[Resetme.store@gmail.com](mailto:Resetme.store@gmail.com)

**On-page Optimization**

Explain your process and key findings

1. Varied content on the website

Different webpages for our different customer segments

1. Responsive Website

Mobile friendly website because more then 50% of the searches are mobile.

1. Long and relevant content

Try to write for each page a story and in the blog write more then 500 words

1. Youtube Video, Slideshare…

Video-> make it public on youtube, name the file with keywords before upload, use longtail keyword in title, description and tags of the video

1. Blog

Need to be quiet lond, relevant, quality and quantity is important

1. Headings

Important to put keywords in headlines

1. Images

Important to name the files accuretly and use an ALT tag

1. Key word density

Use naturally and not too often-> make sure the keywords mentioned in the text are not used to often. Keyword stuffing. -> keywords should represent 2% of the total website content

1. Technical shizzle

Loading speed needs to be high, file size keep small and optimised (checked with W3C checker), add caching, we need a SSl certificate, robot director, Sitemap needs to be send to google and bing

1. Site map

To optimize UX, to direct customer easier to what they are searching for.

On the bottom of the website

-> create an email for customer feedback contact@resetme.com

**Off-page Optimization**

Explain your process and key findings

1. PageRank
2. Backlinks
3. Online directories

**Organic Traffic Generation**

Explain your process and key findings

Social media, facebook page, Instagram page…

**Paid Traffic generation**

In the following chapter, we will explain the possible ways to reach a bigger audience and get a higher traffic on our site. With paid traffic you can’t get ranked better.

We chose to advertise our website on two advertisement systems:

1) Google ads

2) Facebook ads

Top ten results get 70% of the clicks! The objective we want to reach by advertising on google ads is that our website become a featured snippet, so to appear in the text box above Google search results. **Content** that appears in the **featured snippets** for SERPs can **get 2x** higher click-through rates than **content** not in the so-called “Position 0”, .

On the blog we made a list for the 10. Best recyclable materials. Because Google likes to provide knowledge to the people. If we type in:…. Through this we deliver some qualitative and relevant content that helps google answer searches questions.

**Google Analytics**

Brief overview of the data points you will measure and how you will use the data to improve

**Conclusion**

Overview of your SM journey: where you started, where you got to, most important/surprising/frustrating/interesting things you learned along the way.

CONTENT:

Difference between upcycling and recycling

When we talk about recycling, we refer to an industrial process through which a residue is transformed into a new material and is used for the production of new objects. **Upcycling is a recently trending term, also known as creative recycling. During upcycling objects are used, by means of creativity, to create products that have a higher value than the original object**. Or, likewise: to transform waste into valuable objects using one´s imagination.

Yes, it´s true that for upcycling we use material or object that we would have not think of. **Upcycling, more than in recycling, consists in re-imagining uses of existing products and materials and converting them into something new**.

**Upcycling is a creative resource to be sustainable and also to provide more value to objects and furniture in our homes.** A new piece of furniture will be able to tell a story after a few years, but a piece of furniture that arises from upcycling already tells a story in itself. Not only by the transformation of the object, but rather by the idea and the techniques used for the object to become what it is today.

**Its a form of reworking, reinventing, trying to see new forms within the already existing ones without losing the original touch that identifies them.** This is another big difference between upcycling and recycling: whereas, when something is recycling, the material loses its original form, **the beauty of upcycling is that the original object can still be clearly identified** after assuming its new function.

One of the **bigger challenges of upcycling is about providing a great value to forgotten or with an about to end lifespan objects**, but does not necessarily mean that these are not valuable: **you can upcycle exclusive materials.** Upcycling means a new wrinkle, is thinking about other use, about taking advantage of the available resources we have to create new objects which we give a fresh touch through designer’s creativity.

Here you have **two benefits of upcycling:**

1. It is a necessary practice to save the environment, because it reduces the need of new raw materials

2. It stimulates the creativity and handmade work

Best events for upcycling/recycling

**Raft Signature’s Fund raiser for charity**

September 26th - 6 P.M to 9 P.M. at the Raft Resource center (3827 Steele St,Unit C Denver ,CO )

A great team-building opportunity! on your own time, using raft materials and your own schwag, build your own solution to this design challenge and then showcase your mousetrap and compete against other teams on the night of Upcycle!

**Reimagine Fashion**

October 1st, 2019, 6-8 P.M at We Work Victory Park, 3090 olive Street, floor 3, Dallas Texas 75219

An Upcycling Workshop where you’ll be transforming your old tees/sweaters into a cardigan or kimono! We’ll provide the supplies, bites, and drinks and we will also have a table for those that would like to do their own upcycling. All you gotta do is bring your old tee/sweater and be ready to have some fun!

**Fashion Revolution**  
**October 1**st 2019  
Multi-Purpose Room and Cafeteria, 1500 Barclay StBaltimore, MD 21202 United States

The New York-based non-profit is part of a movement to end commercial textile "waste" and works to maximize the value of unused fabric. FABSCRAP collects and resells fabric, leather and other materials that would otherwise go to waste in the textile industry in New York. They will be in Baltimore for just one day to engage and educate our community with their popular pop-up shop!

**London Upcycling show 2019**

11am to 3pm at Walthamstow Assembly Hall, Town Hall, Forest Rd, Walthamstow, London E17 4JF.

On Saturday 16 November 2019 the Walthamstow Assembly Hall will house the London Upcycling 2019 show. Start your Christmas shopping early, this fun, family-friendly event showcases upcycling at its best! Get inspired by the amazing array of creative exhibitors, come see the result of this year’s upcycling competition and have a go at saving furniture, homeware and textiles from the landfill through the variety of workshops and demonstrations on offer.

**ABOUT US:**

Four students coming together for a master project who share a strong vision to save the planet and its resources, decided to start selling upcycled products.

Tonia hailing from Germany started to understand the importance of recycling basic products at a young age, thanks to the strong recycle culture in Germany. With a strong vision to make the world a better place she wanted to make an action. Little did she know that sooner than never she would meet her three partners.

Roman who originally is from Russia but comes from Czech Republic finished his bachelor in ecology and started engaging in business activities and social projects at a very young age. With a vast technical and business knowledge Roman now wants to focus on understanding the concepts of recycling and upcycling products and hence decided to collaborate into a business with Tonia, Aigul and Gulshan. That way he hits two birds with one stone.

Gulshan coming from India, a land that is now starting to understand the culture of recycling, finished his bachelor in business management and worked in an advertising agency closely with retail and fashion clients. Collaborating into a business which deals with upcycled fashion products and accessories is the best way to make money, do good for the world and spread awareness about this new revolution.

Aigul from Kazakhstan completed her education in tourism and hotel management. Arriving in France for her master has given her a better understanding about how people focus on waste management in order to make the planet a better place.

Resetme believes in making the highest quality products from old material. Our act aims to restore, protect and improve our environment and the quality of life in the communities we serve.

We are very high on values such as Integrity, respect for the environment and customer service and satisfaction. We intend to become leaders in the upcycled fashion products segment.

THE TOP 10 MATERIALS TO UPCYCLE

Upcycling is a type of recycling in which waste is converted into new better products. There are many materials that can be reused. Here are the top ten.

1. Plastic

More than 8 million tons of plastic is dumped into our oceans every year. Plastic is a valuable resource in many ways, but plastic pollution is an unnecessary and unsustainable waste of that resource. Therefore it is necessary to recycle and upcycle this plastic in many ways! You can turn plastic bottles, caps, bags and many more in some cute little work of art.

1. Glass

Glass is an environmentallyfriendly material that can be turned into seducing product designs such as lamps, flowerboxes, containers,…

1. Wood

Wood is composed of cellulose, an organic molecule. But wood waste in itself is not organically recycyble. Waste from demolitions, discarded wooded pallets, and other treated wood for example, contains metal and non-metal contaminants. There are many ways to recycle wood but imagine all the possibilities to upcycle it! Let you creativity spread!

1. Textiles

T-shirts, pants, socks, jackets and the list continues. One single person throws approximatly 30 kilos of textiles per away per year. Why not upcycle it? Textiles are easy to redesign. So next time don’t throw your old pair of jeans away – UPCYCLE Them!

1. Sport balls

Everyone like sports. Especially football, basketball, vollyball. But did you ever ask what they are doing with the old balls? We have the solution. Upcycle them into creative and unique bags with which you will be the focus in every sportsevents.

1. PVC Advertisement banner

Advertisement banner out of PVC have an unlimited lifespan so reusing it is essential. Otherwise the banner would be incinerated and would harm the environment. The advertisement banner have all a different design what allows to offer a variety of unique bags and accessories.

1. Coffee Bags

On the seventh place we find another cool material to upcycle. The jute cloth coffee bags! You probably never see them but they help to transport coffee beans around the world. Using them can open new possibilities for eco-designers and environmental-friendly products.

1. Paraglyding textile

Modern paraglider wings are made of non-porous materials such as [polyester](https://en.wikipedia.org/wiki/Ripstop_polyester) or [nylon](https://en.wikipedia.org/wiki/Nylon) fabric. To produce nylon there is a need of high amounts of nitrous oxide and water, that have extremely bad influence on the environment due to greenhouse gases, contamination and pollution. Extremsport turn into extreme upcycling.

1. Car tire

Tires are highly durable and non-biodegradable. Tire stockpiles create a great health and safety risk. [Tire fires](https://en.wikipedia.org/wiki/Tire_fire) can occur easily, burning for months and creating substantial [pollution in the air](https://en.wikipedia.org/wiki/Air_pollution) and [ground](https://en.wikipedia.org/wiki/Soil_pollution). Recycling helps to reduce the number of tires in storage. But why should’t you upcycle them and save so the environement.

1. E-Waste

Per year 20 to 50 million tons of e-waste is generated worldwide. The toxic chemicals are released into the air damaging the atmosphere, and seep into groundwater, affecting both land and sea animals. As the recycling of the e-waste is really cost and work intensive.

# **15 Surprising Things That Are Made from Recycled Materials**

You already knew that recycling whenever possible is a responsible thing to do, but did you know that some of the stuff in your recycling bin can find a second life as amazing and unexpected products?

#### **1. KITTY LITTER**

Certain brands of cat toiletry products are made from recycled newspapers, sourced from local centers whenever possible. On top of being green, because this litter is not clay-based, it also has the added benefit of not kicking up unpleasant kitty dust storms.

#### **2. SOAP**

You may be surprised to learn that hotels don’t always throw out your mostly intact bar of soap left in the shower. Instead, services can clean the bars and send them to foreign countries where cleaning supplies are more difficult to come by.

#### **3. ROADS**

The next time you’re cruising down a freshly paved highway, you might want to thank your renovation-obsessed neighbor: Discarded roofing shingles are a growing resource for asphalt manufacturers. The old pieces are ground up and used to improve the quality of pavement. Recycled glass can also be used to help the reflective properties of highway markers.

#### **4. TROPHIES**

Regional sporting achievements or corporate accomplishments can now be recognized in an environmentally friendly way. Several companies are using recycled glass and even newsprint to make trophies.

#### **5. WINTER JACKETS**

Wearing trash has never looked so good! The polyester lining in coats can be created from old plastic bottles, with some jackets containing as much as 150 containers’ worth of material.

#### **6. AUTOMOTIVE PARTS**

Unless you’re driving a classic car, odds are your vehicle of choice has components made from recycled bottle caps and containers. Seat cushions, wheel liners, and splashguards are among the parts that use recycled materials.

#### **7. TENNIS BALLS**

Some tennis ball manufacturing processes result in a lot of unused, shaved-off rubber. Rather than waste these shavings, companies can utilize the remnants to make up to two million extra balls a year.

#### **8. PLAYGROUND EQUIPMENT**

The durable “plastic lumber” of slides, swings, and other recreational equipment is often the product of High Density Polyethylene, the same kind of tough material found in milk jugs.

#### **9. BASEBALL BATS**

Aluminum bats used in games from street stickball to the college level can be sourced from used aluminum cans. You’ll also find license plates, pie plates, and thumbtacks made from the highly versatile recycled material—heat-resistant and rust-proof, aluminum can be reused almost indefinitely.

#### **10. BRICKS**

Depending on your contractor’s preferences, you might wind up living in a literal glass house. Grinding down recycled glass into “cullets,” or very fine shards, can produce a material that’s perfect for use in bricks due to its smooth surface.

#### **11. SLEEPING BAGS**

As with jackets, the toasty filling of a sleeping bag can be the product of recycled plastics or fiber materials. You might even find one that uses discarded coconut shells for warmth.

#### **12. BERRY BOXES AND EGG CARTONS**

The next container of berries or eggs you grab at the grocery store might have started as old newspapers.

#### **13. COFFINS**

Your carbon footprint doesn’t stop leaving an impression when you stop walking around—so make your final resting place a green one. Several companies offer environmentally friendly coffins; some are biodegradable and made from recycled paper or bamboo.

#### **14. STADIUM SEATS**

With hundreds of thousands of hard plastic seats in arenas worldwide, using existing materials can make a major impact on sustainable businesses. Chairs in major stadiums are already being made from recycled plastic and scrap iron, while older chairs can be donated to teams in smaller leagues.

#### **15. TOOTHBRUSHES**

The plastic in toothbrush handles doesn’t need to be injection-molded from scratch—some companies use recycled yogurt cups. (Don’t worry: the bristles are new.)

*Recycling can make everything old feel new again. Of course, we’re glad that some old things haven’t made a comeback.*

Our Materials:

Jute coffee bags:

Jute coffee bags made out of natural fibre are a fantastic and easy material to upycle. That is the reason why we chose to give them a new life. We are proud to offer a slew of fabulous bags and unique accessories that are made out of this material. The bags have their unique history beeing shipped across the world and we want you to be part of this adventurous transformation.

-> Add “Discover our products” and link it to shop page to the coffe bag products

Parachute:

As soon as the plane door are opening, the thrill starts. The paraglyding is a action-packed sport without any barriers. We wanted to incorporate the thrill into our products. So why don’t use material made out of parachute pieces? The slightest imperfect fabric of parachute will else be thrown away. Upcycling is the new thrill factor... We love it!

-> Add “Find stylish bags and accessories out of parachutes”. Link to the Shop page to the parachute bags and accessories

Textil:

Whether it’s jeans, cotton, linen, wool, silk or other synthetic fibres these textils are perfect to use for upcycle. Our collection of bags and accessories present you a wide range of customized and unique products.

-> Add “Discover all our products made of reused textil”. Link to the Shop page to the textil bags and accessories

Sports balls:

Passion for sports is true love. We have the passion for upcycling. We wanted to combine those passions into chic and affordable bags and accessories for every sportslover. If it is Basketball, Football, Tennis we have upcycled products for everyone.

-> “Find your passion here”. Link to the Shop page to the textil bags and accessories

Plastic:

Plastic is everywhere. Every year a huge amount of plastic is thrown in the world. The recycling companies are saturated. Why we saw the need to sell upcycled bagds and accessories made out of 100% recycled plastic! Not only fashionable but also a huge contribution to the planets environment. Listen to your ecovoice.

“Discover more environment-friendly products. “ Link to the Shop page to the textil bags and accessories

**Mission**

**Our mission is to bring you stylish, upcycled and repurposed products you can feel good about, through a sustainable business model that diverts waste, provides jobs and supports our community in multiple ways.**

**Our upcycling program is designed to transform unusable or unwanted items into beautiful styles that are both fashionable and accessible to the everyday market. Through this platform, we are able to build solid relationships with those in our community and world-wide, who stand strong in a single belief that considering our planet in all endeavors is an absolute must. We recognize and understand the need for strong upcycling programs and the importance of their integration into our ideologies and communities.**  
  
**At Resetme, we do just that by responsibly collecting, redesigning, manufacturing and making available to you newly upcycled products and fashions. Additionally, our revenues go back into our community where they belong.**

***Vision***

***Our main focus is to spread awareness and try our best to minimize the unnecessary use of materials . Amidst doing all this with a sustainable business model we see ourselves as the market leaders .***

**Values**

We are responsible , respectful, effective accountable ,efficient public stewards .

We promote honesty , integrity and openness in all we do.

We encourage innovations to meet challenges.

We foster an environment of collaboration.

FAQ

Order&Delivery

1. Is my payment secure?

Yes, all payments are processed through Paypal. Paypal uses SSL Technology to keep your information safe. In addition, when you send a payment using Paypal, the recipient won’t receive sensitive financial information like your credit card or bank account number. In this way, you don’t have to worry about paying people you don’t know.

1. I am not happy with the product. What should I do?

All items sold on ResetMe are produced by 3rd parties who have their own refund policy. We recommend reading sellers refund policy. Contact the seller directly if you feel the product is not as advertised or damaged. For dispute resolutions please contact our team on [resetme.store@gmail.com](mailto:resetme.store@gmail.com).

1. How long does the delivery take?

The delivery process won’t take much time, unless the item is out of stock. Normally 4 to 5 working days, but for extra cost you can choose the fast delivery in 1 day.

1. My order did still not arrive?

Please check the delivery address you gave us. Then contact the number that was provided on your invoice and ask where your order is. If the seller claims they've delivered it or don't know where it is, you can ask for a redelivery. You might be able to get a refund in some circumstances. Before you complete your order please read the Delivery and Refund Policy carefully.

1. I want to return my order.

First Step: Prepare your package for return.

Pack your item securely, inserting any paperwork that was included when you requested your return from us. If you don't have the original product packaging, use a sturdy box and include padding such as packing bubbles or newspaper. Attach your return label to the package.

Second Step: ship your return based on the return shipping option you selected.

Upcycling & Recycling

1. How do I find more about my product?

You can go to the product description for more information. Or check out the articles in our blog for more interesting and useful facts.

1. How do I start recycling?

In our blog you will find interesting informations, groups and forums about recycling and upcycling. If you would like to take the plunge and sell with us then you can open your own shop, contact us for more info at [contact@resetme.com](mailto:contact@resetme.com)

1. What is upcycling?

Upcycling is the process of converting old and discarded materials into something useful and often unexpectedly beautiful. Or click on this link.

1. What is the difference between upcycling and recycling?

The main difference between them is that upcycling is used to increase the value or quality of the item and recycling is often a chemical reconstruction of the materials, while upcycling is a complete alteration, making something completely new out of waste or used products.

1. What are the benefits of upcycling?

Upcycling can prevent the amount of waste that is discarded each year. By upcycling we reduce the need to produce new or raw materials. Through this we can stop aggrevating the air pollution, the water pollution, landfill use, and even the greenhouse gas emissions.

1. What can we upcycle and recycle?

In real life we can upcycle and recycle mostly everything. Just let your imagination and creativity go. We are focusing on some of them like coffee bags, parachute, plastic, textil and sport balls. For more informations please see our blog (link for a page).

1. Why is upcycling good for the environment?

Upcycling has a largely positive effect on the environment. By upcycling we remove the need to produce new materials. By reducing it, we can cut down on air pollution, water pollution, landfill use, and even greenhouse gas emissions.

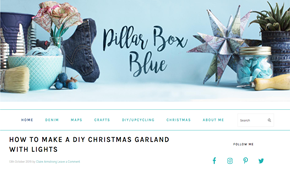
Off page optimisation

In order to build our **Off-Page Optimization**, we choose to do a research for main websites and other medias which are linked to our business.

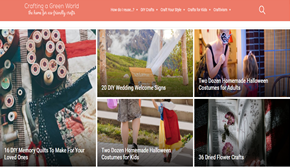
**Our main strategy** is to develop partnerships with them to gain notoriety and visibility on the internet.

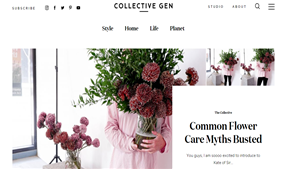
**Our goal** is to improve a strong backlink diversity and relevance. We looked for influencers who calls people to be eco-friendly, to use upcycled things with some lifehacks to reuse your used and old clothes or accessories, web pages related to our upcycling and recycling with a high authority on Google such as *UpcycleThat, Pillar Box Blue* or *Crafting a Green World* and othersin order to present them our ResetMe accessories store. And,

* ask them to write and talk about us, in one or more articles on their blog;
* to present to their customers with reposting our Instagram, Facebook and YouTube pages to gain more followers and recognition;
* to reach medias and pages which share upcycling tricks in order to promote our Blog Page.



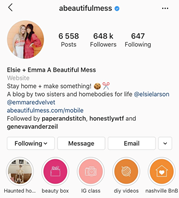


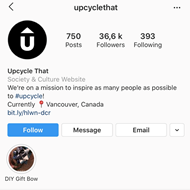
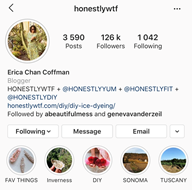




Also, as we will be present on all social networks, like Facebook, Instagram and YouTube. We are going to reach influencers mostly on Instagram and Facebook to spread words on our business and increase visibility. The advantage with well-known influencers is, we can directly target those followers who have an audience with the same interest as ours. Here are some examples of Instagram Influencers that match our target:



All this promotion through social networks for our business allows us to target more users and increase an awareness about upcycling and recycling and just call people to be eco-friendly to save our nature for bright future. Thanks to those stakeholders, our potential customers will be more informed about our team, our business, the services we offer and provide, and about an existence of our Blog Page and our Shop Page. The goal to do effective off-page SEO is to find web medias and bloggers with big notoriety, authority and those who does the same content as ours.

Some influencers

1. [https://www.pillarboxblue.com](https://www.pillarboxblue.com/) 0/10
2. <https://www.upcyclethat.com/> 4/10

instagram <https://www.instagram.com/upcyclethat/>

1. <https://www.myrepurposedlife.com/> 4/10
2. <https://www.instagram.com/apairandaspare/> founder <https://www.instagram.com/genevavanderzeil/?utm_source=ig_embed>
3. <https://collectivegen.com/> 0/10
4. <https://craftingagreenworld.com/> 5/10

<https://www.instagram.com/paperandstitch/?utm_source=ig_embed>

<https://www.instagram.com/abeautifulmess/?utm_source=ig_embed\>

<https://www.instagram.com/honestlywtf/?utm_source=ig_embed>

Web page - <https://www.mochni.com/upcycling-is-the-new-hype-5-bloggers-you-should-know/>

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| --- | --- | --- |
| # | Name | Price |
| 1 | Americano Bag | 75$ |
| 2 | Cappucino Bag | 30$ |
| 3 | CoffeeBoyage | 90$ |
| 4 | Coffeeya | 15$ |
| 5 | Coffeine wallet | 10$ |
| 6 | Frappe | 25$ |
| 7 | Latte Bag | 50$ |
| 8 | ReLaundry | 15$ |
| 9 | ResetPen | 10$ |
| 10 | ResetVoyage set | 170$ |
| 11 | ResetNote case | 45$ |
| 12 | Blauvent wallet |  |
| 13 | Rainbow Belt |  |
| 14 | Rainbow |  |
| 15 | ResetFlower |  |
| 16 | ResetNude |  |
| 17 | ResetRound |  |
| 18 | ResetSchool |  |
| 19 | ResetSea |  |
| 20 | ResetTravel |  |
| 21 | Reset Four |  |
| 22 | Rainbow Sun |  |
| 23 | Reset Freedom |  |
| 24 | Reset Laptop Case |  |
| 25 | Reset Peace |  |
| 26 | Reset Plast Wallet |  |
| 27 | ResetEcoLaundry |  |
| 28 | Reset Base Belt |  |
| 29 | Reset Stylish Ball |  |
| 30 | Reset Africa |  |
| 31 | ResetBaseball |  |
| 32 | ResetBaseball Wallet |  |
| 33 | Reset Warrior |  |
| 34 | Reset Zena |  |
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