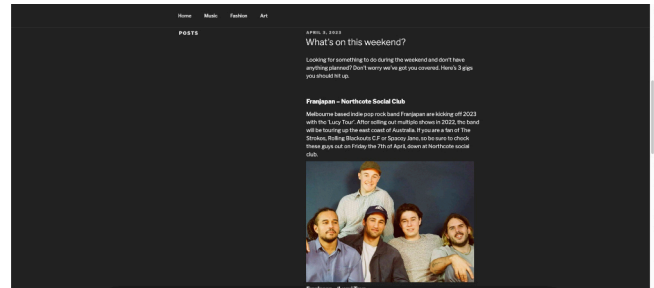
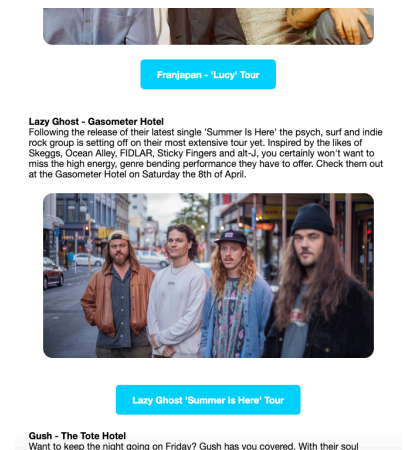
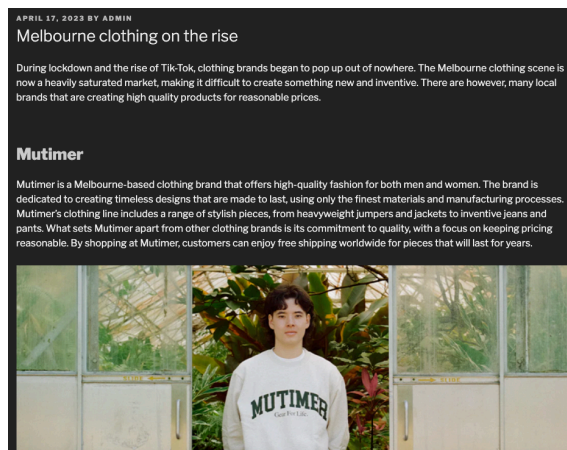
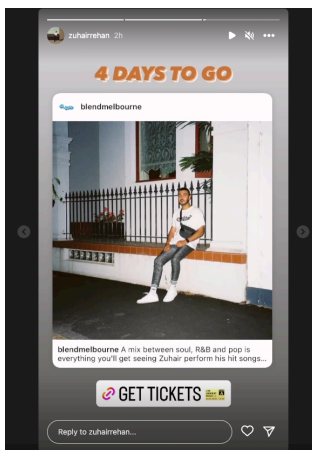


# BLEND

Blend is a Melbourne based company that specialises in promoting local art, music and fashion. This project involved creating a website, logo, brand identity, running weekly posts on Facebook, Twitter and Instagram, as well as a weekly email and blog post on the Blend Melbourne website.



Posts were made through Hootsuite, using their automation features to coordinate uploads evenly and on time across all platforms.



Research was done prior to the campaign to find the best techniques and practices around Search Engine Optimisation and other competitors in a similar market.

## SEO

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To ensure that website and social media accounts are easily accessible and easy to find on search engines Blend will use effective search engine optimization. "SEO refers to the efforts intended to improve the ranking of a website in the search results for given target keywords" (Online Information Review, 2016).

### Key Fundamentals:

- Effective and accurate page titles
- Brief and descriptive title elements
- Hierarchy: Headings for important text, consistent type sizes, headings only when needed, flows naturally
- Use https://
- Easy navigation to ensure the viewer can easily find content
- Custom 404 page
- Use words to create short and simple URLs
- Interesting content, easy to read, well organised
- Correctly optimise images

## Key Influencers - Existing Brands

Page 8

### Time Out Melbourne

Time Out is a media outlet that focuses on food, drinks and activities in some of the most popular cities in the world. Users/ readers have the option to view some of their new and popular articles on their front page, but can also see upcoming events through links for the next weekend, week and month.

Time Out are quite consistent across social media with accounts of Facebook, Instagram, Twitter and Pinterest posting multiple times a day across all platforms.

<https://www.timeout.com/melbourne>



## Existing Brands

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### Whats On Melbourne

Whats On is a news/ media outlet run by the city of Melbourne. They are similar to Time Out in terms of what they post but with a few key differences. One of them being the ability to filter searches by date, location and what you want to do. Another feature is the ability to post your own article/ listing if you are a business owner.

They have social media accounts on Instagram, Facebook and Tik Tok which are linked at the bottom of the page on the footer.

<https://whatson.melbourne.vic.gov.au/>

