MKT 620 9-1 Final Project: Data Analysis, Evaluation and Strategy Paper

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Overview: Product Category

For my final project, I have chosen parenting lifestyle websites as my digital product (service) in the online entertainment product category. Currently, there are close to 5 million mom blogs currently in the blogosphere in the United States alone. Parenting lifestyle blogs/websites, if not niched down, often cover a wide variety of topics from conception through college parenting, children in those age groups and everything that could possibly affect those parents and children during that time. Some topics covered are news, parenting, fashion and beauty, home and food, travel, tech, entertainment and even more specific topics like mental health, infant loss and politics, to mention a few.

The target audience for these websites are usually women who have children or are expecting of child-bearing age. According to Mom Blogging for Dummies, the target audience for these websites are college-educated, professional, middle-class moms or women who are expecting ages 18-44 with the highest engaged demographic group being age 25-34.

Overview: Determinant Attributes

The top eight determinant attributes that most affect product selection by a consumer, including the features and benefits most important to the consumer when making a decision about this type of product are:

- **Relatability** to consumers. In order for a website to appeal to a target audience, it is helpful for it to be relatable to their life situation. This could be the difference between choosing one website over the other.

- **Authenticity** of stories. When dealing with parenting lifestyle blogs, the readers prefer authenticity because if the stories feel disingenuous the reader feels like they are being spoon fed what they want to hear and, surprisingly, that's not what they want. Most of them want to see the real mess because then they feel not alone.
- **Transparency** in storytelling. Honesty is the best policy in storytelling and especially in Advertainment. Lies or pretending to be something a content creator is not will backfire every single time in this niche. Moms don't have time to vet referrals, if they did they wouldn't need these types of websites and word-of-mouth marketing from other moms.
- **Trustworthiness** (do readers trust and respect the opinions of the writer and would they buy what the brand is promoting?). This is definitely a quality metric that can leverage one website over another. If a consumer trusts the writer, they are more likely to trust the content and convert to a buyer.
- **Engagement** between community members and the brand and also, amongst readers. Engagement lets a consumer interact with the brand and also is a way for the brand to intimately connect with the consumer.
- **Quality of entertainment** (does the reader enjoy the service enough to take the next step to convert from one-time visitor to loyal fan and/or buyer?) Is the brand providing a service that fills a need or want of the reader? Only by doing so can a brand ensure the demand for its existence.
- **Brand reputation.** In the digital content creation space, reputation is everything. Since the entire business is hosted and transacted online, reputation is crucial to stay

relevant to consumers. If the reputation is tarnished, there are a million more to replace the brand and it almost immediately becomes obsolete to the consumer.

- **Accessibility** (is the website easily accessible online? Easy to find in SERPS? Is the contact information easy to find on page? How fast does it load? Is it easy to navigate?) If the audience can't find an online brand, does it even exist? The internet is an instant gratification business and if the brand is not where it is supposed to be, when it's supposed to and doing what it's supposed to be doing, it will not succeed and will not be of use to the consumer. No matter if it is the best parenting website ever to exist, if no one sees it and engages with it, none of it matters.

Overview: Product Brands

The product brands that I have chosen in this category are the following parenting websites which are all established and have longtime brand loyalty online:

- Café Mom
- The TRUTH about Motherhood
- Scary Mommy

Café mom was launched in December 2006. According to Café Mom's about page, "Cafe Mom meets the emotional and practical needs of every mom with an honest, gritty, funny, wise, practical and uplifting spirit that mirrors motherhood itself. Our stories satisfy a demand: to laugh, to connect, to commiserate, or to get smart advice you've never heard before. We lift up the voices of all moms, and make them feel confident, hopeful and understood. Like a good friend, we just make life better. This is motherhood. #NoFilter," ("Parenting, Baby Names, Celebrities, and Royal News | CafeMom.com," n.d.).

The TRUTH about Motherhood launched May 2009. The tagline, *life perspective through mom googles* says it all, but according to The TRUTH about Motherhood's about page, "Over the years the TRUTH has evolved from just a little baby book full of mommyisms and how to survive the early years to us being on the brink of raising young ladies. I can tell you how to change a diaper, co-sleep, survive kindergarten drop off and discuss sex and guide your daughter through the murky waters of male attention**.** We're only just beginning. Currently trying to raise good human beings and doing a good job. There's a little bit of everything here; parenting from conception to the teen years, travel, politics, entertainment, delicious recipes, home decor and DIY renovations, tech and a little fashion/beauty**,**" (Cruz, 2019).

Scary Mommy launched March 2008. According to Scary Mommy's about page, "We're a community of millions of Scary Mommies supporting each other through laughter, empowerment, and the shared experience of motherhood," (Scary Mommy—Pregnancy Advice & Parenting Tips for Imperfect Parents, 2020).

Research Plan and Implementation

With almost everyone consuming their information and entertainment digitally, it is not surprising that there are over 600 million blogs on the internet with 576,000 new blogs being created every single day. There are 31.7 million bloggers, including 3.9 million "mommy bloggers" in the United States alone (Website Set Up, 2021).

The survey will be used to understand which attributes parents rank the highest when selecting a parenting lifestyle blog/ website to get their entertainment and information from and why. It will also compare parents that are using these websites to stay up to date on parenting information and those who are reading strictly for entertainment and social purposes. The survey will help determine whether that effects which attributes are most important. The survey will ask participants to rank 3 parenting websites; Café Mom, Scary Mommy and The TRUTH about Motherhood based on their beliefs of how each brand ranks among the key attributes.

Project Timeline

Survey Design Wednesday, June 16
Survey dissemination to participants Thursday, June 17
Data Collection June 17-19
Data analysis June 17-19
Data Reporting June 20

Research Plan and Implementation: Behavior

Based on research, it is my belief that consumer needs are driven by the way they are using the website depending if it is for informative purposes or entertainment purposes. According to Ahsan, 81% of moms read 5+ blogs per week. 84% read for authentic content about topics that interest them. 73% read blogs to discover great new products. 71% read to research products they are considering purchasing. 83% of moms find product recommendations of bloggers more authentic than traditional media messaging. Also, moms are more likely to stop reading a blog

post if it's not written in an authentic voice or it is purely product focused with no story told around the experience (Ahsan, 2015).

The survey intends to prove these two hypotheses:

1. Individuals reading mom blogs for advice and/or information about raising their children, choosing products and as ways to connect to other mothers will place a higher value on authenticity, relatability, transparency, trustworthiness, engagement, accessibility and brand reputation more than those reading strictly for entertainment purposes.
2. Those who read mom blogs more for entertainment purposes are going to place a higher value on the quality of entertainment and relatability than the other attributes.

(See Appendix A for survey questions.)

The three brands being analyzed for this project were chosen based on their similar offerings, long-term establishment and online authority, brand reputation and authenticity. All were created before 2010 when mom blogging was in its infancy and burgeoning. All three websites offer the authentic, no-holds barred mom advice you'd expect from a mom friend delivered via wit and humor with a side of brutal honesty and the occasional tears. These qualities build a relationship with the reader beyond just reading a post, engagement feels more like a conversation making the experience fulfilling socially, informative and entertaining.

Results: Survey Results, Participant Responses and Brand Scores

The results of the survey with all required information can be found in the attached file that was uploaded separately.

Results: Analysis

The survey used a rating scale of +3 thru -3, with +3 being the most positive and -3 being the most negative.

All parenting/ lifestyle blog readers

The survey results are as follows:

Attributes scored the following averages in regards to how important they are to readers when reading parenting blogs in general:

1. Relatability to consumers = 2.4
2. Authenticity of stories = 2.3
3. Transparency in storytelling = 2.3
4. Trustworthiness (do readers trust and respect the opinions of the writer and would they buy what the brand is promoting?) = 2.5
5. Engagement between community members and brand and amongst readers = 1.6
6. Quality of entertainment (does the reader enjoy the service enough to take the next step to convert from one-time visitor to loyal fan and/or buyer?) = 1.6
7. Brand reputation = .9
8. Accessibility (is the website easily accessible online? Easy to find in SERPS? Is the contact information easy to find on page? How fast does it load? Is it easy to navigate?) = 2.3

Readers of Café mom, The TRUTH about Motherhood and Scary Mommy

Next, we scored the same attributes in regards to specific blogs. They scored as follows on the same 8 previous attributes:

Café mom (b)	The TRUTH about Motherhood (b)	Scary Mommy (b)
1.4	2.1	1.6
1.3	2.3	1.1
1.4	2.4	1.2
1.6	2.3	1.3
1.6	2.0	2.0
1.5	2.1	1.8
1.75	2.1	1.9
1.8	2.1	2.3

Recommendations: Performance

All 3 brands, Café Mom, The TRUTH about Motherhood and Scary Mommy are similar in what they have to offer; long-term establishment, online authority, brand reputation and authenticity. All three websites offer the authentic, no-holds barred, highly-relatable mom advice you'd expect from a mom friend. However, the results were interestingly not as was expected.

Surprisingly, the research showed that overall, The TRUTH about Motherhood scored higher on all attributes, with the exception of accessibility for Scary Mommy which scored higher, which was not surprising as Scary Mommy is a much larger publication and definitely ranks higher in SERPS as they have a full-team dedicated to SEO optimization. Both Cafe Mom and Scary Mommy averaged quite a bit lower across the board in comparison to The TRUTH about Motherhood. It was also interesting that although relatability, authenticity, transparency,

trustworthiness and accessibility were very important to readers, brand reputation was scored much lower than expected.

Recommendations: Implement Strategies

Based on the survey results, there are ways for The TRUTH about Motherhood to maintain its high rankings and for Café mom and Scary Mommy to increase their image among readers. While all three brands scores fell below what blog readers' rate the determinant attributes on average, all three brands ranked significantly higher on brand reputation than blog readers expect or require.

General	Café mom (b)	The TRUTH about Motherhood (b)	Scary Mommy (b)
2.4	1.4	2.1	1.6
2.3	1.3	2.3	1.1
2.3	1.4	2.4	1.2
2.5	1.6	2.3	1.3
1.6	1.6	2.0	2.0
1.6	1.5	2.1	1.8
.9	1.75	2.1	1.9
2.3	1.8	2.1	2.3

While The TRUTH about Motherhood needs to stay true to the brand's authentic voice that readers have come to expect and trust, Café Mom and Scary Mommy need to put more effort into giving their audiences what they want. There is specifically lots of room for improvement in the areas of relatability to consumers, authenticity of stories, transparency in storytelling and trustworthiness. This can be done by consistently posting quality content that resonates with

readers. One thing that gives The TRUTH about Motherhood an advantage over the other two brands in this area is that it is written by one content creator, giving it a much more authentic voice and similar quality of content. The TRUTH about Motherhood is relatable on a one on one level because it is one content creator relating and interacting with the audience. Whereas, Café Mom and Scary Mommy are made up of a collective of writers from all different walks of life, ages, educational backgrounds, varying degrees of talent which is great for variety but makes it harder for readers to be invested in and connect on that one-on-one level which makes a difference.

If Scary Mommy and Café Mom edited content to read in a more consistent voice that could help the audience feel more intimately connected, building more trust and loyalty amongst the readers.

Recommendations: Influence of Culture and Personal Values

Culture and personal values affect how readers interact, connect and share content. It also tinges everything a content creator creates. As every person, every content creator, is different the audience that connects with them is going to different. They key demographic and target buyer persona that parenting and lifestyle websites aim to reach is parents with children or who are expecting. That's the baseline. To gain more authoritative influence, all three of these brands can niche down to a more specific subset of parenting content i.e. Catholic moms who live in the suburbs and only eat vegetarian, free-range parenting working moms who travel and drive SUVs or Yoga moms with 3+ kids who live in the city and work in marketing. Yes, the audience gets more specific and smaller but the influence wielded by the brand is stronger because it is niched down so tight that there isn't much competition.

A start would be for Scary Mommy and Café Mom to diversify their content to include more content written specifically for Latina, Asian and Black moms or to incorporate verticals dedicated to cultural content just for those groups. Café Mom already has a separate channel for Latino content but they do not cross promote so readers might not even be aware that content exists. The TRUTH about Motherhood already creates content directed at the Latino community as the content creator is Mexican American and has been recognized for her content in that niche. The bottom line is that different cultures parent differently so parenting websites need to keep that in mind when creating content in order to serve those communities.

Recommendations: Marketing Mix and Implementation Process

In 2018, around 76 million women aged 16 and above made up 46.9% of the overall labor force. Moms perceive blogs by other moms to be very credible sources of information. Those moms have a combined buying power over $2.4 trillion annually, and those women control and influence 85 percent of all household purchases.

Millennials being a dominant generational demographic, 72.1 million strong, means wielding a sizable purchasing power. Millennials are projected to spend $1.4 trillion this year and are not in any hurry to buy big ticket items, as most are still living at home with parents. The parenting blog target demographic audience belongs to TikTok, Twitter, Facebook, Instagram, LinkedIn and YouTube which means content creators need to be there too.

Parenting websites need to engage more, post more consistently and share more personal content. In the parenting space, the fear of being judged by other moms as a failure is real. Honesty about struggles and failures are relatable and build trust. The parenting space is highly divisive and an absolute high risk, high reward space.

Some things things that all three brands could do to help improve relatability, authenticity, transparency, trustworthiness, engagement and brand reputation via social media presence are:

- Engage directly with community members.
- Post consistently.
- Respond to comments in a timely manner.
- Nurture a deeper more meaningful relationship beyond just content distributor and audience.
- Humanize posts so they are relatable.
- Provide more niched content for more diversified group; all moms are not created equal.
- Speak to the community not at them. A social media community is not a soapbox.
- Invite some key, active and involved community members to be moderators.
- Acknowledge and reward members of the community who are active in promoting lively conversations.
- Be an asset to moms, provide informative and entertaining posts that answer questions that moms need answered.

The company can use the digital conversations in developing new marketing initiatives by:

- Polling the audience to ask what content they want to see.
- Encouraging members to invite their mom friends to be part of the community.
- Focus attention on platforms that might be more engaging to the key demographic like TikTok for millennial moms.
- Using the buyer persona to create the brand's social media brand voice so that it aligns.

- Seeing what content works with target demographic and what doesn't.

The client can maximize these opportunities by:

- Giving the audience what resonates with them, in a way that engages them.
- Posting more of what works and less of what doesn't.
- Creating a content calendar and post frequently.
- Automating social posts to go live.
- Repurposing content across different platforms.
- Customer satisfaction.

To get readers to become subscribers, fans and referrers, the experience needs to surpass the expectations of visitors. Posts need to be engaging, succinct and deliver information that readers are looking for. By doing this, readers will return, trust will be earned, traffic will increase, engagement will increase and this will open more opportunities for revenue growth because more page views= higher compensation collaborations.

As content creators, one must always be aware of what is going on in the world including pandemics, political movements, elections and changes in society. Being tone deaf or not reading the audience will result in losing fans and followers.

Among blog readers, accessibility rates very high because if a website can't be found, it's of no use to anyone. Both Café mom and The TRUTH about Motherhood are performing below the expectation of the audience. A digital tactic that could help with that is a search engine optimization initiative.

The TRUTH about Motherhood and Café Mom produce quality, compelling content but is not utilizing search engine optimization as effectively as it could be and this is causing less visibility in SERPs, resulting in less conversions and lower rates for brand partnerships. This

also makes it harder for potential customers to see the product being offered, as well as, being less efficient at serving its target demographic simply by not being on the first page of Google.

To improve SEO, The TRUTH about Motherhood and Café mom can invest in a few different tactics:

On-page SEO optimization, off-page SEO optimization, technical SEO optimization, custom SEO strategy, keyword research, call, lead and revenue tracking and competitor analysis and monitoring.

PPC tactics to improve SEO:

Advanced Keyword Research Campaign strategy, ongoing keyword development, dynamic keyword insertion into ads, Google & Bing PPC Networks, Google Display Network, Google Customer and audience match, Gmail competitor ads and ongoing evaluation and monitoring of campaigns.

A social media campaign focused on FB growth by engagement. Facebook is the largest social media site in the world with 2.6 billion monthly active users as of 2020 (Geyser, 2021).

According to Quicksprout, not consistently posting content, not effectively keyword targeting and not ranking on the first page of Google all contribute to lower conversion rates, ("What Matters to Google: Ranking Factors in 2021," 2019).

Content must be created with a specific, clearly-defined target audience in mind. The content must be useful to the buyer persona and motivate them to take the actions the brand calls for whether that is returning, subscribing, sharing, liking or commenting.

Facebook growth tactics:

Data driven social media strategy, post original social media posts, using custom images, perform a social media account audit, perform brand reputation analysis, daily social media monitoring and boost post ad.

Conclusion

The survey was to prove that individuals reading mom blogs for advice and/or information about raising their children, choosing products and as ways to connect to other mothers would place a higher value on authenticity, relatability, transparency, trustworthiness, engagement, accessibility and brand reputation more than those reading strictly for entertainment purposes. Secondly, that those who read mom blogs more for entertainment purposes are going to place a higher value on the quality of entertainment and relatability than the other attributes. According to the survey findings, of the 16 individuals surveyed, 6 individuals read for parenting advice and information, 5 individuals read for connection, 4 individuals read for entertainment and 1 failed to answer. While relatability, authenticity, transparency, trustworthiness and accessibility ranked highly important to readers in general, no one cared about brand reputation, which was surprising. Quality of entertainment and engagement were less important to the audience than originally thought. In the end, it seems that how important each attribute ranked had less to do with why the reader was reading the content and more to do with who was reading the content.

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Appendix A

Determinate Attribute Survey Questions

Section 1: These questions ask you to rate how often you read blogs and why:

1. How frequently do you read parenting blogs?

a. Daily [+3] [+2] [+1] [0] [-1] [-2] [-3] Never

2. Do you read whatever blogs pop up in your social feeds or at the top of SERPS or are you loyal to certain blogs?

a. Very loyal to the blogs I read [+3] [+2] [+1] [0] [-1] [-2] [-3] Read whatever pops up in feed

3. Do you read parenting blogs for parenting advice?

a. I read for dependable parenting advice and commiseration [+3] [+2] [+1] [0] [-1] [-2] [-3] I trust nothing I read on parenting blogs

4. Do you read parenting blogs for product recommendations?

I get all my product recs from parenting blogs and parenting influencers [+3] [+2] [+1] [0] [-1] [-2] [-3] I trust nothing I read on parenting blogs

5. Do you read parenting blogs for entertainment purposes?

I depend on parenting blogs for all my entertainment [+3] [+2] [+1] [0] [-1] [-2] [-3] I don't find parenting blogs entertaining at all

6. Are you invested in the website author's stories?

I want someone who I can relate to [+3] [+2] [+1] [0] [-1] [-2] [-3] Their stories are irrelevant

7. Do you leave comments on blogs?

I always leave comments, I want the connection [+3] [+2] [+1] [0] [-1] [-2] [-3] I read and leave

8. How would you self-identify as a parenting blog reader?

A. I read for advice and information

B. I read for entertainment

C. I read for connection

Section 2: These questions ask you to rate how important the following attributes are to you when choosing a parenting blog:

1. How important is it that the parenting blog you read is personally relatable to you?

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

2. How important is it that the parenting blog you read shares authentic stories?

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

3. How important is it that the parenting blog author uses transparency/honesty in storytelling?

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

4. How important is it that the parenting blog you read is written by a trustworthy individual (do readers trust and respect the opinions of the writer and would they buy what the brand is promoting?):

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

5. How important is it that the parenting blog you read is engaging (there are conversations between the author and the readers and amongst the community members)?

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

6. How important is it that the parenting blog you read provides quality of entertainment? (does the reader enjoy the service enough to take the next step to convert from one-time visitor to loyal fan?).

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

7. How important is it that the parenting blog you read has a strong brand reputation?

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

8. How important is it that the parenting blog you read is easily accessible online? (is it easy to find in SERPS? Is the contact information easy to find on page? How fast does it load? Is it easy to navigate?)

a. Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

Section 3: These questions measure your beliefs on how much the following parenting blogs/websites align with your important attributes:

Café Mom (www.cafemom.com)

1. How likely is it that the posts on Café Mom will be relatable to readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

2. How likely is it that the posts on Café Mom will provide authentic stories written in an authentic voice?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

3. How likely is Café Mom to use transparency in storytelling?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

4. How likely is Café Mom to be considered a trustworthy and credible source by readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

5. How engaging is Café Mom with its community?

a. Very Engaging [+3] [+2] [+1] [0] [-1] [-2] [-3] Not at all engaging

6. How likely is Café Mom posts to be considered quality entertainment by its readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

7. Is the Café Mom brand considered reputable by readers?

a. Very reputable [+3] [+2] [+1] [0] [-1] [-2] [-3] Not reputable at all

8. Is the Café Mom website easily accessible online (Easy to find in SERPS? Is the contact information easy to find on-page? How fast does it load? Is it easy to navigate)?

a. Very easily accessible [+3] [+2] [+1] [0] [-1] [-2] [-3] Not accessible at all

The TRUTH about Motherhood (www.motherhoodthetruth.com)

1. How likely is it that the posts on The TRUTH about Motherhood will be relatable to readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

2. How likely is it that the posts on The TRUTH about Motherhood will provide authentic stories written in an authentic voice?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

3. How likely is The TRUTH about Motherhood to use transparency in storytelling?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

4. How likely is The TRUTH about Motherhood to be considered a trustworthy and credible source by readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

5. How engaging is The TRUTH about Motherhood with its community?

a. Very Engaging [+3] [+2] [+1] [0] [-1] [-2] [-3] Not at all engaging

6. How likely is The TRUTH about Motherhood posts to be considered quality entertainment by its readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

7. Is the The TRUTH about Motherhood brand considered reputable by readers?

a. Very reputable [+3] [+2] [+1] [0] [-1] [-2] [-3] Not reputable at all

8. Is the The TRUTH about Motherhood website easily accessible online (Easy to find in SERPS? Is the contact information easy to find on-page? How fast does it load? Is it easy to navigate)?

a. Very easily accessible [+3] [+2] [+1] [0] [-1] [-2] [-3] Not accessible at all

Scary Mommy (www.scarymommy.com)

1. How likely is it that the posts on Scary Mommy will be relatable to readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

2. How likely is it that the posts on Scary Mommy provide authentic stories written in an authentic voice?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

3. How likely is Scary Mommy to use transparency in storytelling?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

4. How likely is Scary Mommy to be considered a trustworthy and credible source by readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

5. How engaging is Scary Mommy with its community?

a. Very Engaging [+3] [+2] [+1] [0] [-1] [-2] [-3] Not at all engaging

6. How likely is Scary Mommy posts to be considered quality entertainment by its readers?

a. Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

7. Is the Scary Mommy brand considered reputable by readers?

a. Very reputable [+3] [+2] [+1] [0] [-1] [-2] [-3] Not reputable at all

8. Is the Scary Mommy website easily accessible online (Easy to find in SERPS? Is the contact information easy to find on-page? How fast does it load? Is it easy to navigate)?

a. Very easily accessible [+3] [+2] [+1] [0] [-1] [-2] [-3] Not accessible at all