

TheWholenessPod

A Short Case Study on Improving the Search Engine Optimisation of [The Wholeness Pod](#)

By

[Ibrahim Mohammad](#)

Presented to the [Wholeness Pods Team](#)

&

[Louise Gardner](#)

Executive Summary

This case study evaluates and proposes strategies to enhance the Search Engine Optimisation (SEO) and overall performance of The Wholeness Pod's website. Key areas of focus include a backlink strategy, usability improvements, performance optimisation, social presence, local SEO and an in depth competitor analysis.

Key Findings:

The Wholeness Pod has 36 Backlinks, with 22% directing authority to other sites. Nofollow links are absent, limiting the flow of authority.

Implementing a robust link-building strategy through content creation, influencer reviews and organic link requests can increase the strength of their backlinks.

Mobile usability issues include inconsistent capitalisation, an unresponsive hamburger menu and an overall slow experience. Address these usability concerns to reduce bounce rates and improve the mobile user experience. Evaluate the use of iFrames as they complicate mobile navigation and impact SEO negatively.

Current performance metrics include a server response time of 0.1 seconds, a script load time of 9.3 seconds, and a full content load time of 2.6 seconds.

Optimise file sizes and reduce the number of resources. Minify JavaScript and CSS files to improve load times. Transition from inline styles to external styles to external CSS to enhance performance.

The businesses social presence is weak. The facebook link is not effectively utilised either. Integrate Facebook Pixel to better track user actions and refine ad targeting, improving the effectiveness of marketing campaigns.

Google can't detect the business address from the website. Implement structured data markup to enhance search visibility and attract local traffic. Ensure the address is clearly marked up for Google's local search algorithms.

Competitors such as The Body Lab London demonstrate advanced SEO and website optimisation strategies. The Wholeness Pod can develop detailed service pages similar to them to improve search visibility and customer trust. Also enhance the website design with engaging visuals and comprehensive content

The Wholeness Pod currently does not utilise Google Analytics missing out on critical data insights. Implement Google Analytics to track visitor behaviour, measure campaign performance, set goals, and optimise conversion rates. This provides valuable insights for improving SEO and marketing strategies.

Website Audit

Execute a link building strategy.

A backlink is a link from another website that directs the user to our own website.
For example, if our website hyperlink is visible on TheSuns website.

Backlinks are a signal to Google that your website has quality content that is worth citing, therefore sites which have more backlinks have higher rankings.^[1]

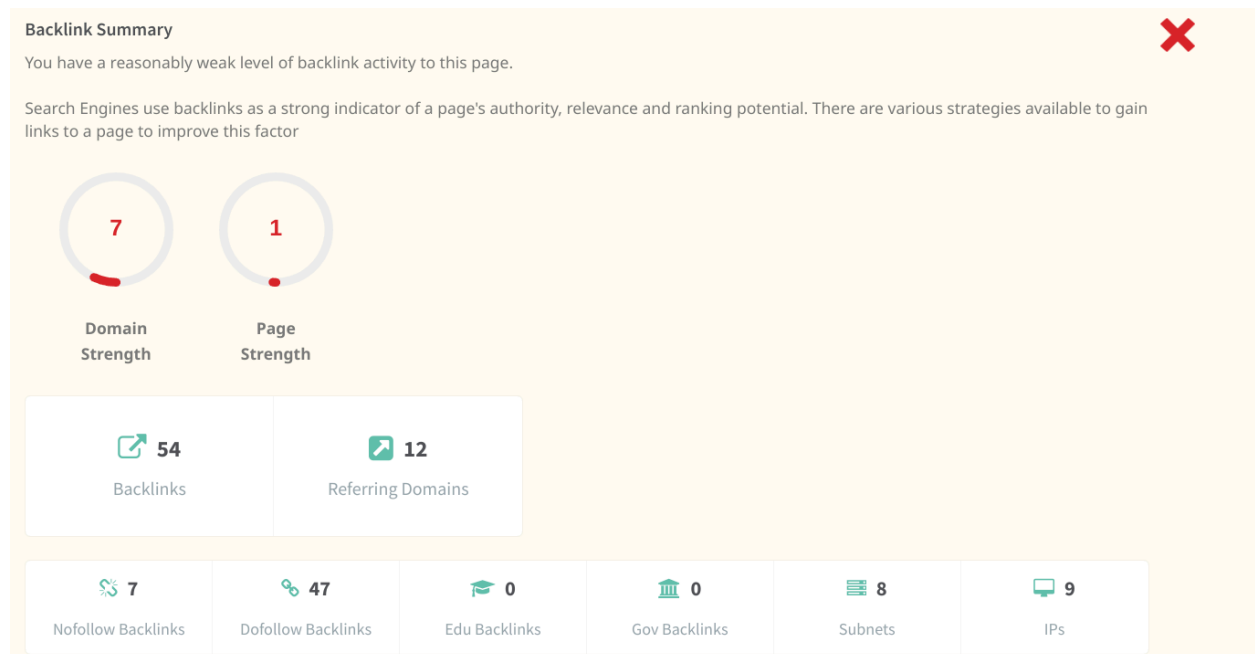


Figure 1: Backlink summary

Using a free audit performing website [2], We are able to find an abundant of information regarding our website and how to improve it.

Top Backlinks



These are the highest value external pages we have found linking to your site.

| Domain strength | Referring Page URL | Referring Page Title | Anchor Text |
|-----------------|---|---|---------------------|
| 86 | https://classpass.com/studios/the-wholeness-pod-sutton | The Wholeness Pod: Read Reviews and Book Classes on ClassPass | thewholenesspod.com |
| 80 | https://www.wethrift.com/the-wholeness-pod | The Wholeness Pod Coupons - Up to 20% off - June 2024 | The Wholeness Pod |
| 52 | https://classpass.nl/studios/the-wholeness-pod-sutton | The Wholeness Pod: Lees recensies en boek lessen met ClassPass | thewholenesspod.com |
| 47 | https://oruspace.co/sutton/treatments | Treatments Oru Space | Learn more |
| 36 | https://classpass.se/studios/the-wholeness-pod-sutton | The Wholeness Pod: Läs recensioner och boka pass på ClassPass | thewholenesspod.com |
| 32 | https://classpass.no/studios/the-wholeness-pod-sutton | The Wholeness Pod: Les anmeldelser og book timer på ClassPass | thewholenesspod.com |
| 28 | https://classpass.de/studios/the-wholeness-pod-sutton | The Wholeness Pod: Lies Bewertungen und buche Kurse auf ClassPass | thewholenesspod.com |
| 7 | https://classpass.pt/studios/the-wholeness-pod-sutton | The Wholeness Pod: lê avaliações e reserva aulas na ClassPass | thewholenesspod.com |

Backlinks from higher authority websites generally deliver the best ranking potential to your site. This report provides a sample of some of the highest value backlinks we can see linking to your site.

Figure 2: The WholenessPods Top Backlinks

The audit found 36 total links. 22% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Nofollow links are links with a rel="nofollow" HTML tag applied to them. The nofollow tag tells search engines to ignore that link. Because nofollow links do not pass PageRank they likely don't impact search engine rankings.[3]

Link Building Strategies

Some of the easiest ways to improve the backlinks of a website is to use strategies such as

Content creation and promotion -

By creating compelling and engaging content, audiences will naturally want to reference and link to and tell people about it. Content creation spreads the word of your business and is one of the easiest ways to build backlinks.

Reviews and mentions -

By putting your services in front of influencers in the industry, for example popular bloggers in south london, or even anyone else with a large following in greater london, we are able to increase our backlinks to our website. If we get people talking about the business, people will start sharing links to the business.

Links from friends -

Ask others who own websites or articles online to link back to your website, or even if they post a social media post where they describe the service they received, whilst linking to your website on the posts description.

Links must be created organically, purchasing backlinks are against Google's guidelines.[4]

Usability

Usability helps to mitigate the percentage of visitors that enter the website and leave straight away (“bounce”) rather than continuing to browse the other webpages.

There are a lot of issues with the mobile website. Some that are notable to me are;

- Inconsistent capitalisation
- Unresponsive hamburger button
- Clicking book now scrolls the page too far down
- Prices of the packages load in slowly

Google indicates that our webpage is scoring poorly on their Mobile PageSpeed Insights evaluation.

Website performance has a direct impact on your website's ability to have a high SEO ranking.

Because your website is using iFrames, the navigation of content in mobile becomes complicated because it makes it harder to index for search engines.

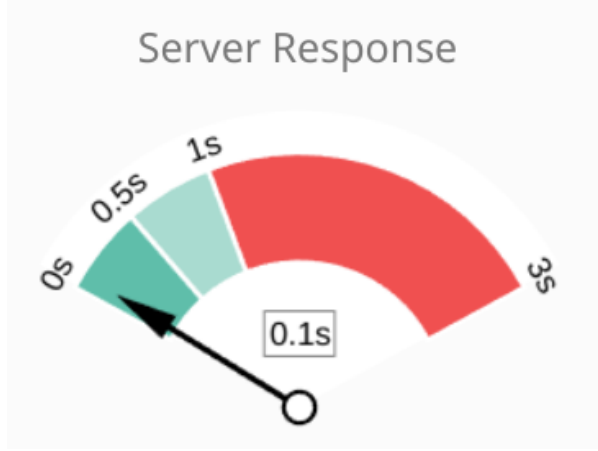
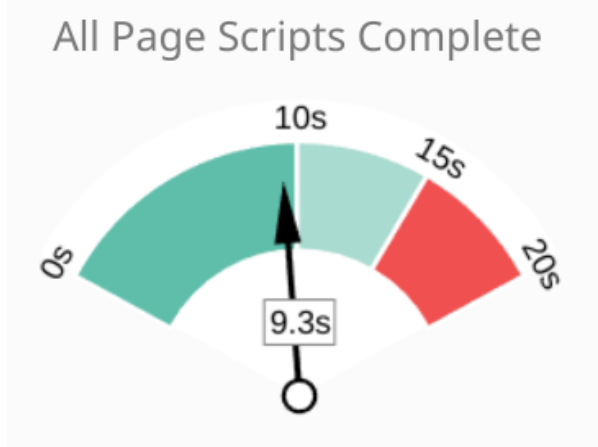
Essentially the structure of your website involves having a HTML webpage inside a HTML webpage. These are mostly used for advertisements, embedded videos or interactive content however, since we are mainly an E-commerce website, this is negatively affecting our SEO.

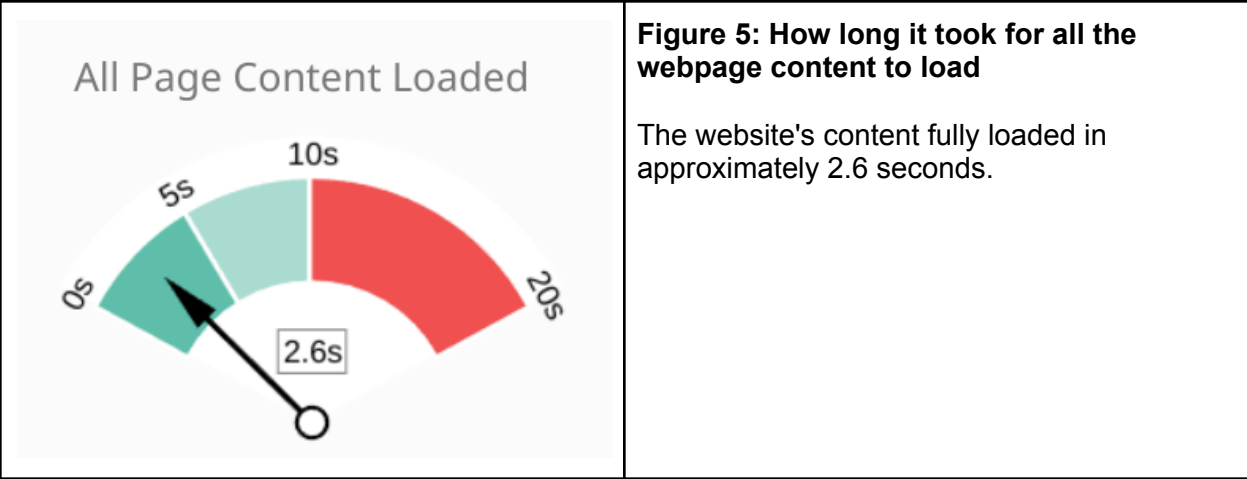
Usage of iFrames could be the reason for a slow user experience on mobile. Overall iFrames are a very old coding practice and are usually discouraged because of how they complicate navigation of your website.

Performance

Performance of your website is important to ensure a good user experience and mitigate bounce rates.

Here are some figures relating to your page speeds.

| | |
|--|--|
|  <p>A semi-circular gauge titled "Server Response" with a scale from 0s to 3s. The gauge is divided into three color-coded sections: green (0s to 0.5s), light green (0.5s to 1s), and red (1s to 3s). An arrow points to the 0.1s mark, which is labeled in a box below the gauge.</p> | <p>Figure 3: Server Response Time</p> <p>Your website has a server response time of 0.1 seconds.</p> |
|  <p>A semi-circular gauge titled "All Page Scripts Complete" with a scale from 0s to 20s. The gauge is divided into three color-coded sections: green (0s to 10s), light green (10s to 15s), and red (15s to 20s). An arrow points to the 9.3s mark, which is labeled in a box below the gauge.</p> | <p>Figure 4: Time taken to complete all page scripts</p> <p>It took 9.3 seconds before all of the pages scripts were completed.</p> |



Things that could be reducing load speeds.

The size of your pages files are large, regardless of how you optimise your website, these will still impact the loadspeeds and user experience.

The page size from what I can see is 5.5MB.
This is after compression, the original size is 14.52MB. Compression for the website is reasonably good.

Resources used

When browsers want to display a modern website, they need to retrieve a wide variety of files including HTML, CSS, Javascript, Images and more. The rule of thumb is every file that needs to be retrieved is another network request that needs to be made by the browser to the server, which ultimately adds to load time.

| Resource | Amount |
|------------------------------|--------|
| Total Objects | 205 |
| HTML Pages | 5 |
| Javascript | 116 |
| Cascading Style Sheets (CSS) | 11 |
| Images | 16 |
| Other | 57 |

It is good practice to remove unnecessary files or consolidate smaller files with similar content like styles and scripts where possible to optimise performance.

Inline Styles

TheWholenessPods Website is using inline styles, these are styles that are applied to a specific element within the body of the webpage. This is also an ancient coding practice, discouraged due to the fact that CSS completes all of this for us in a much neater fashion as well as not degrading the load times of our website.


Social Presence

On a small note, the Facebook link at the bottom of the webpage does not appear to be visible to google. With that in mind, we may as well make use of Facebook Pixel. [5]

“The Meta pixel is a piece of code on your website that can help you better understand the effectiveness of your advertising and the actions that people take on your site, such as visiting a page or adding an item to their basket. You'll also be able to see when customers took an action after seeing your ad on Facebook and Instagram, which can help you with retargeting. And when you use the Conversions API alongside the pixel, it creates a more reliable connection that helps the delivery system decrease your costs.”

In short, Meta Pixel allows you to better track your audience, see where they're coming from and gain insights from their online habits. From here you can tailor ads to follow them around, customise future offers and leverage your marketing strategy to increase revenue.

Local SEO

| | |
|---|--|
|  | <p>Figure 6: The Wholeness Pods Contact us, taken from the footer of their webpage.</p> <p>It appears that google can not pick up the fact that we have an address made visible on our website.</p> |
|---|--|

There are a few ways to solve this issues.

1. Structured Data Markup;
 - a. Adding structured data can enable search results that are more engaging to users and encourage them to interact more with your website.
 - i. There are stats to back up this statement

“Rotten Tomatoes added structured data to 100,000 unique pages and measured a 25% higher click-through rate for pages enhanced with structured data, compared to pages without structured data.”[6]

“The Food Network has converted 80% of their pages to enable search features, and has seen a 35% increase in visits.”[6]

“Rakuten has found that users spend 1.5x more time on pages that implemented structured data than on non-structured data pages, and have a 3.6x higher interaction rate on AMP pages with search features vs non-feature AMP pages.”[6]

“Nestlé has measured pages that show as rich results in search have an 82% higher click through rate than non-rich result pages.” [6]

How does structured data work in Google Search?

Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web. This includes information about;

- People
- Books
- Companies

```
<html>
<head>
  <title>Party Coffee Cake</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
    "@type": "Recipe",
    "name": "Party Coffee Cake",
    "author": {
      "@type": "Person",
      "name": "Mary Stone"
    },
    "datePublished": "2018-03-10",
    "description": "This coffee cake is awesome and perfect for parties.",
    "prepTime": "PT20M"
  }
</script>
```

Figure 7 - An example showing good practice and usage of structured data in HTML.

```
</head>
<body>
  <h2>Party coffee cake recipe</h2>
  <p>
    <i>by Mary Stone, 2018-03-10</i>
  </p>
  <p>
    This coffee cake is awesome and perfect for parties.
  </p>
  <p>
    Preparation time: 20 minutes
  </p>
</body>
</html>
```

Figure 8 - An example showing poor practice and usage of structured data in HTML.

| | |
|-----------------|---|
| type | LocalBusiness |
| name | The Wholeness Pod |
| url | https://www.thewholenesspod.com/ |
| image | https://static.wixstatic.com/media/3c8c61_ffacc999f887495295e27ecd4616623d~mv2.png |
| address | |
| type | PostalAddress |
| addressCountry | |
| type | Country |
| name | GB |
| addressLocality | Sutton |
| postalCode | SM1 4AF |
| streetAddress | 7 Throwley Way |

Figure 9 - The Wholeness Pod shows good usage of structured data within their websites files.



Title Tag:

A title tag is a HTML element that specifies the title of a web page. It is one of the most important SEO factors and appears in these places:

1. Search engine results pages (SERPs): The title tag is usually displayed as the clickable headline for a given result and gives the users an idea of what content they can expect on the page. Significantly impacting click rates.
2. Web browser tabs: The title tag is displayed on the browser tab, this helps users to keep track of their tabs if they have multiple tabs open.
3. Social Media Sharing: When a page is shared on social media platforms, the title tag appears as the preview title.

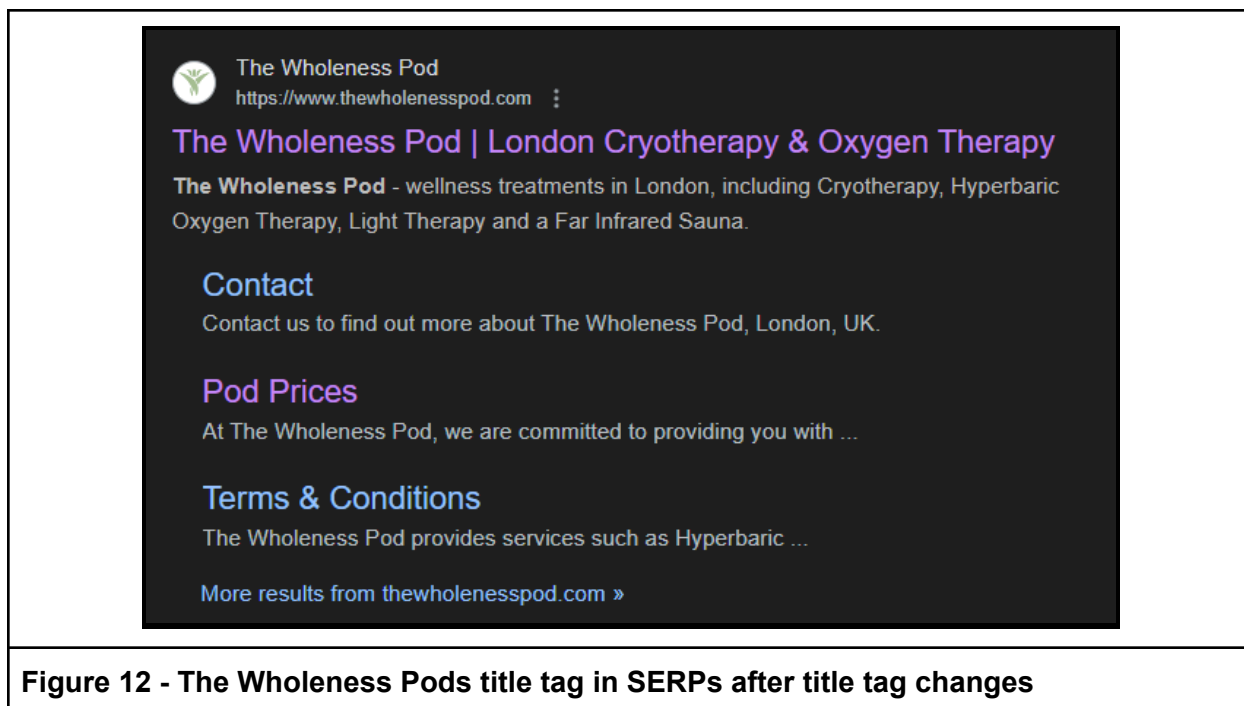
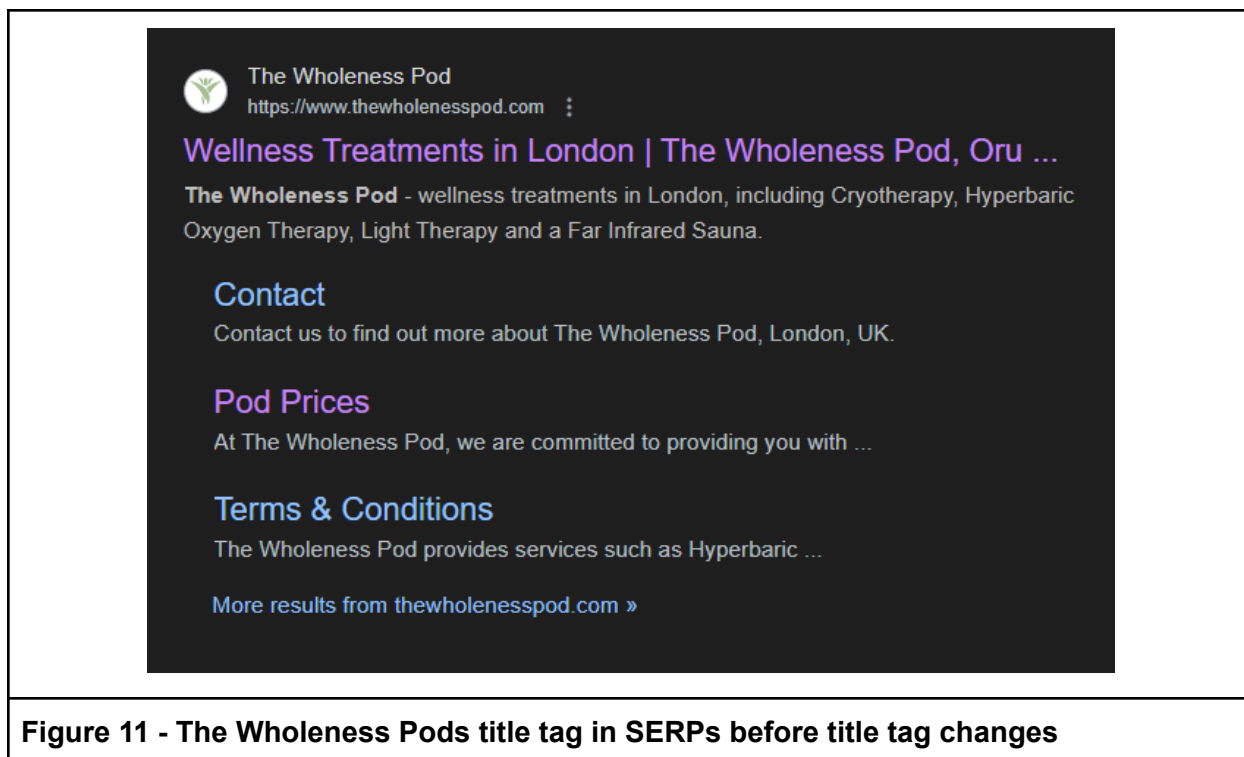
Below is the Wholeness pods website's title tag. It is much too long and needs to be shortened to between 50-60 characters. Currently it is 80 characters.

Wellness Treatments in London | The Wholeness Pod, Oru, Throwley Way, Sutton, UK

Potential improvements

There are different methods to creating a title tag, but here are a few examples I've come up with considering each method.

1. Focus on the key service provided and the location
 - a. London Cryotherapy & Oxygen Therapy | Wholeness Pod
 - b. The Wholeness Pod | London Cryotherapy & Oxygen Therapy
 - c. Wellness Treatments in London | The Wholeness Pod
 - d. Holistic Wellness | Cryotherapy & Oxygen Therapy
 - e. Cryotherapy & Oxygen Therapy at Wholeness Pod



As you can see, adjusting the title tag makes a huge difference in making the headline much more appealing.

XML Sitemaps

An XML sitemap is a file that lists a website's essential pages. This makes sure that google can find and crawl them all, as well as help search engines understand your website's structure. We want google to be able to crawl every important page of the website, however some webpages do not have internal links, therefore making them hard to find. A sitemap helps speed up the content discovery.^[7]

Google's documentation says "sitemaps are beneficial for really large websites, websites with large archives, new websites with just a few external links to them, and websites which use rich media content."^[7]

The Wholeness Pod falls under the new website with a small amount of external links to them.

The Wholeness Pod Sitemap

```
urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <!-- created with Free Online Sitemap Generator www.xml-sitemaps.com -->
  <url>
    <loc>https://www.thewholenesspod.com/</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>1.00</priority>
  </url>
  <url>
    <loc>https://www.thewholenesspod.com/podprices</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>https://www.thewholenesspod.com/about</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>https://www.thewholenesspod.com/contact</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>https://www.thewholenesspod.com/hbot</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>https://www.thewholenesspod.com/cryotherapy</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>https://www.thewholenesspod.com/far-infrared-sauna</loc>
    <lastmod>2024-07-21T11:33:21+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
```

```
<loc>https://www.thewholenesspod.com/light-therapy</loc>
<lastmod>2024-07-21T11:33:21+00:00</lastmod>
<priority>0.80</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/gift-card</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.80</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/privacy-policy</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.80</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/refund-policy</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.80</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/faq</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.80</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/terms-and-conditions</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.80</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/service-page/intro-to-cryotherapy</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.64</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/service-page/cryotherapy</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.64</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/service-page/cryotherapy-5-sessions</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.64</priority>
</url>
```

```
<url>
  <loc>https://www.thewholenesspod.com/service-page/cryotherapy-10-sessions</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.64</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/service-page/cryotherapy-20-sessions</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.64</priority>
</url>
<url>
  <loc>https://www.thewholenesspod.com/service-page/group-cryo-chill</loc>
  <lastmod>2024-07-21T11:33:21+00:00</lastmod>
  <priority>0.64</priority>
</url>
</urlset>
```

Notes on the sitemap

- This sitemap starts with the <urlset> tag, including the necessary namespaces and schema location.
- Each URL is encapsulated within the <url> tag and includes <loc> (location), <lastmod> (last modification date), and <priority> tags.
- The priority values are correctly set, with the homepage having the highest priority (1.00) and other important pages like treatments and policies having a priority of 0.80.
- Service pages have a slightly lower priority (0.64), which makes sense given their specific nature.
- The sitemap includes critical pages like the homepage, treatment pages, policy pages, and specific service pages.
- The last modification dates (<lastmod>) are consistent and up-to-date, which helps search engines understand the recency of content updates.

Possible improvements to be made (Not all apply to The Wholeness Pod)

- Regularly update the last modification date when content on the website changes.
- If the website's content changes frequently. A content management system (CMS) should be used to automatically update the sitemap, ensuring no manual intervention is required.
- Submit the sitemap to Google Search Console[8] to validate your sitemap to ensure there aren't any errors as well as to help search engines index your site more effectively.

Competitor Analysis

The following section covers a brief competitor analysis. I will be covering one competitor in depth which is, The Body Lab London [9]

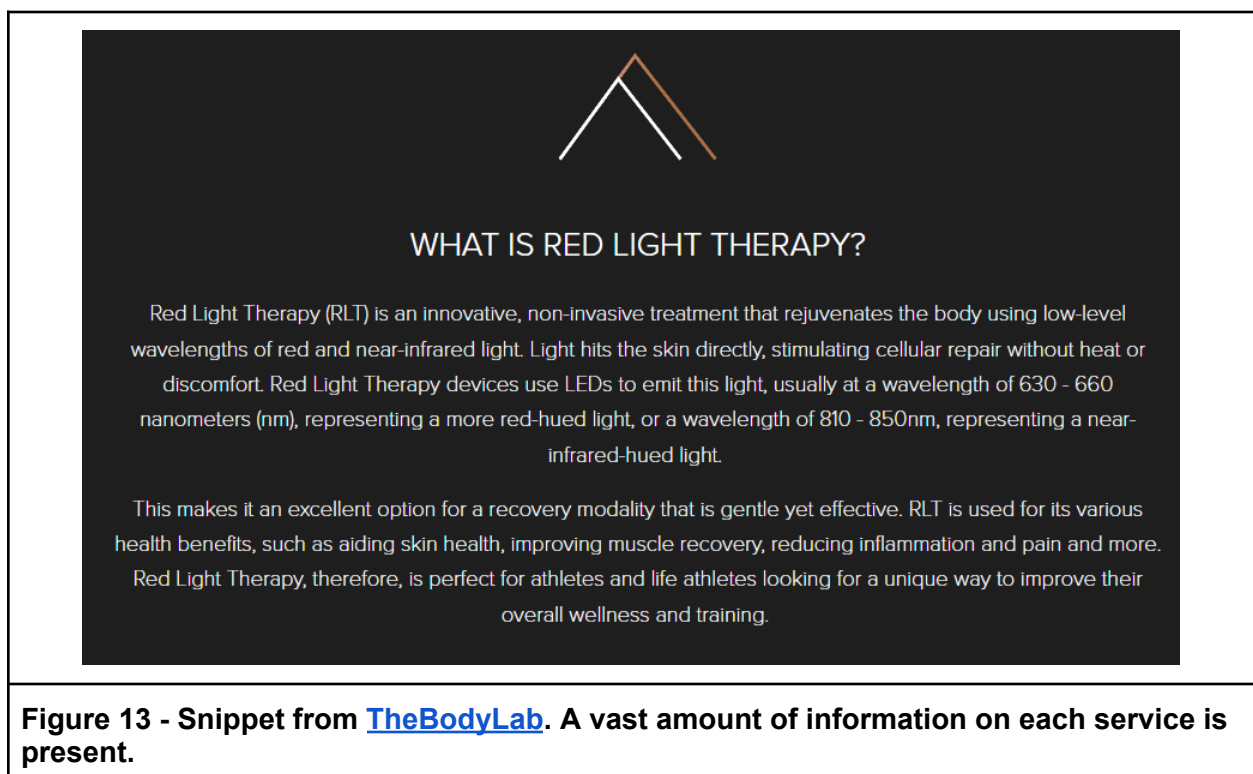
The Body Lab is a high end service in kensington offering a vast amount of services including;

- Floatation
- Personal Training
- Nutrition Advice
- Osteopathy
- Whole-Body Cryotherapy
- Hyperbaric Oxygen Therapy
- Infrared Cabins (Saunas)
- Massage Therapy

They offer more in terms of services, however their pricing and target market is majorly different to The Wholeness Pod. The Body Labs main target market is a much more rich demographic and aims to provide luxury services at a very high price.

However, TheWholenessPod aims to be more affordable and tailor to a wider, more localised audience.

The main thing that is to be taken from the body lab is the way information is displayed and told on their website.



Providing in-depth information on services in this fashion not only gives the viewer a great understanding of what they are purchasing, but also adds a level of trust to your business. A business that knows their own products and services back to front comes off as more knowledgeable and trustworthy.

Perhaps the biggest impact of this is how this affects search engine optimisation (SEO).

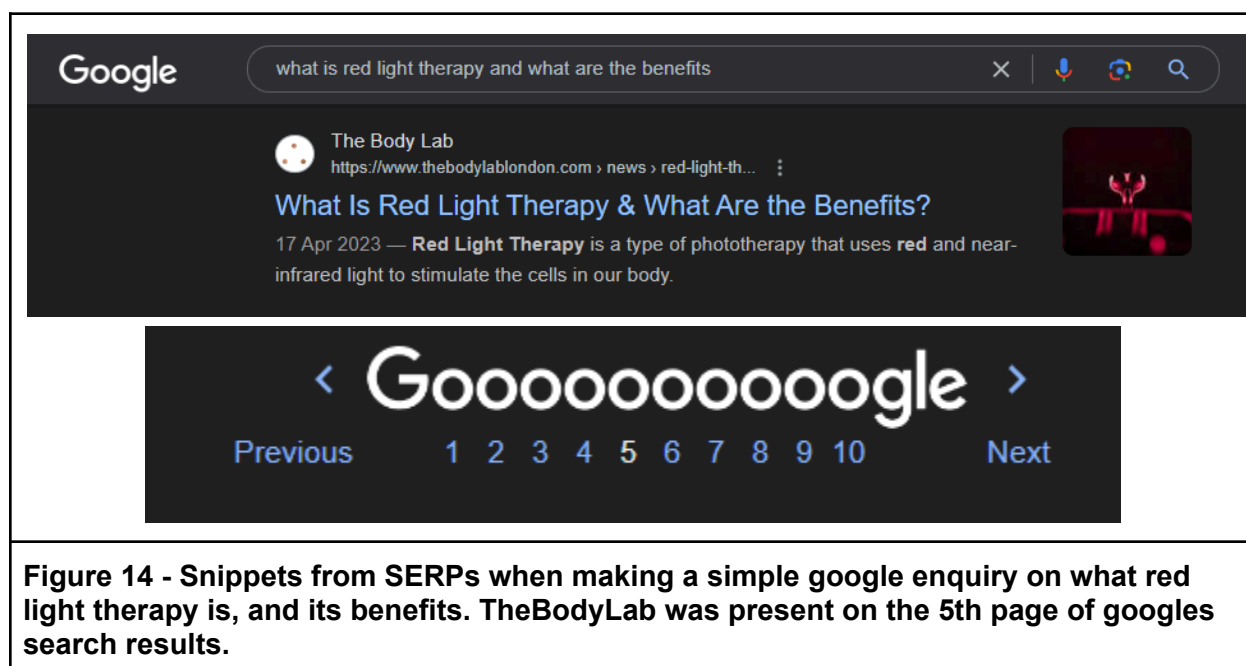


Figure 14 - Snippets from SERPs when making a simple google enquiry on what red light therapy is, and its benefits. TheBodyLab was present on the 5th page of googles search results.

Appearing on page 5 of google's search results is no big feat, but the mere fact that they appear at all greatly increases their chances of being seen by your average internet surfer. When googling anything about holistic services in London, it is almost impossible to have The Wholeness Pod to show up without specifically stating the business name.

The solution to this is simple, by adding a webpage for each and every service that The Wholeness Pod provides, and giving in depth information on the benefits, risks and mechanics behind it, not only provides your clients with a feeling of safety, but also allows your website to multifunction as an informational website, attracting those who are looking for information on your services. And of course while they are there, viewing said information, there are chances they may inquire about booking the service.

Next, let's take a look at how TheBodyLab has presented their website.

Their landing page starts off with a hero image that functions as a gif, instantly giving life to the website and adding that humanised feeling. We aren't instantly shown any buttons to click in order to book their services, instead upon scrolling down we get a little bit about the company itself, as shown below.

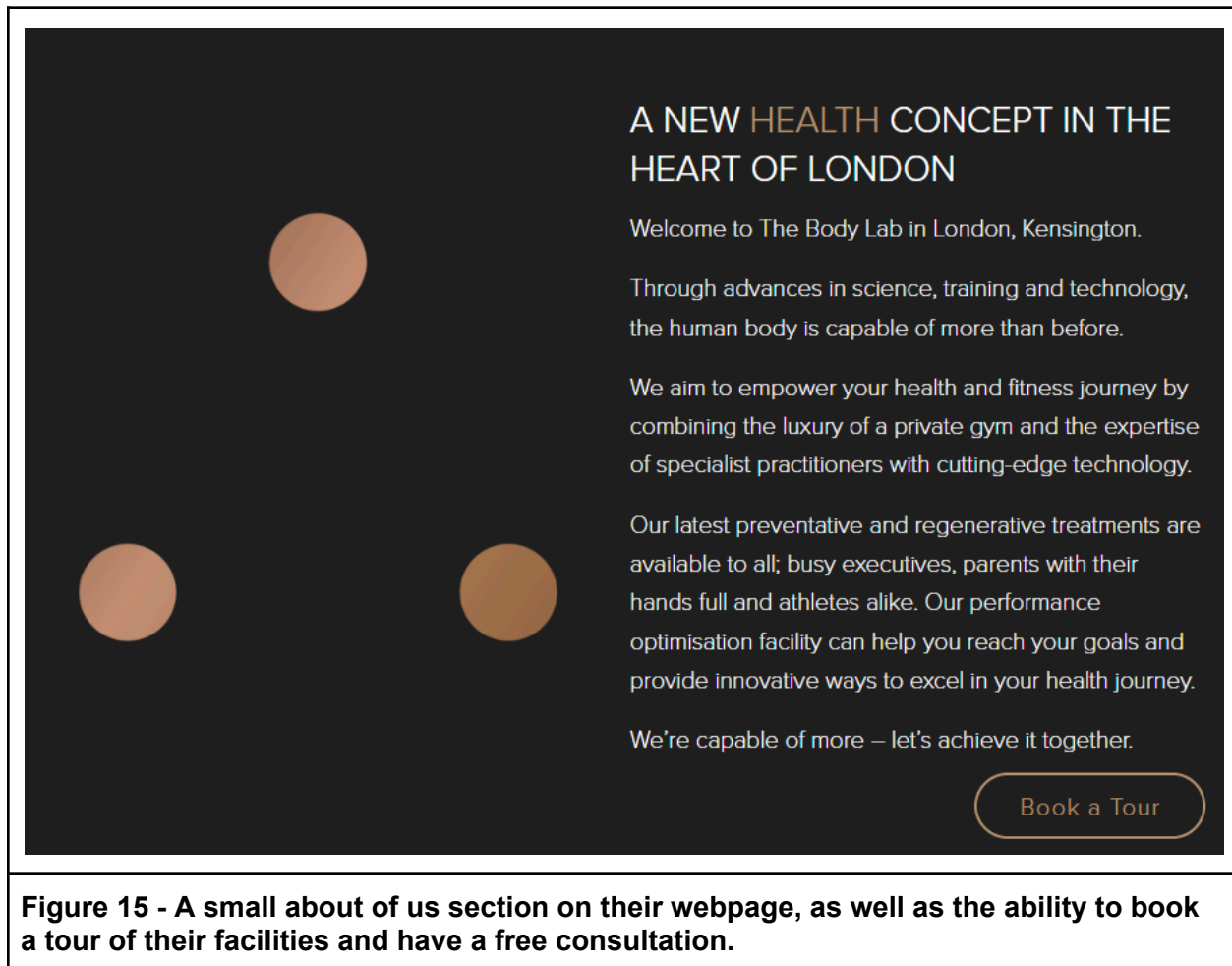


Figure 15 - A small about of us section on their webpage, as well as the ability to book a tour of their facilities and have a free consultation.

This eases the customer into learning about your services if they're even a little bit sceptical about purchasing from them.



BEST EMERGING NEXT-GEN WELLNESS CLINIC 2024 WINNERS

We're proud to be winners of SME News' 2024 Greater London Enterprise Awards. Awarded for our dedication to customer service, guest experience and innovation. We're continuously improving our member's experience and looking for new ways to enhance and redefine what is to be expected from our facility.

Figure 15 - A showcase of some of the company's achievements, present straight after their "about us" section.

Showcasing some of their achievements demonstrate validity, and assure that the customer is in a reputable environment.

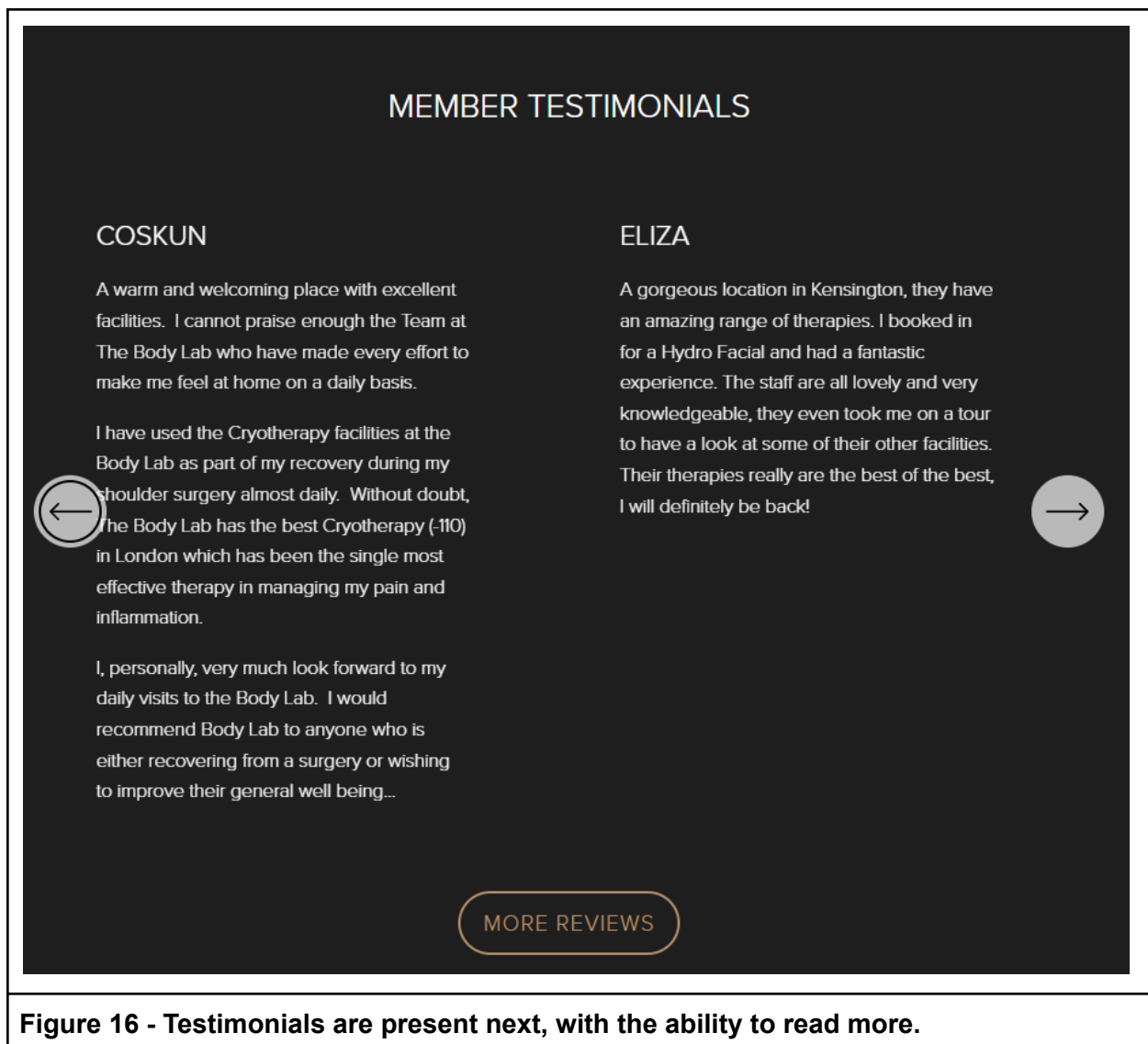


Figure 16 - Testimonials are present next, with the ability to read more.

Providing testimonials further increases the likelihood that someone will be interested in their services, it shows that other people have used their service and have come out satisfied enough to even leave a good review.

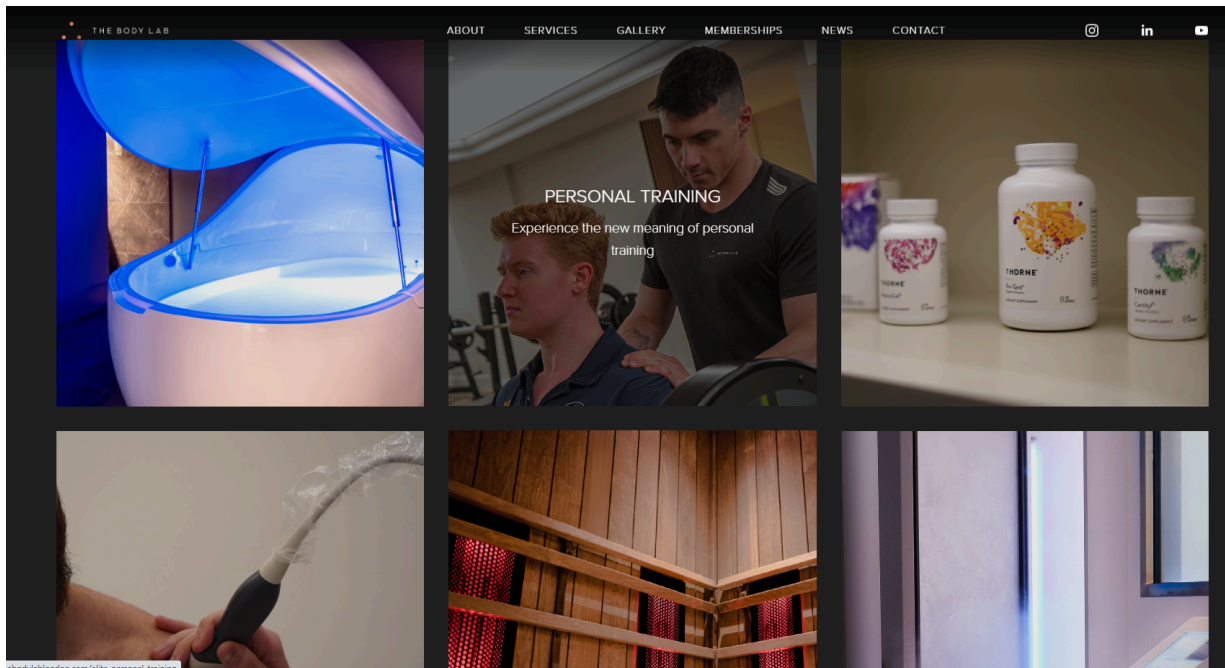


Figure 17 - A variety of clickable images, taking the user to that service's designated webpage where they're able to read more about it.

Finally, we are shown their list of services, with dynamic mouse over images revealing a little bit about what the service is. Clicking on that image directs the user to its specific webpage where, as covered earlier, has a vast amount of information related to that service. At the bottom of that page the user is then able to book an appointment.

TheBodyLab Audit

In this section, I briefly cover the main parts of the audit that we can take from TheBodyLab, in order to improve The Wholeness Pods website.

Firstly, the number of resources present.

The Body Lab London, Website Resources.

| Resource | Amount |
|---------------|--------|
| Total Objects | 172 |
| HTML Pages | 32 |
| Javascript | 61 |
| CSS | 11 |
| Images | 19 |
| Other | 49 |

| Resource | Amount |
|------------------------------|--------|
| Total Objects | 205 |
| HTML Pages | 5 |
| Javascript | 116 |
| Cascading Style Sheets (CSS) | 11 |
| Images | 16 |
| Other | 57 |

Figure 18 - Snippet taken from this document, the resources present on The Wholeness Pods website.

When comparing these two websites, it is hard to say why The Wholeness Pod has so many more resources when their website is a lot more simple. The main outlier here is the amount of javascript present in The Wholeness Pod, there isn't much evidence of it being used on the website when browsing it, however without a developer working on the application themselves and optimising the code, it is hard to give a reason for this.

All in all, this comparison further shows that The Wholeness Pods website is unoptimised.

The Body Labs Javascript and CSS files appear to be minified.

Minification is the process of removing all unnecessary characters from JavaScript source code without altering its functionality. This includes the removal of whitespace, comments, and semicolons, along with the use of shorter variable names and functions. Minification of code results in compact file sizes.^[10]

Example -

```
1 // This function takes in name as a parameter
2 // and logs a string which greets that name
3 // using the information passed
4 function sayHi (name) {
5     console.log ("Hi" + name + ", nice to meet you.")
6 }
7
8 sayHi("Sam");
```

Figure 19 - Javascript code before minification.

```
1 function sayHi(o){console.log ("Hi"+o+", nice to meet you.") }sayHi("Sam");
```

Figure 20 - Javascript code after minification, a single line of code.

Another big thing that affects the optimisation of both websites is the usage of iFrames. The body lab london does not use any iFrames, therefore their usability and load times are greatly increased.

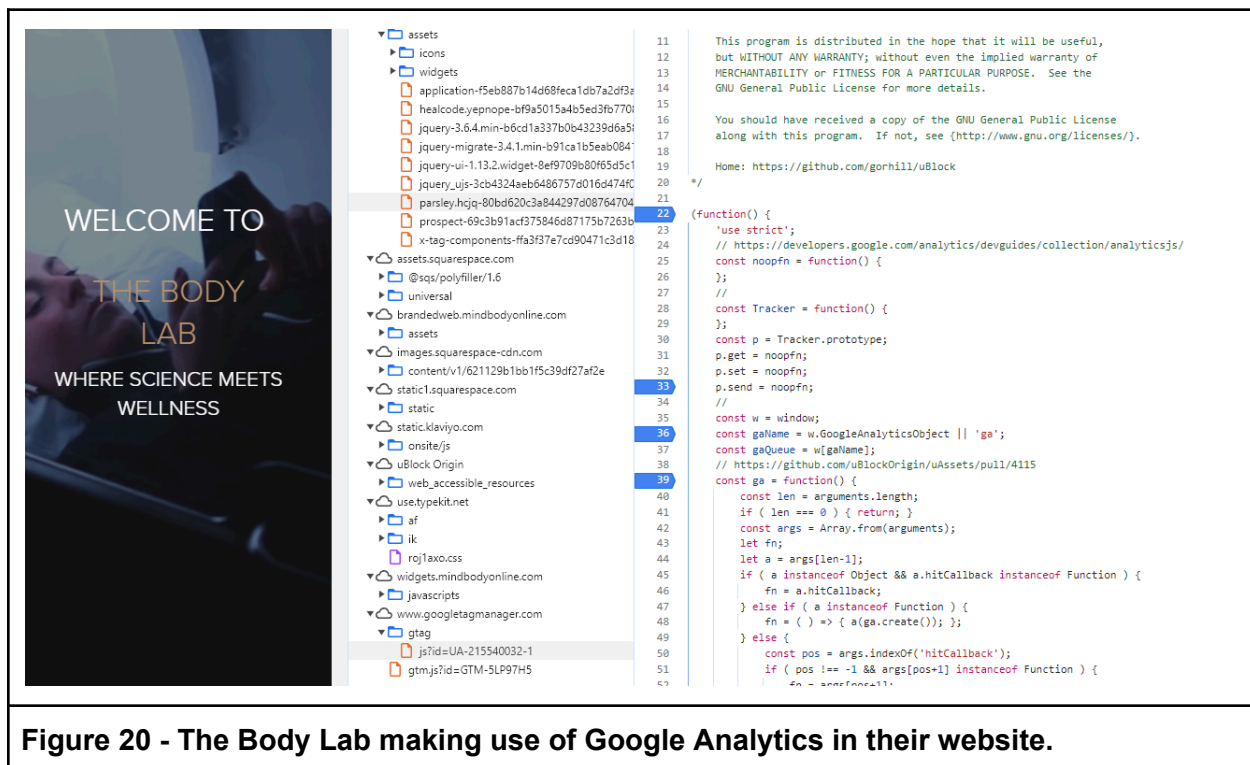


Figure 20 - The Body Lab making use of Google Analytics in their website.

The Body Lab has implemented the use of Google Analytics. There are multiple reasons why this is a very important thing to do, I will list some of them now;

- Understanding your audience
 - Information on your audiences demographics, interests, location
 - Help tailor your content and marketing strategies to your audience's needs
- Track visitor behaviour
 - How do your visitors interact with your site
 - What pages do they visit
 - How long do they stay
- Measure campaign performance
 - Track the effectiveness of your marketing campaigns
 - Social media campaigns, paid advertising, SEO.
 - Identify which channels drive the most traffic and conversions
 - Allocate your marketing budget better
- Identify trends and patterns
 - Identify trends in user behaviour and site performance
 - Anticipate changes in user preferences and adjust your marketing strategies accordingly
- Set and track goals
 - Set up specific goals
 - Track how well you meet them
 - Measure the success of your website and make decisions based on data
- Improve site performance

- Identify pages that have high bounce rates
- Identify pages with slow load times
- Make improvements to enhance the overall performance of your site
- Optimise conversion rates
 - Identify where users drop off in the conversion funnel
 - A conversion funnel is the journey that users take from initial awareness to converting into a paying customer
 - Make targeted changes to increase conversion rates
 - Achieve a better return on investment (ROI)
- Competitive Insights
 - Understand industry benchmarks and competitive performance
 - Offer insights into areas that need improvements

The importance of using Google Analytics can not be overstated, the lack of usage with The Wholeness Pod is perhaps one of the biggest factors when it comes to improving their marketing.

Conclusion

To improve The Wholeness Pods SEO and overall website performance, it is crucial to address usability issues, optimise performance, leverage social media tools, enhance local SEO, and conduct thorough competitor analysis. The implementation of Google Analytics will also provide essential data to guide ongoing improvements and strategic decisions. By adopting the recommendations present in this document, The Wholeness Pod can enhance its online visibility, attract more visitors, and ultimately achieve better engagement and conversion rates.

It is important to acknowledge that SEO optimization encompasses a wide range of factors beyond the scope of this document. Due to the evolving nature of SEO practices and my current level of experience in this sector, there are additional considerations and advanced strategies that have not been addressed in this analysis.

While this document provides a comprehensive overview of key areas such as backlink strategy, usability, performance, social presence, local SEO, competitor analysis, and the implementation of Google Analytics, it represents a foundational approach to SEO optimization. Given the complexities of the field, further exploration and expertise may be required to fully capture and implement all aspects of effective SEO.

Despite these limitations, I have aimed to deliver a thorough and actionable assessment based on the available knowledge and resources. Continued learning and consultation with SEO specialists will be beneficial for addressing more advanced techniques and ensuring that The Wholeness Pod's website achieves its full potential in search engine performance and user engagement.

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