SEO Group Project

100maneiras.com

START ❯ RESTAURANT ❯ BISTRO ❯ CARNAL 100 maneiras LJUBOMIR STANISIC TEAM PRESS STORE RESERVATIONS EN

100 + 100 =

1 Restaurant with tasting menu, 1 à la carte Bistro,
1 award-winning cocktail bar, several published books, 1 room made of art, 1 atmosphere that is home.

Group 15

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1. *Situation Analysis*

100 Maneiras, led by acclaimed chef Ljubomir Stanisic, is a celebrated culinary destination in Lisbon, Portugal, offering unique dining experiences through its two establishments: a Bistro and a Restaurant. Known for its innovative blend of contemporary and traditional Portuguese cuisine, 100 Maneiras promises an unforgettable gastronomic journey. The Restaurant 100 Maneiras holds a prestigious Michelin star, highlighting its culinary excellence. With a strong presence both online and offline, 100 Maneiras has become a must-visit destination for food enthusiasts from around the world.

Instagram: Bistro 100 Maneiras
Followers: Over 33,000 followers.
Engagement: Highly engaged audience with frequent likes, comments, and shares on posts.

The account showcases high-quality photos and videos of dishes, events, and behind-the-scenes content, fostering a strong connection with the audience.

Facebook: Restaurante 100 Maneiras
Followers: Over 24,000 followers.
Engagement: Active interaction with the audience through updates, promotions, and responses to comments. The page strengthens its online community by regularly engaging with followers and providing timely information about events and menu updates.

Both establishments boast an intimate and stylish ambiance with modern, cozy interiors. The staff are dedicated to delivering exceptional service, ensuring a memorable experience for every guest. 100 Maneiras stands out in Lisbon's culinary scene with its innovative dishes and exceptional dining experiences. By leveraging its strong online presence and continuing to innovate, it can attract a broader audience and maintain its leadership in the industry.100 Maneiras, led by renowned chef Ljubomir Stanisic, is a standout restaurant in Lisbon that blends traditional Portuguese and Yugoslavian culinary influences with innovative gastronomy. The restaurant has earned significant acclaim, including a Michelin star, which underscores its commitment to high-quality, creative cuisine. The menu, particularly the tasting options, reflects a deep narrative of Stanisic's life and culinary journey, offering diners a unique, multi-sensory experience that often incorporates unconventional ingredients (100Maneiras) (100Maneiras).The restaurant's evolution over the years has been marked by significant milestones. After the original 100 Maneiras in Cascais closed, Stanisic opened a new location in Bairro Alto in 2009, which was the first in Lisbon to offer a tasting menu at a reasonable price. This approach has continued to evolve, with the new 100 Maneiras restaurant opening in 2019, featuring an elaborate design and a menu that tells the story of Stanisic's life through 17 courses. This establishment quickly garnered accolades, including being listed in the World's 50 Best Discovery and securing a Michelin star (100Maneiras) (100Maneiras).

Google My Business shows that 100 Maneiras maintains an active online presence, frequently updating its information and engaging with customers. The restaurant's high rating is reflective of its stellar reputation, bolstered by numerous positive reviews highlighting the exceptional dining experience, ambiance, and service. The restaurant also promotes its various offerings, such as tasting menus and unique cocktails, which have earned awards in the mixology space (100Maneiras) (100Maneiras).

In Google Shopping, products related to 100 Maneiras, such as books and merchandise by Ljubomir Stanisic, are available. These items often emphasize the chef's unique culinary perspective and the restaurant's innovative approach to gastronomy. This retail presence supports the brand's image as a leading name in the culinary world, both locally and internationally (100Maneiras).

1.1 SWOT Analysis

SWOT – 100Maneiras

Strengths	Weaknesses
- Recently awarded Michelin star; - High-notoriety Chef; - Easy-to-get media coverage and goodwill; - Unique aesthetic; - Unique value proposition – Classy and rebel/informal; - Premium location in Lisbon's touristic downtown; - Several cross-selling brand expansions (Knifes, wines, beers, books, etc);	- Perceived as expensive by locals; - Chef and restaurants profile value perception is higher with locals than with potential higher-spenders from abroad/tourists;
Opportunities	**Threats**
- Delivery (owned premium delivery service); - Diversify services (use premium location and team's expertise to drive more value-added services such as corporate events and service outsourcing); - Between-meals services (light meals, bar, brunch);	- Increase of fixed costs like rent and shortage of qualified workers; - Retaining relevance in Lisbon's fast-paced and dynamic fine-dining ecosystem; - Chef's imagine and notoriety come from traditional media and can be challenged by chef's who use social-media first to achieve stardom; - Dependent on external factors such as local economic situation and tourism trends;

1.2 Target Personas

Persona 1: The Gourmet Tourist

Name: Emma Clark

Age: 32

Location: Sydney, Australia

Occupation: Travel Journalist

Interests: Exploring international cuisines, cultural experiences, travel photography, writing detailed travel guides.

Search Behavior: Uses search queries like "best fine dining in Lisbon," "must-try restaurants in Portugal," and "unique culinary experiences in Lisbon."

Figure 1- Image of Persona 1

Goals and Behaviors:

Emma frequently travels to discover and write about high-end restaurants and unique dining experiences. She shares her experiences in articles and social media posts, focusing on the unique aspects of each restaurant. She usually looks for visually appealing places with a strong narrative for her readers. Emma is a travel journalist with a passion for exploring new cultures and cuisines. She travels extensively, seeking out the best dining experiences to feature in her travel guides and social media. Emma values authenticity, creativity, and excellent service, aiming to provide her readers with detailed insights into the world's top culinary destinations.

Persona 2: The Corporate Foodie

Name: David Rodriguez

Age: 50

Location: Madrid, Spain

Occupation: Corporate Lawyer

Interests: Fine dining, wine tasting, business networking, luxury travel.

Search Behavior: Searches for "high-end restaurants in Lisbon," "best places for business dinners in Lisbon," and "exclusive dining experiences."

Figure 2- Image of Persona 2

Goals and Behaviors:

David travels frequently for business and seeks out high-end restaurants to entertain clients and colleagues. He values a sophisticated atmosphere, exceptional food, and an extensive wine list. David prefers private dining options that allow for business discussions in a refined setting. David is a corporate lawyer who combines his love for fine dining with his professional life. He uses his dining experiences to build relationships and close deals. David looks for restaurants that offer top-tier service and an impressive culinary experience, relying on reviews and recommendations to make his choices.

Persona 3: The Local Connoisseur

Name: Ana Pereira

Age: 40

Location: Lisbon, Portugal

Occupation: Art Curator

Interests: Gastronomy, local culture, art events, social dining.

Search Behavior: Uses queries like "top restaurants in Lisbon," "best Portuguese cuisine," and "restaurants with great ambiance in Lisbon."
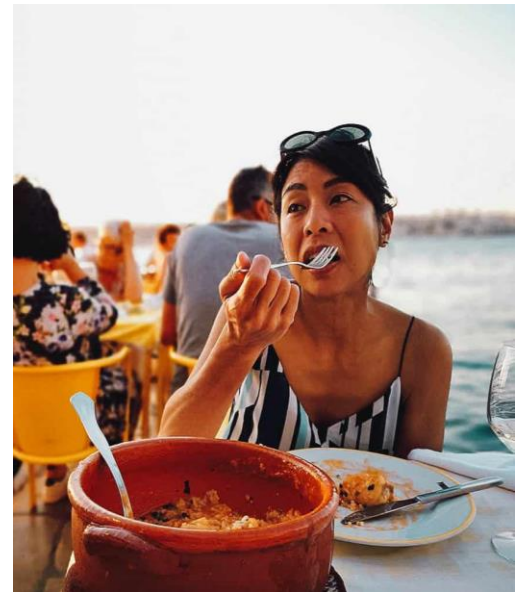
Figure 3- Image of Persona 3

Goals and Behaviors:

Ana enjoys exploring the best restaurants in her city and values both traditional and modern Portuguese cuisine.

She often dines out with friends and family, seeking out places with a welcoming atmosphere and excellent food. She attends various cultural events and likes to find restaurants that complement her social outings. Ana is an art curator who has a deep appreciation for both fine art and fine food. Living in Lisbon, she spends her free time discovering the city's culinary gems. Ana values restaurants that offer a blend of quality food and a pleasant dining environment, making her dining choices based on local recommendations and her own experiences.

1.3 Competitor Analysis

Figure 4- Organic Competitors

While doing a competitive analysis, we analyzed the organic competitors of 100 maneiras companies. As you can see above, we came across 10 different websites. When we entered and looked at each of them, we saw that it was a blog site, a fair or news page, or the website of the chef of the 100 maneiras restaurant. This information did not mean much to us. We only booked restaurant sala and decided it was a 100 maneiras rival. At the same time, its other main competitor was based on organic Google searches based on different keywords. "Don't Get a Restaurant."

General Comparison

We analyzed the SEO data of each. All three websites offer content in Portuguese. 100maneiras.com has the highest authority and traffic with 1.1K Authority Score and 20.8K/month organic search traffic. Restaurantesala.pt ranks second with an Authority Score of 23 and organic search traffic of 2.6K/month. www.almalisboa.pt ranks third with an Authority Score of 37 and organic search traffic of 565/month.
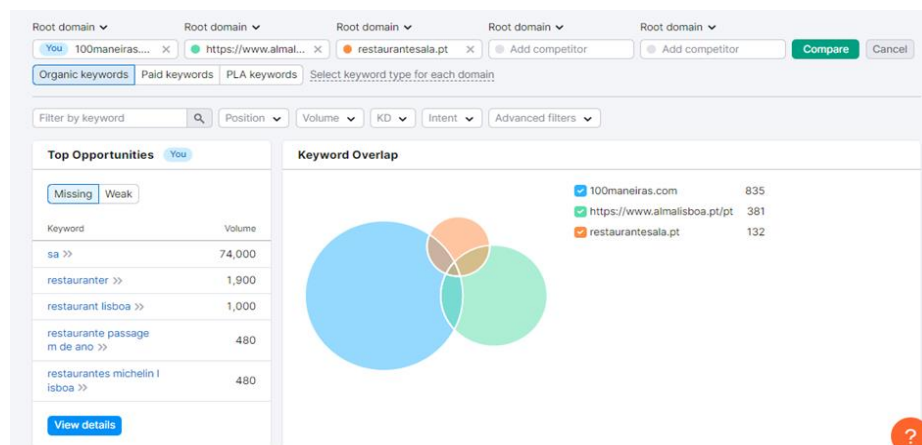
Figure 5- Keyword Overlap

100maneiras.com can develop content and SEO strategies for some important keywords where its competitors rank but it does not. For example, content production and optimization can be done on high-volume keywords such as "sa", "restauranter", "restaurant lisboa".

SERP Features Snapshot

	Snippet	Sitelinks	Reviews	Image	Video	People also Ask	Local Pack	Knowledge Panel
100 Maneiras	1,56%	9,12%	0	22,67%	0	6,37%	1,23%	1,23%
Alma	0	16,13%	0	13,02	0	4,88%	0,53%	4,85%

- 100maneiras.com has more keyword diversity and has received rankings in a wider range. This shows that 100maneiras.com's SEO strategy is more comprehensive.
- However, it can further increase its search engine visibility by working on keywords for which its competitors rank and for which it does not.
- Keywords such as "restaurant lisbonne", "restaurant lissabon" are targeted by both 100maneiras.com and competitors. The ranking positions in these words show that competition is intense and efforts must be made to rank higher.

Based on the data, 100maneiras.com appears to be the strongest website in terms of SEO. Its high Authority Score and organic search traffic indicate that it ranks high in search results. restaurantesala.pt is also performing well, but not as strong as 100maneiras.com. www.almalisboa.pt has the lowest authority and traffic.When analyzing the SERP features that 100 Maneiras and Alma leverage through their keywords, we can see that only a small percentage of the keywords in each site get to rank in the most relevant SERP features for the category. The biggest opportunities for 100 Maneiras are to increase the number of available sitelinks, reviews, video and knowledge panel. For each of these, several actions can be taken;

Sitelinks: Organize the website content hierarchically with well-defined structure and identifiable categories, using descriptive and consistent titles and headings in each of those pages.

Reviews: Ensure the reviews are visible to users on the page and incentivize that users leave reviews.

Video: Upload relevant videos to the website or embedded them from YouTube, ensuring their metadata is properly titled and with accurate description using the most relevant keywords.

Knowledge Panel: Build an external to website online presence that is both informative and consistent across the most relevant social media platforms, maintain accounts on business directories and other search engines such as Yelp and Tripadvisor and most importantly a Wikipedia page with updated with well-sourced information.

1.4 Domain Analysis

Semrush's Authority Score exists to estimate the overall quality and trustworthiness of a website or webpage. It's a way to gauge how well a site might rank in search results. The authority score for 100maneiras is 35, which indicates a moderately used domain, where there is room for improvement but that does not mean it's considered to be a low-tier website. This Domain analysis looked at pointers such as Organic Search, Backlinks, and more which are presented below.
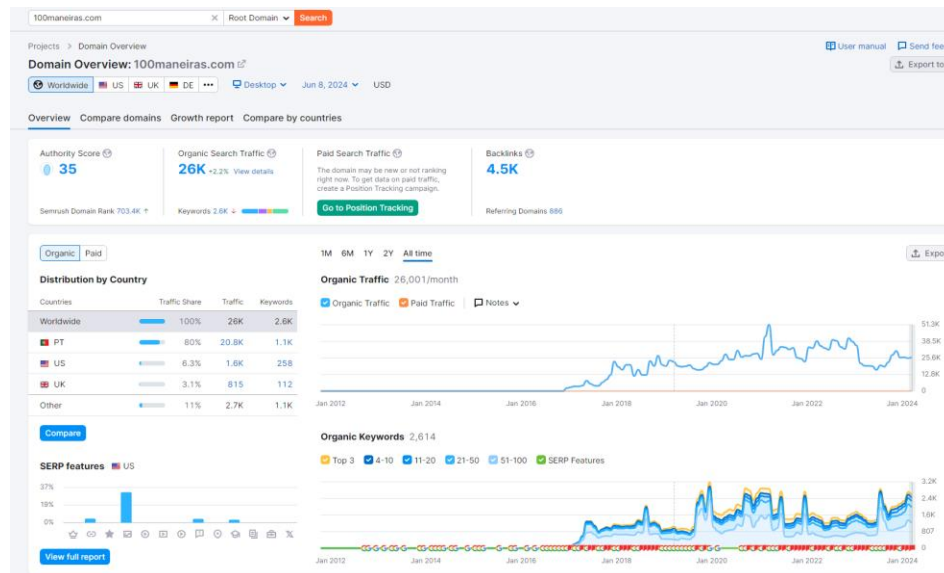

Figure 6- Domain Analysis

1.4.1 Organic Search Traffic

Their organic search comes mainly from Portugal when people look specifically for their name. It seems to have reached its peak in January of 2019 at 51.3k monthly searches although it has just a mere spike. The overall traffic trend seems to fluctuate a bit but not in a drastic manner. Although it did experience quite a significant drop around the end of 2023 to about 13.5k approximately but has regained its upward inclination, possibly as a result of Summer.
But overall, the business has experienced a steady incline in the traffic inflow, which is possibly due to branding efforts.

Domain Analysis- Current Status

Their current website also offers option 4, language options, and Portuguese as the default. The page exudes an attention-grabbing hero image while diverting the focus on the Michelin Star Signature, which is meant to instill awe and curiosity towards the business so the visitor stays engaged. Additionally, the 100 Maneiras site has a multitude of dropdown options in its sticky menu, exploring the menu, the culture, the founder, the brand essence, the cuisine type, the background, and also options to find or reserve for dining. Lastly, the sticky menu covers the press section as well as the teams. If we scroll below, the first thing we find is internally linked pages for the restaurant and the bistro separately, which is a great way to increase the chances of a sale.

Then comes the history (about us section) with a CTA button to take the visitor to a page where the about us/history is elaborated. The remaining bits are mostly visual branding where they have motion banners telling the brand story in a cinematic clip. Then there's a rather clever attempt at a blog by the sub-heading- 'What's up' where they craft original content by posting things around the Michelin Star Restaurant.The footer includes the generic social media icons hyperlinked to the handles, with a display of Instagram posts on the left, which is a great use of space in my opinion. One thing missing from the page are interstitials like News Letter Pop-ups and Lead-magnets.

What happens when we search for "100maneiras" on Google?
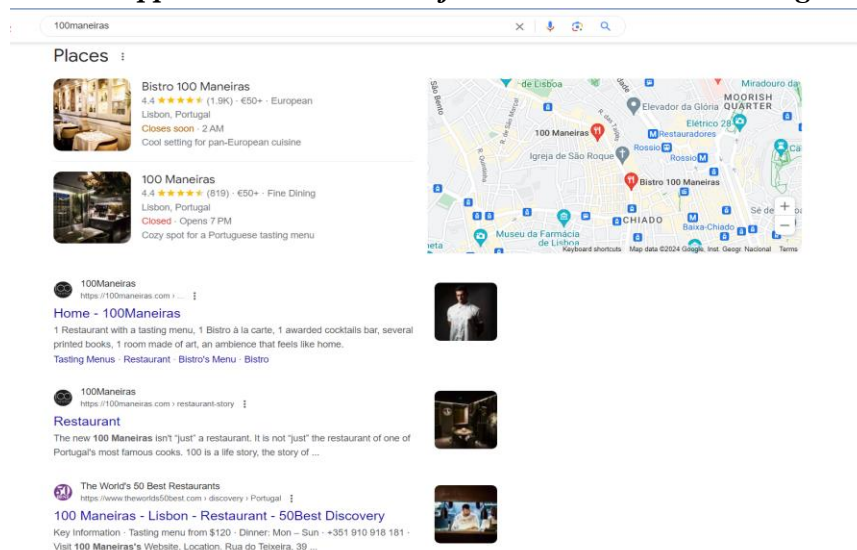
Figure 7- Google Search

The first three results in The SERPS are as follows:

a) Homepage
b) About Us/Brand Story Page
c) Different sites featuring 100maneiras in a listicle.

It shows that 100maneiras have an active GMB which shows quality SEO being done consistently. The positive reviews seem to be on the side of 100maneiras as well, some highlight their dining experiences whereas others share their awed moment at the restaurant and its interior. These too seem optimized with Alt Text. All these findings point to a competent marketing team behind 100maneiras.

What if we analyze the domain?

We put the link in SEMrush and its authority is 35 in Portugal. This is not a low value nor is it a high but its colossal traffic and the level of consistency of traffic inflow organically makes the DA of the Michelin-star restaurant pretty impressive. There's probably not much room to improve.

Figure 6: Domain Overview SEMrush To better understand the why of this low volume, we analyzed other features like backlinks, organic search traffic, and referring links.
~
Organic search traffic
The organic search traffic has been comparatively steady with the latest dip recovered. Their high number of backlinks and a low number of Referring Domains indicate quality domains being employed for link building and the downward arrow below organic traffic indicates a few keywords being unindexed by Google or 100maneiras losing their ranking for those keywords.

1.4.2. Backlinks and Referring Domains

Links pointing to your website from other websites are known as backlinks. Since search engines consider websites with more backlinks to be more authoritative and relevant, they are regarded as a crucial component of SEO.

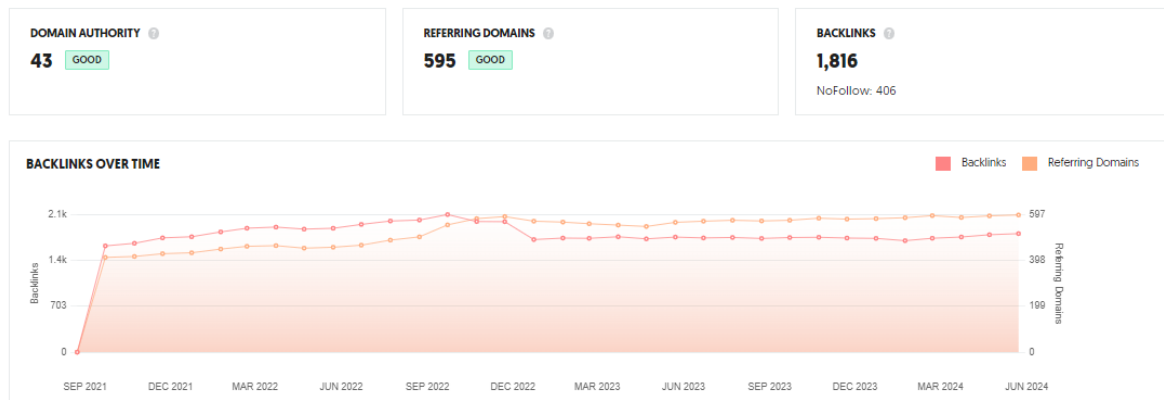The website has backlinks from a variety of websites;

Figure 8- Backlinks

Figure 9 - Backlinks and Referring

Regarding to above analysis that we can reach below results; There are a lot of backlinks (1,816) and referring domains (595) to 100 Maneiras. This implies that search engines view the webpage as authoritative and pertinent. Over time, there have been a growing amount of hyperlinks pointing to 100 Maneiras. This indicates that the website is doing an excellent job of constructing backlinks, which is helpful for SEO. There are a lot of backlinks (1,816) and referring domains (595) to 100 Maneiras. This implies that search engines view the webpage as authoritative and pertinent. Over time, there have been a growing amount of hyperlinks pointing to 100 Maneiras. This indicates that the website is doing an excellent job of constructing backlinks, which is helpful for SEO.

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1.4.3. Indexing and Crawling

Using Semrush's Backlink analytics, we found this website to have 3.671 indexed pages, totaling 3.937 backlinks from 980 domains. The 100 Maneiras website itself has 18.275 total external links and 122.145 internal links.


Figure 10 - Semrush TOP 10 100Maneiras Index pages – Full data on the attached excel.

Although the previous figures are high and show intent from a SEO perspective, if we conduct further analysis with Nu HTML Checker, a total of 27 errors within the website are found and another 106 warnings.

Figure 11 - Nu HTML Checker errors

From the total 27 errors, 10 are related to CSS, which don't normally have direct impact on SEO. However, since most of these concern images, layout and animations, if any of them creates a bad user experience or make the website load time higher than expected, they should be corrected to avoid lower search ranking scores based on bad user experience. The other 17 errors are HTML related, and can have more direct impact on our website's SEO and are grouped in four categories:

1) Element "Style" :not allowed as child of element "div" in this context (8):
A "style" element was placed within a "div" element, which is invalid HTML. This can create rendering errors that lead to poor user experience, lead to incomplete or incorrect indexing of the page by the crawlers and compromise the websites HTML validation check.

2) Duplicate ID "social": more than one HTML element on a page share the same ID attribute value, which should be unique. This redundancy constitutes invalid HTML, which can lead to crawling issues.

3) End Tag "A" violated nesting rules (4): Search engine crawlers struggle with incorrectly nested HTML, potentially leading to incomplete or incorrect indexing of the page's content. The "A" tag is used to create hyperlinks, which are critical for navigation and internal linking. If this nesting rules are broken, links might not function, causing broken navigation paths and reducing the websites quality and SEO potential through linkage.

4) No "I" element in scope but a "I" end tag seen (4): This is a violation of HTML syntax rules, which can create rendering errors that lead to poor user experience, lead to incomplete or incorrect indexing of the page by the crawlers.

These HTML errors should all be corrected by re-writing the code in order to have it compliant with HTML syntax rules and best practices. From the 105 warnings, the majority of them (93) are related to utilizing the "type" attribute in JavaScript, which is unnecessary due to JavaScript being the default scripting language. None of these errors demands action as they do not impact our websites SEO.

2. User-Friendliness

2.1. page speed

The performance data for the website's mobile version are displayed in the screenshot received from Google Page Speed Insights.
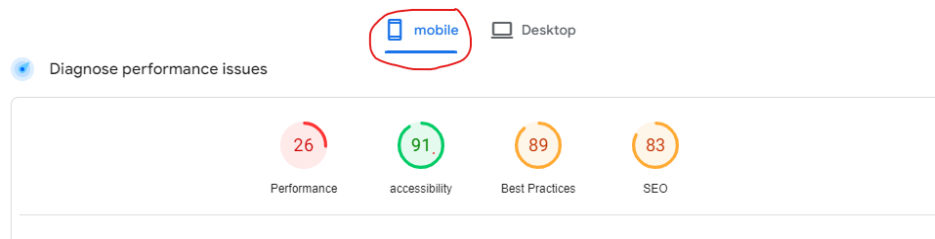

Figure 10- Performance of the Mobile

The scores and their meanings are broken down as follows:

Performance: 26 (Low) : Mobile device performance for the website is poor. A website with a poor performance score loads slowly and could not offer the best user experience, which could result in increased bounce rates and worse search engine rankings.

Accessibility: 91 (High) : The website is highly optimized for individuals with limitations, indicating that it is extremely accessible. All users, including those who use screen readers or have other accessibility needs, will find the website easier to use if it has a high accessibility score, which indicates that the website conforms with numerous web accessibility criteria.

Best Practices: 89 (Good) : The website follows current best practices for web construction. A website that scores highly in best practices is one that complies with guidelines on performance, security, and mobile friendliness.

SEO: 83 (Good): The website has a respectable level of search engine optimization. A website with a high SEO score has been structured to make it easier for search engines to comprehend and rank its content. But optimization can still be done to raise search engine ranks and increase visibility.The performance data for the website's desktop version are displayed in the screenshot received from Google PageSpeed Insights.
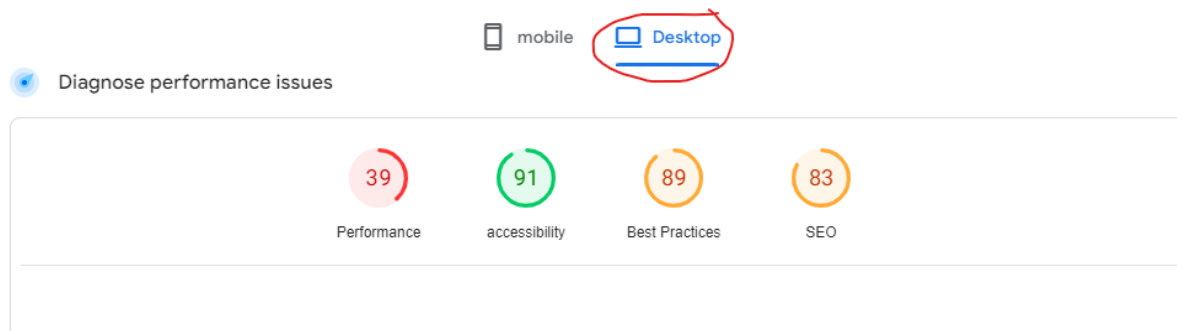
Figure 11- Performance of the Desktop

The scores and their meanings are broken down as follows:

Performance: 39 (Low): To improve load times and responsiveness on desktop devices, the website requires extensive optimization.

Accessibility 91 (Highy): This indicates that the website is generally easy to use and accessible.

Best procedures 89 (Good): Good adherence to recommended procedures for development, with a few small points for enhancement.

SEO 83 (Good): Effective search engine optimization.

2.2 Responsive Web Design

The website has a responsive design that works well on a range of gadgets. The content and style adapt well to various screen sizes, offering a consistent user experience. On desktops, the navigation is a horizontal menu; on mobile devices, it is a condensed hamburger menu. Text widths change to make them readable on a variety of devices, and images load and scale effectively. Touch-friendly features make things easier to use on smaller screens, but mobile performance isn't as good as desktop, so it needs to be optimized.
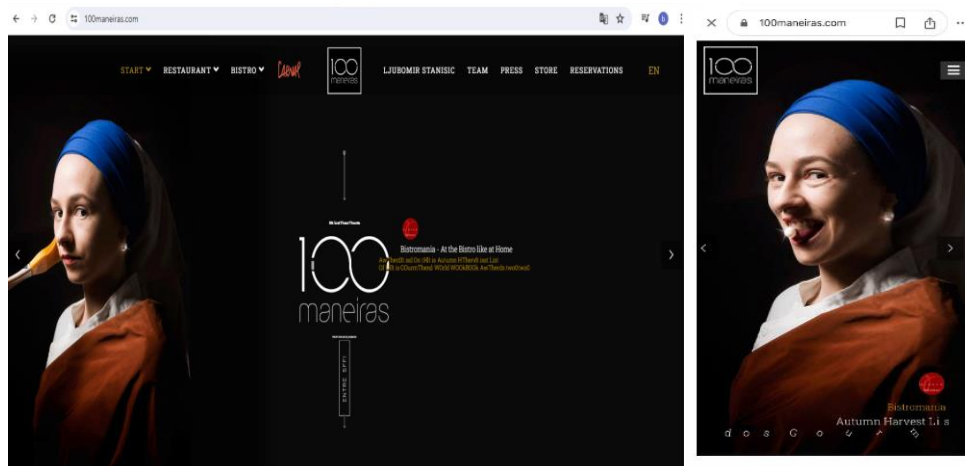

Figure 12- Design of the Desktop and Mobile

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As well, the website has a viewport meta element, which guarantees appropriate sizing and a positive mobile user experience.

Figure 13- View Source

2.3. UX Errors And Bugs

While the website's health score (82%) is good, there are six issues that need to be fixed, according to the SEO dashboard.Errors are issues found during the website crawl that could negatively impact SEO (Search Engine Optimization)

The following are some causes of errors that may appear on a website:

- Links pointing to defunct pages.
- Missing meta descriptions
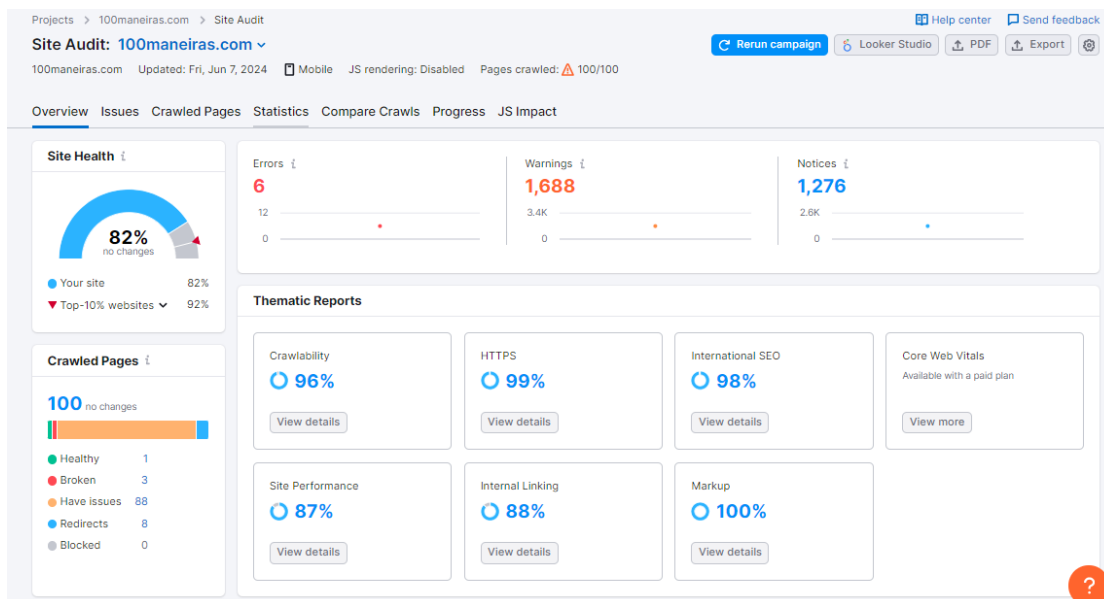- Slow loading times
- Slow loading times

Figure 14-Overview UX errors and bugs

2.4. Hreflang Tags

HTML code known as "hreflang tags" indicates to search engines what language and location a webpage is intended for. This is crucial for websites that cater to different languages or geographical areas because it enables search engines to show consumers the most appropriate version of a website.The hreflang portion of the picture displays the following;
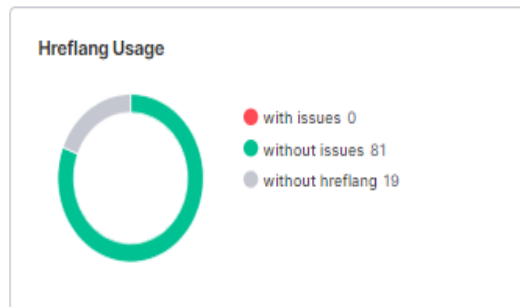

Figure 15-Hreflang Usage

- The crawled webpage does not contain any hreflang tags that are problematic.
- The number of webpages with correctly implemented hreflang tags is 81.
- 19 webpages are completely devoid of hreflang tags.

-

That the website is available in both Portuguese and English.

```
Line wrap ☐
1  <!DOCTYPE html>
2  <html lang="pt-pt">
3  <head>
4  <meta charset="UTF-8" />
5  <meta http-equiv="X-UA-Compatible" content="IE=edge">
6  <meta name="viewport" content="width=device-width, initial-scale=1">
7  <link rel="profile" href="http://gmpg.org/xfn/11" />
8  <link rel="pingback" href="https://100maneiras.com/xmlrpc.php" />
9  <meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />
10 <link rel="alternate" hreflang="pt" href="https://100maneiras.com/" />
11 <link rel="alternate" hreflang="en" href="https://100maneiras.com/en/" />
12 <link rel="alternate" hreflang="x-default" href="https://100maneiras.com/" />
13
```

Figure 16-View Source

17

3. Keyword Analysis

Organic keywords are words and phrases that people enter into search engines to find websites. When a website ranks well for a particular keyword, it means that the website is likely to show up on the first page of search results when someone enters that keyword into a search engine.

Below organic keyword data for 100maneiras.com shows strong visibility for branded and navigational queries, with the website holding top positions for primary terms related to the restaurant and the chef. The site captures significant traffic with a mix of informational and navigational intent keywords, reflecting effective SEO practices for brand-related searches.

However, monitoring keyword dynamics is essential as changes in positions and traffic can impact visibility and traffic costs.
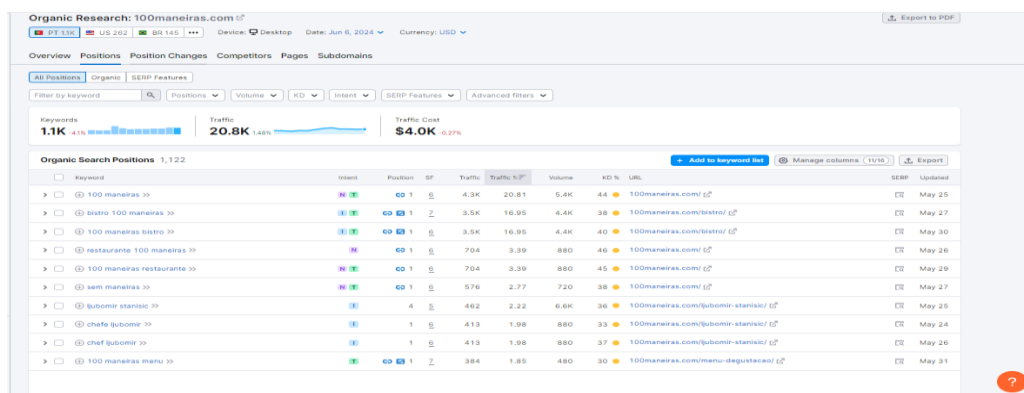
Figure 17-Organic Research

This distribution of intents indicates that 100maneiras.com is successfully drawing visitors at different phases of their search experience, from finding information to making reservations. Putting equal emphasis on transactional and informative keywords can improve conversion rates and exposure even more.
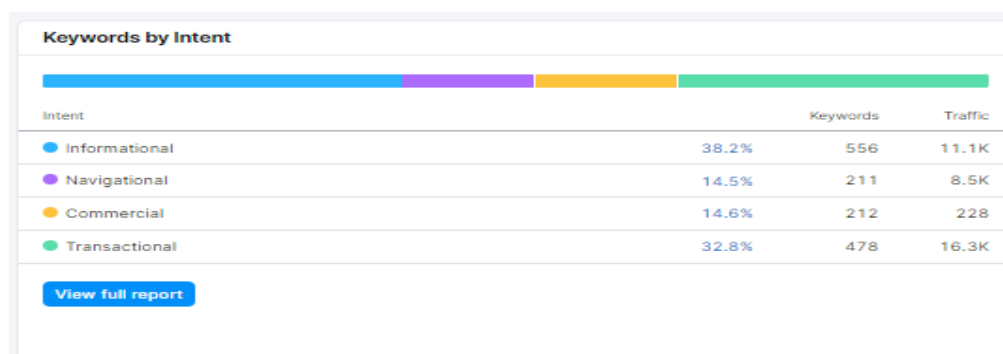
Figure 18-Keywords Intent

4. Conclusion and Strategies

The detailed SEO analysis of 100 Maneiras has illuminated both the strengths and areas for growth for this esteemed culinary establishment. The analysis covered a comprehensive examination of the restaurant's current digital presence, including SWOT analysis, target personas, competitor analysis, and domain metrics. This thorough review has identified actionable steps to enhance 100 Maneiras' online visibility and engagement, ensuring its continued success in Lisbon's competitive dining scene.100 Maneiras is distinguished by its innovative blend of contemporary and traditional Portuguese cuisine, delivered through its Bistro and Michelin-starred Restaurant. The restaurant's strong online presence, evidenced by its highly engaged followers on Instagram and Facebook, showcases its appeal and connection with the audience. However, there are several opportunities to optimize their digital footprint further. Improving SEO is a crucial area where 100 Maneiras can make significant gains. Comprehensive keyword research and optimization of on-page elements such as meta tags, headers, and content will help in capturing more organic search traffic. Addressing technical SEO issues, including site speed and mobile optimization, will enhance user experience and search engine rankings. By resolving indexing problems and ensuring the site is fully crawlable, 100 Maneiras can improve its overall search visibility.Content diversification is another vital strategy. Incorporating behind-the-scenes stories, customer testimonials, and interactive posts will not only enrich the brand's narrative but also foster deeper engagement with followers. Sharing more about the chef, the culinary team, and the creative process behind the dishes can humanize the brand and create a stronger emotional connection with the audience. Highlighting positive dining experiences through customer reviews can build trust and attract new patrons.

Targeted marketing campaigns are essential for expanding the restaurant's reach. Local SEO efforts, such as optimizing the Google My Business profile and maintaining consistent NAP (Name, Address, Phone number) information, will improve local search visibility. Additionally, targeted PPC campaigns can attract international tourists by highlighting the unique dining experiences that 100 Maneiras offers. Developing a robust email marketing strategy can keep patrons informed about new menu items, special events, and promotions, thereby driving repeat business and fostering loyalty.Improving the user experience (UX) on the website is also paramount. Ensuring the website is fully responsive and optimized for mobile devices will cater to the increasing number of users accessing information via their smartphones. Enhancing page speed will reduce bounce rates and improve the overall user experience. Simplifying navigation will help visitors find information quickly and easily, making the reservation process more intuitive.Furthermore, expanding social media engagement through consistent and interactive posts will maintain the audience's interest and attract new followers. Actively engaging with followers by responding to comments and messages promptly can build a loyal community around the brand. Collaborating with influencers and food bloggers can amplify the restaurant's reach and introduce it to new audiences. In summary, SEO optimization, content diversification, targeted marketing, user experience improvements, and social media engagement, 100 Maneiras can significantly enhance its online presence and solidify its reputation as a premier culinary destination in Lisbon.

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Semrush

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Serpstat
https://serpstat.com/domains/index/?query=https://100maneiras.com/&se=g_pt&search_type=subdomains

NeilPatel
https://app.neilpatel.com/en/seo_analyzer/backlinks?domain=https%3A%2F%2F100maneiras.com%2F&mode=domain

Semrush
https://www.semrush.com/analytics/organic/overview?db=pt&q=https%3A%2F%2F100maneiras.com%2F&searchType=domain