



NORALIGN
FUNCTIONAL REHABILITATION

SEO Kick-off Meeting

Nov 2020



Agenda:

01

Noralign website
current status

02

SEO & its benefits

03

Our SEO strategy
for Noralign

04

Keywords suggestion

05

Reporting

06

SMM Calendar
example



Stronger, Every Day. Functional Rehabilitation Centre

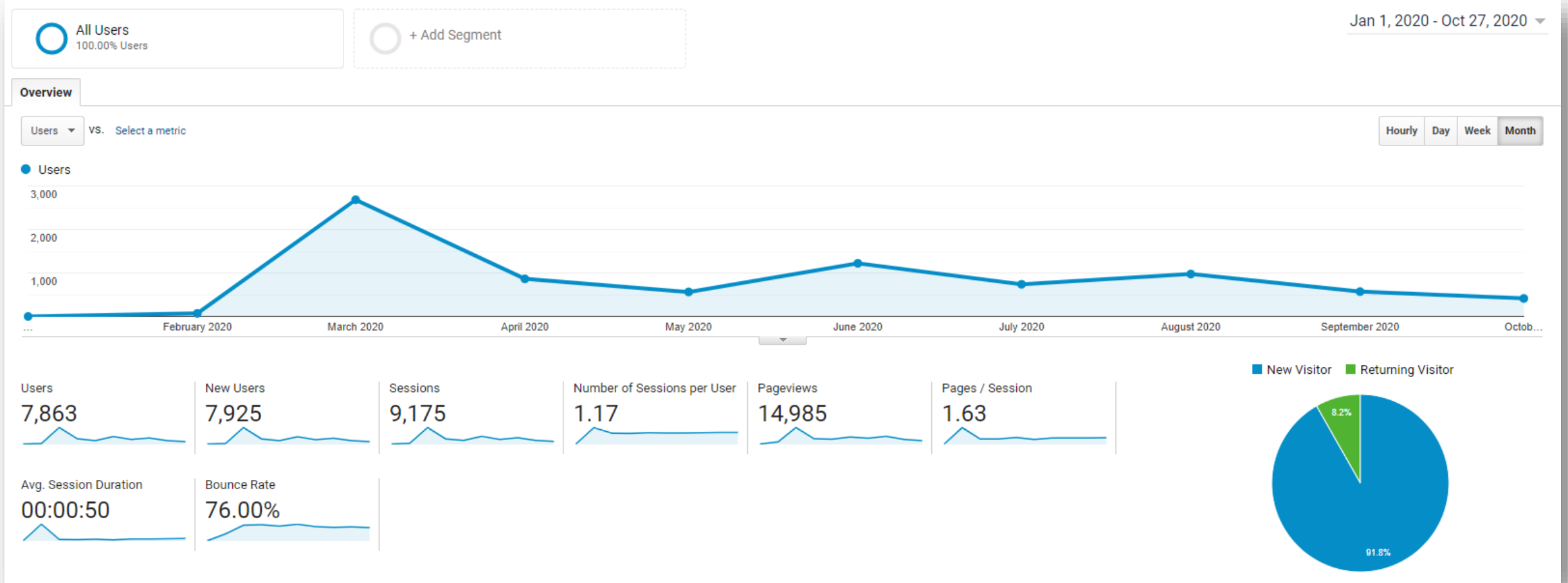
Whether you're struggling with a long term injury, impaired by a disability, are a professional athlete or simply want to feel healthier in your body, we'll ensure you gain back the strength, confidence and freedom of movement you deserve.

DISCOVER















Website Current Status

Google Analytics Insights

Current Status



Top countries where website visitors came from

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,863 % of Total: 100.00% (7,863)	7,929 % of Total: 100.05% (7,925)	9,175 % of Total: 100.00% (9,175)	76.00% Avg for View: 76.00% (0.00%)	1.63 Avg for View: 1.63 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)
1.  United Arab Emirates	7,001 (88.35%)	7,027 (88.62%)	8,077 (88.03%)	75.94%	1.60	00:00:40
2.  United States	374 (4.72%)	370 (4.67%)	379 (4.13%)	97.10%	1.08	00:00:06
3.  India	161 (2.03%)	158 (1.99%)	285 (3.11%)	54.04%	3.17	00:05:52
4.  Germany	45 (0.57%)	45 (0.57%)	52 (0.57%)	50.00%	2.62	00:01:37
5.  United Kingdom	40 (0.50%)	36 (0.45%)	40 (0.44%)	75.00%	1.28	00:00:07
6.  Philippines	30 (0.38%)	30 (0.38%)	40 (0.44%)	70.00%	2.32	00:03:57
7.  Pakistan	25 (0.32%)	25 (0.32%)	25 (0.27%)	88.00%	1.32	00:00:42
8.  France	24 (0.30%)	24 (0.30%)	24 (0.26%)	100.00%	1.00	00:00:00
9.  Russia	23 (0.29%)	22 (0.28%)	25 (0.27%)	92.00%	1.12	00:00:03
10.  Canada	19 (0.24%)	19 (0.24%)	19 (0.21%)	94.74%	1.05	00:00:34
11.  Netherlands	18 (0.23%)	18 (0.23%)	20 (0.22%)	70.00%	1.90	00:00:25
12.  Bangladesh	12 (0.15%)	12 (0.15%)	13 (0.14%)	84.62%	1.15	00:00:04
13. (not set)	11 (0.14%)	10 (0.13%)	11 (0.12%)	81.82%	1.27	00:00:58
14.  Italy	9 (0.11%)	7 (0.09%)	10 (0.11%)	70.00%	1.20	00:00:21
15.  Lebanon	9 (0.11%)	9 (0.11%)	13 (0.14%)	61.54%	2.08	00:03:30

UAE

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,001 % of Total: 89.04% (7,863)	7,027 % of Total: 88.67% (7,925)	8,077 % of Total: 88.03% (9,175)	75.94% Avg for View: 76.00% (-0.07%)	1.60 Avg for View: 1.63 (-1.92%)	00:00:40 Avg for View: 00:00:50 (-19.43%)
1. Dubai	5,071 (71.89%)	5,058 (71.98%)	5,913 (73.21%)	73.14%	1.66	00:00:45
2. Sharjah	1,155 (16.37%)	1,152 (16.39%)	1,253 (15.51%)	83.40%	1.39	00:00:25
3. Ajman	414 (5.87%)	408 (5.81%)	444 (5.50%)	85.14%	1.33	00:00:23
4. Abu Dhabi	201 (2.85%)	198 (2.82%)	237 (2.93%)	84.39%	1.30	00:00:32
5. (not set)	62 (0.88%)	62 (0.88%)	62 (0.77%)	82.26%	1.34	00:00:18
6. Ras Al-Khaimah	52 (0.74%)	52 (0.74%)	57 (0.71%)	77.19%	2.26	00:01:35
7. Al Ain	43 (0.61%)	43 (0.61%)	52 (0.64%)	76.92%	3.44	00:00:52
8. (not set)	32 (0.45%)	32 (0.46%)	35 (0.43%)	97.14%	1.06	00:00:01
9. Fujairah	15 (0.21%)	15 (0.21%)	15 (0.19%)	80.00%	1.33	00:00:05
10. (not set)	4 (0.06%)	3 (0.04%)	4 (0.05%)	25.00%	4.75	00:02:19

Germany

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	45 % of Total: 0.57% (7,863)	45 % of Total: 0.57% (7,925)	52 % of Total: 0.57% (9,175)	50.00% Avg for View: 76.00% (-34.21%)	2.62 Avg for View: 1.63 (60.13%)	00:01:37 Avg for View: 00:00:50 (93.89%)
1. Hesse	11 (23.91%)	10 (22.22%)	12 (23.08%)	50.00%	2.42	00:00:39
2. North Rhine-Westphalia	10 (21.74%)	9 (20.00%)	10 (19.23%)	40.00%	2.30	00:03:36
3. Berlin	9 (19.57%)	10 (22.22%)	12 (23.08%)	33.33%	2.75	00:01:53
4. (not set)	4 (8.70%)	4 (8.89%)	4 (7.69%)	100.00%	1.00	00:00:00
5. Baden-Wurttemberg	3 (6.52%)	3 (6.67%)	3 (5.77%)	100.00%	1.00	00:00:00
6. Bavaria	3 (6.52%)	3 (6.67%)	5 (9.62%)	20.00%	4.20	00:02:21
7. Saxony	3 (6.52%)	3 (6.67%)	3 (5.77%)	100.00%	1.00	00:00:00
8. Rhineland-Palatinate	2 (4.35%)	2 (4.44%)	2 (3.85%)	50.00%	2.00	00:00:17
9. Hamburg	1 (2.17%)	1 (2.22%)	1 (1.92%)	0.00%	16.00	00:05:00

Visitors Behavior

NEW vs RETURNING

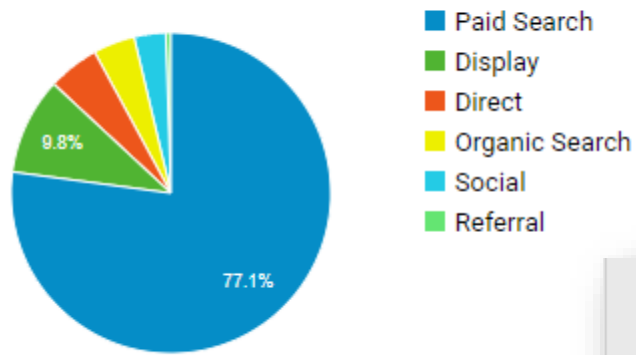
User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,863 % of Total: 100.00% (7,863)	7,929 % of Total: 100.05% (7,925)	9,175 % of Total: 100.00% (9,175)	76.00% Avg for View: 76.00% (0.00%)	1.63 Avg for View: 1.63 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)
1. New Visitor	7,863 (91.76%)	7,929 (100.00%)	7,929 (86.42%)	78.04%	1.53	00:00:34
2. Returning Visitor	706 (8.24%)	0 (0.00%)	1,246 (13.58%)	63.00%	2.32	00:02:28

THROUGH WHICH DEVICE TYPE

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,863 % of Total: 100.00% (7,863)	7,929 % of Total: 100.05% (7,925)	9,175 % of Total: 100.00% (9,175)	76.00% Avg for View: 76.00% (0.00%)	1.63 Avg for View: 1.63 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)
1. mobile	6,476 (81.70%)	6,477 (81.69%)	7,294 (79.50%)	79.38%	1.48	00:00:29
2. desktop	1,320 (16.65%)	1,321 (16.66%)	1,734 (18.90%)	61.42%	2.31	00:02:21
3. tablet	131 (1.65%)	131 (1.65%)	147 (1.60%)	80.27%	1.33	00:00:22

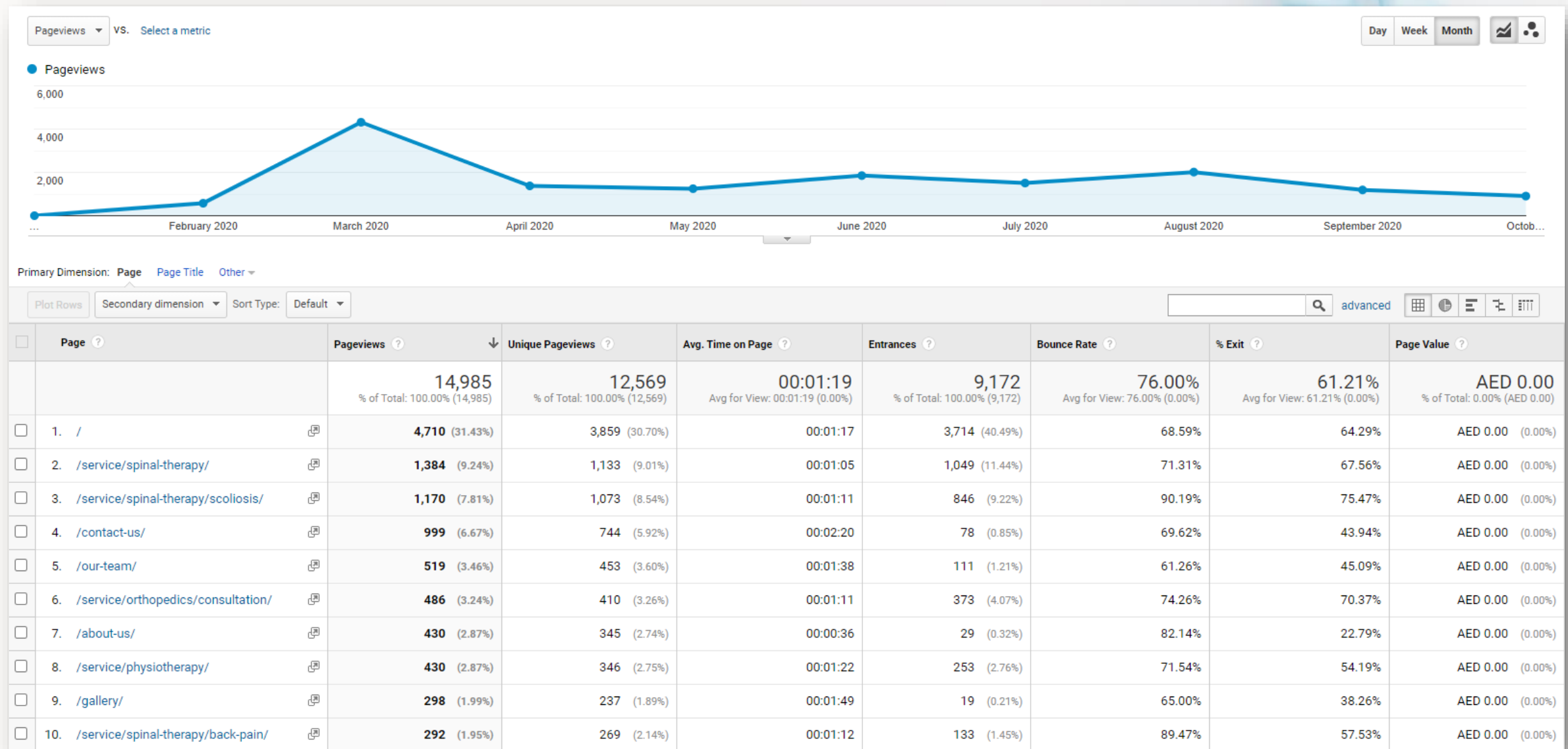
Acquisition Channels

Top Channels



Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,863 % of Total: 100.00% (7,863)	7,929 % of Total: 100.05% (7,925)	9,175 % of Total: 100.00% (9,175)	76.00% Avg for View: 76.00% (0.00%)	1.63 Avg for View: 1.63 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)
1. Paid Search	6,120 (77.11%)	6,162 (77.71%)	6,710 (73.13%)	80.75%	1.42	00:00:25
2. Display	777 (9.79%)	769 (9.70%)	872 (9.50%)	92.09%	1.14	00:00:12
3. Direct	411 (5.18%)	412 (5.20%)	659 (7.18%)	47.65%	2.56	00:02:41
4. Organic Search	334 (4.21%)	317 (4.00%)	558 (6.08%)	39.61%	3.33	00:03:56
5. Social	253 (3.19%)	231 (2.91%)	307 (3.35%)	58.63%	2.22	00:01:42
6. Referral	42 (0.53%)	38 (0.48%)	69 (0.75%)	53.62%	3.23	00:02:54

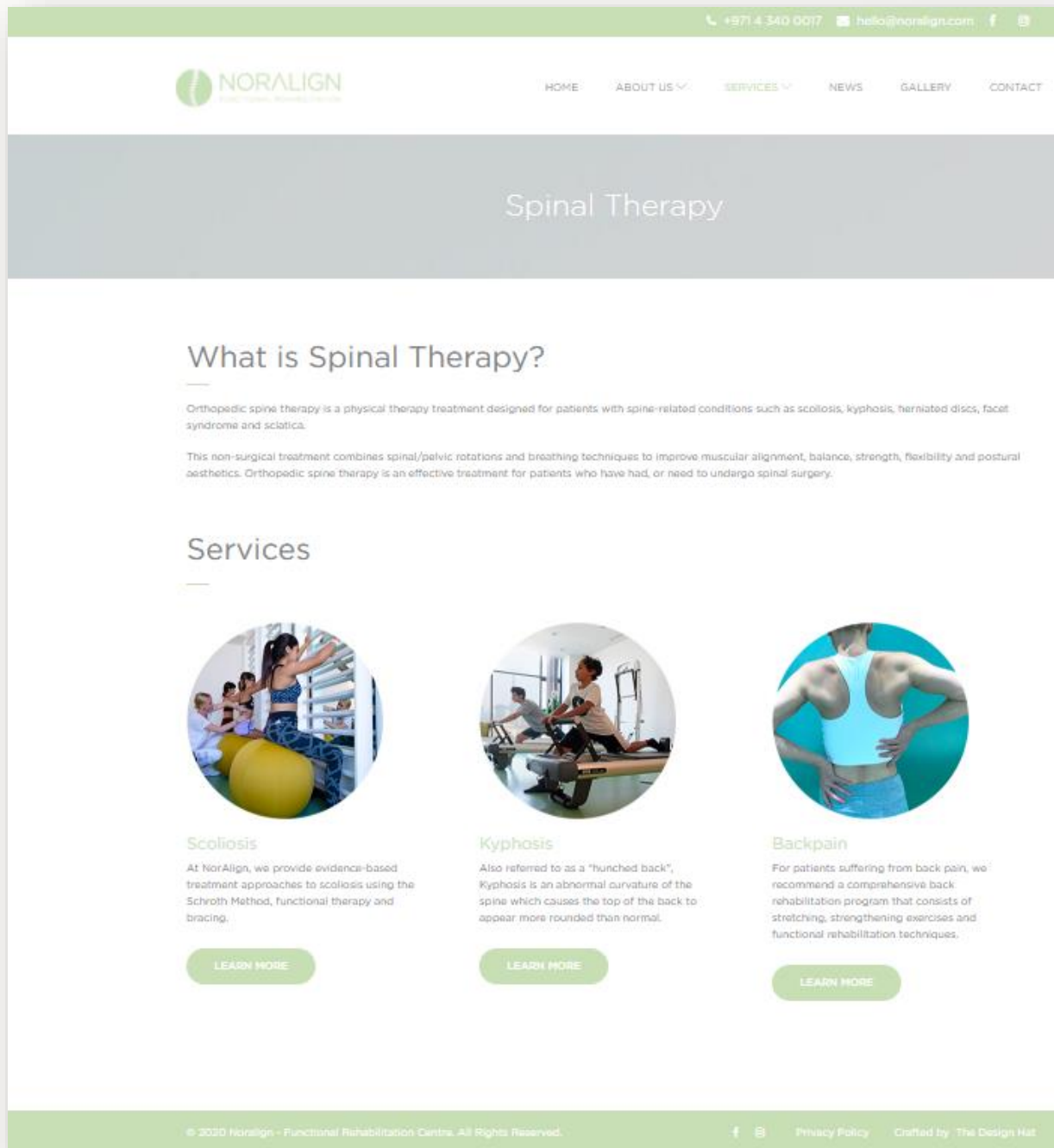
Pageviews





Website Improvement (Phase 1)

Spinal Therapy

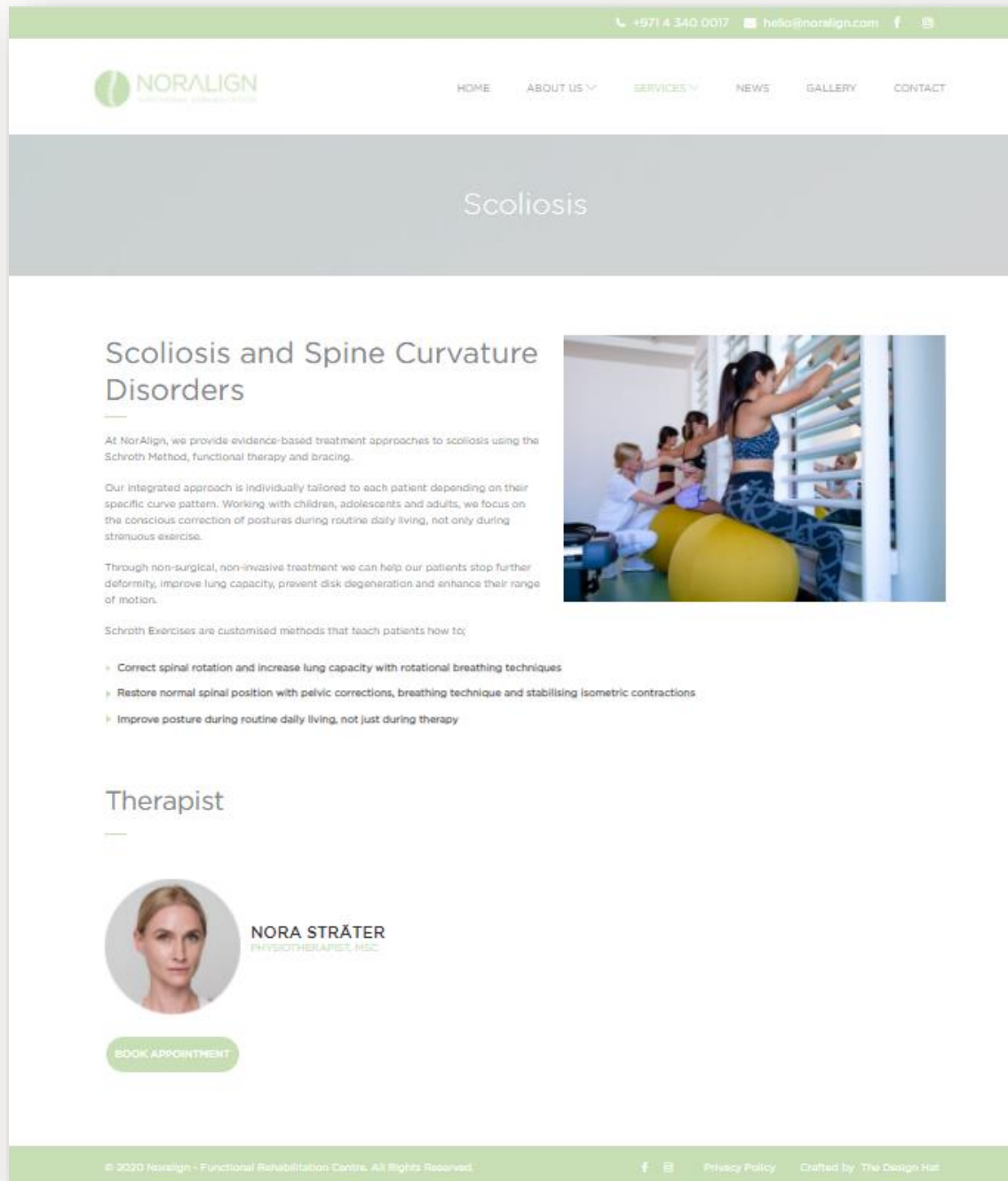


In the 1st phase we would like to focus on your core business – Spinal Therapy

We would like to keep all current pages from this subject; however we have to improve their content.

We would like to add more content to this page.

- Add pic's
- Bullet points
- Benefits
- What to expect



- Add call to action
- More content on bullet points
 - Symptoms
 - Type of Treatment
 - Show, explain equipment
 - Why choose Noralign?
- More info about YOU, Nora &
- Your approach
- Same for the 2 pages below

Kyphosis

Kyphosis

Also referred to as a "hunched back", Kyphosis is an abnormal curvature of the spine which causes the top of the back to appear more rounded than normal. At NorAlign, we use a combination of the Schroth Method and specific alignment exercises to correct the posture, build bone strength, improve mobility and increase flexibility to create a more favourable curve progression.



Therapist



NORA STRÄTER
PHYSIOTHERAPIST, MSc

BOOK APPOINTMENT

Backpain

Backpain

For patients suffering from back pain, we recommend a comprehensive back rehabilitation program that consists of stretching, strengthening exercises and functional rehabilitation techniques.

We work with patients one-on-one to bring back their mobility in a non-invasive way and develop their core strength to assist the stabilisation of the spine. Taking a holistic approach to therapy we also advise our clients continue their rehabilitation through regular clinical Pilates to prevent future pain or injury.



Therapist



NORA STRÄTER
PHYSIOTHERAPIST, MSc

BOOK APPOINTMENT



NEELTJE VERCRUYSEN
PHYSIOTHERAPIST, MSc

BOOK APPOINTMENT



Search Engine Optimization

Website Audit

Results for noralign.com

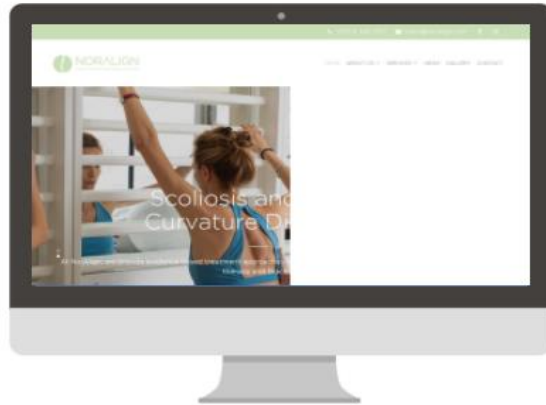


Your page could be better

Number of recommended improvements: 16

Report Generated: 11 October 9:32AM

[Refresh Results Now](#)



SEO



Usability



Performance



Social



Security



Recommendations

Toggle:

SEO

Social

Performance

Security

Mobile & UI

SEO

Include a meta description tag

High Priority

SEO

Implement a XML sitemaps file

Medium Priority

Performance

Improve server response time

Medium Priority

SEO

Add ALT attributes to all images

Low Priority

Social

Create and link your Twitter profile

Low Priority

SEO

Use your main keywords across the important HTML tags

Low Priority

SEO

Increase Page text content

Low Priority

SEO

Add Schema Markup

Low Priority

Social

Please add Facebook Open Graph Tags

Low Priority

Social

Add Twitter Cards

Low Priority

Social

Create and link an associated YouTube channel

Low Priority

Social

Create and link an associated LinkedIn profile

Low Priority

Performance

Remove inline styles

Low Priority

Security

Remove clear text Email Addresses

Low Priority

Mobile & UI

Review and Increase Font Sizes across devices

Low Priority

Mobile & UI

Improve the size of tap targets

Low Priority

Export CSV

Sort this page

Locale

Ad · www.kingscollegehospitaldubai.com/scoliosis · 04 247 7777

Dr Mark Sinclair - Scoliosis Treatment for Kids

World Leading Expertise | Best Hospital in **Dubai**. **Scoliosis Treatment** for Children at King's. Pediatric Physiotherapy. Low Dose Radiation X-rays. World-class **Doctors**. Insurance coverage: Nextcare, Neuron, Oman, Daman, Axa, Mednet.

Appointments · Dr Marc Sinclair

Ad · www.spineandscoliosis.com/spinesurgeon · +1 888-763-0326

Top Scoliosis Surgeon | Treatments For Adults/Children

Nationally Awarded Spinal **Surgeon**. Online Case Review. Contact Us Now! View News. Subscribe To E-Mails. View Locations. Highlights: Returning Patient Inquiries Available, Appointment Scheduling Option Available. New Patient Hotline Number Available.

Top Scoliosis Surgeon · Meet Our Team · Spinal Case Review · Top Spinal Surgeon

Ad · www.novomed.com/spine-surgery/dubai · 04 247 3100

Spine Doctor · Dr. Kris Lewonowski · novomed.com

20 Years of Experience - Experts in Back Pain, Knee, Hip & Joints Replacement. Trusted & Reliable Orthopedic For Severe Back Pain. Major Insurance Accepted - Call Now. Clinics in **Dubai** & Al Ain. Major Insurances Accepted. Free Valet Parking. Qualified Team.

📍 Suite 3004, 30th Floor | Marina Plaza | Dubai - Dubai - Hours & services may vary

Map

Map data ©2020

Rating · Hours · Your past visits

Dr. Rami Hamed Center

4.4 ⭐⭐⭐⭐ (206) · Hospital

Dubai

Open · Closes 11:45PM · 04 279 8200

Their website mentions scoliosis doctor

WEBSITE · DIRECTIONS

California Chiropractic & Sports Medicine Center

4.5 ⭐⭐⭐⭐⭐ (30) · Medical clinic

Dubai · In German Health Consult

Open · Closes 6PM · 04 429 8292

WEBSITE · DIRECTIONS

Korehab Clinic FZ LLC - Rehabilitation Center & Physiotherap...

4.9 ⭐⭐⭐⭐⭐ (45) · Physical therapy clinic

Building 64 - Ground Floor, F Block

Open · Closes 6PM · 04 243 3145

WEBSITE · DIRECTIONS

People also ask

Who is the best doctor for scoliosis?

What kind of doctor treats scoliosis?

How much does scoliosis treatment cost?

Is scoliosis classed as a disability?

Feedback

www.korehab.com · service · scoliosis-treatment-clinic ·

5. Scoliosis Treatment Clinic in Dubai - Korehab Clinic

Korehab Clinic provides scoliosis and body alignment correction treatment service to patients who suffers from unspecific pain on the body from mal-alignment of the body. Our team provide a comprehensive treatment plan from full-assessment of your body joint by joint to home self-care program.

Ad · www.kingscollegehospitaldubai.com/scoliosis · 04 247 7777

Dr Mark Sinclair - Scoliosis Treatment for Kids

World Leading Expertise | Best Hospital in **Dubai**. **Scoliosis Treatment** for Children at King's. Pediatric Physiotherapy. Low Dose Radiation X-rays. World-class **Doctors**. Insurance coverage: Nextcare, Neuron, Oman, Daman, Axa, Mednet.

Appointments · Dr Marc Sinclair

Ad · www.spineandscoliosis.com/spinesurgeon · +1 888-763-0326

Top Scoliosis Surgeon | Treatments For Adults/Children

Nationally Awarded Spinal **Surgeon**. Online Case Review. Contact Us Now! View News. Subscribe To E-Mails. View Locations. Highlights: Returning Patient Inquiries Available, Appointment Scheduling Option Available. New Patient Hotline Number Available.

Top Scoliosis Surgeon · Meet Our Team · Spinal Case Review · Top Spinal Surgeon

Ad · www.novomed.com/spine-surgery/dubai · 04 247 3100

Spine Doctor · Dr. Kris Lewonowski · novomed.com

20 Years of Experience - Experts in Back Pain, Knee, Hip & Joints Replacement. Trusted & Reliable Orthopedic For Severe Back Pain. Major Insurance Accepted - Call Now. Clinics in **Dubai** & Al Ain. Major Insurances Accepted. Free Valet Parking. Qualified Team.

📍 Suite 3004, 30th Floor | Marina Plaza | Dubai - Dubai - Hours & services may vary

Ad · www.azhd.ae/ ·

Dr. Zaid Al Aubaidi | Al Zahra Hospital Dubai

Scoliosis Treatments, Pediatric Fractures, Pediatric Bone & Joint Infections & more. Best **Doctors**. Pediatric Orthopedics. **Scoliosis**. Pediatric Spine Surgery. Highlights: Brochures Available, Appointment Available, Newsletter Available.

Our Team · View Packages · Specialties Offered · Insurance Partners · Refer A Patient

Ad · www.burjeelspecialty.com/ · 04 407 0128

Spine Clinic - Spinal Deformity Solution

Get rid of back pain and other spine related issues at Burjeel **Dubai**. Book an appointment. Meet Highly experienced Spine **Specialists** at Burjeel Hospital **Dubai**. Degenerative Spine. Back Pain. Spine Unit. **Scoliosis**. Spine Deformity. Disc Disease.

Spine Clinic · Book an appointment

📍 Sheikh Zayed Rd, Al Quoz - إماره دبي - Hours & services may vary

Ad · www.drhc.ae/ · 04 279 8200

Dubai Scoliosis experts · scoliosis treatment made easy

Full clinical and radiological **scoliosis** assessment with the experts. professional team. 25 Years Of Experience. Services: **Scoliosis Treatment**, Idiopathic **Scoliosis**, **Treatment of Scoliosis**.

Contact Us Here · Dr Rami Hamed · Insurance Coverage

📍 Building No. 52, Dubai Health Care City - Dubai - Hours & services may vary

Related searches

🔍 scoliosis treatment in abu dhabi

🔍 scoliosis treatment exercises

🔍 scoliosis treatment without surgery

🔍 scoliosis meaning

🔍 chiroprathy in dubai

🔍 chiropractic dubai

kingscollegehospitaldubai.com · paediatric-orthopaedics ·

6. Scoliosis Treatment for Children - King's College Hospital Dubai

Scoliosis Treatment for Children in Dubai | Scoliosis Surgery for Children | Dr Marc Sinclair - Best Pediatric Orthopedic Surgeon in Dubai.

www.exeterboneandjoint.com · scoliosis-clinic-dubai-a-... ·

7. Scoliosis Clinic Dubai | Scoliosis Treatment Abu Dhabi | Al Ain ...

Scoliosis treatment is offered at Exeter Bone & Joint in Dubai, Abu Dhabi and Al Ain, UAE, KSA, Egypt & Africa East. Navigate to learn more about scoliosis.

www.chiropracticdubai.com · problems-we-treat · scoli... ·

8. Scoliosis | Chiropractic Dubai

In our clinic we may also suggest a course of GPR (Global Postural Re-education) which, combined with regular chiropractic check ups, is an excellent way to ...

www.drhc.ae · spine-hospital-dubai · scoliosis ·

9. Scoliosis | Spine Hospital Dubai - Dr Rami Hamed Center

Dubai Orthopedic Clinic - Are you looking for spine hospital dubai ? Dr Rami Hamed Center is the leading neuro spinal hospital dubai with expert spinal surgeon ...

www.drhc.ae · spine-hospital-dubai · scoliosis-treatment ·

10. Scoliosis Treatment | Spine Hospital Dubai

Dubai Orthopedic Clinic - Are you looking for spine hospital dubai ? Dr Rami Hamed Center is the leading neuro spinal hospital dubai with expert spinal surgeon ...

www.californiachiropracticcenter.com · scoliosis-treatm... ·

11. Scoliosis Treatment – California Chiropractic Dubai

Scoliosis is a condition in which the spine bends to the side abnormally: ... and describes, while a sign is something other people, such as the doctor notice.

www.medicare.ae · services · view · spine-surgery ·

12. Spine Hospital Dubai & Sharjah | Best Spine Doctors UAE

Medicare's spine health unit specialists are highly qualified and have extensive experience helping patients of all ages with spinal and spinal pain disorders ...

burjeelspecialty.com · pediatric-orthopedic ·

13. Pediatric Orthopedic | Best Orthopedic Hospital in Dubai ...

Best Orthopedic Hospital in Dubai | Orthopedic Doctor, Surgeon Specialist. arabic. E-appointment / Online. 24HRS HELPLINE 800 55. Burjeel Fast Track Clinic ...

www.bluetreedclinics.com · scoliosis ·

14. Scoliosis | Treatments for Scoliosis in Dubai | Blue Tree ...

Whatever the cause, those suffering from scoliosis in Dubai typically report ... Our chiropractic specialists possess a wealth of knowledge and experience and ...

al ... Joint Infections & more. Best ... Surgery. Highlights: Brochures

Partners · Refer A Patient

Dubai Book an appointment.

ital **Dubai**. Degenerative Spine.

ase.

y vary

ent made easy

experts. professional team. 25

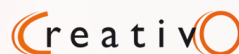
pathic **Scoliosis**. **Treatment of**

services may vary

scoliosis meaning

chiroprathy in dubai

chiropractic dubai



2020 Google Updates

Anyway, I see the sensor tools are spiking somewhat again. SERPS are moving for us a bit, but not that much more than expected.

Seeing some shifts this morning, particularly on mobile.

I'm seeing odd and unrelated results for some queries

Same here. More unrelated and strange than usual, too. Also seeing complaints about Search Console being down.

Big drop in traffic here first after may update lost 70% of traffic didn't manage to recover, now lost again 50-60% of traffic so last 2 days website with 400+ articles in which I invested a lot of money and time is now good for nothing.

Lost 50% of my traffic in the May 5 update (went from average ranking of 2.4 to 5.7 overnight. Down 70% as of last week (average rank if 8.1). In the last 48 hours I've lost additional ranks. Only common denominator I see in my industry (e-commerce, gaming) is every US site getting tanked while foreign (mainly Chinese) sites are getting a huge boost.

7th – New Year Starts with Ranking Fluctuations

14th – Google Core Update in January 2020

23rd – Results Included in a Featured Snippet Removed from First Page

1st – No Follow Being Used as Hint

24th – Signs of a Google update in March

30th – Unusual Fluctuations in Ranking

2nd – Signs of Google update in June 2020

23rd – Signs of a Rollback of May Core Update

10th – Rolling out an enormous Google Search ranking algorithm update

12th – Google Indexing Bug

Jan

Feb

Mar

May

Jun

Jul

Aug

Sep

Oct

4th – Signs of Google Update in Early February

8th – Massive Google Update Several Days Long

5th – Google Core Update May 2020

24th – Potential Google update near the end of July

23rd – Google Search Algorithm Ranking Update

Our SEO strategy for Noralign

Keyword / Competition Research



- Start with 20 keywords
- Mix of branded, geo targeted, product related

Local SEO targeting google.ae results



- Business Directory Listing
- Google Business Listing

Continuous Keyword Research



- We will add 8-10 more keywords once these initial keywords are ranked,
- and so on...



On-page SEO

- Meta data installation
- Internal linking
- Mobile experience improvements
- Website technical performance enhancements
- Page Speed improvement
- Minify Web files
- and more.....



Off-page SEO

- Web 2.0 account set up
- Link Building
- Article Submission
- Social Bookmarking
- PDF File Sharing
- Link Posting
- and more

Suggested Keywords

Based on the suggestions given.

No	Keyword	Avg. monthly searches	Competition
1	scoliosis treatment Dubai	30	high
2	scoliosis treatment for adults	10	high
3	mild scoliosis of the thoracic spine	10	high
4	brace for scoliosis	140	high
5	scoliosis correction	10	high
6	back pain scoliosis treatment	10	medium
7	scoliosis treatment for kids	10	medium
8	kyphosis treatment Dubai	20	medium
9	anterior scoliosis correction	10	low
10	quality bracing for scoliosis	50	low

No	Keyword	Avg. monthly searches	Competition
11	scoliosis physiotherapy	30	low
12	adolescent idiopathic scoliosis	20	low
13	thoracic scoliosis	30	low
14	kyphosis scoliosis	10	low
15	schroth therapy	10	low
16	schroth physical therapy	10	low
17	clinical pilates physiotherapy	10	low
18	pilates in rehabilitation	10	low
19	pilates for children	10	medium
20	functional rehabilitation	10	low

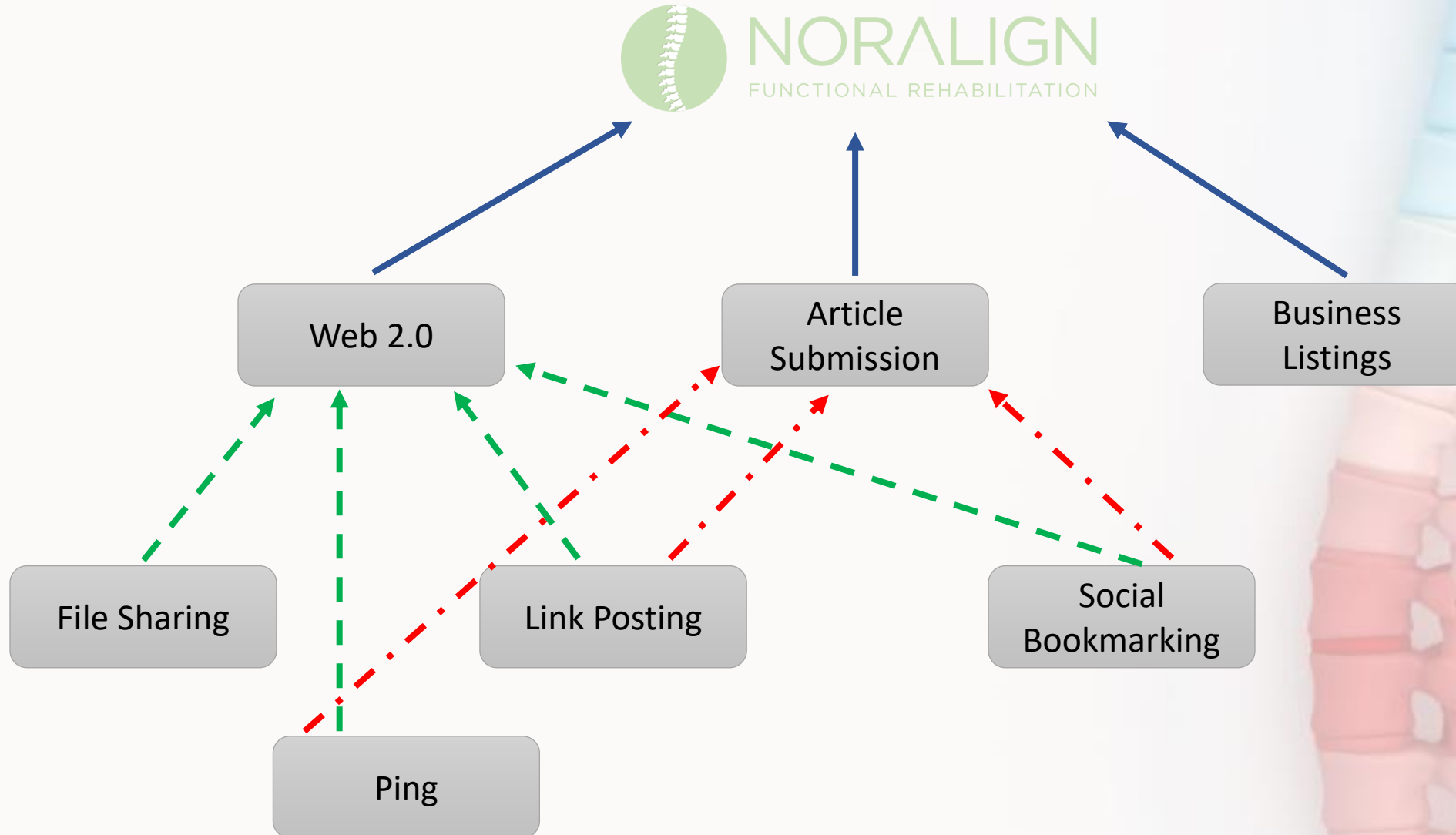
* Currently, Noralign.com is Not in Top 100 with these keywords.

...more keywords

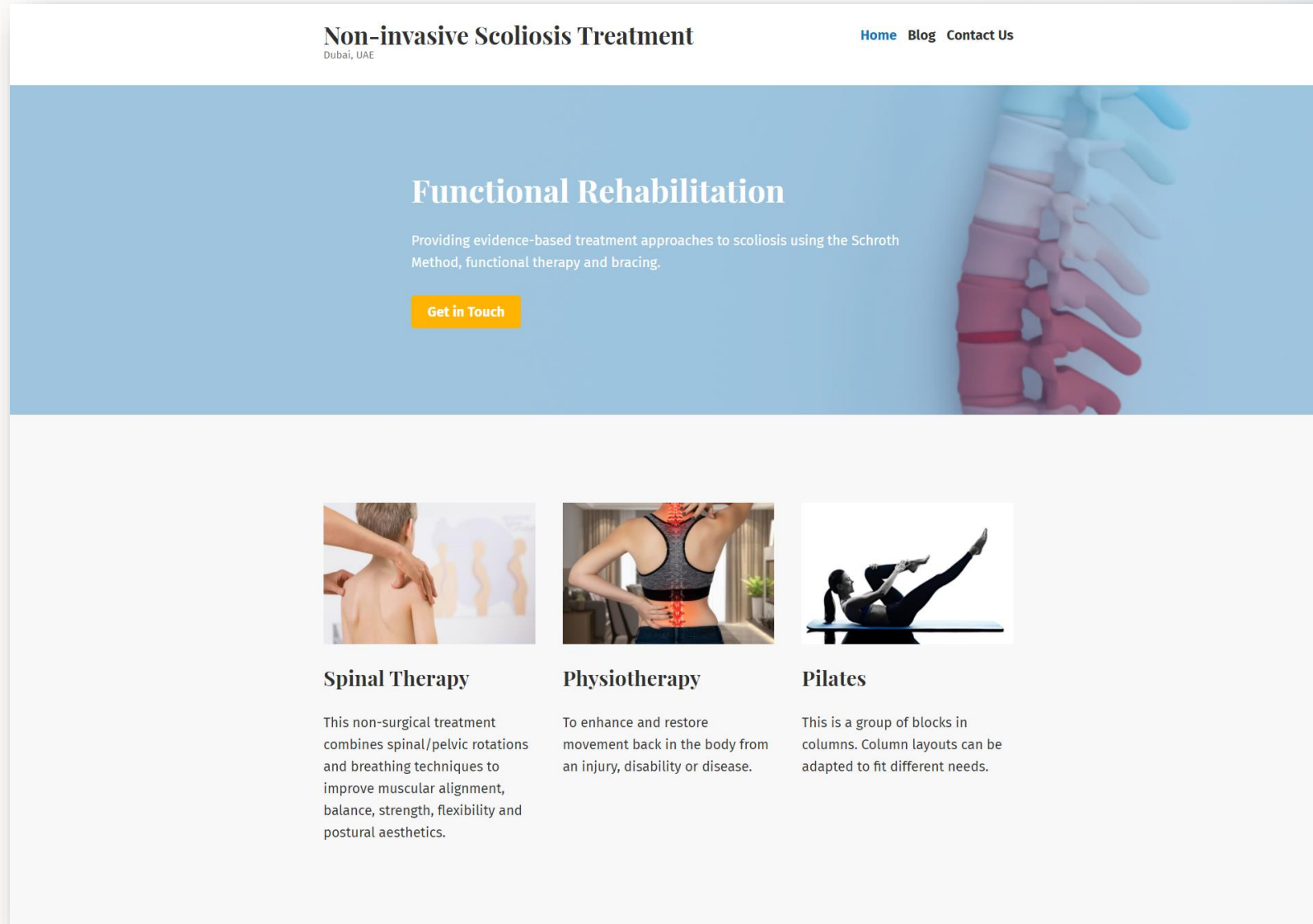
No	Keyword	Avg. monthly searches	Competition
1	non-surgical back pain treatment	40	high
2	herniated disc treatment Dubai	50	high
3	manual therapy	70	high
4	orthopedics Dubai	180	high
5	non-surgical spinal pain treatment	80	high
6	physiotherapy for shoulder pain	90	high
7	postural correction	1300	high
8	physiotherapy centre Dubai	170	high
9	neck posture corrector	40	high
10	correct body posture	50	high
11	manual lymphatic drainage	50	high
12	physiotherapy for backpain	320	high
13	physiotherapy for lower back pain	70	high
14	dubai physiotherapy centre	170	high
15	pediatric physiotherapy dubai	20	medium
16	physical therapist Jumeirah	110	medium
17	physiotherapy clinic Jumeirah	30	medium
18	spinal pain therapy	30	medium
19	physiotherapy for headache	10	medium
20	physiotherapy for hip pain	10	medium

No	Keyword	Avg. monthly searches	Competition
21	physiotherapy for knee pain	50	medium
22	physiotherapy for neck pain	70	medium
23	physiotherapy for sports injuries	10	medium
24	myofascial release	260	medium
25	paediatric physiotherapy	70	medium
26	pain management	170	medium
27	improve shoulder posture	10	medium
28	physiotherapy management of scoliosis	10	medium
29	post surgical physiotherapy	20	medium
30	post surgical rehabilitation	20	medium
31	physiotherapy for post plastic surgery	20	medium
32	chiropractic scoliosis treatment	20	low
33	musculoskeletal physiotherapy	10	low
34	neuromuscular re education	10	low
35	physiotherapy for children	10	low
36	physiotherapy for varicose veins	10	low
37	posture alignment therapy	10	low
38	physiotherapy for disc problems	10	low
39	physiotherapy for tension headache	10	low

Our SEO strategy off page



Sample Web 2.0 off page



Non-invasive Scoliosis Treatment
Dubai, UAE

[Home](#) [Blog](#) [Contact Us](#)

Functional Rehabilitation

Providing evidence-based treatment approaches to scoliosis using the Schroth Method, functional therapy and bracing.

[Get in Touch](#)



Spinal Therapy

This non-surgical treatment combines spinal/pelvic rotations and breathing techniques to improve muscular alignment, balance, strength, flexibility and postural aesthetics.



Physiotherapy

To enhance and restore movement back in the body from an injury, disability or disease.



Pilates

This is a group of blocks in columns. Column layouts can be adapted to fit different needs.

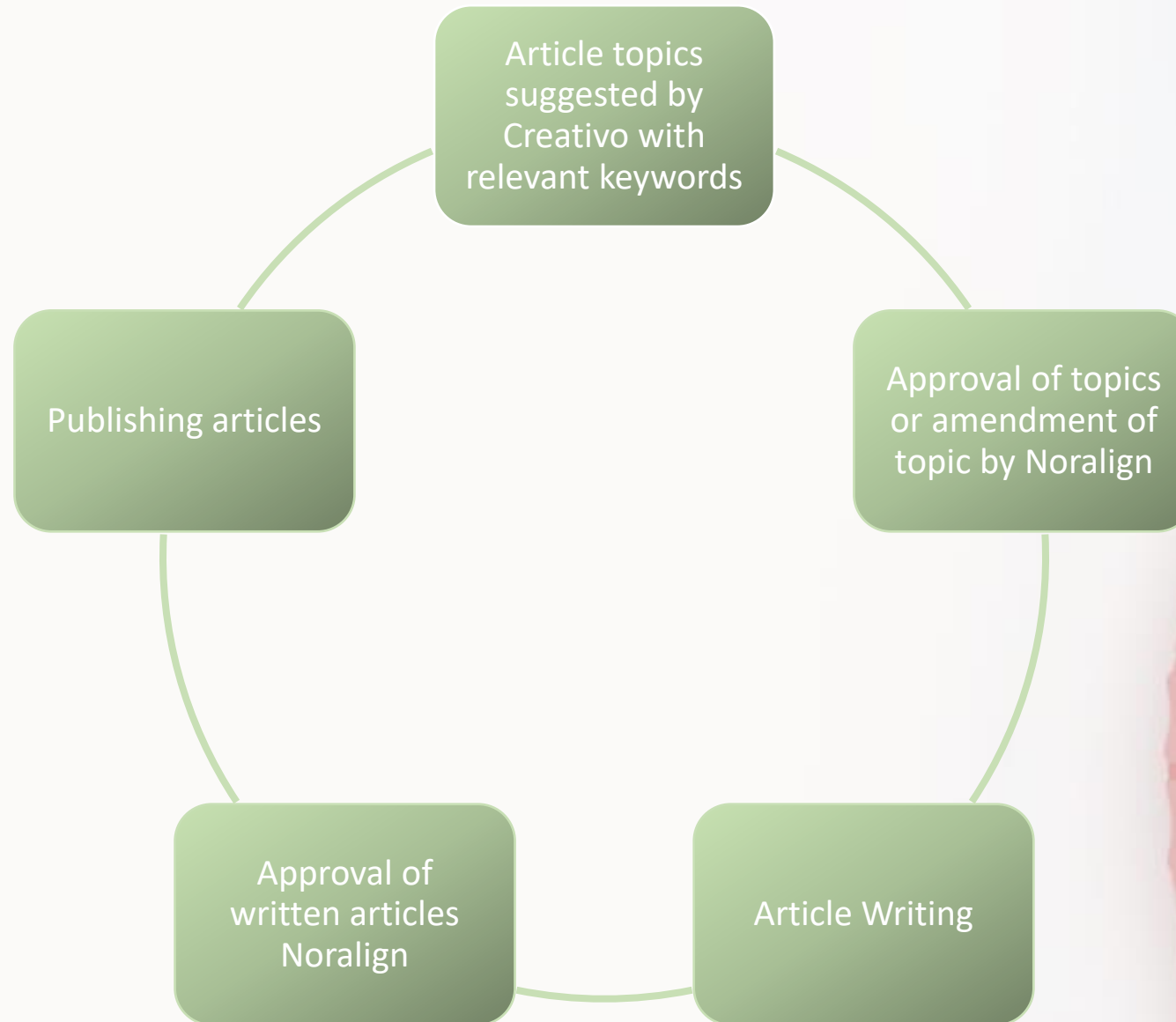
SEO Articles

We will produce 3 articles per month, which will be sanctioned from your side.

Why?

- Serve as content to the major off page SEO strategies.
 - Web 2.0
 - Article submission
 - File sharing websites
- Serve as content in creating quality backlinks on a regular basis.
- To additionally dominate the SERP (search engine results page).
- The articles are not meant to be expert opinion-driven, but the main function is to support SEO.

Article Process Flow



Proposed Topics (November)



Topic 1: Alternative Treatment for Scoliosis

Keywords: scoliosis treatment Dubai, functional rehabilitation, quality bracing for scoliosis, mild scoliosis of the thoracic spine

Topic 2: What Are Spinal Curvature Disorders and its causes?

Keywords: scoliosis treatment Dubai, functional rehabilitation, scoliosis correction, scoliosis physiotherapy

Topic 3: Will scoliosis prevent a child from playing sports?

Keywords: adolescent idiopathic scoliosis, functional rehabilitation, Pilates for children, scoliosis physiotherapy

Timeline



- Keyword ranking will vary based on:
 - Competition
 - Google algorithm updates
- Keyword ranking report is based on the average position within the month.
- Improvements to the amount/quality of inquiries, in your industry, will be within, conservatively 4/6 to 6/8 months.

Reporting



- First SEO meeting will be in early November to report what has been done during the first month.
- We will have bi-monthly meetings afterwards.
- Meeting content:
 - Website qualitative & quantitative metrics
 - Website performance
 - Keywords ranking
 - Back linking Progress
 - Possible website improvements
 - Inquiries
 - Etc.
- All presentations and minutes of the meetings are shared in our backend <https://fides.creativouae.com/>



Social Media

Sample Social Media Calendar



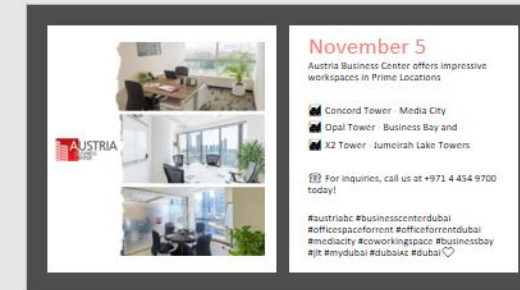
1



2



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4



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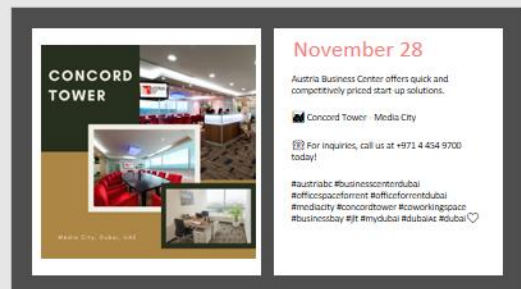
6



7



8



9



10

DANKE!

THANK YOU!

MERCI!

GRAZIE!

GRACIAS!

DANK JE WEL!



SEO Benefits



SEO will:

1. help you build your brand image
2. assist increasing brand awareness
3. assist in getting all your keywords ranked on pages 1 & 2
4. helps reaching the largest addressable, qualified audience with strong commercial intent

Ongoing SEO earns:

1. more quality traffic
2. generate quality leads and
3. quality inquiries

SEO will guarantee that:

1. you can not only compete against your competitors but
2. be always ahead of them!