

Isabella Zermani

Module 5

10/24/24

## Daily Drills

### **Executive Summary**

The business I chose to conduct this audit on is a popular clothing brand, Daily Drills. They specialize in high-end and comfortable fitness athleisure clothes in the retail industry. Daily Drills does "drops" on their website every Wednesday with new items, and it is first come, first serve as an exclusive brand. Daily Drill's mission and core values are to "make getting dressed fun." This audit aims to examine and make this more credible for this brand while making it more up-to-date on SEO strategies and tactics. Daily Drill's target market is the retail industry of college students, athletes, and fitness professionals. They specialize in casual and athleisure clothing, including sweatsuits, tank tops, bras, and shorts. Each drop focuses on a new place or idea to make each drop unique and different and driving in consumers.

### **SEO Strategy**

Looking at Daily Drills' SEO strategy on their website, I can see that they use numerous keywords such as "loungewear" and "oversized." Their website is very organized and uses light colors to contrast their products. Looking at their URL structure, we can see that it is unique and professional, as their link is secure. On-page SEOs are used throughout the website to create page speed and mobile friendliness. Mobile optimization is used for their platform as they have an app for digital users and an extensive website presence.

After reviewing Daily Drill's content marketing, I have found that they do a good job managing their social media accounts and maintaining positive reviews. Their social media is

structured and organized using their brand colors: light, sage green, and white. What makes Daily Drills so unique is that they do not have much inventory, so they sell out quickly and have customers fighting over the new arrivals before they sell out, usually within 20 minutes after the drop. Their newsletter focuses on outfit inspiration, setting your calendars for their new weekly drops, and pictures of the latest arrivals. They send emails for the newsletter about five times weekly using a content calendar to plan their strategies. They use Instagram to alert the public about new items coming soon. Something Daily Drills could do to enhance its online presence would be to start a blog or add it to its website, highlighting outfit combinations, workout tips, lifestyle trends, and fashion tips to be more personable to the users.

### **Strengths and Weaknesses**

Some strengths of Daily Drills SEO strategies are consistent content creation on all social media platforms, high user engagement, and high-quality content. Some weaknesses of their SEO strategies include weak backlinks and technical issues like slow loading times when so many users check out during drops simultaneously. Another weakness is the lack of keyword research on the website, which makes it harder for specific items to stand out and be found more easily.

### **Recommendations**

One recommendation to improve Daily Drills SEO and content marketing efforts is to use analytics to monitor performance metrics and tactics. Another recommendation would be to invest in keyword research, enhance keywords on the website, and create more opportunities for high-volume search terms. I feel that Daily Drill's social media could be improved, especially since it is so minimalistic and they have no in-person stores, making online digital presence their only media for their brand. Investing in online analytic tools such as Hootsuite would be

beneficial in tracking user engagement and seeing where the most traction is gained on their website. Therefore, the lacking spaces can be improved and altered to create better website traffic in the future. I also feel that many people do not know about this brand, as it started in 2020 and is only online. They could invest in promotional tools and advertisements to show up on consumers' 'for you page' on TikTok and advertisements on Instagram.