

Capstone Project



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Competitor Analysis

1. OZIVA.IN

Strengths:

- OZiva combines Ayurvedic herbs with its plant-based protein powders
- OZiva highlights the purity of its ingredients, backed by a "Clean Label Project Purity Award,"

Weakness:

- OZiva may struggle to generate brand recognition more effectively
- OZiva's pricing strategy impacts its competitiveness against more affordable plant-based protein options.



Competitor Analysis

2. KAPIVA.IN

Strengths:

- Kapiva specializes in traditional Ayurvedic food and beverages
- Kapiva provides convenient options such as healthy snacks and breakfast mixes.

Weakness:

- Kapiva could struggle to keep its brand fresh and pertinent
- Kapiva's brand identity may appeal primarily to older customers.



Competitor Analysis

3. PINTOLA.IN

Strengths:

- Pintola uses premium roasted peanuts and minimizes additives
- Compared to other brands, Pintola's peanut butter is priced competitively

Weakness:

- Pintola's product range is narrower than that of some rivals
- Pintola may encounter challenges in gaining brand awareness when compared to larger and more well-established companies in India's nut butter market



Competitor Analysis

4. FASTANDUP.IN

Strengths:

- Fast&Up focuses on athletes and fitness enthusiasts
- Fast&Up formulates its products based on scientific research, collaborating with nutritionists and sports scientists

Weakness:

- Fast&Up encounter challenges in gaining brand recognition compared to more prominent global brands
- Fast&Up's pricing strategy can significantly impact product perception



SEO

Focus Keyword: “Nuzest Protein Powder”

Other Keywords:

Keywords	Search Volume	Lower Bid	Higher Bid
lean vegan protein	100 – 1k	₹7.15	₹49.54
protein powder for women	10K – 100K	₹9.13	₹75.12
muscle building protein powder	1K – 10K	₹1.57	₹29.70
gym protein powder	1K – 10K	₹4.91	₹17.81
Best protein powder for weight loss	1K – 10K	₹1.56₹34.13	₹34.13

On-Page SEO

- **Canonical link wrong placement:**
Pages containing a canonical link element placed outside of the <head> section in the HTML will not be recognized by search engines.

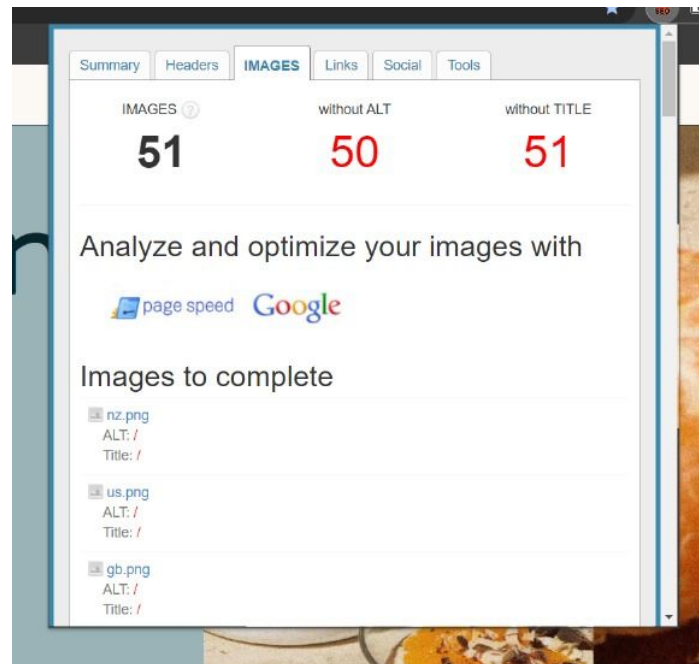
How To Fix:

By placing the canonical link elements within the <head> section of the HTML for search engines to properly consider them.

- **Internal links blocked:**
The website's robots.txt file is preventing internal URLs from being crawled, which is a critical issue for search engine indexing.

How To Fix:

By reviewing the URLs to determine if they should be disallowed.



*Source: SEO Meta Extension

On-Page SEO

- **Multiple h1 tags:**

Pages containing multiple <h1> tags. Although HTML5 standards permit multiple <h1> tags on a page, there are issues associated with this modern practice.

How To Fix:

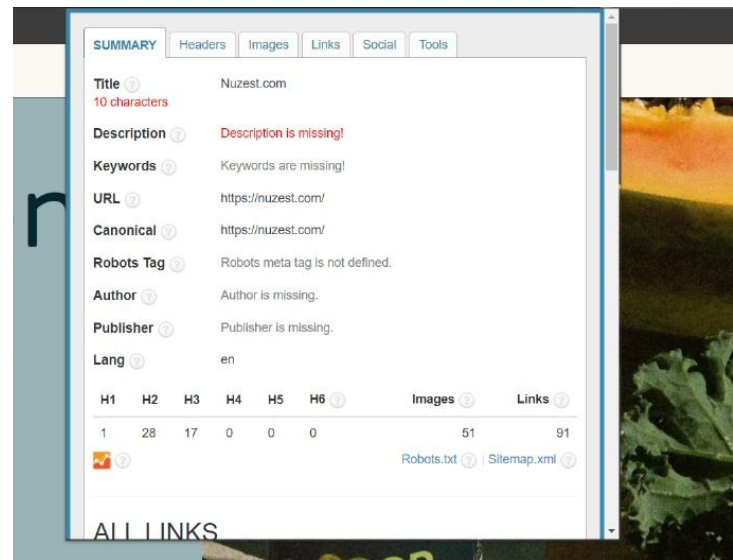
To have a single <h1> tag on each page, and to make use of heading ranks between h2 and h6 for additional headings.

- **Meta Description:**

Pages which have a missing meta description, the content is empty or has a whitespace - a missed opportunity to communicate the benefits of your product

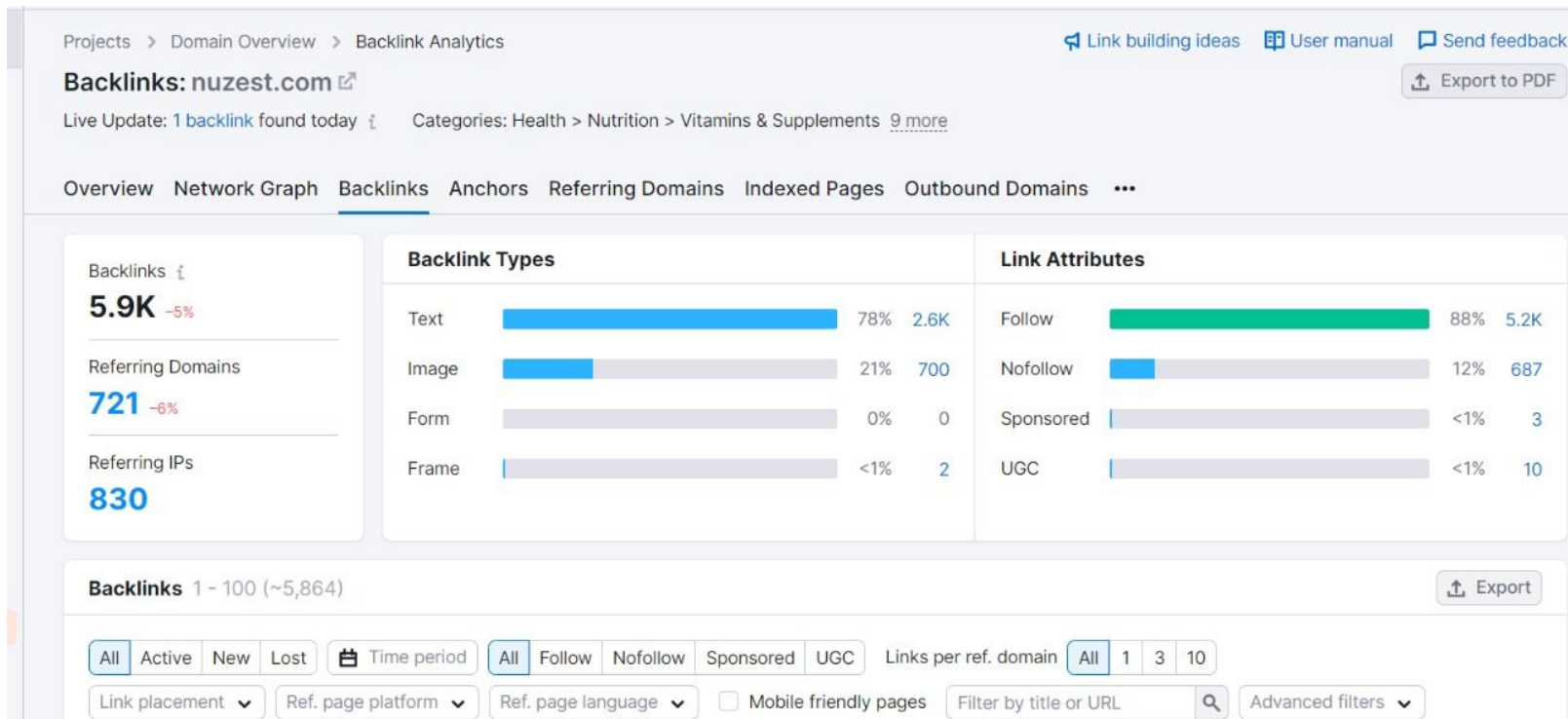
How To Fix:

It's important to write unique and descriptive meta descriptions on key pages to communicate the purpose of the page to users.



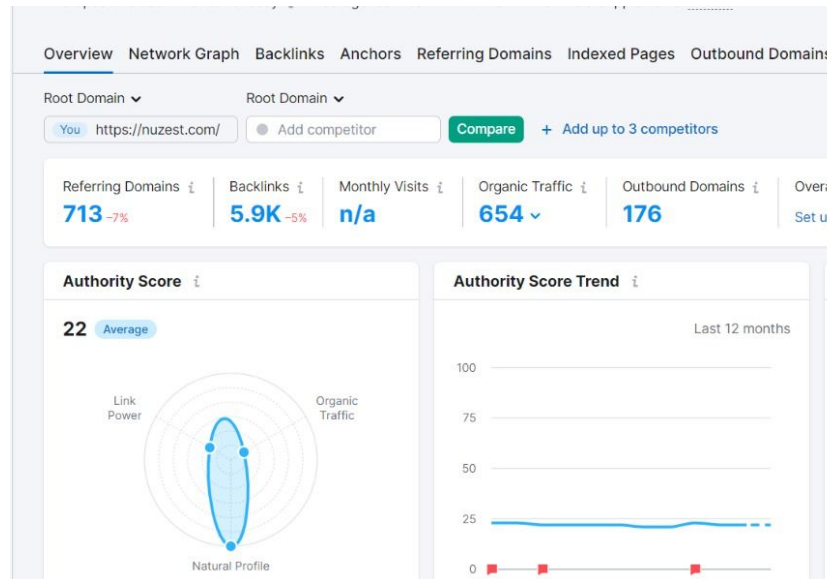
**Source: SEO Meta Extension*

Off-Page SEO



*Source: Semrush

Off-Page SEO



Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
65	คอลลาเจนคืออะไร? เราได้ศึกษาเรื่องนี้กับคอลลาเจน kinpia.net/%E0%B8%84%E0%B8%AD%E0%B8%A5%E0%B8%A5%E0%B8%B2%E0%B9%80%E0%B8%88%E0%B8%99%E0%B8%84%E0%B8%B7%E0%B8%AD%E0%B8%AD%E0%B8%B0%E0%B9%84%E0%B8%A3/ Blog EN Mobile friendly	9	49	WHAT IS COLLAGEN? TYPES, SOURCES, AND... www.nuzest.com/blog/what-is-collagen-types-sources-and-benefits-of-supplementation/ Text Content Nofollow	May 29, 2023	Feb 18, 2024
57	marmainc.blogspot.com/ Blog EN	50,176	7	nuzest.com/ Text Footer Nofollow	Jun 21, 2023	10h ago
51	marmainc.blogspot.com/%C2%A0 Blog EN	50,178	6	nuzest.com/ Text Footer Nofollow	Aug 19, 2023	Jan 21, 2024
49	Nuzest AU - Plant Based, Vegan Protein Powd... www.nuzest.com.au/ Ecommerce EN Mobile friendly	8	75	Nuzest Global www.nuzest.com/ Text Footer Sitewide Lost Link removed	Feb 20, 2023	Feb 7, 2024
39	marmainc.blogspot.com/files/textes/droits_usa ge.html Blog EN	50,178	6	nuzest.com/ Text Footer Nofollow	Nov 1, 2023	Nov 1, 2023
38	Jshealth - 10 Jshealth Vitamins Gutschein Un... quotesabouttravellingtheworld.blogspot.com/2 021/11/jshealth-10-jshealth-vitamins-gutschein. html Blog EN Mobile friendly	41	27	Jshealth vitamins hair and energy formula ha... www.nuzest.com/wp-content/uploads/2017/01/ JSHealth-Protein-Power-Smoothie.jpg Image Content	Jan 11, 2024	Jan 11, 2024

List of Backlinks

Off-Page SEO

Some of the highly recommended sites the brand can get backlinks from:

- <https://www.mindbodygreen.com/>
Domain Authority: 77

Reasoning:

It offers a wide range of informative articles and guides that cater to the interests of your specific audience, particularly those seeking plant-based protein for their overall health.

- <https://www.menshealth.com/>
Domain Authority: 81

Reasoning:

Featuring guest posts or sponsored content that emphasize the advantages of plant-based protein for enhancing muscle growth and performance could be quite beneficial

mindbodygreen



Off Page Analysis

- <https://member.webmd.com/>

Domain Authority: 81

Reasoning:

WebMD is a highly reputable website in the field of health and wellness. To enhance the brand's visibility, it is advisable to explore the possibility of collaborating with a registered dietitian or healthcare expert.



- <https://www.runnersworld.com/>

Domain Authority: 81

Reasoning:

This site is designed for individuals who engage in running and endurance sports. An article focusing on the advantages of plant-based protein for enhancing recovery and performance may appeal to their readership.



Celebrity Endorsement: Who's on Team

- **Milind Soman:** Actor and fitness enthusiast who could promote healthy living with Nuzest.
- He is an Indian actor, model, film producer and fitness enthusiast who could be a great match for celebrity endorsement role. He has 1.3M Instagram followers.
- His devotion to maintaining his health and staying fit for many years matches Nuzest's brand perfectly.



Authentic Advocacy

Brand Alignment:

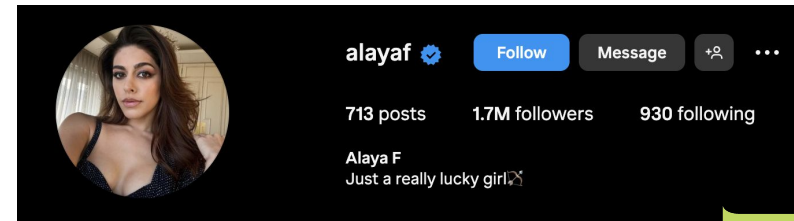
- Milind Soman's diverse fan base enables Nuzest to reach a broader audience, including those interested in plant-based nutrition beyond young fitness enthusiasts.

Target Audience:

- Soman's involvement in marathons and other athletic pursuits aligns with Nuzest's target audience who seek plant-based protein to fuel their performance and aid in recovery.



- **Alaya F:** Actor and fitness enthusiast who could promote healthy living with Nuzest.
- Alaya F is a rising young actress in Bollywood known for her fitness focus and social media presence (over *1.7 million followers* in Instagram).
- Her endorsement can significantly increase brand awareness for Nuzest. Her association with the brand can position the brand in better ways.



Brand Alignment:

- Her association with Nuzest can position the brand as *youthful, modern, and relevant to a new generation of health-conscious consumers.*

Target Audience Appeal:

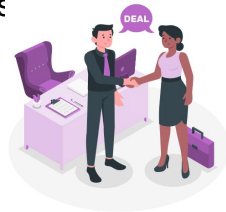
- Alaya's active lifestyle and fitness focus resonate with the brand's target audience seeking plant-based supplements. So, partnering with her can help the brand create a more authentic and believable marketing campaign.



Campaign Theme:

“Traditional Roots Modern Fuel”

- **Celebrity Pairing:** Milind Soman and Alaya F feature as father-daughter duo, emphasizing their real-life commitment to fitness.
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- **Shared Passion for Wellness:** The ad showcases their shared love for fitness highlighting their bond over physical activity and healthy living.



Bringing the Story to Life

Campaign Script:

In a heartwarming scene, Kabir (Milind) notices Kiara (Alaya) struggling to keep up with her usual workout routine. So Kabir takes the time to sit down with her and share his own experience with using traditional Indian foods for years before switching to premium plant-based nutritional supplements such as nuzest. He encourages Kiara (Alaya) to explore these supplements while continuing to follow healthy eating habits that are rooted in Indian traditions.



Hashtags:

#NuzestIndia
#FitnessLegacy
#proteinsupplement
#fuelingfitness
#MilindSomanFitness
#NuzestFitDuo
#TraditionalRootsModernFuel