

INSIGHTS INTO AVOCADO POPULARITY ONLINE

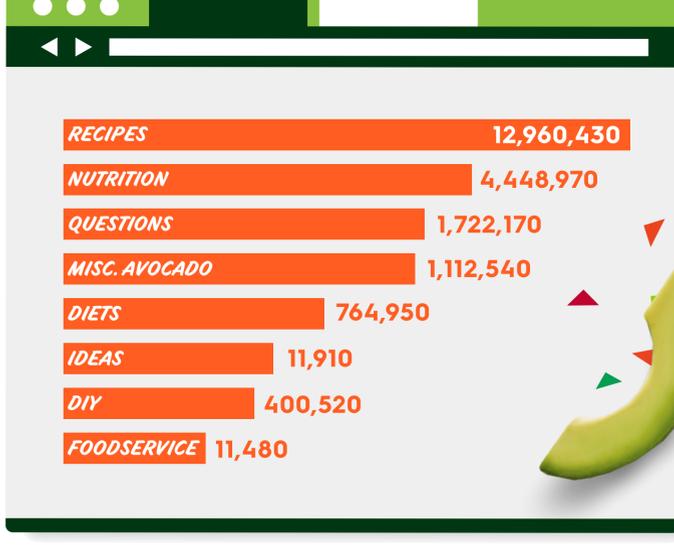
"AVOCADOS"



MONTHLY searches: 301,000

ANNUAL search volume: 3,612,000

LEADING SEARCH QUERIES:¹



ORGANIC SEARCH:

January 2014 – May 2022:
ORGANIC SESSIONS: 3,037,742

December 1, 2014 – May 31, 2022:
TOTAL SESSIONS: 31,660,545 SESSIONS

KEY RANKINGS: 7,431

#1 AVERAGE KEYWORD RANKING: 1,660

#1 KEYWORD RANKING:¹

- AVOCADO RIPENESS
- HASS AVOCADOS
- CALORIES IN A SMALL AVOCADO
- HOW TO TELL IF AVOCADO IS RIPE
- HOW DO YOU MAKE GUACAMOLE
 - AVOCADO PICTURES
- HOW TO KEEP GUACAMOLE FRESH
 - SODIUM IN AVOCADO
- HOW TO STORE GUACAMOLE
- MEXICAN AVOCADO NUTRITION

10 MOST POPULAR PAGES, BESIDES THE HOMEPAGE:

(June 1, 2021 – May 31, 2022)²

- Big Game** – Big Game Kitchen: **880,316 pageviews**
<https://avocadosfrommexico.com/big-game/kitchen/>
- Shopper** – Guac the Tailgate: **795,381 pageviews**
<https://avocadosfrommexico.com/shopper/guac-the-tailgate/>
- Big Game** – Big Game Sweeps: **736,696 pageviews**
<https://avocadosfrommexico.com/big-game/sweeps/>
- Avocado Nutrition**: **711,122 pageviews**
<https://avocadosfrommexico.com/avocado-nutrition/>
- Salad Station Home**: **642,319 pageviews**
<https://avocadosfrommexico.com/salad-station/>
- Shopper** – Taco Tipoff 2022: **543,037 pageviews**
<https://avocadosfrommexico.com/shopper/taco-tip-off-22/>
- How To Home** – How To Simulator For Avocados: **493,746 pageviews**
<https://avocadosfrommexico.com/how-to/>
- Cinco de Mayo Kitchen** – Find Cinco Party Recipes & Tasty Tips: **243,936 pageviews**
<https://avocadosfrommexico.com/cincomemayo/kitchen/>
- Cinco de Mayo** – Our Partners – Cinco With The Best: **187,920 pageviews**
<https://avocadosfrommexico.com/cincomemayo/our-partners/>
- Avocado Nutrition Espanol** – Good Fats And Bad Fats (Grasas Buenas y Aguacates): **185,140 pageviews**
<https://avocadosfrommexico.com/avocado-nutrition/good-fats-and-bad-fats/espanol/>

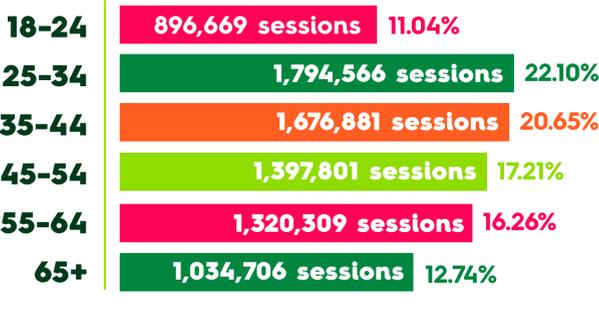
VISITOR DEMOGRAPHICS:

(December 1, 2014 – May 31, 2022)

Gender

FEMALE: 5,858,073 SESSIONS MALE: 2,901,236 SESSIONS

Age



Primary Language

HELLO ENGLISH 84.78% 26,841,492 sessions SPANISH 12.66% 4,008,937 sessions ¡HOLA

Device Used



CONSUMER PERCEPTIONS

The Avocados From Mexico website exceeds consumer expectations. It achieves some key objectives to **MAKE AVOCADOS A HOUSEHOLD STAPLE** that always makes it to the shopping list.³

QUOTES:

"AMAZING WEBSITE! IT HAS EVERYTHING I WANTED AND MORE! NUTRITION FACTS, RECIPES, HOW TO MAKE AN AVOCADO TREE...EVEN FUN FACTS!" (SHANNON, GENERAL MARKET, MILLENNIAL)

"I LOVE THE VARIETY OF RECIPES THAT EXTEND BEYOND TYPES OF GUAC AND TACOS." (ELISA, GENERAL MARKET, MILLENNIAL)

"I FOUND THE WEBSITE TO BE VERY INFORMATIVE FROM THE HISTORY OF 'AVOCADOS FROM MEXICO' TO RECIPES TO MY PERSONAL FAVORITE TABS, 'AVOCADO NUTRITION' AND 'NUTRIENTS'! I'VE ACTUALLY NEVER SEEN A MORE COMPREHENSIVE WEBSITE ON A FRUIT! OVERALL, I AM IMPRESSED BY THE APPEARANCE, THOUGHTFUL LAYOUT AND GENERAL INFORMATION PRESENTED ON THE WEBSITE!" (LISA, GENERAL MARKET, GEN X)

"LOTS OF COLORS AND VERY INFORMATIVE! I PLAN TO JOIN THE NEWSLETTER. I THOUGHT THE CHAT OPTION WAS A CLEVER WAY TO INTERACT AND GET RECIPES IN SECONDS. VERY USEFUL ESPECIALLY IF I RUN OUT OF IDEAS TO MAKE FOR THE FAMILY. SELMA WAS AN AVATAR THAT ALLOWED ME TO CHAT WITH HER. SHE IS RESPONSIVE AND EVEN HAD PERSONALITY! FUN, FUN, FUN!" (ROSE, GENERAL MARKET, MILLENNIAL)

Avocados From Mexico
ALWAYS GOOD

Sources: 1. AFM Merkle Gap Analysis Report – Oct. 2020. 2. AFM Website Google Analytics – December 1, 2014 through May 31, 2021. 3. AFM H&W Campaign Report – Sept 2020.