

A decorative border made of watercolor brushstrokes in shades of green, orange, and blue, framing the central text.

SEO STRATEGY

SOUTH WEST LONDON RIVERSIDE INDIAN
RESTAURANT

OUR BRAND

Chokhi Dhani

Step into the ultimate Indian food Riverside experience. Our South West London restaurant offers a wide and comfortable indoor and outdoor dining area with a spectacular view to the Thames.

Enjoy our most popular dish “Kadhai Paneer” with our staple “Jaipur Fizz” cocktail in Indian themed seats, warming up next to a fireplace and lush instrumental music.

The best environment in the Heart of London you cant possible miss in your next visit.



TARGET AUDIENCE

01. Indian people, tourists
londoners.

02. Adults that can and want
to enjoy a fancy meal in a
calm, comfortable
outdoor environment.

03. People that like spices
and rich food.

KEYWORD STRATEGY

- Riverside Restaurant
- Indian food
- South west London
- Best London food experience
- Best Tourist places to eat in London



MONITORING SUCCESS



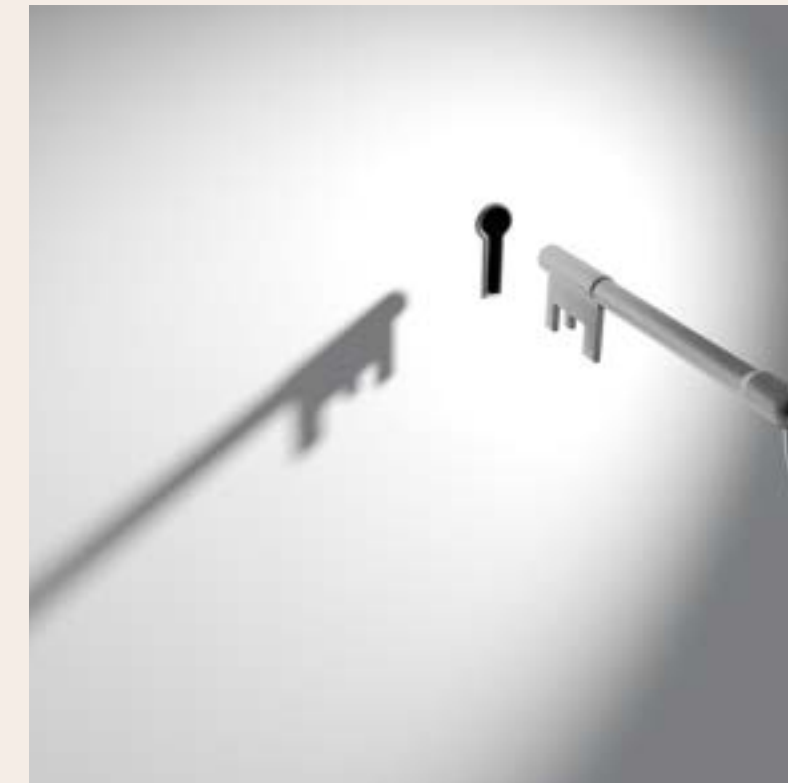
Website organic Traffic

Looking at how many people visit the website from search engines shows how effective the SEO strategies are and how well the digital marketing efforts are paying off.



Country users come from

Every time someone comes to the website we can create a poll they can answer to record if they are tourists or local people.



Track Keyword Rankings

Ranking the keywords we are using will let us know if they are effective and if our website is more likely to appear in the users search engine.

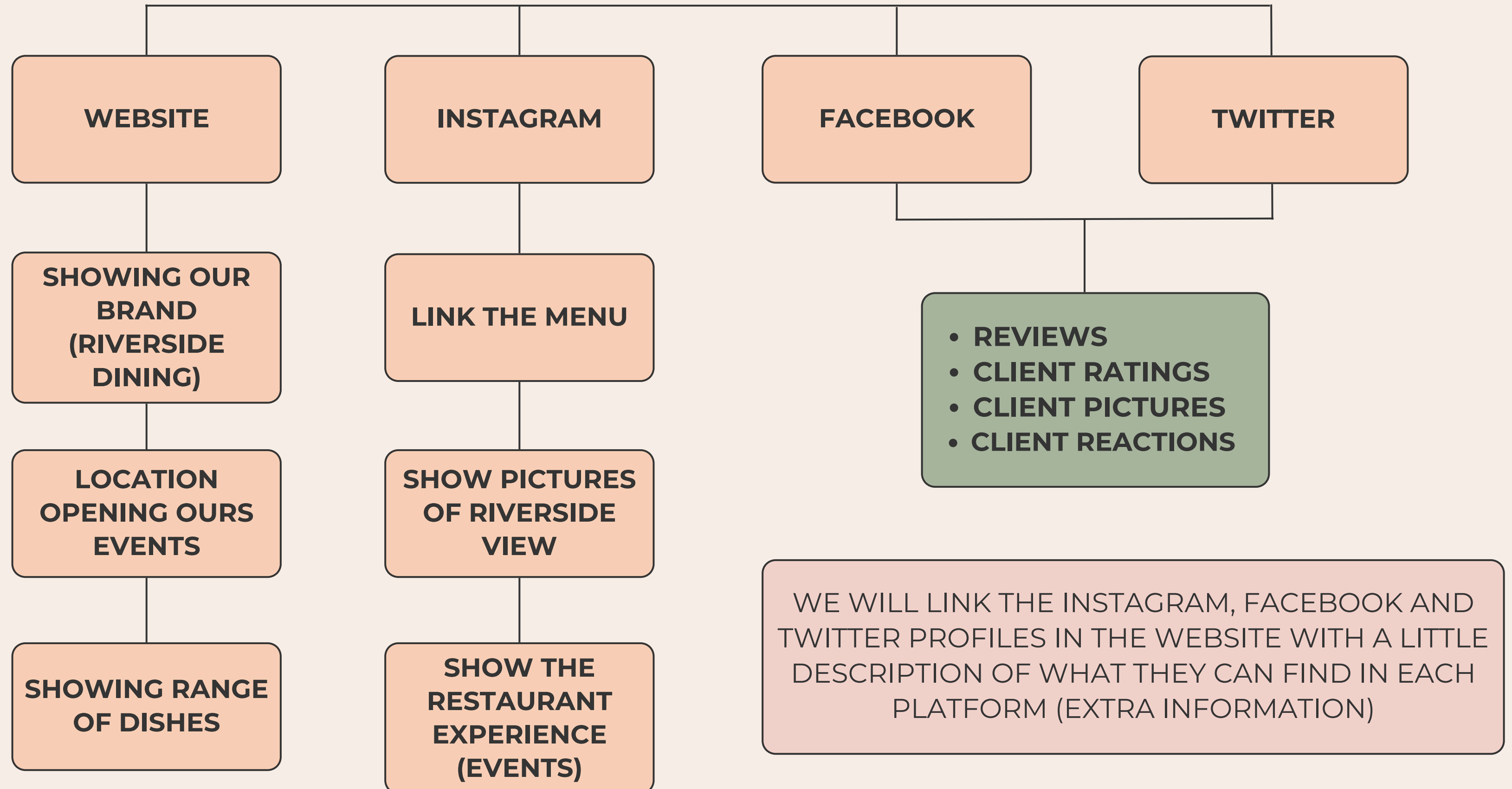
BACKLINKING STRATEGY

To create a good SEO will also have websites linked to our website like **google maps** (showing how to get to our restaurant). We want to make it as easy as we can for our costumers to find all the information about our Southwest Riverside Indian Restaurant.

We will have **reviews pages** linked to our website through facebook and twitter profiles. Costumers are more likely to attend where others have had a pleasant experience.



SOCIAL MEDIA PROFILES



COMPETITOR ANALYSIS




01

Mala Indian Kitchen & Bar

“Serving exquisite and traditional Indian food in London's beautiful hidden gem, St Katharine Dock marina since 1987”.

keywords: Riverside, London Skyline, River Thames, Traditional Indian food, Dining

- They use background videos on their front page. Gives viewers a taste of the experience before hand “sneak Peek”.
- Food hygiene rating.




02

The Thames Restaurant

“Welcome to The Thames restaurant. We are proud to have been serving the community for over 35 years, bringing the flavors and traditions of India to our customers' plates.”

Keywords: Thames Restaurant, London Waterloo, Indian Restaurant

- They tell the restaurant's story
 - Several pictures of their dishes
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THANK YOU!

ALEJANDRA PAZOS-SMITH