

# 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)

