



PAÍS	USUARIOS
Mexico	7,1 mil
United States	4,3 mil
Canada	375
United Kingdom	134
France	62
India	50
Australia	39

Our TOP countries that we are getting traffic from wich tell us a lot to aim towards people who are looking to move or to visit Guadalajara, aimed to this country specifically, such as Coming from Canada to Guadalajara, everything you need to know

The most visited URL'S from Twig
wich tells us wich pages to focus the contents for
2024

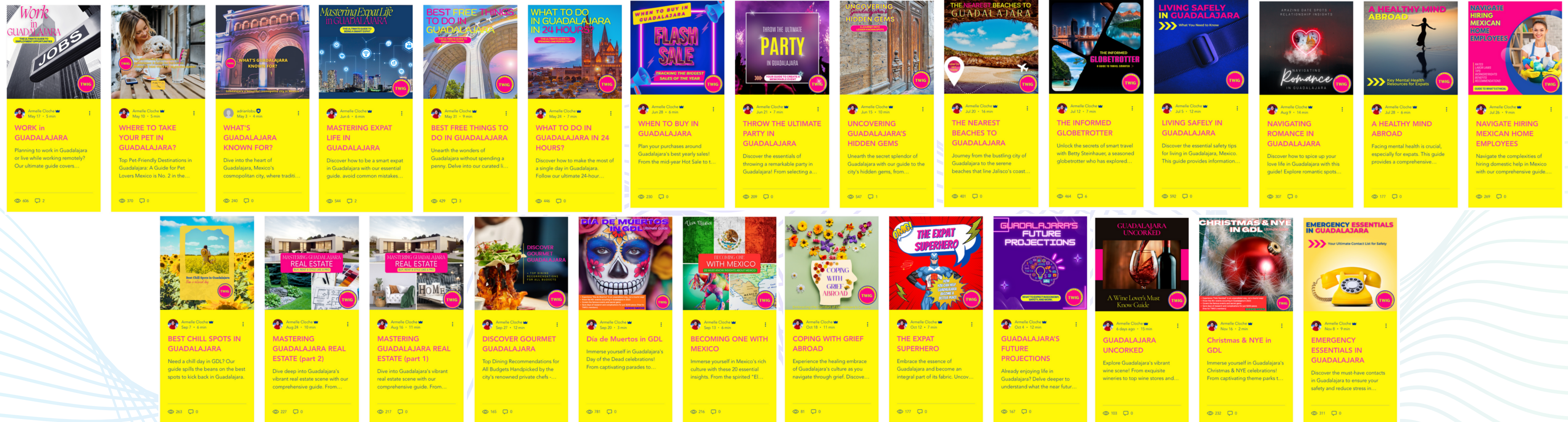
Vistas por Título de página y clase de pantalla



TÍTULO DE PÁGINA Y CLASE DE PANTALLA	VISTAS
What To Do This Week In Guadalajara	17 mil
Events This Week in GDL	3 mil
Partnership Plans This Week in GDL	2,4 mil
Connect This Week in GDL	2,4 mil
Activities This Week in GDL	1,8 mil
Living in GDL This Week in GDL	1,4 mil
TWIG's Partners This Week in GDL	1,3 mil



CONTENTS



27 Articles made with TWIG'S team to improve SEO and meta tags and descriptions as well as SEO positioning

IN OUR RECENT COLLABORATION, WE UNDERTOOK THE METICULOUS TASK OF ENHANCING THE ONLINE VISIBILITY AND SEARCHABILITY OF 27 ARTICLES FROM TWIG. EACH ARTICLE WAS CAREFULLY ANALYZED TO DEVELOP OPTIMIZED SEO META TAGS AND META DESCRIPTIONS. THESE CRUCIAL ELEMENTS ARE TAILORED TO ACCURATELY REFLECT THE CONTENT AND THEME OF EACH ARTICLE, INCORPORATING TARGETED KEYWORDS TO IMPROVE THEIR RELEVANCE AND VISIBILITY IN SEARCH ENGINE RESULTS.

THE META TAGS WERE CRAFTED TO INCLUDE SPECIFIC KEYWORDS AND PHRASES, ALIGNING CLOSELY WITH THE ARTICLE'S CONTENT AND THE LIKELY SEARCH TERMS USED BY THE TARGET AUDIENCE. THIS PRECISION ENSURES THAT EACH ARTICLE NOT ONLY REACHES ITS INTENDED AUDIENCE BUT ALSO APPEALS TO THEIR SPECIFIC INTERESTS AND QUERIES.

FOR THE META DESCRIPTIONS, WE FOCUSED ON CREATING ENGAGING AND INFORMATIVE SUMMARIES THAT PROVIDE A CLEAR AND COMPELLING PREVIEW OF EACH ARTICLE'S CONTENT. THESE DESCRIPTIONS SERVE AS AN INVITATION TO THE READER, HIGHLIGHTING KEY POINTS AND INTRIGUING INSIGHTS, THEREBY ENCOURAGING CLICKS AND VISITS FROM SEARCH ENGINE RESULTS PAGES.

ADDITIONALLY, WE ENSURED THAT ALL 27 ARTICLES WERE PROPERLY INDEXED BY GOOGLE. THIS PROCESS INVOLVED VERIFYING THAT EACH ARTICLE IS ACCESSIBLE TO GOOGLE'S CRAWLERS, ENSURING THEY APPEAR IN SEARCH RESULTS. WE ALSO CHECKED FOR ANY ISSUES THAT MIGHT PREVENT INDEXING, SUCH AS IMPROPER REDIRECTS, BLOCKED URLS, OR DUPLICATE CONTENT, AND RECTIFIED THEM TO GUARANTEE OPTIMAL VISIBILITY.

THROUGH THESE STRATEGIC ENHANCEMENTS IN SEO META TAGS, META DESCRIPTIONS, AND GOOGLE INDEXING, WE HAVE SIGNIFICANTLY BOOSTED THE ONLINE PRESENCE AND SEARCH ENGINE PERFORMANCE OF TWIG'S ARTICLES, PAVING THE WAY FOR INCREASED ORGANIC TRAFFIC AND READER ENGAGEMENT.



2024 STRATEGIC RECOMMENDATIONS OVERVIEW

NEW BRANDING: EMBRACE A FRESH BRAND IDENTITY TO REFLECT EVOLVING VALUES AND MARKET POSITIONING. THIS INCLUDES UPDATING LOGOS, COLOR SCHEMES, AND VISUAL ELEMENTS THAT RESONATE WITH CURRENT TRENDS AND AUDIENCE PREFERENCES.

WEBSITE REDESIGN: REVAMP THE WEBSITE TO ENHANCE USER EXPERIENCE, INCORPORATING MODERN DESIGN ELEMENTS, IMPROVED NAVIGATION, AND MOBILE OPTIMIZATION. FOCUS ON CREATING AN INTUITIVE, VISUALLY APPEALING, AND INFORMATIVE PLATFORM THAT ALIGNS WITH THE NEW BRANDING.

CORPORATE PACKAGE PROMOTION: INTENSIFY THE MARKETING OF CORPORATE PACKAGES. DEVELOP TARGETED CAMPAIGNS THAT HIGHLIGHT THE UNIQUE VALUE PROPOSITION OF THESE PACKAGES TO BUSINESSES, FOCUSING ON THEIR BENEFITS AND ROI.

VIDEO COMMUNICATION: LEVERAGE THE POWER OF VIDEO CONTENT FOR MORE DYNAMIC AND ENGAGING COMMUNICATION. THIS CAN INCLUDE PROMOTIONAL VIDEOS, INSTRUCTIONAL CONTENT, AND INTERACTIVE WEBINARS THAT EFFECTIVELY CONVEY MESSAGES AND CONNECT WITH THE AUDIENCE.

MAINTAINING EXCELLENCE: CONTINUE TO PRIORITIZE HIGH-QUALITY SERVICE AND INNOVATION. ENCOURAGE FEEDBACK, FOSTER A CULTURE OF CONTINUOUS IMPROVEMENT, AND STAY AHEAD OF INDUSTRY TRENDS TO MAINTAIN THE REMARKABLE STANDARD OF EXCELLENCE.

20
24

DEAR TWIG TEAM,

AS WE REFLECT ON OUR COLLABORATION, I'M FILLED WITH IMMENSE GRATITUDE. YOUR VISION AND DEDICATION HAVE NOT ONLY INSPIRED US BUT HAVE ALSO BEEN PIVOTAL IN CRAFTING TRULY IMPACTFUL WORK.

THANK YOU FOR YOUR TRUST, PARTNERSHIP, AND THE OPPORTUNITY TO BE A PART OF TWIG'S REMARKABLE JOURNEY. IT'S A PRIVILEGE TO WORK WITH A TEAM AS DYNAMIC AND FORWARD-THINKING AS YOURS.

LOOKING FORWARD TO CONTINUING OUR JOURNEY TOGETHER AND TO ALL THE SUCCESS THAT AWAITS US.

WARM REGARDS.

GRIT TEAM

THANK YOU!

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