

The Diaeta Protocol: A Strategic Blueprint for a World-Class Multilingual Digital Practice

Part I: Strategic Foundation for a World-Class Digital Practice

Section 1.1: Defining Your Digital Unique Value Proposition (UVP)

To compete with the world's best websites, the digital presence of Diaeta must immediately and clearly communicate its unique value. An analysis of the practice's core identity¹ and operational strengths¹ reveals a powerful foundation. The mission is to "transform lives by providing scientifically-backed, personalized nutrition solutions," with key differentiators including evidence-based, non-restrictive therapies, 24/7 app-based support, and the use of advanced body composition analysis.¹

The competitive landscape in Europe presents distinct opportunities. For Irritable Bowel Syndrome (IBS), leading dietitians like the FODMAP Consultancy and The Nourished Clinic build strong rapport by sharing personal recovery stories, offering clear service packages (e.g., "3 sessions to change your life"), and using lead magnets such as free guides to engage potential clients.² In the weight loss sector, competitors like Second Nature and My Best Weight focus on the psychological aspects of eating, using phrases like "habit formation" and "not your fault" and employing interactive quizzes to draw users in.⁴ This "no blame or shame" philosophy aligns directly with Diaeta's non-restrictive approach.¹ Meanwhile, major organizations like Diabetes UK serve as vast, authoritative information hubs for metabolic conditions.⁶

By synthesizing these elements, Diaeta's digital UVP emerges, tailored for a sophisticated online audience:

"Diaeta offers medically-backed, personalized nutrition programs for IBS, Weight Loss, and Metabolic Health, combining the latest in diagnostic technology and AI-driven support with a compassionate, non-restrictive philosophy. We empower you to achieve sustainable results, guided by a leading Monash-trained expert."

This statement must be the clear, prominent headline on the website's homepage, with every subsequent element of design and content serving to reinforce it. A crucial and currently underutilized differentiator is the practitioner's unique background as a former computer programmer and analyst, coupled with an active use of AI tools and a passion for innovation.¹ Competitors are either "empathetic" or "science-based," but none claim the mantle of a

technologist-practitioner. This specific angle resonates powerfully with the target demographic of educated, high-income professionals, including those from the European Commission, who value data-driven, innovative solutions.¹ Therefore, the brand story must weave this "innovator" identity throughout the website, positioning the practice as a forward-thinking leader that leverages technology to deliver superior outcomes, thereby justifying a premium price point.¹

Table 1: Competitive Analysis & Positioning Summary				
Competitor	Primary Niche	Key Marketing Angle	Key Offerings	Diaeta's Differentiator
The Nourished Clinic ³	IBS	Personal IBS Recovery Story; Empathy	Virtual 1-on-1 Consults; Free Snack Guide	Monash-trained expert status; Tech-integrated approach (AI, body composition).
FODMAP Consultancy ²	IBS	Expert Guidance; "Hold your hand" support	"IBS Relief Package" (3 sessions)	Broader specialty scope (Weight Loss, Diabetes); 24/7 app support.

Second Nature ⁵	Weight Loss	Psychology of Eating; Habit Formation	App-based program with coaching & group support	Registered Dietitian-led; Clinical approach for comorbidities (Diabetes, Cholesterol); Body composition analysis.
My Best Weight ⁴	Weight Loss / Obesity	Medical, "No Blame" Approach	Medically supervised programs (incl. medication)	Focus on non-pharmaceutical, sustainable lifestyle changes; Integration of chrononutrition and microbiotics.
Dietconsult.be ⁷	General Dietetics (Brussels)	Broad service range; Team of dietitians	Individual consultations for various conditions	Specialized expertise in IBS/FODMAP; "Innovator" angle with AI and advanced tech.

Section 1.2: Architecting the Patient-Centric Digital Journey

The current patient journey is functional but high-friction, moving directly from discovery to booking with minimal pre-consultation engagement.¹ To elevate this experience to a world-class standard, a multi-stage digital funnel must be architected to nurture potential clients, automate engagement, and establish authority before the first appointment is even scheduled.

The optimized journey will unfold as follows:

- Stage 1: Awareness & Discovery:** A potential client in Brussels or greater Europe performs a search using a high-intent keyword (e.g., "diététicien low FODMAP bruxelles"). They discover a highly-ranked, niche-specific landing page or an

authoritative blog post on the Diaeta website.

- **Stage 2: Engagement & Education:** The page offers a high-value, free resource—a lead magnet—in exchange for an email address. This initiates a relationship and demonstrates value upfront.
 - **For IBS:** A guide titled "The 5 Hidden FODMAPs in Belgian Supermarkets," inspired by competitor tactics.³
 - **For Weight Loss:** An interactive quiz titled "What's Your Weight Loss Archetype? Take Our 2-Minute Quiz," mirroring the successful engagement strategy of platforms like Second Nature.⁵ This quiz will segment users and provide personalized initial feedback, showcasing a tailored approach from the very first interaction.
- **Stage 3: Consideration & Trust-Building:** Once on the email list, the user receives a short, automated sequence of emails. This sequence will share the practitioner's unique story (the innovator angle), a powerful patient success story, and introduce clearly defined service packages. This replaces the current model of single-session pricing with structured programs that improve patient commitment and revenue predictability.
 - **"The IBS Relief Program (3-Month)":** A comprehensive package including the initial consultation, all necessary follow-ups, and dedicated app support. This model has proven successful for competitors.²
 - **"The Diaeta Metabolic Reset (4-Month)":** A program designed for weight loss, diabetes, and cholesterol, bundling the practice's combined methodologies.¹
- **Stage 4: Conversion & Booking:** Prominent "Book a Consultation" calls-to-action (CTAs) on every page will lead to a modern, integrated scheduling system. This system will allow users to book and pay for specific packages online, a significant upgrade from the current process.¹
- **Stage 5: Retention & Advocacy:** The journey continues post-consultation.
 - An automated system will send a request for a Google Review after a predetermined number of sessions, leveraging high patient satisfaction¹ while eliminating a disliked manual task.¹
 - Clients will gain access to an exclusive "Patient Portal" on the website. This secure area will house recipes, advanced educational guides, and videos, adding significant value beyond the third-party Nutrium app and fostering a long-term community.

This redesigned journey directly addresses the long-term business goals of generating passive income and potential franchising.¹ The current model of selling time is inherently unscalable and a direct path to burnout. By structuring services into

defined programs, the practice takes the first step toward productization. The "Patient Portal" can evolve from a free resource for active clients into a paid, subscription-based knowledge hub. The packaged programs themselves contain the intellectual property that can be distilled into self-paced, lower-cost digital courses (e.g., "The Low FODMAP Foundation Course"), creating a scalable, passive income stream that aligns the website's function with the ultimate vision of financial freedom and business growth.

Section 1.3: The "Diaeta" Technology & Operations Blueprint

The current technology stack is fragmented, leading to operational inefficiencies and dissatisfaction, particularly with the Nutrium software's performance and the time spent on manual administrative tasks like appointment reminders and review requests.¹ The new website must serve as the central hub for a unified, automated technology stack that streamlines workflows and enhances the patient experience.

1. Advanced Appointment Scheduling Software: This is a mission-critical upgrade. The selected software must replace the current manual booking process and meet several key criteria for a premier European practice: multilingual capabilities, integrated online payments and deposits, automated SMS and email reminders, seamless calendar synchronization, built-in video conferencing for virtual consultations, and strict GDPR compliance. It must also support booking for multiple office locations and the new service packages. Analysis of leading platforms reveals several strong candidates.⁸ SimplyBook.me is notable for its healthcare-specific features like HIPAA compliance and SOAP notes.⁸ Calendesk emphasizes its European focus with GDPR compliance and automated VAT invoicing.¹⁰ Given the specific context of a multi-location practice in Brussels requiring robust payment and reminder automation, a tool from this category is essential.

2. Automated Review Management System: The practice boasts hundreds of positive reviews and 99.9% patient satisfaction, yet gathering them is a manual, time-consuming task.¹ An automated system is the solution. This tool must automatically aggregate reviews from the eight Google Business Profiles and the Doctoranytime.be profile, displaying them in a dynamic, customizable widget on the website. Platforms like EmbedSocial offer a "forever-free" widget that syncs automatically and can be styled to match the website's branding, completely

eliminating the manual task of soliciting reviews via SMS.¹¹

3. Nutrition Software Integration: While developing a custom app is a long-term goal, it currently lacks funding and a timeline.¹ In the interim, the website and its new integrated systems will become the primary patient interface. The new scheduling software will handle bookings and communications, reducing reliance on the less-than-satisfactory Nutrium app for these functions and positioning it solely as a tool for food diary management until a replacement is developed or chosen.

Table 2: Recommended Technology Stack for Diaeta			
Category	Recommended Tool	Key Features for Diaeta	Justification
Appointment Scheduling	SimplyBook.me ⁸ or Calendesk ¹⁰	Multi-location support, Service package booking, Online payments & deposits, Automated SMS/Email reminders, GDPR compliance, Video integrations, Multilingual interface.	Directly automates appointment reminders and follow-ups, solving a key operational pain point. ¹ Enables the transition to a scalable, package-based service model.
Review Management	EmbedSocial ¹¹	Automatic aggregation from multiple Google Business Profiles, Customizable widget design, Real-time updates.	Automates the collection and display of social proof, leveraging high patient satisfaction ¹ to build trust while eliminating a time-consuming manual task. ¹
Website Platform	WordPress with a Professional Theme	High flexibility for custom design, Extensive plugin ecosystem for SEO and functionality, Scalability for future	Provides the most robust and scalable foundation to implement all recommendations in this protocol, from

		digital products and blogs.	local SEO to content marketing and e-commerce.
Email Marketing	Mailchimp or ConvertKit	Automation workflows, Audience segmentation (based on quiz results), Easy integration with website forms.	Essential for building the automated email sequences in the patient journey, nurturing leads, and communicating with clients.

Part II: The "Diaeta.be" Website Optimization Protocol

Section 2.1: Foundational Website Structure & User Experience (UX)

The website's architecture and design must be meticulously planned to create an experience that is professional, trustworthy, and effortless for the user. The design will be guided by principles observed in award-winning healthcare websites, prioritizing clarity and user confidence.¹²

- **Design Aesthetic:**

- **Minimalist, Clean, and Professional:** The design will employ a calming and professional color palette (e.g., blues, greens, soft grays, and whites) and generous use of white space. This approach, seen in prestigious sites like the Mayo Clinic, reduces cognitive load and allows users to focus on critical information.¹²
- **Mobile-First & Responsive:** Acknowledging that the majority of users will access the site via mobile devices, the design will be built from the ground up for a flawless mobile experience. This includes large, easily tappable buttons, legible font sizes, and a layout that adapts perfectly to any screen size.¹²
- **Trust-Inspiring Imagery:** The site will exclusively feature high-quality, original photography. This includes professional headshots of the practitioner, clean and welcoming photos of the various office interiors, and potentially (with explicit consent) anonymized images of patient interactions. The use of

generic stock photos will be strictly avoided to build authenticity and genuineness.¹²

- **Accessibility:** The website will be developed to meet Web Content Accessibility Guidelines (WCAG), ensuring it is fully usable by individuals with disabilities, such as those using screen readers or requiring adjustable text sizes.¹²
- **Optimal Sitemap & Navigation:** A simple, intuitive navigation structure is paramount for a positive user experience. The primary navigation bar will be uncluttered and logical, containing only essential items¹⁴:
 - **Home:** The digital front door, establishing the UVP.
 - **About Pierre:** A dedicated page for the practitioner's story, credentials, and unique "Innovator" angle.
 - **Services (Dropdown Menu):**
 - IBS & Low FODMAP Diet
 - Weight Management
 - Diabetes & Cholesterol
 - Nutrigenomics
 - **Locations (Dropdown Menu):** A list of the eight Brussels offices, with each item linking to its respective hyperlocal page.
 - **Resources/Blog:** The central hub for authoritative articles and patient education materials.
 - **Contact:** A simple page with a contact form and clear communication channels.
 - **Primary CTA Button:** A visually distinct button, such as "Book a Consultation," will be present in the main navigation menu to guide user action.¹²
 - **Language Switcher:** A clear and accessible dropdown menu (e.g., EN | FR | NL) will be placed in the header for easy language selection.
- **Core Page Structures:**
 - **Homepage:** The hero section will feature the Digital UVP, a professional photo of the practitioner, and two clear CTAs: a primary "Book a Consultation" and a secondary "Take the Quiz." Below this, sections will highlight "My Specialties," an "As Seen In" banner with logos of professional affiliations, the embedded Google Reviews widget for social proof, and a brief "About Me" summary linking to the full page.
 - **Service Pages (e.g., IBS):** These are critical, niche-specific landing pages. Each will provide detailed information on the condition, the practitioner's unique methodology (e.g., Monash-certified FODMAP approach), a step-by-step outline of the patient journey for that condition, relevant

success stories or testimonials, and a clear CTA to book the corresponding service package.

- **Location Pages:** These will be uniquely designed for local search optimization, as detailed in the following section.

Section 2.2: The Multi-Location Local SEO Mandate (Brussels)

A significant challenge facing the practice is inconsistent client flow, despite operating from eight physical locations.¹ This issue is directly linked to a suboptimal local search strategy. The practice's primary lead sources, Google and Doctoranytime.be, are heavily influenced by local search signals.¹ A single, non-localized web presence creates a confusing signal for both search engines and potential clients. A user in Woluwe may see the Tenbosch office address and be deterred by the perceived distance, unaware that a much closer office exists.

The solution is to transform the single digital entity into eight distinct, highly-optimized digital storefronts using a "hub and spoke" model. The main diaeta.be website will serve as the central hub, while each of the eight offices will have its own optimized "spoke." This approach is the direct strategic solution to one of the practice's most significant business challenges, creating eight targeted client funnels to stabilize lead flow and maximize the return on investment from the physical office rentals.

Action Plan:

- **1. Google Business Profile (GBP) Optimization:** This is the highest-priority action item.
 - A separate and fully verified GBP listing must be created for each of the eight office addresses.¹ Using virtual offices is against Google's guidelines and must be avoided.¹⁸
 - Absolute consistency in Name, Address, and Phone number (NAP) is required for each location across all online platforms. The business name for each profile should be standardized to "Diaeta -" for clear differentiation.¹⁹
 - Each GBP profile must be 100% complete, including the specific operating hours for that location, unique, high-quality photos of the office's interior and exterior, and a website link pointing directly to that location's specific landing page on diaeta.be.¹⁷

- The most specific primary category ("Dietitian") and relevant secondary categories ("Nutritionist," "Wellness Center") must be selected for each profile.¹⁹
- The Google Posts feature should be used weekly on each profile to announce location-specific availability or share relevant content.
- Reviews for each specific location must be actively encouraged and responded to.
- **2. Hyperlocal Website Landing Pages:**
 - A dedicated, unique landing page must be created on the diaeta.be website for each of the eight offices (e.g., diaeta.be/fr/locations/tenbosch).
 - The content on each page must be unique and optimized for local search. This includes incorporating location-specific keywords in the page title, headers, and body text (e.g., "Votre diététicienne experte à Tenbosch, Bruxelles").¹⁸
 - Each page must feature the location's full NAP, an embedded Google Map, photos of the specific office, and practical details such as parking and public transport access.
 - Testimonials from patients who frequent that particular location should be featured prominently.
 - LocalBusiness schema markup must be implemented on each location page. This structured data explicitly communicates the business's name, address, phone number, and hours for that location to search engines, significantly improving the chances of appearing in local map packs.¹⁸
- **3. Local Link Building & Citations:**
 - Each of the eight office locations must be listed with its unique and consistent NAP in major Belgian online directories (e.g., Golden Pages) and relevant health-focused portals.
 - Opportunities for backlinks from other Brussels-based websites, such as local community blogs or health and wellness directories, should be pursued to build local authority.

Table 3: Google Business Profile Optimization Checklist								
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Section 2.3: The Multilingual SEO Protocol (Europe)

To effectively serve a diverse European clientele, particularly for the specialized IBS practice, the website must be technically structured to target different linguistic and regional audiences. The primary mechanism for achieving this is the correct implementation of the hreflang HTML attribute. This tag signals to search engines like Google that multiple versions of a page exist for different languages, ensuring that a user in France sees the French version while a user in the UK sees the English one, and preventing the content from being flagged as duplicate.²¹

- **URL Structure:** A subdirectory URL structure is the recommended best practice for its clarity, scalability, and SEO benefits. The structure will be as follows:
 - <https://diaeta.be/fr/> for all French-language content.
 - <https://diaeta.be/en/> for all English-language content.
 - <https://diaeta.be/nl/> for all Dutch-language content, which is essential for serving the local Brussels market.
- **hreflang Implementation Strategy:**
 - **1. Bidirectional and Self-Referential:** hreflang tags must be implemented correctly to function. This means they are bidirectional: if the English page points to the French and Dutch versions, those pages must, in turn, point back to the English page. Furthermore, every page must include a "self-referencing" hreflang tag that points to itself.²¹
 - **2. Correct Syntax:** The attribute uses the format language-country based on ISO standards. For this practice, the primary tags will be:
 - fr-be: Targeting French speakers in Belgium.
 - nl-be: Targeting Dutch speakers in Belgium.
 - en-gb: Targeting English speakers in the United Kingdom (for the IBS niche).
 - fr-fr: Targeting French speakers in France (for the IBS niche).
 - en: A generic English tag to serve as a catch-all for other English-speaking users worldwide.
 - x-default: A fallback tag that tells Google which page to show users whose language/region settings do not match any of the specified versions.²⁴

- **3. Implementation Method (XML Sitemap):** For a website with numerous pages across multiple languages, adding hreflang tags directly into the HTML <head> of every single page is inefficient, difficult to maintain, and can negatively impact page load speed. The scalable and recommended best practice is to declare all hreflang relationships within the website's XML sitemap.²¹ An example for the homepage would look like this:

XML

```
<url>
  <loc>https://diaeta.be/en/</loc>
  <xhtml:link rel="alternate" hreflang="en" href="https://diaeta.be/en/" />
  <xhtml:link rel="alternate" hreflang="fr-be" href="https://diaeta.be/fr/" />
  <xhtml:link rel="alternate" hreflang="nl-be" href="https://diaeta.be/nl/" />
  <xhtml:link rel="alternate" hreflang="x-default" href="https://diaeta.be/en/" />
</url>
<url>
  <loc>https://diaeta.be/fr/</loc>
  <xhtml:link rel="alternate" hreflang="en" href="https://diaeta.be/en/" />
  <xhtml:link rel="alternate" hreflang="fr-be" href="https://diaeta.be/fr/" />
  <xhtml:link rel="alternate" hreflang="nl-be" href="https://diaeta.be/nl/" />
  <xhtml:link rel="alternate" hreflang="x-default" href="https://diaeta.be/en/" />
</url>
<url>
  <loc>https://diaeta.be/nl/</loc>
  <xhtml:link rel="alternate" hreflang="en" href="https://diaeta.be/en/" />
  <xhtml:link rel="alternate" hreflang="fr-be" href="https://diaeta.be/fr/" />
  <xhtml:link rel="alternate" hreflang="nl-be" href="https://diaeta.be/nl/" />
  <xhtml:link rel="alternate" hreflang="x-default" href="https://diaeta.be/en/" />
</url>
```

- **4. Content Localization:** True multilingual optimization goes beyond simple translation. Content must be localized. For the IBS content targeting users in France versus Belgium, this involves using local food examples, referencing region-specific products, and adapting cultural nuances in the language used.¹⁸

Part III: Advanced Content & Authority Protocol (E-E-A-T & AISO)

Section 3.1: Establishing Unassailable E-E-A-T (Experience, Expertise, Authoritativeness, Trust)

As a healthcare website providing advice that can impact a person's health and well-being, all content falls under Google's rigorous "Your Money or Your Life" (YMYL) guidelines. This means the site will be judged on its Experience, Expertise, Authoritativeness, and Trust (E-E-A-T). Demonstrating high levels of E-E-A-T is not optional; it is the most critical factor for achieving and maintaining high search rankings in the medical field.²⁶ The practitioner's extensive knowledge and proven success are the core assets; this protocol details how to showcase them effectively to search engines.

Actionable E-E-A-T Implementation:

- **Experience & Expertise:**
 - **Author Bio on All Content:** Every blog post, guide, and resource page must conclude with a prominent author box. This box will feature the practitioner's name, professional photo, and key credentials (e.g., "Registered Dietitian, Monash-Trained FODMAP Expert"). This box must link to the comprehensive "About Pierre" page.²⁸
 - **Comprehensive "About" Page:** This page is a cornerstone of E-E-A-T. It must detail all professional qualifications, the unique computer science background (to support the "innovator" narrative), the personal journey with diabetes (to build empathy and experience), and the core treatment philosophy.¹ It should also prominently feature the fact that there are hundreds of positive reviews and link directly to the Doctoranytime.be profile where they can be verified.¹
 - **Cite Authoritative Sources:** All clinical content must be grounded in science. Articles should externally link to and cite high-authority sources such as PubMed studies, the official Monash University FODMAP resources, King's College London research, and major health organizations like the International Diabetes Federation. This validates that the advice is based on scientific consensus.¹
- **Authoritativeness:**
 - **Showcase Credentials:** The website footer and "About" page must clearly and visibly list all relevant credentials, such as "Registered Dietitian (INAMI/RIZIV accredited)" and "Monash University Trained FODMAP

Dietitian".²⁹

- **Build High-Quality Backlinks:** A proactive strategy to acquire backlinks from other reputable health-related websites is essential. This includes professional associations, publications, and the websites of the gastroenterologists the practitioner is connected with on LinkedIn.¹
- **Display Reviews and Testimonials:** The automated Google Reviews widget is a powerful, dynamic signal of both authoritativeness and trust, providing third-party validation of the practice's quality.²⁷
- **Trustworthiness:**
 - **Clear and Complete Contact Information:** The website must have an easily found "Contact" page listing the phone number and the physical addresses for all eight office locations.²⁸
 - **Secure Website (HTTPS):** The entire website must be secured with an SSL certificate, which is a fundamental trust signal for users and search engines.²⁷
 - **Transparent Policies:** Dedicated, easily accessible pages for the Privacy Policy and Terms of Service are mandatory.
 - **Content Fact-Checking and Updates:** Each article should include a statement such as, "This article has been medically reviewed by Pierre Abou-Zeid, Registered Dietitian," and display the date it was last updated to signal that the information is current and accurate.²⁶

Table 4: E-E-A-T Implementation Checklist		
E-E-A-T Element	Implementation Status	Notes
Prominent author bio on all articles/posts	<input type="checkbox"/>	Must link to the full "About" page.
Comprehensive "About" page with all credentials	<input type="checkbox"/>	Include CS degree, personal story, and link to review profiles.
External citations to high-authority medical sources	<input type="checkbox"/>	e.g., PubMed, Monash.edu, Diabetes.org.
Credentials displayed in website footer	<input type="checkbox"/>	e.g., "Registered Dietitian," "Monash-Trained."
Automated Google Reviews widget on homepage	<input type="checkbox"/>	Configure to pull from all 8 GBP locations.

Clear contact page with all 8 addresses	<input type="checkbox"/>	Include embedded Google Maps for each.
Website fully secured with HTTPS/SSL	<input type="checkbox"/>	Non-negotiable for security and trust.
"Medically Reviewed By" line on content	<input type="checkbox"/>	Include name, title, and last updated date.
Person and Dietitian schema on "About" page	<input type="checkbox"/>	Technical implementation to define expertise for search engines.

Section 3.2: The AI Search Optimization (AISO) Blueprint

The paradigm of search is shifting. Traditional Search Engine Optimization (SEO) focuses on ranking a list of blue links on a results page. AI Search Optimization (AISO) is the practice of structuring a website's content and data to become the *direct source of the answer* for AI-driven platforms like Google's AI Overviews, ChatGPT, and voice assistants.³¹ For an expert practitioner, this means evolving from merely "writing articles" to strategically "building a public-facing knowledge base."

The strategies for E-E-A-T and AISO are not separate; they are deeply synergistic. High E-E-A-T content is exactly what AI models are trained to find and trust. The practitioner's stated dislike for time-consuming content creation¹ can be addressed by focusing on quality over quantity. Creating a limited number of massive, authoritative "Pillar Pages" for each core specialty is far more efficient and impactful than producing dozens of short, generic blog posts. A single, comprehensive guide on IBS, meticulously structured for AISO and infused with E-E-A-T signals, becomes a durable asset that will rank for hundreds of keywords and be referenced by AI systems for years to come.

AISO Strategy for Diaeta:

- 1. Semantic and Conversational Content:** Content must be structured to directly answer the questions potential patients are asking. Instead of a generic article titled "IBS Information," the site will feature a pillar page titled "The Ultimate Guide to the Low FODMAP Diet for IBS." This page will be organized with headers (H2s, H3s) that are explicit questions, mirroring the natural language

queries used in voice and AI search.³¹ Examples include:

- "What Exactly is the Low FODMAP Diet?"
- "Which Common Belgian Foods are High in FODMAPs?"³⁷
- "How Do I Safely Start the FODMAP Reintroduction Phase?"
- "Can a Low FODMAP Diet Help with Bloating and Gas?"
- **2. Advanced Schema Markup:** Schema is a form of structured data that acts as an explicit "translation layer" for search engines, telling them precisely what your content is about. The following schema types will be implemented:
 - Dietitian (a subtype of MedicalBusiness) and Person schema on the "About" page to define the practitioner's identity and expertise.
 - LocalBusiness schema for each of the eight location pages.
 - FAQPage schema on pages that feature a question-and-answer format, making them eligible for rich results in search.
 - HowTo schema for step-by-step guides (e.g., "How to Follow the 3 Phases of the FODMAP Diet").
 - Article and author schema on all blog posts to algorithmically connect each piece of content directly to the practitioner's expert profile.
- **3. Building Entity Authority:** AISO is fundamentally about Google understanding "Diaeta" as a trusted and authoritative *entity* on the topic of clinical nutrition in Brussels. Every strategic action detailed in this report—from optimizing the eight Google Business Profiles and generating location-specific reviews to building high-quality backlinks and creating E-E-A-T-rich content—contributes directly to strengthening this entity authority, making the practice the go-to source for AI-powered recommendations.³¹

Section 3.3: Niche-Specific Keyword & Content Strategy

The content strategy will be built on a foundation of meticulous keyword research, targeting high-intent search terms that indicate a user is actively seeking a solution and is ready to book a consultation. The research draws from an analysis of competitor sites and search results across Brussels and Europe.⁷ The content will be organized using a "Pillar and Cluster" model, which is highly effective for building topical authority. A "Pillar Page" will be a comprehensive, long-form guide on a core topic, while "Cluster Content" will consist of shorter articles addressing specific sub-topics, all linking back to the main pillar page.

- **IBS Pillar Page Example:** "Le guide complet du régime pauvre en FODMAP pour

le Syndrome de l'Intestin Irritable à Bruxelles" (The Complete Guide to the Low FODMAP Diet for IBS in Brussels).

- **IBS Cluster Content Examples:** "Top 10 Low FODMAP Recipes for Busy Professionals," "Navigating Brussels Restaurants on a Low FODMAP Diet," "An Expert Review of the Monash University FODMAP App."

The following tables provide sample high-intent keywords to guide the creation of these optimized pages.

Table 5: High-Intent Keywords for IBS / Low FODMAP		
Keyword (FR/EN/NL)	Search Intent	Target Page/Content Type
diététicien SII bruxelles ³²	Transactional	IBS Service Page, Location Pages
spécialiste FODMAP bruxelles ³⁴	Transactional	IBS Service Page
low FODMAP expert Brussels ³⁰	Transactional	IBS Service Page (EN version)
régime pauvre en FODMAP qui consulter	Commercial	IBS Pillar Page
avis application Monash FODMAP	Informational	Blog Post/Resource
diëtist prikkelbare darm syndroom brussel	Transactional	IBS Service Page (NL version)

Table 6: High-Intent Keywords for Weight Loss		
Keyword (FR/EN/NL)	Search Intent	Target Page/Content Type
nutritionniste perte de poids bruxelles ³³	Transactional	Weight Loss Service Page, Location Pages
coach perte de poids bruxelles	Transactional	Weight Loss Service Page

rééquilibrage alimentaire ixelles ³⁵	Transactional	Ixelles Location Page
diététicien pour maigrir woluwe	Transactional	Woluwe Location Pages
comment perdre du poids durablement	Informational	Weight Loss Pillar Page
voedingsdeskundige afvallen brussel	Transactional	Weight Loss Service Page (NL version)

Table 7: High-Intent Keywords for Diabetes & Cholesterol		
Keyword (FR/EN/NL)	Search Intent	Target Page/Content Type
diététicien diabète type 2 bruxelles ⁷	Transactional	Diabetes Service Page, Location Pages
nutritionniste cholestérol bruxelles ⁷	Transactional	Cholesterol Service Page, Location Pages
prise en charge diabète nutrition ³⁶	Commercial	Diabetes Service Page
comment baisser le cholestérol naturellement	Informational	Cholesterol Pillar Page
diëtist voor diabetes type 2	Transactional	Diabetes Service Page (NL version)
cholesterol verlagen dieet	Informational	Cholesterol Pillar Page (NL version)

Conclusions and Strategic Imperatives

This protocol outlines a comprehensive, evidence-based strategy to transform the diaeta.be website into a world-class digital asset. The successful execution of this plan hinges on the integration of four strategic imperatives:

1. **Embrace the "Innovator" Identity:** The practitioner's unique background in technology is a powerful differentiator. This identity must be woven into the brand's narrative to attract the target demographic and justify a premium market position.
2. **Automate to Scale:** The current reliance on manual administrative tasks is a primary source of inefficiency and a barrier to growth. Implementing an integrated technology stack for scheduling, payments, and review management is critical to streamline operations, reduce burnout, and create the capacity for strategic work.
3. **Dominate Local Search:** Inconsistent client flow is a direct result of a non-localized digital presence. The meticulous optimization of eight distinct Google Business Profiles and corresponding hyperlocal website pages is the single most important action to stabilize client acquisition and maximize the value of the physical office locations.
4. **Build Authoritative Pillar Content:** To satisfy the dual demands of Google's E-E-A-T standards and the rise of AISEO, the content strategy must shift from creating many small posts to building a few comprehensive, authoritative pillar pages. This approach respects the practitioner's time constraints while building a durable foundation of expertise that will attract clients and be recognized by search engines for years to come.

By implementing this unified protocol, the Diaeta practice will not only compete with the best websites in its field but will also establish a scalable, efficient, and authoritative digital foundation poised for long-term growth and success.

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