Updating our branding on our site and optimize for SEO

<https://cocoswholesaleandimports.com/> will forward to

cocosfoods.com

I like this site.. but want our branding colors/ feel/images

<https://www.designcrowd.com/design/26518076>

May use current content but we need to update site with new branding (see our brochure attached)

**Header / Navigation Options**

**Top-Level Navigation**

* **Retail Shop** – For general consumer shopping, includes amazon affiliate links
  + cocosfoods.com/retail
* **Partner with us** - https://cocoswholesaleandimports.com/partner-with-us/
* **Wholesale** (must log in for wholesale products)– For bulk buyers / delivery-only items cocosfoods.com/Nashville-food-distributor
  + **Apply to become a distributor**
* **About Coco’s** – use this https://cocoswholesaleandimports.com/about-us/
* **Find a location (location of our wholesale customers) like on this site:** [**https://www.huntbrotherspizza.com/locations/**](https://www.huntbrotherspizza.com/locations/)
  + cocosfoods.com/Nashville-italian-near-me
* **Blog cocosfoods.com/Nashville-foodie**

**Retail Shop items listed in Shopify**

* T-Shirts
* Hats (coming soon)
* Glassware & Tumblers (coming soon)
* Cookware
* Cookbooks & Downloads
* Amazon Affiliate Products
* Gift Baskets / Pick & Bundle

**Wholesale Dropdown (Delivery Only)**

* Frozen Meals
* Pizzas
* Party Pans
* Desserts (bulk)
* Marinara
* Dry Pasta

*Optional sub-navigation within Wholesale:*

* **Meals & Pans** → Frozen Meals, Pizzas, Party Pans
* **Pantry Essentials** → Marinara, Dry Pasta
* **Sweets** → Desserts

**Apply to become a distributor**

**Fields required: Customer Name, Contact, Phone, Email, Delivery address, Billing address, notes/field more information**

**After they submit should say**

Thank you for applying to become one of our valued vendors! We’re excited about the possibility of working together and appreciate your interest in partnering with Coco’s Italian Market.

To ensure quality and consistency, we will be following up with you to make sure this partnership works well for both of us. Your trust in us to serve your clients is something we take very seriously, and we are committed to making this collaboration a positive experience for everyone involved.

We look forward to connecting with you soon!

Emails should go to [orders@cocotogo.com](mailto:orders@cocotogo.com)

**Coco’s Website Update Plan & SEO Strategy**

**1️⃣ Top-Level Navigation / Header Structure**

**Header Items:**

1. **Retail Shop** – For general consumer shopping (includes Amazon affiliate links)
   * Subcategories:
     + T-Shirts
     + Hats (coming soon)
     + Glassware & Tumblers (coming soon)
     + Cookware
     + Cookbooks & Downloads
     + Amazon Affiliate Products
     + Gift Baskets / Pick & Bundle
2. **Partner With Us** – Use content from: [Partner With Us](https://cocoswholesaleandimports.com/partner-with-us/)
3. **Wholesale** (Login required) – Delivery-only items
   * Subcategories:
     + Meals & Pans → Frozen Meals, Pizzas, Party Pans
     + Pantry Essentials → Marinara, Dry Pasta
     + Sweets → Desserts
   * **Apply to become a distributor**
     + Fields: Customer Name, Contact, Phone, Email, Delivery Address, Billing Address, Notes/More Information
     + Post-submission message:

“Thank you for applying to become one of our valued vendors! We’re excited about the possibility of working together and appreciate your interest in partnering with Coco’s Italian Market.  
To ensure quality and consistency, we will be following up with you to make sure this partnership works well for both of us. Your trust in us to serve your clients is something we take very seriously, and we are committed to making this collaboration a positive experience for everyone involved.  
We look forward to connecting with you soon!”

* + - Submission emails should go to **orders@cocotogo.com**

1. **About Coco’s** – Use content from: [About Us](https://cocoswholesaleandimports.com/about-us/)
2. **Find a Location** – Map-style page showing locations of wholesale customers (like [Hunt Brothers Pizza locations](https://www.huntbrotherspizza.com/locations/))

**2️⃣ Retail Shop SEO & Keyword Strategy (Nationwide, Italian-themed)**

| **Page / Category** | **Focus Keywords** | **Meta Description** | **Content Ideas** |
| --- | --- | --- | --- |
| T-Shirts | Italian food t-shirts, Crowed food merch | “Shop Coco’s T-shirts inspired by authentic Italian cuisine. Nationwide shipping available.” | Showcase designs inspired by Italian cuisine, cross-link to gift baskets. |
| Hats | Italian chef hats, foodie hats | “Stylish Italian-themed hats from Coco’s. Nationwide delivery.” | Highlight lifestyle, bundle with t-shirts. |
| Glassware & Tumblers | Italian drinkware, Italian tumblers | “Premium Italian-inspired glassware and tumblers. Perfect for gifting nationwide.” | Product features, gift ideas. |
| Cookware | Italian cookware, Crowed kitchen essentials | “Shop authentic Italian cookware at Coco’s, perfect for cooking your favorite dishes.” | Emphasize quality, recipes integration. |
| Cookbooks & Downloads | Italian recipes, Crowed cookbooks | “Discover authentic Italian recipes with Coco’s cookbooks and downloadable guides.” | SEO-friendly headings: “Easy Italian Meals,” “Traditional Italian Recipes.” |
| Amazon Affiliate Products | Italian kitchen gadgets, Italian cooking tools | “Curated Italian kitchen products via Coco’s Amazon picks. Nationwide shipping.” | Reviews, descriptive content, links. |
| Gift Baskets / Pick & Bundle | Italian gift baskets, Italian foodie gifts | “Create your own Italian gift basket with Coco’s gourmet products. Nationwide shipping.” | Highlight customization, seasonal bundles. |
| Desserts (retail portion) | Italian desserts online, Italian sweets | “Order authentic Italian desserts online from Coco’s. Sweet treats shipped nationwide.” | Product photos, flavor descriptions, cross-link to gift baskets. |

**3️⃣ Wholesale Pages SEO & Keyword Strategy (Nashville-focused)**

| **Page / Category** | **Focus Keywords** | **Meta Description** | **Content Ideas** |
| --- | --- | --- | --- |
| Frozen Meals | Nashville frozen meal distributor, Italian frozen meals Nashville | “Coco’s is a Nashville-based distributor of authentic Italian frozen meals for restaurants and retailers.” | Emphasize B2B service, wholesale pricing, local delivery. |
| Pizzas | Nashville pizza distributor, wholesale pizza Nashville | “High-quality Italian pizzas distributed across Nashville. Perfect for restaurants and wholesale buyers.” | Variety, bulk ordering, fresh ingredients. |
| Party Pans | Wholesale party pans Nashville, Italian catering pans | “Order Coco’s Italian party pans wholesale in Nashville for events and restaurants.” | Catering convenience, customizable options. |
| Desserts (bulk) | Nashville dessert distributor, wholesale Italian desserts | “Coco’s provides wholesale Italian desserts for Nashville restaurants and foodservice.” | Popular flavors, seasonal desserts. |
| Marinara | Wholesale marinara Nashville, Italian sauce distributor | “Authentic Italian marinara available wholesale in Nashville. Ideal for restaurants and foodservice.” | Packaging sizes, ingredients, delivery options. |
| Dry Pasta | Wholesale dry pasta Nashville, Italian pasta distributor | “Premium Italian dry pasta distributed wholesale in Nashville for foodservice and retail.” | Emphasize authentic Italian sourcing. |

**Wholesale SEO Tips:**

* Include **“Nashville distributor”** or **“wholesale”** in headings and H1s.
* Add local schema markup for B2B distribution.
* Link to **Apply to become a distributor** form to capture leads.

**4️⃣ Branding & Design Integration**

* Use **colors, imagery, and fonts** from your **brochure and design reference** ([DesignCrowd sample](https://www.designcrowd.com/design/26518076))
* Maintain **clean, food-focused imagery** with high-quality photos of frozen meals, party pans, gift baskets, and merchandise.
* Ensure **homepage hero banner** reflects both Retail (Italian lifestyle) and Wholesale (Nashville distribution).
* Use **sticky headers** for easy Retail vs. Wholesale navigation.

**5️⃣ SEO Technical Recommendations**

1. Optimize **URL structure**:
   * Retail: /retail/t-shirts, /retail/gift-baskets
   * Wholesale: /wholesale/frozen-meals, /wholesale/pizzas
2. **Meta Titles & Descriptions**: Include target keywords + location (for wholesale) or nationwide (for retail).
3. **Alt Text for Images**: e.g., “Italian frozen meal Nashville distributor” or “Coco’s Italian gift basket.”
4. **Internal Linking**:
   * Cross-link merch to gift baskets.
   * Cross-link cookbooks to cooking products.
5. **Schema Markup**:
   * Product schema for Retail items
   * LocalBusiness schema for Nashville Wholesale pages
6. **Blog / Recipe Section** (optional but SEO-friendly):
   * “5 Easy Italian Dishes Using Coco’s Frozen Meals”
   * “How to Build the Perfect Italian Gift Basket”