

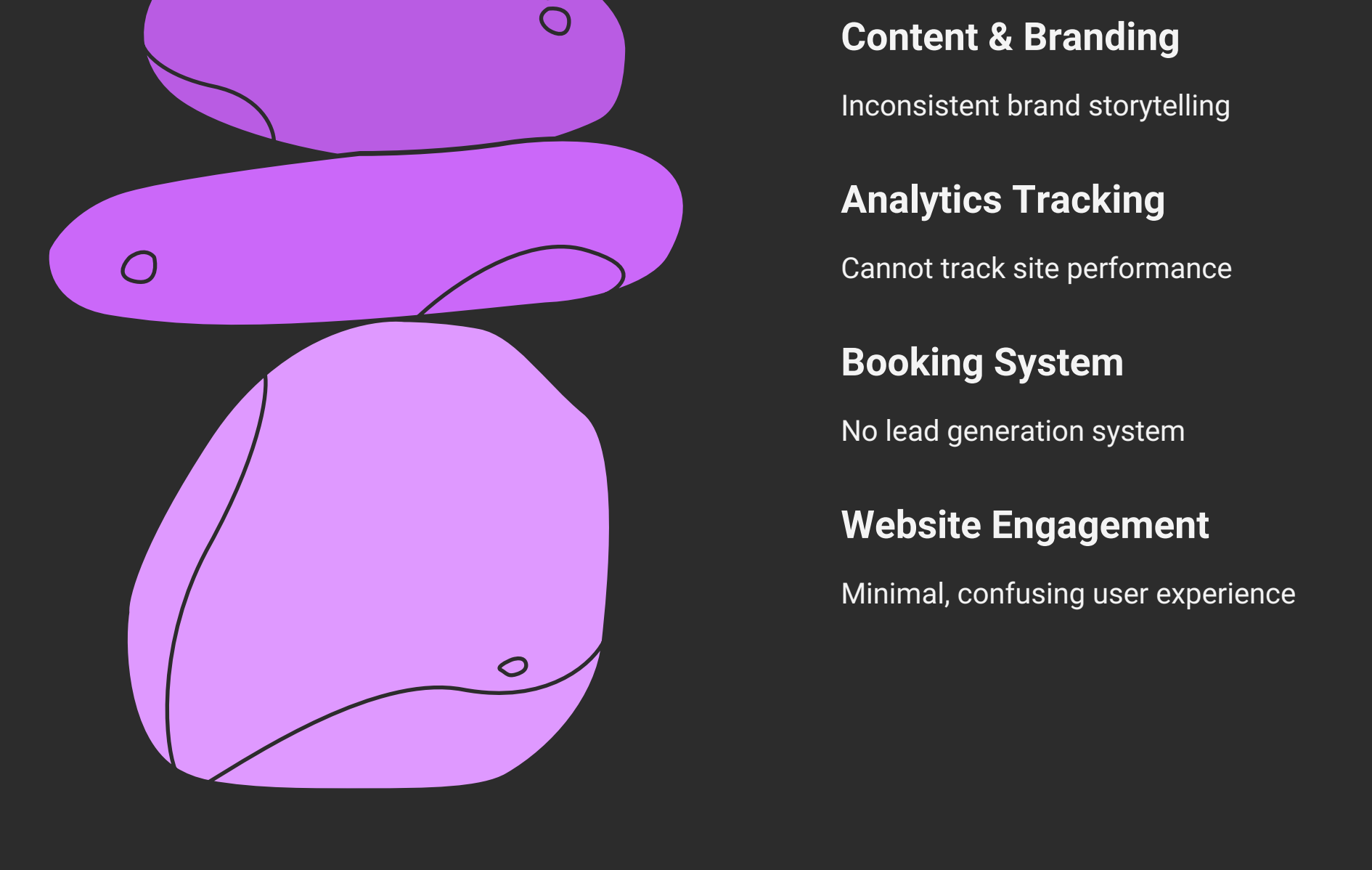
🏄 surfingYogis — Website & Content Revamp Proposal

I've taken a look at surfingYogis's current website and Instagram page, and honestly — there's so much potential that's not being showcased yet. You already have a great concept and offering, but the digital presence doesn't reflect the same energy or value.

🔍 Current Problems

- Website lacks engagement:** It's too minimal and doesn't hold user attention for long. Navigation feels confusing — users can't easily move from one section to another.
- No booking or lead generation system:** There's no clear way for interested people to contact you, book a class, or even leave their details for follow-ups. This means you're losing a lot of potential leads every single day.
- No analytics or conversion tracking:** You can't currently track which parts of the site attract attention and which ones lose visitors.
- Content & Branding gaps:** The Instagram profile has only a few posts and reels, low engagement, and doesn't highlight your expertise or brand personality. There's no consistent storytelling about what makes Surfing Yogas unique.

surfingYogis' Digital Presence Challenges



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💡 Our Solution

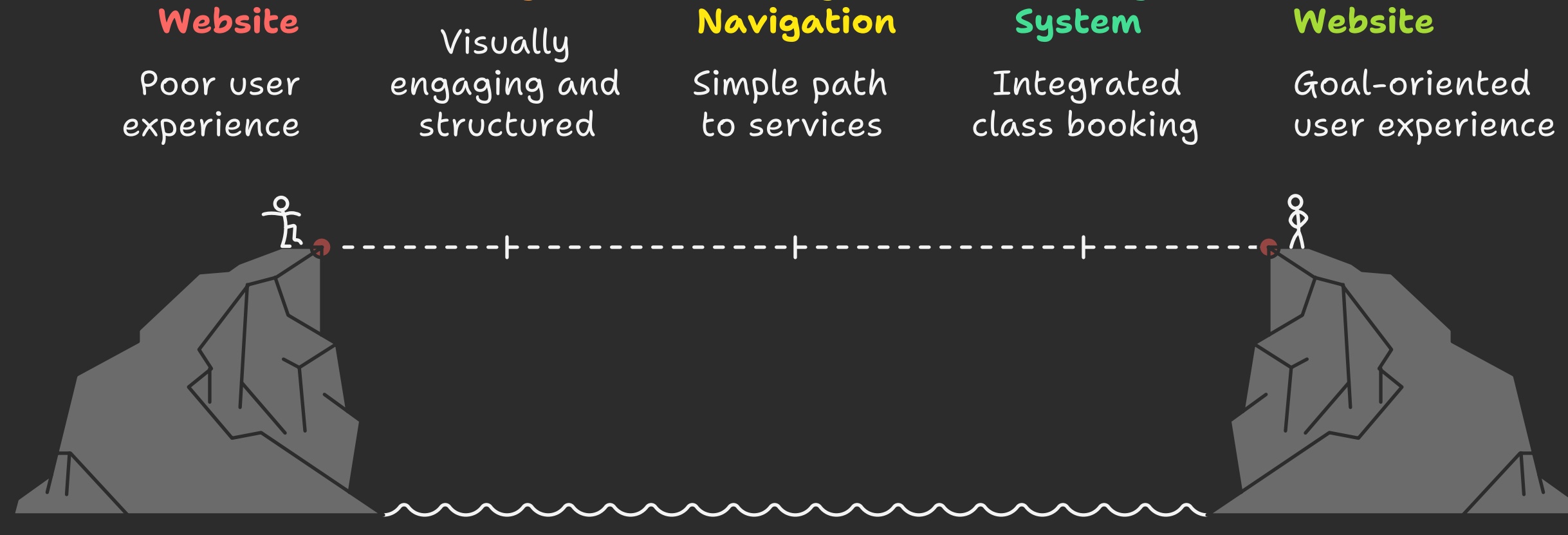
1. Website Development (Modern, Conversion-Focused Design)

We'll redesign your website to make it visually engaging, structured, and goal-oriented.

Key Features:

- Clean and modern design that keeps visitors hooked
- Easy navigation (Home → Services → Book/Contact)
- Integrated **Booking & Consultation System** — so leads can book classes or drop their details instantly
- Lead Capture Forms** to gather name, email, phone, and interest type
- Conversion & Analytics Integration** — to track what works best and where users drop off
- Optional: **AI Chat Assistant** that interacts with visitors and increases conversion rates

Website Transformation



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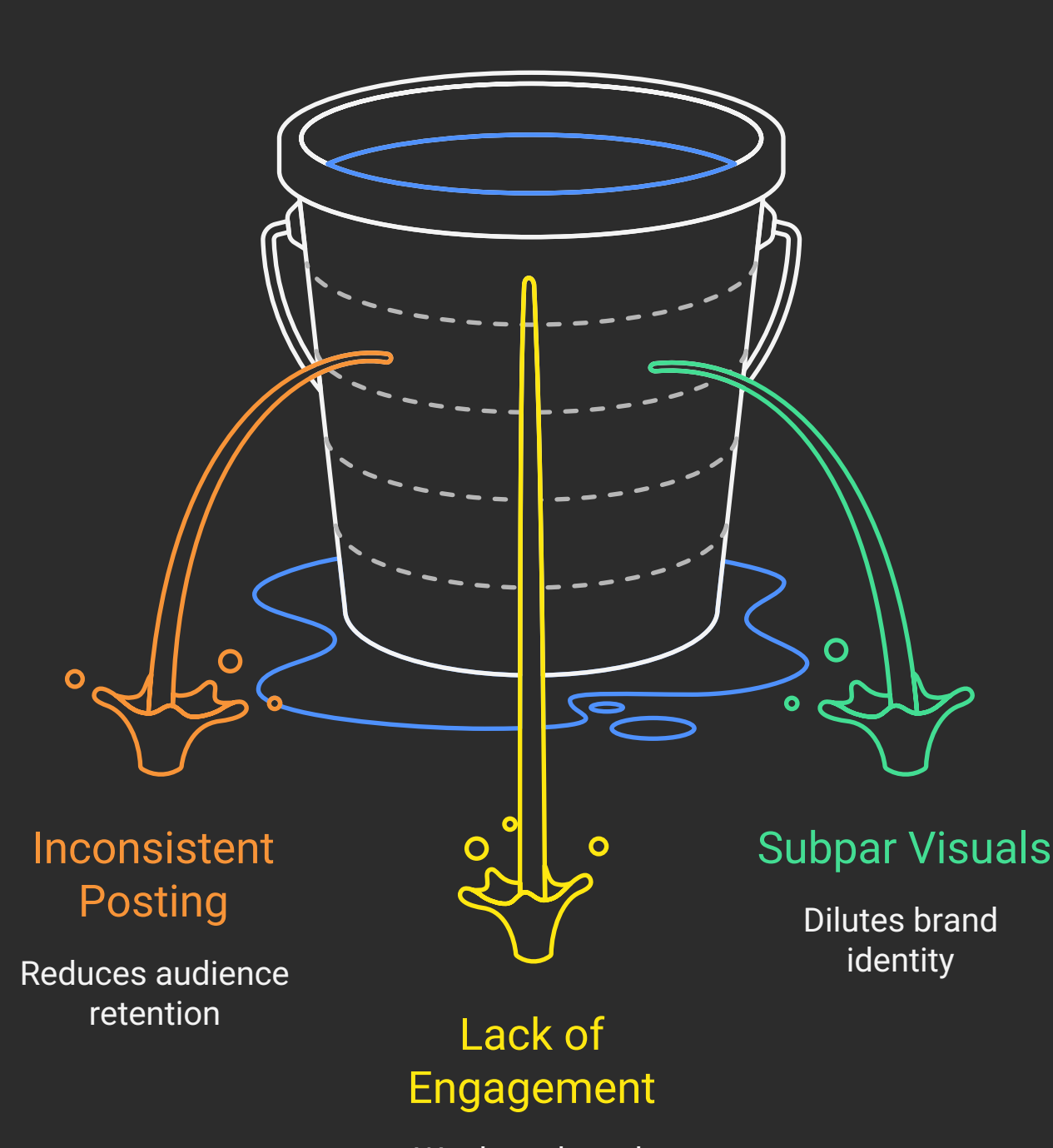
2. Content Creation & Social Media Management

We'll revamp your Instagram and content strategy to build authority, engagement, and organic reach.

Problems right now:

- Irregular posting schedule
- No strategic storytelling or audience targeting
- Low-quality visuals not matching the brand energy

Social Media Strategy Challenges

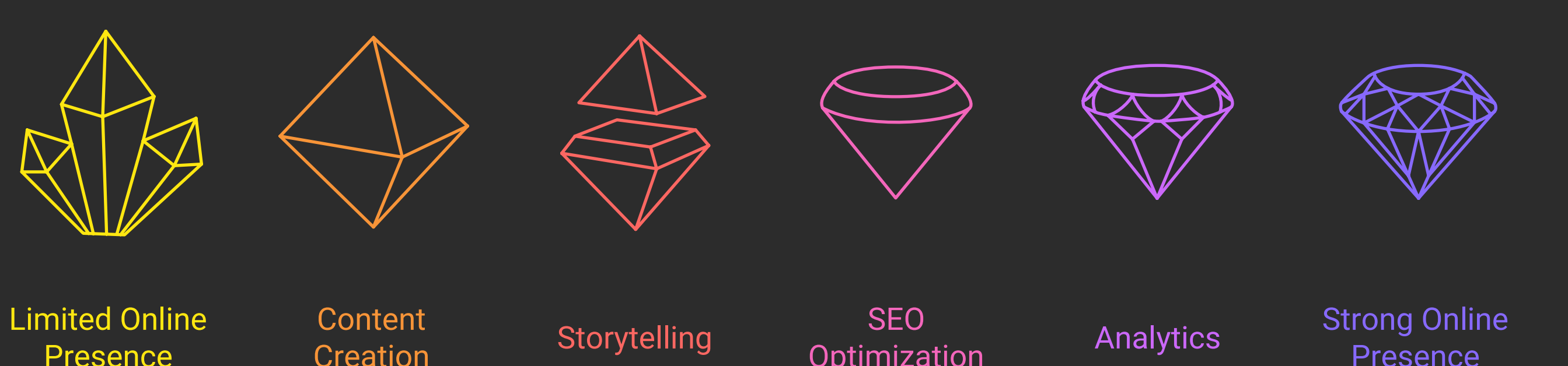


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Our Approach:

- Consistent **weekly reels & posts** (high-quality production + editing)
- Strong storytelling to highlight your journey, expertise, and student transformations
- SEO-optimized captions, hashtags, and posting strategy
- Monthly analytics to measure reach, engagement, and growth

Social Media Growth

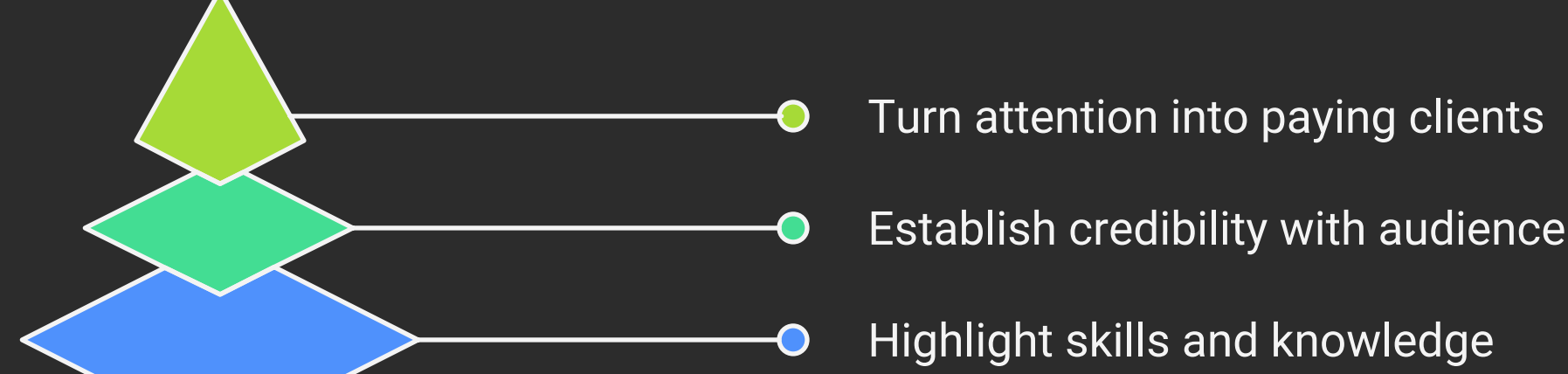


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🔗 Why Us

We've previously worked with **international plastic surgeons**, helping them grow their audience organically and generate high-quality leads through optimized websites and content systems. The same logic applies here — showcasing expertise, building trust, and converting attention into paying clients.

Organic Growth Strategy

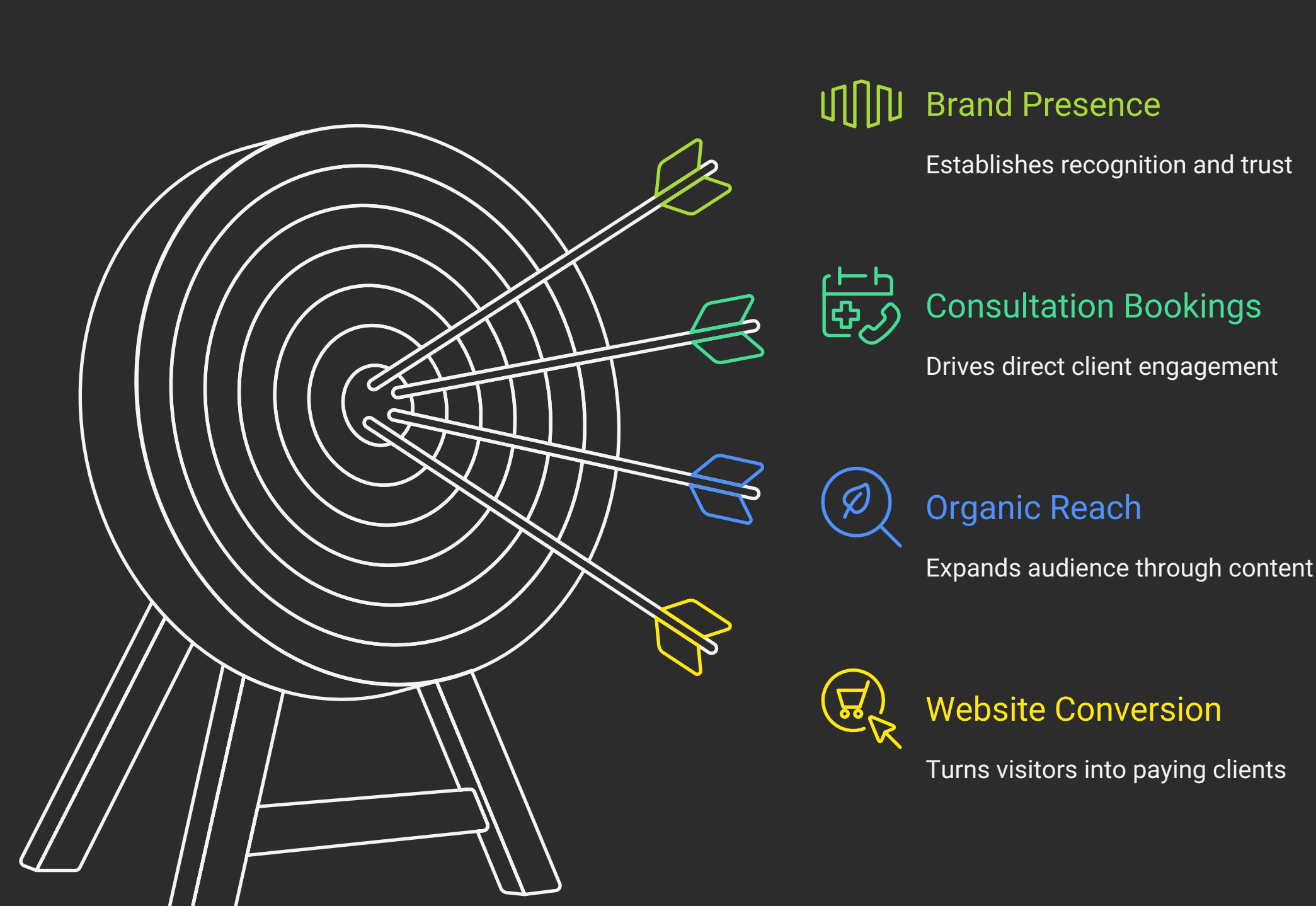


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⚙️ Expected Results

- A beautiful, easy-to-navigate website that converts visitors into clients
- Increased organic reach on Instagram through consistent, high-quality content
- Direct consultation bookings and data capture for remarketing
- A strong, cohesive brand presence online

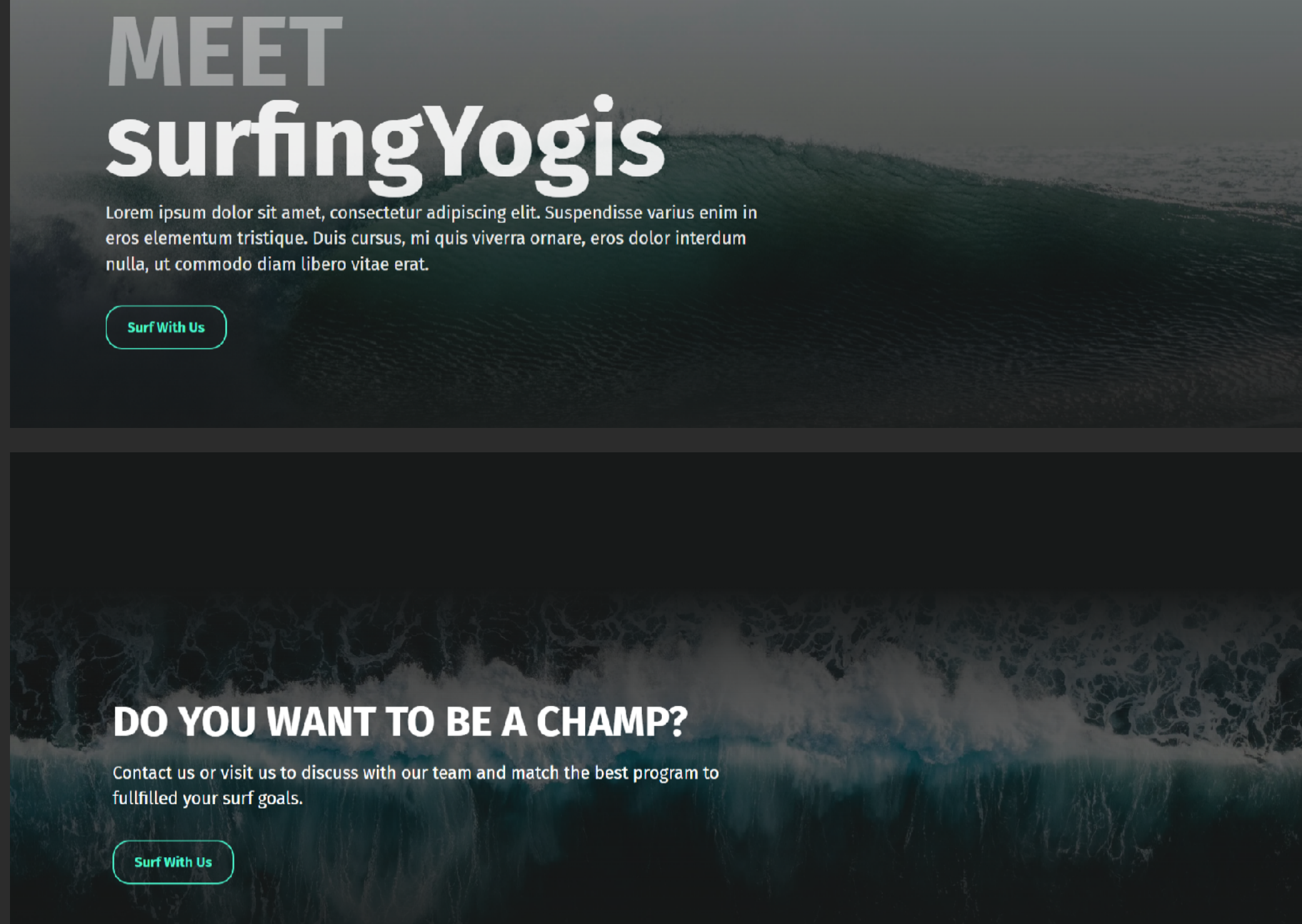
surfingYogis' Online Growth Strategy



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💬 Next Steps

If this aligns with your vision, we can start with a discovery call to finalize the structure, goals, and design moodboard before we begin development.



one of the design we made ... we hope its up to your liking !