

 Dear alexmeicooking users,

Your support has been overwhelming over the last year—what started as a fun hobby has turned into an unprecedented life adventure—we’ve grown so much together over the past year, including the launch of this site itself. My culinary mission to bring healthy cooking to the everyday kitchen has progressed significantly in ways I could’ve never imagined, and I would not be at this stage without each and every one of you’s support—thank you.

Projecting into 2019, I will be making the following changes throughout the year to (hopefully) make my site more user-friendly and my content more interactive and engaging:

**Alexmeicooking.com:**

BEFORE: 2 new recipes weekly, minimal in-depth guides under “Learn”

CHANGE: 6 new recipes monthly, 1 in-depth guide under “Learn” monthly

One barrier to healthy cooking is people’s fear of the kitchen. By shifting efforts to emphasize quality content over quantity, we can ensure there are guides to provide step-by-step guidance to alleviate the anxiety of cooking.

BEFORE: Weekly themed recipes (i.e., “Comfort Food, BBQ, Christmas”)

CHANGE: Monthly themed recipes (i.e., “Healthy Snacks”)

Some themes promote our fundamental mission better than others; with weekly themes, a few were underutilized, while others were overemphasized. By switching to monthly themes, we can better tackle specific issues prohibiting some from stepping outside their comfort zone and into the kitchen, like a budget.

BEFORE: Frequent use of uncommon ingredients in recipes

CHANGE: Recipe development will use more common ingredients

Another barrier to healthy cooking is the belief that it requires exotic superfoods like “goji powder.” While I personally expanded my recipes to use more exotic ingredients with the intent to showcase them, it may have contributed to the deviation of my goal. As a result, I have realigned focus for recipe development to mitigate exotic, hard-to-find ingredients.

BEFORE: Frequent unnecessary garnish for aesthetics

CHANGE: Omission of aesthetic garnish unless it significantly contributes to the taste, texture, or the healthiness of the dish

Garnish adds to the “wow” factor of dishes. However, overuse of garnish makes dishes seem more complex than they really are. By reducing unnecessary garnish, I hope to increase ease-of-appearance of my recipes to encourage more people to step out of their comfort zones.

ADDITION: Comprehensive list of recipes

While all recipes are displayed under “All recipes,” pictures increase the load time on such page. This addition will expedite the user’s experience in being able to find recipes they are seeking.

ADDITION: User features

Some people may think, “Of course, they say it’s easy. They’re experts in cooking.” Featuring others’ successes will not only mitigate such worries but also celebrate people’s cooking achievements.

ADDITION: Pinterest to the social box

See a recipe you want to try but need to keep it tidy someplace? Pin my recipe on Pinterest!

### **Instagram:**

BEFORE: 3 weekly posts, 2 of which are recipes

CHANGE: 9 monthly posts, 6 of which are recipes, 1 throwback recipe, 1 learning guide, and 1 chef’s challenge

By keeping an equivalent amount of recipe posts and eliminating a majority of the extra posts, there is less of a constant bombardment of posts, while keeping the same amount of recipe promotion and improving quality of them too.

BEFORE: Minimal updates on stories

CHANGE: 2 weekly story postings—1 featuring a restaurant favorite

Stories—an intriguing feature of Instagram which I have underutilized; I plan to use this space to provide important updates, share my tasty restaurant recommendations, and provide a bigger glimpse into my cooking process.

BEFORE: Minimal video posts of food and recipes

CHANGE: 3 monthly postings, at least, will be videos

One of my primary goals is to increase interest and engagement; past data shows videos increase engagement and I hope increasing video posts become more interactive and enjoyable.

BEFORE: Delayed interactions with engagements on posts

CHANGE: We will make an effort to respond within 24 hours

Your comments, feedback, and suggestions are greatly appreciated; they deserve prompt responses.

### **Pinterest:**

BEFORE: Scattered bombardment of pins

CHANGE: Consistent pins

Just as my Instagram following receives a consistent post schedule of new content, my Pinterest following deserves the same consistent, new, high-quality content.

ADDITION: Pin others' recipes

Others have healthy and delicious recipes too! Adding others' recipes to my pins would broaden the variety and encourage supporting others' culinary endeavors better.

### **Twitter:**

BEFORE: Minimal linked posts from Instagram

CHANGE: Consistent posts

Initially, I unlinked Instagram auto-tweet with Twitter due to formatting issues with the intention of manually tweeting instead; I will make an extra effort to do so on Twitter this year.

BEFORE: Minimal site updates

CHANGE: Site updates

Twitter is great for quick updates; I plan to use it to keep you more informed regarding site improvements.

### **Facebook:**

ADDITION: Interactive posts

Beyond auto-post from Instagram, my Facebook lacked much activity. I plan to use it as a platform to engage further with my audience with interactive posts.

### **Contact:**

ADDITION: Weekly tips

Many kitchen skills are learned by doing. I hope to share some of the tips I learned over the years through a convenient manner; contact [tip@alexmeicooking.com](mailto:tip@alexmeicooking.com) to receive your cooking tip of the week!

I hope these changes provide better, more convenient resources for you to use. Once again, thank you for your support and remember to ***#EatCleverEatBetter***.

With warm regards,

*Alex Mei*

If you have any feedback, suggestions, or concerns, please contact me at [info@alexmeicooking.com](mailto:info@alexmeicooking.com) and I will try to respond within 48 hours.