

Chobani

CALIFIA
FARMS®

Silk

*Almond
Breeze*

ripple®

**How Vegan Brands Drive
Traffic to their Recipe Pages**

Food & Beverage



Maintaining an active and relevant recipe section is a popular way for many brands in the food industry to:

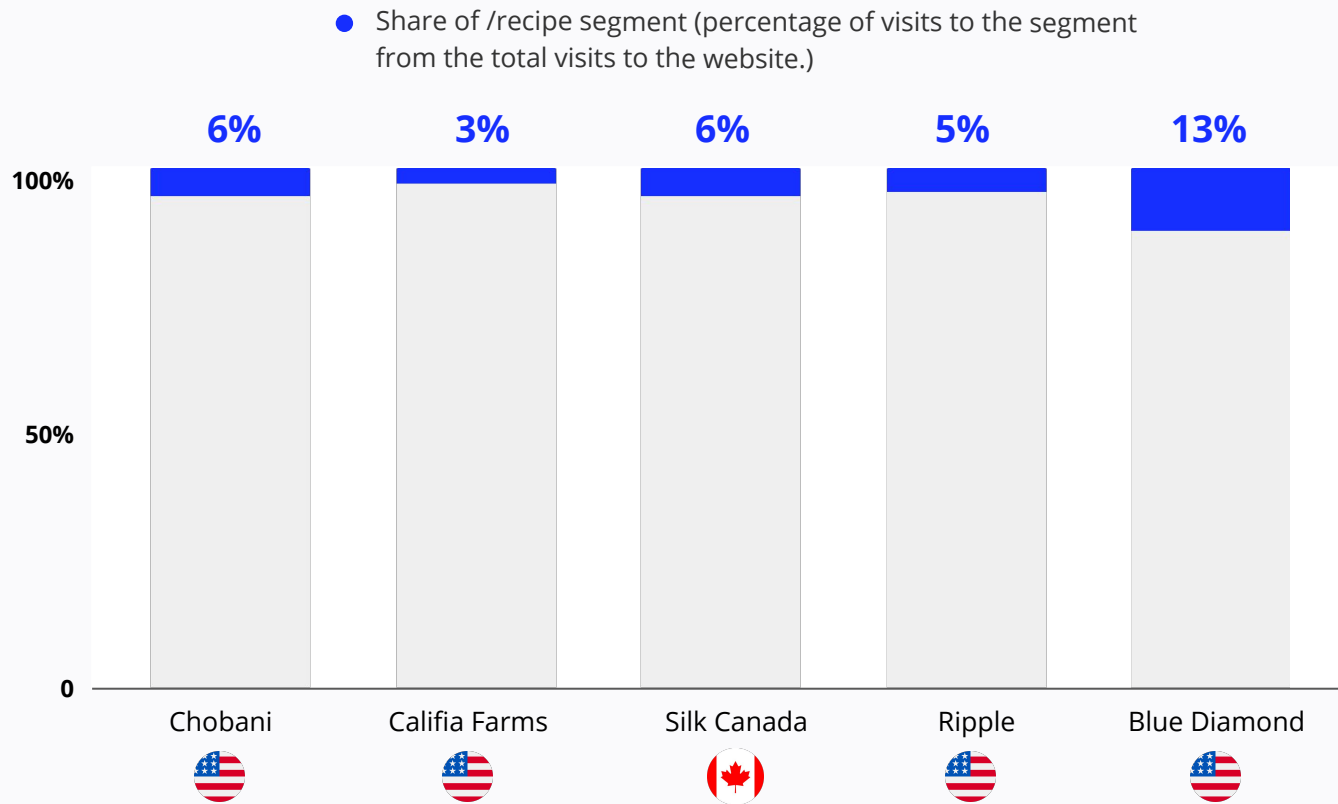
- a) drive traffic to its website
- b) educate followers on social platforms and
- c) drive adoption of their products.

This case study explores how 5 vegan brands leverage their cooking content, how they drive traffic and build awareness of their recipes.

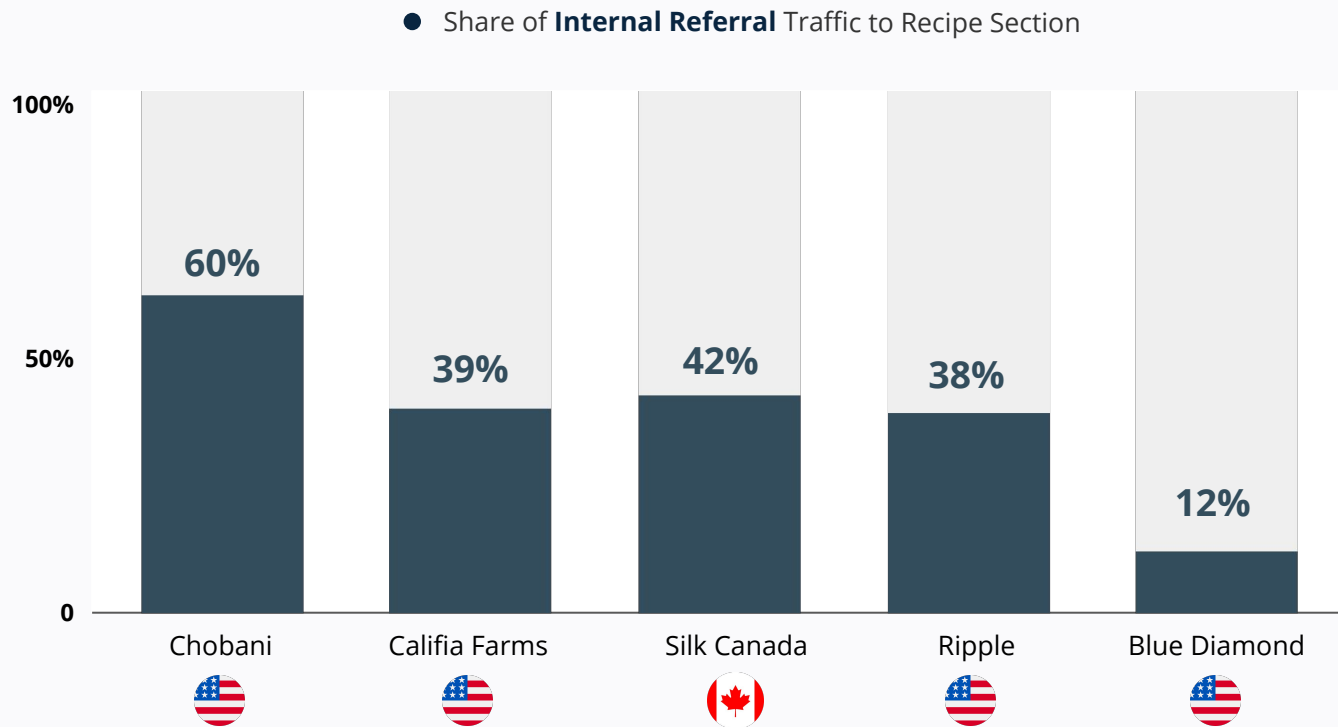
5 out of 7 brands in the competitive set actively maintain and promote the Recipe section on their websites.

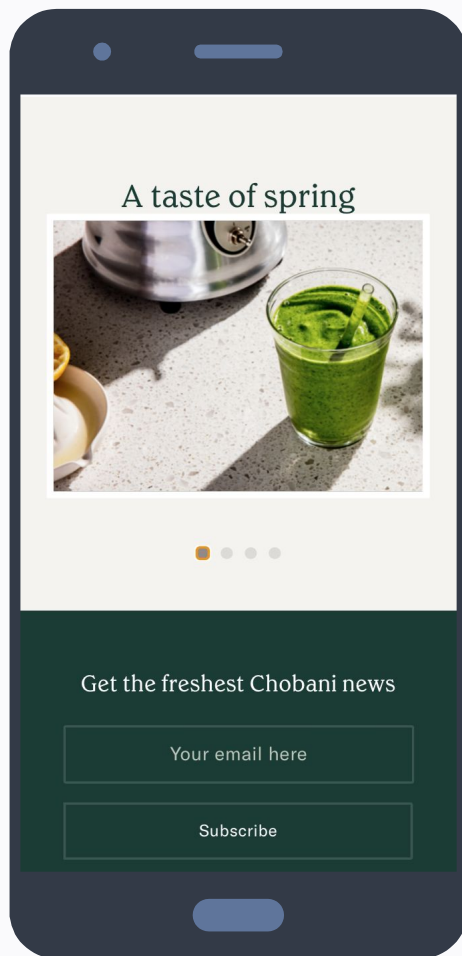
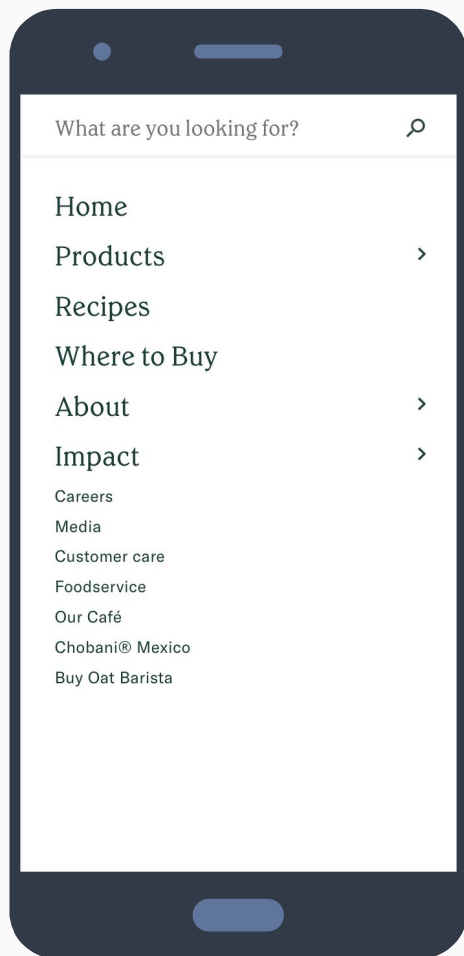
	Chobani	THE ORIGINAL OATLY!	CALIFIA FARMS®	Silk	MINOR FIGURES	ripple®	Almond Breeze
Recipes section on brand's website							

Blue Diamond has the highest share of visits to their Recipe pages — 13% of all website traffic visited at least one recipe page.



Internal referrals are the main source of visits to the recipe sections. 60% of users who visited the Recipe section on Chobani's website got there from another page on the website.





#Best Practice:

How Chobani drives internal referrals to the Recipe section:

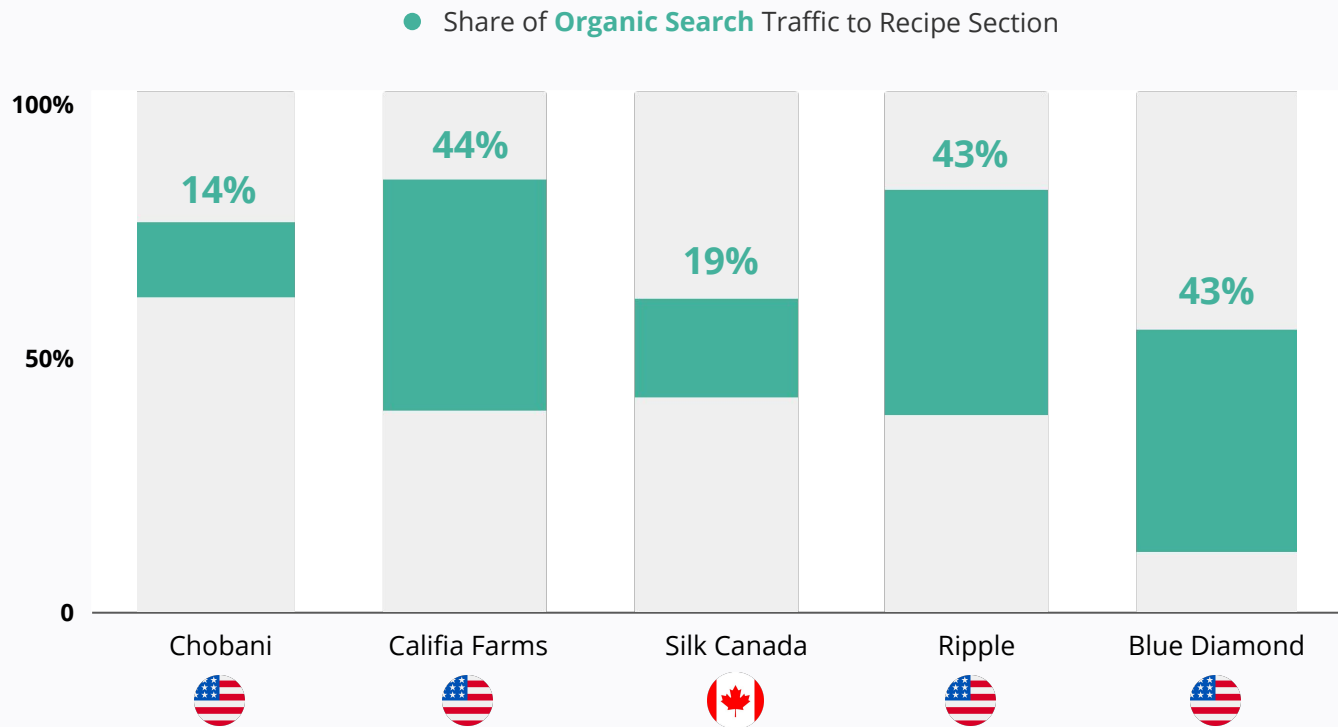
Primary navigation

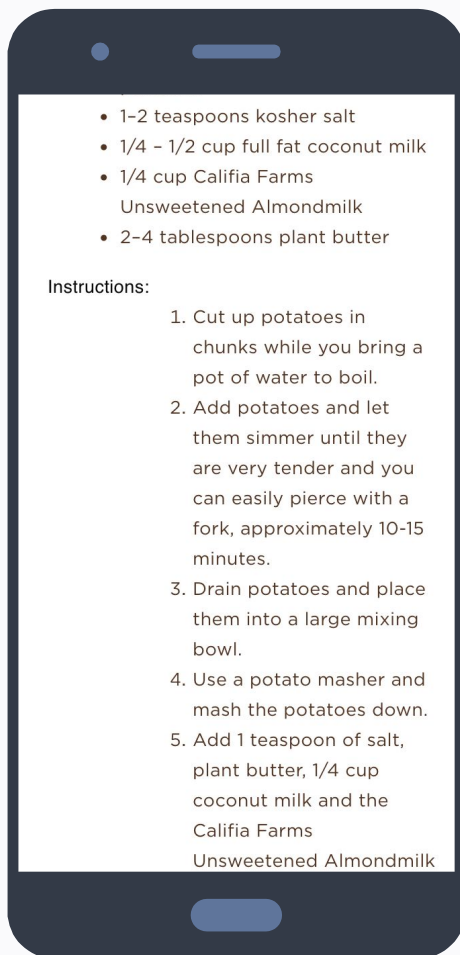
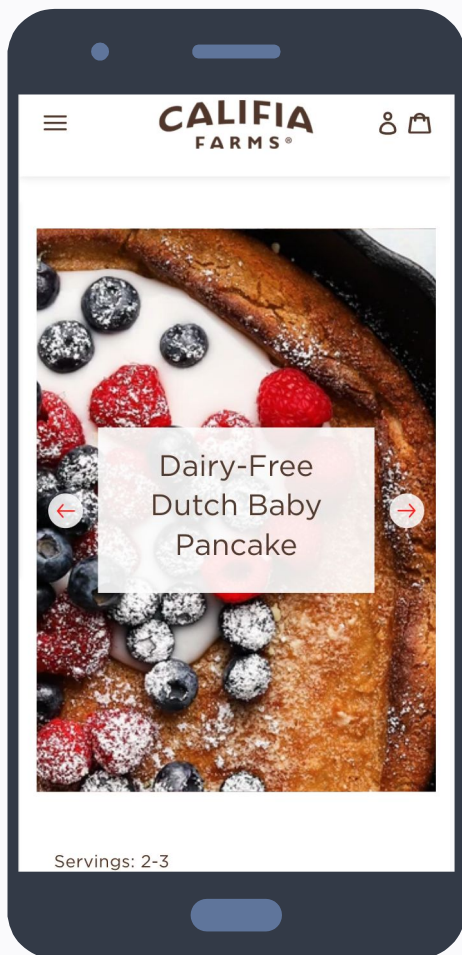
Chobani prioritizes a Recipe link on its main navigation. In fact, the link to the Recipe section comes second, right after the link to the Product page.

Homepage feature

The brand keeps a recipe slider with season-relevant recipes at the bottom of the page. Chobani tailors its content to seasonal preferences: refreshing drinks for summer and seasonal fruits and vegetables.

Organic search is the second most popular way for visitors to reach recipe pages. All three brands – Califia Farms, Ripple Foods, Blue Diamond – have approximately the same share of organic search traffic to their Recipe sections.





#Best Practice:

How Calia Farms drives organic search traffic to its Recipe section:

Popular recipes

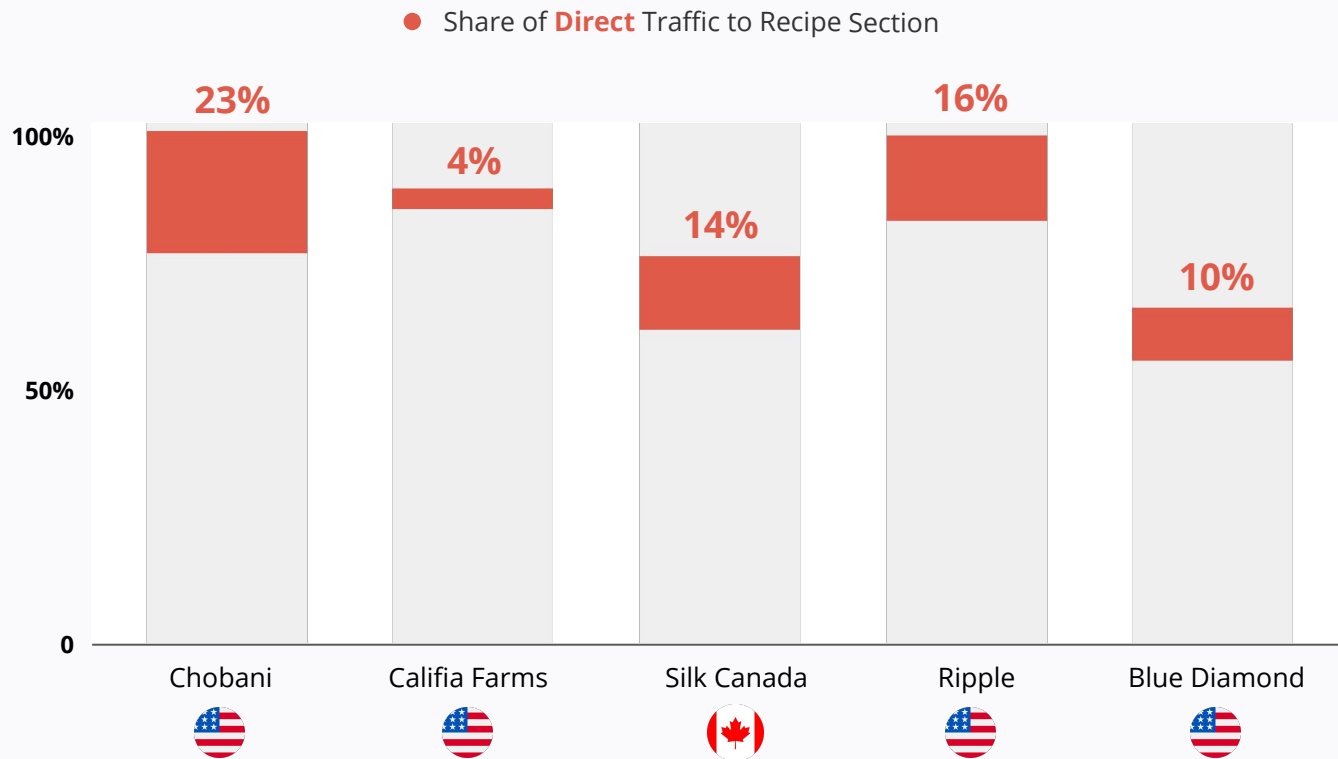
Calia Farms makes a twist on well-known recipes (i.e. dutch pancakes, blueberry cobbler, creamy mashed potatoes) instead of coming up with unique names and extravagant meals. This approach helps Calia Farms capture people that already seek how to cook these meals.

Lengthy Descriptions

The brand provides lengthy cooking instructions even for very simple recipes enabling search engines to index appropriate keywords and serve the pages for relevant search queries.

Calia Farms calls its section with the recipes Blog, which isn't a self-explanatory name and can explain a relatively low (39%) share of internal referral traffic.

The share of direct traffic ranges between 4% and 23%, where Chobani (23%) has the highest percentage of direct visits to the recipe pages and Califia Farms (4%) the lowest.

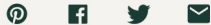


maman's Double Chocolate Cookie with Chobani® Oatmilk Vanilla Ganache

Dessert



Share it:



temperature for about 5
minutes to soften.

You can store the cookies in
an airtight container at room
temperature for up to 2 days—
but they'll probably be gone
by then, anyway!

Share it:



Made with Chobani®



#Best Practice:

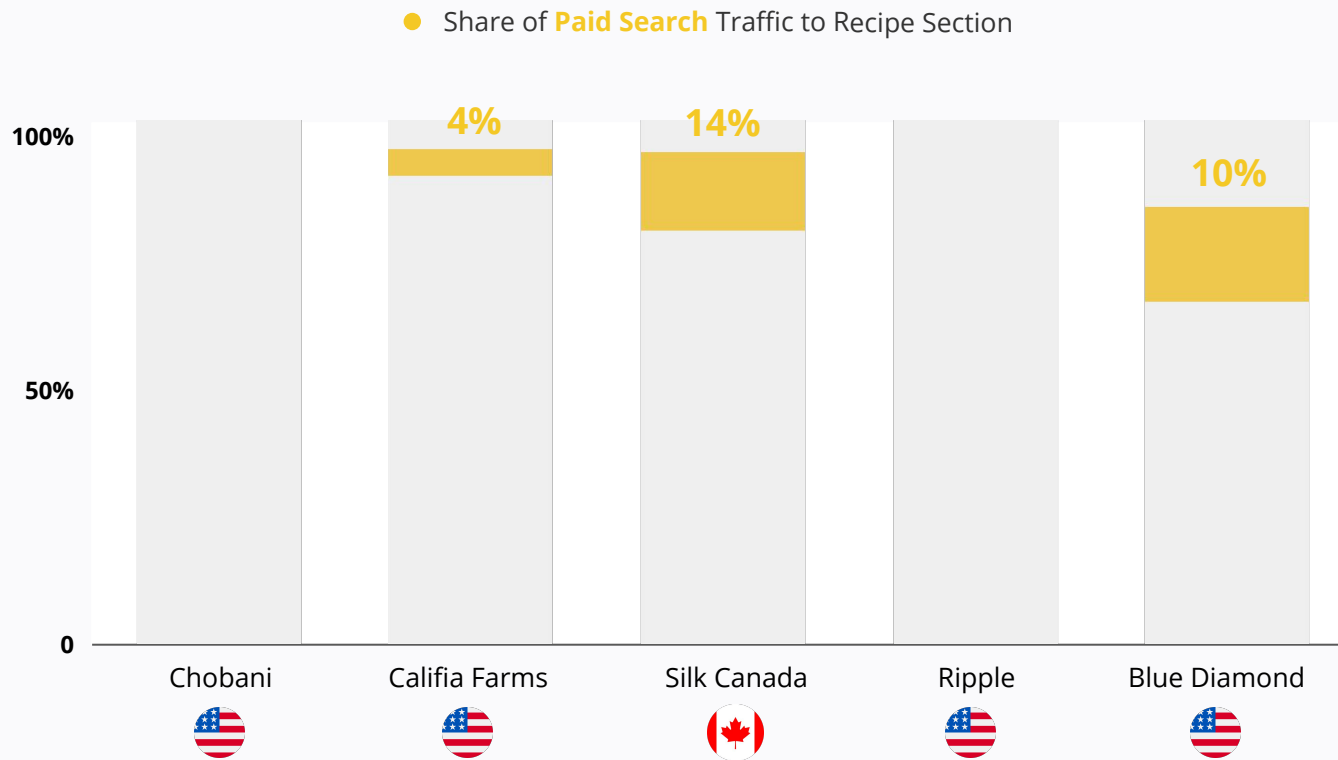
How Chobani drives direct traffic to its Recipe section:

Easy to share

Chobani ensures its recipes are easy to share. The brand includes all sharing options right after the recipe title and then duplicates the same sharing links at the very end of the case study.

Recipe sharing options include: Pinterest, Facebook, Twitter and email.

Only three brands – Blue Diamond, Silk Canada and Califia Farm – drive paid search traffic specifically to their recipe pages. Silk Canada has the highest share (14%) of paid visits to its Recipe section.



Gluten free apple muffins

Landing page: www.silkcanada.ca/recipes/

www.silkcanada.ca/

Silk^{MD} Gluten Free Recipes - On The Official Silk^{MD} Site

Delicious gluten free recipe ideas. Get a coupon. Visit & sign up now. Healthy Living. Types: Smoothies, Main Dish, Desserts, Breakfast, Sides, Under 30 Minutes, Drinks, Soups, Salads, Dressings, Appetizers & Snacks.

Vegan

Landing page: www.silkcanada.ca/recipes/

www.silkcanada.ca/

Delicious Vegan Recipes - On The Official Silk^{MD} Site

Visit Silk^{MD} for vegan recipe ideas. Get a coupon. Visit & sign up now. Healthy Living. Types: Smoothies, Main Dish, Desserts, Breakfast, Sides, Under 30 Minutes, Drinks, Soups, Salads, Dressings, Appetizers & Snacks.

Black bean burger

Landing page: www.silkcanada.ca/recipes/vegan-black-bean-burger/

<https://www.silkcanada.ca/>

Silk Veggie Bean Burger Recipe - Make Veggie Burger At Home

Make Veggie Bean Burger With Silk® Coconut Yogurt. Enjoy a Nutritious Vegetarian Dish! Try Silk® Coconut Yogurt For A Healthier Living Diet. See More Creative Yogurt Recipes! Lactose Free. Non-GMO. Dairy Free. Cook with Silk. Good For You! We Are Plant-Powered.

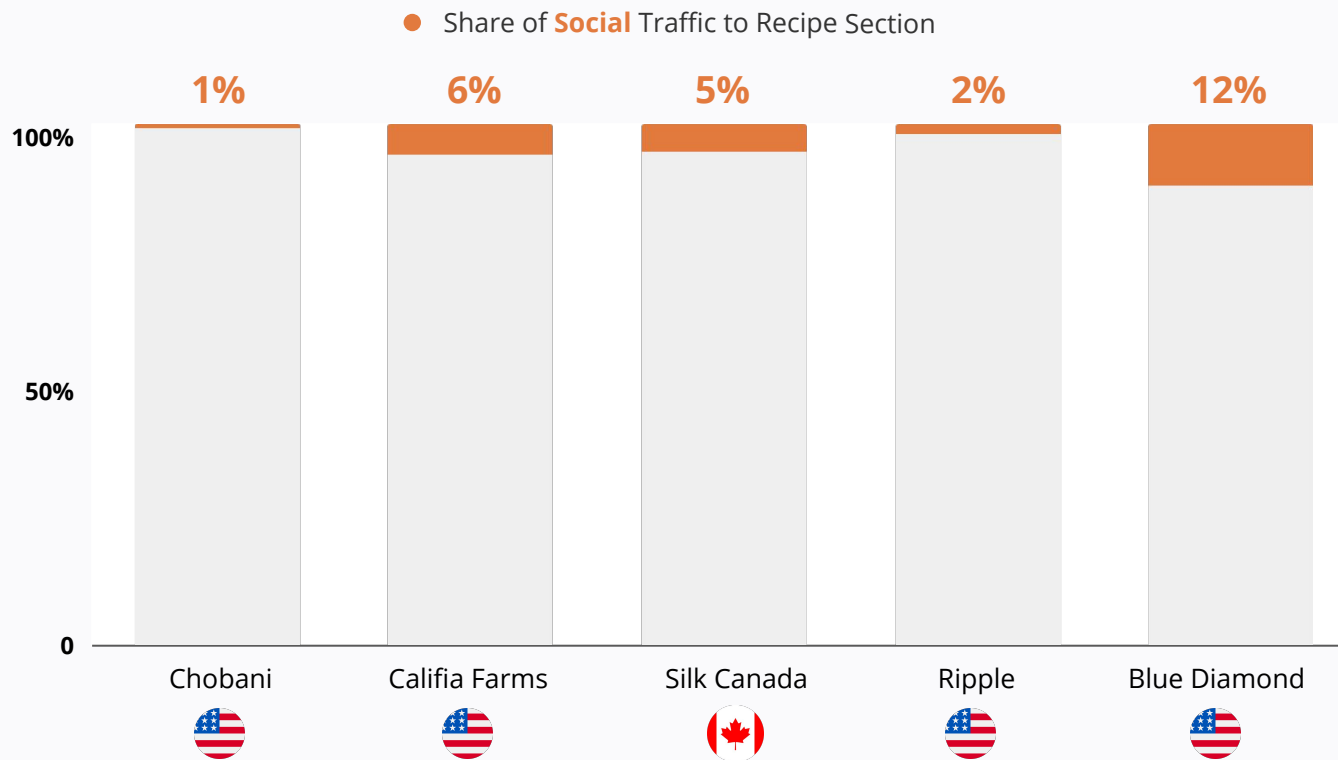
#Best Practice:

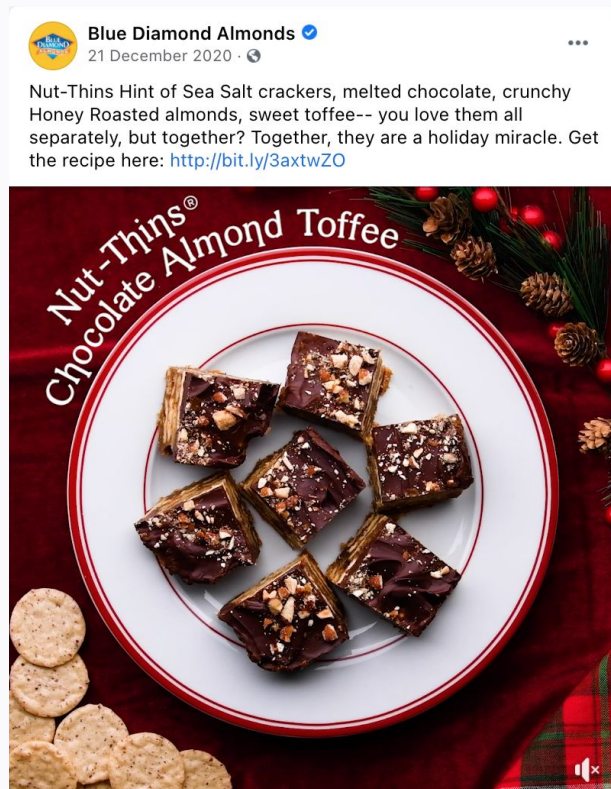
How Silk Canada drives paid search traffic to its Recipe section:

Recipe-specific search ads

Silk Canada runs search ads to capture traffic searching for vegan and gluten-free recipes as well as specific meals (i.e. black bean burger, gluten-free apple muffins, overnight oats, protein sorbet smoothie).

Sharing recipes across social media is a popular content tactic for all brands in the competitive set.





#Best Practice:

How Blue Diamond (Almond Breeze USA) drives social traffic to its Recipe section:

Add links to recipe posts

Blue Diamond leverages its massive 655K social following that's mainly concentrated on Facebook to spread the word about its plant-based recipes. The brand ensures to add a direct link that takes followers directly to the recipe on the brand's website. In addition, Blue Diamond saves all its Instagram recipe stories in a separate highlight.

Key Takeaways

Numerous brands in the food category invest in producing inspiring recipes featuring their products. It's a popular way for brands to foster product adoption and educate their consumers. It is common for the brands to house their recipes on their websites, but each brand deploys different ways to drive traffic to their recipe pages:

Internal referrals: Internal referrals are the most popular source of the traffic to recipe pages. Chobani effectively directs its website visitors to its Recipe section by prioritizing the link in the main navigation bar and featuring season-relevant recipes on the homepage.

Organic Search: Califia Farms makes a twist on well-known (a.k.a) well-searched recipes and provides detailed cooking instructions to facilitate search engine rankings for relevant searches.

Direct Traffic: Chobani makes it easy for website visitors to share the recipes with their friends and family. The brand lists all recipe sharing options right below the recipe header image and then repeats them at the bottom of the recipe.

Paid search traffic: Only three brands, Blue Diamond, Silk Canada and Califia Farm drive paid search traffic specifically to their recipe pages. Silk Canada targets such trending high-volume keywords and “vegan” and “gluten-free” to capture relevant traffic and drive it to its Recipe section.

Social Traffic: None of the brands in the competitive set has a significant amount of social traffic coming to their recipe pages. Blue Diamond (Almond Breeze umbrella brand in the US) distributes its recipes via all of its social media platforms accompanying each post with a direct link taking users to the recipe pages.