



BASIC DETAILS:-

WEBSITE ORGANISATION: CALIFOODNIA

WEBSITE URL: <https://califoodnia.in/>





GENDER : ALL GENDERS

AGE: 13+ (ALL AGE PEOPLE CAN VISIT) LEVEL OF EDUCATION: DOES NOT APPLY

OTHER TOPICS OF USER’S INTEREST:



* CHEF PRACTICES
* CONTINENTAL FOOD
* YOUTUBE VLOGGING
* FOOD EXPERT
* FOOD COMPETITION PARTICIAPNT
* SOCIAL MEDIA INFLUENCER
* HOMEMAKERS

WAYS TO DISCOVER THE WEBSITE:

1. SOCIAL MEDIA (INSTAGRAM AND FACEBOOK)
2. CHEF COMPETITIONS COMPETIITIONS ARRANGED IN MUMBAI

SPECIFIC AREA OF USER:

MUMBAI, NAVI MUMBAI AND THANE TO BE SPECIFIC.

ALONG WITH THESE AREAS FROM TAMIL NADU, GUJARAT AND RAJASTHAN AS WELL.

THE AREA WILL DOMINATE THE KEYWORD SEARCH AS MAXIMUM OF THE POPULATION THAT COMES TO THE WEBSITE IS FROM MUMBAI AND THE SITE OPERATES FROM MUMBAI DUE TO WHICH MORE THAN 50% OF THE USER TRAFFIC WILL USE THE WORD MUMBAI IN THEIR SEARCH QUERY.



**WHAT ISSUES ARE THE USERS TRYING TO SOLVE:**

THERE ARE NO ISSUES BEING SOLVED HERE. THIS IS A WEBSITE WHERE MOST OF

THE PEOPLE COME TO ENJOY THE ART OF CULINARY AND FOOD PREPARATION.

THE SITE HAS A GALLERY AND A BLOG WHERE CALIIFOODNIA POSTS THE DIFFERENT LIFE HACKS USED IN THE KITCHENAND RESTAURANTS.

**OTHER INFORMATION THAT CAN BE SHARED:**

DUE TO THE LOCKDOWN, THE WEBSITE IS UNALE TO ARRANGE COMPETITIONS IN CULINARY SCHOOLS. CURRENTLY, THEY ARE FORCED TO ARRANGE THE COMPETITIONS ONLY ON ONLINE PLATFORM.





**FOOD BLOGGERS**

food blog**gers**

food blog**gers in mumbai**

food blog**gers india** food blog **websites** food blog **about us** food blog **articles** food blog **awards starting a** food blog

**creating a** food blog

food blog **content**

food blog **content ideas**

**FOOD COMPETITIONS:**



food competitions **near me** food competitions **ideas competitions food and drink cooking and** food competitions

**food blog competitions**

**food network baking competitions cooking competitions food network food and drink competitions**

**healthy food guide competitions healthy** food competitions **hottest** food competitions



**HEALTHY FOOD:**

healthy food **for kids** healthy food **quotes** healthy food **list** healthy food **recipes** healthy food **at home a** healthy food **chart**

healthy food **breakfast**





* 1. **Is** healthy food **important?**
  2. **can** healthy food **make you sick?**
  3. **when did health food begin?**
  4. **did you know** healthy food **facts?**
  5. **does** healthy food **cost more?**
  6. **does** healthy food **give you more energy?**





OPPONENTS WEBSITE:

<http://justagirlfromaamchimumbai.com/>

CATEGORY: FOOD BLOGGER (RANKED

BETTER THAN MY CLIENT’S WEBSITE)

* FOR A KEYWORD: “FOOD BLOGGERS IN MUMBAI” , MY CLIENT’S WEBSITE CURRENTLY RANKS BELOW THE OPPONENT’S WEBSITE.



* YES, THE OPPONENT’S HOMEPAGE TITLE IS OPTIMIZED ALONG WITH A BRAND LOGO. BUT THERE ARE NO “ | “ IN BETWEEN THE SUBJECTS IN TITLE.
* THE HEADINGS OF THE WEBSITE ARE POORLY OPTIMIZED AND THE HEADINGS ARE NOT APPROPRIATELY OPTIMIZED.
* THE CONTENT IS GOOD BUT CAN BE PRESENTED IN A BETTER WAY SO THAT MORE AND MORE PEOPLE FEEL LIKE READING THROUGH THE WEBSITE.
* YES, THERE ARE MANY GOOD BACKLINKS ALONG WITH INFOGRAPHICS AND VIDEO CAROUSEL WHICH ADDS TO THE USER EXPERIENCE OF THE WEBSITE.
* YES, THE SITE HAS VERIFIED DOMAIN AUTHORITY.