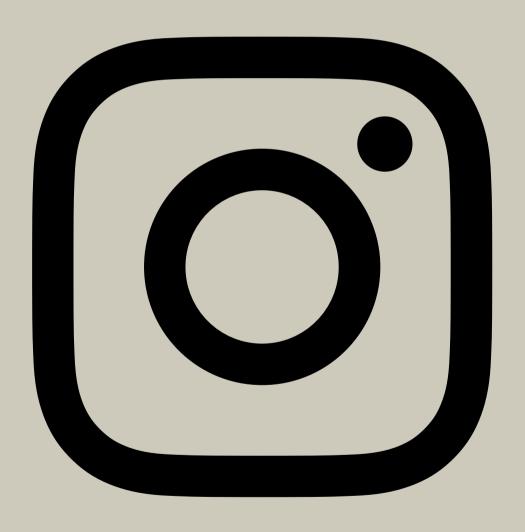
# DIGITAL ANALYSIS & STRATEGY

Wellness & Lifestyle Firm



## For Instagram

- Headline: 'WELLNESS' instead of Experience- for keyword purposes, gives more visibility.
- CTA: Clear CTA to maximize traffic to 'link in bio'
  - Your journey to a better wellbeing starts here.
- Social proof on bio: 'X' 5\* google reviews
- Bio line: Lead with a simple benefit statement-For those desiring to live a fulfilled life.
- Products on Insta Grid: Have Products (ecomm section) listed on Grid section



### For Linkedin

- Cover photo: Highlight benefits/services of or a strong customer testimonial
- Headline: A more impactful headline that offers 'benefits, at the same time entails keywords that offer visibility.
- Lead Gen Page: Add a Lead Generation Page to Linkedin Page to generate organic leads
- Content: Post content (at least twice a week)- What's on, importance of 'well being', customer experiences, products & services offered, 'in the news'



#### For Website

- Blog Section: Being the pioneers in the industry, it is imperative to have a Blog Section.
- 'Why Us'- very crucial on the website.'
- Missing 'Optins' Losing a lot of data with traffic that is coming in without having an 'optin' pop up with an offer.
- 'In the news' section: To build trust & hold a strong perception in the mind of the end user.



## SEO Analysis

- Domain Ranking: 43
- Backlinks: 2918, Unique Referring Domains: 259
- Referring Domains Giving Best Traffic: Luxaterra & Bohochica
- Top keywords for: Dubai wellness Center (210 monthly searches, Wellness Center Dubai (210 monthly searches)
- Top searches for Vegan Restaurants: Vegan restaurants in Dubai (1900 monthly searches, best vegan restaurants dubai & vegan restaurants dubai (1000 monthly searches each)

