COSRX

Owned Media Audit

Website & Target Audience Analysis

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Context

Criteria	Reponses
Brand Evaluated	CosRX – Inexpensive Korean skin care products for all types of skin.
Link to website	CosRX Website
Brand Voice	• CosRX is simple, clean, and professional. They come across as unpretentious and down to earth, with an educational, informative tone that is easy to understand. The brand markets themselves as affable and approachable to all types of individuals interested in skin care, including professionals and amateurs. **Sample:** "You've cleansed, and you've toned. Now, what's the next step for healthy and glowing skin? Let's stick to the classic skincare ritual – next step, moisturizers!"
Goals	• **Action** because when you enter the website there is a banner with influencer James Welsh advertising 30% off your order with the code "JAMESGIFTWITHCOSRX" and a "Shop Now" button directly below, making it easy to start shopping CosRX products. • This could also relate to **Desire** since James Welsh is a verified "skinfluencer" that many follow and turn to for skincare advice. • **Desire** because the next image in the banner shows a short clip of someone demonstrating their Advanced Snail Mucin Essence.
Target Audience/Persona	*Persona name:* • **Chloe** *Description:* • **Demographic:** Female; older Gen Z; 20 – 25 yrs; student/early in career; no kids. • **Geographic:** Urban areas of Canada; focus on major cities/downtown postal codes (Toronto) • **Psychographic:** Concerned with health and wellness; involved in self-care activities like skincare, fitness/yoga, and mindfulness. • **VALS Type:** Experiencer • **Prizms:** Downtown Verve*; Eat, Play, Love*; New Asian Heights; Indieville; Latte Life

Ideal Prizms:

06 Downtown Verve
Younger and middle-aged upscale city dwellers

This segment represents **1.2% of Canada's population** and **1.21% of households.**

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE

Downtown Verve is a cultural and intellectual hub. Concentrated in a handful of Canada's largest cities, the segment attracts a mix of younger and middle-aged singles, couples and families who prefer downtown living. One of the most educated groups, these first- and second-generation Canadians typically work in well-paying management and white-collar positions. Many own fashionable duplexes, row and semi-detached houses, and commute to work by public transit, biking or walking. With their upscale incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. They enjoy patronizing their local neighbourhood's bars, restaurants, cinemas and theatres. Many also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports.

AVERAGE HOUSEHOLD INCOME
$170,830

AVERAGE HOUSEHOLD NET WORTH
$1,229,110

RESIDENCY
Own & Rent

EDUCATION
University

OCCUPATION
White Collar

DIVERSITY
Low

URBANITY
Urban

FAMILY LIFE
School-Age Families

HOME TYPE
Single Detached / Low Rise Apt / Semi

12 Eat, Play, Love
Younger, well-educated urban singles

This segment represents **1.67% of Canada's population** and **2.6% of households.**

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE

Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value Sexual Permissiveness. Concentrated in the urban core of Toronto, Montreal and Vancouver, almost 90 percent of residents live in high-rise apartment and condo buildings. It is also the most educated segment, where nearly 60 percent have a university degree. Many have good wages for their age, typically from white-collar jobs in business, science, education and management. Young and unencumbered, they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. Fitness buffs, they score high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.

AVERAGE HOUSEHOLD INCOME
$124,418

AVERAGE HOUSEHOLD NET WORTH
$839,750

RESIDENCY
Rent & Own

EDUCATION
University

OCCUPATION
White Collar

DIVERSITY
High

URBANITY
Urban

FAMILY LIFE
Very Young Singles & Couples

HOME TYPE
Apt 5+

Website Evaluation

Criteria	Summarize Findings	Implication to the Target Audience	Appendix Checklist

Domain name	• Domain Name: CosRX.com
	• Short domain, relates to the brand name, and is easy to find when searching the term "cosrx" on Google, Bing, etc., since it is the #1 Paid result and #1 Organic result.
	
	• Social Handles:
	  o Twitter - @cosrx
	  o Facebook - @cosrxglobal
	  o Instagram - @cosrx
	  o TikTok - @cosrx_official
	
	• Easy to find CosRX's socials by just searching for "cosrx" + the social media platform you're looking for
		• Chloe is able to find CosRX.com because of how similar the domain name is to the brand name, and doesn't contain any unrecognizable terms.
		• Chloe trusts that these social media handles are connected to the CosRX platform since they are listed on CosRX.com and link to the respective accounts.
		• Chloe appreciates that the handles are all relatively short and similar, so it's easier for her to search the brand across many platforms.
		• Chloe follows CosRX on Instagram and TikTok since she doesn't use Twitter or Facebook.
			~~Screengrab of evidence in Appendix.~~

Website Design	• The site adapts to fit large windows in browsers, smaller windows in browsers, and mobile browsers. • Site functions well across a variety of browsers (Chrome, Firefox, Edge). • When minimizing the browser window to a smaller size, there doesn't appear to be anything missing; the categories at the top of the page are just moved to a menu at the top left.	• Chloe is on her phone much more often than her computer, so she appreciates that CosRX is optimized for her to check out on her mobile browser (Chrome). • When Chloe does decide to visit the site on her computer, she often has many windows open and doesn't like to keep her browsers at the full size; it's imperative that minimizing the browser size doesn't take any vital functions away or impede them in any way.	~~Screengrab of evidence in Appendix.~~
Website Design	• Selecting categories & subcategories is simple – in the web browser, the search bar and different categories are listed and held at the top of the screen; in mobile browser, search bar & categories are in a menu held at the top left of the screen.	• Chloe likes to browse CosRX to read the blogs, then search the products that she read about. The search bar makes it easy for her to search for the products, and the categories make it easy for her to navigate back to the blogs for more info.	~~Screengrab of evidence in Appendix.~~

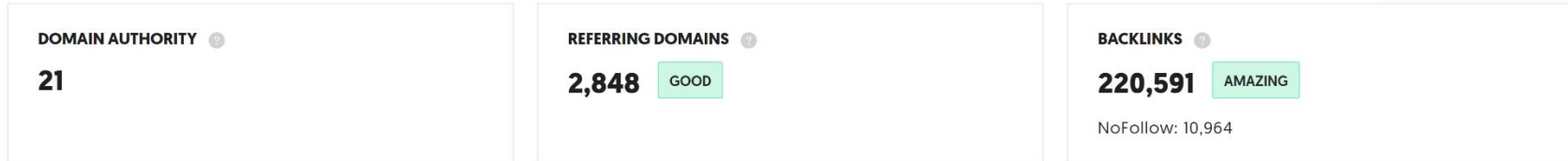| Criteria	Summarize Findings	Implication to the Target Audience	Appendix Checklist
	• Load times for CosRX.com were rated as "great" for desktop, but was flagged as "Needs Improvement" for mobile.	• Since Chloe uses her phone more than her laptop, she gets a bit annoyed that the site doesn't load as quickly as it does when she's on her computer; if the load times are bad enough, she'll just give up on trying.	
Website Usability	• The site is clean, fairly uncluttered, and easy to navigate. • Images used are high quality, clear, and relevant to the brand and their offerings. • The language used on the site reflects a more casual language that is used by the audience while maintaining their educational, professional brand voice. • Icons are used at the bottom of the page to indicate links to CosRX's social media pages.	• Sometimes as Chloe is checking out products she realizes she has a question about the ingredients, so she likes that she can quickly navigate back to the informational blog through the search bar or categories at the top of the window. • Chloe enjoys colour and creativity, and the bright colours in the site's pictures capture her attention. • Chloe knows the site is reputable because it uses the same type of language that she does when talking about skin care ("plumping", "radiance", "soothing", etc.) • Chloe recognizes the social media icons and connects with the brand on Instagram and TikTok.	~~Screengrab of evidence in Appendix.~~
Website Usability	• The homepage is bright and inviting and features a Call-to-Action on each of the 3 alternating banners at the top of the page ("See More", "Go to Survey", and "Join Now"). • Page includes the customary info: Privacy Policy, About Us, FAQs, Terms of Service, social links, and contact information. • At the bottom right of the page there is a live chat icon & link for questions or concerns.	• Chloe notices the "Go to Survey" Call-to-Action, where she can enter to win "special gifts" by completing a survey. • Chloe has a question about shipping, but she finds the answer under the FAQ section she finds at the bottom of the page. • One of Chloe's questions about a specific ingredient isn't listed, so she uses the chat option to ask; her answer is provided within the hour.	Screengrab of evidence in Appendix.

SEO & SEM Evaluation

Criteria	Summarize Findings	Implication to the Target Audience	Appendix Checklist
SEO - Discuss SERP	• CosRX was ranked 1st in both Paid & Organic on Google Chrome's SERP. • In Microsoft Bing on the Edge browser, CosRX was ranked as #1 Organically but did not appear in any Paid results. • There were Paid product ads on the top of Google's SERP that contained links to other third-party retailers, but none directed to CosRX.com. • The meta description on Google's Paid result focuses mainly on toners/toner-type products, but contains links for "Anti-Aging", "Acne & Blemish", "Dry Skin", & "Sensitive"	• Chloe searches for "cosrx" and selects the Organic CosRX result because of its high ranking and relevance to her search terms • Chloe considers ordering the product she wants from the sponsored ads appearing on the SERP but they are not sold by CosRX, so she goes to CosRX.com instead to ensure she's getting the right product. • Chloe is interested in the Snail Mucin Serum, but seeing the meta description talk about only toners made her question if it was the right brand – she was able to determine that it was, however, after clicking on the "Anti-Aging" link in the meta description.	~~Screengrab of evidence in Appendix.~~
SEO • Discuss on-page factors: construction	• The meta descriptions accurately indicate the content found on the pages. • URL includes "CosRX" • The title tag for the CosRX homepage has been optimized.	• Chloe has been misled by meta descriptions before, so she appreciates that CosRX's meta descriptions reflect their content and trusts that the links she clicks will bring her to what is indicated. • Chloe recognizes "CosRX" in the URL, indicating she's in the right place. • Chloe can navigate back to the CosRX tab quickly since it's labeled clearly, and is the same as the page title.	~~Screengrab of evidence in Appendix.~~
SEO • Discuss on-page factors: engagement	• Searching for "cosrx snail mucin" reveals CosRX's site link to the product with "snail mucin" written in both the header and subheader.	• Chloe is highly interested in CosRX's trendy Snail Mucin serum, so when she Googles "cosrx snail mucin" and clicks the link to CosRX, she sees right	~~Screengrab of evidence in Appendix.~~

Criteria	Summarize Findings	Implication to the Target Audience	Appendix Checklist
	• Page contains some images of the product, bullet points highlighting the details, the ingredients, and directions on how to use. Also contains a large "add to cart" button as a CTA.	away that she's found what she's looking for since the terms are right in the page. • Chloe likes that she can clearly see what the product looks like, and really likes that CosRX included the ingredients list and directions so clearly on the page without making her go searching for it.	
SEM • *Relevance*	• Searching for "cosrx" on Google Chrome, there quick links to CosRX products as a sponsored ad but they are not sold by CosRX, all are sold by third-party retailers. • The 1st paid ad below the "Shop CosRX" ads is for CosRX.com. • Relevance of the ads to the search terms is high, ads return the same information as was input for the search.	• Chloe doesn't generally buy from links directly on Google, so she doesn't pay much attention to the ads by third-party sellers at the top and instead goes to the 1st Paid CosRX site where she recognizes her search term. • Chloe didn't waste much time getting to the CosRX site since the terms she entered into Google aligned with the keywords and titles used on CosRX.com.	~~Screengrab of evidence in Appendix.~~

SEM
• *AIDAR*
	• **Interest:** "cosrx", "snail mucin"
	    • The searcher is already aware of the brand/product but is seeking more information - **Navigational**
	• **Action:** "shop now", "sign up", "see more", "add to cart"
	    • The searcher has found what they're looking for and now they are urged to take action -**Conversion/Transactional**
		• Chloe (the searcher) has an interest in learning more about CosRX and their Snail Mucin serum and looks for these terms on CosRX's site & pages.
		
		• As Chloe explores the site and learns more about the brand and product, she's encouraged to shop for the products she's interested in, prompted to add items to her cart, and persuaded to sign up for their newsletter.
			~~Screengrab of evidence in Appendix.~~

Off-Page SEO:

Backlinks ⊙ : cosrx.com

DOMAIN AUTHORITY ⊙	REFERRING DOMAINS ⊙	BACKLINKS ⊙
21	2,848 GOOD	220,591 AMAZING
		NoFollow: 10,964

* Backlinks for CosRX.com specifically are rated really highly, indicating that Off-Page SEO is operating efficiently.

Conclusion & Recommendations

Brand voice

I do think the brand is maintaining their brand voice throughout the website and SEM because it stays consistent in language, spelling, and grammar across all sites and pages. For example, reading through their informative blogs and then switching to look at product descriptions, the writing and language is consistent and does not vary or change; it's easily identifiable as knowledgeable and informative, but comes across as simplified and easy to understand. The meta descriptions are also a similar writing style, giving the searcher an idea of the brand voice right from the SERP.

Best practices

Based upon the evidence that you provided above, do you believe the brand's website, SEO, and SEM meet industry best practices? Why? Provide 2 sentences of rationale to support your perspective.

The brand's website, SEO, and SEM do meet nearly all industry best standards. I believe this to be true because the SEO Audit I ran on Neil Patel's site revealed it was rated as Great for On-Page SEO, Organic Keywords, and Backlinks. The site also optimizes on different size browser windows and mobile browsers. The site could use improvement in the mobile load time since it falls over the ideal 2.5 sec limit at 3.03 sec.
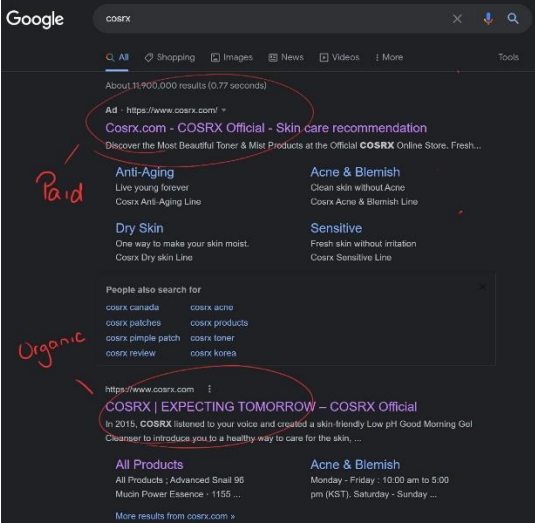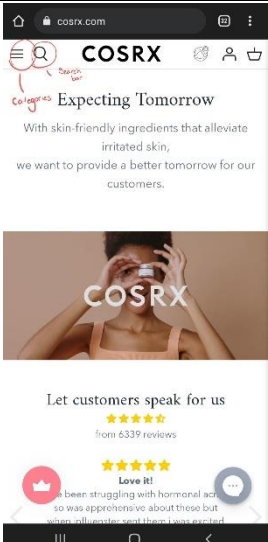
Recommendations

o   Website design: Keep the Search Bar icon in the same place, even when changing the size of the browser to minimize confusion/inability to locate it.
o   **SEO:** Shorten the load time for mobile browsers so it falls under 2.5 sec.
o   **SEM:** Focus on more paid ads directly from CosRX.com, and less from the third-party sellers that can appear before CoxRX on browsers like Microsoft Edge/Bing.
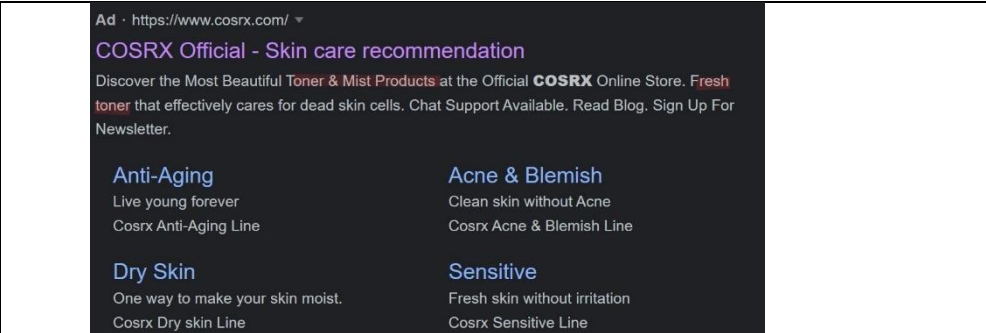
APPENDIX

Website Evaluation:

1. Domain Name - 1st in Paid and Organic	
2. Website Responsive Design - Optimized to fit mobile browser without a decrease in U/X (categories/search bar accessible)	

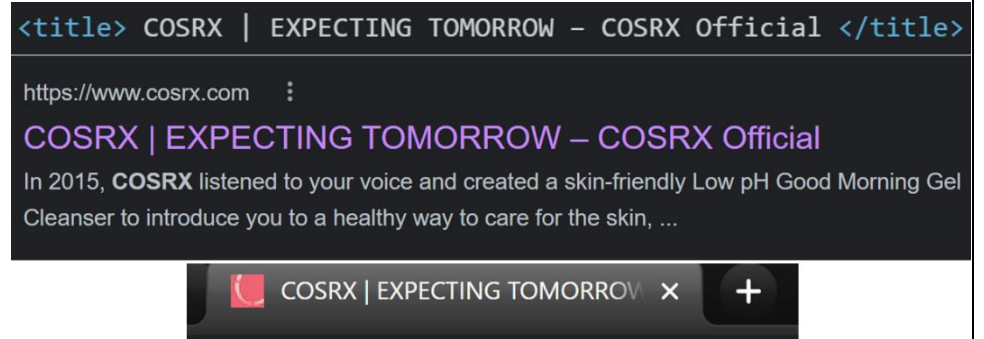| 3. Website Navigation & Load Time | **LOAD TIME** The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds. **DESKTOP LOAD TIME** **2.35** seconds GREAT cosrx.com 2.35s 0s 2.5s 4s 10s- Time in seconds (s) | **LOAD TIME** The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds. **MOBILE LOAD TIME** **3.02** seconds NEEDS IMPROVEMENT cosrx.com 3.02s 0s 2.5s 4s 10s+ Time in seconds (s) |
|---|---|
| 4. Website Usability (Look & Feel)

 - Blog post sample that uses easy-to-understand language, similar to that of their target | **What are Toners?**

 In the old days, toners contained high concentrations of alcohol because the main purpose was to remove oil from skin and make it less oily. So, the old toners were mostly stinging and dehydrating the skin by destroying the skin's oil and moisture balance. But hey, lots have changed over the past few years.

 Nowdays, **toners are water-based cosmetic products (not alcohol!) that help clarify skin and add hydration to skin after cleansing.** Different categories of toners contain different acids, glycerin, antioxidants, and/or anti-inflammatories. Because the toners are water-based, it penetrates quickly into skin and delivers hydration from the inside out. Not only that, using a cotton pad or cotton ball to apply toners will help in softening the skin texture by removing dead cells off the skin's surface. You've cleansed skin, filled pores with hydration, removed dead cells – now your skin is ready for other skincare products like serums or moisturizers. |

5. Website Usability (Content Criteria) - Customary Info included @ bottom of CosRX.com	

SEO & SEM Evaluation:

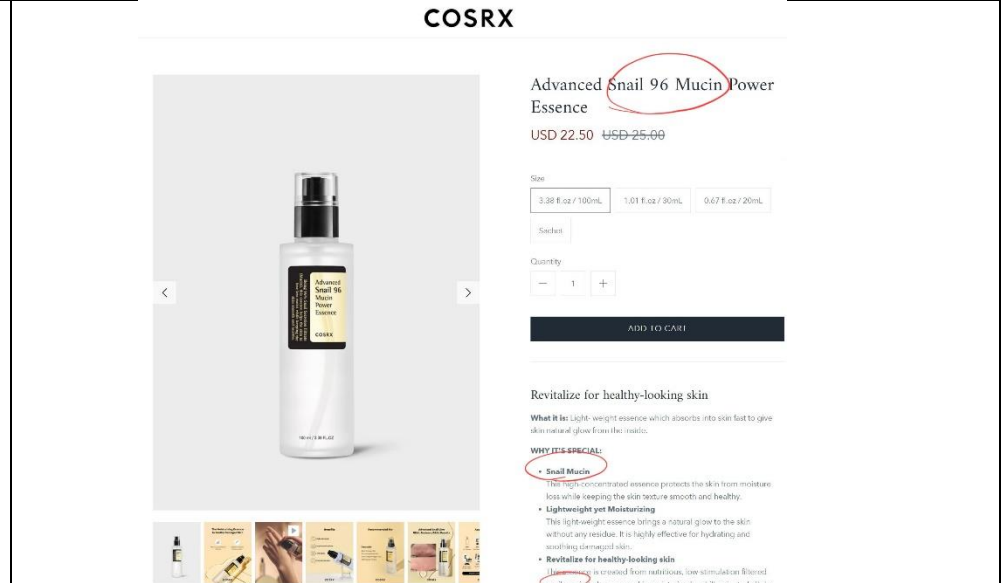| 1. SEO (SERP) - Meta description and supporting links	

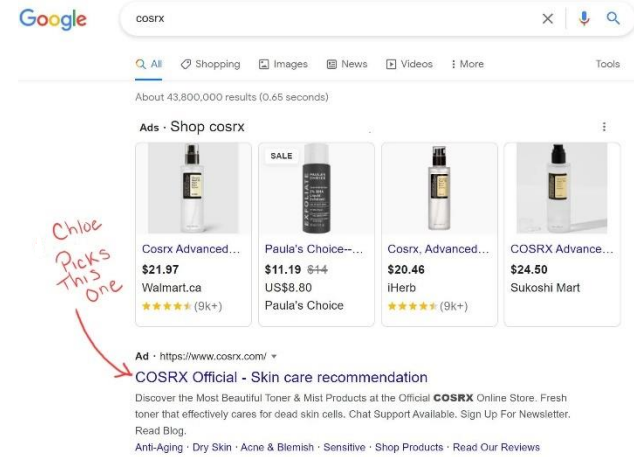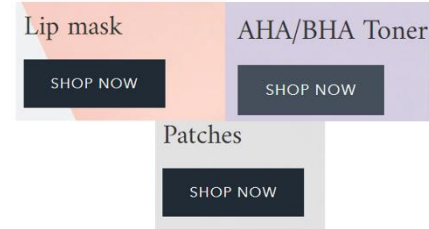|	
2. SEO (On-Page – Construction) - Optimized title tag (code, page title, tab title)	
3. SEO (On-Page – Engagement) - "cosrx snail mucin" keywords appear in the product description	

4. SEM (SERP) - CosRX.com is 1st Paid ad under the "Shop CosRX" Paid ads	
5. SEM (Keywords & AIDAR) - Action – "Shop Now"	